

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>STEPHENS HARRIET C</u> (Last) (First) (Middle) <u>111 CENTER STREET</u> (Street) <u>LITTLE ROCK AR 72201</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>CONNS INC [CONN]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/09/2021</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	06/09/2021		S		9,070	D	\$29.4093 ⁽¹⁾	564,936	I	By Stephens Investments Holdings LLC
Common Stock	06/10/2021		S		140	D	\$29.0104	564,796	I	By Stephens Investments Holdings LLC
Common Stock	06/11/2021		S		1,537	D	\$29.0003	563,259	I	By Stephens Investments Holdings LLC
Common Stock	06/09/2021		S		9,070	D	\$29.4093	235,297	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/10/2021		S		140	D	\$29.0104	235,157	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/11/2021		S		1,537	D	\$29.0003	233,620	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/09/2021		S		9,070	D	\$29.4093	267,032	I	By Harriet C. Stephens Trust
Common Stock	06/10/2021		S		140	D	\$29.0104	266,892	I	By Harriet C. Stephens Trust
Common Stock	06/11/2021		S		1,537	D	\$29.0003	265,355	I	By Harriet C. Stephens Trust

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1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock								143,333	I	By Warren Miles Amerine Stephens Family Trust One
Common Stock								143,333	I	By John Calhoun Stephens Family Trust One
Common Stock								143,334	I	By Laura Whitaker Stephens Family Trust One
Common Stock								1,092,128	I	By WAS Family Trust Five
Common Stock								128,450	I	By Laura W. Stephens WAS Grantor Trust
Common Stock								22,619	I	By Warren Miles Amerine Stephens 2012 Trust
Common Stock								285,000	I	By Warren A. Stephens Roth IRA
Common Stock								82,430	I	By Stephens Inc.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. The reporting person effected open market sale transactions through trade orders executed by a broker-dealer. All of the sale prices reported herein reflect the average sale prices.

Todd Ferguson, attorney in fact for reporting person

06/11/2021

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.