

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(D)
OF THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): January 20, 2022

CONN'S, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-34956
(Commission
File Number)

06-1672840
(IRS Employer
Identification No.)

2445 Technology Forest Blvd., Suite 800,
The Woodlands, TX
(Address of principal executive offices)

77381
(Zip Code)

Registrant's telephone number, including area code: (936) 230-5899

Not Applicable
(Former name, former address and former fiscal year, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of Each Class	Trading Symbol	Name of Each Exchange on Which Registered
Common Stock, par value \$0.01 per share	CONN	NASDAQ Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act

Item 7.01. Regulation FD Disclosure.

On January 20, 2022, Conn's, Inc. (the "Company") issued a press release regarding the Company's Investor Day beginning on January 20, 2022, at 9:00 a.m. Eastern time. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The Company is furnishing as Exhibit 99.2 to this Current Report on Form 8-K the presentation materials to be provided to and discussed with attendees of the Investor Day. Interested persons will be able to access the webcast of the Investor Day and the presentation to be discussed by the Company's executive management team at ir.conns.com, live and in replay.

The information in this Current Report on Form 8-K (including the press release attached as Exhibit 99.1, the presentation attached as Exhibit 99.2 hereto and the webcast) is being furnished pursuant to Item 7.01 of Form 8-K and shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed to be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act. This current report on Form 8-K will not be deemed an admission as to the materiality of any information contained herein (including the press release attached as Exhibit 99.1, the presentation attached as Exhibit 99.2 hereto and the webcast).

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated January 20, 2022
99.2	Investor Presentation
104	Cover Page Interactive Data File (formatted as Inline XBRL)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CONN'S, INC.

Date: January 20, 2022

By: /s/ George L. Bchara
Name: George L. Bchara
Title: Executive Vice President and Chief Financial Officer



Conn's, Inc. Announces Enhanced Growth Strategy

THE WOODLANDS, Texas, January 20, 2022—**Conn's, Inc. (NASDAQ: CONN)** ("**Conn's**" or the "**Company**"), a specialty retailer of furniture and mattresses, home appliances, consumer electronics and home office products, and provider of consumer credit, today announced that members of its senior leadership team will present details of the Company's enhanced strategic growth plan and financial and operating goals at an Investor Day, which is being webcast today at 8:00 am CST. Conn's is well-positioned to drive profitable growth and create sustained value for shareholders by strengthening its core business, enhancing its credit business and accelerating eCommerce growth.

"I believe Conn's is a stronger company today than at any other time in our 132-year history and I am excited by the opportunities we have to leverage our assets and capabilities to drive sustainable growth and profitability for years to come," said Chandra Holt, Conn's President and Chief Executive Officer. "We have a powerful and unique business model aimed at elevating our customer's home life to home love, which we believe will create meaningful value for our customers, employees, communities and shareholders."

During the 2022 Investor Day the Company will outline the Company's enhanced strategic growth plan and introduce financial goals aimed at creating long-term shareholder value. Three year financial and operating goals include:

- Growing total revenues to approximately \$2.0 billion to \$2.2 billion, representing an estimated 9% to 12% CAGR;
- Increasing eCommerce revenues from approximately 6% of total retail revenues in Q3 of fiscal year 2022 to approximately 20% of total retail revenues;
- Continuing Conn's geographic expansion;
- Maintaining a stable credit business, producing at least 1,000 basis points of credit spread; and
- Producing a high single digit EBIT margin.

"We believe we are well positioned to achieve our future financial goals because of the unique value we provide our customers. As we pursue our mission of elevating our customers home life to home love, we believe our value proposition is well positioned to serve more customers across our growing unified retail platform," concluded Ms. Holt.

Investor Day Webcast

Conn's 2022 Investor Day will begin at 8:00 a.m. CST today. The event includes presentations by members of Conn's senior leadership team and will be followed by a live question-and-answer session. To access the live webcast, visit the Conn's Investor Relations page at <https://ir.conns.com> at least 15 minutes prior to the presentation to register for the event. A replay of the webcast will be available shortly after the conclusion of the live event.

About Conn's, Inc.

Conn's is a specialty retailer currently operating 150+ retail locations in Alabama, Arizona, Colorado, Florida, Georgia, Louisiana, Mississippi, Nevada, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

The Company's primary product categories include:

- Furniture and mattress, including furniture and related accessories for the living room, dining room and bedroom, as well as both traditional and specialty mattresses;
- Home appliance, including refrigerators, freezers, washers, dryers, dishwashers and ranges;
- Consumer electronics, including LED, OLED, QLED, 4K Ultra HD, and 8K televisions, gaming products, next generation video game consoles and home theater and portable audio equipment; and
- Home office, including computers, printers and accessories.

Additionally, Conn's offers a variety of products on a seasonal basis. Unlike many of its competitors, Conn's provides flexible in-house credit options for its customers in addition to third-party financing programs and third-party lease-to-own payment plans.

This press release contains forward-looking statements within the meaning of the federal securities laws, including but not limited to, the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties. Such forward-looking statements include information concerning our future financial performance, business strategy, plans, goals and objectives. Statements containing the words "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "project," "should," "predict," "will," "potential," or the negative of such terms or other similar expressions are generally forward-looking in nature and not historical facts. Such forward-looking statements are based on our current expectations. We can give no assurance that such statements will prove to be correct, and actual results may differ materially. A wide variety of potential risks, uncertainties, and other factors could materially affect our ability to achieve the results either expressed or implied by our forward-looking statements, including, but not limited to: general economic conditions impacting our customers or potential customers; our ability to execute periodic securitizations of future originated customer loans on favorable terms; our ability to continue existing customer financing programs or to offer new customer financing programs; changes in the delinquency status of our credit portfolio; unfavorable developments in ongoing litigation; increased regulatory oversight; higher than anticipated net charge-offs in the credit portfolio; the success of our planned opening of new stores; technological and market developments and sales trends for our major product offerings; our ability to manage effectively the selection of our major product offerings; our ability to protect against cyber-attacks or data security breaches and to protect the integrity and security of individually identifiable data of our customers and employees; our ability to fund our operations, capital expenditures, debt repayment and expansion from cash flows from operations, borrowings from our revolving credit facility, and proceeds from accessing debt or equity markets; the effects of epidemics or pandemics, including the COVID-19 outbreak; and other risks detailed in Part I, Item 1A, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2021 and other reports filed with the Securities and Exchange Commission. If one or more of these or other risks or uncertainties materialize (or the consequences of such a development changes), or should our underlying assumptions prove incorrect, actual outcomes may vary materially from those reflected in our forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. We disclaim any intention or obligation to update publicly or revise such statements, whether as a result of new information, future events or otherwise, or to provide periodic updates or guidance. All forward-looking statements attributable to us, or to persons acting on our behalf, are expressly qualified in their entirety by these cautionary statements.

CONN-G

S.M. Berger & Company

Andrew Berger (216) 464-6400



TRANSFORMATION + GROWTH + SHAREHOLDER VALUE

INVESTOR DAY 2022



TODAY'S AGENDA

VISION + STRATEGY OVERVIEW

Chandra Holt, President & Chief Executive Officer

CUSTOMER JOURNEY + STORE EXPANSION

Strengthen the Core

Rodney Lastinger, President of Retail

GROWTH + OPPORTUNITY

Evolve the Credit Business

TJ Fenton, Chief Credit Officer

eCOMMERCE + DIGITAL EXPERIENCE

Accelerate Growth

Chandra Holt, President & Chief Executive Officer

FINANCES + KPIs + SHAREHOLDER VALUE

George Bchara, Chief Financial Officer

CONN'S HOMEPLUS + THE FUTURE

Norm Miller, Executive Chairman

Q&A

CONN'S HOMEPLUS INVESTOR DAY 2022



FORWARD LOOKING STATEMENTS & OTHER DISCLOSURE MATTERS

Forward-Looking Statements - This presentation contains forward-looking statements within the meaning of the federal securities laws, including but not limited to, the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements include information concerning the Company's future financial performance, business strategy, plans, goals and objectives. Statements containing the words "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "project," "should," "predict," "will," "potential" or the negative of such terms or other similar expressions are generally forward-looking in nature and not historical facts. Such forward-looking statements are based on our current expectations. We can give no assurance that such statements will prove to be correct, and actual results may differ materially. A wide variety of potential risks, uncertainties, and other factors could materially affect our ability to achieve the results either expressed or implied by our forward-looking statements including, but not limited to: general economic conditions impacting our customers or potential customers; our ability to execute periodic securitizations of future originated customer loans on favorable terms; our ability to continue existing customer financing programs or to offer new customer financing programs; changes in the delinquency status of our credit portfolio; unfavorable developments in ongoing litigation; increased regulatory oversight; higher than anticipated net charge-offs in the credit portfolio; the success of our planned opening of new stores; expansion of our e-commerce business; technological and market developments and sales trends for our major product offerings; our ability to manage effectively the selection of our major product offerings; our ability to protect against cyber-attacks or data security breaches and to protect the integrity and security of individually identifiable data of our customers and employees; our ability to fund our operations, capital expenditures, debt repayment and expansion from cash flows from operations, borrowings from our revolving credit facility, and proceeds from accessing debt or equity markets; the effects of epidemics or pandemics, including the COVID-19 pandemic; and other risks detailed in Part I, Item 1A, Risk Factors, in our Annual Report on Form 10-K for the fiscal year ended January 31, 2021 and other reports filed with the SEC. If one or more of these or other risks or uncertainties materialize (or the consequences of such a development changes), or should our underlying assumptions prove incorrect, actual outcomes may vary materially from those reflected in our forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. We disclaim any intention or obligation to update publicly or revise such statements, whether as a result of new information, future events or otherwise, or to provide periodic updates or guidance. All forward-looking statements attributable to us, or to persons acting on our behalf, are expressly qualified in their entirety by these cautionary statements.

Non-GAAP Measures - To supplement the consolidated financial statements, which are prepared and presented in accordance with accounting principles generally accepted in the United States of America ("GAAP"), the Company also provides the following non-GAAP financial measures from time to time: retail segment adjusted operating income, retail segment adjusted operating margin, credit segment adjusted operating income (loss), credit segment adjusted operating margin, adjusted EBITDA, EBIT, net debt, net income and adjusted net income per diluted share. These non-GAAP financial measures are not meant to be considered as a substitute for, or superior to, comparable GAAP measures and should be considered in addition to results presented in accordance with GAAP. They are intended to provide additional insight into our operations and the factors and trends affecting the business. Management believes these non-GAAP financial measures are useful to financial statement readers because (1) they allow for greater transparency with respect to key metrics we use in our financial and operational decision making and (2) they are used by some of our institutional investors and the analyst community to help them analyze our operating results. Our reconciliations of non-GAAP financial measures to GAAP financial measures are located in the appendix to this presentation.

VISION + STRATEGY OVERVIEW

Chandra Holt, President & Chief Executive Officer

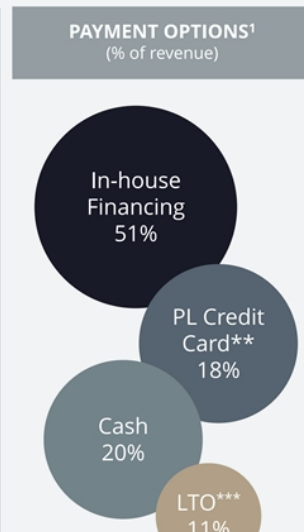
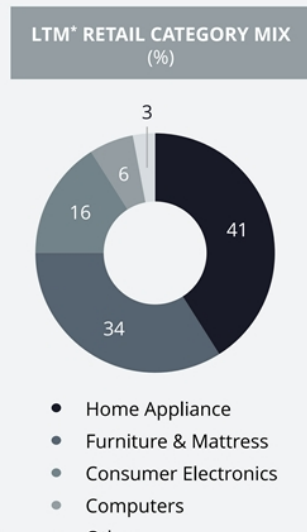
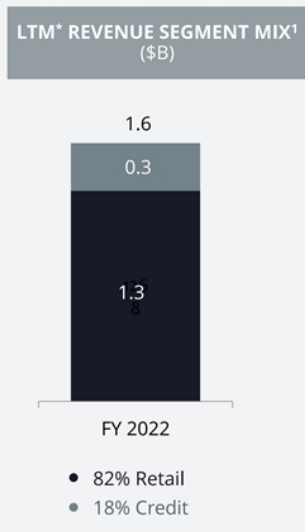
CONN'S HOMEPLUS IS A TOP CONSUMER RETAILER WITH MORE THAN \$1 BILLION IN REVENUE

\$1.6B Fiscal Year LTM* Revenue¹

\$4.19 Fiscal Year LTM* GAAP EPS

\$1.1B Portfolio²

157 Stores



*Last Twelve Months as of FY22Q3
 ** Private Label Credit Card
 *** Lease-to-Own

1 10-K/10-Q (LTM based upon internal sales)
 2 As of 10.31.21

EVOLVING TO SERVE OUR CUSTOMER NEEDS FOR 132+ YEARS

EASTHAM PLUMBING
& HEATING



1890

PLUMBING &
HEATING

Conn's began as a small plumbing and heating company in Beaumont, Texas.



1930's

APPLIANCES

Conn's began selling appliances like refrigerators and gas ranges.

CONN'S



1960's

CREDIT & FINANCING
OFFERED

In 1962 Conn's repair service and maintenance operations was founded.
Conn Credit Corporation was founded two years later.



2008

START OF
GEO EXPANSION

Continued expansion across the South.
*Initiated Conn's HomePlus® in 2012 – a larger store format showcasing a wider range of products.

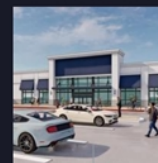
CONN'S HOMEPLUS*



2016

BUSINESS MODEL
PROFESSIONALIZATION

Built out infrastructure and business systems to support transition from a local retailer to larger regional player



2022 &
beyond

Because change and innovation is woven into our DNA, Conn's HomePlus is positioned for incredible growth over the next ten years.

OUR CURRENT BUSINESS AND OPERATIONAL CAPABILITIES REFLECT CORE CUSTOMER NEEDS

Financial
Access

ATTRACTION



Customers

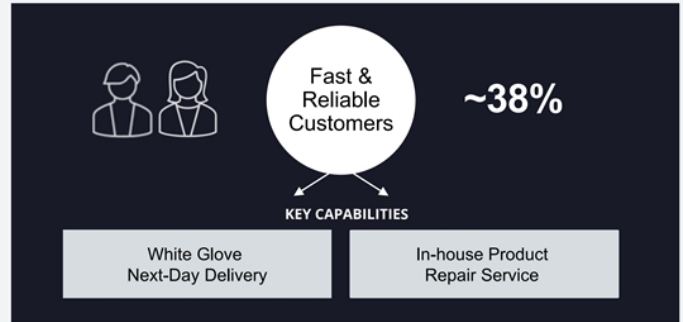
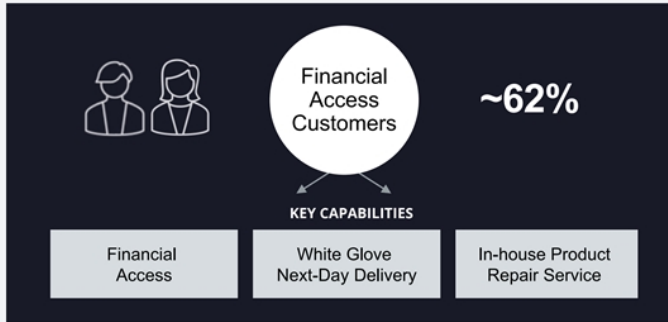
RETENTION

White Glove
Next Day
Delivery

In-house
Product
Repair
Service

WE CAN LEVERAGE THESE CAPABILITIES TO RETAIN CORE CUSTOMERS AND ATTRACT NEW CUSTOMER SEGMENTS

CONTINUE



IMPROVE



RE-IMAGINE

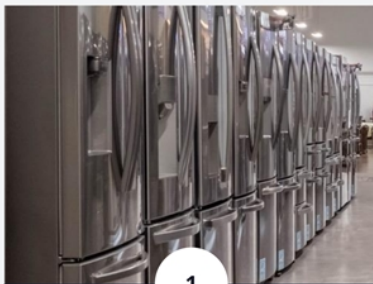


A photograph of a woman with long brown hair hugging a young girl with dark hair from behind. They are both smiling and looking towards a front-loading washing machine. The woman is wearing a blue and white plaid shirt, and the girl is wearing a bright pink t-shirt. The washing machine is dark-colored and set against a light-colored wall with horizontal paneling.

Our vision is *everyone* deserves
a home they *love*.

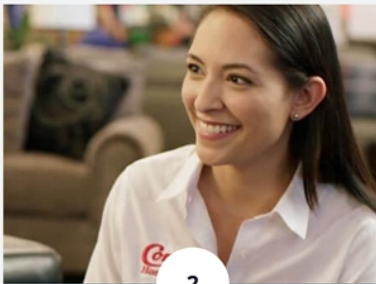
Our mission is to elevate
your home *life* to home *love*.

WE WILL GROW INTO OUR NEW MISSION THROUGH THREE STRATEGIC PRIORITIES



1

Strengthen
the Core



2

Enhance the
Credit Business



3

Accelerate
eCommerce Growth



OUR 3 YEAR PRIORITIES

By delivering on our strategic priorities, we believe that we can substantially grow our business.

~\$2.0-2.2B

REVENUE GOAL

High Single
Digit

EBIT MARGIN GOAL

EVOLVING OUR VALUE PROPOSITION
TO ATTRACT MORE CUSTOMERS

WEAVING ESG
INTO WHO WE ARE

CONN'S HOMEPLUS INVESTOR DAY 2022

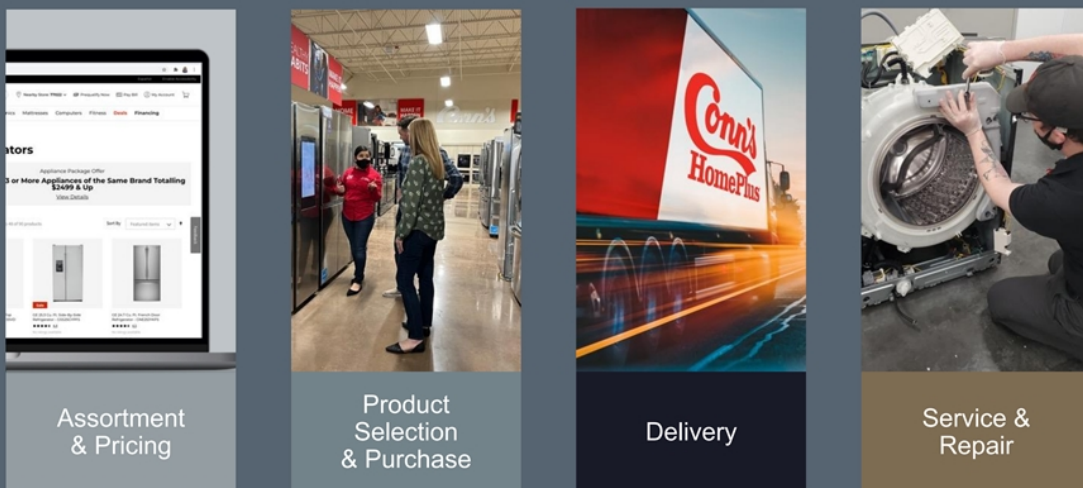


CUSTOMER JOURNEY + STORE EXPANSION

STRENGTHEN THE CORE



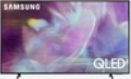

Rodney Lastinger, President of Retail

THE CUSTOMER JOURNEY



ASSORTMENT
& PRICING

TODAY, WE HAVE AN ASSORTMENT OF LARGELY BETTER-BEST

		GOOD	BETTER	BEST	PREMIUM / SPECIAL ORDER
PRODUCT SELECTION & PURCHASE	 HOME APPLIANCES				
DELIVERY	 FURNITURE & MATTRESS				
SERVICE & REPAIR	 CONSUMER ELECTRONICS				
CUSTOMER JOURNEY	 NEW CATEGORIES Home Improvement, Fitness, Micro-mobility				

TOMORROW, CONN'S HOMEPLUS WILL OFFER AN EXPANDED ASSORTMENT AND PRICING SPECTRUM

ASSORTMENT & PRICING
PRODUCT SELECTION & PURCHASE
DELIVERY
SERVICE & REPAIR
CUSTOMER JOURNEY

GOOD	BETTER	BEST	PREMIUM / SPECIAL ORDER
			
<\$1,000	\$1,000 - \$3,000	\$3,000 - \$5,000	\$5,000+

SUCCESSFULLY LAUNCHED CONN'S HOMEPLUS' FIRST PRIVATE LABEL BRAND IN 2021

ASSORTMENT & PRICING

PRODUCT SELECTION & PURCHASE

DELIVERY

SERVICE & REPAIR

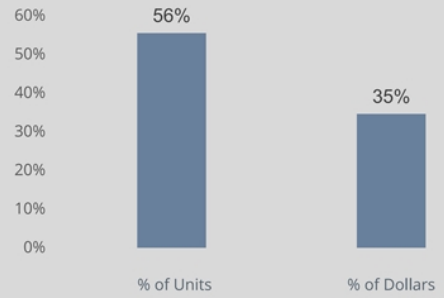
CUSTOMER JOURNEY



#1 SELLING MATTRESS BRAND	Good to Better PRICE RANGE (QUEEN MATTRESS)
12 ITEM ASSORTMENT	~\$25M PROJECTED YEAR 1 SALES



DREAMSPOT FY22 Q3 BALANCE ON SALE*



*Mattress and box spring sales excluding clearance

OUR EMPLOYEES ARE WELL-INCENTIVIZED TO ACHIEVE EXCELLENCE IN CUSTOMER SERVICE AND PRODUCT KNOWLEDGE

ASSORTMENT
& PRICING

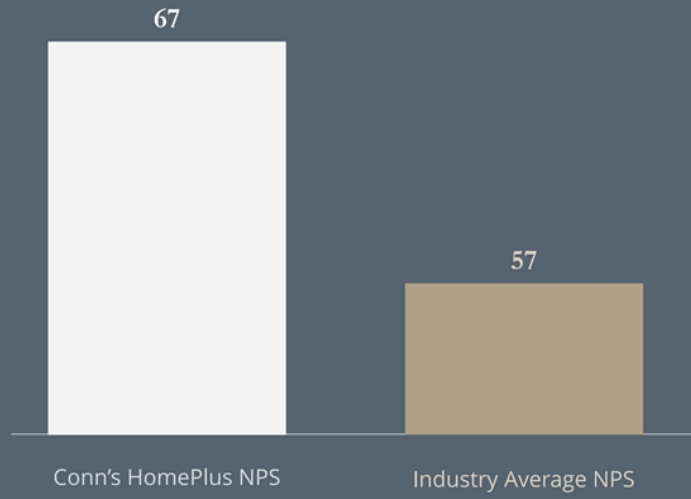
PRODUCT
SELECTION
& PURCHASE

DELIVERY

SERVICE &
REPAIR

CUSTOMER
JOURNEY

MEDALLIA RETAIL INDUSTRY BENCHMARKS



Front Line
Expertise

Integration
with
eCommerce

In-house
Financing
Options

OUR DELIVERY NETWORK AND INVENTORY AVAILABLE FOR NEXT-DAY DELIVERY WILL ALLOW US TO SCALE UP SEAMLESSLY

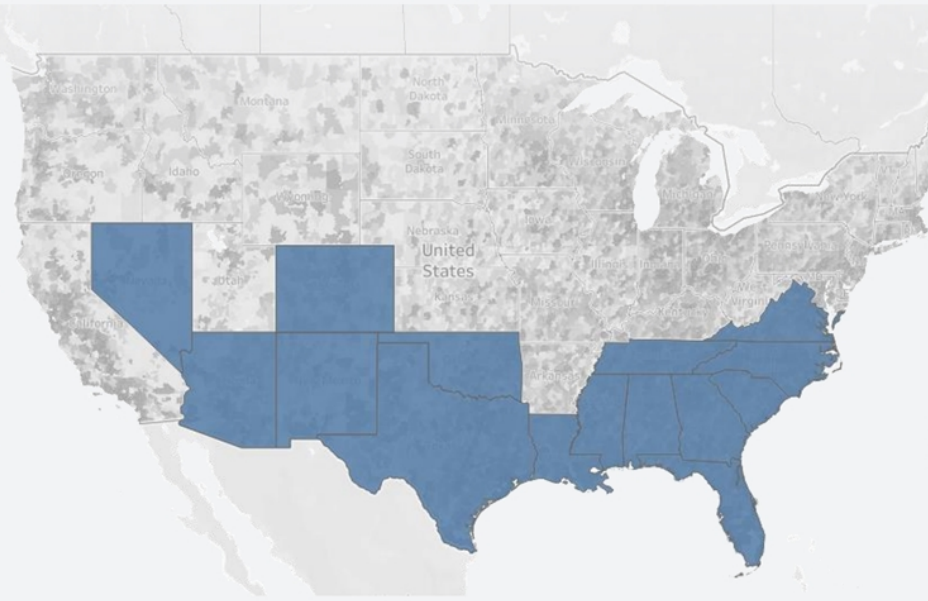
ASSORTMENT
& PRICING

PRODUCT
SELECTION
& PURCHASE

DELIVERY

SERVICE &
REPAIR

CUSTOMER
JOURNEY



Conn's HomePlus
current footprint

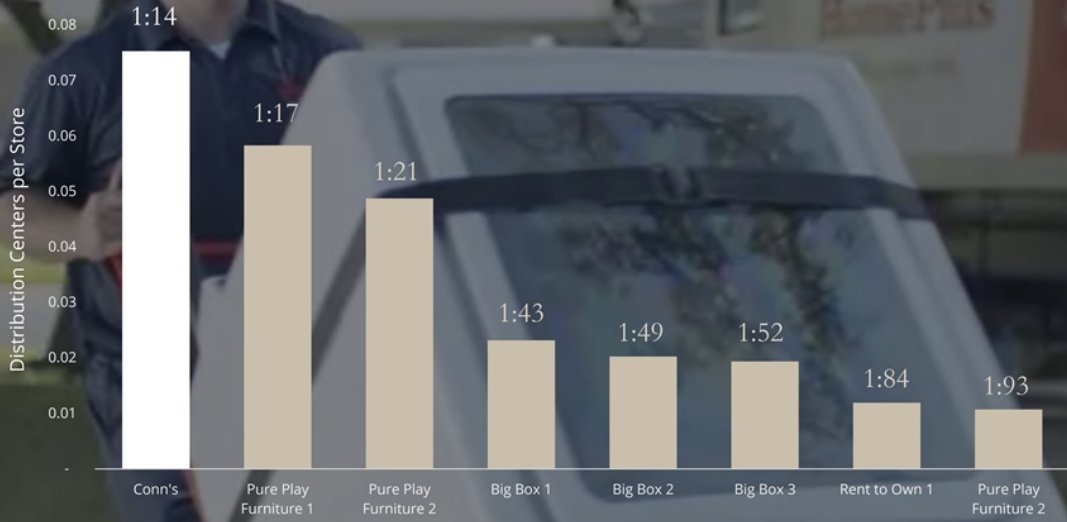
15
STATES

Currently servicing

>70%
OF POPULATION
IN THOSE STATES

OUR DISTRIBUTION CAPABILITIES ARE INDUSTRY-LEADING & DRIVE BEST-IN-CLASS DELIVERY SPEED

DISTRIBUTION CENTER : STORE RATIO



ASSORTMENT
& PRICING

PRODUCT
SELECTION
& PURCHASE

DELIVERY

SERVICE &
REPAIR

CUSTOMER
JOURNEY

OUR RELIABLE, SPEEDY INSTALLATION & SERVICE HAS CREATED CUSTOMER LOYALTY AND BOOSTED OUR ONLINE REPUTATION

ASSORTMENT & PRICING

PRODUCT SELECTION & PURCHASE

DELIVERY

SERVICE & REPAIR

CUSTOMER JOURNEY

REPAIR NPS

~70

Conn's HomePlus
In-house Service Team
YTD

REPAIR TIME

7 days

Conn's HomePlus
In-house Service Team
YTD

14 days

Industry
AVG

95% of Appliance and TV Repairs are performed by Conn's HomePlus employees



ASSORTMENT
& PRICING

PRODUCT
SELECTION
& PURCHASE

DELIVERY

SERVICE &
REPAIR

CUSTOMER
JOURNEY

UNIFIED SERVICE APPROACH THAT BUILDS CUSTOMER CONNECTIVITY AND LOYALTY

Empowered
to resolve
customer
pain points

Knowledgeable
to assist with
all shopping
needs

Accountable
to drive
high- level
NPS results

Engaged
to take care
of customer
needs

Our dedicated sales associates are empowered to delight our customers beyond their expectations throughout their entire shopping journey.

VIDEO PLACEHOLDER

ANIMATED MAP

STORE GROWTH HAS BEEN HISTORICALLY STRONG



- STORE GROWTH CONSIDERATIONS**
- Test Small Store Format
 - Test Layouts
 - New Markets

New Stores	3	11	11	13	10	3	7	14	9	12	~15
Store Growth	5%	16%	14%	14%	10%	3%	6%	11%	7%	8%	~10%

A SUCCESSFUL NEW STORE OPENING REQUIRES THREE KEY COMPONENTS



Optimized Real Estate
Selection and Renewals



Effective Go-to-Market
Plan and Support



Strong Customer
Value Proposition

MARKET ECONOMICS OF OPENING A NEW STORE

NEW STORE METRICS

\$5-7M
Average annual sales
for new stores²

3-4 yrs.
Expected time until
new store maturity

1-3 yrs.
Payback period

NEW STORE COSTS TO BUILD

~\$4M
New store operating
breakeven

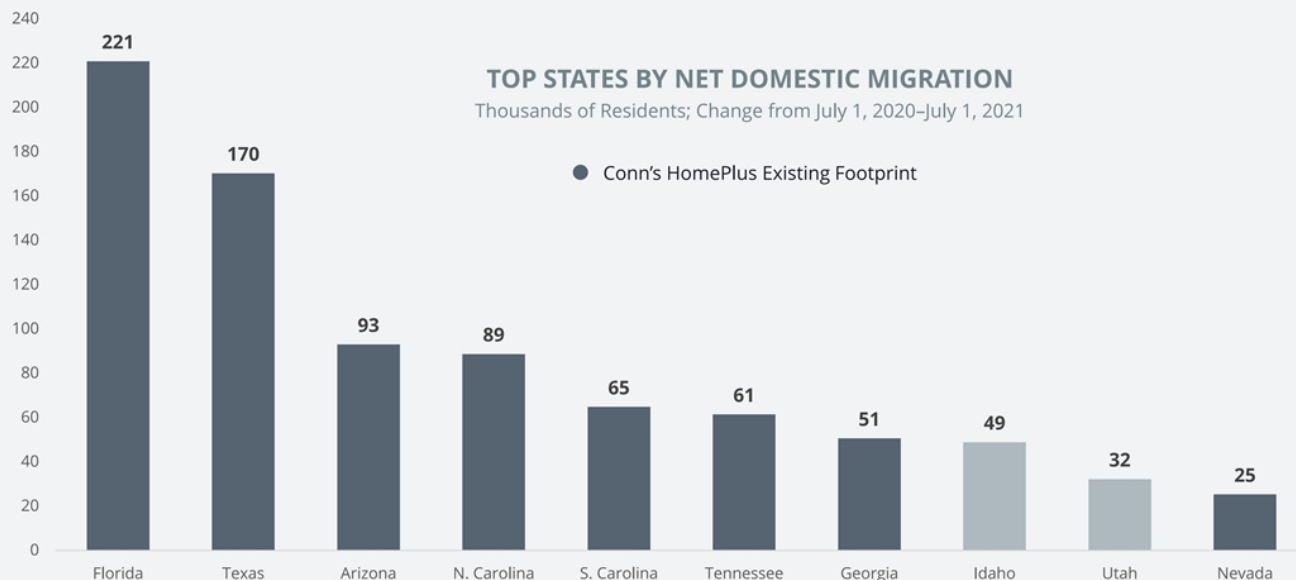
~\$0.3M
Pre-opening SG&A expense¹

~\$1M
Net capital investment³

1. Starts ~6 months prior to opening
2. Represents standard box size/layout
3. New store Gross Capital Expenditure is \$1.7-2.5M



OUR CURRENT FOOTPRINT WILL BENEFIT FROM STRONG DEMOGRAPHIC TAILWINDS



A photograph of a Conn's HomePlus store exterior. The building is light-colored with large windows and red awnings. The word "FURNITURE" is visible on the left side of the building, and the "Conn's HomePlus" logo is prominently displayed on the right. Two cars are parked in front of the store. The image is overlaid with a semi-transparent dark blue filter and several white plus signs of varying sizes in the bottom right corner.

Our strong core model is *scalable*
across new markets.

GROWTH + OPPORTUNITY

ENHANCE THE CREDIT BUSINESS

TJ Fenton, Chief Credit Officer

CREDIT BUSINESS HAS A SOLID FOUNDATION WITH ROOM TO GROW



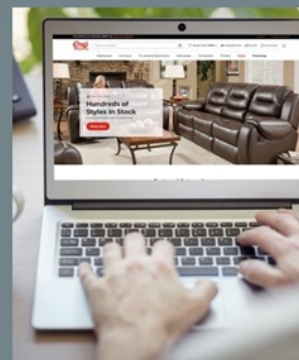
Payment Options
Overview



Strong In-house
Financing Performance



Opportunities
Ahead



Digital
Experience

CONN'S OFFERS A MARKET LEADING PAYMENT OPTION SET



PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

	20% Cash	18% PL Credit Card	51% In-House Financing	11% Lease to Own
Product Type	Cash or Personal Credit Card	Private Label Revolving Credit card	Installment loan	Lease with buyout option
Product Summary	Cash at sale	Highest credit quality \$2k-6.5k credit limit 0% for 12-60 months 19.99% APR on Revolving balance	Most used financing option \$1.5k-7.5k installment loan 0% for 12 months option 19% - 36% APR 36-month term	Most accessible financing option Average \$1.5k credit limit Typically 12 -18 month lease No interest if paid in full within 90 days
Financially Responsible Party	N/A	Synchrony	Conn's	American First Financial & Acima

* Based upon Q3 FY22 LTM

CONN'S HOMEPLUS UNDERWRITES & CARRIES A PORTFOLIO OF DEBT, ENABLING IN-HOUSE FINANCING

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

\$1.1B
PORTFOLIO BALANCE¹

~40-50%
of business from
existing customers²

~\$670M/yr.
Originations²

36-mos.
Typical Term

22.6%
NET YIELD²

19-36%² APR
Varies by state²

9.6%
Losses-6 mos.
Significant improvements to credit
quality of originations

TARGET ~1,000bps
SPREAD

Currently performing
above target

Operating margin
opportunity as portfolio
grows

Improve financials
associated with in-house
financing

COMPLIANCE
LAYERS OF
DEFENSE

Board level Compliance
Committee alignment with
key areas of the business

Compliance involvement
in the design of new
processes

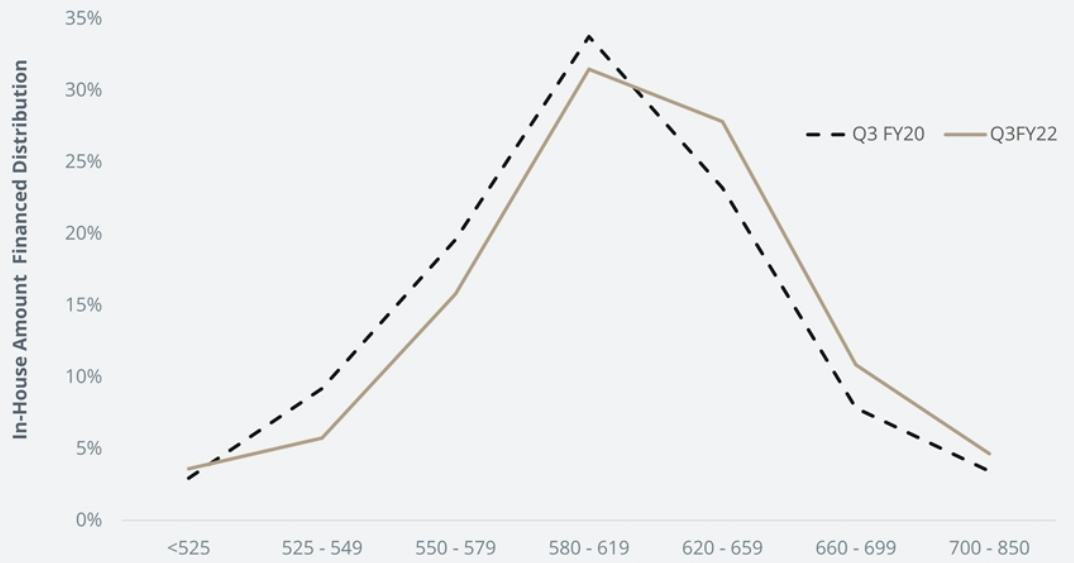
Perform monthly
monitoring of 50+ areas
covering origination,
servicing and collections

1. As of Oct 31, 2021
2. Based upon LTM

PAYMENT
OPTIONS
OVERVIEW

IN-HOUSE FINANCING ORIGINATIONS SHIFTING UP CREDIT SPECTRUM

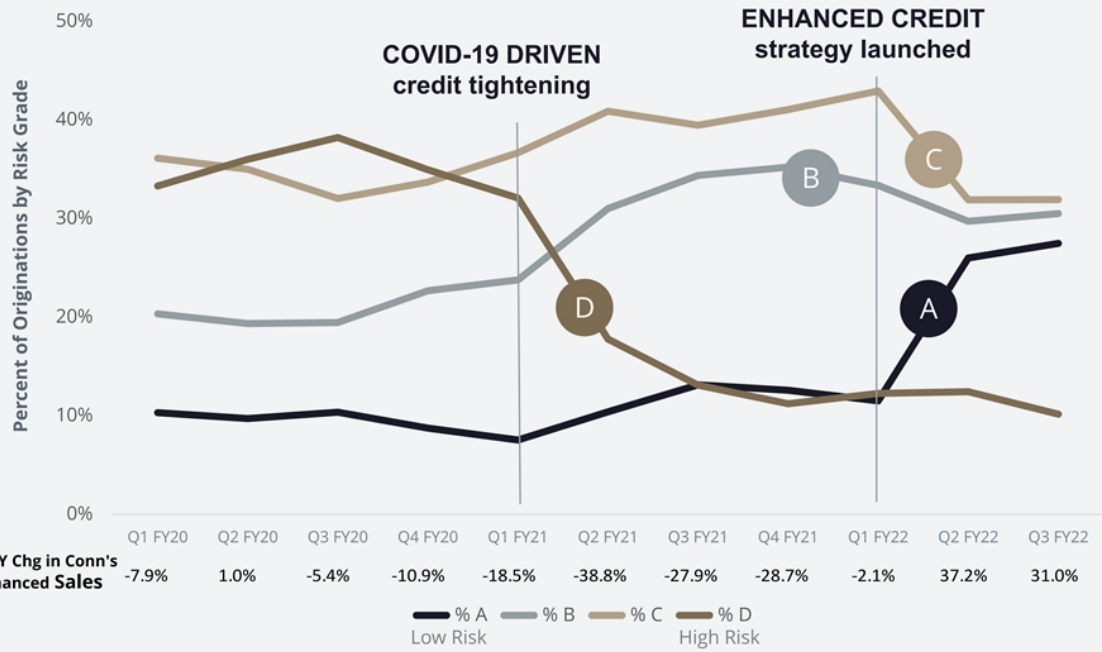
STRONG IN-HOUSE
FINANCING
PERFORMANCE



OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

SIGNIFICANT UNDERWRITING IMPROVEMENTS BOOSTED ORIGINATION QUALITY



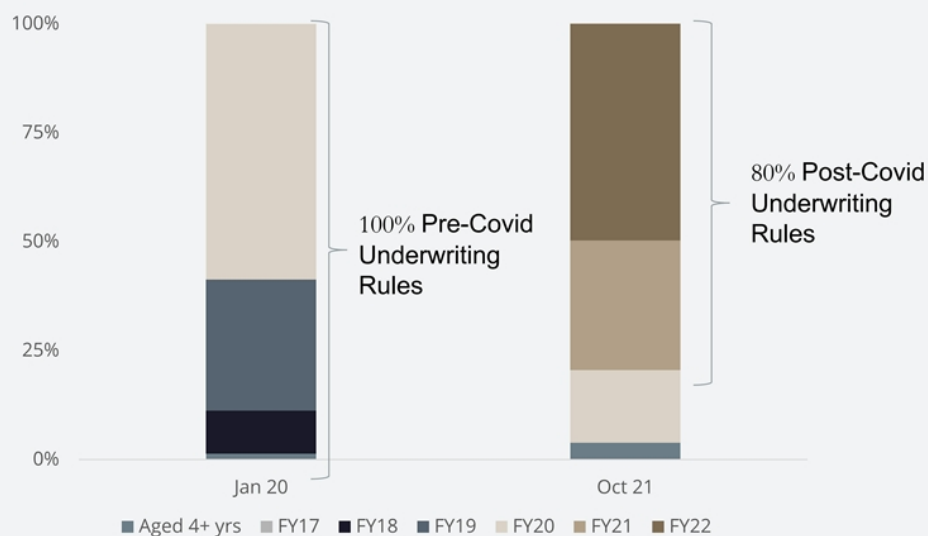
PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

80% OF CURRENT IN-HOUSE PORTFOLIO BOOKED UTILIZING POST-COVID UNDERWRITING STRATEGIES



*Aged accounts were booked 4+ years prior to each period

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

PAYMENT
OPTIONS
OVERVIEW

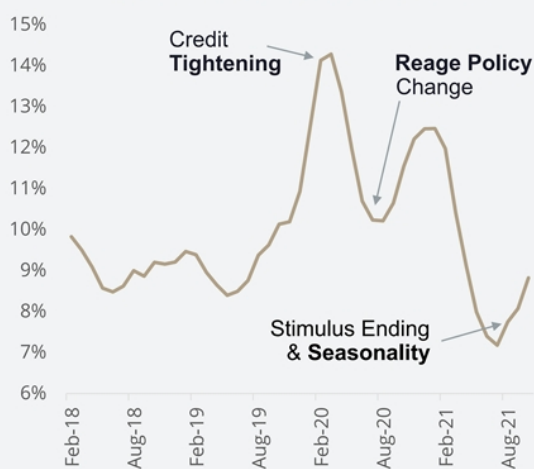
KEY PORTFOLIO RISK INDICATORS HAVE SHOWN SIGNIFICANT IMPROVEMENT

STRONG IN-HOUSE
FINANCING
PERFORMANCE

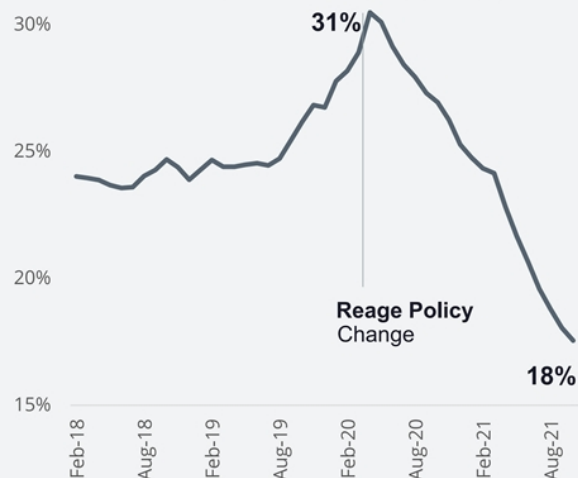
OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

PORTFOLIO 60+ % DELINQUENCY



TOTAL REAGE NET BALANCE %



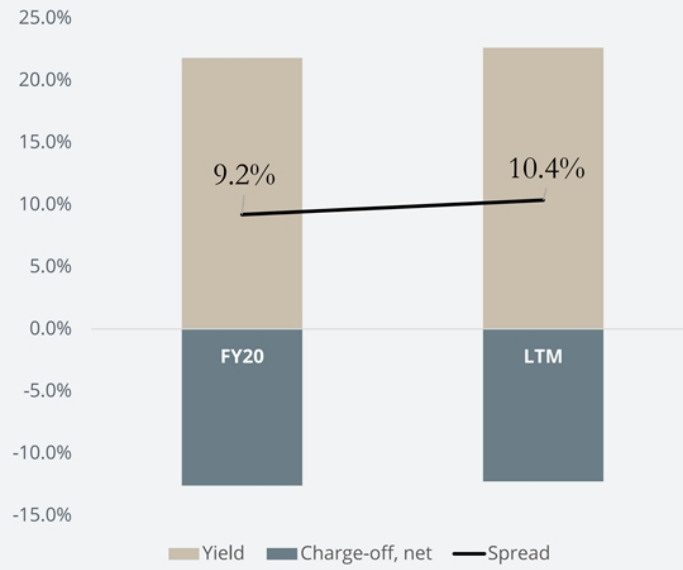
PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

THESE EFFORTS HAVE ENABLED CONN'S HOMEPLUS TO ACHIEVE OUR TARGET SPREAD



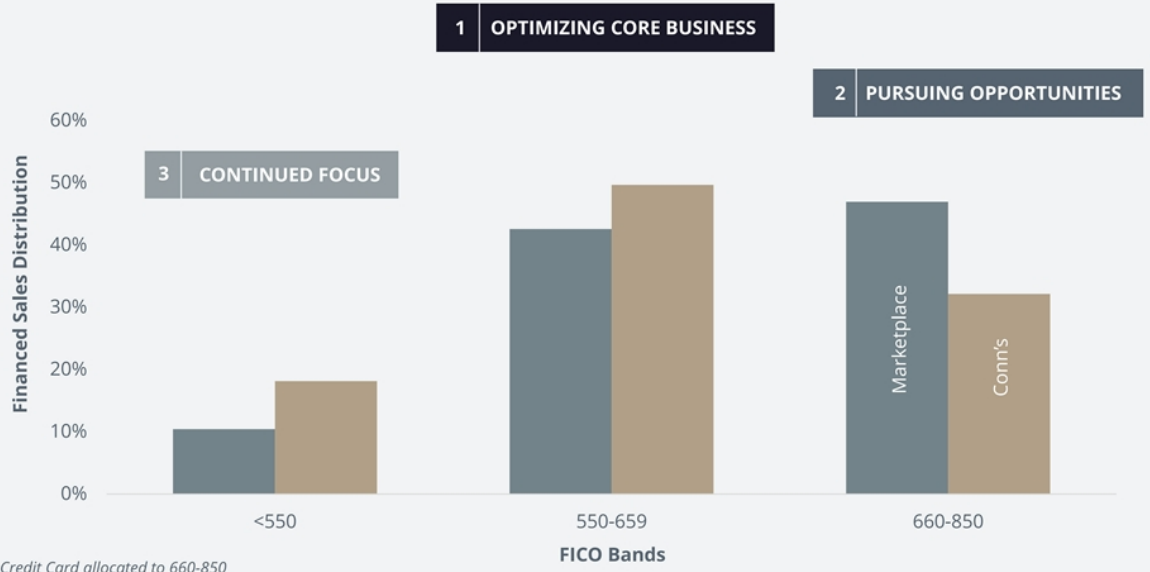
SEVERAL GROWTH OPPORTUNITIES EMERGE ACROSS OUR CREDIT OFFERINGS

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

▶ OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE



1. PL Credit Card allocated to 660-850
 2. LTO allocated to <550
 3. Marketplace comparison based upon unsecured installment lending

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

▶ OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

SEVERAL OPPORTUNITIES TO CONTINUE OPTIMIZATION OF CONN'S HOMEPLUS LOAN

Credit Offer
Engine

Additional
Data
Sources
Attributes

Improved
Fraud
Tools

Continually
Enhanced
Underwriting
Strategies



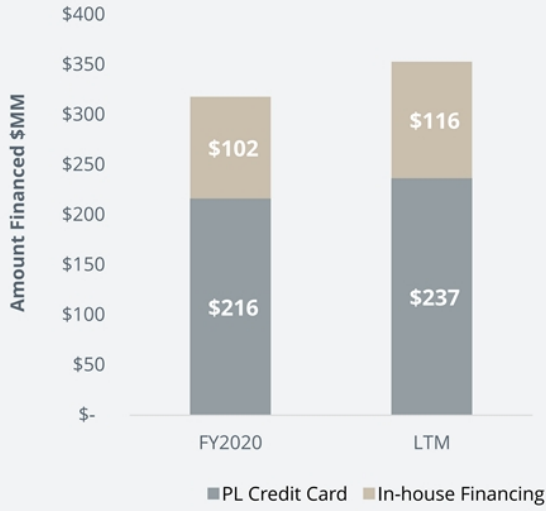
PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

▶ OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

WORKING TO BETTER SERVE 660+ CUSTOMER SEGMENT



6%
Total
CAGR

8%
In-house
Financing
CAGR

5%
PL Credit
Card CAGR

Improved offer strategy including: promotional rates, APR, term and credit limit

Explore opportunities to better integrate with PL Credit Card partners and optimize customer experience

CAGR based upon 1.75 yrs

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

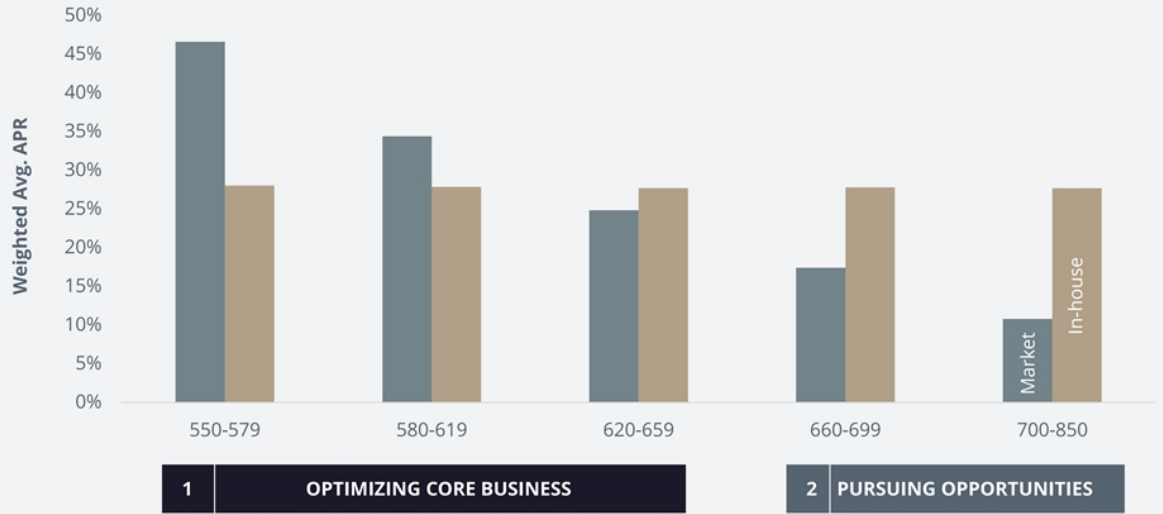
▶ OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

CURRENT IN-HOUSE APR STRATEGY IS SUBOPTIMIZED FOR >660 CUSTOMERS

1 OPTIMIZING CORE BUSINESS

2 PURSUING OPPORTUNITIES



Market data based on installment loans booked within Conn's footprint between July and Sept CY 2021

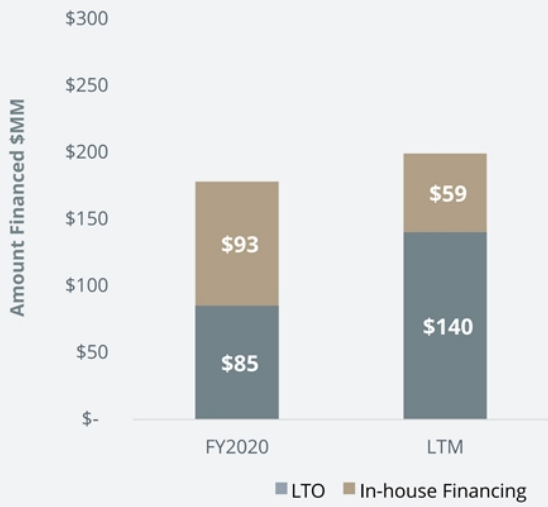
PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

CONTINUED FOCUS ON OUR <550 CUSTOMER SEGMENT



7%
Total
CAGR

-23%
In-house
Financing
CAGR

33%
LTO* CAGR

New partnerships drove significant improvement in LTO captured sales

Continued opportunity to integrate customer experience and optimize portfolio of offerings

*LTO = Lease to Own

CAGR based upon 1.75 yrs

EXCITING DIGITAL OPPORTUNITIES & INTERLOCKS WITH eCOMMERCE INVESTMENT

PAYMENT
OPTIONS
OVERVIEW

STRONG IN-HOUSE
FINANCING
PERFORMANCE

OPPORTUNITIES
AHEAD

DIGITAL
EXPERIENCE

		Prior State	Current - Future State
Digital ID	DIGITAL ID VERIFICATION	Manually Verified	Digitally Verified
	DIGITAL APPLICATION	Longer credit application, multiple fields and screens Fields not pre-populated	Streamlined application, including pre-populated fields
Enhanced Application	LTO APPLICATION	Not included in Credit Card or In-House Financing application	Singular Application for all payment options, including LTO
	PREQUALIFICATION	Available for In-house financing	Available for all payment options
Offers	PAYMENT OPTIONS	Only shows 1 payment option Best fit determined by customers credit eligibility	All available payment options are displayed Customer identifies which best meets their needs
	OFFER	Promotional financing focused on 0%	Enhanced promotional financing to include fixed rates and term variability

ECOMMERCE + DIGITAL EXPERIENCE

ACCELERATE GROWTH

Chandra Holt, President & Chief Executive Officer

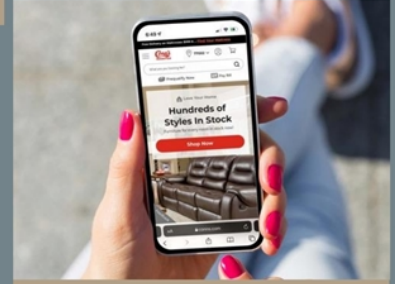
OUR DIGITAL LANDSCAPE



Current
State



Full
Potential



Digital
Experience

HISTORICAL eCOMMERCE PERFORMANCE: SUCCESSFUL RECENT GROWTH

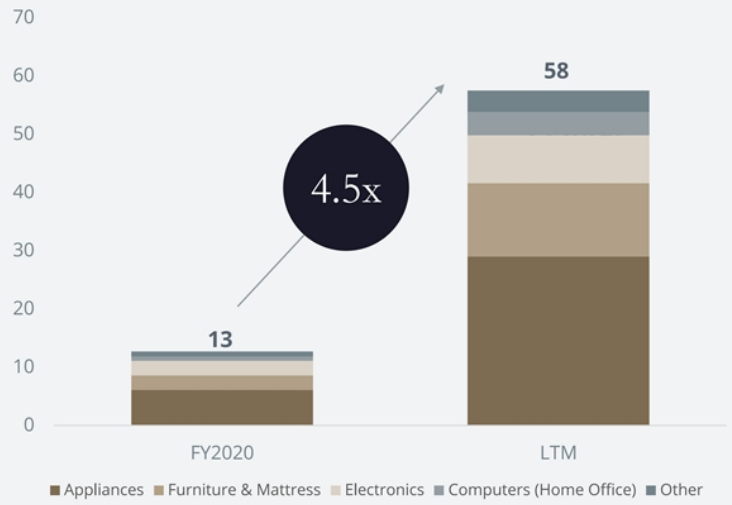
CURRENT
STATE

FULL
POTENTIAL

DIGITAL
EXPERIENCE



GROWTH ACROSS ALL PRODUCT CATEGORIES (\$M)

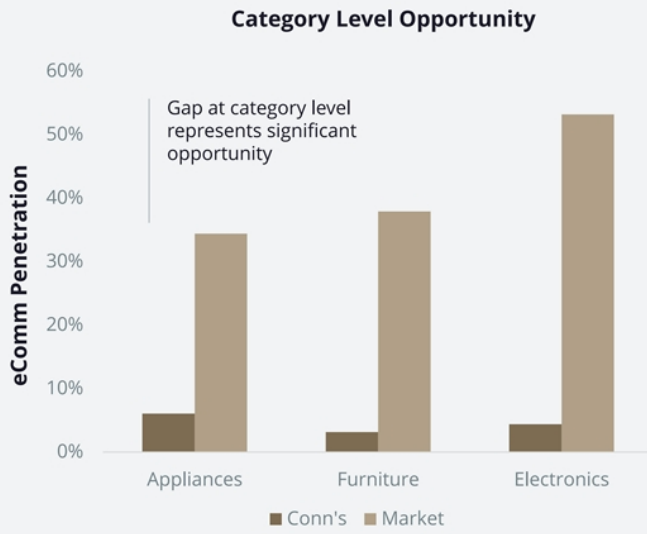


GAP TO FAIR SHARE / HEAD ROOM

CURRENT STATE

FULL POTENTIAL

DIGITAL EXPERIENCE



Market Parity Opportunity
>\$500M

3-Year Goal
>\$300M

Market penetration data from Statista

HOW WILL WE GROW THE BUSINESS?

$$\text{Traffic} \times \text{Conversion} \times \text{AOV} = \text{REVENUE}$$

25M+

22bps

\$930

LTM
\$58M



Improving conversion
will drive an increase
in revenue

~150bps

3-YEAR GOAL

>\$300M



CURRENT
STATE

FULL
POTENTIAL

DIGITAL
EXPERIENCE

OUR ECOMMERCE BUSINESS IS COMPRISED OF THREE COMPONENTS

CURRENT STATE

FULL POTENTIAL

DIGITAL EXPERIENCE



Product Value Proposition

Assortment | Pricing



Distribution Capabilities

Fast Delivery | Delivery Cost | In Stock



Digital Experience

Digital Capabilities | Unified Commerce

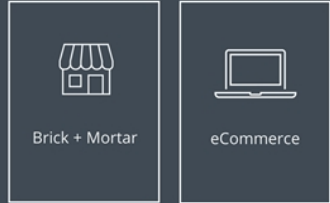
UNIFIED COMMERCE STREAMLINES CUSTOMER INTERACTIONS AND BUSINESS PROCESSES INTO ONE SYSTEM

CURRENT
STATE

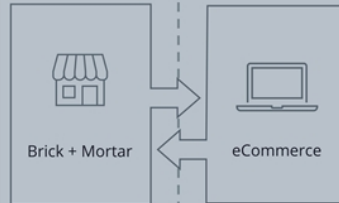
FULL
POTENTIAL

DIGITAL
EXPERIENCE

MULTI-CHANNEL Different Systems



OMNI-CHANNEL Connected Systems



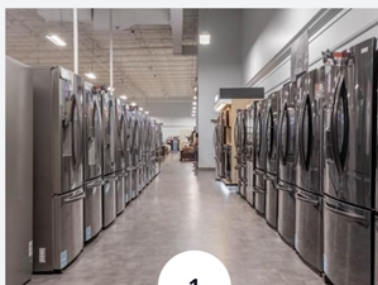
Unified Commerce One System



A person is shown from the chest down, sitting at a desk. They are holding a tablet computer with both hands, looking at the screen. The tablet displays a colorful dashboard with various charts and graphs. In the background, there is a computer monitor showing an email or document, a keyboard, and a mouse. The scene is dimly lit, suggesting an office environment.

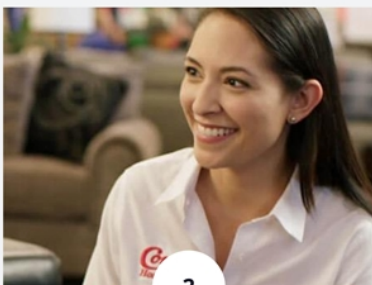
Our digital strategy is the
foundation of our sales goals.

OUR STRATEGIC PRIORITIES WILL ENHANCE VALUE FOR OUR SHAREHOLDERS



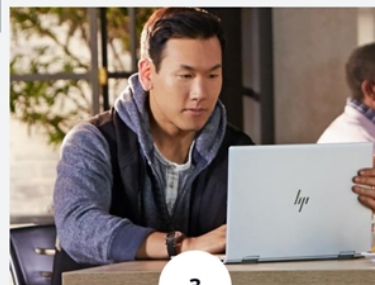
1

Strengthen
the Core



2

Enhance the
Credit Business



3

Accelerate
eCommerce Growth

WE ARE REBRANDING CONN'S HOMEPLUS

Our rebrand is our strategic accelerator that will modernize our brand and better support our value proposition.



OUR 3 YEAR PRIORITIES

By delivering on our strategic priorities, we believe that we can substantially grow our business.

~\$2.0-2.2B

REVENUE GOAL

High Single
Digit

EBIT MARGIN GOAL

EVOLVING OUR VALUE PROPOSITION
TO ATTRACT MORE CUSTOMERS

WEAVING ESG
INTO WHO WE ARE

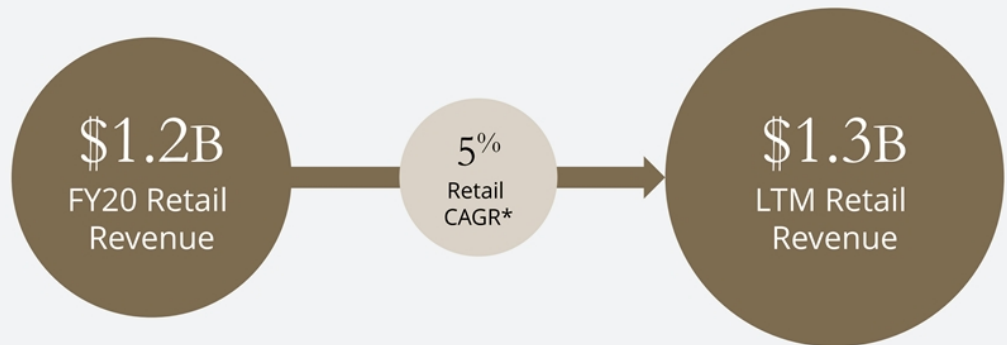
CONN'S HOMEPLUS INVESTOR DAY 2022



FINANCES + KPIS + SHAREHOLDER VALUE

George Bchara, Chief Financial Officer

OUR CORE RETAIL BUSINESS HAS DELIVERED STRONG REVENUE GROWTH OVER THE PAST 2 YEARS



*CAGR is 1.75 years

RECENT
PERFORMANCE

3 YEAR
AMBITION

CAPITAL
CONSIDERATIONS

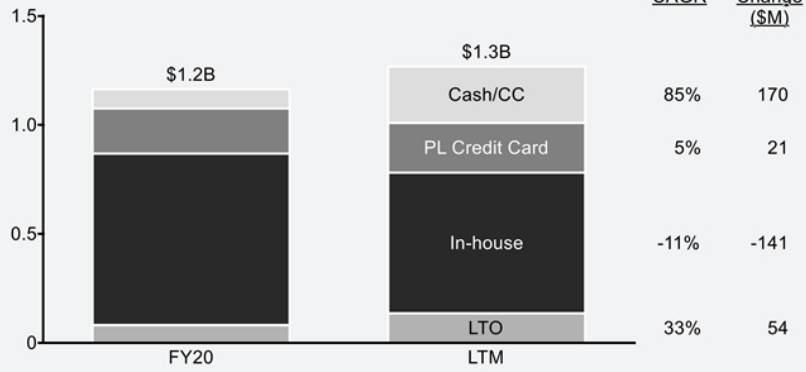
WE HAVE GROWN REVENUES WHILE CAPTURING ADDITIONAL CUSTOMER SEGMENTS

RECENT PERFORMANCE

3 YEAR AMBITION

CAPITAL CONSIDERATIONS

Retail Segment Revenue (\$B)



\$191M
Upmarket Revenue Growth

\$141M
High Risk Financing Reduction

*CAGR is 1.75 years

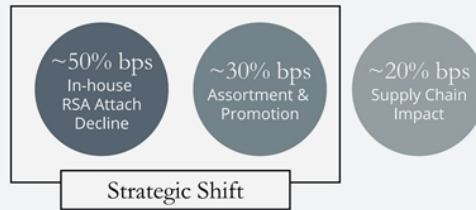
RETAIL GROSS MARGINS DECLINED AS SALES MIX SHIFTED TOWARDS CASH / THIRD-PARTY FINANCING

Retail Gross Margin (% Revenue)



290 bps

Decline in retail gross margin



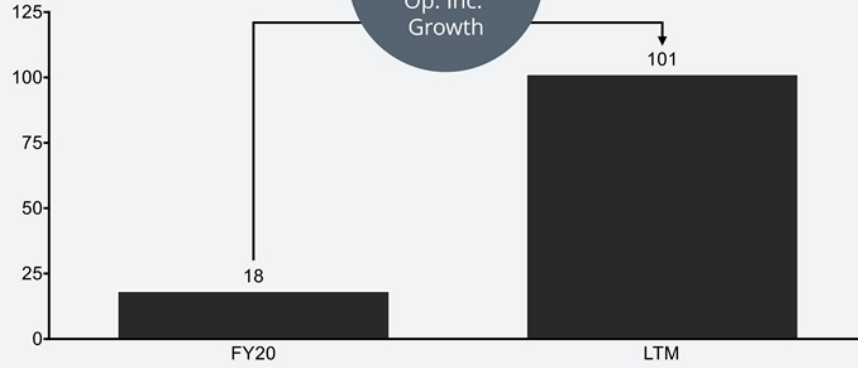
RECENT PERFORMANCE

3 YEAR AMBITION

CAPITAL CONSIDERATIONS

OUR IN-HOUSE FINANCING UPMARKET SHIFT HAS DRIVEN HIGHER CREDIT OPERATING INCOME

Credit Segment (\$M)



\$45M
LTM Provision

\$143M
LTM Charge-offs

(\$98M)
LTM Change in Allowance

RECENT PERFORMANCE

3 YEAR AMBITION

CAPITAL CONSIDERATIONS

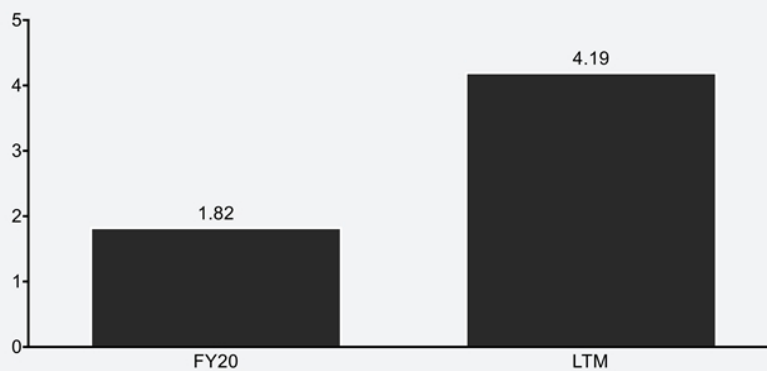
OVERALL, WE HAVE DRIVEN STRONG BOTTOM-LINE PERFORMANCE

RECENT
PERFORMANCE

3 YEAR
AMBITION

CAPITAL
CONSIDERATIONS

GAAP EPS (\$)



\$2.37
GAAP EPS
Growth

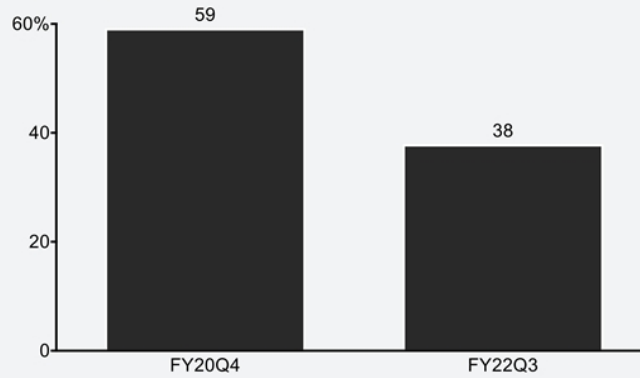
RECENT
PERFORMANCE

3 YEAR
AMBITION

CAPITAL
CONSIDERATIONS

WE HAVE ALSO SIGNIFICANTLY IMPROVED OUR BALANCE SHEET

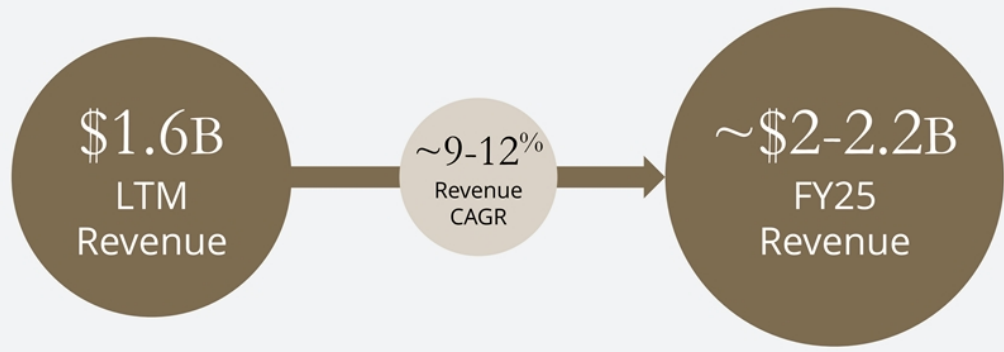
Net Debt as % of Portfolio Balance



36%
Reduction of
Relative
Net Debt

5.5%
Cost of Funds
LTM

OUR 3-YEAR GOAL



RECENT
PERFORMANCE

3 YEAR
AMBITION

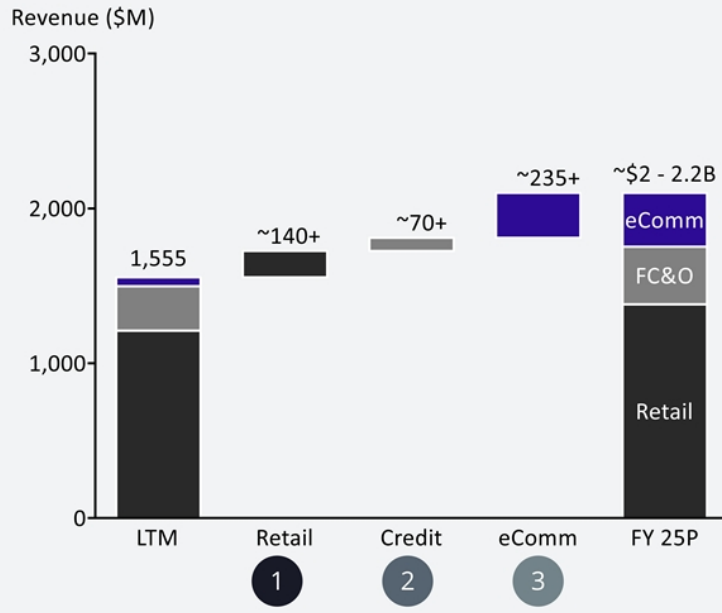
CAPITAL
CONSIDERATIONS

DELIVER GROWTH ACROSS THREE KEY REVENUE OPPORTUNITIES

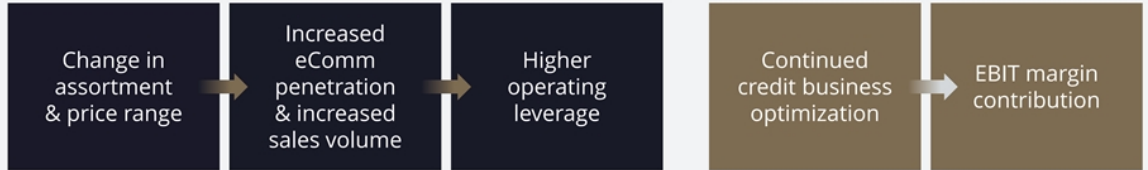
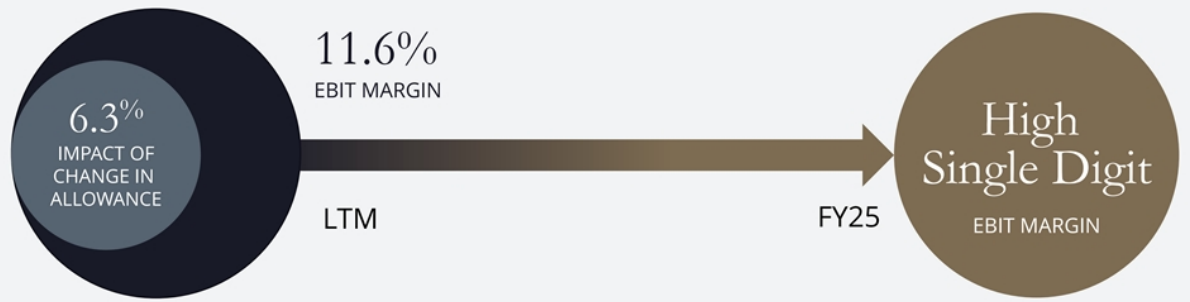
RECENT PERFORMANCE

3 YEAR AMBITION

CAPITAL CONSIDERATIONS



PROFIT TARGET AND PATH



RECENT PERFORMANCE

3 YEAR AMBITION

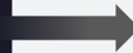
CAPITAL CONSIDERATIONS

CAPEX

RECENT
PERFORMANCE



Increase in tech spend
with significant ROI



eComm and unified
commerce unlock growth

3 YEAR
AMBITION



Investments in
distribution network

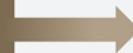


Support next day delivery
value proposition in new
markets

CAPITAL
CONSIDERATIONS



Continued investment
in new stores



Attractive
unit economics

CAPITAL ALLOCATION FRAMEWORK

RECENT
PERFORMANCE

3 YEAR
AMBITION

CAPITAL
CONSIDERATIONS



Investment in
Organic Growth



Capability-driven
Acquisitions



Return Capital to
Shareholders

CONN'S HOMEPLUS IS WELL-POSITIONED TO SCALE UP

3-YEAR GOAL

~\$2B+
REVENUE

~9-12%
CAGR

High Single Digit
EBIT MARGIN

RETAIL

SHARE OF GROWTH TO GOAL

~30%

CREDIT

SHARE OF GROWTH TO GOAL

~15%

eCOMM

SHARE OF GROWTH TO GOAL

~55%

Minimize Risk, Maximize Shareholder Value

ALIGNMENT + CONFIDENCE + CULTURE

CONN'S HOMEPLUS INVESTOR DAY 2022

Q&A SESSION

CONN'S HOMEPLUS INVESTOR DAY 2022

APPENDIX

NET INCOME AND NET INCOME PER DILUTED SHARE

Net Income and Net Income per Diluted Share		
(dollars in thousands)		
	Year Ended January 31, 2020	Last Twelve Months*
Net Income	\$ 56,004	\$ 125,767
Weighted average common shares outstanding - Diluted	30,814,775	30,007,463
Earnings per share	\$ 1.82	\$ 4.19

*Last Twelve Months as of October 31, 2021

EARNINGS BEFORE INTEREST AND TAXES (EBIT)

Earnings before Interest and Taxes (EBIT)		
(dollars in thousands)		
	Year Ended January 31, 2020	Last Twelve Months*
Net income (loss)	\$ 56,004	\$ 125,767
Provision (benefit) for income taxes	18,314	23,311
Interest expense	59,107	31,101
(Gain) loss on extinguishment of debt	1,094	778
Earnings before Interest and Taxes (EBIT)	\$ 134,519	\$ 180,957
Revenue	\$ 1,543,686	\$ 1,555,334
EBIT Income as % of revenue	8.7%	11.6%

*Last Twelve Months as of October 31, 2021

NET DEBT

Net Debt		
(dollars in thousands)		
	Year Ended January 31, 2020	Last Twelve Months*
Debt, as reported		
Current finance lease obligations	\$ 605	\$ 942
Long-term debt and finance lease obligations	1,025,535	459,319
Total debt	\$ 1,026,140	\$ 460,261
Cash, as reported		
Cash and cash equivalents	5,485	10,597
Restricted Cash	75,370	25,528
Total cash	\$ 80,855	\$ 36,125
Net debt	\$ 945,285	\$ 424,136
Ending portfolio balance, as reported	\$ 1,602,037	\$ 1,124,872
Net debt as a percentage of the portfolio balance	59.0%	37.7%

*Balance as of October 31, 2021