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**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**SCHEDULE 13D/A**

**Under the Securities Exchange Act of 1934  
(Amendment No. 14)**

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**Conn's Inc.**

(Name of Issuer)

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**Common Stock, par value \$.01 per share**  
(Title of Class of Securities)

**208242107**  
(CUSIP Number)

**David A. Knight**  
**Stephens Investments Holdings LLC**  
**111 Center Street**  
**Little Rock, AR 72201**  
**(501) 377-2573**

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

**January 8, 2016**  
(Date of Event which Requires Filing of this Statement)

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If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box .

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*Note:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7(b) for other parties to whom copies are to be sent.

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\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the notes).

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## SCHEDULE 13D

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Stephens Investments Holdings LLC	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  323,673
	8	Shared Voting Power  0
	9	Sole Dispositive Power  323,673
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  323,673	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  1.0	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Stephens Inc.	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	WC	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input checked="" type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		82,430
	8	Shared Voting Power
		10,956
	9	Sole Dispositive Power
		82,430
	10	Shared Dispositive Power
		10,956
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	93,386	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	0.3	
14	Type of Reporting Person (See Instructions)	
	BD, CO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Warren A. Stephens Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		1,904,247
	8	Shared Voting Power
		0
	9	Sole Dispositive Power
		1,904,247
	10	Shared Dispositive Power
		0
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	1,904,247	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	5.9	
14	Type of Reporting Person (See Instructions)	
	OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Warren A. Stephens Grantor Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		100,350
	8	Shared Voting Power
		0
	9	Sole Dispositive Power
		100,350
	10	Shared Dispositive Power
		0
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	100,350	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	0.3	
14	Type of Reporting Person (See Instructions)	
	OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Harriet C. Stephens Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	WC	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		683,283
	8	Shared Voting Power
		0
	9	Sole Dispositive Power
		683,283
	10	Shared Dispositive Power
		0
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	683,283	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	2.1	
14	Type of Reporting Person (See Instructions)	
	OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Warren & Harriet Stephens Children's Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  931,038
	8	Shared Voting Power  0
	9	Sole Dispositive Power  931,038
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  931,038	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  2.9	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Warren Miles Amerine Stephens 95 Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		56,633
	8	Shared Voting Power
		0
	9	Sole Dispositive Power
		56,633
	10	Shared Dispositive Power
		0
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	56,633	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	0.2	
14	Type of Reporting Person (See Instructions)	
	OO	



1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Warren Miles Amerine Stephens Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  6,352
	8	Shared Voting Power  0
	9	Sole Dispositive Power  6,352
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  6,352	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.0	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  John Calhoun Stephens 95 Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  56,633
	8	Shared Voting Power  0
	9	Sole Dispositive Power  56,633
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  56,633	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.2	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  John Calhoun Stephens Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  6,352
	8	Shared Voting Power  0
	9	Sole Dispositive Power  6,352
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  6,352	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.0	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Laura Whitaker Stephens 95 Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC, AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  56,633
	8	Shared Voting Power  0
	9	Sole Dispositive Power  56,633
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  56,633	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.2	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Laura Whitaker Stephens Trust	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  WC	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  6,352
	8	Shared Voting Power  0
	9	Sole Dispositive Power  6,352
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  6,352	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.0	
14	Type of Reporting Person (See Instructions)  OO	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)	
	Curtis F. Bradbury, Jr.	
2	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)	
	OO	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)	
	<input type="checkbox"/>	
6	Citizenship or Place of Organization	
	Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power
		234,972
	8	Shared Voting Power
		0
	9	Sole Dispositive Power
		234,972
	10	Shared Dispositive Power
		0
11	Aggregate Amount Beneficially Owned by Each Reporting Person	
	234,972	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
	<input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)	
	0.7	
14	Type of Reporting Person (See Instructions)	
	IN	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  Douglas H. Martin	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  PF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  155,212
	8	Shared Voting Power  6,300
	9	Sole Dispositive Power  155,212
	10	Shared Dispositive Power  6,300
11	Aggregate Amount Beneficially Owned by Each Reporting Person  161,512	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.5	
14	Type of Reporting Person (See Instructions)  IN	

1	Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)  WAS Conn's Annuity Trust One	
2	Check the Appropriate Box if a Member of a Group (See Instructions)  (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/>	
3	SEC Use Only	
4	Source of Funds (See Instructions)  AF	
5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)  <input type="checkbox"/>	
6	Citizenship or Place of Organization  Arkansas	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	Sole Voting Power  206,116
	8	Shared Voting Power  0
	9	Sole Dispositive Power  206,116
	10	Shared Dispositive Power  0
11	Aggregate Amount Beneficially Owned by Each Reporting Person  206,116	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)  <input type="checkbox"/>	
13	Percent of Class Represented by Amount in Row (11)  0.6	
14	Type of Reporting Person (See Instructions)  OO	



## Introductory Statement

This Amendment No. 14 to Schedule 13D relates to the Common Stock, par value \$.01 per share (the "Common Stock"), of Conn's Inc., a Delaware corporation (the "Issuer"). This Amendment No. 14 amends and supplements (i) the statement originally filed on December 18, 2003 with the Securities and Exchange Commission (the "Commission") by the reporting persons, (ii) Amendment No. 1 to the statement filed on June 2, 2004 with the Commission by the reporting persons, (iii) Amendment No. 2 to the statement filed on September 17, 2007 with the Commission by the reporting persons, (iv) Amendment No. 3 to the statement filed on February 1, 2008 with the Commission by the reporting persons, (v) Amendment No. 4 to the statement filed on October 8, 2008 with the Commission by the reporting persons, (vi) Amendment No. 5 to the statement filed on November 18, 2009 with the Commission by the reporting persons, (vii) Amendment No. 6 to the statement filed on October 22, 2010 with the Commission by the reporting persons, (viii) Amendment No. 7 to the statement filed on November 9, 2010 with the Commission by the reporting persons, (ix) Amendment No. 8 to the statement filed on December 15, 2010 with the Commission by the reporting persons, (x) Amendment No. 9 to the statement filed on January 13, 2012 with the Commission by the reporting persons, (xi) Amendment No. 10 to the statement filed on April 23, 2012 with the Commission by the reporting persons, (xii) Amendment No. 11 to the statement filed on December 12, 2012 with the Commission by the reporting persons, (xiii) Amendment No. 12 to the statement filed on January 10, 2013 with the Commission by the reporting persons, and Amendment No. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons (collectively, the "Prior Filings" and collectively with this Amendment No. 14, this "Statement"). Unless otherwise defined herein, capitalized terms used herein shall have the meanings ascribed thereto in the Prior Filings. Except as set forth below, there are no changes to the Prior Filings.

This Amendment No. 14 is filed to report an increase by more than one percent in the percentage of outstanding Common Stock owned collectively by the reporting persons.

## ITEM 2. IDENTITY AND BACKGROUND

Item 2(a)(vii) of the Statement is amended and restated to read in its entirety as follows: Warren and Harriet Stephens Children's Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustees are Harriet C. Stephens and John Cahoun.

Item 2(a)(viii) of the Statement is amended and restated to read in its entirety as follows: Warren Miles Amerine Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

Item 2(a)(x) of the Statement is amended and restated to read in its entirety as follows: John Calhoun Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

Item 2(a)(xii) of the Statement is amended and restated to read in its entirety as follows: Laura Whitaker Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

## ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

Item 3 of the Statement is supplemented by adding the following: Working capital of the reporting persons was used to effect the purchases described herein at Item 5(c).

## ITEM 4. PURPOSE OF TRANSACTION.

Item 4 of the Statement is supplemented by adding the following: The purchases described herein at Item 5(c) were effected for investment purposes.

## ITEM 5. INTEREST IN SECURITIES OF THE ISSUER

Items 5(a) and 5(b) of the Statement are amended and restated to read in their entirety as follows:

(a, b) The following table discloses the beneficial ownership of the Common Stock by the reporting persons and their respective directors and control persons. Because of interrelationships among the various reporting persons, certain shares of the Common Stock may be reported as being beneficially owned by more than one person.

Name	Number of Shares Beneficially Owned	Percent of Outstanding Shares(1)	Voting Power		Dispositive Power	
			Sole	Shared	Sole	Shared
Stephens Investments Holdings LLC	323,673	1.0	323,673	0	323,673	0
Stephens Inc.(2)	93,386	0.3	82,430	10,956	82,430	10,956
Warren A. Stephens Trust	1,904,247	5.9	1,904,247	0	1,904,247	0
Warren A. Stephens Grantor Trust	100,350	0.3	100,350	0	100,350	0
Harriet C. Stephens Trust	683,283	2.1	683,283	0	683,283	0
Warren & Harriet Stephens Children's Trust	931,038	2.9	931,038	0	931,038	0
Warren Miles Amerine Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Warren Miles Amerine Stephens Trust	6,352	0.0	6,352	0	6,352	0
John Calhoun Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
John Calhoun Stephens Trust	6,352	0.0	6,352	0	6,352	0
Laura Whitaker Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Laura Whitaker Stephens Trust	6,352	0.0	6,352	0	6,352	0
Curtis F. Bradbury, Jr.	234,972	0.7	234,972	0	234,972	0
Douglas H. Martin(3)	161,512	0.5	155,212	6,300	155,212	6,300
Warren A. Stephens(4)	4,431,048	13.7	2,329,406	2,101,642	2,329,406	2,101,642
Harriet C. Stephens(5)	2,090,686	6.5	0	2,090,686	0	2,090,686
WAS Conn's Annuity Trust One	206,116	0.6	206,116	0	206,116	0

(1) Based on 32,244,955 shares of the Common Stock reported by the Issuer as outstanding as of December 3, 2015, as set forth in the Form 10Q filed by the Company on December 8, 2015.

- (2) Includes 82,430 shares owned directly, as to which Stephens Inc. has sole voting power and sole dispositive power, and 10,956 shares held in discretionary trading accounts on behalf of Stephens Inc. clients as to which the firm may be deemed to have shared voting power and shared dispositive power.
- (3) Includes 93,335 shares owned directly as to which Mr. Martin has sole voting power and sole dispositive power, 800 shares owned by Douglas Martin Custodian for Haven Celeste Martin as to which Mr. Martin has sole voting power and sole dispositive power, and 1,600 shares owned by Mr. Martin's children as to which Mr. Martin has shared voting and dispositive power pursuant to powers of attorney. Also includes 16,827 shares owned through Roth IRA accounts as to which Mr. Martin has sole voting and dispositive power, and includes 4,250 shares owned through IRA accounts as to which Mr. Martin has sole voting and dispositive power. Also includes 3,100 shares owned by Mr. Martin's spouse as custodian for a minor child, as to which Mr. Martin may be deemed to have shared voting and dispositive power. Also includes 1,600 shares owned by a charitable foundation of which Mr. Martin is a co-trustee, as to which Mr. Martin has shared voting and dispositive power. Also includes 40,000 shares which Mr. Martin has the right to receive upon the exercise of options, and as to which Mr. Martin would have sole voting power and sole dispositive power.
- (4) Includes 323,673 shares owned by Stephens Investments Holdings LLC as to which Mr. Stephens, as Manager of the LLC, may be deemed to have sole voting power and sole dispositive power. Also includes 82,430 shares owned by Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have sole voting power and sole dispositive power, and 10,956 shares held in discretionary trading accounts on behalf of clients of Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have shared voting power and shared dispositive power. Also includes 1,904,247 shares owned by Warren A. Stephens Trust as to which Mr. Stephens, as Trustee, has sole voting power and sole dispositive power. Also includes 6,352 shares owned by each of Warren Miles Amerine Stephens Trust, John Calhoun Stephens Trust, and Laura Whitaker Stephens Trust, as to which Mr. Stephens, as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens.
- (5) Includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Mr. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Ms. Stephens may be deemed to have shared voting and dispositive power.

Item 5(c) of the Statement is supplemented by adding the following: During the past sixty days, the persons identified in Items 5(a) and (b) above have effected the following transactions in the Common Stock: Warren A. Stephens Trust purchased 30,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Harriet Calhoun Stephens Trust purchased 30,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Warren and Harriet Stephens Children's Trust purchased 90,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Douglas H. Martin purchased on January 8, 2016, through his Roth IRA, 5,000 shares at an average price of \$17.199 per share, 2,000 shares at an average price of \$16.8409 per share, 3,000 shares at an average price of \$16.8805 per share, 2,000 shares at an average price of \$16.4093 per share, 1,827 shares at an average price of \$16.18 per share, and 3,000 shares at an average price of \$16.36 per share; Douglas H. Martin purchased on January 11, 2016, through his IRA, 2,000 shares at an average price of \$15.3428 per share, 250 shares at an average price of \$15.35 per share, and 2,000 shares at an average price of \$15.3498 per share; and Curtis F. Bradbury, Jr. purchased 29,399 shares on January 8, 2016 at an average price of \$17.0073 per share.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

Agreement to File Joint Schedule 13D

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 29, 2016  
Date

/s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn's Annuity Trust One

CUSIP No. 208242107

## AGREEMENT TO FILE JOINT SCHEDULE 13D

Each of the undersigned, being a record owner or “beneficial owner” of the common stock of Conn’s, Inc. (“Common Stock”), hereby agrees to jointly file a Schedule 13D with respect to their respective holdings of the Common Stock and to include this agreement as an exhibit to such Schedule 13D.

IN WITNESS WHEREOF, each of the undersigned has executed and delivered this agreement as of the 29th day of February, 2016.

/s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children’s Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn’s Annuity Trust One