




Conference Call Presentation: September 7, 2011

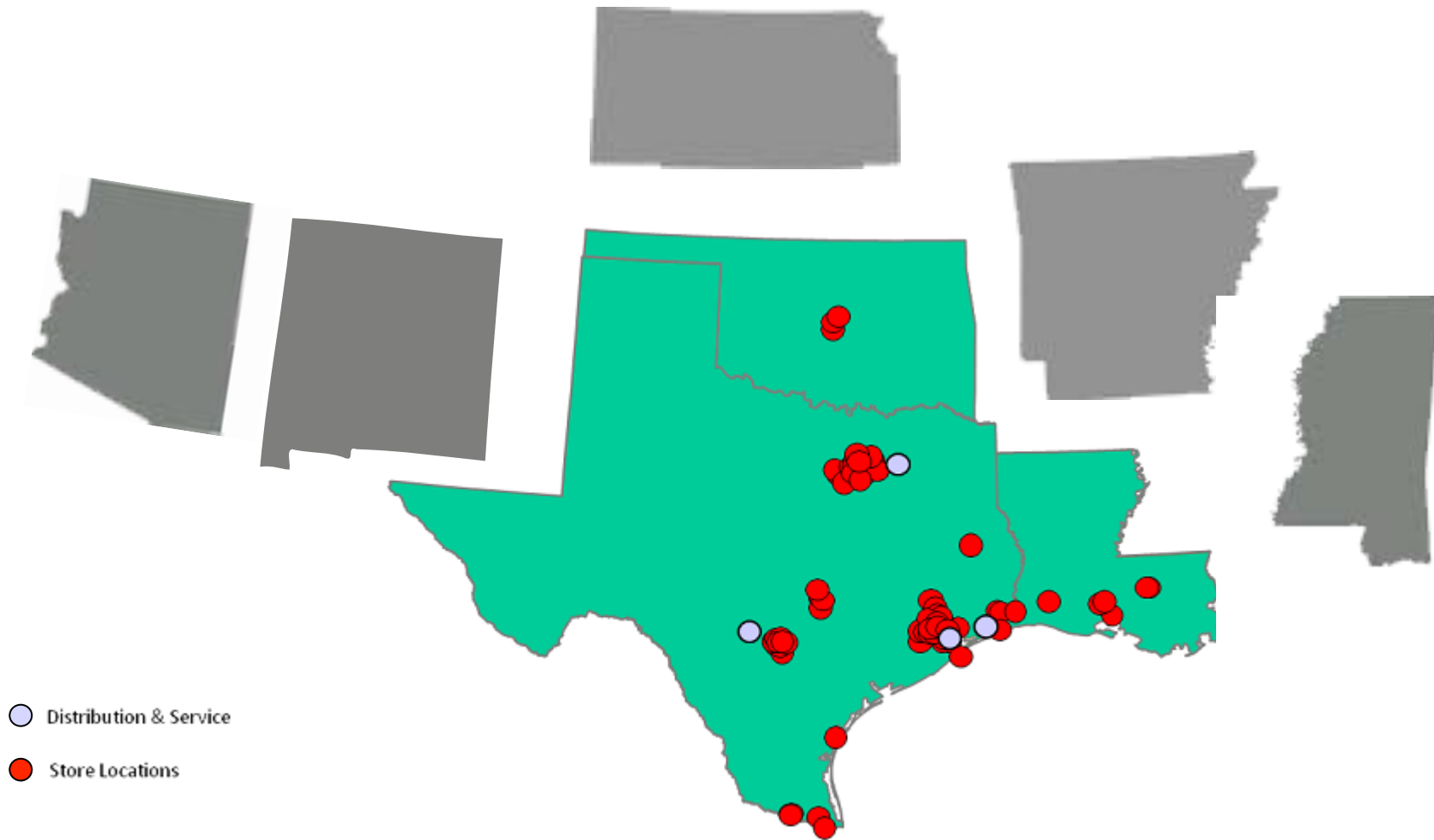


Conn's Credit Strategy

	<u>Goal</u>	<u>2Q FY12</u>	<u>YTD</u>
RAC Acceptance (Rent-to-Own)	5-10%	4.4%	3.9%
Conn's Credit	55-60%	53.1%	51.8%
GE Money	10-15%	14.0%	10.1%
Down Payment	<u>5-10%</u>	<u>5.7%</u>	<u>6.9%</u>
Total	75-95%	77.2%	72.7%

Valuable credit offering for all consumers

Large and Growing Geographic Region



Unit Economics

Average Store Sales	\$13,700,000
Average Build-out Cost	\$1,350,000
EBITDA	\$1,950,000
Cash Payback	11-14 months
Cash on Cash	144.4%
Sales to Investment Ratio	10.1X

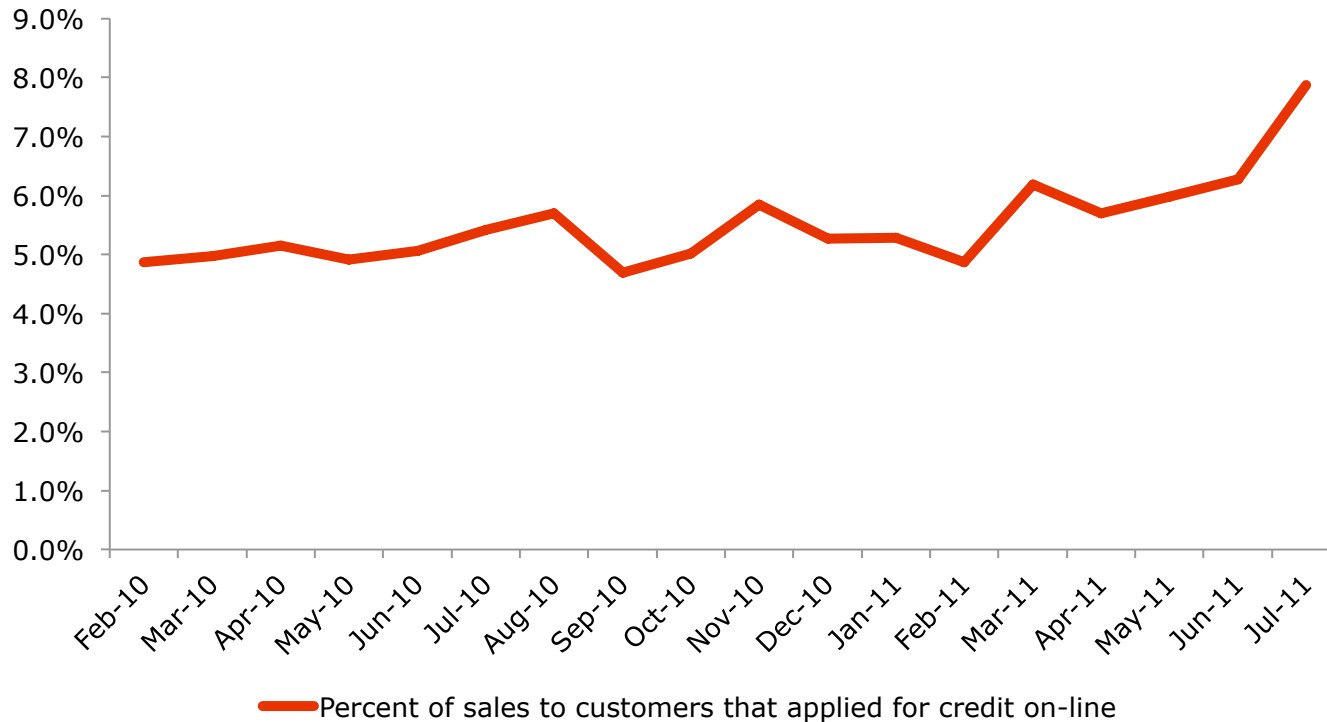
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- Annualized results based on six months ended July 31, 2011 for stores between \$13 and \$15 million in total sales
- Cash payback assumes 3-6 month start-up period before profitability achieved



Internet Opportunity

- 95% of Conn's customers have internet access
- On-line credit application provides customers a convenient way to determine their ability to buy on credit from the privacy of their home



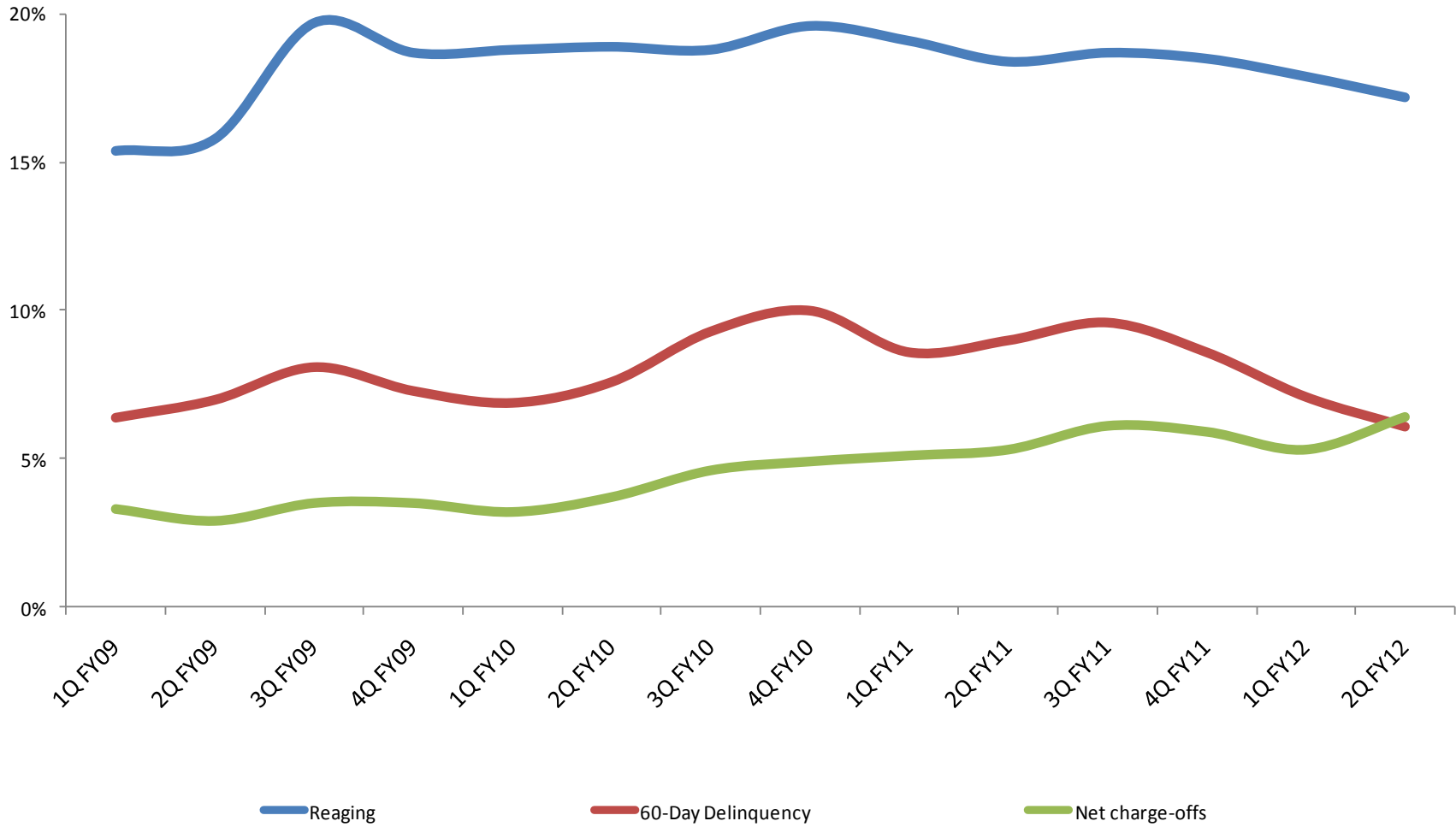
Core Customer

Aspirational Purchase

	<u>Conn's</u>	<u>Market</u>
TV Average Selling Price	\$ 716	\$ 601
Appliance Average Selling Price	\$ 647	\$ 605

Below-average income customer can purchase above-average, branded products

Credit Portfolio Trends

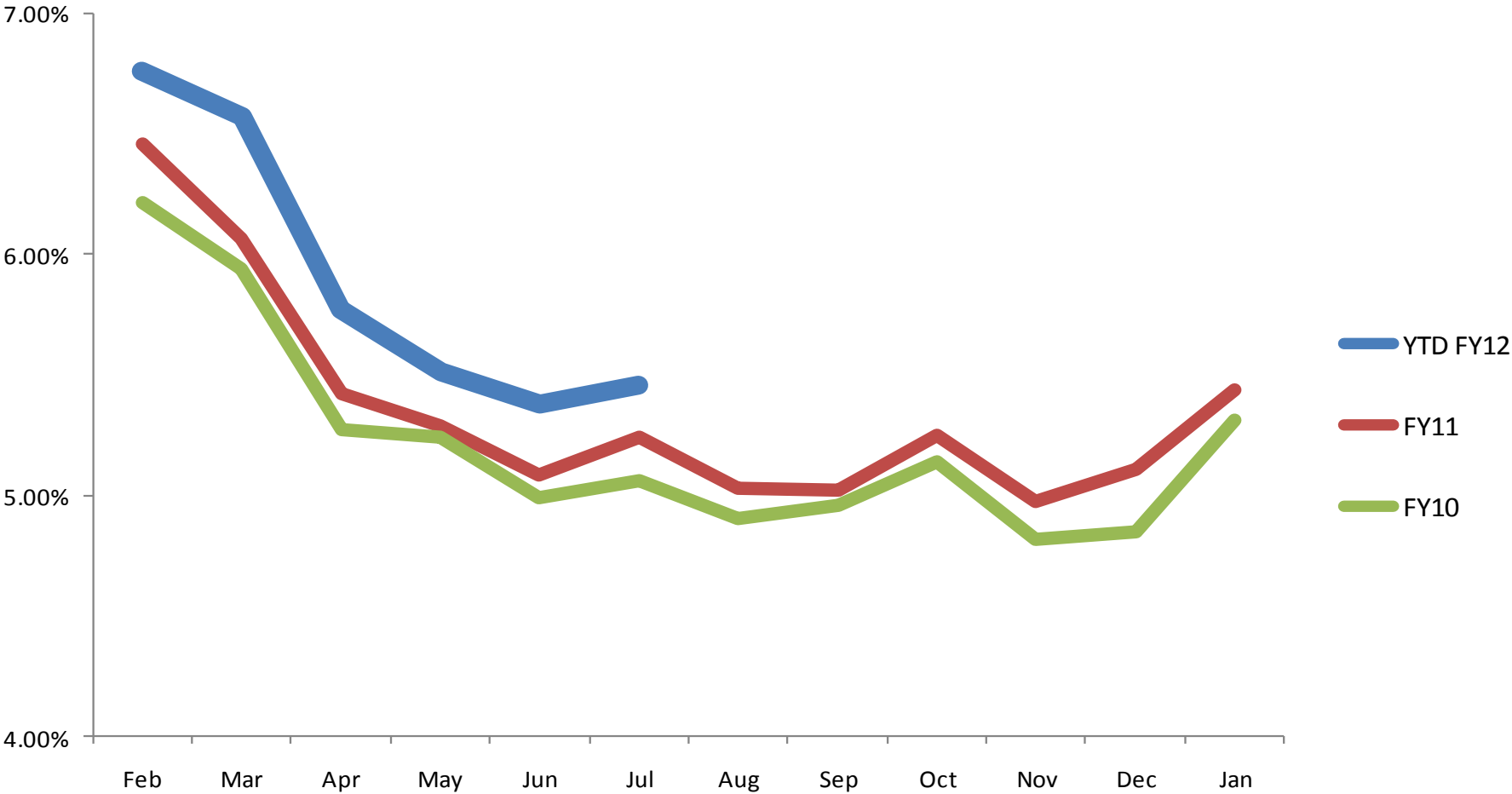


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- Effective July 31, 2011, accounts are charged off if over 209 days past due at month end. 2Q FY12 net charge-off percentage impacted by 280 basis points due to change in policy. 60+ day delinquency was reduced due to change in the policy.
- \$ in millions



Gross Cash Collections (Monthly Pay Rate)



Outlook

- Initiated earnings guidance - FY12 adjusted diluted earnings per share of \$0.65 to \$0.75, excluding loss on debt extinguishment and store closing costs

Based on:

- Flat same store sales for remainder of year;
- Retail segment gross margin expected to be between 27% and 29% for remainder of year;
- Provision for bad debts expected to be between 3.3% and 3.7% of average portfolio balance, on an annualized basis, for each of last two quarters; and
- Selling, general and administrative expense, as percent of revenues, expected to be similar to prior year levels.

Conn's