

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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>	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) <input type="checkbox"/> Other (specify below) <input type="checkbox"/>
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/04/2021</u>	
(Last) (First) (Middle) <u>111 CENTER STREET</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 <input type="checkbox"/> Form filed by More than One Reporting Person
(Street) <u>LITTLE ROCK AR 72201</u>		
(City) (State) (Zip)		

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	04/16/2021		G	V	4,717	D	\$0	426,829	I	By Warren A. Stephens Trust
Common Stock	05/04/2021		G	V	531	D	\$0	639,985	I	By Stephens Investments Holdings LLC
Common Stock	06/04/2021		S		14,648	D	\$29.0232 ⁽¹⁾	625,337	I	By Stephens Investments Holdings LLC
Common Stock	06/07/2021		S		16,048	D	\$29.2792	609,289	I	By Stephens Investments Holdings LLC
Common Stock	06/08/2021		S		35,283	D	\$29.4016	574,006	I	By Stephens Investments Holdings LLC
Common Stock	06/04/2021		S		14,648	D	\$29.0232	295,698	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/07/2021		S		16,048	D	\$29.2792	279,650	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/08/2021		S		35,283	D	\$29.4016	244,367	I	By Laura Whitaker Stephens WHCT Trust
Common Stock	06/04/2021		S		14,648	D	\$29.0232	327,433	I	By Harriet C. Stephens Trust

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	06/07/2021		S		16,048	D	\$29.2792	311,385	I	By Harriet C. Stephens Trust
Common Stock	06/08/2021		S		35,283	D	\$29.4016	276,102	I	By Harriet C. Stephens Trust
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					

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](#) 06/08/2021

** 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.

