



goeasy

**WHEN YOU
CHANGE TODAY,
YOU BETTER
TOMORROW.**

INVESTOR PRESENTATION Q3 2020

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A woman with long dark hair, wearing a checkered off-the-shoulder top, is sitting on the floor and smiling at a baby. The baby is wearing a white headband with a bow and a dark jumpsuit, and is also smiling. The background is a blurred indoor setting. The entire image has a blue tint.

ABOUT GOEASY

goeasy

WHO IS GOEASY

LENDING AND LEASING TO THE NON-PRIME CANADIAN CONSUMER

VISION

**PROVIDE
EVERYDAY
CANADIANS
A PATH TO
A BETTER
TOMORROW,
TODAY**

QUICK FACTS



**OVER 400
LOCATIONS**



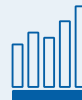
**1M+
CUSTOMERS
SERVED**



**4.6 / 5 STARS⁽¹⁾
CUSTOMER
SATISFACTION**



**10 PROVINCES
NATIONAL
FOOTPRINT**



**\$4.7B⁽²⁾ LOAN
ORIGINATIONS**



**\$1.4B⁽²⁾
TOTAL ASSETS**

WHAT MAKES US UNIQUE

OUR HISTORY

- 29 years of industry leading experience
- 13.1% revenue and 23.8% normalized diluted earnings per share CAGRs since 2001

OUR PEOPLE

- Over 2,000 employees (51% female)
- Over 40 nationalities represented by our employees
- 4.3 star rating on glassdoor⁽²⁾

OUR CUSTOMERS

- 34% lower debt to income levels than average Canadians
- Over 225,000 total active customers⁽²⁾

OUR OMNICHANNEL MODEL

- Omnichannel approach optimizes customer lifetime value versus online only lending model

OUR COMMITMENT TO OUR COMMUNITIES

- Over \$3.0 million donated to the Boys and Girls Clubs of Canada and Habitat for Humanity since 2004
- easybites program launched in 2014 with a commitment to build 100 new kitchens in Boys and Girls Clubs across Canada. We reached the halfway mark in 2019 with the 50th kitchen build.
- 45 housing solutions built through Habitat for Humanity Global Village

(1) Feefo – easyfinancial Brand

(2) As of September 30, 2020

COVID-19 RESPONSE – Q3 2020 UPDATE

IMPLEMENTATION OF COVID-19 RESPONSE PLAN RESULTED IN STRONG FINANCIAL RESULTS

Q3 2020 HIGHLIGHTS (COMPARED TO Q3 2019)

- Operating income of \$56.9M, up 34%
- Adjusted net income of \$31.6M, up 59%
- Adjusted Diluted EPS of \$2.00, up 56%
- Adjusted return on equity 33.1%, up from 24.1%
- Net charge-off rate record low 7.8%, down from 13.2%
- Allowance for future credit losses held broadly flat at 10.03%

PRUDENT EXPENSE CONTROLS

- Reduced operating expenses by \$8.9M from Q3 2019 through lower bad debt expense and prudent management of other general and administrative expenses
- Operating margin of 35.2%, up from 27.3% in Q3 2019

POSITIVE FUTURE OUTLOOK

- Improving consumer demand
- Declining loan protection insurance claims
- Borrowers less dependent on loan amendment solutions
- Strong customer payment performance

STRONG CREDIT, UNDERWRITING AND COLLECTIONS

- Implemented additional risk-based employment verification & underwriting procedures in select geographies and industry sectors
- Assembled a dedicated team to support customer's Loan Protection Insurance claims
- Created digital insurance claim portal for customers
- Enhanced existing Customer Assistance Program with additional tools
- Enabled digital lending across all channels/customer segments

INCREASED CASH FLOWS AND LIQUIDITY

- Generated \$15.3M of cash from operating activities
- Increased total liquidity by \$34.5M to \$250M from \$215M in Q3 2019 to sufficiently fund growth to Q2 2022

PANDEMIC PREPAREDNESS

- Fully digital lending capabilities allows us to maintain remote work arrangements for extended periods
- Established pandemic policies and procedures to keep employees and customers safe and healthy
- Financially positioned to withstand second economic shock

COMMITTED TO OUR CUSTOMERS, EMPLOYEES AND COMMUNITIES DURING COVID-19

OUR CUSTOMERS

HEALTH AND SAFETY PROTOCOLS

- Intensified cleaning/sanitization
- Introduced a "Customer Disclosure Questionnaire"
- In-store/in-branch social distancing

OPEN FOR BUSINESS

- Moved to Level 1 of our COVID-19 response plan in certain provinces which includes controlled access of our retail locations through screening at the door and a limited number of customers allowed inside a location at a given time
- Contactless delivery model for easyhome

CUSTOMER ASSISTANCE PROGRAM

- Term extensions, payment deferrals and the use of Loan Protection Insurance for customers requiring short term relief

COVID-19 RESOURCE CENTRE

- Resource centre to help customers navigate the financial complexities of COVID-19

OUR EMPLOYEES

JOB SECURITY AND FINANCIAL SUPPORT

- Committed to retaining all staff without layoffs
- Expanded employee loan program
- Income supplement for team members displaced by COVID-19

HEALTH AND WELLNESS

- Introduced pre-shift screening for all in-branch and store employees. Any employees that are symptomatic or unwell are not permitted to enter the workplace and referred to our healthcare provider.
- Introduced free virtual healthcare to all employees
- Created a centralized platform of resources to support remote leadership and mental well being

OUR COMMUNITIES

BOYS AND GIRLS CLUBS OF CANADA

- \$150,000 donation to the Boys and Girls Clubs emergency response fund
- Local community outreach through the use of easyhome delivery trucks and drivers to deliver essential goods to families in need

HABITAT FOR HUMANITY

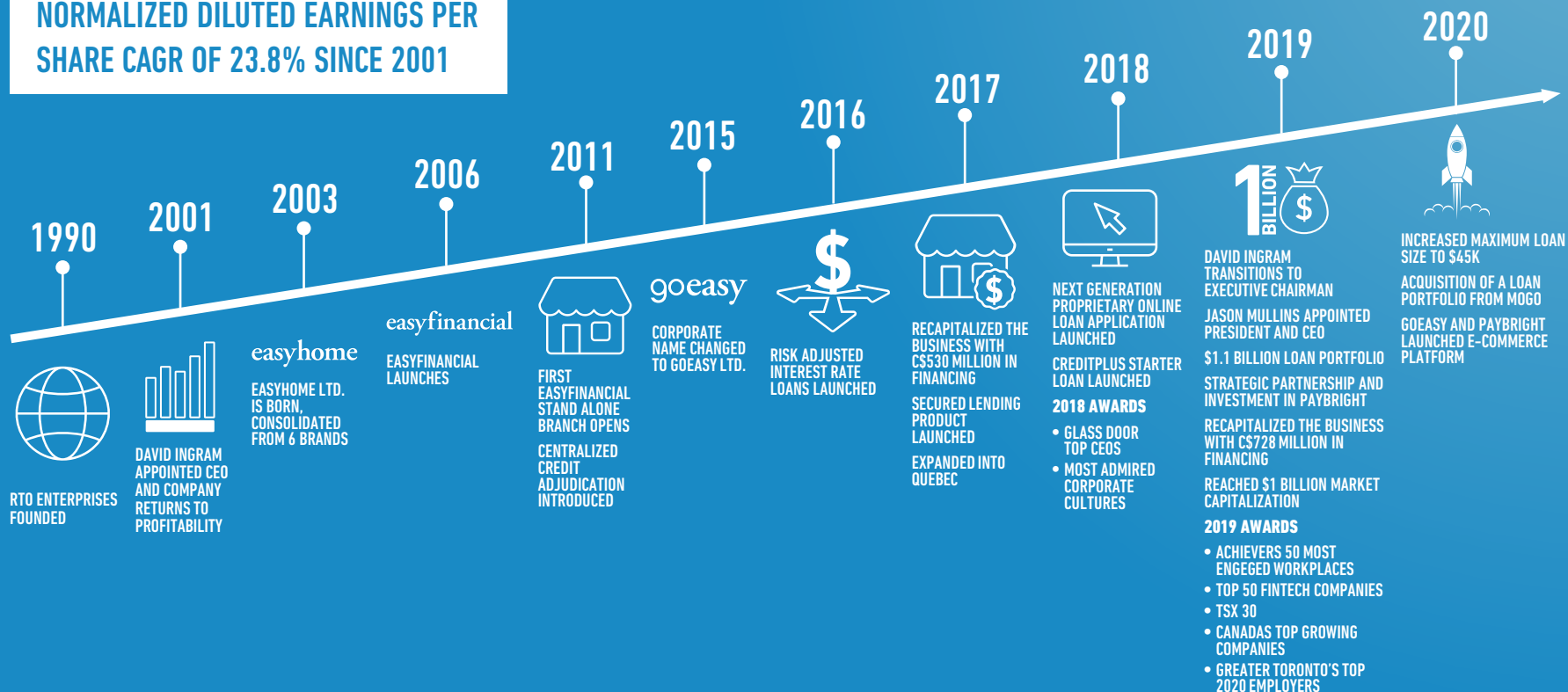
- \$10,000 corporate donation to Habitat for Humanity plus more than \$10,000 raised by employees

MISSISSAUGA FOOD BANK

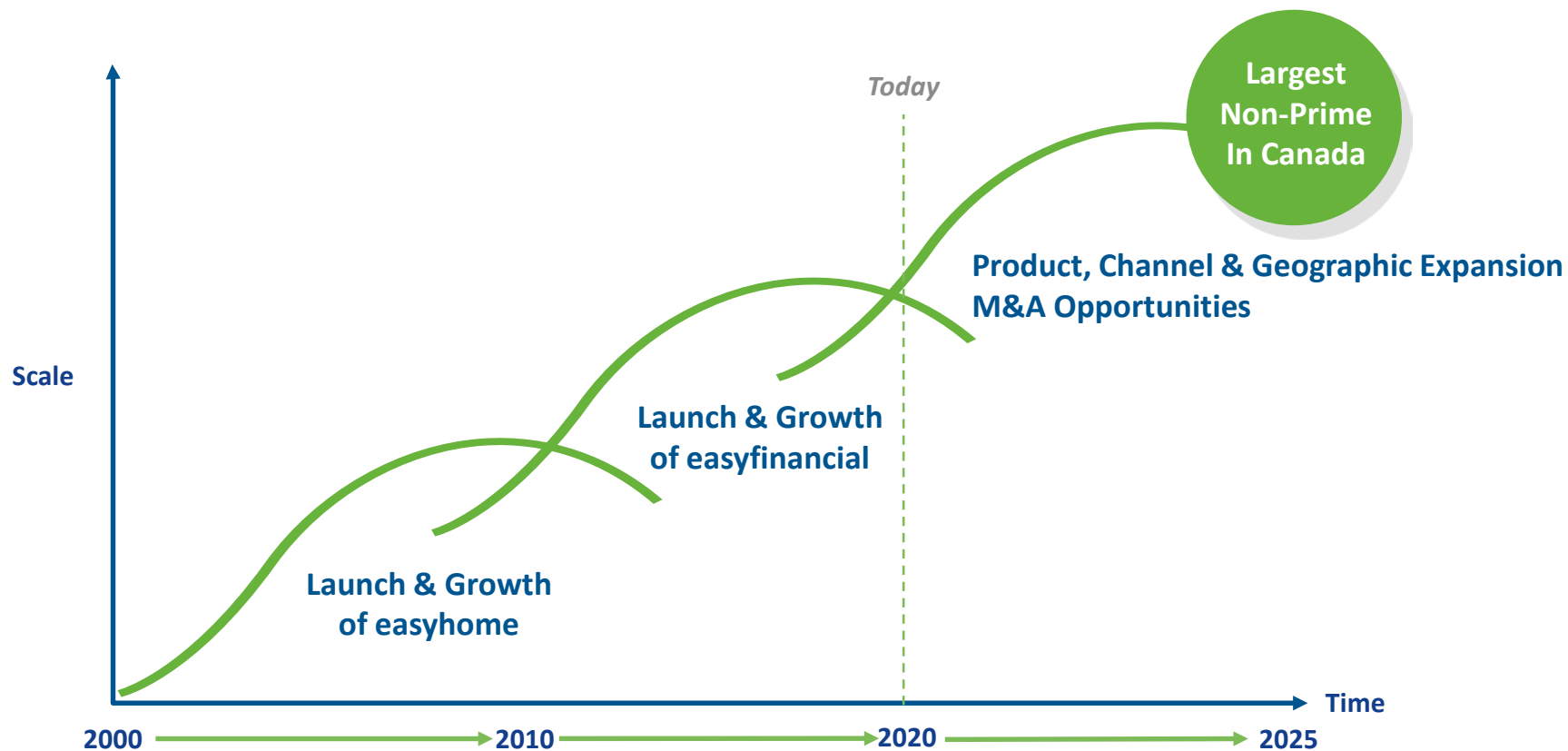
- Donated 12,500 pounds of food and an additional \$2,500 to the Mississauga Food Bank

A HISTORY IN THE MAKING

NORMALIZED DILUTED EARNINGS PER
SHARE CAGR OF 23.8% SINCE 2001



EARLY STAGE OF WAVE 3



STRATEGIC PILLARS



Product Range



Channel Expansion

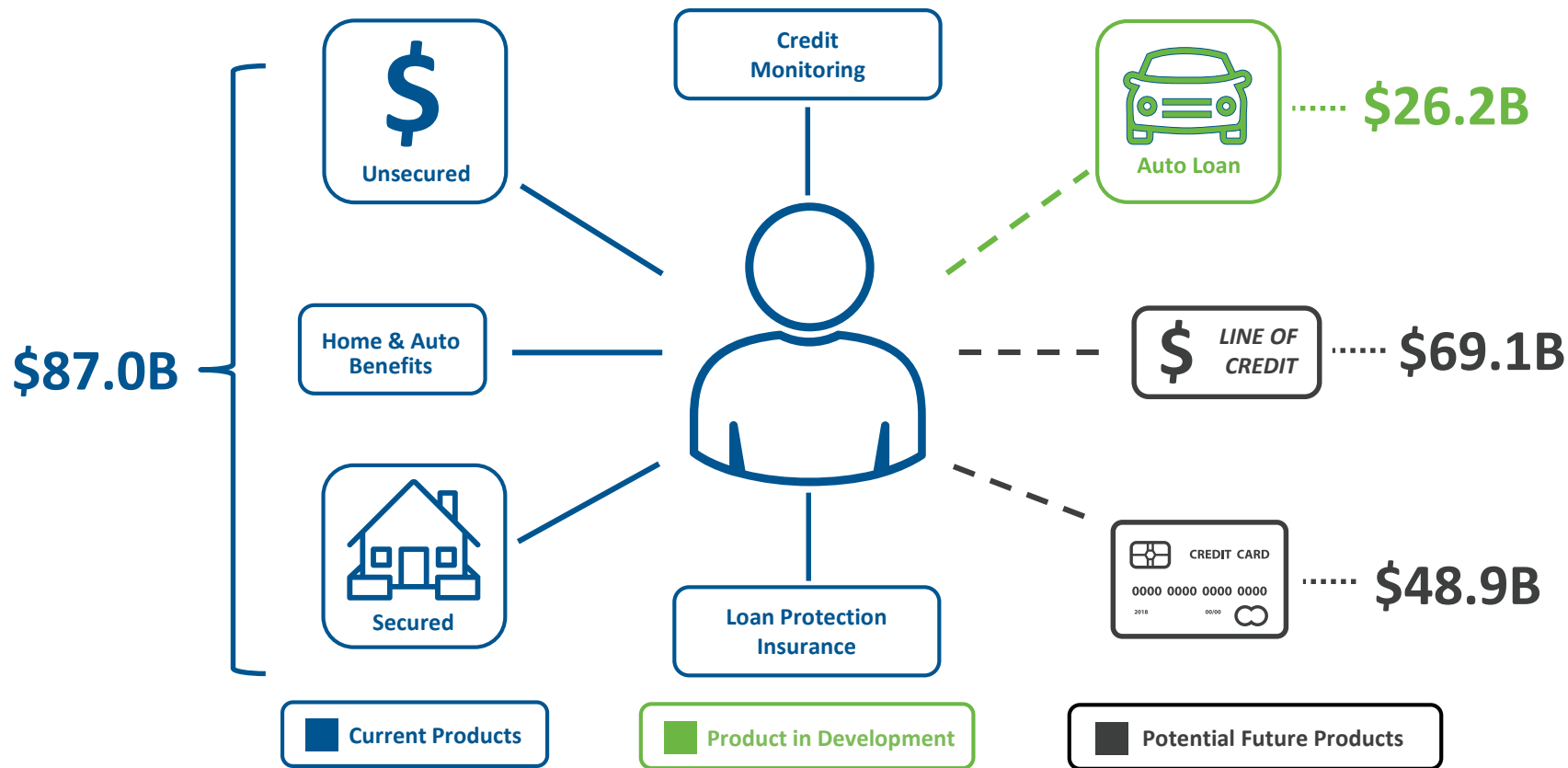


Geographic Expansion



Customer Experience

PRODUCT RANGE



OMNICHANNEL EXPANSION



RETAIL

- Expand easyfinancial locations from 262 to 300+
- Increase easyhome lending from 111 to 120 locations
- Redesign the retail experience
- Explore alternative forms of retail distribution



DIGITAL

- Redesign the core websites
- Drive funnel optimization
- Develop mobile app
- Enhance MyAccount portal
- Reduce friction through greater automation

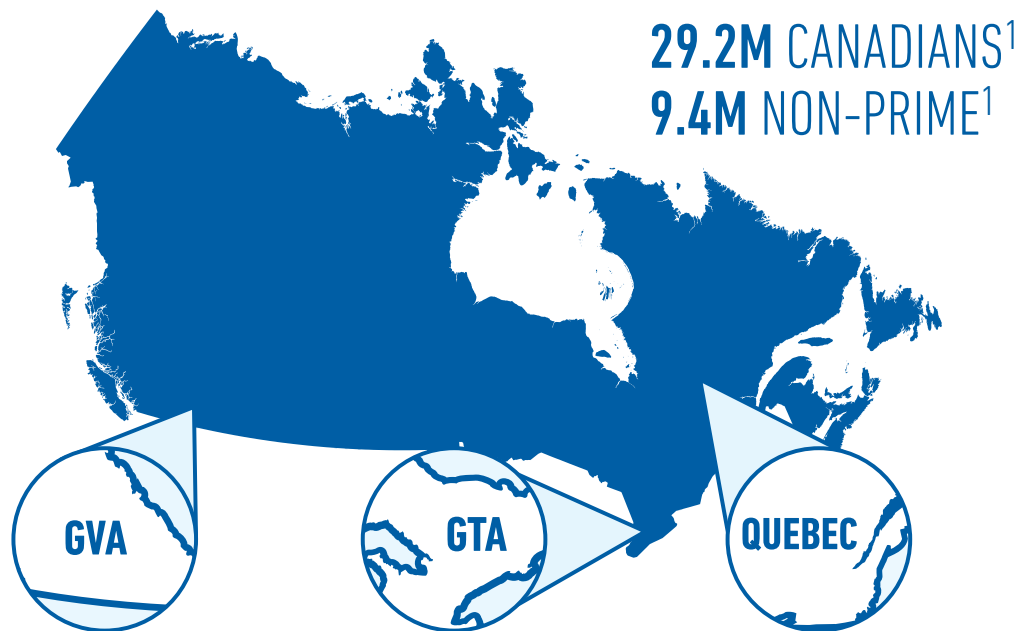


INDIRECT

- Completed PayBright eCommerce integration and onboarded several major retailers
- Continue merchant business development efforts
- Develop new third-party partnership and referral models

GEOGRAPHIC EXPANSION

WITHIN CANADA



...AND BEYOND



(1) Includes Canadians with credit reports
Source: goeasy and TransUnion as of December 31, 2019. Data based on TransUnion's Credit Vision Risk Score. Balances include those held by co-borrowers.

THE CUSTOMER EXPERIENCE



Customer Graduation



Omnichannel Engagement



**Full Suite of Credit Products
and Services**



Trusted Customer Relationships

OUR AWARD WINNING CULTURE

glassdoor
TOP CEOs 2018
EMPLOYEES' CHOICE



Waterstone
CANADA'S
MOST ADMIRABLE
CORPORATE CULTURES
2019

TSX 30
2019

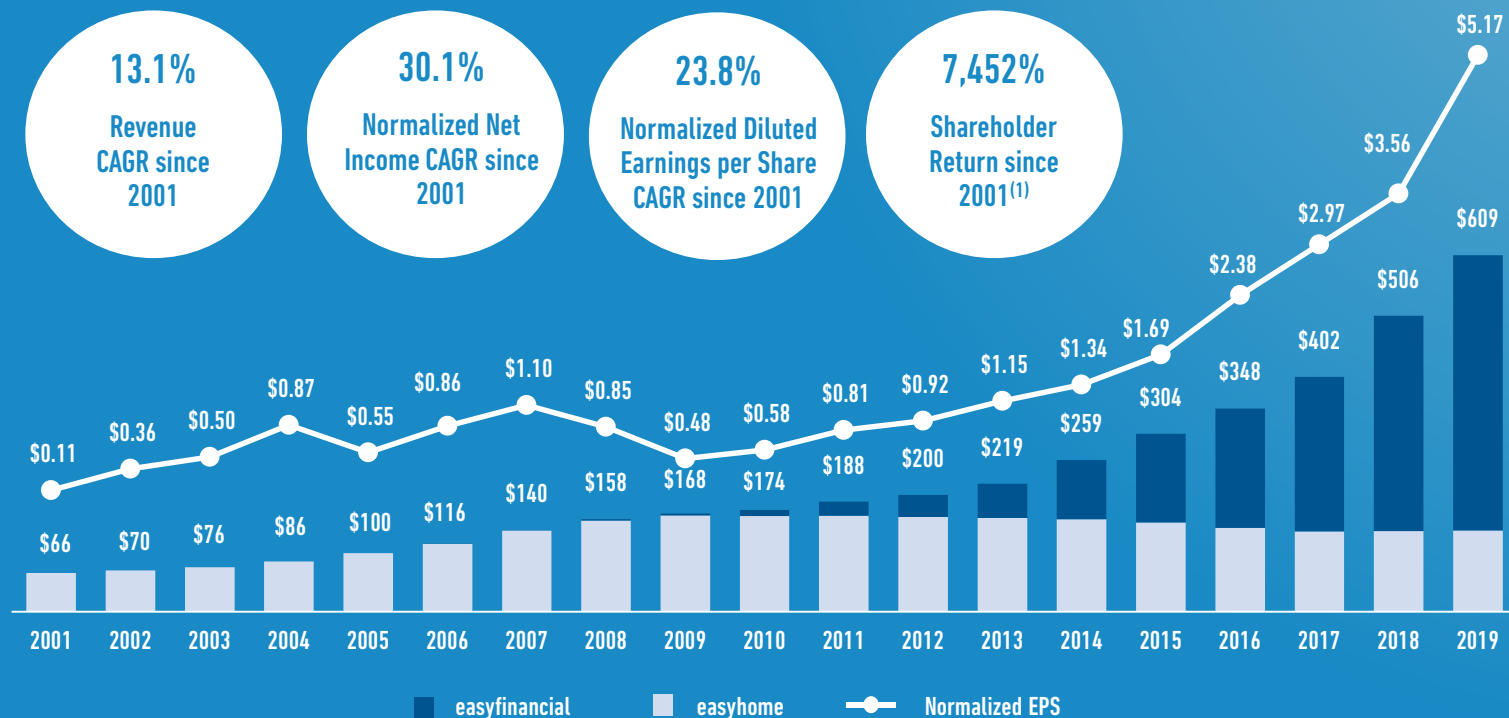
2019
Canada's
Top Growing
Companies

REPORT ON BUSINESS



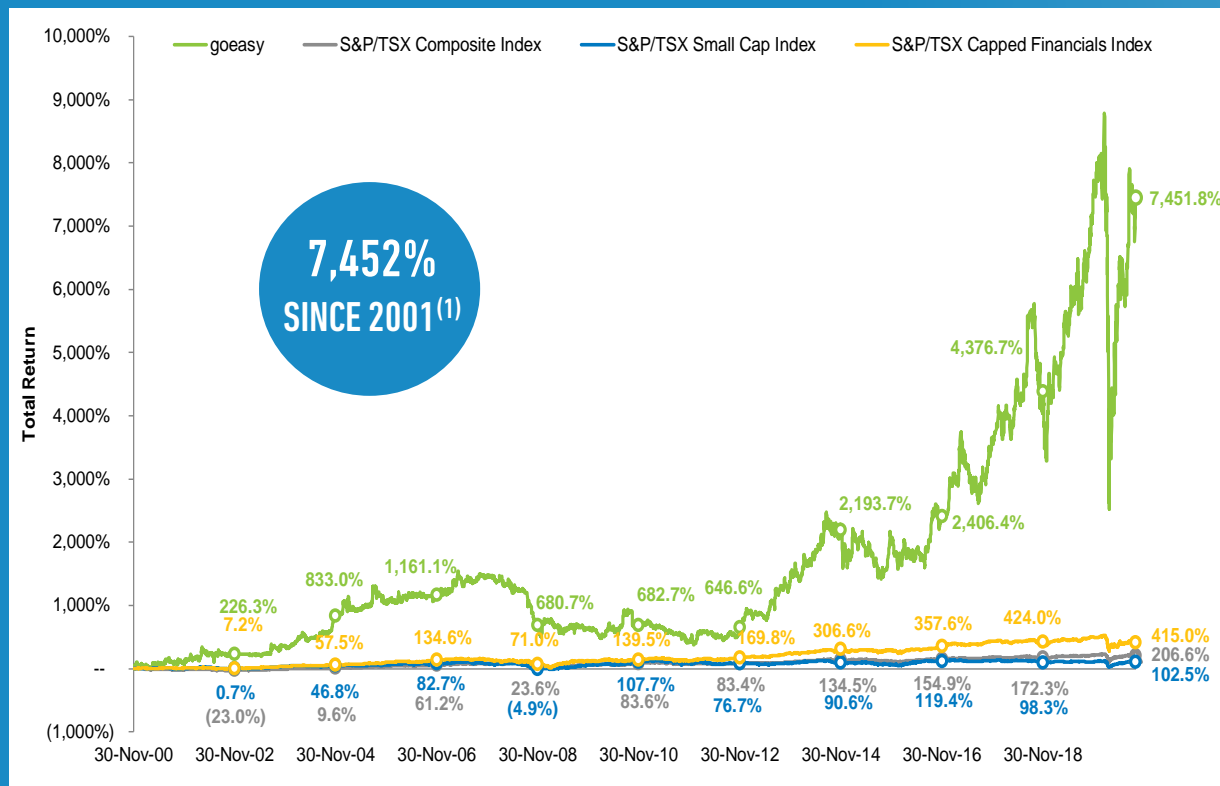
18 CONSECUTIVE YEARS OF REVENUE GROWTH AND PROFITABILITY

Revenues (C\$M) and Earnings per Share (C\$)



(1) November 30, 2000 to September 30, 2020 (Indexed at 100) (Source: Factset, Provided by BMO Capital Markets)

TOTAL SHAREHOLDER RETURN OF 7,452%



RANKINGS BASED ON 5-YEAR DILUTED EPS CAGR

#1
OF 26 TSX FINANCIALS⁽²⁾

#5
OF 60 TSX 60⁽²⁾

#11
OF 762 TOTAL TSX⁽²⁾

(1) November 30, 2000 to September 30, 2020 (Indexed at 100) (Source: Factset, Provided by BMO Capital Markets)

(2) As at September 30 2020

A BUSINESS WORTH INVESTING IN

SIZABLE AND UNDERSERVED MARKET WITH OPPORTUNITIES FOR GROWTH

- High growth business in Canada's \$231 billion non-prime consumer lending market following the exit of several large banks and online only lenders

HISTORY OF EXECUTION AND PROFITABILITY

- 77 consecutive quarters of positive EPS and a CAGR of 23.8% as at December 31, 2019 (since 2001)
- Total shareholder return of 7,452%⁽¹⁾ since 2001

DIVERSIFIED SOURCES OF REVENUE

- High growth lending operation complemented by a mature leasing business
- Opportunities for new revenue sources from a large non-prime consumer credit market

STRONG CULTURE OF RISK MANAGEMENT

- Robust risk management framework with centralized lending decisions
- Stable net charge-offs of between ~10% to 15% since 2012

WELL CAPITALIZED AND CONSERVATIVE BALANCE SHEET

- Healthy net debt to net capital ratio of 66%⁽¹⁾
- Rated BB- with stable trend from S&P and Ba3 with stable trend from Moody's
- Available cash and borrowing capacity to fund growth through to the second quarter of 2022
- Oversubscribed US\$550M bond offering now trading below 5%

EXPERIENCED LEADERSHIP TEAM WITH ALIGNED INTERESTS

- Board and management own 26.9% of the Company⁽¹⁾
- Maximum compensation for management earned at 30%+ EPS CAGR (3 Years)

GEOGRAPHIC EXPANSION

- Opportunity to develop a global non-prime consumer lending institution
- Leverage scale and capabilities across multiple markets

⁽¹⁾ As of September 30, 2020

COMPLEMENTARY BUSINESS SEGMENTS

easyfinancial
goeasy

easyhome
goeasy

ESTABLISHED	2006	1990
OFFERING	<p>Unsecured personal loans of \$500 to \$15,000, payable in regular installments over periods up to 60 months</p> <p>Secured personal loans of \$15,000 to \$45,000, payable in regular installments over periods up to 120 months</p>	<p>Brand name home entertainment products, computers, appliances and household furniture through leases, with an option to purchase</p>
OPERATING INCOME (LTM Q3 2020)	\$228.7M	\$28.9M
% OF REVENUE (LTM Q3 2020)	78%	22%
KEY ASSETS (September 30, 2020)	<p>Gross Consumer Loans Receivable:</p> <p>\$1.18 Billion</p>	<p>Lease Assets:</p> <p>\$46.4 Million</p>
LOCATIONS ⁽¹⁾ (September 30, 2020)	262	161

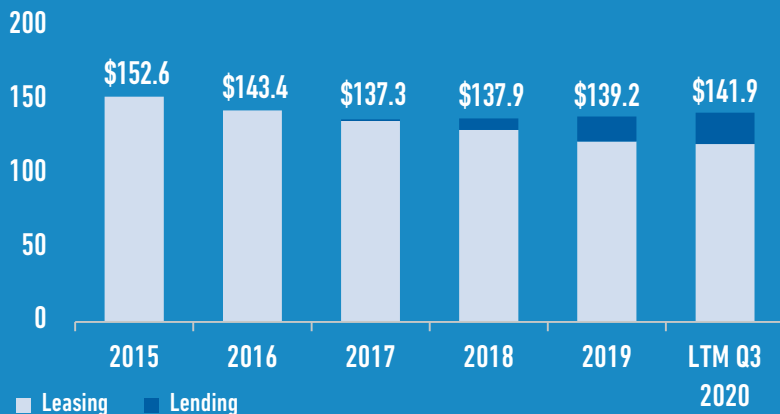
(1) easyhome locations include franchise stores. easyfinancial locations include 16 kiosks located within an easyhome store and 1 national loan office.

OVERVIEW OF EASYHOME

DESCRIPTION

- In operation since 1990
- Allows consumers to lease household furnishings, appliances, and electronic products, for weekly or monthly payments
- Option to purchase without an initial down payment or credit check, can cancel lease at any time without penalty
- Introduced consumer lending to easyhome stores in 2017

REVENUE (C\$ in millions)



PROFILE OF AVERAGE LEASE

LEASE TERM AT ORIGATION	25 Months
AVERAGE LEASE TERM	10 Months ⁽¹⁾
LEASED ASSETS	\$46.4M ⁽²⁾
APR	29.9%

OPERATING INCOME (C\$ in millions)



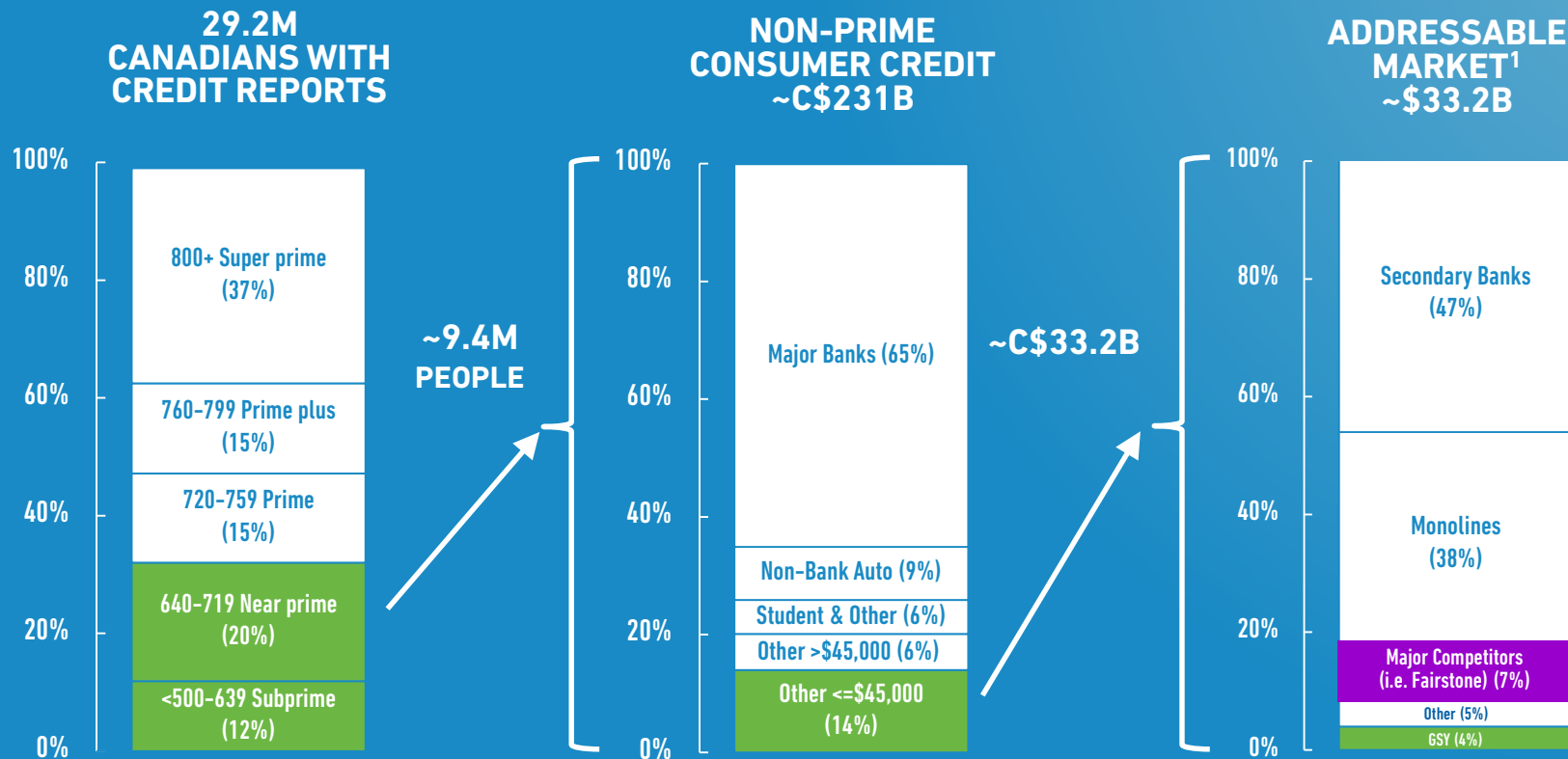
(1) Represents the average time a customer leases a product before it is returned

(2) Net Book Value as of September 30, 2020



MARKET OVERVIEW

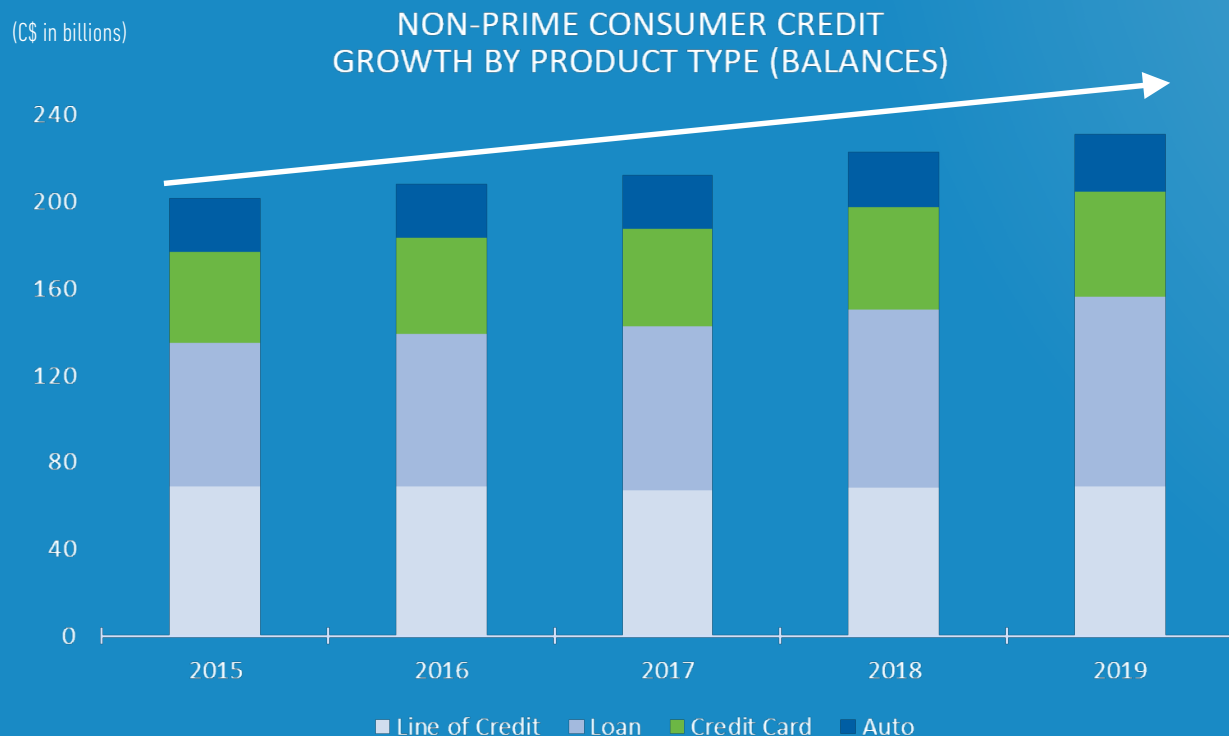
\$231B NON-PRIME CONSUMER CREDIT MARKET IN CANADA



Source: goeasy and TransUnion as of December 31, 2019. Data based on TransUnion's Credit Vision Risk Score. Balances include those held by co-borrowers.

(1) Excludes credit held by major banks, non-bank auto, student & other and balances greater than \$45K

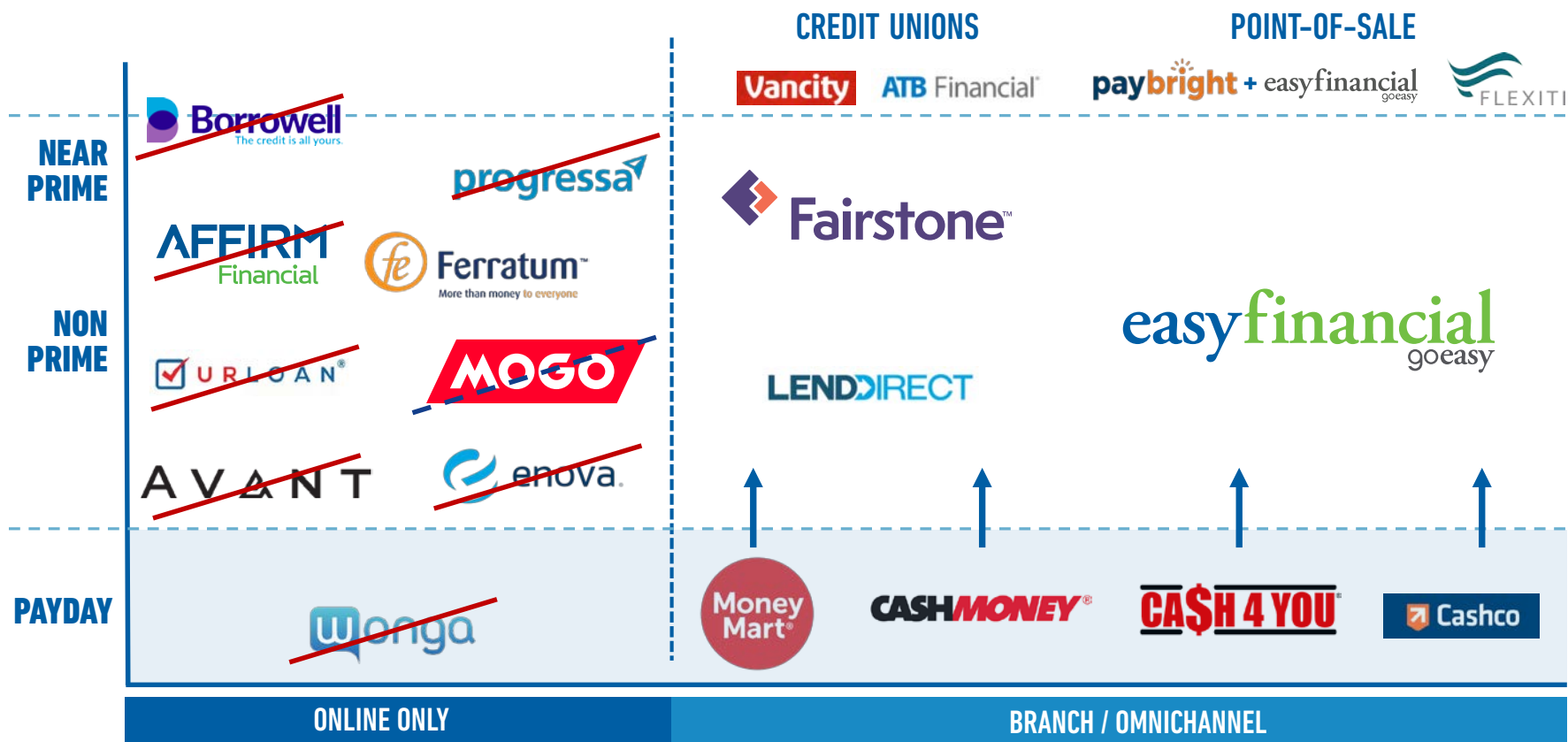
STRONG MARKET GROWTH



NON-PRIME
CONSUMER LENDING
BALANCES GROWING
AT A CAGR OF 3.3%
SINCE 2015

INSTALLMENT
LOANS REPRESENT THE
LARGEST CATEGORY OF
NON-PRIME LENDING
AT 37.6% IN 2019
(VS. 32.7% IN 2015)

EVOLVING COMPETITIVE LANDSCAPE



CANADA'S CURRENT LEGISLATIVE LANDSCAPE

- Canada's non-bank lenders are governed by both federal and provincial law
 - Payday lenders have a separate legislative framework
- The Federal Criminal Code (Section 347) dictates that 60% is the maximum annual rate of interest that can be charged. Periodically this rate has been reviewed, however it has remained consistent and stable since 1980.
- All provinces have consumer protection legislation for disclosure and advertising requirements
- Several Canadian provinces have implemented high-cost credit (HCC) regulations, which require additional disclosure and licensing requirements for lenders, but are not intended to limit the consumer's access to credit



ALBERTA HCC WAS IMPLEMENTED IN JANUARY 2019 APPLYING TO LOANS WITH RATES OF INTEREST HIGHER THAN 32%

BC GOVERNMENT PASSED LEGISLATION IN SPRING OF 2019 TO IMPLEMENT A HCC REGIME. SPECIFIC DETAILS AND IMPLEMENTATION DATE TBD.

MANITOBA HCC WAS IMPLEMENTED IN 2016 APPLYING TO LOANS WITH RATES OF INTEREST HIGHER THAN 32%

QUEBEC HCC WAS IMPLEMENTED IN AUGUST 2019 APPLYING TO LOANS WITH RATES OF INTEREST HIGHER THAN THE OVERNIGHT BANK OF CANADA RATE + 22%

ONTARIO CURRENTLY REVIEWING ITS CONSUMER PROTECTION ACT, INCLUDING ALTERNATIVE FINANCIAL SERVICES. IMPACT OF REVIEW TO BE DETERMINED THROUGH CONSULTATIONS.

GOEASY REMAINS ACTIVELY INVOLVED IN CONSULTATIONS WITH ALL LEVELS OF GOVERNMENT, AS WELL AS ENGAGING THROUGH INDUSTRY ASSOCIATIONS, INCLUDING THE CANADIAN LENDERS ASSOCIATION



PRODUCTS & CUSTOMERS

goeasy

PRODUCTS THAT MEET THE NEEDS OF OUR CUSTOMERS



Unsecured Personal Loan

Secured Personal Loan

Creditplus – Secured Savings Loan

Lease-to-own

LOAN/LEASE TYPE

Personal loan with no collateral

Personal loan secured by real estate

Secured savings loan

Lease of merchandise

AVG. LOAN/LEASE SIZE (\$)

\$6,259

\$33,571

\$1,700

\$1,268⁽¹⁾

AVG. INTEREST RATE (%)

40.5%

23.2%

9.9%

29.9%

AVG. TERM (MONTHS)

41

106

48

25

AVG. TU RISK SCORE

564

597

No Credit Check Required

No Credit Check Required

% OF LOAN PORTFOLIO (\$)

88.0%

12.0%

N/A





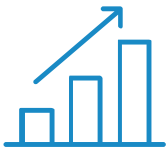


N/A

ANCILLARY PRODUCTS

Loan Protection Plan, Home & Auto Benefits, Credit Monitoring

Liability Damage Waiver, TPC, & Club

ANCILLARY SERVICES

	DESCRIPTION	THIRD-PARTY PROVIDER
LOAN PROTECTION PLAN 	Creditor insurance that offers customers payment protection in the event of injury, critical illness, involuntary job loss or death. Six consecutive months of full loan payment with a \$2,000 lump sum payment in the case of involuntary job loss.	 ASSURANT ®
HOME & AUTO BENEFITS 	Benefit plan that includes coverage for roadside assistance, locksmith services, legal and financial advice and much more.	 FIMC Real Benefits for Real Life.
CREDITOPTIMIZER 	Canada's only creditoptimizer service that provides simulator tools to create customized action plans to help customers improve their credit scores.	 ScoreNavigator ® + TransUnion ® 

THE EASYFINANCIAL CUSTOMER IS THE AVERAGE CANADIAN

HALF OF ALL CANADIANS HAVE \$200 OR LESS IN SAVINGS⁽¹⁾

OUR AVERAGE CUSTOMER



AGE

40 YEARS OLD

DEPENDENTS

1.5 CHILDREN

MARITAL STATUS

<50% MARRIED

EDUCATION

80% HIGH SCHOOL OR COLLEGE

OWN VS. RENT

~20% HOMEOWNERS

BORROWING PROFILE

72% HAVE A CREDIT CARD

CREDIT ATTRIBUTES



INDIVIDUAL INCOME

\$47,119 PER YEAR



PAYDAY LOANS

54% OF CUSTOMERS HAVE USED PAYDAY LOANS



OCCUPATION/INDUSTRY

WIDE VARIETY OF INDUSTRY SECTORS



AVERAGE TIME AT RESIDENCE

4.7 YEARS



AVERAGE TIME AT EMPLOYER

4.6 YEARS

CUSTOMER STATISTICS

56%

OF CUSTOMERS REPORT HAVING NO OPTION OTHER THAN TO BORROW FROM EASYFINANCIAL

78%

OF CUSTOMERS HAVE BEEN DENIED CREDIT BY A BANK OR CREDIT UNION

80%

OF CUSTOMERS STRUGGLE WHEN A FINANCIAL EMERGENCY COMES UP

2X

AS MANY CUSTOMERS BELIEVE THEIR FINANCIAL SITUATION IS BETTER THAN IT WAS 12 MONTHS AGO VERSUS THE CANADIAN AVERAGE

TOP 5 REASONS FOR A LOAN

- 01 BILL PAYMENT
- 02 DEBT CONSOLIDATION
- 03 AUTOMOTIVE REPAIR
- 04 HOME REPAIR
- 05 UNEXPECTED EXPENSES

...BUT WITH MUCH LOWER LEVELS OF DEBT



easyfinancial
goeasy

	AVERAGE	AVERAGE
AVERAGE INDIVIDUAL INCOME ⁽¹⁾	\$46,900	\$47,119
AVERAGE DISPOSABLE (AFTER TAX) INCOME ⁽²⁾	\$37,265	\$37,419
AVERAGE MORTGAGE DEBT ⁽³⁾	\$43,437	\$15,470
AVERAGE NON MORTGAGE DEBT ⁽³⁾	\$21,024	\$27,533
AVERAGE DEBT PER CONSUMER ⁽³⁾	\$64,461	\$43,003
DEBT TO DISPOSABLE (AFTER TAX) INCOME	177%	115%

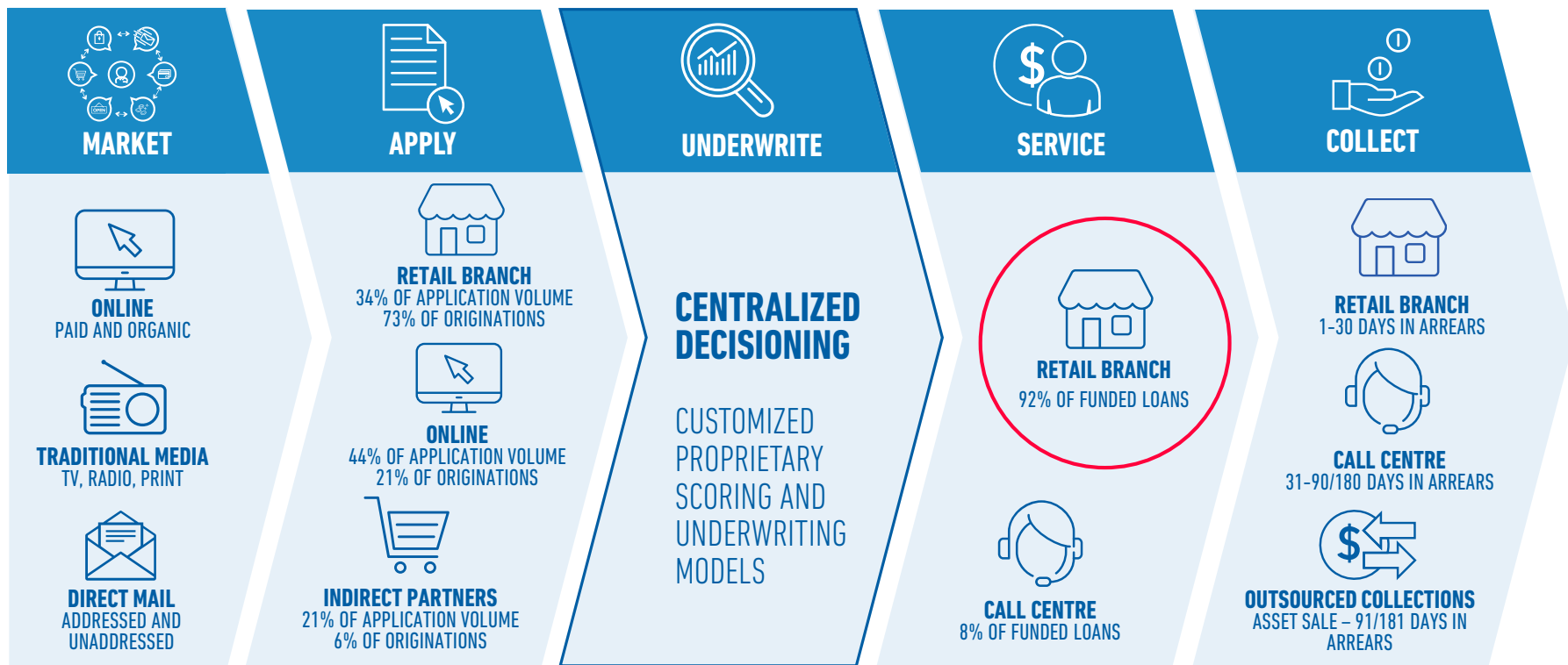
(1) <https://www150.statcan.gc.ca/t1/tb1/en/tv.action?pid=1110023901>

(2) Using average personal tax rate via <https://simpletax.ca/calculator>

(3) TransUnion data as of December 31, 2019

OUR OMNICHANNEL LENDING MODEL

MULTIPLE ACQUISITION CHANNELS INCLUDING ONLINE, IN-BRANCH AND INDIRECT WITH ~92% MANAGED AT LOCAL BRANCHES



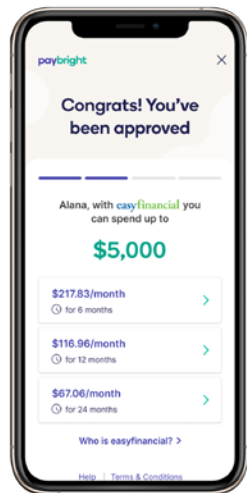
(1) Based on originations from July 1 – September 30, 2020

(2) The Company charges off receivables at the earlier of 90 days and 180 days contractual arrears or notification of bankruptcy / CCAA for unsecured loan and secured loan, respectively

PAYBRIGHT AND GOEASY'S STRATEGIC PARTNERSHIP



CANADA'S ONLY INTEGRATED FULL CREDIT
SPECTRUM POINT-OF-SALE SOLUTION



ILLUSTRATIVE SALES FUNNEL

100 APPLICATIONS

70 CUSTOMERS APPROVED
FOR PRIME FINANCING

30 CUSTOMERS DECLINED

15 APPROVED
FOR
NON-PRIME

85 TOTAL CUSTOMERS APPROVED FOR FINANCING

HIGHEST INDUSTRY APPROVAL RATE OF 85 - 90%

- \$40M minority equity investment in PayBright, recognized \$1.7M unrealized fair value gain in Q3 2020 driven by strong growth and solid industry performance
- Expands easyfinancial's channel distribution into the \$30B Point-of-Sale financing market as the primary provider of non-prime financing within PayBright's platform
- Fills the gap in a fragmented market that has traditionally been served by lenders who cater to prime consumers and only serve specific industries
- Over \$1.5B in approved consumer spending power to date
- 2019 was PayBright's fourth year in a row of >100% volume and revenue growth

Over 6,000 Merchant Partners Including:

SAMSUNG

wayfair

ENDY

Lenovo

Casper

ebay

THE SOURCE

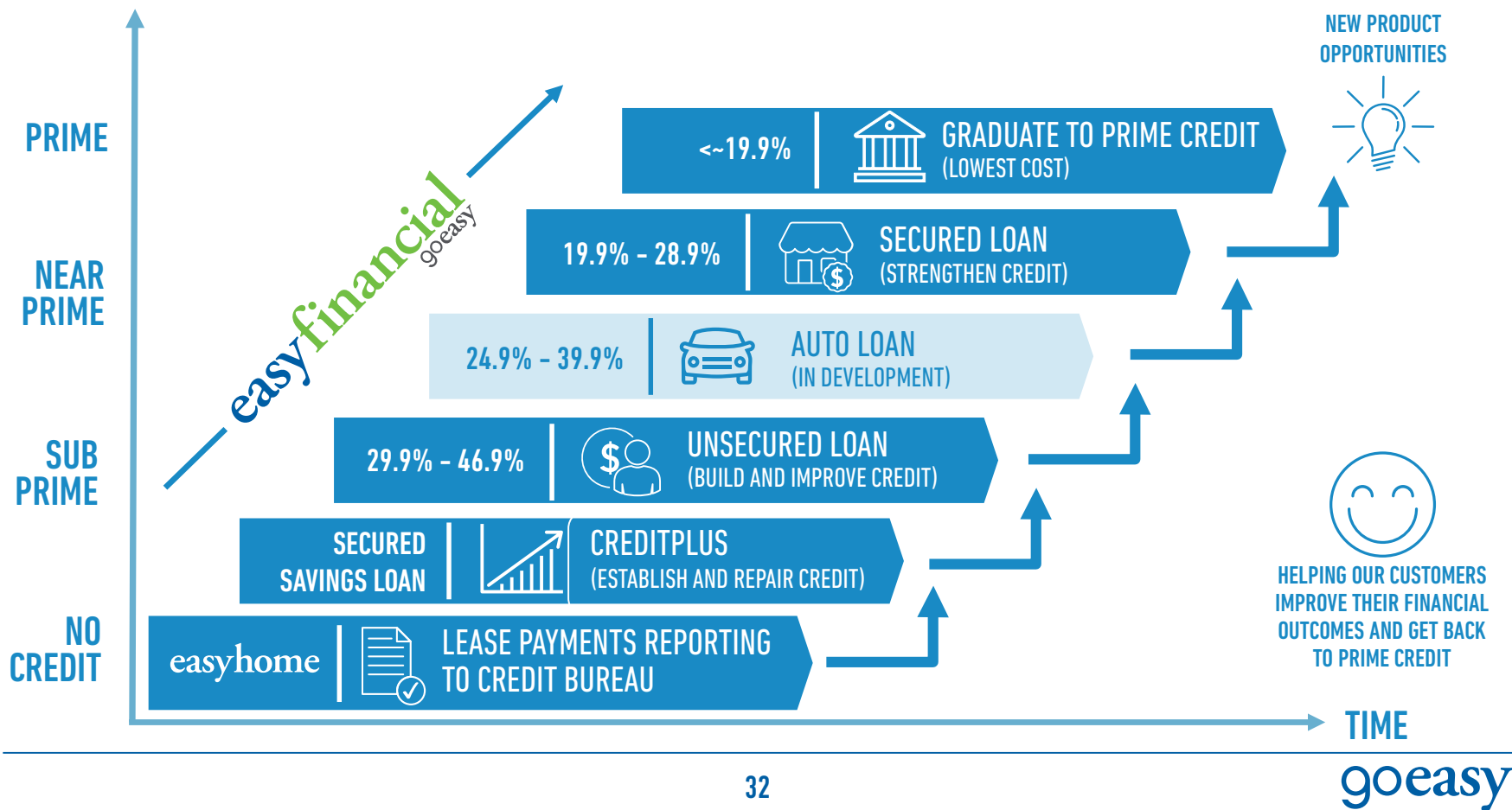
TaylorMade

SEPHORA

DYNAMITE

SleepCountry

THE PATH TO A BETTER TOMORROW



MEASURING SUCCESS

1 IN 3

**CUSTOMERS
GRADUATE TO
PRIME CREDIT¹**

60%

**OF CUSTOMERS
IMPROVE THEIR
CREDIT SCORE²**

(1) Prime credit is defined as opening a trade with a prime lender within 12 months of borrowing from easyfinancial

(2) As measured by an increase in TransUnion Risk Score within 12 months of borrowing from easyfinancial

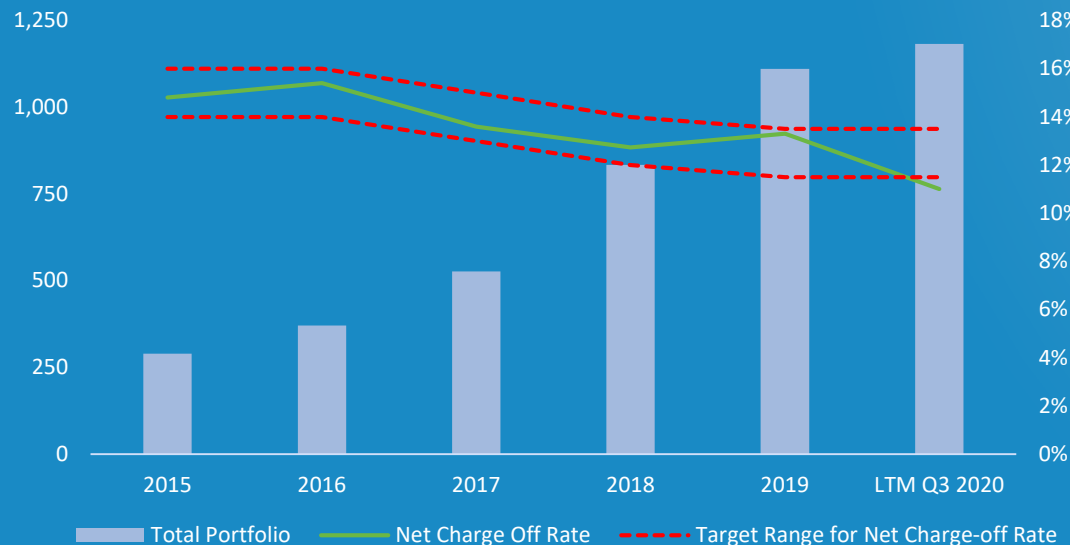


RISK MANAGEMENT

goeasy

STABLE AND CONSISTENT PATTERN OF CREDIT PERFORMANCE

(C\$ in millions)



**YEARS IN
OPERATION**

15 (EST. 2006)

**UNIQUE
CUSTOMERS**

504,127

**INDIVIDUAL
LOANS**

1,103,000

**UNDERWRITING
VOLUME**

C\$4.7 BILLION

**NEW CUSTOMER
FUNDING RATE⁽¹⁾**

13.8%

- Proven track record of managing credit performance over many periods of high growth
- Large underwriting volume has led to the accumulation of customer demographic, borrowing, repayment and banking data
- Proprietary customer scoring models built using machine learning and advanced analytical tools have improved the accuracy of predicting default risk for the non-prime customer

(1) Unsecured new loan applications originated from June 1 – September 30, 2020

DURABLE BUSINESS ABLE TO WEATHER INCREASED RATE OF CHARGE-OFFS

INCOME STATEMENT EXPRESSED AS % OF AVERAGE LOAN PORTFOLIO

	YTD Q3 2020	BREAKEVEN	% CHANGE
REVENUE (TOTAL YIELD INCLUDING ANCILLIARY PRODUCTS)	45.2%	45.2%	0.0%
NET CHARGE-OFF	(10.3%)	(29.8%)	189.3%
OPERATING EXPENSES ⁽¹⁾	(15.5%)	(10.5%)	(32.3%)
FINANCE COSTS	(4.8%)	(4.8%)	0.0%
PRE-TAX INCOME ⁽³⁾	14.6%	0.0%	(100.0%)
INCOME TAXES ⁽³⁾	(3.8%)	0.0%	(100.0%)
ADJUSTED NET INCOME (RETURN ON RECEIVABLES) ⁽³⁾	10.8%	0.0%	(100.0%)

STRENGTH OF RISK-ADJUSTED MARGINS CAN SUPPORT SIGNIFICANT INCREASE IN LOAN LOSSES

SEVERAL LEVERS TO REDUCE OPERATING EXPENSES IN TIMES OF ECONOMIC STRESS²

NET CHARGE-OFF RATE CAN MORE THAN DOUBLE (TO ~29.8%) BEFORE THE COMPANY WOULD HIT THE BREAKEVEN POINT

(1) Operating expenses exclude provision for credit losses and are net of the Company's easyhome operating income

(2) Includes reduction in administrative expenses, marketing expenses, salaries, bonuses and incentives

(3) Adjusted for the non-recurring unrealized fair value before-tax gain of \$5.7 million on the Company's investment in PayBright in 2020

ESTABLISHED UNDERWRITING PRACTICES TO MANAGE RISK



PRE-QUALIFICATION

- Knock-out rules determine initial eligibility
- No additional credit granted to customers in arrears/former charge-offs



CREDIT ADJUDICATION

- Application information combined with underlying data from credit report and banking history
- Proprietary custom risk models based on historical analysis of thousands of attributes unique to the easyfinancial customer



AFFORDABILITY

- Detailed debt to income calculation
- Establishes a maximum loan amount based on ability to repay

REPAYMENT



- Payments set up via electronic pre-authorized debit from the customer's bank account
- Loan repayment schedule set up to align with customer's payroll cycle

FULFILLMENT



- Custom loan document generation including optional ancillary product enrollment
- Centralized funding controls
- Application to funding in as little as 1 hour

VERIFICATION



- Supporting electronic documentation validation including identity, credit report, banking, residency and income
- Performed by a central loan approval office



ROBUST DATA INFRASTRUCTURE AND ADVANCED ANALYTICS



EASYFINANCIAL DATA REPOSITORY⁽¹⁾

- 12.3 TB of data
- 63,700 unique data points
- 4.39 million applications
- 504,127 unique customers



CUSTOMER DATA INTERACTIONS

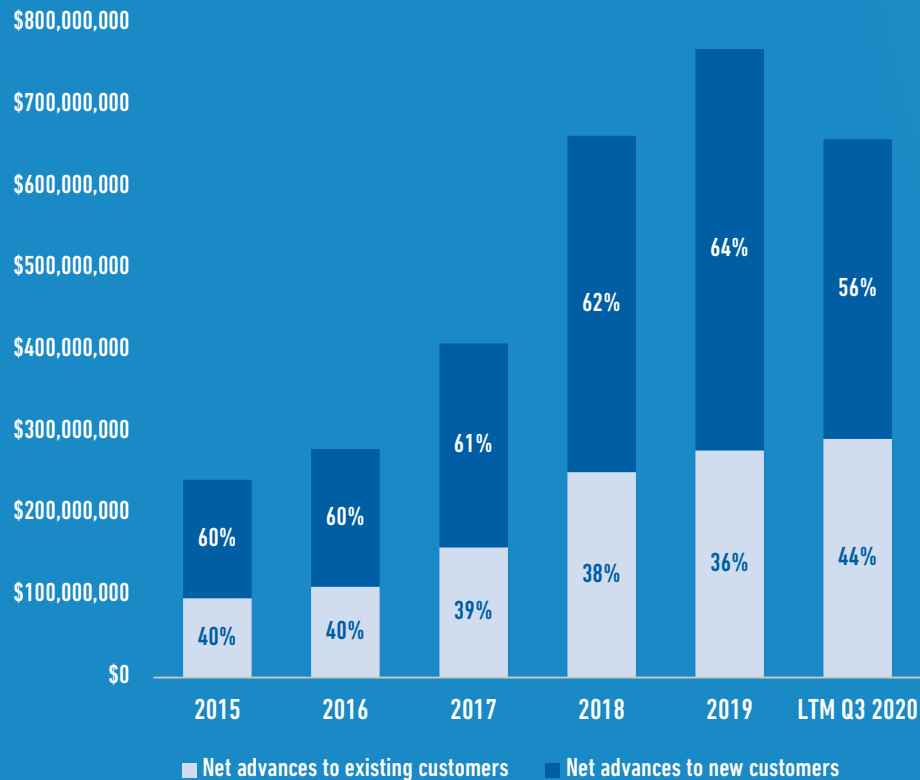
- Customer web analytics
- Machine/Device fingerprinting
- Customer income and liabilities
- Customized credit report characteristics and spending/payment algorithms
- Banking and credit card transaction history (up to 1 year)
- easyfinancial lifetime borrowing and repayment history
- easyfinancial collection and customer contact history



ADVANCED MODELING & ANALYTICS

- Eligibility and pre-qualification rule sets
- Proprietary customer adjudication and behavioural risk scores
- Comprehensive affordability assessment
- Price elasticity testing and optimization
- Fraud and document verification screening
- Proprietary collection scores and treatment optimization

56% OF NET ADVANCES EXTENDED TO NEW CUSTOMERS



CUSTOMER ORIENTATION

- Business has a healthy organic growth funnel with the majority of originations coming from new customers
- Advances to new customers represented 56% of net principal written in the last 12 months

EXISTING CUSTOMER UNDERWRITING STANDARDS

- Full credit underwriting performed to ensure that the borrower has the ability to re-pay the entire principal advanced
- No delinquent loans are advanced any additional credit
- No restructured loans are included in loan originations to existing customers
- The net charge-off rate of existing customers has been 300 to 400 bps below the rate generated by new customers

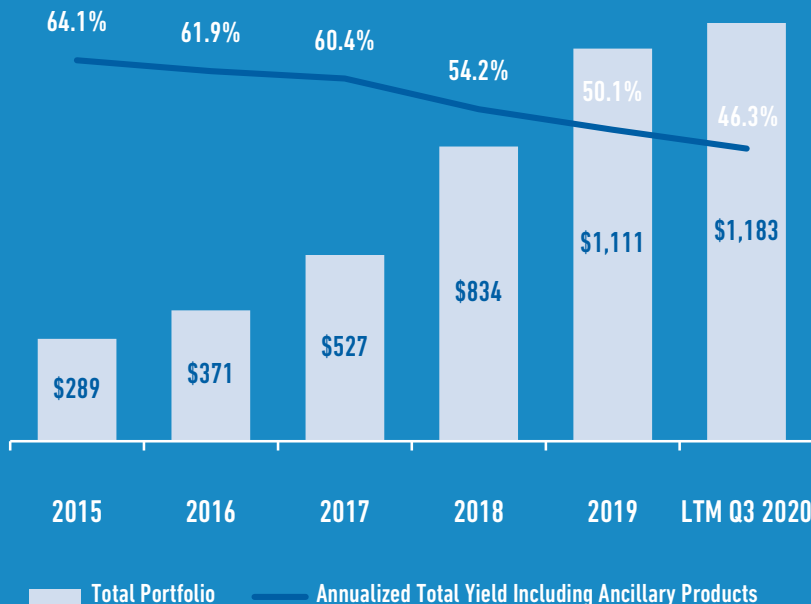


FINANCIAL PERFORMANCE

goeasy

ACCELERATING LOAN PORTFOLIO GROWTH

EASYFINANCIAL LOAN PORTFOLIO GROWTH (C\$M)



LOAN PORTFOLIO CAGR OF 34% SINCE 2015⁽¹⁾

\$3.7M
LOAN PORTFOLIO
PER BRANCH,
UP 6% YEAR
OVER YEAR

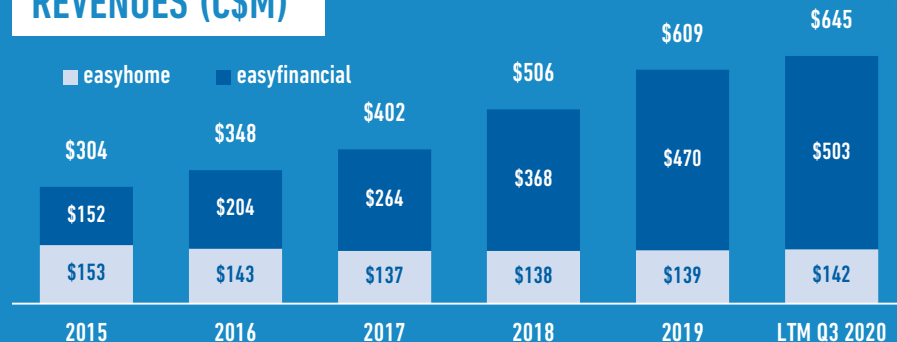
14%
LOAN PORTFOLIO
GROWTH YEAR OVER
YEAR

A GRADUAL REDUCTION IN APR DUE TO RISK BASED PRICING, LARGER LOANS, LENDING IN QUEBEC AND SECURED LOANS HAS HELPED ACCELERATE THE RATE OF GROWTH, PROFITABILITY AND LIFETIME VALUE

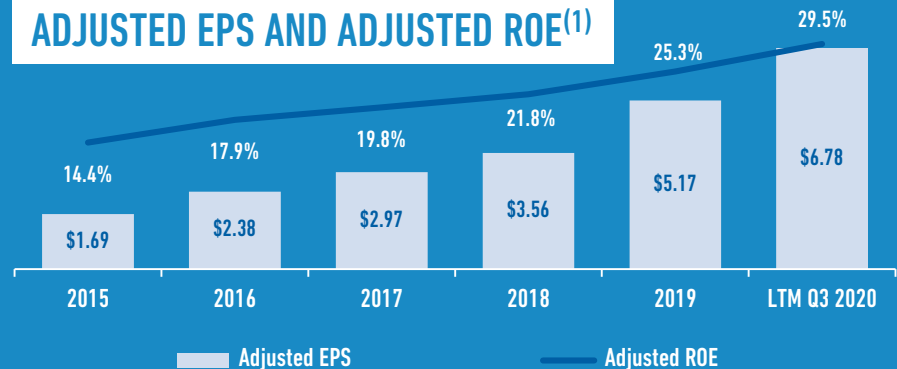
(1) Since December 31, 2015

STRONG TRACK RECORD OF DELIVERING RESULTS

REVENUES (C\$M)



ADJUSTED EPS AND ADJUSTED ROE⁽¹⁾



TOTAL REVENUE DRIVEN BY THE GROWTH OF THE CONSUMER LOAN PORTFOLIO

THE ADDITION OF CONSUMER LENDING AT EASYHOME HAS RESULTED IN GROWING REVENUE AND OPERATING INCOME OF THIS MATURE BUSINESS

INCREASED EARNINGS AND FINANCIAL LEVERAGE HAS DRIVEN HIGHER LEVELS OF RETURN ON EQUITY

(1) Excludes the impact of non-recurring or unusual transactions

Q3 2020 FINANCIAL RESULTS

(C\$ IN THOUSANDS EXCEPT FOR EARNINGS PER SHARE AND PERCENTAGES)	Q3 2020	Q3 2019	VAR (\$/BPS)	VAR (%)
REVENUE	161,824	156,133	5,691	4%
EXPENSES BEFORE DEPRECIATION, AMORTIZATION, NET CHARGE-OFF AND PROVISION	61,632	54,455	7,177	13%
NET CHARGE-OFF PROVISION	22,586	33,507	(10,921)	(33%)
DEPRECIATION AND AMORTIZATION	4,635	9,819	(5,184)	(53%)
OPERATING INCOME	16,025	15,783	242	2%
ADD: OTHER INCOME ⁽¹⁾	56,946	42,569	14,377	34%
LESS: FINANCE COSTS	1,700	-	1,700	100%
LESS: INCOME TAXES	13,233	14,821	(1,588)	(11%)
NET INCOME	12,340	7,923	4,417	56%
ADJUSTED NET INCOME ⁽¹⁾	33,073	19,825	13,248	67%
DILUTED EARNINGS PER SHARE (EPS)	31,598	19,825	11,773	59%
ADJUSTED DILUTED EPS ⁽¹⁾	2.09	1.28	0.81	63%
GROSS CONSUMER LOANS RECEIVABLE	2.00	1.28	0.72	56%
GROWTH IN CONSUMER LOANS RECEIVABLE	1,182,801	1,035,596	147,205	14%
NET CHARGE-OFFS AS A PERCENTAGE OF AVERAGE GROSS CONSUMER LOAN	48,319	75,888	(27,569)	(36%)
OPERATING MARGIN	7.8%	13.2%	(540 bps)	(41%)
ADJUSTED RETURN ON EQUITY ⁽¹⁾	35.2%	27.3%	790 bps	29%
	33.1%	24.1%	900 bps	37%

Q3 2020 HIGHLIGHTS (COMPARED TO PRIOR YEAR)

- Loan Portfolio of \$1.18 billion, up 14%
- Revenue of \$162 million, up 4%
- Net charge-off rate of 7.8%, down 540 bps
- Net income of \$33.1 million and diluted EPS of \$2.09, up 67% and 63%, respectively. After adjusting for the increase in the carrying value of PayBright, adjusted net income was \$31.6 million and adjusted diluted EPS was \$2.00, up 59% and 56%, respectively.
- Adjusted return on equity of 33.1%, up from 24.1%
- Unrealized fair value before-tax gain of \$1.7 million on investment in PayBright recognized under Other Income based on the continued strong financial performance of PayBright and its point-of-sale industry sector in the third quarter of 2020

(1) Adjusted for the non-recurring unrealized fair value before-tax gain of \$1.7 million on the Company's investment in PayBright in Q3 2020

DETAILED REVIEW OF HISTORICAL FINANCIAL PERFORMANCE

(C\$ IN MILLIONS EXCEPT FOR EARNINGS PER SHARE AND PERCENTAGES)	LTM Q3 2020 ^(1, 5, 6)	FY2019 ⁽¹⁾⁽⁵⁾	FY2018 ⁽¹⁾	FY2017 ⁽⁴⁾	FY2016 ⁽³⁾	FY2015
KEY INCOME STATEMENT ITEMS						
REVENUE	645.3	609.4	506.2	401.7	347.5	304.3
ADJUSTED OPERATING INCOME	201.6	168.8	119.7	87.4	65.9	48.1
ADJUSTED NET INCOME	105.3	80.3	53.1	42.2	33.2	23.7
ADJUSTED EBITDA	229.7	195.8	131.6	98.4	76.0	56.7
ADJUSTED DILUTED EPS	6.78	5.17	3.56	2.97	2.38	1.69
KEY BALANCE SHEET ITEMS						
CASH	39.5	46.3	100.2	109.4	24.9	11.4
GROSS CONSUMER LOANS RECEIVABLE	1,182.8	1,110.6	833.8	526.5	370.5	289.4
LEASE ASSETS	46.4	48.7	51.6	54.3	55.3	60.8
TOTAL ASSETS	1,367.3	1,319.2	1,055.7	749.6	503.1	418.5
EXTERNAL DEBT	832.9	859.1	691.1	449.2	263.3	211.7
SHAREHOLDERS' EQUITY	410.2	332.4	301.5	228.2	196.0	176.1
KEY PERFORMANCE METRICS						
NET ISSUANCE OF CONSUMER LOANS RECEIVABLE	273.3	415.1	405.8	226.8	135.7	132.8
NET CHARGE-OFFS AS A PERCENTAGE OF AVERAGE GROSS CONSUMER LOANS	11.0%	13.3%	12.7%	13.6%	15.4%	14.8%
ANNUALIZED YIELD (INCLUDING ANCILLIARY PRODUCTS)	46.3%	50.1%	54.2%	60.4%	62.0%	64.2%
GROWTH IN CONSUMER LOANS RECEIVABLE	147.3	276.9	307.2	156.0	81.1	97.2
SAME STORE REVENUE GROWTH	7.8% ⁽⁷⁾	19.5%	25.7%	18.3%	12.1%	16.3%
SAME STORE REVENUE GROWTH EXCLUDING EASYFINANCIAL	3.2% ⁽⁷⁾	4.3%	6.4%	(0.7%)	(1.1%)	4.7%
OPERATING MARGIN	31.3%	27.7%	23.7%	21.8%	19.0%	15.8%
ADJUSTED RETURN ON EQUITY	29.5%	25.3%	21.8%	19.8%	17.9%	14.4%
NET EXTERNAL DEBT TO NET CAPITALIZATION ⁽²⁾	0.66x	0.71x	0.66x	0.60x	0.55x	0.53x

(1) Includes the impact of the adoption of IFRS 9 beginning in 2018. Prior years were not restated.

(2) Net external debt is calculated as external debt less cash. Net external debt to net capitalization is net external debt divided by the sum of net external debt and shareholders' equity.

(3) Adjusted for the impact of one-time \$3.0M proceeds received on sale of minority interest and \$6.4M advisory costs incurred on potential acquisition in 2016

(4) Adjusted for the one-time \$6.1 million after-tax charge associated with the refinancing of the Company's term loan in 2017

(5) Adjusted for the one-time \$16.0 million after-tax charge associated with the refinancing of the Company's notes payable in Q4 2019

(6) Adjusted for the non-recurring unrealized fair value before-tax gain of \$5.7 million on the Company's investment in PayBright in 2020

(7) Growth reflects YTD Q3 2020 as compared with YTD Q3 2019

CONSISTENT TRACK RECORD OF MEETING TARGETS

THE COMPANY MET ALL STATED TARGETS FOR 2019

KEY PERFORMANCE INDICATOR	UPDATED TARGETS	ACTUAL RESULTS	OUTCOME
GROSS CONSUMER LOANS RECEIVABLE PORTFOLIO AT YEAR END	\$1.1 TO \$1.2 BILLION	\$1.1 BILLION	TARGET ACHIEVED
EASYFINANCIAL TOTAL REVENUE YIELD	49% TO 51%	50.1%	TARGET ACHIEVED
NEW EASYFINANCIAL LOCATIONS TO BE OPENED IN YEAR	10 TO 20	15	TARGET ACHIEVED
NET CHARGE-OFFS AS A PERCENTAGE OF AVERAGE GROSS CONSUMER LOANS RECEIVABLE	11.5% TO 13.5%	13.3%	TARGET ACHIEVED
EASYFINANCIAL OPERATING MARGIN ⁽¹⁾	40% TO 42%	40.2%	TARGET ACHIEVED
TOTAL REVENUE GROWTH	20% TO 22%	20.4%	TARGET ACHIEVED
RETURN ON EQUITY (ACTUAL/ADJUSTED) ⁽²⁾	24%+	20.2% / 25.3%	TARGET ACHIEVED

(1) easyfinancial operating margin target for 2019 was updated as outlined in the Company's MD&A for the quarter ended June 30, 2019 (along with an explanation for the change)

(2) Adjusted for the one-time \$16.0 million after-tax charge associated with the refinancing of the Company's notes payable in Q4 2019

A man with glasses is lifting a baby into the air. The baby is wearing a white dress with red polka dots and a red bow. The background is a blurred outdoor scene. The entire image has a blue overlay.

FUNDING, LIQUIDITY & CAPITAL

goeasy

CONSERVATIVE CAPITAL STRATEGY

ACCESS TO CAPITAL

- In Q4 2019, the Company expanded its secured revolving line of credit to \$310 million provided by a bank syndicate with a borrowing cost of ~360 bps (BA based) and a \$75 million accordion feature
- Accessed US debt markets by issuing US\$550 million denominated 5.375% senior unsecured notes payable issued in 2019
- Issued 920,000 in shares generating net proceeds of \$44.3 million in October 2018
- Moody's corporate rating Ba3 (stable outlook) / Standard & Poor's corporate rating BB- (stable outlook)

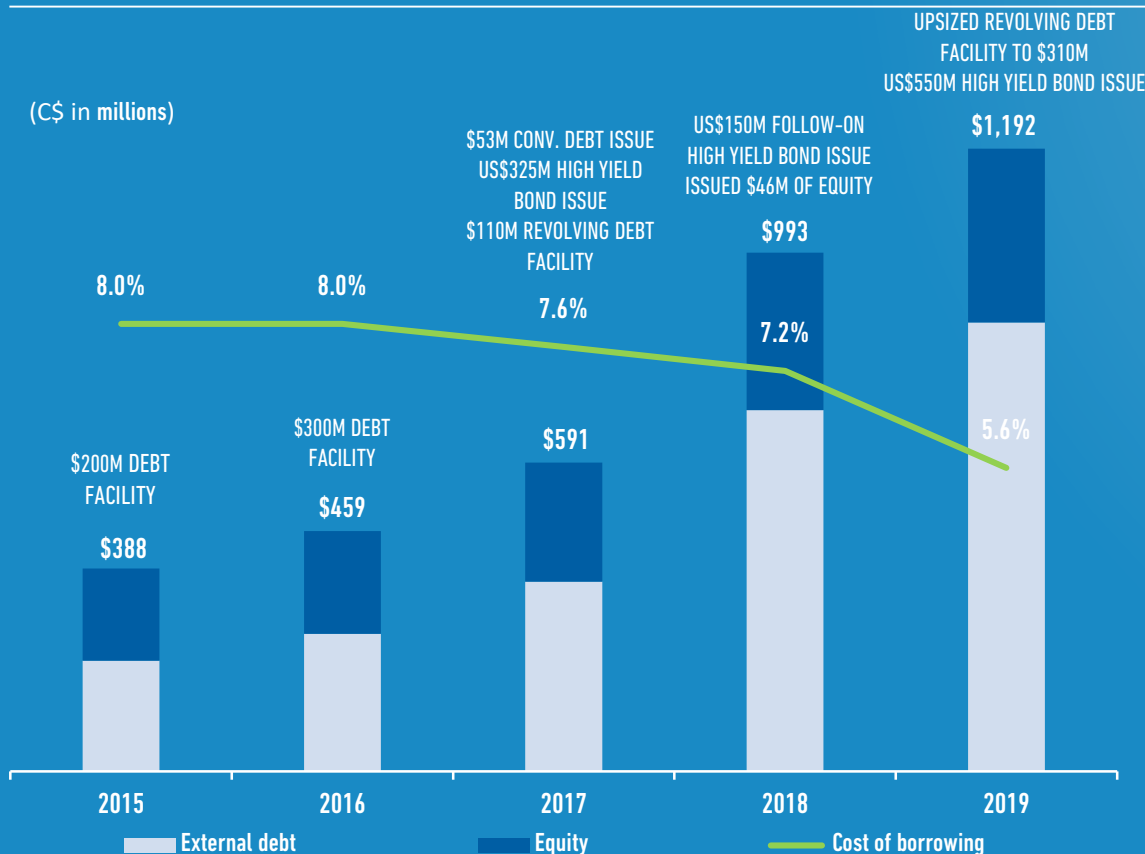
LIQUIDITY

- \$250 million of cash and borrowing capacity as of September 2020
- Adequate capital to meet expected growth plans through second quarter of 2022
- Both consumer loan and leasing portfolios generate strong cash flows even in stress conditions
- On a run-off basis, the Company's loan and lease portfolios will generate approximately \$2.0 billion in cash

CAPITAL STRATEGY

- Proven track record of balancing yield, growth and credit risk to achieve stated targets and secure enhanced funding capabilities
- Conservative capital strategy with net debt to net capitalization of 66%
- Consistent dividend policy and history of dividend growth
- Expanding market capitalization will lead to inclusion in select indices
- Near-term opportunity to access diversified financing through securitization

HISTORY OF SUCCESSFUL CAPITAL RAISING

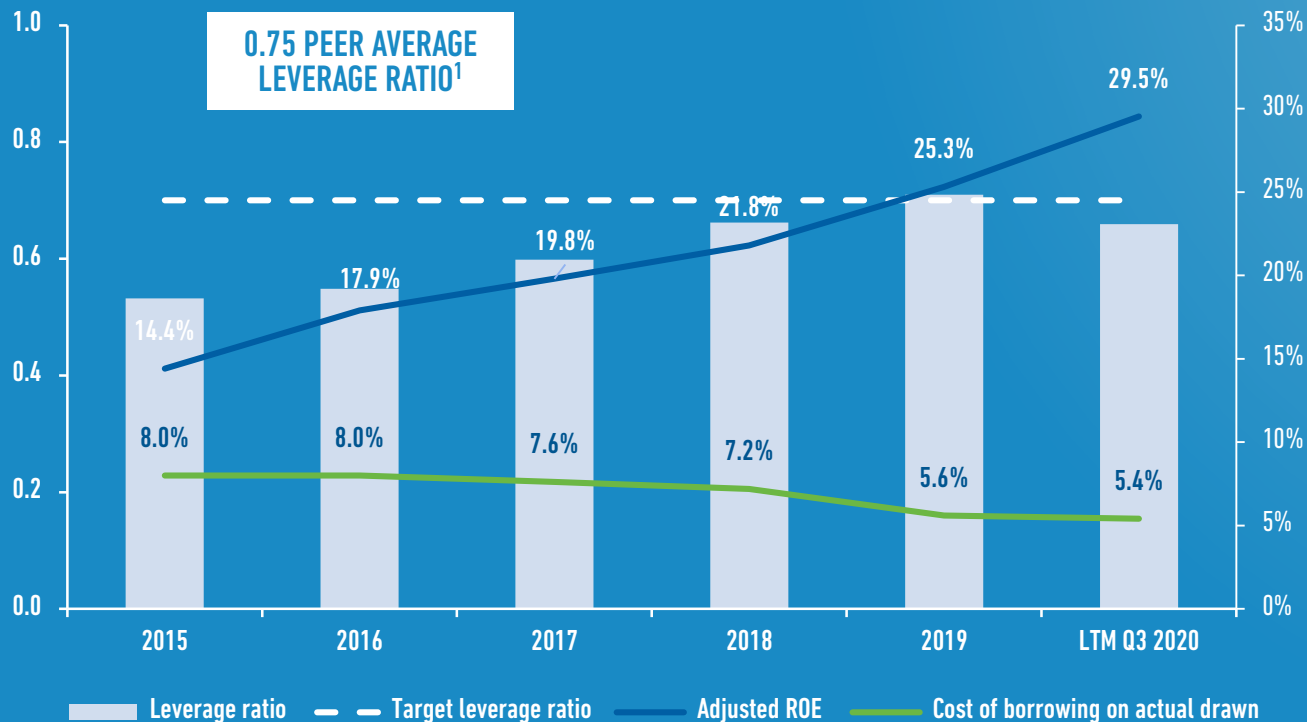


**TOTAL CAPITALIZATION OF
\$1.2 BILLION**

**THE UNSECURED NOTES WERE REFINANCED
AND INCREASED TO US\$550 MILLION,
WHILE REDUCING THE COST OF BORROWING
AND EXTENDING THE MATURITY OUT TO
DECEMBER 2024**

**THE REVOLVING CREDIT FACILITY WAS
INCREASED TO \$310 MILLION, WHILE
REDUCING THE COST OF BORROWING AND
EXTENDING THE MATURITY OUT TO
FEBRUARY 2022**

IMPROVING RETURN ON EQUITY AND STABLE LEVERAGE

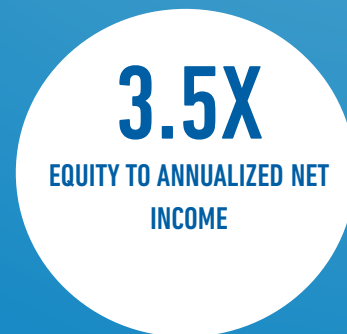
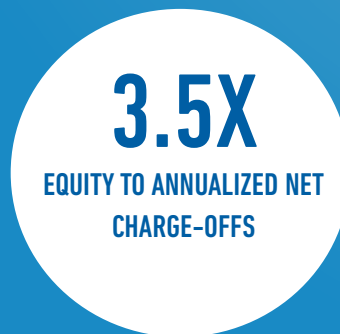
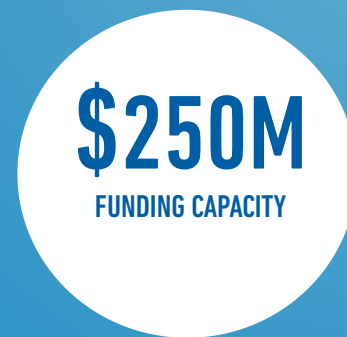
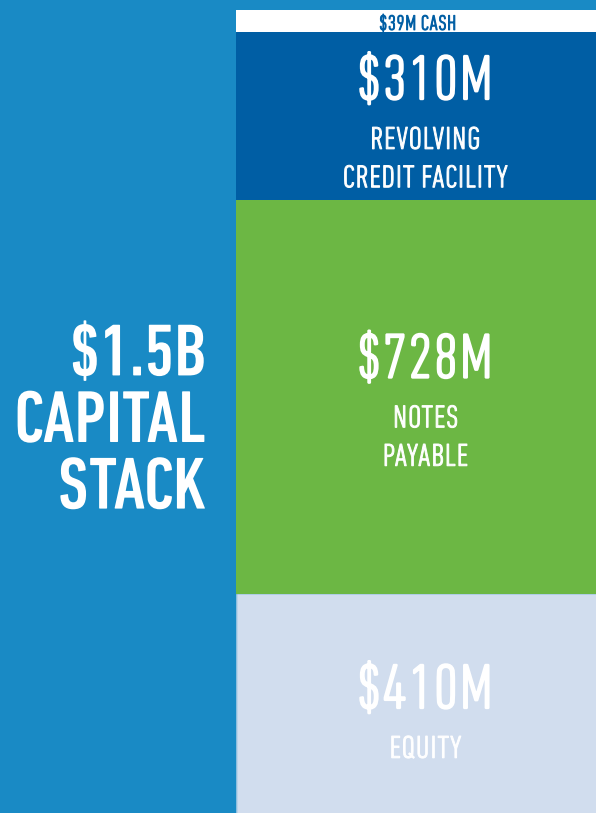


FULLY DRAWN WEIGHTED AVERAGE COST OF BORROWING REDUCED TO 5.0%, DOWN FROM 6.7% IN THE PRIOR YEAR

INCREMENTAL DRAWS ON ITS REVOLVING CREDIT FACILITY DOWN TO 3.6% DUE TO THE LOWER INTEREST RATE ENVIRONMENT

(1) Includes OneMain Holdings Inc, Credit Acceptance Corporation and Regional Management

STRONG CAPITAL POSITION



Q3 2020 BALANCE SHEET AND FINANCING OVERVIEW

(C\$ IN THOUSANDS)	SEP 30, 2020	SEP 30, 2019
ASSETS		
NET CONSUMER LOANS RECEIVABLE	1,100,998	971,467
CASH	39,477	29,723
INVESTMENT	40,000	34,300
LEASE ASSETS	46,351	45,987
RIGHT-OF-USE ASSETS, NET	46,943	43,648
PROPERTY AND EQUIPMENT, NET	28,905	22,300
GOODWILL	21,310	21,310
DERIVATIVE FINANCIAL ASSET	3,455	23,905
INTANGIBLE ASSETS, NET	22,677	17,031
OTHER ASSETS	17,159	30,975
TOTAL ASSETS	1,367,275	1,240,646
LIABILITIES		
LEASE LIABILITIES	53,056	50,136
REVOLVING CREDIT FACILITY	98,221	110,251
CONVERTIBLE DEBENTURES	-	40,375
NOTES PAYABLE	721,292	626,066
OTHER LIABILITIES	84,483	76,279
TOTAL LIABILITIES	957,052	903,107
SHAREHOLDERS' EQUITY	410,223	337,539
TOTAL LIABILITIES & EQUITY	1,367,275	1,240,646
NET EXTERNAL DEBT TO NET CAPITALIZATION	0.66	0.69

FINANCING OVERVIEW

REVOLVING LINE OF CREDIT

- In Q4 2019, the Company expanded its secured revolving line of credit to \$310 million provided by a bank syndicate with a borrowing cost of ~360 bps (BA based) and a \$75 million accordion feature. The facility matures in February 2022. As at September 30, 2020, \$100 million was drawn on this facility.

CONVERTIBLE DEBENTURES

- Issued \$53 million of 5.75% convertible unsecured subordinated debentures in June 2017 with a \$43.36 conversion price maturing on July 31, 2022. The Company has redeemed all remaining convertible debentures that remained unconverted as of July 31, 2020.

NOTES PAYABLE

- Issued US\$550 million denominated 5.375% senior unsecured notes payable. The principal and interest payments were fully hedged to C\$. The notes mature on December 1, 2024.
- The notes were issued in November 2019 at par with a C\$ interest rate of 5.65%
- In November 2019, the US\$475 million of US\$ denominated 7.875% senior unsecured notes payable was extinguished.

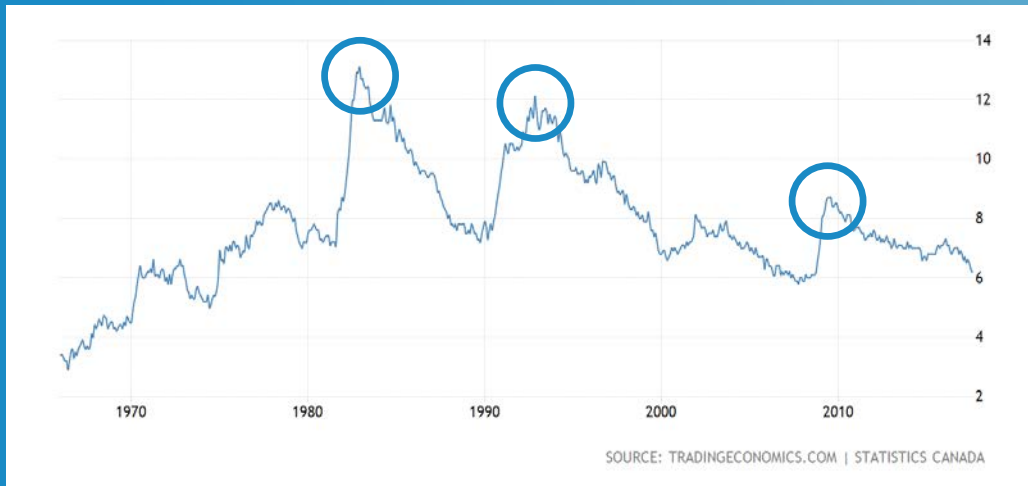


APPENDIX

NON-PRIME SEGMENT MOST STABLE DURING ECONOMIC SHOCKS

CANADIAN HISTORICAL ANALYSIS

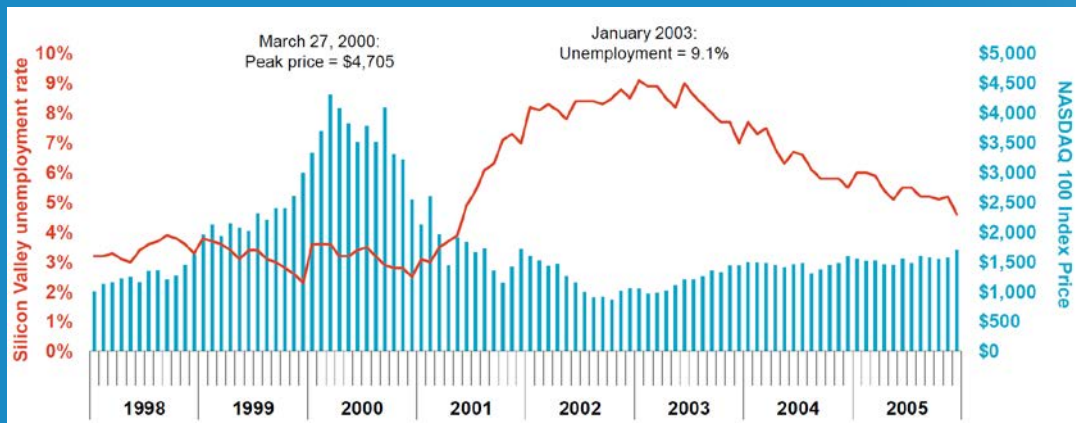
- Recessions in the 1980s, 1990's and 2000s saw unemployment at 13%, 12% and 8.5%, respectively



EXAMINED THREE REGIONALLY CONCENTRATED ECONOMIC SHOCKS WHERE UNEMPLOYMENT INCREASED BY 2 X OR GREATER. THREE COMPARISONS TO CREDIT PERFORMANCE WERE MADE DURING THESE PERIODS OF SHOCK AND THE SUBSEQUENT IMPACT ON PERSONAL LOANS DELIQUENCIES, TWO BASED ON TRANSUNION DATA AND ONE BASED ON INTERNAL DATA:

- 2001 - DOT.COM BUBBLE IN SILICON VALLEY
- 2009 - AUTO-MARKET COLLAPSE/FINANCIAL CRISIS IN DETROIT
- 2015 - OIL CRASH IN ALBERTA

2001 – DOT.COM BUBBLE IN SILICON VALLEY



- Unemployment grew 2.6 x from ~3.5% to a peak of 9.1%
- Subprime delinquency declined -11%
- Largest impact felt in Prime segments (super prime, prime plus, prime)

Delinquency rates of loans (90+ days past due, units (#) at month 24)

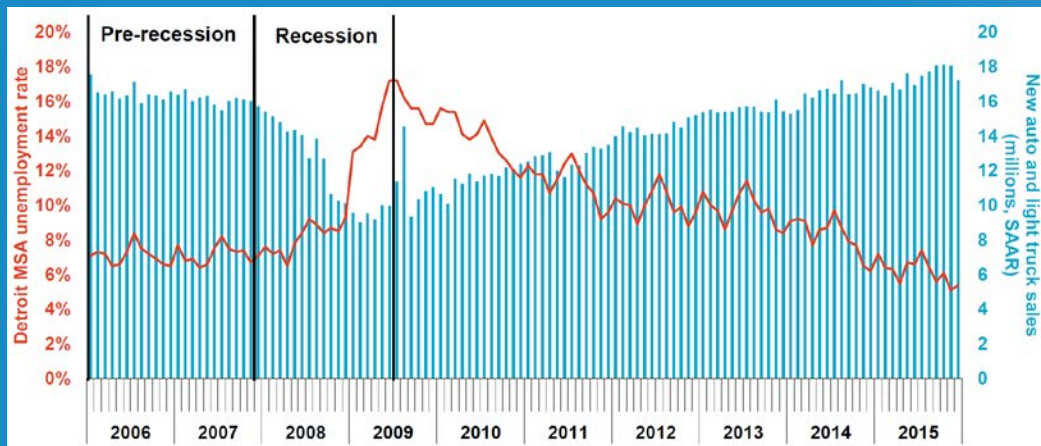
ORIGINATING RISK TIER

PRE-DOWNTURN
ORIGINATIONS
(JAN. 2000-FEB. 2001)

DOWNTURN
ORIGINATIONS
(MAR. 2001-DEC. 2002)

SUPER PRIME	0.3%	1.9%
PRIME PLUS	1.8%	4.3%
PRIME	3.2%	6.6%
NEAR PRIME	6.0%	8.9%
SUBPRIME	17.8%	15.7%
ALL PERSONAL LOANS	7.8%	8.9%

2009 –AUTO-MARKET COLLAPSE/FINANCIAL CRISIS IN DETROIT



- Unemployment grew 2.4 x from ~7% to a peak of 16.5%
- Subprime delinquency was flat/stable
- Largest impact felt in Prime segments (super prime, prime plus, prime)

PRE-RECESSION
ORIGINATIONS
(JAN. 2006–NOV. 2007)

RECESSION
ORIGINATIONS
(DEC. 2007–JAN. 2009)

Delinquency rates of loans (90+ days past due, units (#) at month 24)

SUPER PRIME	0.7%	0.9%
PRIME PLUS	1.5%	2.0%
PRIME	3.8%	4.3%
NEAR PRIME	6.4%	7.6%
SUBPRIME	15.2%	15.0%
ALL PERSONAL LOANS	7.5%	7.9%

2015 – OIL CRASH IN ALBERTA



- Unemployment grew 2 x from ~4.5% to a peak of 9%
- Subprime vintage delinquency increased 12%
- easyfinancial vintage loss rates saw a modest increase of 8%
- In period loss rates increased from 14% pre-recession to a peak of 16.5%

Delinquency rates of loans (90+ days past due, units (#) at month 18)

	PRE-OIL CRASH ORIGINATIONS (JAN. 2013-DEC. 2014)	OIL CRASH ORIGINATIONS (JAN. 2015-DEC. 2016)
SUPER PRIME	0.30%	0.37%
PRIME PLUS	0.64%	0.90%
PRIME	1.35%	1.80%
NEAR PRIME	3.68%	5.46%
SUBPRIME	19.29%	21.84%
ALL PERSONAL LOANS	4.19%	6.03%
EASYFINANCIAL PORTFOLIO	16.13%	17.55%

NON-PRIME SEGMENT MOST STABLE DURING ECONOMIC SHOCKS

1 LOWER LEVELS OF HOMEOWNERSHIP AND DEBT

HOMEOWNERSHIP
CANADIAN POPULATION = 68%⁽¹⁾ VS. EASYFINANCIAL CUSTOMERS = ~20%

TOTAL DEBT TO INCOME
CANADIAN POPULATION = ~177% VS. EASYFINANCIAL CUSTOMERS = ~115%

2 SOLUTIONS TO SUPPORT BORROWERS

SUITE OF CUSTOMER ASSISTANCE TOOLS TO FACILITATE REPAYMENT DURING TIMES OF DIFFICULTY INCLUDING PAYMENT DEFERRALS AND LOAN MODIFICATIONS (TERM, APR)

3 CREDIT AND UNDERWRITING FLEXIBILITY

PROPRIETARY CREDIT SCORING MODELS WITH AGILE CREDIT RISK TOLERANCE FLEXIBILITY

CENTRAL LOAN APPROVAL OFFICE REVIEWS ALL DIRECT-TO-CONSUMER LOANS BASED ON RISK-BASED UNDERWRITING POLICIES

DURING CREDIT CRISIS, PRIME LENDERS TIGHTEN CREDIT REQUIREMENTS WHICH PUSH LOANS DOWN TO NON-PRIME LENDERS THAT END UP GENERATING BETTER LOANS

4 LOAN PROTECTION INSURANCE

MAJORITY OF CUSTOMERS HAVE LOAN PROTECTION INSURANCE THAT COVERS BORROWER'S FULL LOAN PAYMENT FOR A PERIOD OF 6 CONSECUTIVE MONTHS IN THE EVENT OF UNEMPLOYMENT AND A \$2,000 LUMP SUM PAYMENT AT THE END

5 GOVERNMENT SUPPORT

CANADIAN UNEMPLOYMENT INSURANCE COVERS APPROXIMATELY 60% OF OUR AVERAGE CUSTOMER'S AFTER-TAX INCOME

RUN-OFF SCENARIO

(C\$ in millions)



- Current loan portfolio is \$1.18 billion as of Q3 2020
- goeasy's loan and lease portfolios generate an estimated \$2.0 billion of cash in a run-off scenario
- Current principal amount of debt outstanding is C\$828.3 million
- In a run-off scenario, the Company would generate adequate cash flow to fully repay its debt in approximately 18 months

MANAGEMENT AND SHAREHOLDER ALIGNMENT

- DIRECTORS AND OFFICERS HOLD 26.9%⁽¹⁾ OF GSY STOCK.
- MANAGEMENT'S SHORT-TERM INCENTIVE PLAN (STIP) IS PAID IN CASH AND IS BASED ON THE FINANCIAL RESULTS OF THE COMPANY FOR THE YEAR COMPARED WITH AN INTERNAL EARNINGS TARGET. AS THE FINANCIAL PERFORMANCE INCREASES SO DOES THE STIP.
- MANAGEMENT'S LONG-TERM INCENTIVE PLAN (LTIP) IS PAID IN SHARE COMPENSATION. UNITS VEST ON THE THIRD ANNIVERSARY OF THE GRANT AND ON A PRO-RATA BASIS IN PROPORTION TO THE CUMULATIVE 3-YEAR ANNUAL GROWTH RATE (CAGR) OF THE COMPANY'S EARNINGS PER SHARE (EPS) AND ENTIRELY PERFORMANCE BASED WITH NO TIME VESTING. LTIP ALLOWS UP TO 200% VESTING AS FOLLOWS.

MINIMUM		TARGET		MAXIMUM	
EPS CAGR %	VESTING RATE %	EPS CAGR %	VESTING RATE %	EPS CAGR %	VESTING RATE %
10%	80%	20%	100%	30%	200%

- THE COMPANY HAS A SHARE OWNERSHIP GUIDELINE (SOG) FOR ITS EXECUTIVES, WHEREBY WITHIN 5 YEARS THE EXECUTIVES MUST MEET A MINIMUM COMMON SHARE OWNERSHIP BASED ON A MULTIPLE OF THEIR BASE SALARY – 1.5X FOR SVP; 2.5X FOR EVP; 5X FOR THE CEO.

COMPOSITION OF MANAGEMENT COMPENSATION

CHIEF EXECUTIVE OFFICER



EXECUTIVE VICE PRESIDENT



SENIOR VICE PRESIDENT



(1) As of September 30, 2020