WHO IS GOEASY

PROVIDES NON-PRIME LEASING AND LENDING SERVICES THROUGH ITS EASYHOME, EASYFINANCIAL AND LENDCARE BRANDS

QUICK FACTS

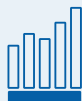- OVER 400 LOCATIONS
- NATIONAL FOOTPRINT
- ~1.5M[1] CUSTOMERS SERVED
- OVER $16.0B[1] LOAN ORIGINATIONS
- 4.6 / 5 STARS[2] CUSTOMER SATISFACTION
- $5.2B[1] TOTAL ASSETS

WHAT MAKES US UNIQUE

OUR HISTORY
- 35 years of industry leading experience
- 28%+ revenue CAGR since 2014

OUR PEOPLE
- Over 2,500 employees (51% female employees)
- Over 70 nationalities represented by our employees

OUR CUSTOMERS
- Approximately 420,000 total active customers[3]

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

OUR COMMITMENT TO OUR COMMUNITIES
- Over $6.3 million donated to BGC Canada (formerly know as Boys & Girls Clubs of Canada) and other local charities to date
- easybites program launched in 2014 and has built over 100 new kitchens in Boys and Girls Clubs across Canada
- In 2023, the Company announced a 3-year, $1.4 million commitment to BGC Canada's Food Fund to help address the rising issue of food insecurity amongst Canadian households

1. As of December 31, 2024
2. Feefo – easyfinancial, based on 2,838 service ratings over the past year as of December 2024
3. As of December 31, 2024 defined as sum of number of active loans in easyfinancial and LendCare. It is not a de-duped number between the two brands
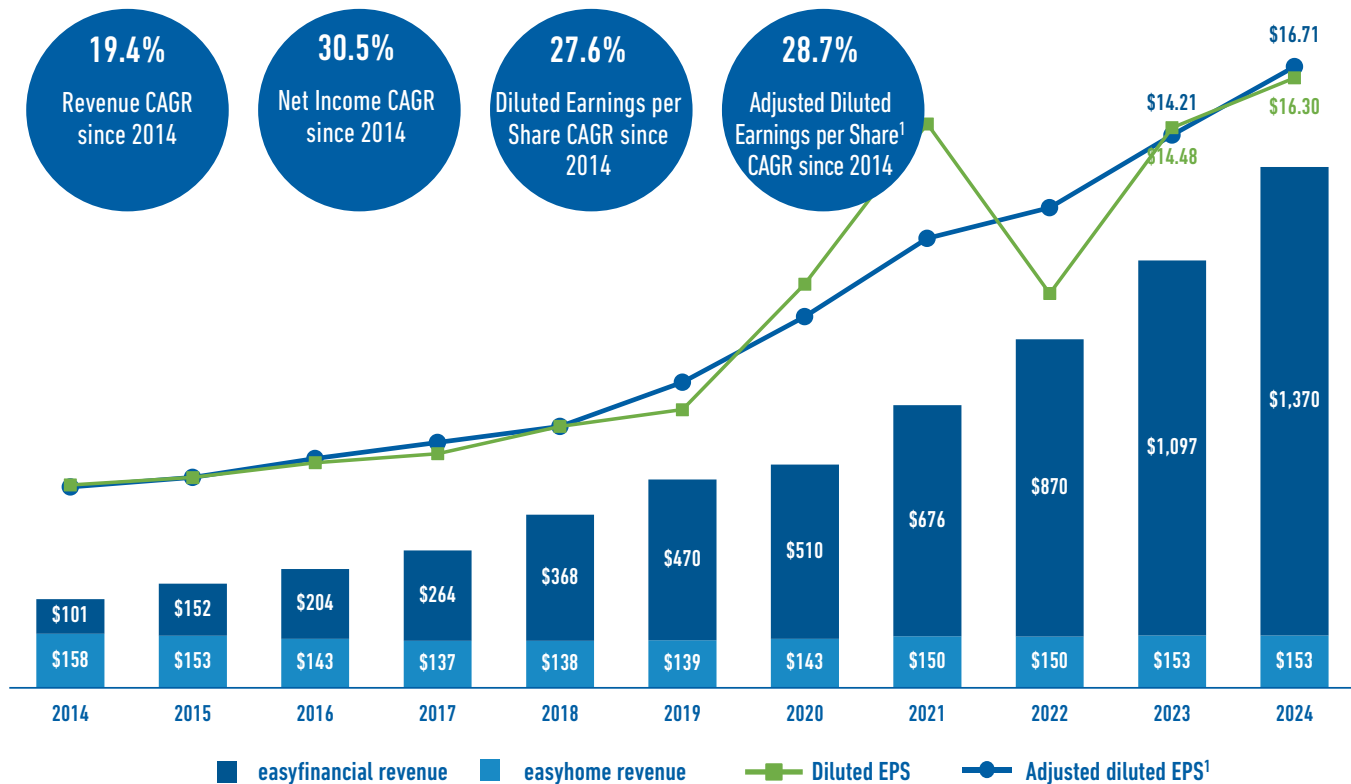
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COMPREHENSIVELY SERVE CUSTOMERS' FINANCIAL NEEDS

	DIRECT TO CONSUMER LENDING	POINT-OF-SALE FINANCING	CONSUMER LEASING
BRAND	easyfinancial	LENDCARE	easyhome
ESTABLISHED	2006	2004	1990
PRODUCTS	Personal Loans Home Equity Loans	Financing for Powersports, Automotive, Retail and Healthcare	Lease-to-Own Financing for Home Entertainment Products, Computers, Appliances and Household Furniture
ANCILLARY SERVICES	Creditor Insurance Home & Auto Benefit Plan Credit Optimizer	Creditor Insurance Warranty Coverage Gap Insurance	Customer Protection Program Lease Damage Waiver
RETAIL LOCATIONS[1] (December 31, 2024)	295	~10,800 (Merchant Partners)	134

1. easyhome locations include franchise stores. easyfinancial locations include 2 kiosks located within easyhome stores and 3 operations centres

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CONSISTENT TRACK RECORD OF REVENUE GROWTH AND PROFITABILITY

($ in millions)

19.4% Revenue CAGR since 2014

30.5% Net Income CAGR since 2014

27.6% Diluted Earnings per Share CAGR since 2014

28.7% Adjusted Diluted Earnings per Share[1] CAGR since 2014

Year	easyfinancial revenue	easyhome revenue	Diluted EPS	Adjusted diluted EPS[1]
2014	$101	$158		
2015	$152	$153		
2016	$204	$143		
2017	$264	$137		
2018	$368	$138		
2019	$470	$139		
2020	$510	$143		
2021	$676	$150		
2022	$870	$150		
2023	$1,097	$153	$14.21	$14.48
2024	$1,370	$153	$16.30	$16.71

RANKINGS BASED ON 5-YEAR DILUTED EPS CAGR[2]

#3 OF 25 TSX FINANCIALS

#3 OF 60 TSX 60

#37 OF 761 TOTAL TSX

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STRONG MANAGEMENT TEAM DRIVING EXECUTION

David Ingram
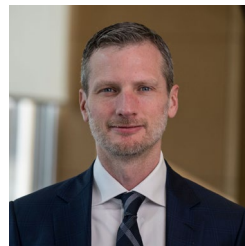
Executive Chairman

Dan Rees

Chief Executive Officer

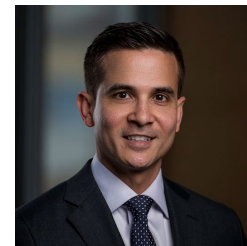**Hal Khouri**

Chief Financial Officer

Patrick Ens
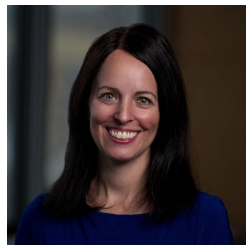
President, easyfinancial and easyhome

Ali Metel

President, LendCare

Farhan Ali Khan

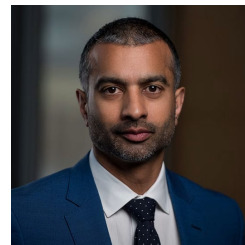*Chief Strategy and Corporate Development Officer*
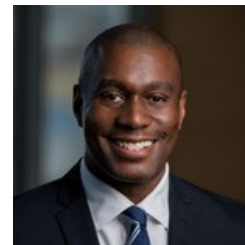
Sabrina Anzini

Chief Legal Officer

Jason Appel

Chief Risk Officer

David Cooper

Chief People Officer

Michael Eubanks

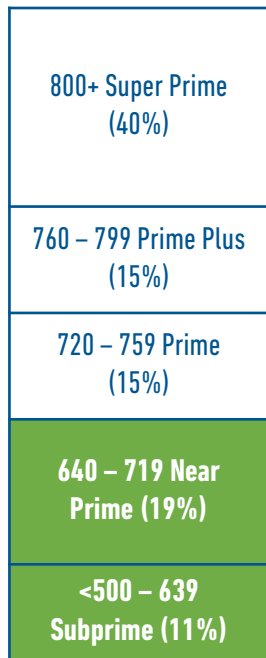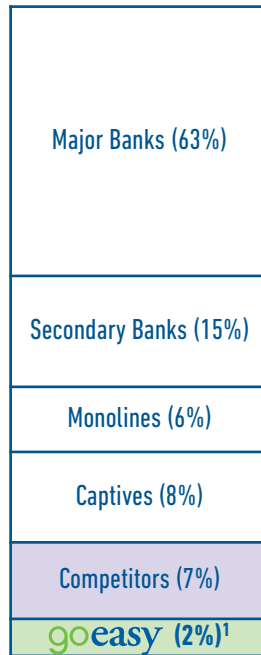*Chief Information Officer*

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OUR
MARKET &
CUSTOMERS

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ESTABLISHED CONSTITUENT IN THE SIZABLE AND UNDERSERVED CANADIAN MARKET
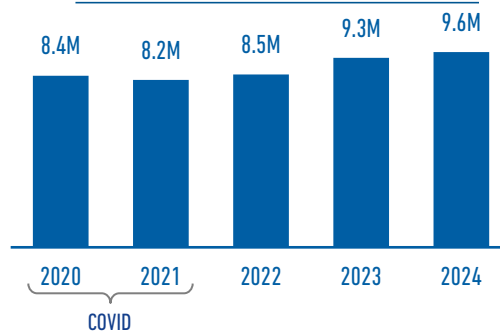
32.6M Canadians With Credit Reports

- 800+ Super Prime (40%)
- 760 – 799 Prime Plus (15%)
- 720 – 759 Prime (15%)
- 640 – 719 Near Prime (19%)
- <500 – 639 Subprime (11%)

~9.3M People

~$231B Non-Prime Consumer Credit

- Major Banks (63%)
- Secondary Banks (15%)
- Monolines (6%)
- Captives (8%)
- Competitors (7%)
- goeasy (2%)[1]

Industry Growth Post COVID

Canadians with Non-Prime Credit Scores

2020	2021	2022	2023	2024
8.4M	8.2M	8.5M	9.3M	9.6M

COVID (2020, 2021)

Non-Prime Consumer Credit Growth (Balances)
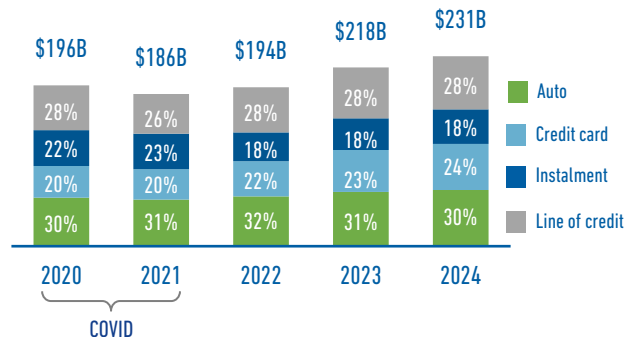
	2020	2021	2022	2023	2024
Total	$196B	$186B	$194B	$218B	$231B
Line of credit	28%	26%	28%	28%	28%
Instalment	22%	23%	18%	18%	18%
Credit card	20%	20%	22%	23%	24%
Auto	30%	31%	32%	31%	30%

Legend: Auto, Credit card, Instalment, Line of credit

COVID (2020, 2021)

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OUR CUSTOMERS ARE EVERYDAY CANADIANS

43 AVERAGE CUSTOMER AGE

3.7 AVERAGE YEARS AT EMPLOYER

1.9 AVERAGE NUMBER OF CHILDREN[1]

3.5 AVERAGE YEARS AT RESIDENCE

~$61K AVERAGE INDIVIDUAL INCOME

584 MEDIAN CREDIT SCORE

72% OF CURRENT CUSTOMERS HAVE BEEN DENIED CREDIT BY A BANK OR CREDIT UNION

80% OF CURRENT CUSTOMERS RELY ON ACCESS TO CREDIT WHEN A FINANCIAL EMERGENCY COMES UP[2]

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SERVING NON-PRIME CUSTOMERS THAT CARRY LOWER LEVELS OF DEBT

	PRIME[1]	NON-PRIME[1]
# OF CUSTOMERS	22.7M	9.6M
AVERAGE TOTAL DEBT BALANCE	$148,448	$70,551

53%
LOWER THAN PRIME CUSTOMERS

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CORPORATE STRATEGY

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ESTABLISHED STRATEGY SUPPORTED BY FOUR KEY PILLARS

PRODUCT RANGE

Full suite of products and value add ancillary services

CHANNEL

Multiple channels of distribution for customers

GEOGRAPHIC EXPANSION

Strong presence in Canada with opportunity for further growth and expansion

FINANCIAL WELLNESS

Helping customers improve financial future through education

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GOEASY STRATEGY – THE "FLYWHEEL"

SCALE & OPERATING LEVERAGE

OFFER LOWER COST LOANS

ACQUIRE & RETAIN BETTER CREDIT CUSTOMERS

LOWER CREDIT LOSSES

ACCESS LOWER COST OF CAPITAL

ACCELERATE GROWTH & EXPANSION
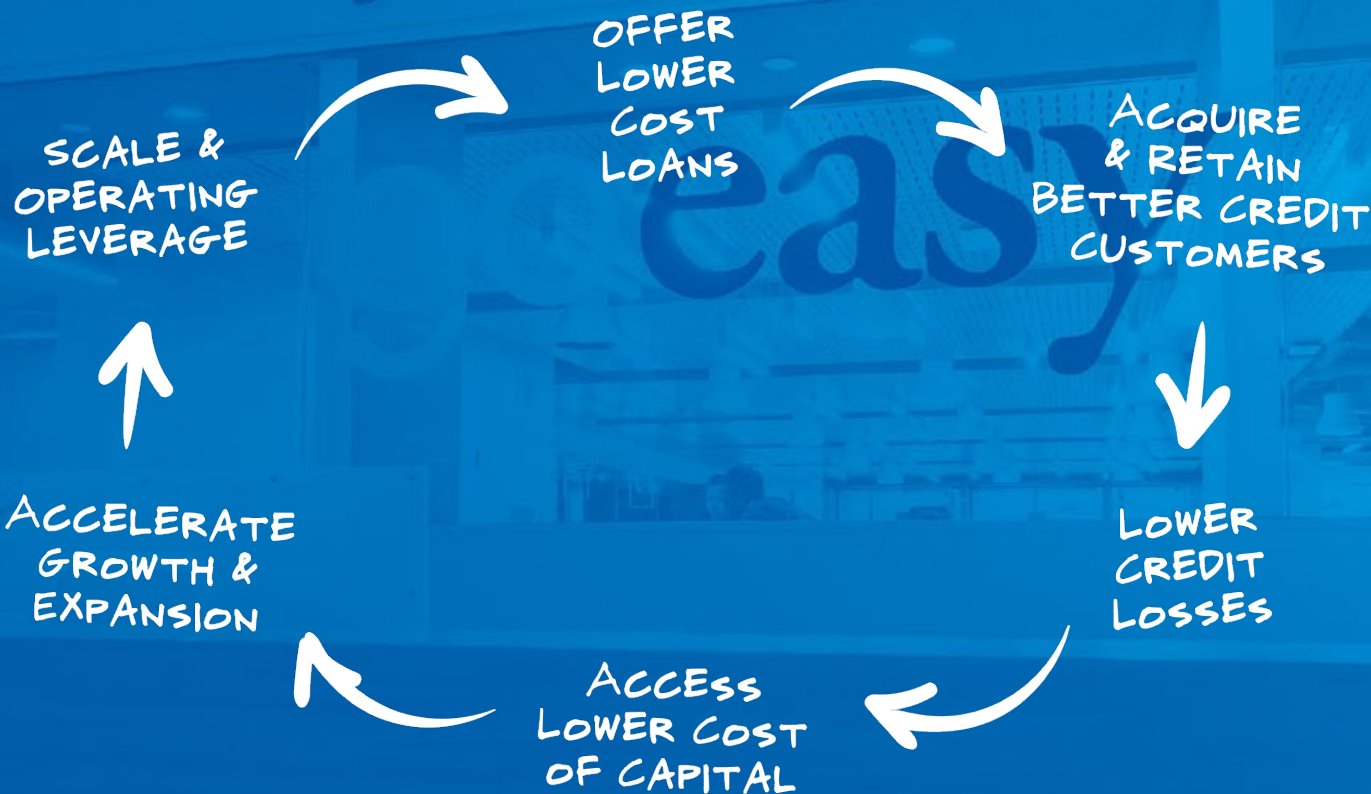
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GOEASY FRAMEWORK – BUISINESS & FINANCIAL DECISIONS

When making business and financial decisions (allocating capital, building products etc.), the goeasy aims to optimize for profitability (EPS) *within* three specific hurdles and conditions...

- Net Charge Off Rate
- Return on Equity
- Financial Leverage

1. **STABLE CREDIT PERFORMANCE -**
8.0% -10.0% Net Charge Off Rate

OPTIMIZE FOR PROFITABILITY / EARNINGS PER SHARE

2. **RETURN ON EQUITY >20%**

3. **LEVERAGE -**
<4.0x DEBT TO ADJ. TANG. EQUITY

COMPREHENSIVE SUITE OF PRODUCTS THAT MEET THE NEEDS OF OUR CUSTOMERS

	UNSECURED PERSONAL LOAN	RETAIL LOAN	HEALTHCARE LOAN	AUTO LOAN	POWERSPORTS LOAN	HOME EQUITY LOAN
AVG. LOAN SIZE	$8,903	$4,755	$3,553	$20,520	$17,295	$61,876
INTEREST RATE[1]	26.99% – 34.95%	14.90% – 29.90%	15.90% – 29.90%	11.90% – 34.90%	9.90% – 29.90%	9.99% – 25.99%
TOTAL YIELD	42.7%	22.5%	21.5%	23.2%	26.9%	22.7%
TERM (MONTHS)	9 – 84 Months	6 – 60 Months	12 – 60 Months	12 – 84 Months	9 – 96 Months	72 – 240 Months
AVG. RISK SCORE[2]	596	724	704	680	640	610

Unsecured Loans (55% of Portfolio)   *Secured Loans (45% of Portfolio)*

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A SUITE OF PRODUCTS THAT MEET ALL OUR CUSTOMERS NEEDS

UNSECURED PERSONAL LOAN

LOAN SIZE	**$500 – $27,500**
INTEREST RATE	**24.99% – 34.95%**
TERM	**9 – 84 MONTHS**

- Fixed rate, unsecured instalment loans to customers who have limited access to traditional bank financing products
- Able to extend credit to those with bruised or no credit history such as new Canadians
- Most commonly used for bill payments, debt consolidation and home & auto repairs
- Personalized rate and flexible payment terms that fit customer's budget
- Fast access to funds in as little as 2 hours after getting approved
- Assisting customers with rebuilding their credit and graduating to lower (i.e. bank) rates

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A SUITE OF PRODUCTS THAT MEET ALL OUR CUSTOMERS NEEDS (CONT.)

RETAIL FINANCING

LOAN SIZE	$1,000 – $25,000
INTEREST RATE	14.90% – 29.90%
TERM	6 – 60 MONTHS

- Fixed rate, unsecured instalment loans to finance customers' everyday household purchases such as furniture and appliances
- Offered through long-standing partnerships with 1,600+ merchants
- Seamless point-of-sale experience with automated approvals
- Flexible financing options with extended terms for manageable payments

HEALTHCARE FINANCING

LOAN SIZE	$500 – $15,000
INTEREST RATE	15.90% – 29.90%
TERM	12 – 60 MONTHS

- Fixed rate, unsecured healthcare financing for medical, dental, orthodontic, veterinary and cosmetic procedures
- Offered through partnerships with ~800 veterinary clinics, dental clinics and medical device companies
- Express credit decisions and flexible financing options

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A SUITE OF PRODUCTS THAT MEET ALL OUR CUSTOMERS NEEDS (CONT.)

AUTOMOTIVE FINANCING

LOAN SIZE	**$4,000 – $50,000**
INTEREST RATE	**11.90% – 34.90%**
TERM	**12 – 84 MONTHS**

- Secured automotive financing offered through partnerships with ~2,500 dealerships, with a target to scale to ~8,000
- Underwritten based on credit and affordability
- Competitive advantages in approval rate, speed, merchant support and dealer commission

POWERSPORTS FINANCING

LOAN SIZE	**$500 – $20,000**
INTEREST RATE	**9.90% – 29.90%**
TERM	**9 – 96 MONTHS**

- Leading provider for non-prime financing of powersports and recreational vehicle products in Canada
- Offered through partnerships with 2,300+ active merchant partners
- Offers flexible financing options and competitive approval rates to help dealer partners increase sales volumes and better serve customers

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A SUITE OF PRODUCTS THAT MEET ALL OUR CUSTOMERS NEEDS (CONT.)

HOME IMPROVEMENT LOAN

LOAN SIZE	$1,000 – $25,000
INTEREST RATE	19.90% – 24.90%
TERM	60 – 180 MONTHS

- Financing for household upgrades such as HVAC, home renovations, water systems, roofing, flooring, etc.
- Established relationship with ~400 national–scale distributors
- Flexible financing options with competitive rates, payment terms up to 180 months

HOME EQUITY LOAN

LOAN SIZE	$15,000 – $100,000
INTEREST RATE	9.99% – 25.99%
TERM	72 – 240 MONTHS

- Financing secured by the equity in customers' homes
- Typically a second lien charge with LTVs <65% (including GSY loan)
- Most commonly used for home renovation, debt consolidation and large emergency expenses
- Provides homeowners access to a larger loan and lower rate of interest

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COMPLEMENTED BY VALUE ADDED 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® / securian CANADA
GAP INSURANCE & WARRANTY	Gap insurance that protects buyer and lender from any shortfall on amount owed in case of total loss insurance claim. Warranty coverage for white labeled product for exclusive distribution through LendCare - 27 months powertrain warranty on current model year units, plus 15 years transmissions, seals and gaskets coverage.	iA Financial Group / PG
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.
CREDIT OPTIMIZER	Canada's only credit optimizer service that provides simulator tools to create customized action plans to help customers improve their credit scores.	ScoreNavigator® + TransUnion® tu

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OMNICHANNEL DISTRIBUTION MODEL

Call Centre

goeasy Connect

Online

Partner & 3rd Party Websites

Retail

6,900+ Dealership Partners

3,900+ Retail Merchant Partners

Established Go-To-Market Strategy Comprised Of Multiple Channels To Connect With Customers

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INTRODUCING GOEASY CONNECT

Connecting Canadians to a Better Financial Future

- Create a **single digital point of interaction** to connect customers to all products and channels across goeasy

- Help Canadians **improve their credit score** and graduate to lower rates

- Deliver **customized pre-approved credit offers** anytime, anywhere

- **Extend customer lifetime value** by deepening relationships and providing value-added experiences in the palm of their hand

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GOEASY CONNECT FEATURE OVERVIEW

Payment Tracking

Application Tracking

Biometric Login

Click-to-Call Home Branch

Push Notifications

Pre-Approved Offers

Real-Time Account Management

Financial Literacy Resources

CORPORATE STRATEGY
III. GEOGRAPHIC EXPANSION

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GEOGRAPHIC EXPANSION

WITHIN CANADA

32.3M CANADIANS[1]
9.6M NON-PRIME[1]

GVA

GTA

QUEBEC
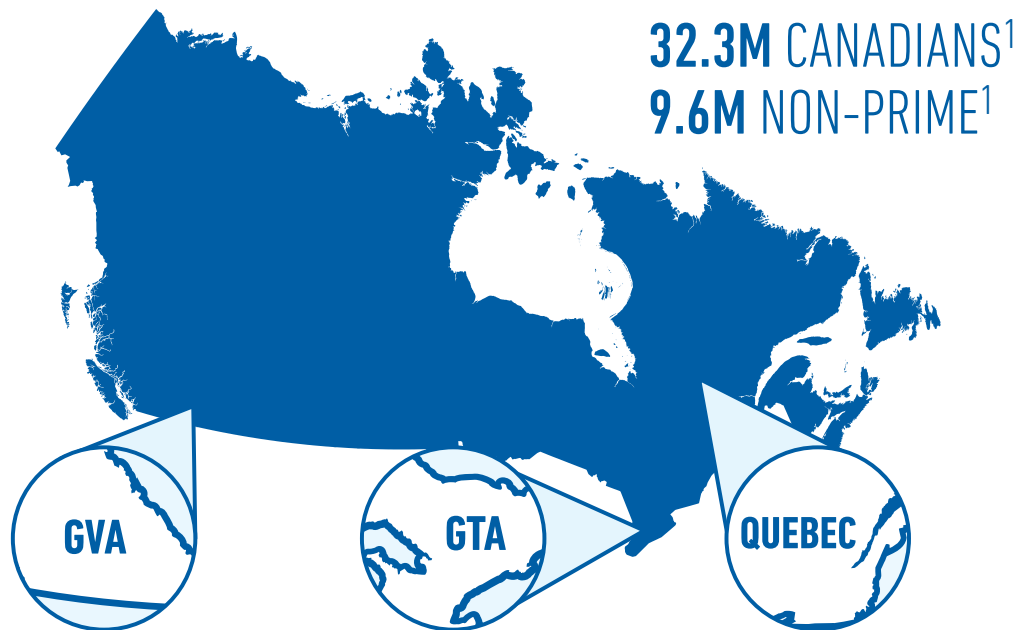
...WITH POTENTIAL IN THE US AND UK MARKETS

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CORPORATE STRATEGY
IV. FINANCIAL WELLNESS

PUTTING NON-PRIME CANADIANS ON A PATH TO A BETTER FINANCIAL FUTURE

Improving Financial Literacy

- Hundreds of articles, tools and resources through goeasy academy
- Expanded content creation strategy – Podcast, influencer strategies, spokespeople, community based activities & channel expansion

One to One Personalized Relationships

"Great service learned more in 20 minutes with them than 15 years at banks"

★★★★★

Amazing will definitely continue to recommend to everyone

Reducing Cost of Borrowing through a Full Suite of Products

- Unsecured, home equity, auto, powersports, retail, healthcare, etc.
- Nominal interest rate range from 9.90% to 46.96%

1 IN 3 CUSTOMERS GRADUATE TO PRIME CREDIT[1]

60% OF CUSTOMERS IMPROVE THEIR CREDIT SCORE[2]

A business and a brand differentiated by creating a path to better borrowing for non-prime Canadians

1. Prime credit is defined as opening a trade with a prime lender within 12 months of borrowing from easyfinancial as of December 2024
2. As measured by an increase in TransUnion Risk Score within 12 months of borrowing from easyfinancial as of December 2024

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COMPETITIVE & LEGISLATIVE LANDSCAPE

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UNIQUE VALUE PROPOSITON UNDERPINS COMPETITIVE DIFFERENTIATION

PRIME

NON-PRIME

Prime Lenders Tightening Underwriting in Current Environment

MORTGAGE INVESTMENT CORPORATIONS

PAYDAY | LEASE-TO-OWN | UNSECURED / LOC | HOME EQUITY | AUTOMOTIVE | POINT-OF-SALE | CREDIT CARD
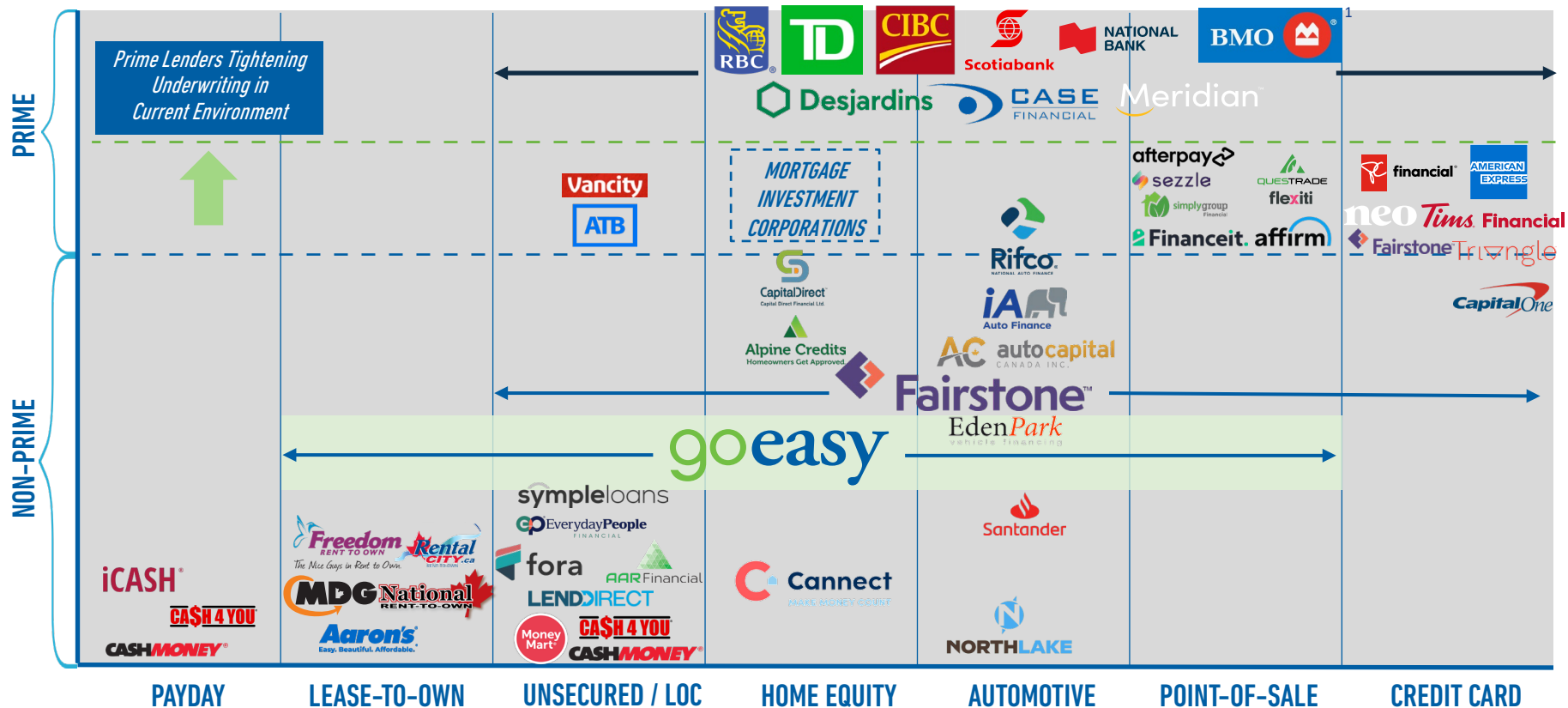
1. BMO announced exit from indirect automotive financing business as of September 15, 2023

OPERATING IN A CONSTRUCTIVE ENVIRONMENT

Market Dynamics

Limited number of market participants operating in Canada

35 domestic banks vs more than 4,000 in the US [1]

Banking Systems

One of the most accessible banking systems in the world

More than 99 per cent of Canadian adults have an account with a financial institution [2]

Regulatory Framework

Simplified regulatory framework

Lending in Canada is regulated under federal law, various provincial consumer protection acts

Recourse Laws

Consumers have a strong obligation to repay debts

Inability to "walk away" from financial obligations given recourse laws [3]

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EVOLVING AND CONSTRUCTIVE REGULATORY ENVIRONMENT

- The Government of Canada has passed legislation to lower the maximum allowable rate of interest to 35% APR, effective January 1, 2025

- goeasy has been on a multi-year journey to reduce the weighted average annual interest rate for its customers, currently approximately 29.0%

- The Company's existing strategy has already been to continuously reduce the weighted average interest rate charged to its borrowers going forward

- Strategy has enabled goeasy to scale to approximately $4.60B in gross consumer loans, while originating over $16.0B in loans and serving approximately 1.5M Canadians

- The Company expects the change in regulations **will be favorable for goeasy in the long term**, as it will disproportionately affect companies with less scale and higher funding costs, leading to less competition

CURRENT PORTFOLIO STATISTICS[1]

29.0%

WEIGHTED AVERAGE INTEREST RATE[2] ON CONSUMER LOAN PORTFOLIO

67.1%

OF CONSUMER LOAN PORTFOLIO CARRIES INTEREST RATE LESS THAN OR EQUAL TO 35% APR

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RISK & ANALYTICS

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ROOTED IN ESTABLISHED UNDERWRITING PRACTICES TO MANAGE RISK

PRE-QUALIFICATION

- Knock-out rules determine initial eligibility
- Robust merchant evaluation process

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 customer
- Asset evaluation for secured products

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 often set up to align with customer's payroll cycle

FULFILMENT

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

VERIFICATION

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

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ROBUST DATA INFRASTRUCTURE AND ADVANCED MODELING & ANALYTICS

- Expanding sources of data leveraged through advanced modelling and analytical techniques to optimize lending decisions throughout the customer lifecycle
- Robust risk appetite framework utilized to measure key trends and proactively identify areas of opportunity / concern

EASYFINANCIAL DATA REPOSITORY[1]

- 22.2 TB of data
- 76,642 unique data points
- 7.97 million applications
- 893,241 unique customers

CUSTOMER DATA INTERACTIONS

- Customer web analytics
- Machine / device fingerprinting
- Customer demographic and income / liabilities data
- Customized credit report characteristics and spending / payment algorithms
- Banking and credit card transaction history (up to one 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

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PREDICTIVE ANALYTICS AND NEW DATA SOURCES IMPROVE MODELLING

GSY MODEL PREDICTIVE POWER VS. TRANSUNION CREDIT SCORE[1]

- 100% (TU)
- 113% (2012-2014)
- 164% (2015-2017)
- 187% (2018-2019)
- 211% (2020 to Present)

GSY Model
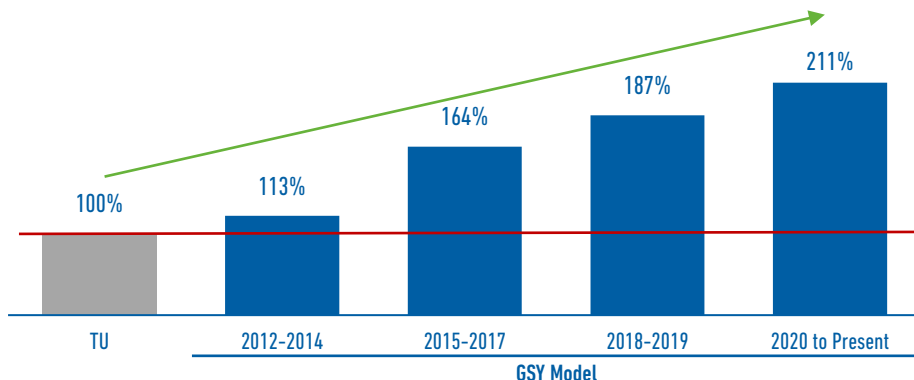
- GSY credit models have improved significantly over time with the use of more data and sophisticated modelling techniques

- GSY custom models outperform generic credit bureau scores in predicting the expectation of loss for the non–prime consumer by a widening margin

Time	2012-2014	2015-2017	2018-2019	2020-Present
Candidate Attributes	**~160** TU Characteristics EFS Application Variables	**~860** TU Characteristics TU Algorithms EFS Application Variables	**~1,360** TU Characteristics TU Algorithms EFS Application Variables EFS Feature Engineering	**~2,140** TU Characteristics TU Algorithms EFS Application Variables EFS Feature Engineering Banking Data Attributes
Modelling Techniques	**Traditional Predictive Modelling Gen 1** Logistic Regression	**Traditional Predictive Modelling Gen 2** Logistic Regression	**Advanced Predictive Modelling Gen 1** Linear Regression Linear Programming Optimization Ensemble	**Advanced Predictive Modelling Gen 2** Logistic Regression Neural Nets Random Forest Gradient Boosting

1. Performance comparison is based on TU CV risk score

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TARGETED CREDIT & UNDERWRITING ENHANCEMENTS REDUCE RISK

Adjusted credit tolerance for new customers through next generation credit models; implemented targeted credit and underwriting changes for customers acquired through digital channels

Adjustments to LTV ratios for select provinces for home equity lending; reductions to loan amounts for select customers looking to upsize their existing unsecured loan; modifications to exception requests for point-of-sale originations

2024 Q1 Q2 Q3 Q4

Implemented tighter underwriting requirements for customers using non-digital verification sources; adjusted credit tolerance for customers in higher risk tiers for unsecured, auto and powersports portfolios

Further optimization of the mix of model strategies to account for weaker economic performance and tightening of collection practices for customers identified at earlier stages of delinquency cycle
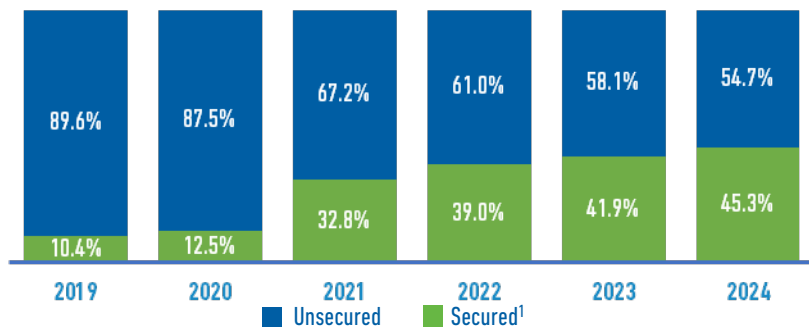
Targeted credit adjustments typically produce ~2.2x more loss savings than origination reduction

Latest generation of statistical credit models incorporating new data sources are 200% more predictive than scores offered by credit reporting agencies

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DEMONSTRATED TRACK RECORD OF DRIVING STEADY FINANCIAL PERFORMANCE

Shift towards secured lending + Risk-adjusted pricing

Gross loan book composition

Year	Unsecured	Secured[1]
2019	89.6%	10.4%
2020	87.5%	12.5%
2021	67.2%	32.8%
2022	61.0%	39.0%
2023	58.1%	41.9%
2024	54.7%	45.3%

■ Unsecured ■ Secured[1]

Increased diversification in loan portfolio through secured loans

Weighted average interest rate[3] of consumer loans + credit score of new originations

Q4 2019[2] 583   Q4 2024[2] 624

Year	Weighted Average Interest Rate
2019	40.0%
2020	37.9%
2021	33.3%
2022	30.5%
2023	30.3%
2024	29.0%

■ Weighted Average Interest Rate of Consumer Loans   ⬭ Weighted Average Credit Score of Originations
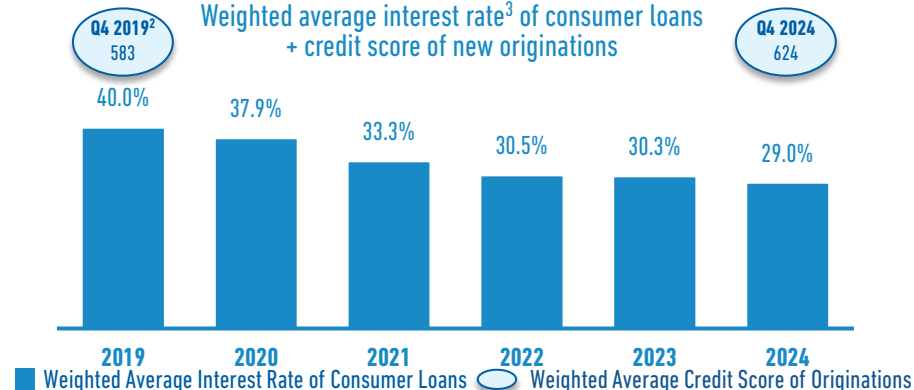
Evolving credit adjudication capabilities

Resulting in improved, stable credit performance

Net charge off rate (%)

Period	Rate
2019	13.3%
2020	10.0%
2021	9.6%
Q1 2022	8.8%
Q2 2022	9.3%
Q3 2022	9.3%
Q4 2022	9.0%
Q1 2023	8.9%
Q2 2023	9.1%
Q3 2023	8.8%
Q4 2023	8.8%
Q1 2024	9.1%
Q2 2024	9.3%
Q3 2024	9.2%
Q4 2024	9.1%

– – – Target range for net charge off rate
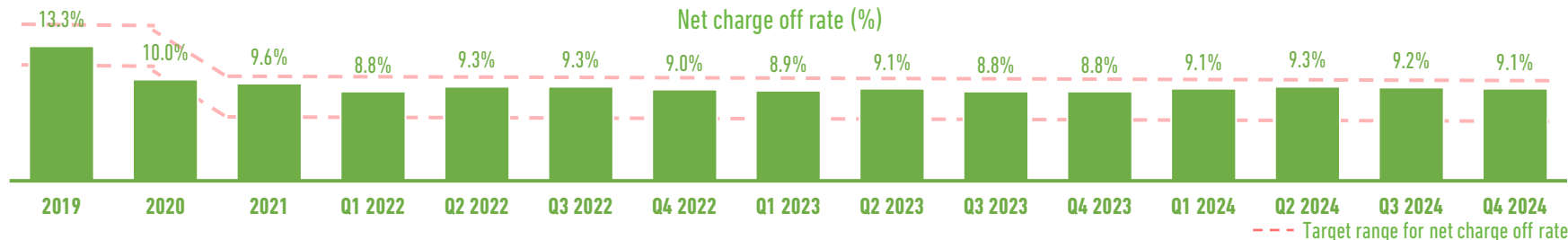
Note: Supplementary financial measures are not determined in accordance with IFRS, do not have standardized meanings and may not be comparable to similar financial measures presented by other companies
1. Secured instalment loans include loans secured by real estate, personal property or by way of a Notice of Security Interest

2. Reflects easyfinancial prior to the LendCare acquisition
3. Weighted average interest rate is a supplementary financial measure. 2019-2020 rates include only easyfinancial loans, while 2021-2024 rates include both easyfinancial and LendCare loans

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FINANCIAL PERFORMANCE & CAPITAL STRUCTURE

ACCELERATING LOAN PORTFOLIO GROWTH LEADING TO REVENUE GROWTH

($ in millions)

ORIGINATIONS AND LOAN BOOK

- Originations
- Loan Book

33%
LOAN BOOK CAGR
SINCE 2019

Year	Originations	Loan Book
2019	$1,095	$1,111
2020	$1,033	$1,247
2021	$1,594	$2,030
2022	$2,378	$2,795
2023	$2,709	$3,645
2024	$3,166	$4,596

SEGMENTED REVENUE

- easyfinancial Revenue
- easyhome Revenue

22%
REVENUE CAGR
SINCE 2019

Year	Total Revenue
2019	$609
2020	$653
2021	$827
2022	$1,019
2023	$1,250
2024	$1,523

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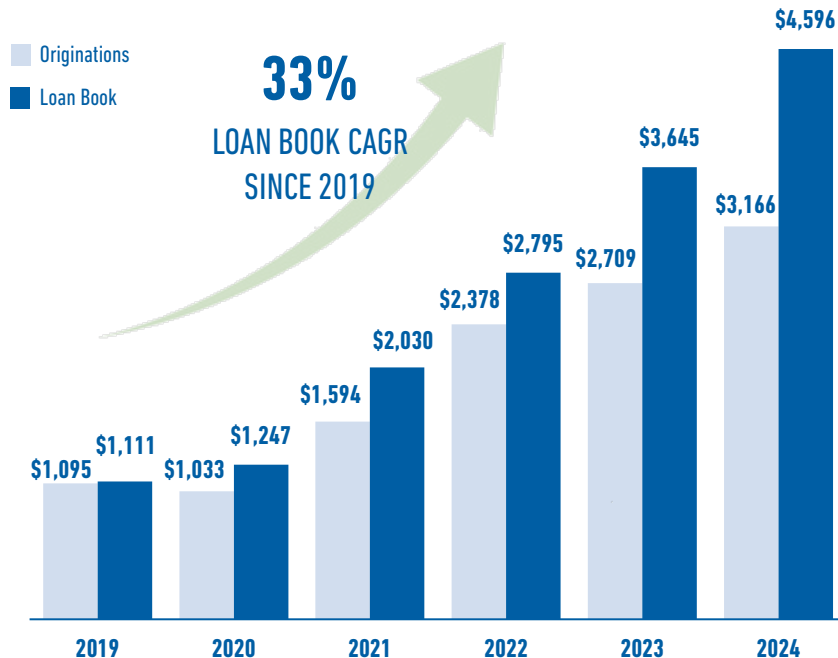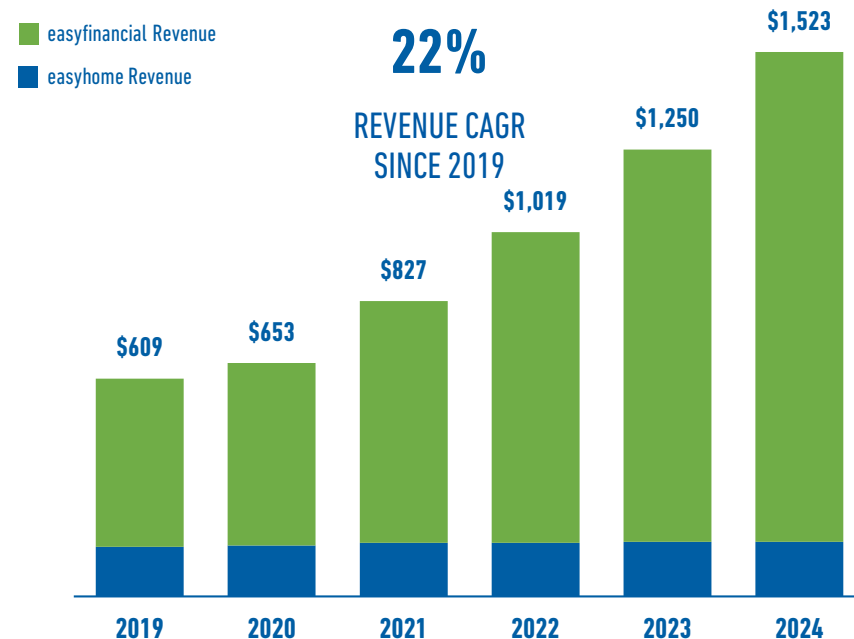
ROBUST PERFORMANCE AND CONSISTENTLY STRONG RETURN METRICS

ADJUSTED NET INCOME

($ in millions)

20%

CAGR SINCE 2019

- 2019: $80
- 2020: $118
- 2021: $175
- 2022: $192
- 2023: $243
- 2024: $290
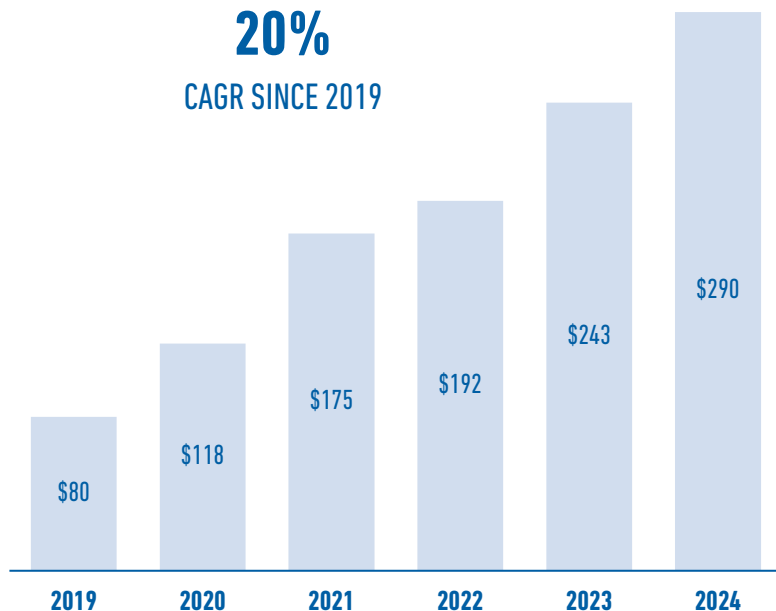
ADJUSTED RETURN ON EQUITY

- 2019: 31.1%
- 2020: 26.2%
- 2021: 24.2%
- 2022: 25.4%
- 2023: 25.4%
- 2024: 25.5%

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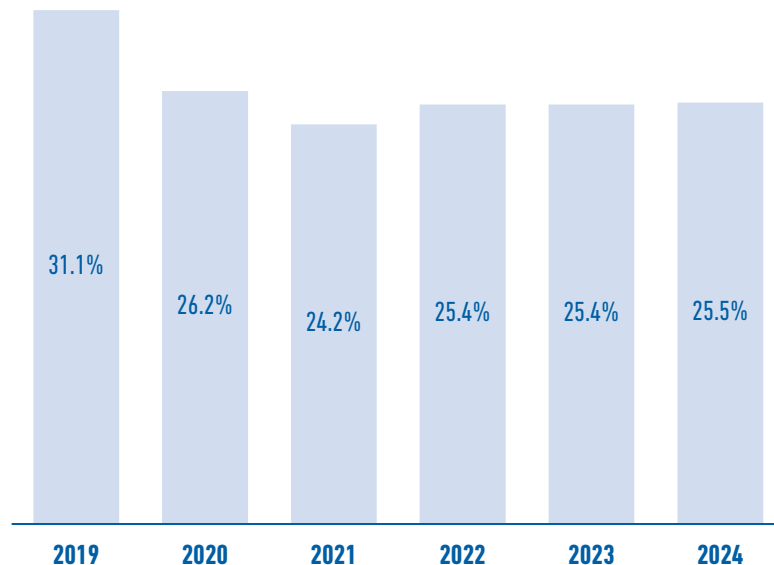
CAPITAL STRUCTURE ESTABLISHED TO SUPPORT STRONG LOAN GROWTH

- UPSIZED SECURITIZATION FACILITY TO $600M
- $173M EQUITY ISSUANCE
- US$320M NOTES ISSUANCE

- ESTABLISHED NEW $200M SECURITIZATION FACILITY COLLATERALIZED BY AUTOMOTIVE LOANS
- $57.9M EQUITY ISSUANCE

- US$550M NOTES ISSUANCE
- UPSIZED AUTOMOTIVE SECURITIZATION FACILITY TO $500M
- INCREASED REVOLVING CREDIT FACILITY TO $370M

- US$1B & $150M NOTES ISSUANCE DURING 2024
- INCREASED REVOLVING CREDIT FACILITY TO $550M
- INCREASED AUTOMOTIVE SECURITIZATION FACILITY TO $700M

Well positioned capital structure with balanced debt mix and staggered maturities

- Senior unsecured notes have locked in interest rates and cross-currency swaps

- Securitization warehouse facilities draws have locked in interest rates via a swap hedge

- Revolving credit facility is used for short-term operational needs; future draws subject to changes in Prime Rate and Canadian Overnight Repo Rate Average Rate

- Forward rate curves are analyzed each month to assess downstream rate movements, which then inform optimal utilization of available debt facilities to drive the most cost-effective source of funding

- At Q4 2024, 99% of the Company's drawn debt is with fixed / hedged rates; weighted average cost of borrowing at 6.8%

- Net debt to net capitalization[1] at 0.74, in line with the Company's target leverage profile

Net Capital Structure Based on Utilized Debt

Chart values:

- 2021: $3,002, Cost of Borrowing 4.9%
- 2022: $3,974, Cost of Borrowing 5.2%
- 2023: $4,676, Cost of Borrowing 6.4%
- 2024: $6,413, Cost of Borrowing 6.8%
  - 22%, 11%, 3%, 9%, 37%, 19%
- Dec 2024: $4,596
  - 17%, 5%, 2%, 49%, 26%

Legend:
- Equity
- Senior Unsecured Note
- Revolving Credit Facility
- Cost of Borrowing
- Securitization Facility I
- Securitization Facility II (Auto Loans)
- Other Secured Borrowings

Note: Capital stack ($M) defined as total shareholders' equity plus maximum funding capacity of the Company's debt; cost of borrowing defined as the average blended coupon interest rate on drawn balance of the Company's debt

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FY 2024 HIGHLIGHTS

REVENUE	$1.52B	**22%** INCREASE YOY
ADJUSTED OPERATING INCOME[1]	$628M	**28%** INCREASE YOY
ADJUSTED NET INCOME[1]	$290M	**19%** INCREASE YOY
ADJUSTED DILUTED EPS[2]	$16.71	**18%** INCREASE YOY

$3.17B LOAN ORIGINATIONS

$951M LOAN BOOK GROWTH

9.2% NET CHARGE OFF RATE

$1.87B TOTAL FUNDING CAPACITY AS OF DECEMBER 31, 2024

INVESTING IN OUR CULTURE

- Recognized as one of Canada's Most Admired Corporate Cultures
- 2024 Best Workplaces in Ontario
- 2024 Best Workplaces in Financial & Insurance Services
- 2024 Best Workplaces in Canada – Ranked 38

Waterstone CANADA'S MOST ADMIRED CORPORATE CULTURES

Best Workplaces™ in Ontario | Great Place To Work® | CANADA 2024

Best Workplaces™ in Financial Services & Insurance | Great Place To Work | CANADA 2024

Best Workplaces™ | Great Place To Work | CANADA 2024

INTRODUCING NEW 3-YEAR FORECAST

KEY PERFORMANCE INDICATOR	2025	2026	2027
Gross consumer loans receivable at year end	$5.40 to $5.70 billion	$6.40 to $6.70 billion	$7.35 to $7.75 billion
Total Company revenue	$1.62 to $1.82 billion	$1.80 to $2.00 billion	$2.00 to $2.20 billion
Total yield on consumer loans (including ancillary products)[1]	31.0% to 32.5%	29.0% to 31.0%	29.0% to 31.0%
Net charge offs as a percentage of average gross consumer loans receivable	7.75% to 9.75%	7.5% to 9.5%	7.5% to 9.5%
Total Company operating margin	41%+	42.5%+	43%+
Return on equity	23%+	23%+	23%+

FORECASTING CONSUMER LOAN PORTFOLIO BETWEEN $7B AND $8B BY END OF 2027

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2025 STRATEGIC INITIATIVES

BUILD A REVOLVING CARD PRODUCT

- $55B market with limited competition focused on non-prime consumer credit

- Enables access to more Canadians and the potential to build long-lasting relationships

- Integrates well into existing strategy of supporting Canadians on their credit building journey

INTRODUCE AUTO TITLE AND AUTO REFINANCE PRODUCTS

- Majority of Canadians own a vehicle with equity interest, which if secured as collateral would provide access to credit at favourable borrowing terms

- Offer financing alternatives to consumers who either own vehicle outright or have an existing auto loan

INVEST IN OPERATING EFFICIENCY

- Drive higher operating margin through technology to automate and streamline existing workflows

- Leverage latest advancements in AI and technology to augment and enhance existing workforce capabilities

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ESG OVERVIEW

OUR SOCIAL COMMITMENT TO OUR CUSTOMERS AND COMMUNITIES

RELATIONSHIP WITH OUR CUSTOMERS

- Our purpose has always been deeply rooted in helping our customers get access to credit
- Responsible lending products in a nonjudgmental and respectful manner; high degree of transparency to our lending process
- Products that help customers rebuild credit, lower cost of borrowing and ultimately graduate to prime lending
- Free access to financial education platform that contains hundreds of articles and tools to help enhance financial literacy

72%
OF CURRENT CUSTOMERS DENIED CREDIT BY BANK OR CREDIT UNION[1]

60%
OF CUSTOMERS IMPROVE THEIR CREDIT SCORE[2]

1 IN 3
CUSTOMERS GRADUATE TO PRIME CREDIT[3]

RELATIONSHIP WITH OUR COMMUNITIES

$6.3M+

DONATED TO BGC CANADA & LOCAL CHARITIES INCLUDING RED CROSS, MARIAM SOCIETY TO DATE

$1.4M

COMMITMENT TO BGC CANADA'S FOOD FUND

1. Source: goeasy non-prime benchmark survey (2021)
2. As measured by an increase in TransUnion Risk Score within 12 months of borrowing from easyfinancial
3. Prime credit is defined as opening a trade with a prime lender within 12 months of borrowing from easyfinancial

OUR SOCIAL COMMITMENT TO OUR EMPLOYEES

DIVERSITY, EQUITY & INCLUSION

WOMEN IN LEADERSHIP

- 33% of internal promotions in 2023 were filled by women-identifying employees
- 30% of board positions held by women-identifying leaders

AFRO-CANADIAN EMPOWERMENT

- Black Talent employee resource group founded in 2020
- BNI: Joined over 400 other companies committed to equity for Black talent in Corporate Canada
- 7% of goeasy employees identify as Black

"I AM GOEASY –SURVEY"

- Completed 1st ever Workforce Demographic Survey
- ~28% of all employees identified as visible minorities
- ~34% of external hires in 2023 were new to Canada

AWARD WINNING CULTURE

- Inspiring employees by providing them with challenging and rewarding work and developing a team-based environment
- Employee benefits designed to recognize and reward performance, while also serving to support team members' financial, physical and mental wellbeing
- Committed to award winning culture of ambition, growth, respect, and integrity

CORPORATE GOVERNANCE AND ENVIRONMENT

CORPORATE GOVERNANCE

- Adopted written code of business conduct and independent confidential hotline to ensure ethical business conduct
- Committed to a Board that is diverse in experience, perspective, education, race, gender and national origin

30% FEMALE BOARD MEMBERS

GENDER PAY NEUTRAL

80% INDEPENDENT BOARD MEMBERS

90% OF BOARD MEMBER COMPENSATION IN DEFERRED SHARE UNITS

ENVIRONMENT

- Committed to limiting our environmental impact to create a more sustainable future
  - ➢ No high carbon footprint, LED lighting throughout over 400 stores and locations to reduce energy consumption
  - ➢ Companywide recycling programs for plastics, glass, and electronics
  - ➢ Reducing paper consumption by eliminating paper-based billing and statements

Energy Efficient   Recycling   Paperless

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APPENDIX

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NON-PRIME LENDING MODEL MOST STABLE DURING ECONOMIC SHOCKS

LOWER LEVELS OF DEBT
- Non-prime Canadians have 55% less debt than prime consumers

LESS EXPOSURE TO RISING INTEREST RATES DUE TO LOWER HOMEOWNERSHIP
- Only 20% of goeasy customers own their homes, compared to over 65% of the overall population

LOAN PROTECTION INSURANCE
- Nearly 50% of our portfolio carries incremental insurance for unemployment risk with a third-party provider of credit insurance

SECURED LOANS
- 39% of the portfolio is now secured by hard assets, such as real estate or automotive and recreational vehicles

DIVERSE INDUSTRY SECTORS
- Our customers work in a wide variety of industry sectors including manufacturing, retail, financial services, healthcare, technology, and public sector – with no significant industry specific concentration risk

GOVERNMENT SUPPORT
- Canada's standard unemployment insurance program covers more than 50% of an average consumer's after-tax income

CREDIT RISK MANAGEMENT & SHORT LOAN DURATION
- Dynamic proprietary credit and underwriting models 2x more predictive than traditional credit scores, and able to affect nearly 50% of the portfolio within 12 months

BUSINESS MODEL UNDER STRESS
- Due to strong risk-adjusted margins and the variable nature of many operating expenses, net charge offs can more than double before compromising profitability

CASH FLOW GENERATION
- If lending activity was slowed and the portfolio were held flat, the business generates over $300 million of free cash
- In a run-off scenario with reasonable cost reductions, the business produces approximately $3.7 billion of gross cash and enough free net cash flow to extinguish all external debt in approximately 15 months

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NON-PRIME SEGMENT MOST STABLE DURING ECONOMIC SHOCKS

CANADIAN HISTORICAL ANALYSIS

- Highest unemployment rate in Canada was 12.0% in 1983 (~1.5x today) during a recession/oil collapse; recessions in the 1990s, 2010s and 2020s saw unemployment at 11.4%, 8.4% and 9.5%, respectively

- In each instance the rate increased by ~50% over the rate prior to the economic event
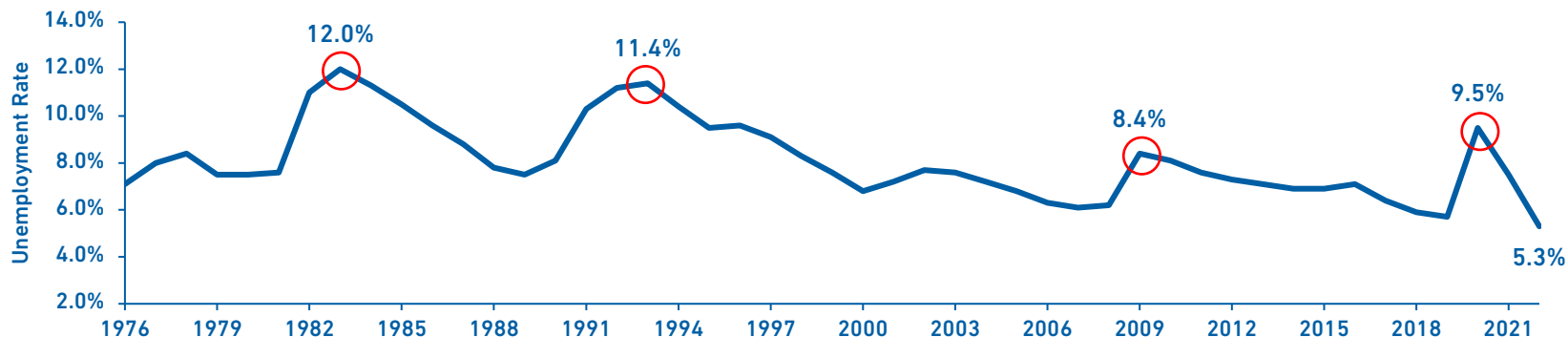
- By examining the three regionally concentrated economic shocks where unemployment increased by 50% or greater, three comparisons to credit performance were made during these periods of shock and the subsequent impact on personal loans delinquencies, two based on TransUnion data and one based on internal data:

   1. 2001 – Dot.com bubble in Silicon Valley
   2. 2009 – Auto-market collapse / financial crisis in Detroit
   3. 2015 – Oil collapse in Alberta

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# 2001 – DOT.COM BUBBLE IN SILICON VALLEY

UNEMPLOYMENT RATE

March 27, 2000:
Peak price = $4,705

January 2003:
Unemployment = 9.1%
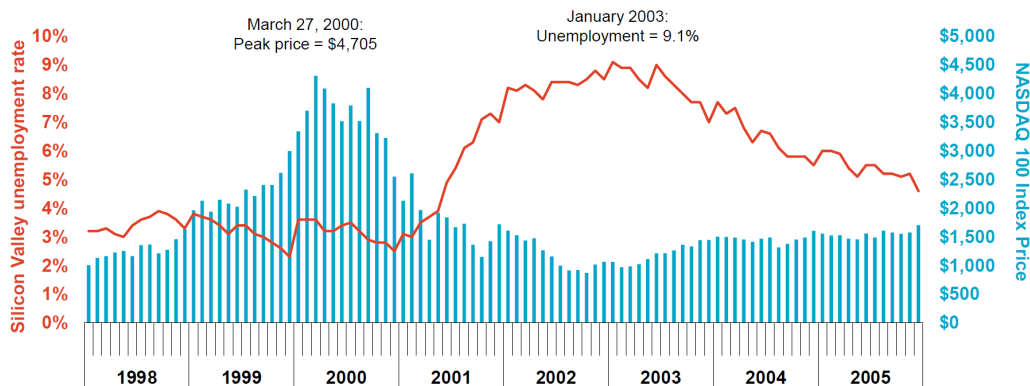
DELINQUENCY RATE

ORIGINATION 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%

OBESERVATIONS

- Unemployment grew 2.6x from ~3.5% to a peak of 9.1%
- Subprime delinquency declined by 11.8%
- Largest impact felt in prime segments (super prime, prime plus, prime)

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# 2009 – AUTO–MARKET COLLAPSE / FINANCIAL CRISIS IN DETROIT

UNEMPLOYMENT RATE
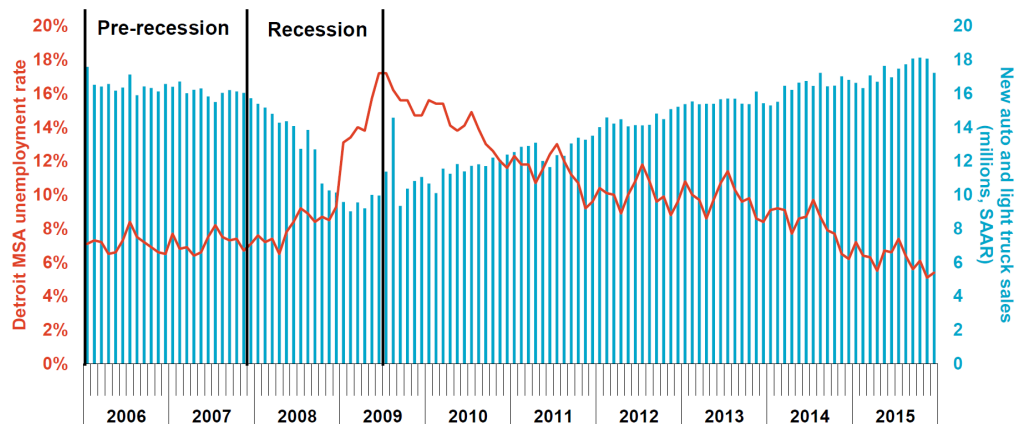
DELINQUENCY RATE

ORIGINATION RISK TIER	PRE-RECESSION ORIGINATIONS (JAN 2006 – NOV 2007)	RECESSION ORIGINATIONS (DEC 2007 – JAN 2009)
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%

OBESERVATIONS

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

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2015 – OIL COLLAPSE IN ALBERTA

UNEMPLOYMENT RATE

Pre-Recession   Recession
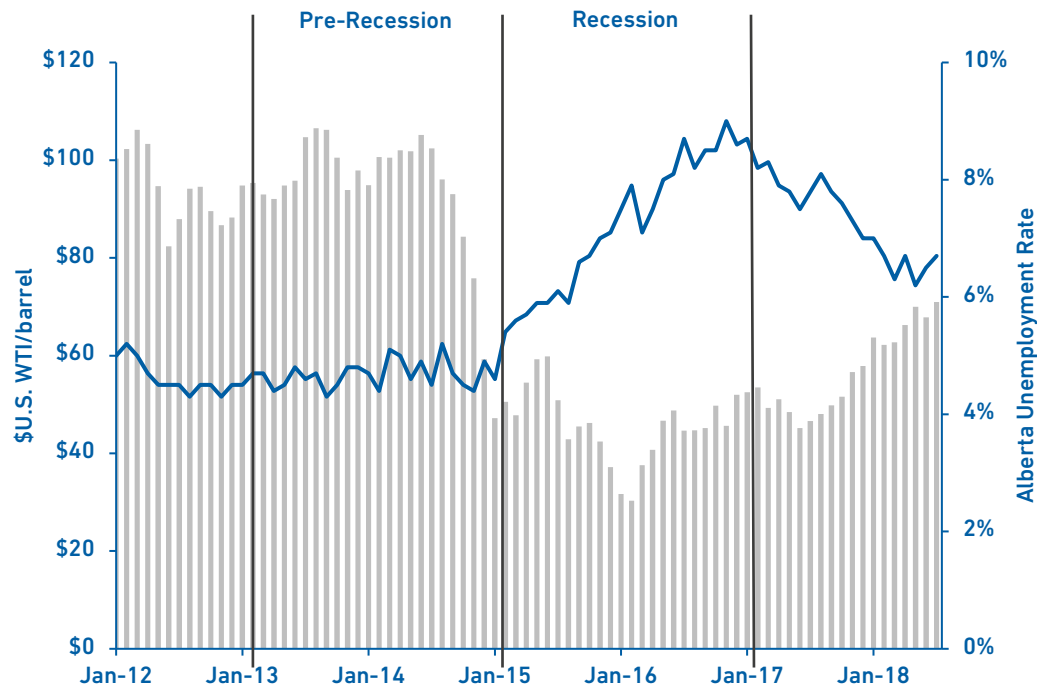
DELINQUENCY RATE

ORIGINATION RISK TIER	PRE-OIL COLLAPSE ORIGINATIONS (JAN 2013 – DEC 2014)	OIL COLLAPSE 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%

OBESERVATIONS

- Unemployment grew 2x 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%

Source: goeasy, TransUnion, and Alberta Economics Dashboard (http://economicdashboard.alberta.ca)
Note: Delinquency rates of loans reported as % of loans that are 90+ days past due at month 24 by units (#)