



# INVESTOR PRESENTATION

AUGUST 2025



goeasy

# GOEASY OVERVIEW



# WHO IS GOEASY

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

### QUICK FACTS



OVER 400 LOCATIONS



~1.5M<sup>1</sup> CUSTOMERS SERVED



4.6 / 5 STARS<sup>2</sup> CUSTOMER SATISFACTION



NATIONAL FOOTPRINT



OVER \$16.0B<sup>1</sup> LOAN ORIGINATIONS



\$5.2B<sup>1</sup> 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<sup>3</sup>

#### 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

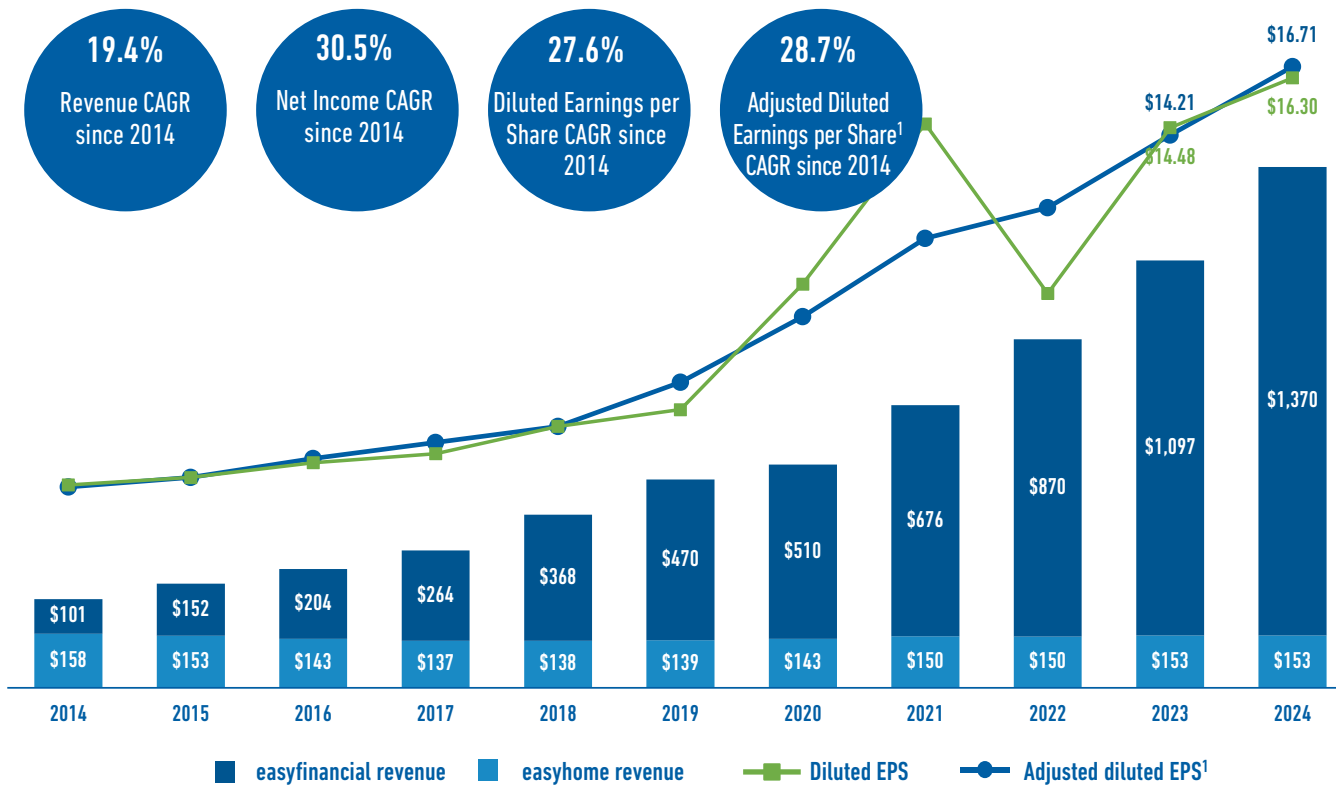
# COMPREHENSIVELY SERVE CUSTOMERS' FINANCIAL NEEDS

	DIRECT TO CONSUMER LENDING	POINT-OF-SALE FINANCING	CONSUMER LEASING
<b>BRAND</b>			
<b>ESTABLISHED</b>	2006	2004	1990
<b>PRODUCTS</b>	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
<b>ANCILLARY SERVICES</b>	Creditor Insurance Home & Auto Benefit Plan Credit Optimizer	Creditor Insurance Warranty Coverage Gap Insurance	Customer Protection Program Lease Damage Waiver
<b>RETAIL LOCATIONS<sup>1</sup></b> (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

# CONSISTENT TRACK RECORD OF REVENUE GROWTH AND PROFITABILITY

(\$ in millions)



RANKINGS BASED ON 5-YEAR DILUTED EPS CAGR<sup>2</sup>

**#3** OF 25 TSX FINANCIALS

**#3** OF 60 TSX 60

**#37** OF 761 TOTAL TSX

1. This is a non-IFRS ratio. Refer to "Non-IFRS and Other Financial Measures" section on page 57 of this presentation. Non-IFRS ratios 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  
 2. As at December 31, 2024

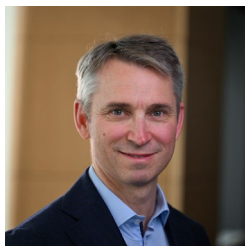
# STRONG MANAGEMENT TEAM DRIVING EXECUTION

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David Ingram

*Executive Chairman*



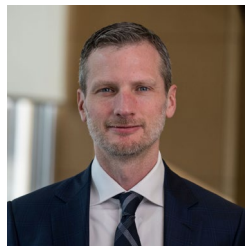
Dan Rees

*Chief Executive Officer*



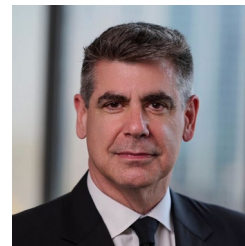
Hal Khouri

*Chief Financial Officer*



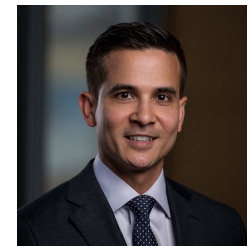
Patrick Ens

*President, easyfinancial  
and easyhome*



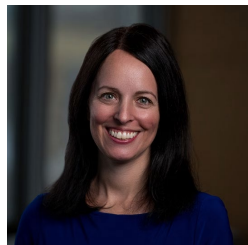
Ali Metel

*President, LendCare*



Farhan Ali Khan

*Chief Strategy and  
Corporate Development  
Officer*



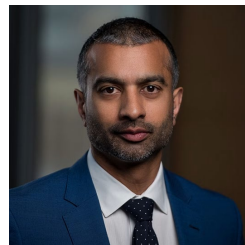
Sabrina Anzini

*Chief Legal Officer*



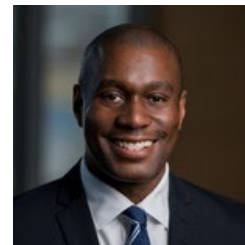
Jason Appel

*Chief Risk Officer*



David Cooper

*Chief People Officer*



Michael Eubanks

*Chief Information Officer*

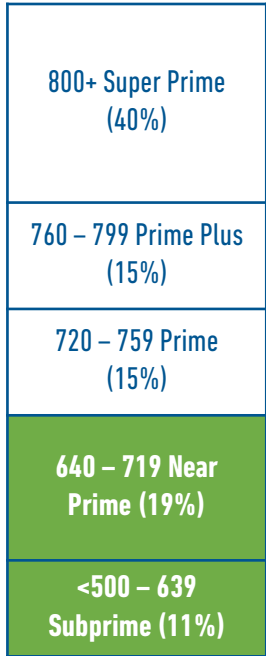
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# OUR MARKET & CUSTOMERS

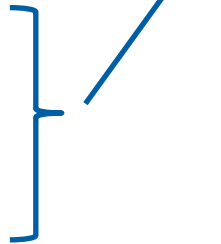


# ESTABLISHED CONSTITUENT IN THE SIZABLE AND UNDERSERVED CANADIAN MARKET

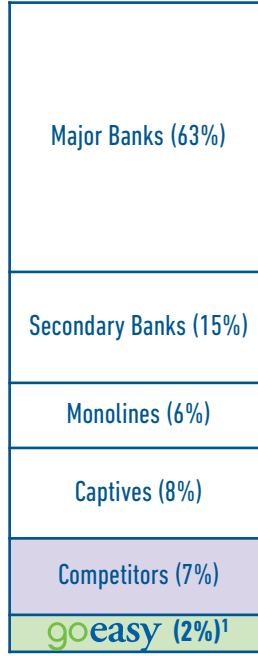
## 32.6M Canadians With Credit Reports



~9.3M People

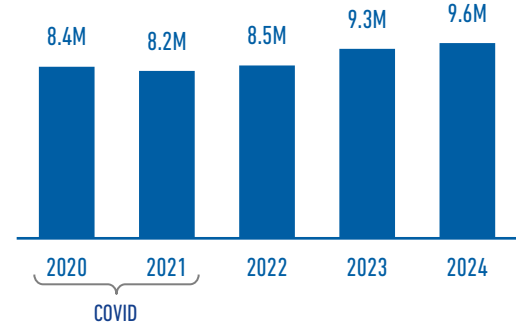


## ~\$231B Non-Prime Consumer Credit

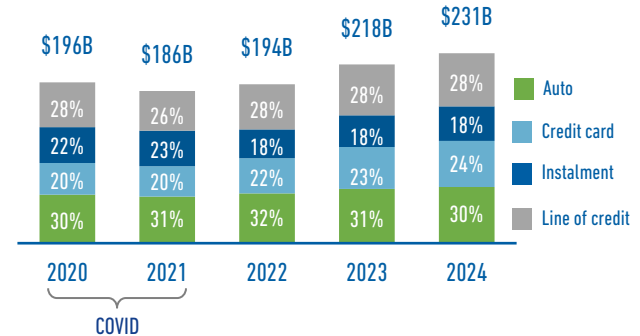


## Industry Growth Post COVID

Canadians with Non-Prime Credit Scores



Non-Prime Consumer Credit Growth (Balances)



Source: goeasy and TransUnion data as of December 31, 2024 unless otherwise noted. Data based on TransUnion's Credit Vision Risk Score. Balances include those held by co-borrowers. Excludes balances of mortgages and utilities.

<sup>1</sup> goeasy market share based on total non-prime consumer credit market data as of December 31, 2024 and current gross consumer loans receivable balance of \$4.6 billion as of December 31, 2024

## OUR CUSTOMERS ARE EVERYDAY CANADIANS

**43** AVERAGE  
CUSTOMER AGE

**3.7** AVERAGE YEARS  
AT EMPLOYER

**72%**

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

**1.9** AVERAGE NUMBER  
OF CHILDREN<sup>1</sup>

**3.5** AVERAGE YEARS  
AT RESIDENCE

**80%**

OF CURRENT CUSTOMERS  
RELY ON ACCESS TO  
CREDIT WHEN A FINANCIAL  
EMERGENCY COMES UP<sup>2</sup>

**~\$61K** AVERAGE  
INDIVIDUAL  
INCOME

**584** MEDIAN  
CREDIT SCORE

Source: goeasy direct-to-consumer loan data (December 2024) and goeasy non-prime benchmark survey (2021)

1. Number of dependent children of customers claiming a source of income related to dependents

2. Includes credit cards and instalment loans

# SERVING NON-PRIME CUSTOMERS THAT CARRY LOWER LEVELS OF DEBT

PRIME<sup>1</sup>

NON-PRIME<sup>1</sup>

# OF CUSTOMERS

22.7M

9.6M

AVERAGE TOTAL DEBT BALANCE

\$148,448

\$70,551

53%

LOWER THAN PRIME CUSTOMERS

Source: TransUnion as of December 31, 2023, balances include mortgages and all forms of consumer credit

1. Based on TransUnion's Credit Vision Risk Score, prime includes the credit tiers of prime, prime plus and super prime, while non-prime includes the credit tiers of subprime and near-prime

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# CORPORATE STRATEGY



# 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

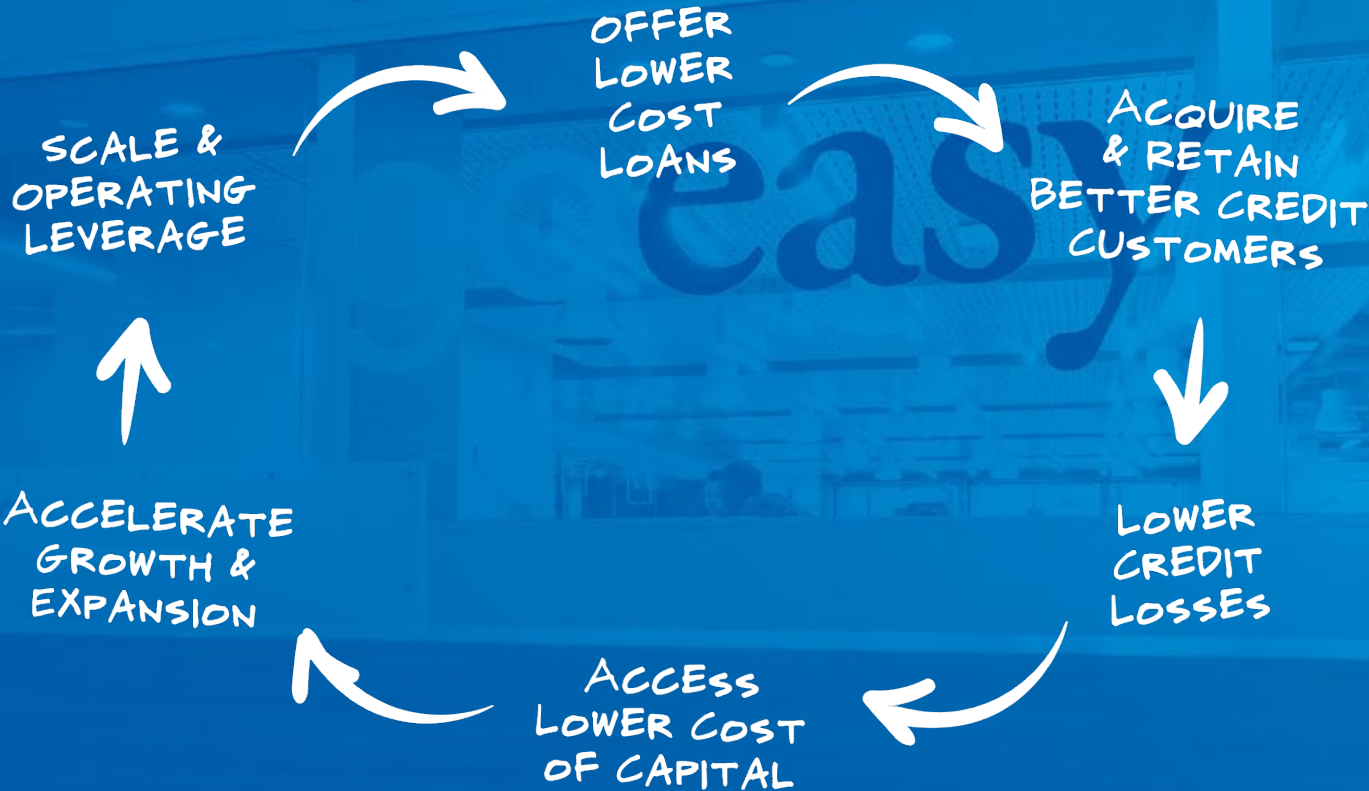
Strong presence in Canada with opportunity for further growth and expansion



## FINANCIAL WELLNESS

Helping customers improve financial future through education

# GOEASY STRATEGY – THE “FLYWHEEL”



# GOEASY FRAMEWORK – BUSINESS & 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

# **CORPORATE STRATEGY**

## **I. PRODUCT RANGE**

## 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	\$8,484	\$4,879	\$3,620	\$22,102	\$17,753	\$73,723
INTEREST RATE <sup>1</sup>	26.99% - 34.95%	14.90% - 29.90%	15.90% - 29.90%	11.90% - 34.90%	9.90% - 29.90%	9.99% - 25.99%
WEIGHTED AVERAGE INTEREST RATE	33.8%	13.2%	17.8%	21.2%	25.1%	16.3%
TERM (MONTHS)	9 – 84 Months	6 – 60 Months	12 – 60 Months	12 – 84 Months	9 – 96 Months	72 – 240 Months
AVG. RISK SCORE <sup>2</sup>	598	712	699	648	637	610
	<i>Unsecured Loans (52% of Portfolio)</i>			<i>Secured Loans (48% of Portfolio)</i>		

Source: goeasy originations for quarter ended June 30, 2025

1. Excludes fees and ancillary product revenue

2. Product segments where multiple credit scores are utilized are averaged based on a count of loans

# 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

# 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

# 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

# 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%









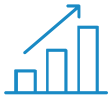



TERM

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

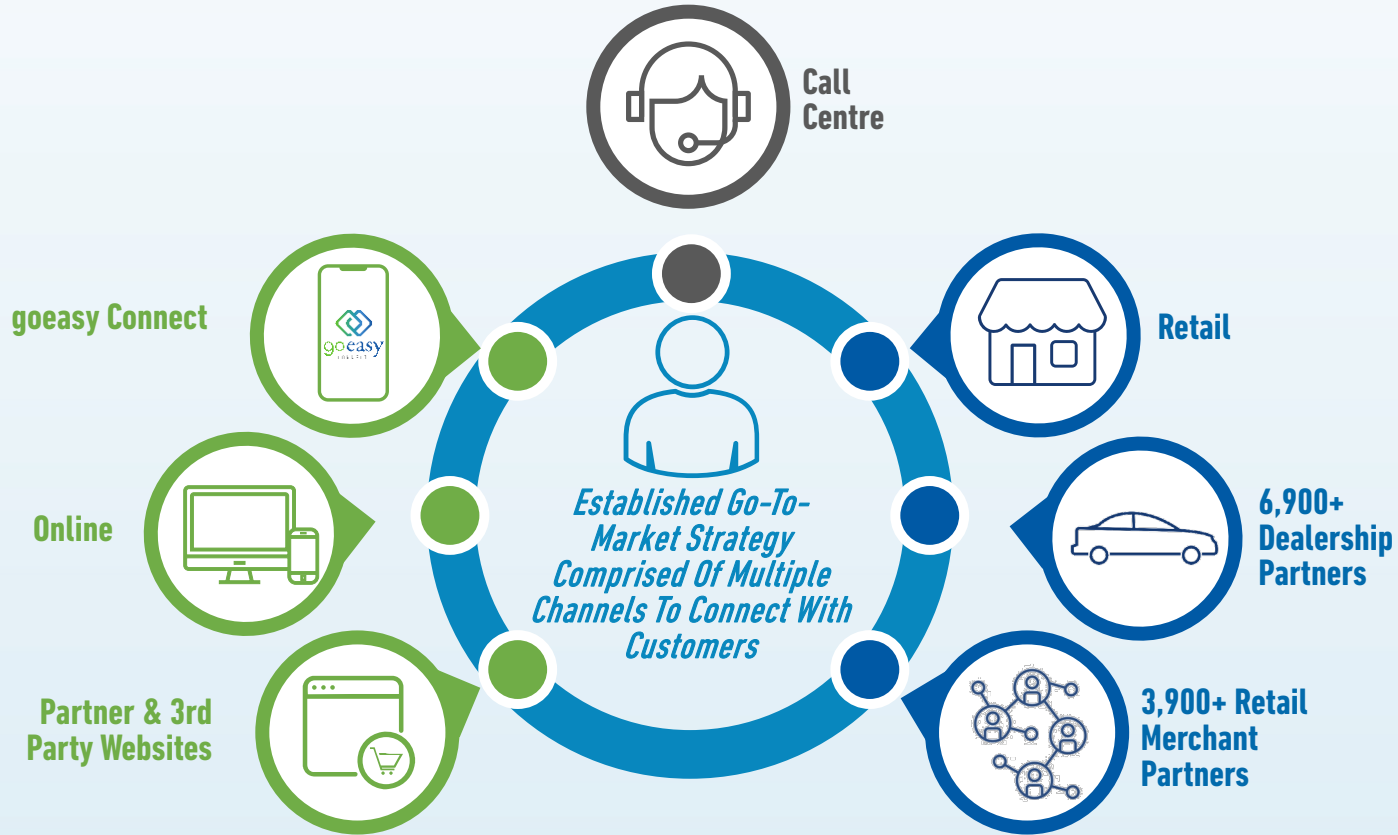
# COMPLEMENTED BY VALUE ADDED ANCILLARY SERVICES

	DESCRIPTION	THIRD-PARTY PROVIDER
<p><b>LOAN PROTECTION PLAN</b></p> 	<p>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.</p>	 ASSURANT®  securian® CANADA
<p><b>GAP INSURANCE &amp; WARRANTY</b></p> 	<p>Gap insurance that protects buyer and lender from any shortfall on amount owed in case of total loss insurance claim.</p> <p>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.</p>	 iA Financial Group  PG <small>RIGHTS GROUP / SINCE 1971</small> <small>OVER 25 YEARS OF SUCCESS</small>
<p><b>HOME &amp; AUTO BENEFITS</b></p> 	<p>Benefit plan that includes coverage for roadside assistance, locksmith services, legal and financial advice and much more.</p>	 FIMC Real Benefits for Real Life.
<p><b>CREDIT OPTIMIZER</b></p> 	<p>Canada's only credit optimizer service that provides simulator tools to create customized action plans to help customers improve their credit scores.</p>	 ScoreNavigator® +  TransUnion.™  tu

# CORPORATE STRATEGY

## II. CHANNEL

# OMNICHANNEL DISTRIBUTION MODEL



# 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



# GOEASY CONNECT FEATURE OVERVIEW

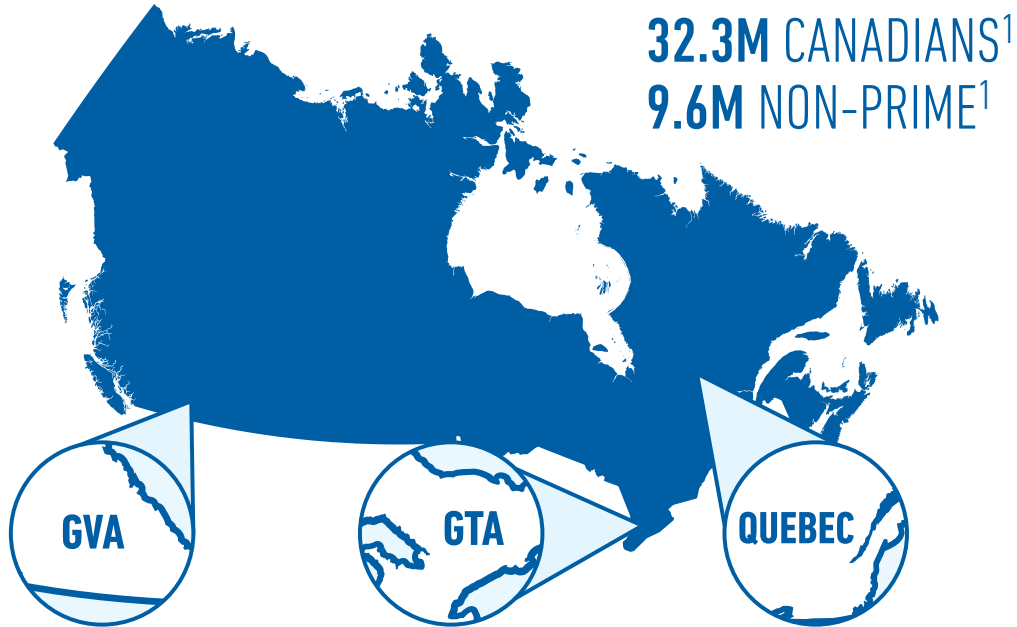


# CORPORATE STRATEGY

## III. GEOGRAPHIC EXPANSION

# GEOGRAPHIC EXPANSION

## WITHIN CANADA



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



# **CORPORATE STRATEGY**

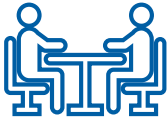
## **IV. FINANCIAL WELLNESS**

# 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<sup>1</sup>**

**60%**

**OF CUSTOMERS  
IMPROVE THEIR  
CREDIT SCORE<sup>2</sup>**

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

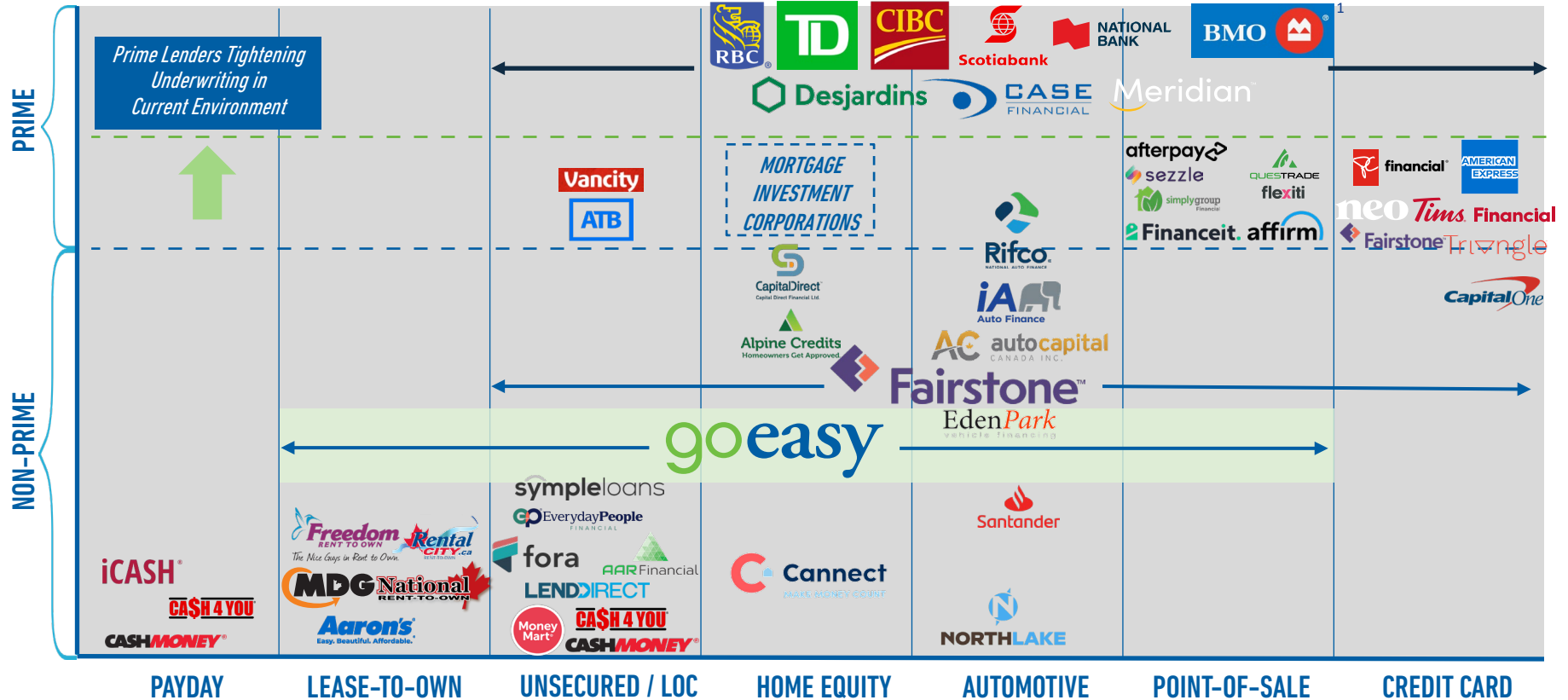
2. As measured by an increase in TransUnion Risk Score within 12 months of borrowing from easyfinancial as of December 2024

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# COMPETITIVE & LEGISLATIVE LANDSCAPE



# UNIQUE VALUE PROPOSITION UNDERPINS COMPETITIVE DIFFERENTIATION



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<sup>1</sup>*



## 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<sup>2</sup>*



## 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<sup>3</sup>*

1. OSFI for Canada, FDIC for US  
2. Canadian Bankers Association  
3. Bank of Canada

## EVOLVING AND CONSTRUCTIVE REGULATORY ENVIRONMENT

- The Government of Canada 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 27.9%
- 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 \$5.10B in consumer loans, while originating over \$17.5B in loans and serving approximately 1.6M 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<sup>1</sup>

27.9%

WEIGHTED AVERAGE  
INTEREST RATE<sup>2</sup> ON  
CONSUMER LOAN  
PORTFOLIO

78.1%

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

1. Data as of June 30, 2025

2. Weighted average interest rate is a supplementary financial measure

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# RISK & ANALYTICS



# 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



# 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<sup>1</sup>

- 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

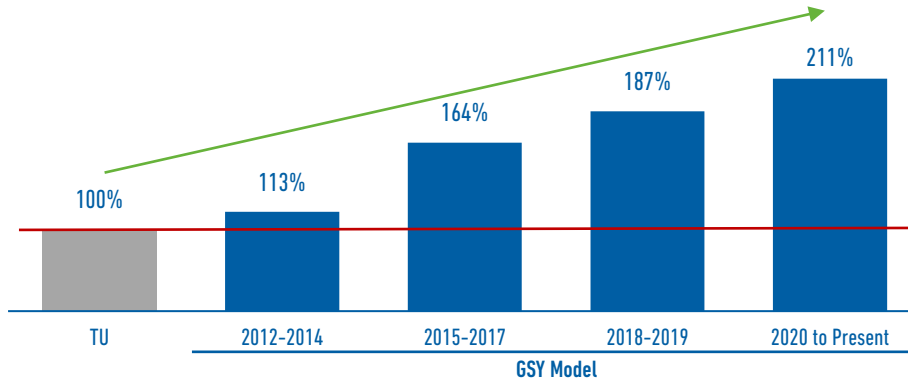


## ADVANCED MODELING & ANALYTICS

- 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

# PREDICTIVE ANALYTICS AND NEW DATA SOURCES IMPROVE MODELLING

GSY MODEL PREDICTIVE POWER VS. TRANSUNION CREDIT SCORE<sup>1</sup>



- 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	<b>Traditional Predictive Modelling Gen 1</b> Logistic Regression	<b>Traditional Predictive Modelling Gen 2</b> Logistic Regression	<b>Advanced Predictive Modelling Gen 1</b> Linear Regression Linear Programming Optimization Ensemble	<b>Advanced Predictive Modelling Gen 2</b> Logistic Regression Neural Nets Random Forest Gradient Boosting

1. Performance comparison is based on TU CV risk score

# 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

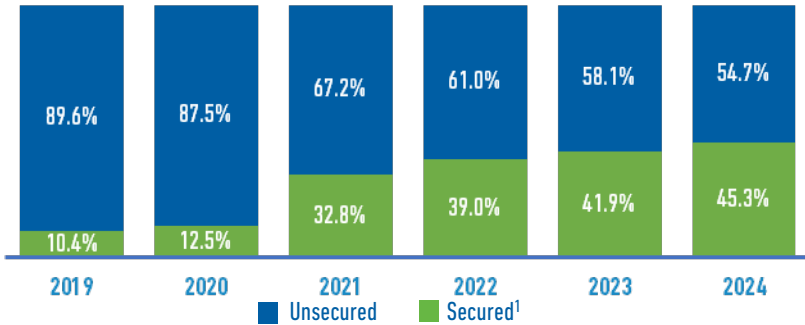
Targeted credit adjustments typically produce ~2.2x more loss savings than origination reduction

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

# DEMONSTRATED TRACK RECORD OF DRIVING STEADY FINANCIAL PERFORMANCE

*Shift towards secured lending*

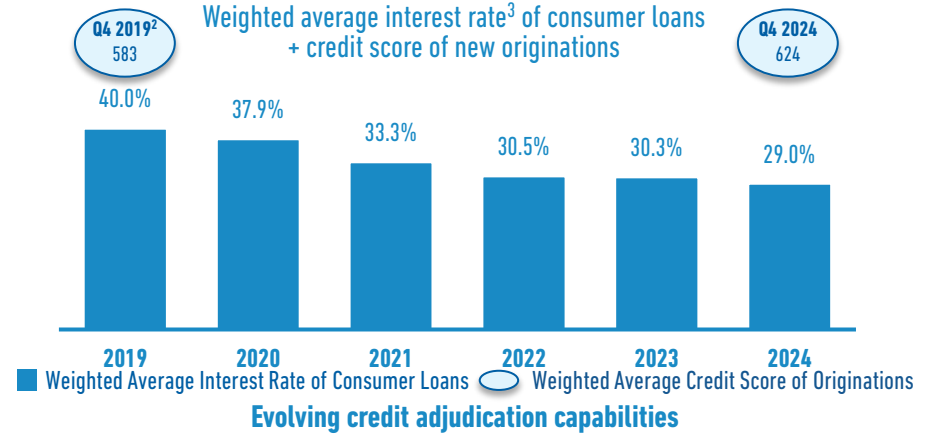
Gross loan book composition



**Increased diversification in loan portfolio through secured loans**

*Risk-adjusted pricing*

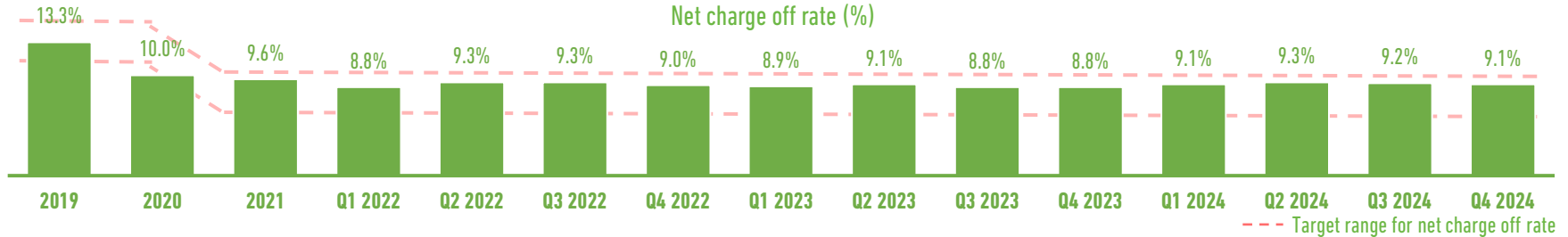
Weighted average interest rate<sup>3</sup> of consumer loans + credit score of new originations



**Evolving credit adjudication capabilities**

*Resulting in improved, stable credit performance*

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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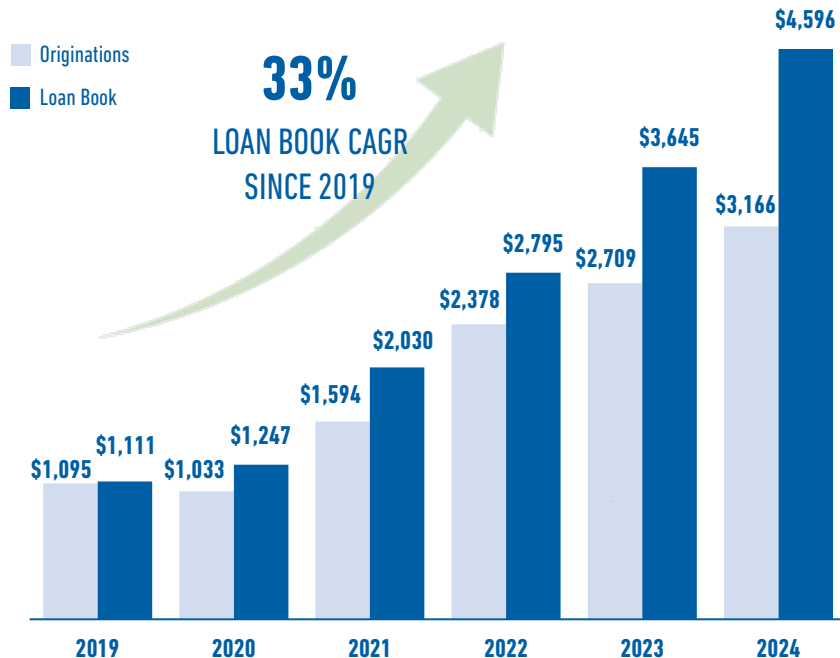
**FINANCIAL  
PERFORMANCE  
& CAPITAL  
STRUCTURE**



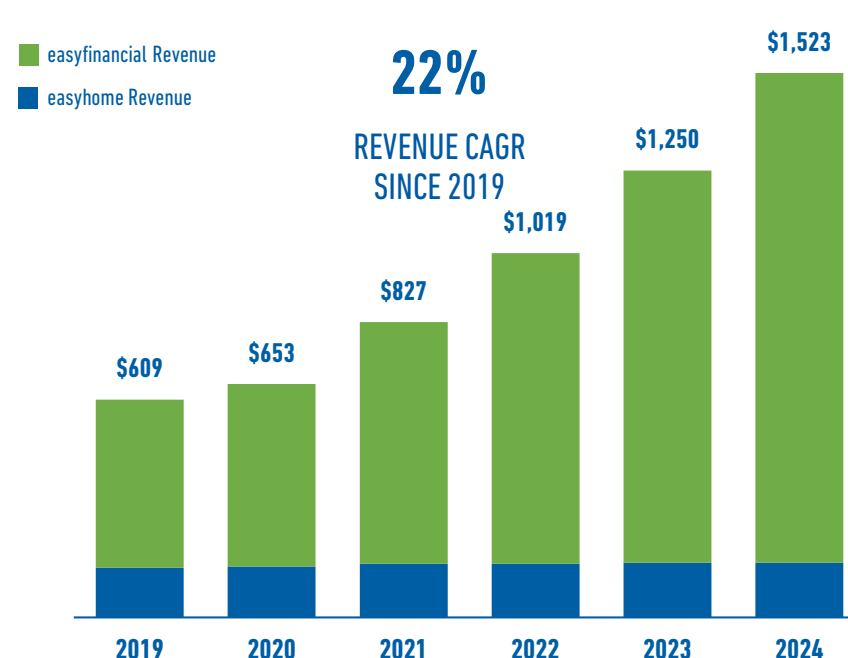
# ACCELERATING LOAN PORTFOLIO GROWTH LEADING TO REVENUE GROWTH

(\$ in millions)

## ORIGINATIONS AND LOAN BOOK



## SEGMENTED REVENUE

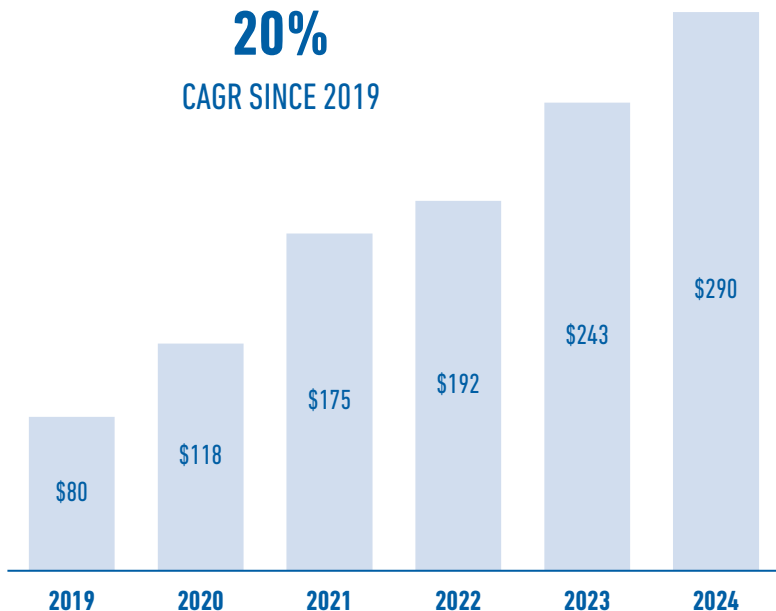


# ROBUST PERFORMANCE AND CONSISTENTLY STRONG RETURN METRICS

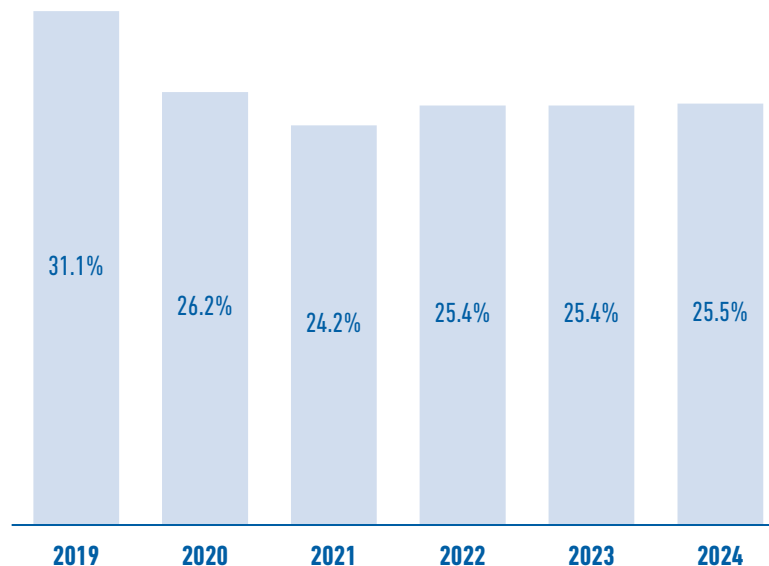
## ADJUSTED NET INCOME

(\$ in millions)

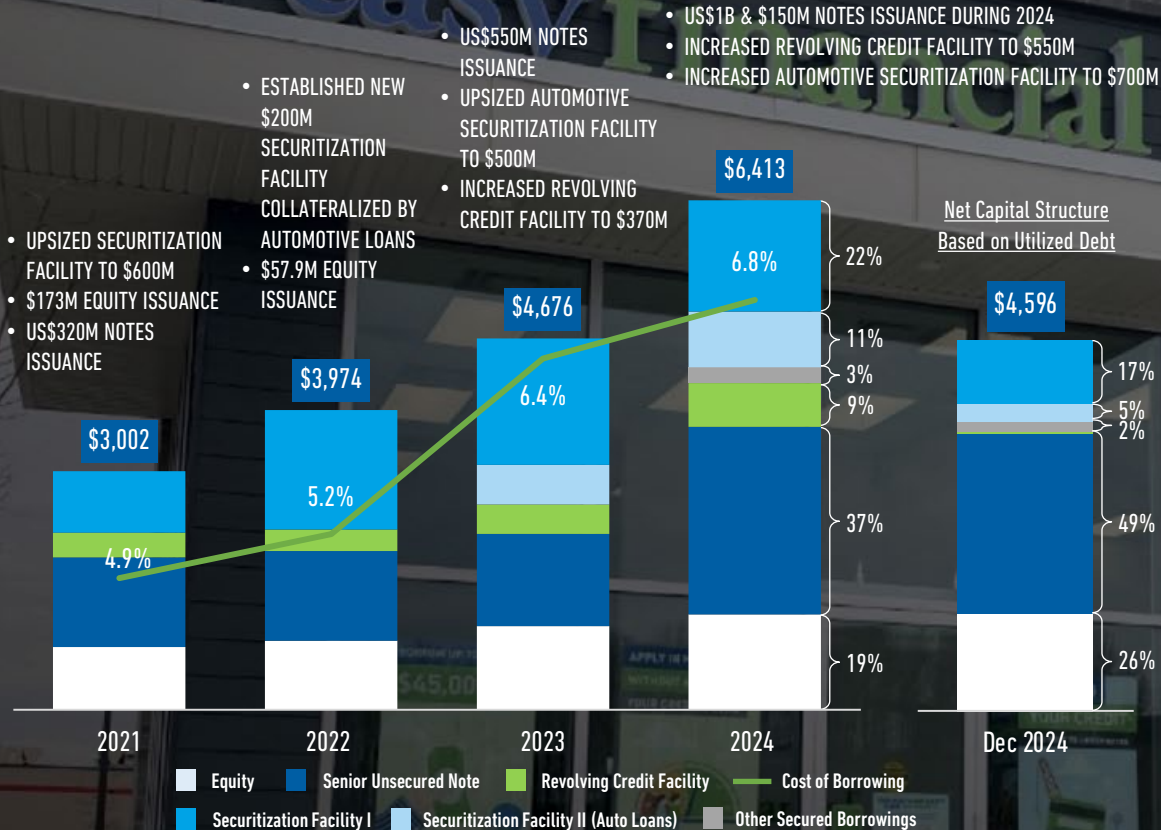
**20%**  
CAGR SINCE 2019



## ADJUSTED RETURN ON EQUITY



# CAPITAL STRUCTURE ESTABLISHED TO SUPPORT STRONG LOAN GROWTH



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<sup>1</sup> at 0.74, in line with the Company's target leverage profile

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

# FY 2024 HIGHLIGHTS

REVENUE	\$1.52B	22% INCREASE YOY
ADJUSTED OPERATING INCOME <sup>1</sup>	\$628M	28% INCREASE YOY
ADJUSTED NET INCOME <sup>1</sup>	\$290M	19% INCREASE YOY
ADJUSTED DILUTED EPS <sup>2</sup>	\$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) <sup>1</sup>	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**

Note: Non-IFRS ratios 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

# 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<sup>1</sup>

**60%**  
OF CUSTOMERS IMPROVE THEIR CREDIT SCORE<sup>2</sup>

**1 IN 3**  
CUSTOMERS GRADUATE TO PRIME CREDIT<sup>3</sup>



## 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

### 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 1<sup>st</sup> 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



# 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

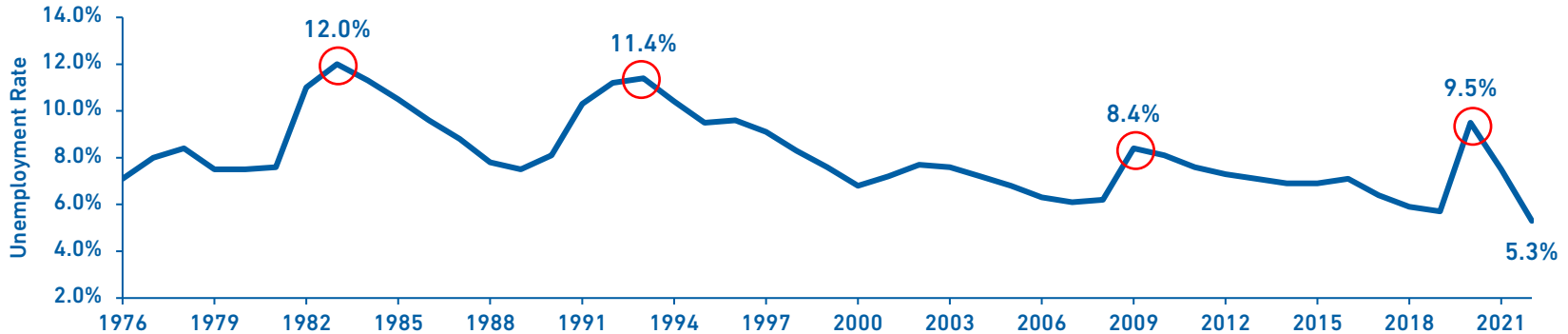
## CASH FLOW GENERATION

- 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

# NON-PRIME SEGMENT MOST STABLE DURING ECONOMIC SHOCKS

## CANADIAN HISTORICAL ANALYSIS

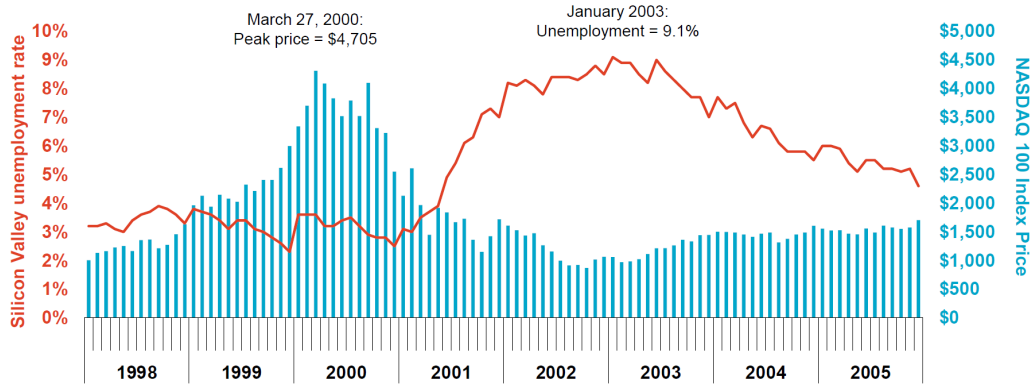
- Highest unemployment rate in Canada was 12.0% in 1983 (~1.5x today) during a recession/oil collapse; recessions in the 1990s, 2010s and 2020s saw unemployment at 11.4%, 8.4% and 9.5%, respectively
- In each instance the rate increased by ~50% over the rate prior to the economic event



- 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

# 2001 – DOT.COM BUBBLE IN SILICON VALLEY

## UNEMPLOYMENT RATE



## DELINQUENCY RATE

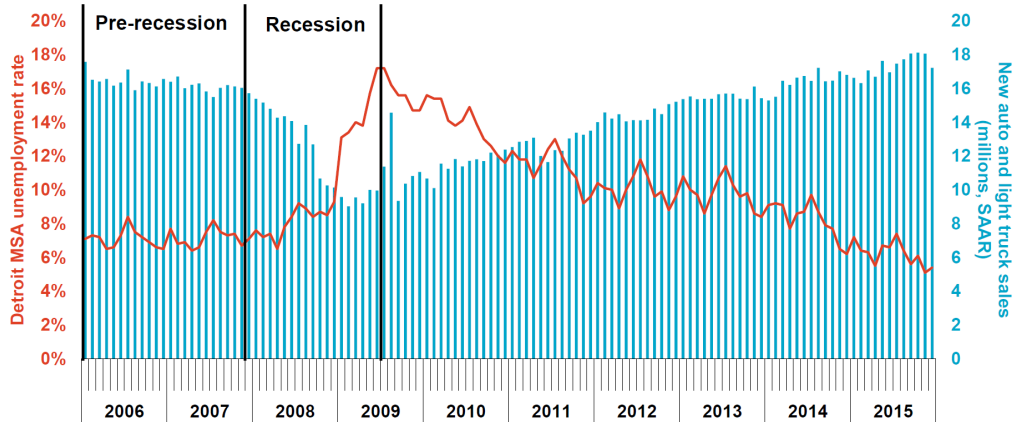
ORIGINATION RISK TIER	PRE-DOWNTURN ORIGINATIONS (JAN 2000 - FEB 2001)	DOWNTURN ORIGINATIONS (MAR 2001 - DEC 2002)
SUPER PRIME	0.3%	1.9%
PRIME PLUS	1.8%	4.3%
PRIME	3.2%	6.6%
NEAR PRIME	6.0%	8.9%
SUBPRIME	17.8%	15.7%
<b>ALL PERSONAL LOANS</b>	<b>7.8%</b>	<b>8.9%</b>

## OBSERVATIONS

- 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)

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

## UNEMPLOYMENT RATE



## DELINQUENCY RATE

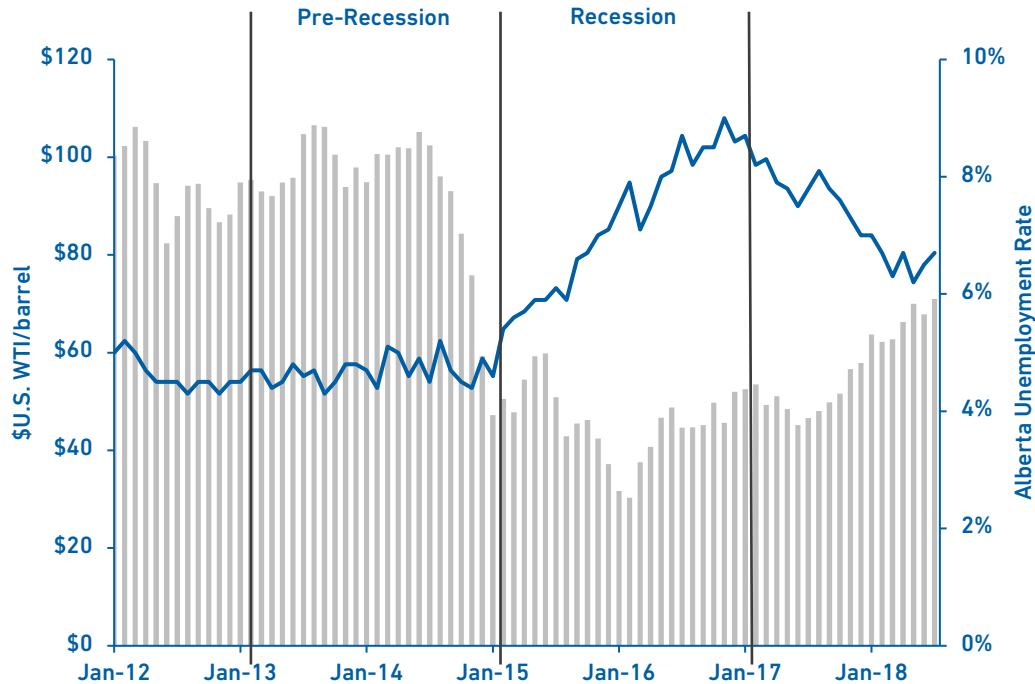
ORIGINATION RISK TIER	PRE-RECESSION ORIGINATIONS (JAN 2006 - NOV 2007)	RECESSION ORIGINATIONS (DEC 2007 - JAN 2009)
SUPER PRIME	0.7%	0.9%
PRIME PLUS	1.5%	2.0%
PRIME	3.8%	4.3%
NEAR PRIME	6.4%	7.6%
SUBPRIME	15.2%	15.0%
ALL PERSONAL LOANS	7.5%	7.9%

## OBSERVATIONS

- 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)

# 2015 – OIL COLLAPSE IN ALBERTA

## UNEMPLOYMENT RATE



## 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%

## OBSERVATIONS

- 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%