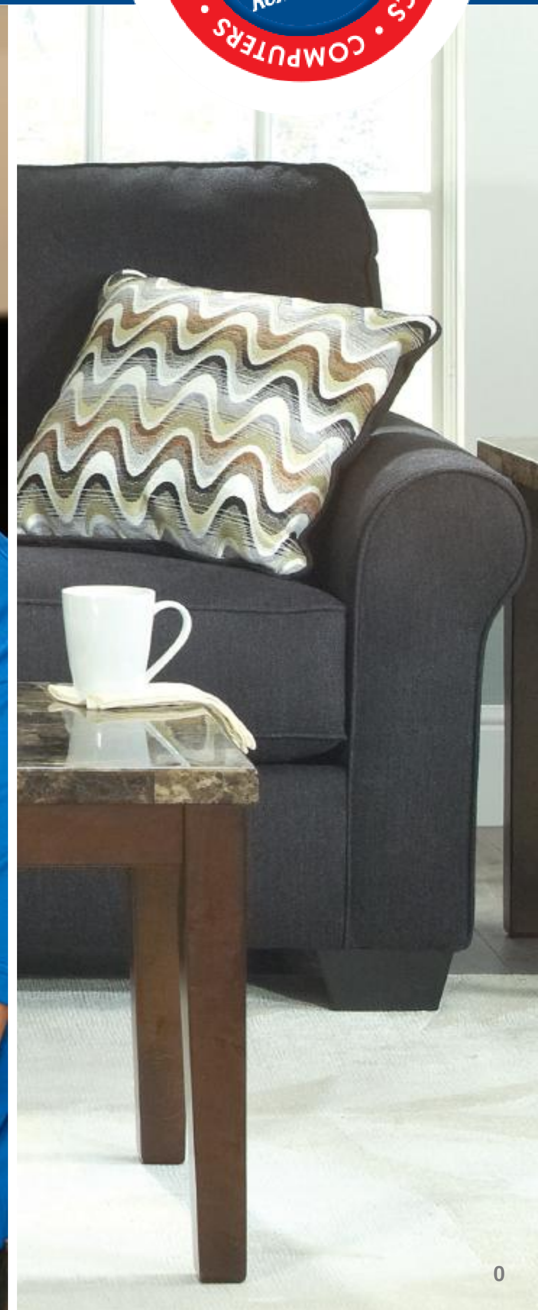
Rent-A-Center

February 26, 2019





Safe Harbor

Forward-Looking Statements

This presentation and the guidance herein contain forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as "may," "will," "expect," "intend," "could," "estimate," "predict," "continue," "should," "anticipate," "believe," or “confident,” or the negative thereof or variations thereon or similar terminology. The Company believes that the expectations reflected in such forward-looking statements are accurate. However, there can be no assurance that such expectations will occur. The Company's actual future performance could differ materially from such statements. Factors that could cause or contribute to such differences include, but are not limited to: the general strength of the economy and other economic conditions affecting consumer preferences and spending; factors affecting the disposable income available to the Company's current and potential customers; changes in the unemployment rate; the outcome of the litigation initiated by Vintage Capital and B. Riley challenging the validity of the Company’s termination of its previous Merger Agreement with affiliates of Vintage Capital (the “Merger Agreement”), and the Company's right, or the ability, to collect on the $126.5 million reverse breakup fee due to the Company under the Merger Agreement; risks relating to operations of the business and the Company’s financial results arising out of the termination of the Merger Agreement; the effect of the termination of the Merger Agreement on the Company’s relationships with third parties, including its employees, franchisees, customers, suppliers, business partners and vendors, which may make it more difficult to maintain business and operations relationships, and negatively impact the operating results of the Company’s business segments and the Company’s business generally; the risk of material price volatility with respect to trading in the Company’s common stock during litigation related to the termination of the Merger Agreement; the Company's ability to continue to effectively operate and execute its strategic initiatives as a stand-alone enterprise following the termination of the Merger Agreement; capital market conditions, including availability of funding sources for the Company; changes in the Company’s credit ratings; difficulties encountered in improving the financial and operational performance of the Company's business segments, including its ability to execute its franchise strategy; the Company’s ability to recapitalize its debt, including its revolving credit facility expiring December 31, 2019, and senior notes maturing in November 2020 and May 2021 on favorable terms, if at all; risks associated with pricing changes and strategies being deployed in the Company's businesses; the Company's ability to continue to realize benefits from its initiatives regarding cost-savings and other EBITDA enhancements, efficiencies and working capital improvements; the Company's ability to continue to effectively operate and execute its strategic initiatives; failure to manage the Company's store labor and other store expenses; disruptions caused by the operation of the Company's store information management system; the Company's transition to more-readily scalable, “cloud-based” solutions; the Company's ability to develop and successfully implement digital or E-commerce capabilities, including mobile applications; disruptions in the Company's supply chain; limitations of, or disruptions in, the Company's distribution network, and the impact, effects and results of the changes the Company has made and is making to its distribution methods; rapid inflation or deflation in the prices of the Company's products; the Company's ability to execute and the effectiveness of a store consolidation, including the Company's ability to retain the revenue from customer accounts merged into another store location as a result of a store consolidation; the Company's available cash flow; the Company's ability to identify and successfully market products and services that appeal to its customer demographic; consumer preferences and perceptions of the Company's brand; the Company's ability to retain the revenue associated with acquired customer accounts and enhance the performance of acquired stores; the Company's ability to enter into new and collect on its rental or lease purchase agreements; the passage of legislation adversely affecting the Rent-to-Own industry; the Company's compliance with applicable statutes or regulations governing its transactions; changes in interest rates; changes in tariff policies; adverse changes in the economic conditions of the industries, countries or markets that the Company serves; information technology and data security costs; the impact of any breaches in data security or other disturbances to the Company's information technology and other networks and the Company's ability to protect the integrity and security of individually identifiable data of its customers and employees; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company's effective tax rate; fluctuations in foreign currency exchange rates; the Company's ability to maintain an effective system of internal controls; the resolution of the Company's litigation; and the other risks detailed from time to time in the Company's SEC reports, including but not limited to, its Annual Report on Form 10-K for the year ended December 31, 2017, and its Quarterly Report on Form 10-Q for the quarters ended March 31, 2018, June 30, 2018 and September 30, 2018. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

Use of Non-GAAP Financial Measures

This presentation refers to EBITDA (earnings before interest, taxes, depreciation and amortization), and free cash flow (net cash provided by operating activities less purchase of property assets), which are non-GAAP financial measures as defined in Item 10(e) of Regulation S-K. Management believes that presentation of these non-GAAP financial measures in this presentation are useful to investors in their analysis of the Company’s projected performance in future periods. This non-GAAP financial information should be considered as supplemental in nature and not as a substitute for or superior to the historical financial information prepared in accordance with GAAP. Further, these non-GAAP financial measures may differ from similar measures presented by other companies.

Please see the Company’s earnings press releases dated April 30, 2018, July 30, 2018, November 5, 2018, and February 25, 2019 for non-GAAP reconciliation of diluted earnings per share excluding special items and consolidated adjusted EBITDA in the applicable quarterly periods of 2018. The Company has not quantitatively reconciled differences between EBITDA or free cash flow and their corresponding GAAP measures for future periods due to the inherent uncertainty regarding variables affecting the comparison of these measures.

The Company's Strategic Plan for 2018 focused on three key areas…

1 Optimize Cost Structure	2 Enhance Value Proposition	3 Execute Refranchising
• Approximately \$120 million in annualized cost savings implemented • Approximately \$70 million realized in 2018	• Same store sales Q4 2018 +9.1% Annual 2018 +4.7%	• \$20 million of proceeds in 2018 (69 stores) • Established pipeline of potential partners

Source: Company information

Consolidated Highlights

Strategy Progress

Cost Structure Optimization

- The Company began cost savings initiatives in Q1 2018. These initiatives focused on three key areas: Field and corporate overhead, supply chain and other store expense.
- Implemented approximately $120 million in annualized cost savings and executed over $40 million in working capital efficiencies.

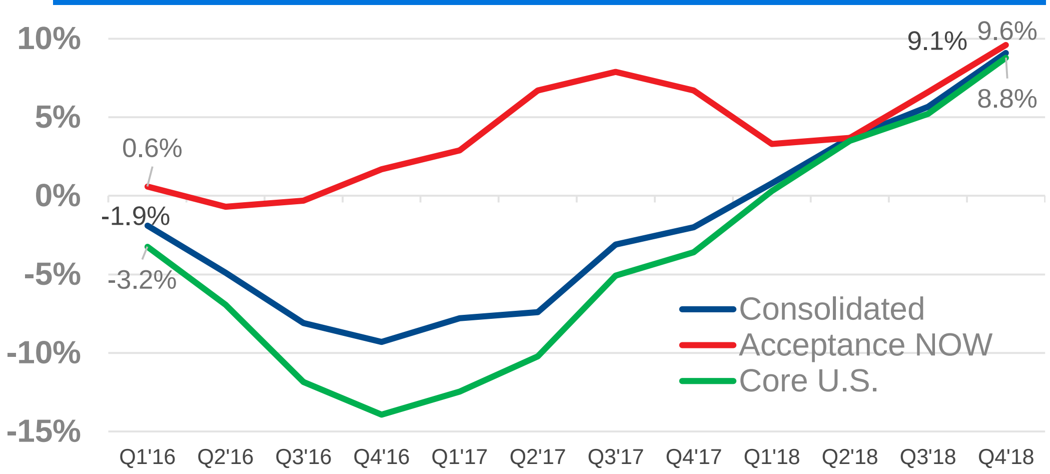
Value Proposition

- During Q1 2018, we rolled out a targeted pricing strategy at our Core stores and began offering the 180-day same as cash option, both of which benefitted customer traffic and ownership rates.
- At Acceptance NOW we lowered terms and modified payment plans which increased customer traffic and improved return on investment.

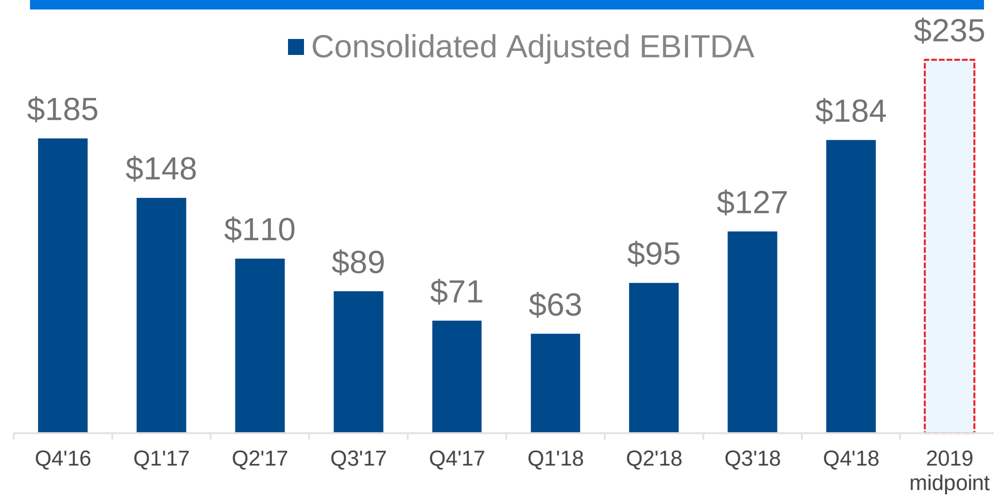
Franchising

- During 2018, we executed two franchising transactions which generated approximately $20 million in proceeds.

Same Store Sales



Trailing Twelve Months - EBITDA



Core U.S.

Highlights

<u>Q4 2018</u>

Same store sales increase of 8.8%

- Driven by lower promotional activity
- In addition, the portfolio on a per store basis, was higher than prior year by approximately 3%
- Web agreements for the quarter were up 71% year over year

Adjusted EBITDA was $52 million, $33 million higher than 2017

- EBITDA margin was 700 basis points higher than 2017
- Driven by revenue growth, cost savings initiatives and store rationalization

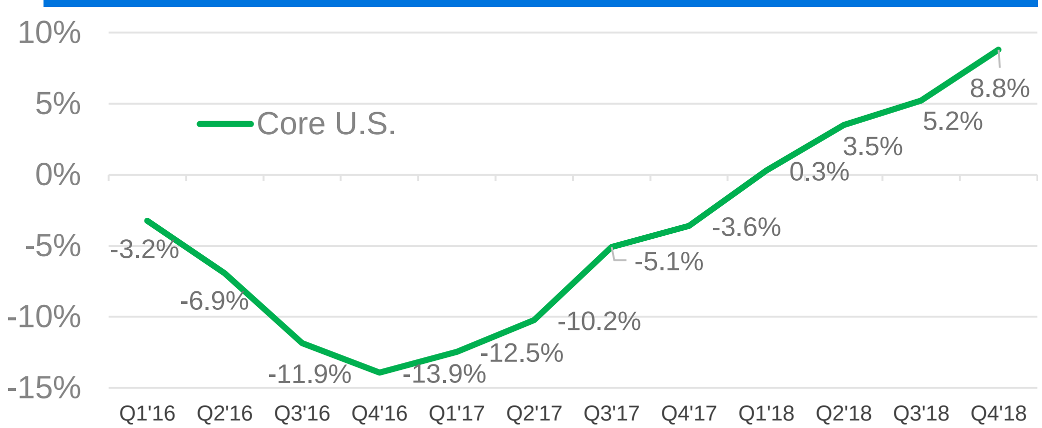
<u>Annual 2018</u>

Same store sales increase of 4.4%

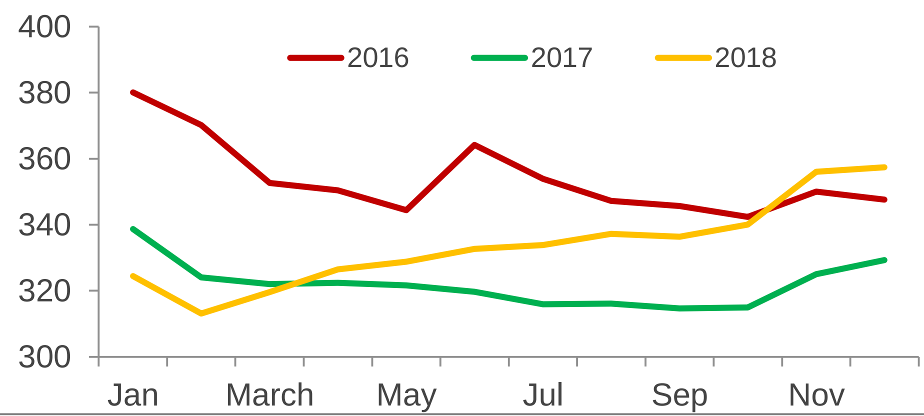
Adjusted EBITDA was $205 million, $81 million higher than 2017

- EBITDA margin was 420 basis points higher than 2017
- Driven by revenue growth, cost savings initiatives and store rationalization

Same Store Sales



Customers (Per Store Average)



Acceptance NOW

Highlights

Q4 2018

Same store sales increase of 9.6%

- Improvements driven by value proposition enhancements

Adjusted EBITDA was $24 million, $19 million higher than 2017

- Driven by cost savings, primarily due to cost saving initiatives and lower skip/stolen losses

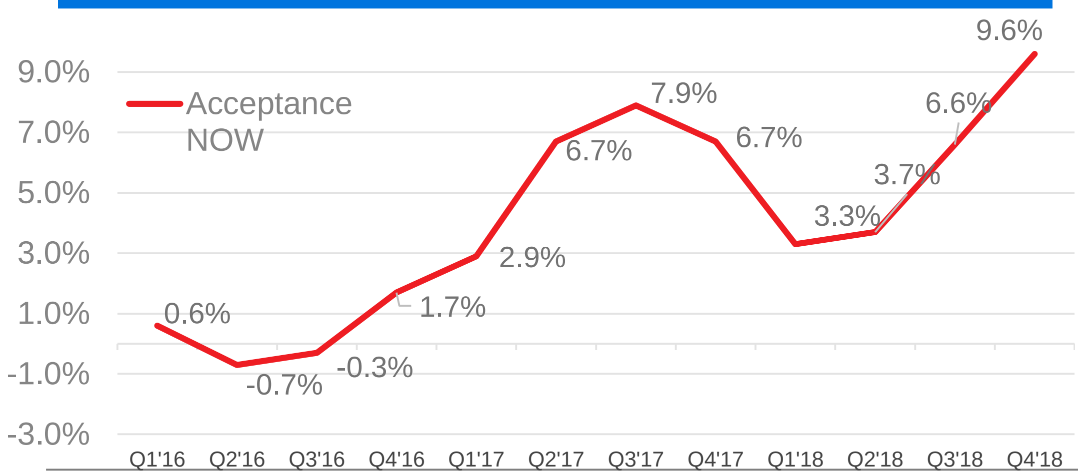
Annual 2018

Same store sales increase of 5.9%

Adjusted EBITDA was $101 million, $23 million higher than 2017

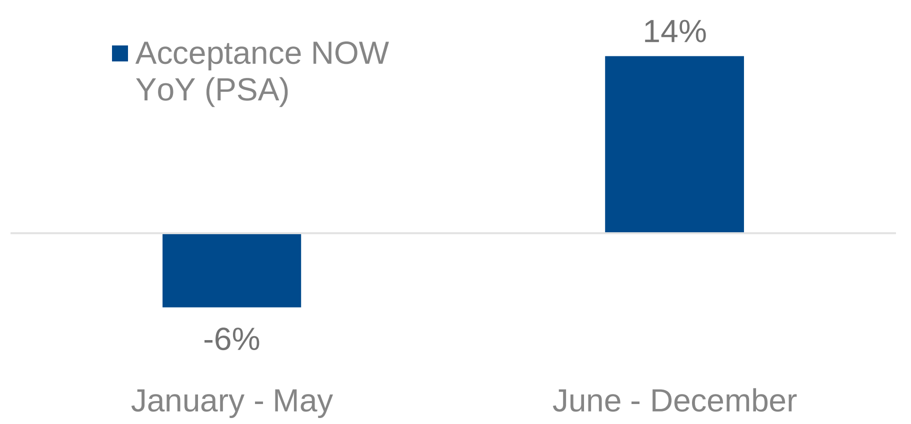
- EBITDA margin was 420 basis points higher than 2017
- Driven by cost savings, primarily due to cost saving initiatives and lower skip/stolen losses

Same Store Sales



2018 versus 2017 Invoice Volume

(Per Store Average)



The Company's Strategic Plan for 2019 continues to focus on the Customer experience…

1 Optimize Cost Structure

- 2019 will reflect the full year impact of the cost savings initiatives implemented in 2018
- The Company will continue to seek cost savings opportunities, but no new opportunities have been built into guidance

2 Enhance Value Proposition

- Grow web traffic and improve the web conversion rate
- Improve traffic trends and increase return on investment
- Improve the customer experience through technology investments, web refinements and customer feedback

3 Execute Refranchising

- Pursue refranchising of certain brick and mortar Rent-A-Center locations
  - $10 million of proceeds in January 2019 (37 stores)
- Allows the Company to optimize physical footprint and leverage brand strength
- Proceeds improve the capital position of the Company

Source: Company information

FINANCIAL HIGHLIGHTS

Profit and Loss Statement by Segment (Non-GAAP)

2018 Q4

($ in millions, except EPS)	Actual	%	Better (worse) versus 2017 $	Better (worse) versus 2017 %
Core U.S.	$467	70.5%	$22	*4.9%*
Acceptance NOW	173	26.2%	(3)	*(1.5%)*
Mexico	12	1.9%	1	*7.2%*
Franchising	10	1.4%	3	*41.0%*
Total Revenue	**$662**	**100.0%**	**$23**	***3.6%***
Core U.S.	$52	11.2%	$33	*700 bps*
Acceptance NOW	24	13.8%	19	*1090*
Mexico	0	3.7%	0	*110*
Franchising	1	7.8%	(1)	*(1540)*
Corporate	(28)	(4.3%)	6	*110*
Adjusted EBITDA	**$49**	**7.4%**	**$57**	***870 bps***
EPS	**$0.35**		**$0.76**	

Comments

$662M in Revenues
- Represents an increase of 3.6% primarily driven by a consolidated same store sales increase of 9.1% partially offset by closures of certain Core U.S. stores
- Driven by larger portfolio growth and less promotional activity versus last year

$49M Adjusted EBITDA
- 7.4% of revenues; 870 bps improvement YoY primarily due to revenue growth and cost savings initiatives

Cost Savings Initiative
- Approximately $30M in cost savings initiatives
  - Core ($13M) driven by field overhead, indirect store expense and supply chain
  - Acceptance NOW ($10M) driven by Collection center closures, indirect spend and overhead
  - Corporate ($6M) driven by overhead reductions

$0.35 EPS
- $0.76 improvement YoY

Balance Sheet and Cash Flow

December 31, 2018

Highlights

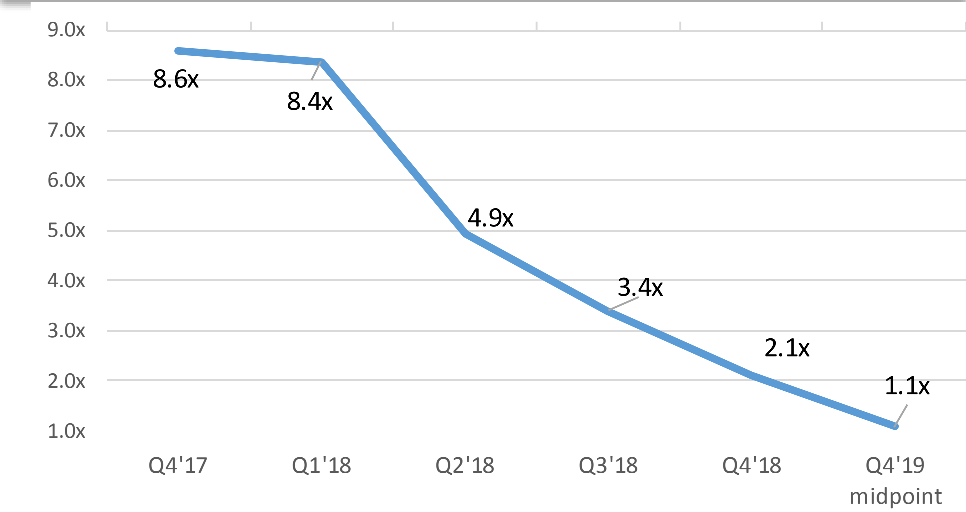
Cash Flow

- $228M Cash flow from operations in 2018
- $40M Cash Tax benefit ($35M in Q4)
- $28M Capex, reduction of over $37M year over year
- $25M Proceeds from sale of assets in 2018
  - Two refranchise transactions
  - Corporate aircraft sale

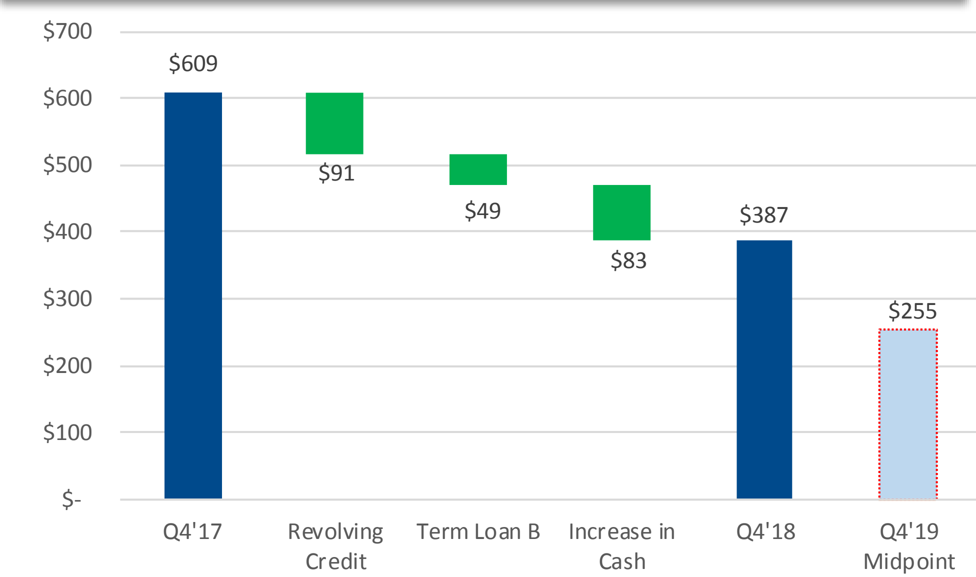
Balance Sheet

- Zero drawn on revolver
- $155M Cash on balance sheet at year end
- Total liquidity of approximately $250M at year end
- Over $220M Net debt reduction in 2018

Net Debt to Adjusted EBITDA



Net Debt



Fiscal Year 2018 Actuals

Actuals versus Guidance Ranges ($m)

	2018	Previous 2018 Guidance [1]	
	Actual	Low	High
Consolidated Revenues	**$2,660**	**$2,650**	**$2,665**
Core U.S.	$1,856	$1,850	$1,860
Acceptance Now	$723	$720	$725
Same store sales	4.7%	4.4%	4.7%
Adjusted EBITDA	**$184**	**$170**	**$180**
Adjusted EBITDA %	6.9%	6.4%	6.8%
Non-GAAP Diluted EPS	**$1.06**	**$0.85**	**$1.00**
Net Debt (debt less cash) [2]	$387	$425	$415
Cash [2]	$155	$115	$125

(1) The guidance provided in December 2018, does not include the impact of the $126.5 million reverse breakup fee associated with the Company's termination of the merger agreement with affiliates of Vintage Capital on December 18, 2018. Vintage Capital and B. Riley have initiated litigation challenging the validity of the termination of the merger agreement and the Company's right to collect the reverse breakup fee.
(2) Impact versus December guidance primarily driven by cash payments previously forecasted in December 2018 which materialized in January 2019

Source: Company information

Fiscal Year 2019 Guidance

Target Ranges ($m)

	2019 Guidance [1]		
	Low		High
Consolidated Revenues	**$2,585**		**$2,630**
Core	$1,765	(2)	$1,790
ANOW	$725		$740
Same store sales	Low single digits		Mid single digits
Adjusted EBITDA	**$220**		**$250**
Adjusted EBITDA %	8.5%		9.5%
Depreciation	$65		$55
Tax Rate	23%		22%
Non-GAAP Diluted EPS	**$1.75**		**$2.15**
Free Cash Flow [3]	**$115**		**$145**
Cash Taxes	$10		$15
CapEx	$35		$25
Net Debt (debt less cash)	$270		$235
Cash	$270		$305
Net debt to adjusted EBITDA	1.25x		0.90x

(1) Guidance does not include the impact of refinancing. Additionally, the guidance does not include additional refranchise transactions beyond the transaction completed in January, additional cost saving initiatives we may identify throughout the year, and the impact of the $126.5 million reverse breakup fee associated with the Company's termination of the merger agreement with affiliates of Vintage Capital on December 18, 2018. Vintage Capital and B. Riley have initiated litigation challenging the validity of the termination of the merger agreement and the Company's right to collect the reverse breakup fee.
(2) Core Revenue decline driven by stores refranchised through January 2019
(3) Free cash flow defined as net cash provided by operating activities less purchase of property assets

Source: Company information

Question and Answer