# upbound

# **Investor Day**

**May 2023** 

















Investor Day 2

### **Disclosures**

#### **Forward-Looking Statements**

This communication contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including, among others, statements regarding our goals, plans and projections with respect to our operations, financial position and business strategy. 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," "maintain," "should," "anticipate," "believe," or "confident," or the negative thereof or variations thereon or similar terminology. Such forward-looking statements are based on particular assumptions that our management has made in light of its experience and its perception of expected future developments and other factors that it believes are appropriate under the circumstances, and are subject to various risks and uncertainties. Factors that could cause or contribute to material and adverse differences between actual and anticipated results include, but are not limited to, (1) the general strength of the economy and other economic conditions affecting consumer preferences and spending, including the availability of credit to the Company's target consumers and to other consumers, impacts from continued inflation, central bank monetary policy initiatives to address inflation concerns and a possible recession or slowdown in economic growth, and (2) the other risks detailed from time to time in the reports filed by us with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the year ended December 31, 2022, as well as subsequent reports on Form 10-Q or Form 8-K. You are cautioned not to place undue reliance and forward-looking statements to reflect any events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

#### Use of Non-GAAP Financial Measures

This communication contains certain financial Information determined by methods other than in accordance with U.S. Generally Accepted Accounting Principles (GAAP), including (1) Non-GAAP diluted earnings per share (net earnings or loss. as adjusted for special items (as defined below), net of taxes, divided by the number of shares of our common stock on a fully diluted basis), (2) Adjusted EBITDA (net earnings before interest, taxes, stock-based compensation, depreciation and amortization, as adjusted for special items) on a consolidated and segment basis, (3) Free Cash Flow (net cash provided by operating activities less capital expenditures), (4) Adjusted EBITDA margin on a consolidated and segment basis, and (5) net debt to Adjusted EBITDA ratio. "Special Items" refers to certain gains and charges we view as extraordinary, unusual, non-recurring in nature or which we believe do not reflect our core business activities. For the periods presented herein, these special items are described in the quantitative reconciliation tables included in the appendix of this presentation. Because of the inherent uncertainty related to the special items, management does not believe it is able to provide a meaningful forecast of the comparable GAAP measures or reconciliation to any forecasted GAAP measure without unreasonable effort.

These non-GAAP measures are additional tools intended to assist our management in comparing our performance on a more consistent basis for purposes of business decision-making by removing the impact of certain items management believes do not directly reflect our core operations. These measures are intended to assist management in evaluating operating performance and liquidity, comparing performance and liquidity across periods, planning and forecasting future business operations, helping determine levels of operating and capital investments and identifying and assessing additional trends potentially impacting our company that may not be shown solely by comparisons of GAAP measures. Consolidated Adjusted EBITDA is also used as part of our incentive compensation program for our executive officers and others.

We believe these non-GAAP financial measures also provide supplemental information that is useful to investors, analysts and other external users of our consolidated financial statements in understanding our financial results and evaluating our performance and liquidity from period to period. However, non-GAAP financial measures have inherent limitations and are not substitutes for or superior to, and they should be read together with, our consolidated financial statements prepared in accordance with GAAP. Further, because non-GAAP financial measures are not standardized, it may not be possible to compare such measures to the non-GAAP financial measures presented by other companies, even if they have the same or similar names.

Note that all sources in this presentation are from Company reports and Company estimates unless otherwise noted.

# Agenda

10:00 am – 1:00 pm

1 Upbound
Mitch Fadel, Sudeep Gautam, Brendan Metrano

2 Rent-A-Center

Anthony Blasquez

Break

- 3 Acima
  Tyler Montrone
- Fahmi Karam
- **5** Q&A





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## **Key Investment Highlights**

1)

#### Industry leader within a large and underserved market

Leader in LTO space with retail and virtual lease-to-own capabilities
Estimated \$45-\$55 billion market with 106 million non-prime core consumers

2)

#### Resilient business model that performs well under various macroeconomic scenarios

Proven model with 50 years at RAC and 10 years at Acima Ability to shift target consumer base depending on traditional lender's risk appetite

3)

#### **Key competitive differentiators**

Local presence with fleet of vehicles for last-mile delivery
Proprietary technology and data analytics
Ability to offer multiple growth avenues with a single partner across both operating platforms RAC and Acima

4)

#### Growth opportunities to expand into adjacent products and services

Recently announced partnership with Genesis Financial Solutions

Ability to add products to our platform to meet additional needs of underserved consumers

5

### Strong liquidity and free cash flow generation that supports growth and shareholder value

Stable and robust cash flow generation with an estimated \$650-\$850 million accumulated FCF 2024-2026 Robust dividend yield with track record of returning capital to shareholders



### Leadership has a strong track record in the industry and in key strategic functions

Long tenured, seasoned RTO/LTO operators
Key positions filled over the past 12-months with robust functional expertise

# Elevating Financial Opportunity for All

Upbound provides consumers access to financial growth and confidence.

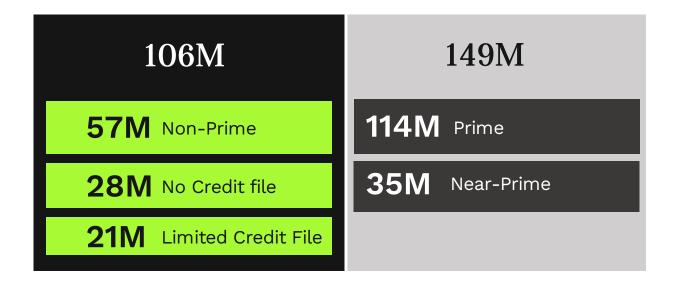
Our platform creates value by seamlessly connecting consumers with the products they want and need.



Upbound

# A Solutions Platform for the Financially Underserved

#### **U.S. Adult Population**





# Led with Deep Market Knowledge and Strong Functional Expertise



Mitch Fadel
Director & Chief
Executive Officer



upbound

Shared

Services

Leaders



Anthony Blasquez Head of Rent-A-Center



**Tyler Montrone** Head of Acima



Fahmi Karam Chief Financial Officer



**Sudeep Gautam** Chief Technology & Digital Officer



**Ann Davids**Chief Customer &
Marketing Officer



Mike Bagull
Business Development
& Partnerships



**Bryan Pechersky**General Counsel &
Corporate Secretary



**Tran Taylor**Chief Human Resources
& Diversity Officer



Tiffany Watson
Enterprise Business
Operations

## We Employ a True Omni-Channel Model



~2,400 corporate and franchise stores in the communities we serve

~25% of revenue from e-commerce

Operations in all 50 states, Mexico and Puerto Rico

Final mile capabilities

Strong customer relationships & retention



>31k retail partners in 46 states

Serving lease to own customers in several diverse industries

Proprietary technology

Differentiated staffed, virtual, omni, and unintegrated partnerships

# Long History of Serving Our Customers

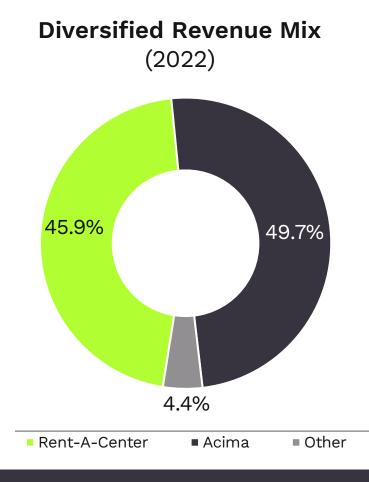
50 years

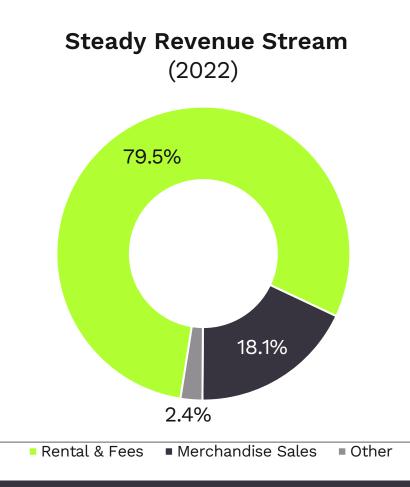
Our established operations are strongly-rooted in our communities, with deep customer and retailer relationships that help provide consumers with access to the products they want and need

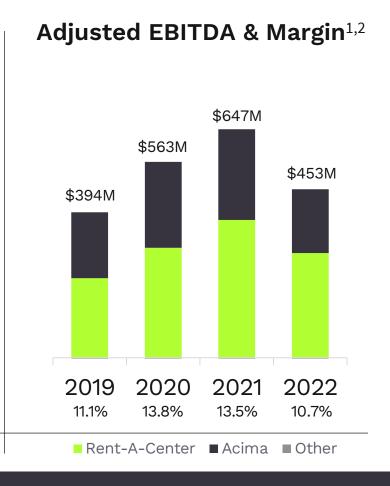


<sup>1.</sup> Based on revenue, profits, and customers.

# **Strong Financial Profile**







\$4.2 Billion

FY 2022 Consolidated Revenues

\$407 Million

FY 2022 Free Cash Flow<sup>1</sup>

## Offering a Solutions Platform

Making Challenging Commerce Possible



Limited financial access

#### **UPBD** Value

Financial Access
Payment Flexibility
Financial Growth





### Retailers

Pressure for new customers, sales, and growth channels

#### **UPBD** Value

Increase Sales New Customers Omni-Channel Solutions



Upbound



### **Upbound Partner Touchpoints - a Differentiator**



Acima Marketplace

Acima on Partner Website

Acima In-store POS (Virtual & Staffed)

5 Second Look Credit



#### **Furniture**

RAC Retail Inventory Purchases
Extended Aisle for Rent-A-Center
Acima Staffed Ashley Locations
Acima Virtual & Online (Ashley.com)
Upbound Marketing

**Targeted** Need a new sofa to enjoy that new TV on? **Promotional** Low initial lease payment



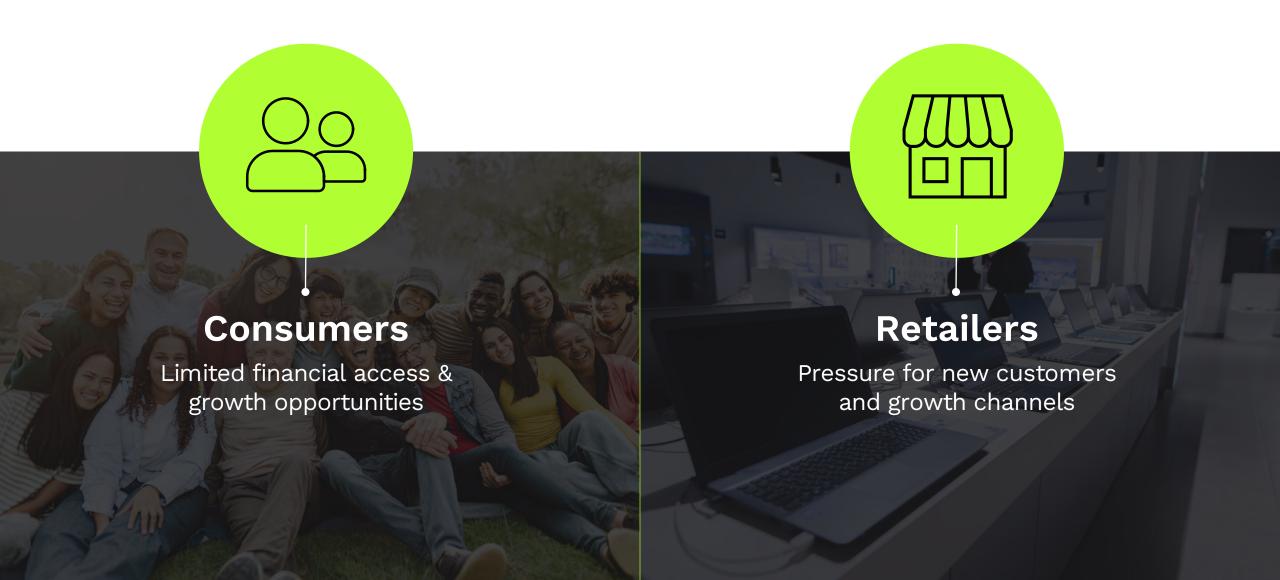
#### **Technology Big Box**

Extended Aisle on Rent-A-Center
Acima MarketPlace – Virtual Lease Card Enabled
Acima Mobile App
Upbound Marketing

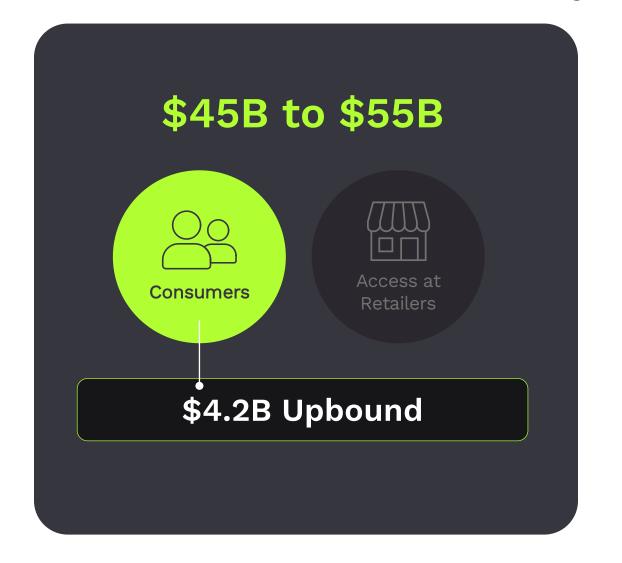
**Targeted** Need a TV to watch from that new sofa? **Promotional** Low initial lease payment



## We Serve Two Large Stakeholders



### **Lease / Rent-to-Own Industry**



### **Our Customers**

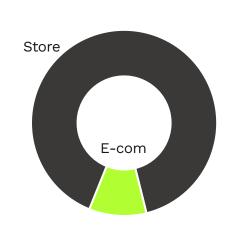
Income	\$48k Average Income   Acima \$37k Average Income   RAC
Age	Trending Younger 65% Gen Z & Millennial
Gender	48% Male 52% Female
Household	53% Family Households
Addressable Expenditure Share	~8% Expenditures on Durable Goods

### **Lease / Rent-to-Own Industry**

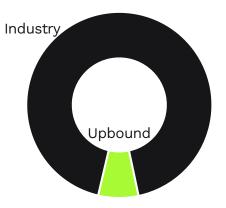
# 400 - 450k Durable Goods Locations in U.S. Retailers Customers 31,000 at Acima

### **Our Retailers**

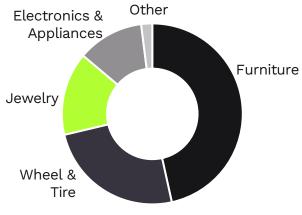




E-com vs. Store Sales

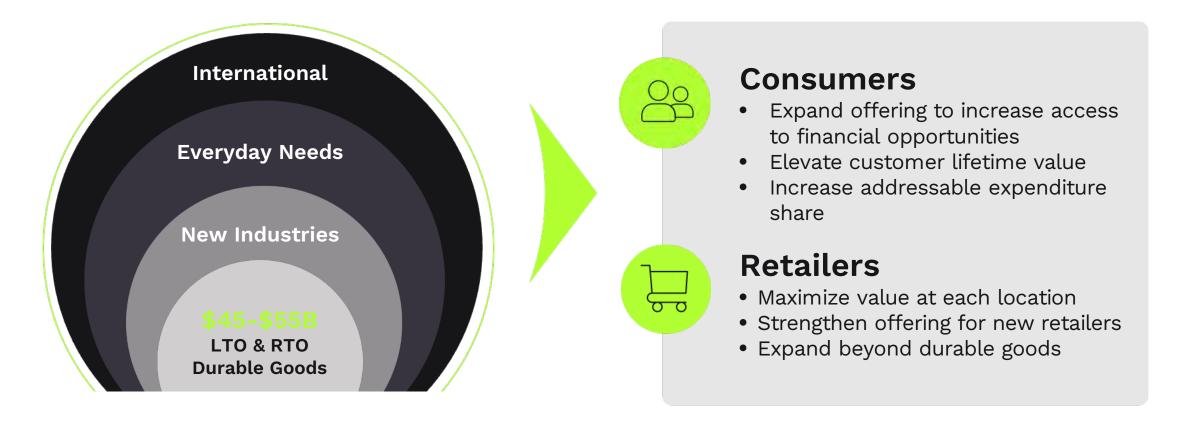


Share of US Durable Goods Retailers



Diversified Across Industries

### Expanding Our Offerings = Enabling Growth in Two Channels



We are well positioned to efficiently increase market share while also expanding the addressable market and adding to our customer and retailer value proposition



# **Upbound Strategic Priorities**

Invest in Our Platform



Improve our core business, while creating a foundation for sustained future growth 2

Expand Offerings and Financial Access



Add new products that create more financial access that benefit consumers and retailers

3

Optimize Offerings



Provide consumers a personalized journey through the Upbound platform to generate highest lifetime value. Enable our partners to access our customer base to grow sales

# 1 Invest in Our Platform



### **Core Growth**

Improve our core solutions through Omni-channel enablement, customer loyalty, and expansion of products and retail relationships



### **Systems**

Further develop integrated technologies to better meet current and future retailer and consumer demands



### **Talent**

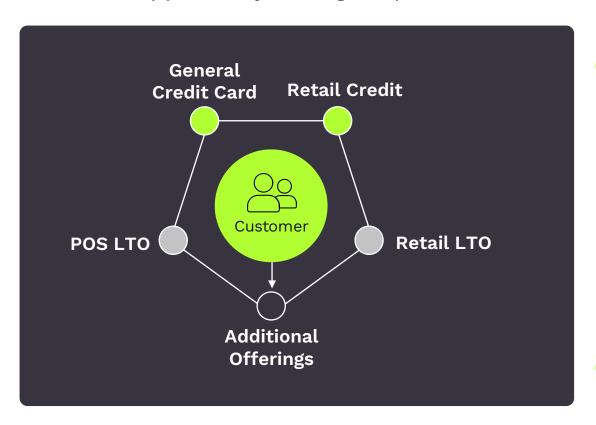
Investment in new and existing talent to enable synergies across current and new lines of business



# 2 Expand Offerings and Financial Access

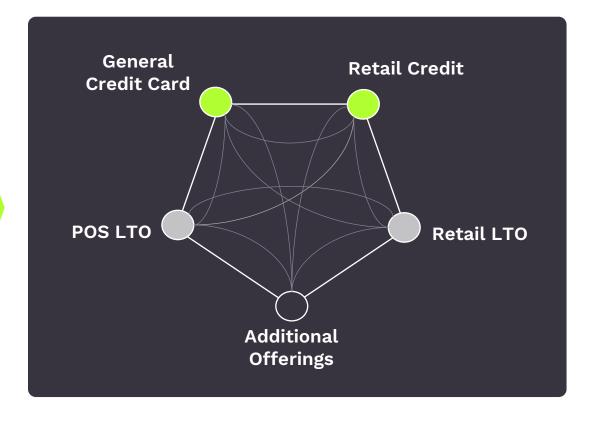
### **New Financial Solutions**

Adjacent and complementary products to increase customer opportunity through expanded access



### **Elevate Consumer Opportunity**

Platform that continuously engages customers, provides financial options, and customer loyalty



Upbound – Strategic Priorities

# **Expanding Offering Beyond Lease-to-Own**



Increase Financial Solutions Options

Expand Addressable Market Beyond Durable Goods





### **General Purpose Credit Card**

Offered to qualified Upbound customers

Enable everyday spending for underserved consumers

Elevate access to traditional financing solutions

Increase customer loyalty and retention

**UPBD Economics** 

Upfront fee per account + % share of balances

**UPBD Capital** 

None

**UPBD Credit Risk** 

None

**Opportunity** 

Millions of active and former UPBD customers

### **Retail Credit & Lease Solution**

Grow retailers' sales and attract more customers

Allow expansion beyond durable goods

Single integration with combined product offering

Increase customer and retailer retention

**UPBD Economics** 

Fee based on % of purchase volume

**UPBD** Capital

None

**UPBD Credit Risk** 

None

**Opportunity** 

~31K existing SMB retailers and new retailers

Summary terms refer to the retail credit offering only, not LTO

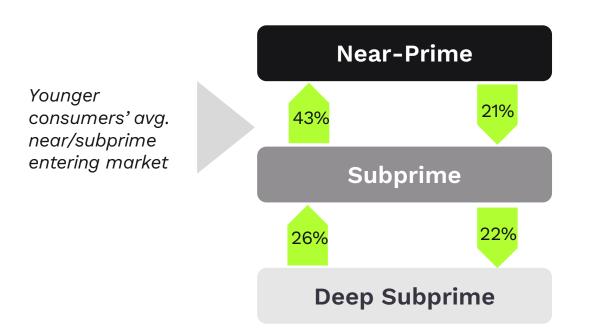
Estimated \$25-\$40 million of incremental EBITDA on a run-rate annualized basis White-label launch expected late 2023 or early 2024

# 3 Optimize Offerings

#### Consumers

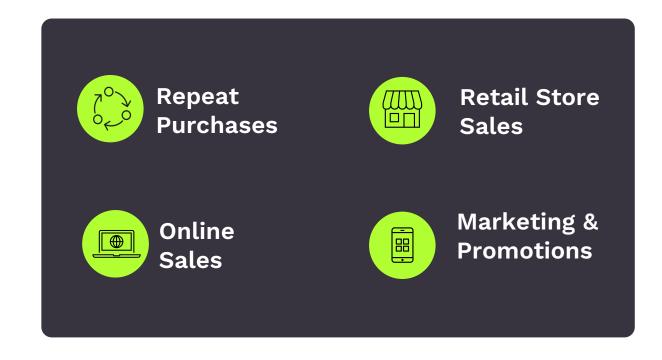
Become consumers product of choice to reach the next step in their financial journey; provide opportunity when circumstances change

#### **Consumer Movement** (YoY Change)



### Retailers

Develop solutions that better enable our retailers to access our customers & customers to shop at our retailers



Source: CFPB Office of Research: Credit Score Transitions.



### Our Digital Footprint has Delivered Exceptional Results

5.1M
Applications Processed in 2022

57% 4-year CAGR RAC Web Growth \$9B Approvals in 2022

40M

Payment

Transactions in 2022

### **Digital Product Portfolio**

### Acquire



E-commerce & Digital Marketplace



Customer Data Platform



Decision & Risk Engine



Retailer Integration
API Suite



Inventory Management

# 

**Transact** 

Mobile Apps Acima | RAC



RAC Store Systems



Acima LTO PaaS

#### Service



Digital Payments
Platform



Account Management



Retention Engine



Fleet Management Upbound – Technology

# And We are Just Getting Started

Winning beyond the core with hyper-personalization



### **Expected Outcomes**

5% reduction in negative lease outcomes

**6-10%** improvement in application completion rate

Low double digit GMV growth annually

70% reduction in fulfillment time

**3-4%** RAC & **6-8%** Acima Reduce losses by segment to target levels

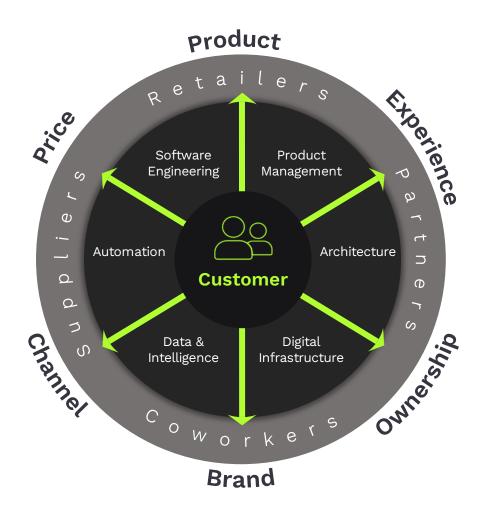
**10-15%** reduction in auto-claims

2x Acima MarketPlace GMV

**\$25 – \$40M** EBITDA on Annualized run rate

### Creating Expanded Gateways to Unlock the Power Of Choice

Financial Access | Deeper Engagements | Growth



### **Technology Domains**



#### Data & Intelligence

Ubiquitous, Trustworthy, & Secure



#### **Software Engineering Excellence**

Speed, Productivity, & Quality



#### **Platform Oriented Architecture**

Modular, API Driven, & Reusable



#### **Professionalized Product Management**

Digital as a Source of Distinction



#### **Resilient Digital Infrastructure**

Availability, Performance, & Security



#### **Insight Driven Automation**

Support, Decision Making, & Minimize Risk





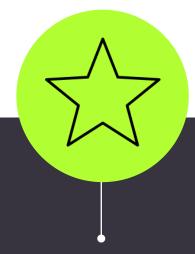
Anthony Blasquez

## Leading Dedicated Lease-to-Own Retail Platform



### Established Leader in Financial Access

- 50-year history
- 98% of transactions are LTO
- Minimal info required, flexible payment, and agreement terms



### Access to Top Quality, **Durable Goods Brands**





















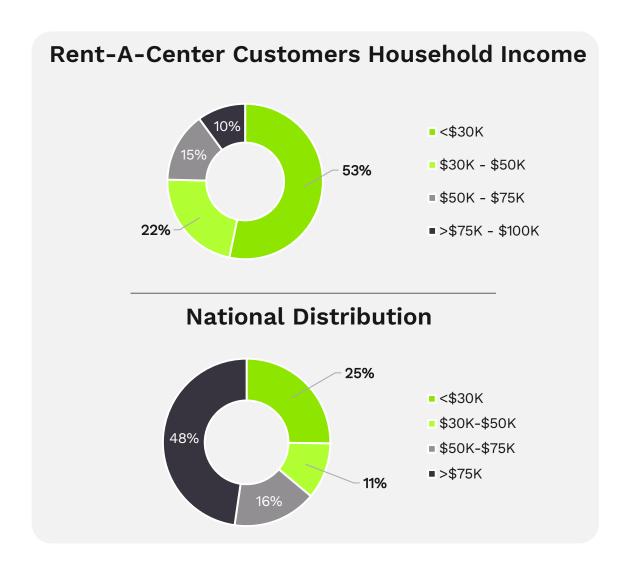
- ~2,300 retail locations with strong local presence in U.S. and 126 MX locations
- Growing digital business



### **Strong Customer** Value Proposition

- Quality products
- No credit needed
- Lifetime reinstatement
- Free delivery & service

# Serving a Set of Consumers with Specific Needs





# A Differentiated Business Model to Meet Consumers' Needs



# Our Local Store Base and Co-Workers are a Key **Strategic Asset**

Last Mile Service

#### Product Deliveries, Returns, and Service

- Enables quick, flexible, and reliable delivery, pickups, and service
- Ease of returns allows for deeper underwriting of customers

Sales Marketing

#### **Brand Awareness & Sales Performance**

- Enhances search engine optimization
- Local "touch" elevates web and non-web sales conversion
- Local showrooms for products

Account Management

#### **Customer Payments & Local Collections**

- ~50% of payments made via store
- Local in-person identity verification
- Encourages on-time payments and limits fraud







~9,000 Coworkers 2,800 Vehicles

~2,400 Stores

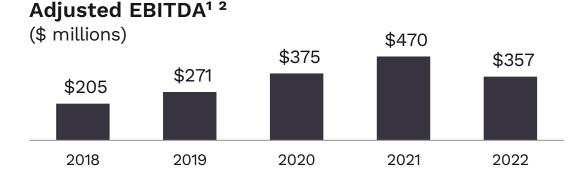
Across 50 States, Puerto Rico, and Mexico



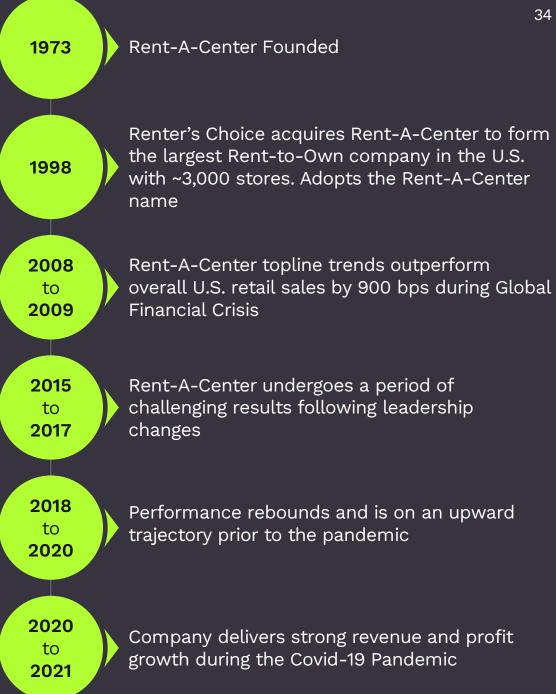


# **History of Stable Revenues** & Strong Profits and Cash Generation





- 1. Includes only Rent-A-Center Business segment.
- 2. Adjusted EBITDA is a non-GAAP financial measure, see Non-GAAP reconciliations in the appendix.



# Macro Impact on Profits is Normalizing





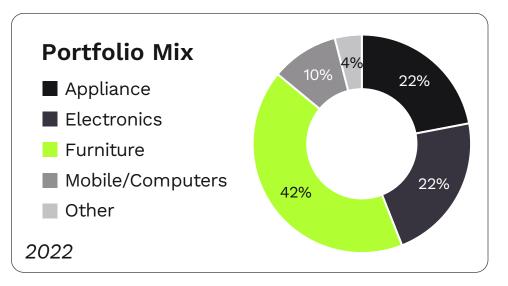
<sup>1.</sup> Adjusted EBITDA is a non-GAAP measure, see Non-GAAP reconciliations in the appendix.

## **Snapshot of the Business**



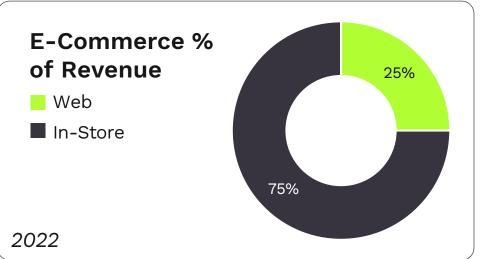






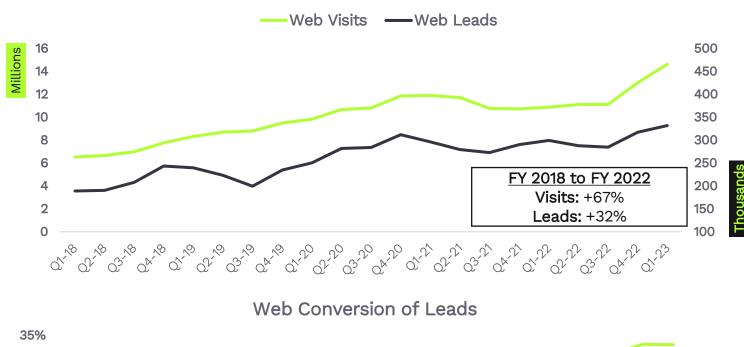






# Strong E-Commerce Growth





Web Visits and Lead Volume



## **Key Initiatives**



Website Optimizations



Centralized Decisioning



Full Online Transactions



Extended Aisle



Pre-rented Products

# **Our Opportunity to Drive Growth**

Significant Internal Opportunities

Five-year look-back

5.1M

Unique web customer leads



3.3M

Unique customers served



Large Untapped Addressable Market

>40M

Customers



## **Strategic Priorities**

Efficiently grow customers and lifetime value

Grow Customers

Convert more customers & attract new prospects

- 2 Increase Customer Lifetime Value Retain more customers & upsell and cross-sell
- 3 Improve Operational Efficiencies
  Increase productivity, while progressing
  underwriting capabilities

#### **RAC Omni-Channel**





## **Grow Customers**



## Conversion

## **Increase E-Commerce Throughput**

Make meaningful web enhancements to reduce friction & boost throughput

## **Central Sales Support**

Expand central sales function to lift sales conversion capacity at all levels

## **Strengthen Local Presence**

Drive store sales results via elevated talent and technology investments



## **Attract New Prospects**

## **Marketing**

Drive new prospects to the web and stores

## **New Products & Sourcing**

Attract new customers through diverse product offering

## **Partnerships & Synergies**

Create new customer access points by leveraging the full Upbound ecosystem



## 2 Increase Customer Lifetime Value



## Retention

## **Enhance Our Value Proposition**

Increase customer loyalty through new program flexibility and gamification

#### **Personalize Offers**

Increase customer agreement longevity via surgical pricing optimization and offers

## **Improve Customer Experience**

Reduce customer journey friction points and empower customers by evolving the Omni-channel



## **Upsell & Cross-Sell**

### Personalized Digital Sales

Increase lifetime agreements per customer via journey-based digital personalization

## **Customer Relationship Sales**

Leverage high-touch, local store presence to upsell and cross-sell active customers

## **New Products and Services**

Introduce unique new products and services to our existing customers



# Improvement of Operational Efficiencies



## **Increase Productivity**

### Centralize & Digitize

Enable sales and collections activities across the Omni-channel to improve capacity and experience

## Launch New Technology

Implement and evolve new in-store and logistics technology to optimize, lift capacity, and experience

## **Test New Operational Concepts**

Experiment with new concepts of our store operations while testing new systems & processes



## **Underwriting & Losses**

#### **Introduce New Tools**

Explore and launch new tools to enhance underwriting accuracy to prevent fraud and lower losses

## **Expand Predictive Behavioral Modeling**

Build additional advanced predictive modeling capabilities to improve collections

# **Key Takeaways**

High value proposition for customers creates a resilient business with strong profitability and cash flow generation



Proven, stable track record of sustained profits



Evolved through pandemic with larger e-commerce presence



Performance normalizing from macro headwinds in 2022



Opportunities to grow and support margins

#### **Estimated Business Growth**

2023 - 2026 (CAGR)

	Low	High	
Revenue Growth	2%	4%	
Adjusted EDITDA	3%	6%	
Adjusted EBITDA Margin	Mid-to-H	Mid-to-High Teens	

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# Break

Return in 15 minutes.

















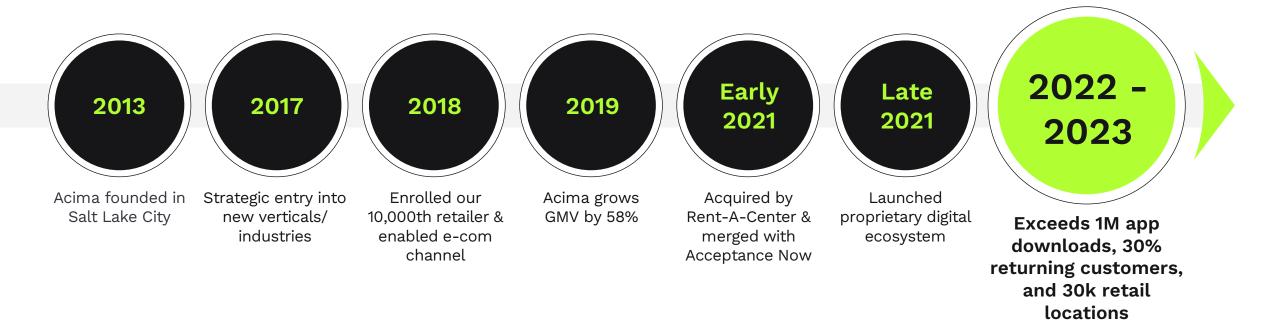




Tyler Montrone



# **Our History**

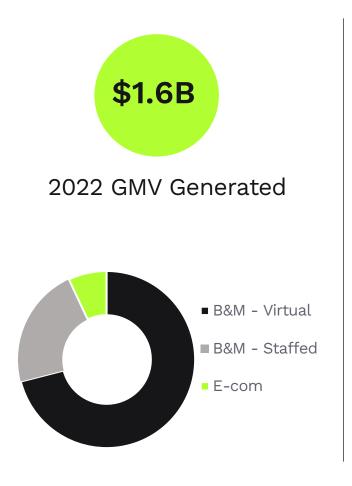


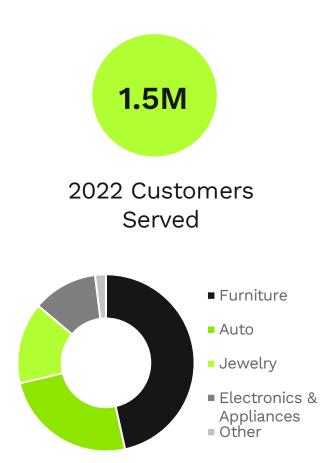
What We Do

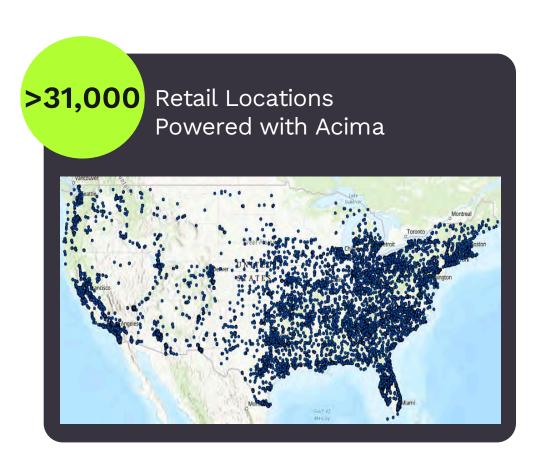
Provide a seamless, transparent, and repeatable Omni-channel lease-to-own platform preferred by *retailers* and non-prime *consumers* 

# A Leading Fintech Platform

Delivering high growth in the Virtual Lease-to-Own Market for a decade







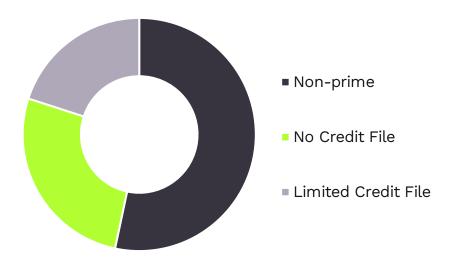
# Serving Two Large Sets of Customers with Unmet Needs

### \$45-\$55B Total Addressable Market Accessed Through Two Channels



#### **Consumers**

Significant Adult Population Who Lack Access 106M | 57M Non-prime & 49M with no-to-limited credit file





#### Retailers

Large Durable Goods Retailer Base to Impact 280K Retailers → 450K Locations In U.S.



Wheel & Tire



Furniture



Electronics & Appliances



Jewelry



Other

## Platform that Enables Consumers & Retailer Commerce

# Consumers Acima Value Creation

Shopping power for those who may not qualify for credit

Enables access to broader set of retailers and brands

Flexible payments with the ability to return

No credit option

Terminate without penalty

# acima

## **Platform**

- Proprietary Technology, Data Analytics, & Underwriting
- Online & In-store Checkout Solutions
- Small to Enterprise Retailers
- Virtual and Staffed Models
- Ability to access multiple financial solutions

# Retailers Acima Value Creation

Convert credit declined customers

Add new customers who know Acima

Improve retention & repeat customers

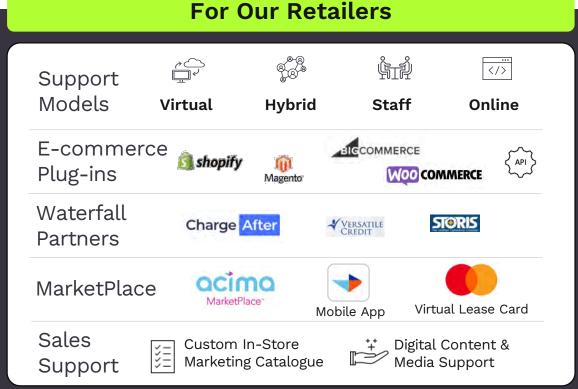
Increase revenue and profits



## **Our Platform and Products**

Technology developed to seamlessly allow our retailers and customers to transact



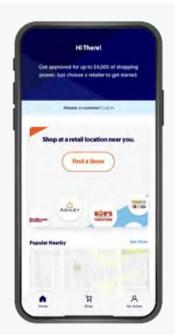


SupportPaymentsUnderwritingCommunicationsPricing & Promotions

# **Customer Experience**

Simple • Intuitive • Flexible

**Shop >30k Locations** 



- On Our Site
- Our Partners' Site
- Our App
- In-store

**Apply** 



- On your device
- Stores device
- Minutes

**Approved** 



- Use Online
- Use Instore
- Seconds

Checkout



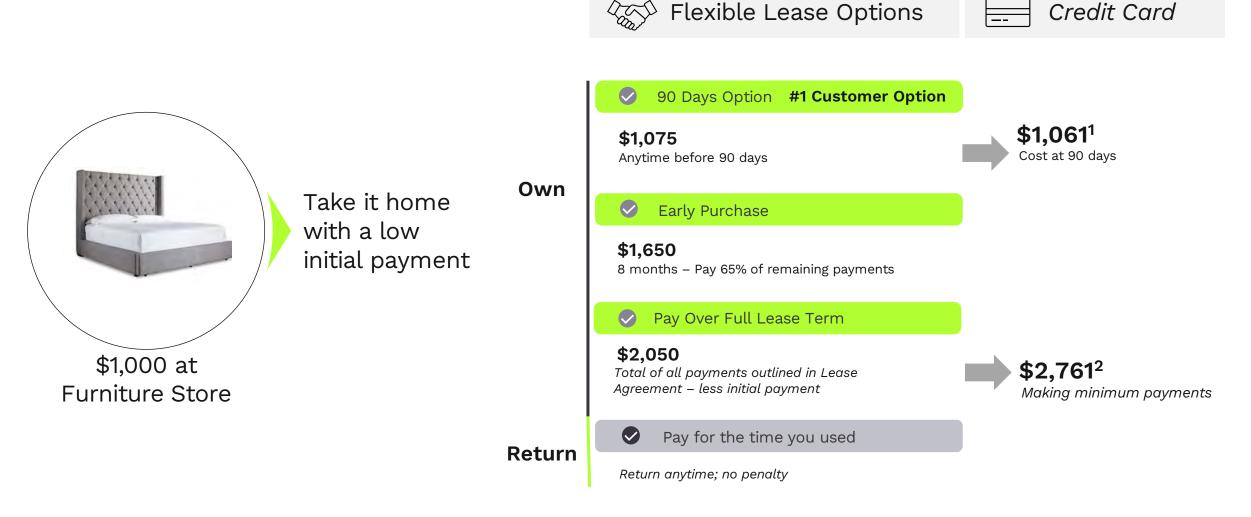
- Make Initial Payment
- Sign Lease Agreement
- Pickup or Get Delivered

Manage



- Make Payments
- Return Products
- View history

## Flexible Transaction Value



- 1. Three equal monthly payments at 30% interest, and includes monthly prorated amount of \$100 annualized fee.
- 2. Assumes making minimum payments at 30% interest rate with minimum payment being interest +1% of balance.

# **Merchant Experience**

Simple • Intuitive • Flexible

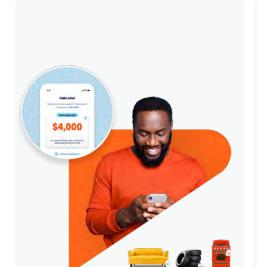
**Engage Customers** 

**Attract Customers** 

**Convert Customers** 

**Transact** 

Re-Engage



Easy to understand value proposition



Highlighted on Acima.com & Mobile App



Materials to make engagement easy

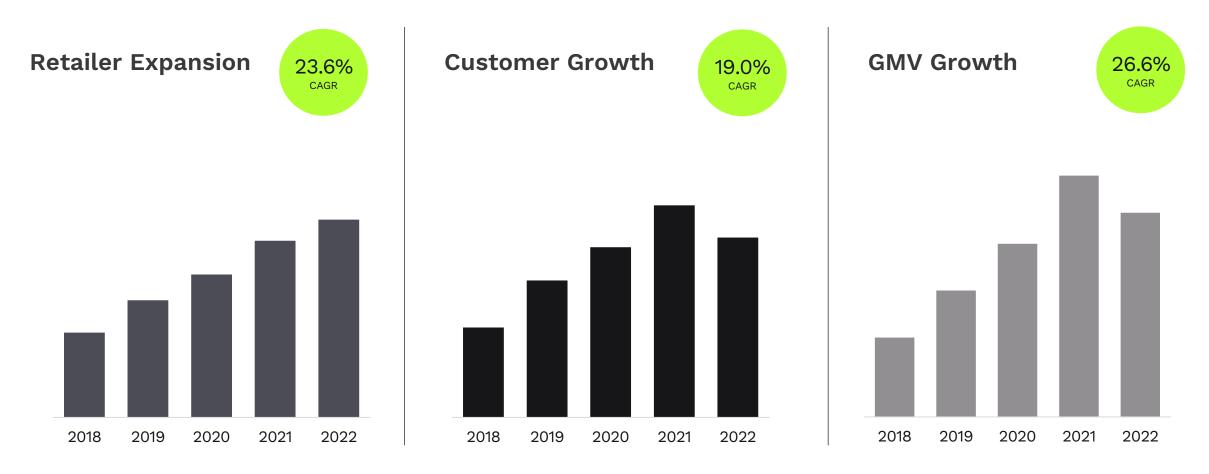


Track Pipeline of All Interested Customers



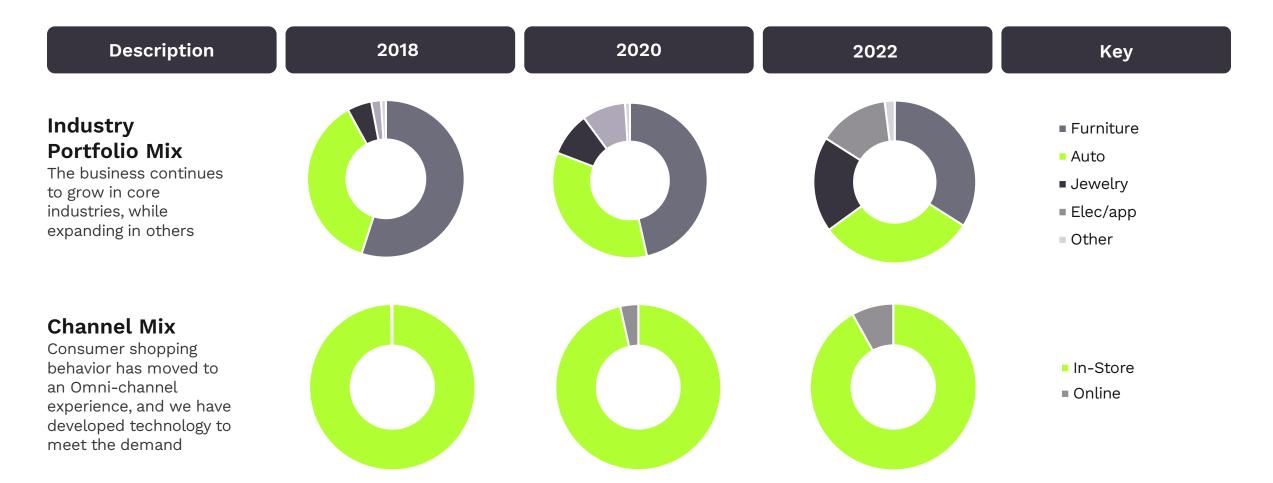
Marketing Journey to Encourage Another Lease

# We Have Delivered Strong Growth



Growing our retail network has been the primary historical driver of growth for our business

## **Diversified Into New Products and Channels**



We have continued to strengthen the business through diversifying channels, industries, and retailers

Note: Excludes legacy ANOW Business.

# Underwriting at the Center of Our Platform

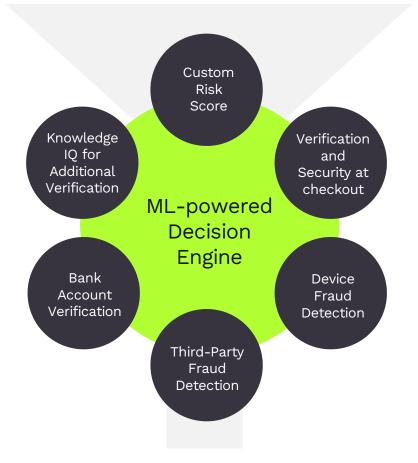
#### **Fast**

Aggregates thousands of data points from dozens of sources to render a decision in seconds

**Proprietary** 

Internally developed fraud and scoring model

Data from more than 10+ million customers guides underwriting



Adaptive Decisioning

#### Granular

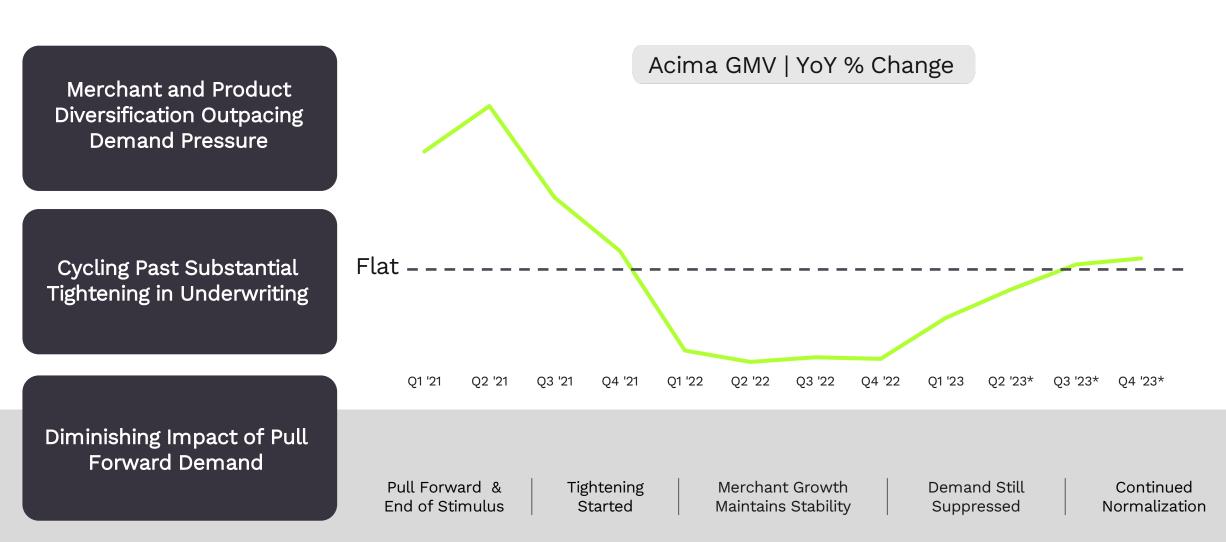
Customer behavior allows Acima to tailor the risk profile for retailers, driving optimal outcomes at an industry level

#### Governed

The model and its outcomes are overseen by a committee with substantial deep subprime experience

## **Return to Growth 2H'2023**

Headwinds that drove a 23% decrease in GMV for 2022 should continue to abate in the second half of 2023



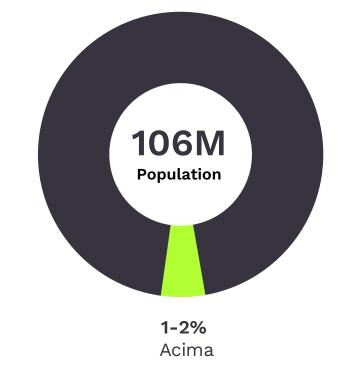
# Significant Long-Term Growth Opportunities

Our estimated market share measured across our industry & consumer bases remains underpenetrated

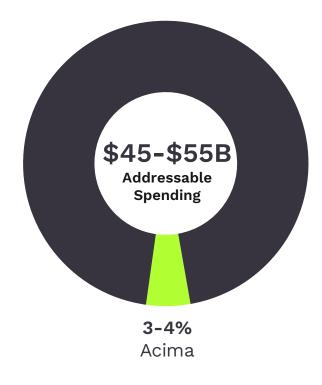
Merchant Locations that Offer Consumer Durable Goods



U.S. Adult Population that Could Use Lease-to-Own Solution



Estimated Annual Addressable Lease & Rent-to-Own Market



# Strategic Priorities to Enable Growth

1

## Grow Retailer Base



Enhance our network of retailers and create innovative ways to shop

2

## Increase Lifetime Value



Increase the lifetime value of customers and retailers

3

## Improve Profitability



Continuously improve our operations in order to deliver customer, retailer, and shareholder value



## **Grow Retailer Base**

#### **Retailer Expansion**

Expand our retailer base to provide more choice across the Acima network



Improve market share in our core verticals



Expand Acima in new verticals



Expand strategic partnerships to enable Acima in more places

#### **Consumer Choice**

Develop solutions that put shopping power and choice in the hands of consumers – attracting more retailers



Grow LeasePay technology that enables customers to shop beyond Acima partners

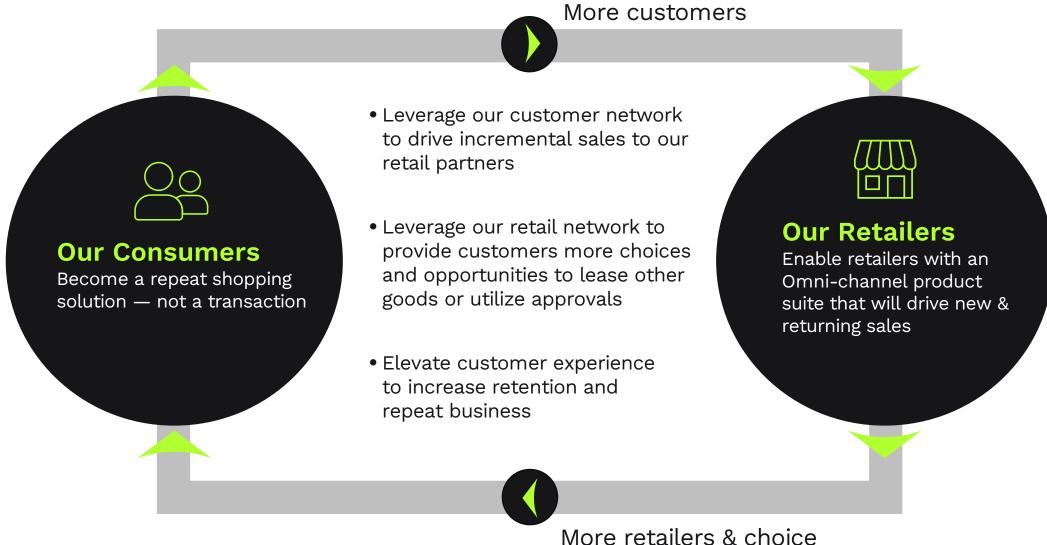




Improve new and returning customers approval process, and identify retailers where they can use their Acima Approval online & in-store



## Increase Lifetime Value







# **Improve Profitability**

#### Risk

Continuously improve risk & underwriting, while also leveraging Upbound assets and data



Leverage data across all business lines to enhance decisioning



Invest in solutions that will continue to reduce fraud in an increasing digital business



Leverage Upbound people, process, and strategies for efficient call center operations

#### **Operations**

Create efficiencies and execute on synergies across the Upbound business to maintain strong margins



Enable automation and process efficiency



Expand the use of the RAC fleet to aid in pick-ups and collections for Acima segment



Continue to execute cost containment and synergies



## **Additional Opportunities**

# SMB Integrated Offering (Credit + Leasing)

#### **Retailer Value**

- Single integration with two products
- Higher conversion rates
- Increase loyalty & repeat business

#### **Customer Value**

- Access to traditional financing supported by past payment history
- Opportunity to improve financial position
- Create options

# **Enterprise Partnerships**

#### **Increased Interest**

- Macro-environment is increasing interest in customer & sales growth
- Acima helps unlock benefits for partners

#### **Build on Our Portfolio**



















# **Key Takeaways**

Scalable platform with a diversified approach to enable sustainable growth



Large, untapped market opportunity focused on two large stakeholders:
Consumers and Retailers



Platform emphasizing customer and merchant experience with a strategic underwriting process



Robust opportunities to invest in growth initiatives and optimize margins

## **Estimated Business Growth**

2023 – 2026 (CAGR)

	Low	High
GMV	10%	12%
Revenue Growth	10%	12%
Adjusted EBITDA	8%	12%
Adjusted EBITDA Margin	Low-Mid Teens	



# upbound

Financial Overview



Fahmi Karam

## Proven and Scalable Business Model to Capture Opportunity

Two core business segments with complementary commercial and financial attributes that generate a stable and strong stream of free cash flow, with significant opportunity for long-term growth









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- 50-year established brand that serves a need to a large segment of the population
- Track record of outperformance in economic and credit down cycles
- ~70% gross margin from wholesale COGS
- Strong free cash flow generation



- Large and underpenetrated addressable market
- Market leading digital platform with over one million app downloads
- Asset-light model with low fixed costs and robust margins
- Solid free cash flow conversion

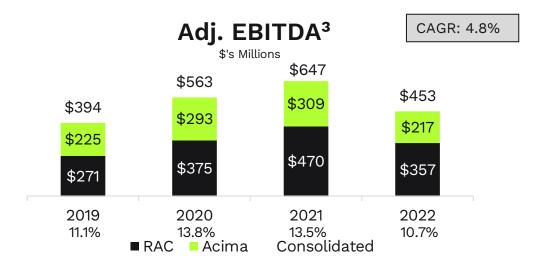


- Compelling market offering with the ability to leverage both segments to drive revenue and cost savings synergies
- Optionality for significant incremental growth from potential market extensions
- Over \$1 billion of free cash flow since Q1 2020
- Returned \$730 million in capital to shareholders since Q1 2020

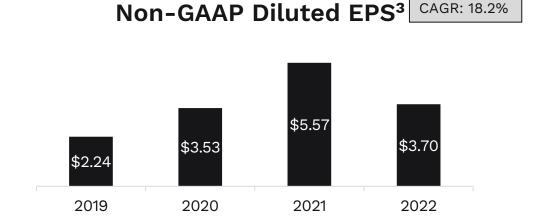


# Strong Growth, Profitability, and Cash Flow<sup>1</sup>





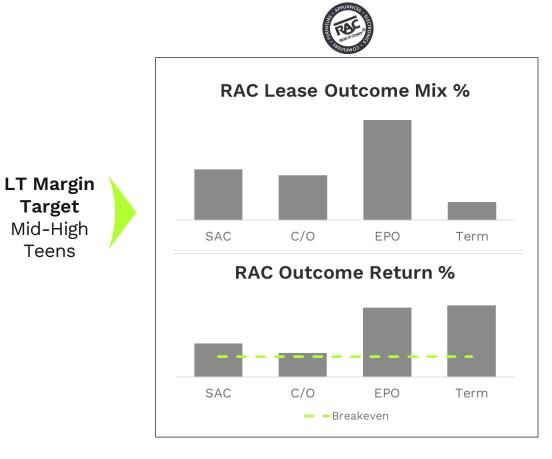




- 1. Revenue and adjusted EBITDA are presented on a pro-forma basis for the acquisition of Acima in February 2021. Free Cash Flow and EPS are presented as reported.
- 2. Consolidated revenue in FY21 lower by \$55M year-over-year due to the impact of refranchising approximately 100 RAC locations in December 2020.
- 3. Non-GAAP financial measure, see reconciliations in the appendix. Prior to 2022, we did not exclude stock-based compensation in our adjusted EBITDA.

# Driven by Solid Underlying Unit Economics

Most customers opt to exercise a purchase option, either by Same-as-Cash (SAC) or Early Payout Option (EPO). On average, RAC covers wholesale costs in all scenarios. SAC is the most likely outcome at Acima which drives overall level of profitability.

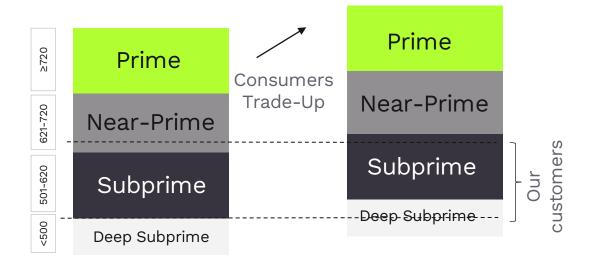




LT Margin
Target
Low Double
Digits to
Mid-Teens

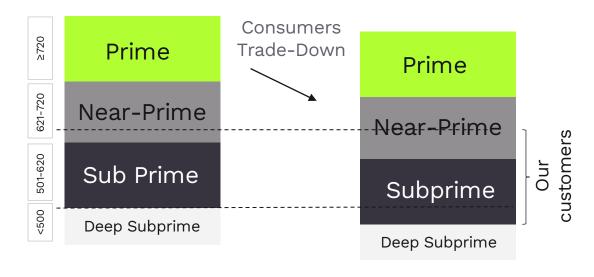
# Resilient Business Model that Performs Well Across Cycles

# Normal vs. Strong Macroeconomic Conditions



Acquire new customers who have "traded up" due to improving macroeconomic conditions.

# Normal vs. Weak Macroeconomic Conditions



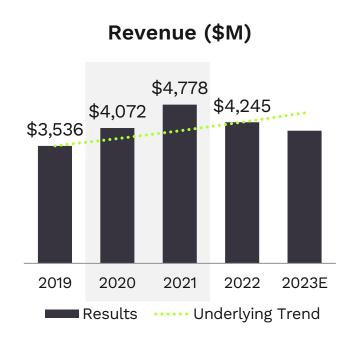
Acquire new customers who have "traded-down" while maintaining optionality to expand our customer base.

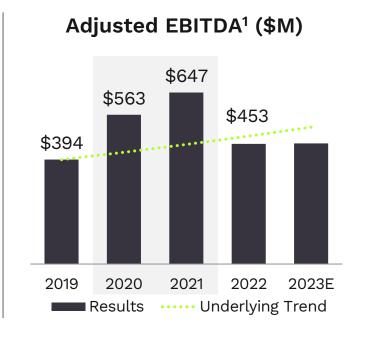
Note: Cut-off and target customers for illustrative purposes only.

Financial Overview

## 2023 Should Be a Normalized Base for Growth

Pandemic-related stimulus drove high portfolio values and revenue, as well as low loss rates, in 2020 and 2021. 2022 benefited from large portfolio, however inflation took a toll on consumer demand and performance. After underwriting actions, Q1 2023 indicated that customer patterns and losses were normalizing. We believe 2023 will set up growth for 2024 and beyond.





	Full Year 2023	
Guidance (as of May 4, 2023)	Low	High
Revenues (\$B)	\$3.8	\$4.0
Adjusted EBITDA Excluding Stock Based Compensation (\$M)	\$395	\$435
Non-GAAP Diluted EPS	\$2.70	\$3.20
Free Cash Flow (\$M)	\$200	\$235

All figures are presented on a pro-forma basis.

# **Underwriting Improvements**

Continuous improvements to underwriting, fraud protection, and risk management increase efficiency and returns

#### **Underwriting**

- Granular decisioning framework enables risk identification and ability to assess loss/volume trade-offs
- Optimizing approve/decline and lease assignment strategy with continuous testing
- Leveraging data and risk insights across the enterprise

#### **Fraud**

- New fraud solutions reduce frictions
- Machine learning fraud models improve e-commerce returns
- Fraud management frameworks detect and take real-time action

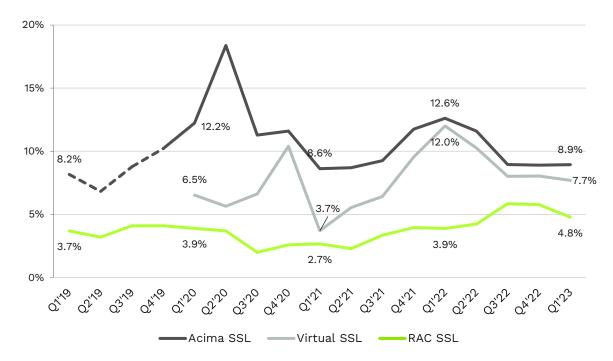
#### **Risk Management**

- Established KPI-based thresholds to optimize lease originations by individual segments
- Continuous monitoring of key metrics enables targeted corrective action
- Underwriting decisioning based on profitability and risk resilience

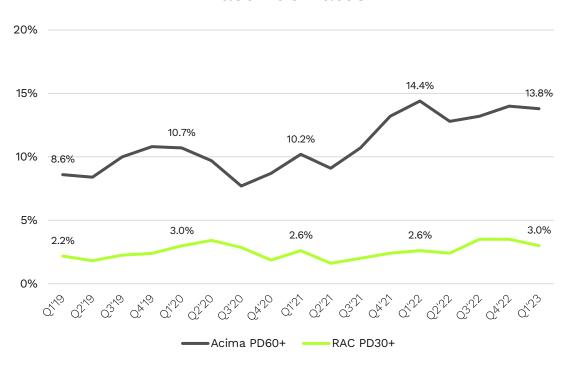
## **Risk Indicators Demonstrate Positive Trends**

Disciplined underwriting produced significant improvement in delinquencies and losses





#### **Past Due Rates**



Note: Skip Stolen Loss Rate (SSL) = Skip Stolen Losses as a % of revenue.

Note: Acima SSL for 2019 only includes the ANOW business.

Note: Access to rates for Virtual SSL begins Q1'20.

### We Have Levers to Support Profitability

#### **Productivity**



Grow GMV and portfolio



Shared Services Model and Centralize Account Management



**Grow E-Commerce** 



Fleet Optimization

### **Synergy**



Adopt RAC's Best Practices for Product Returns at Acima



Share Customer Risk Data Across Business Units



Launch New Credit Products



Leverage Economies of Scale to Optimize Purchasing Power for Inventory

### **Strong Financial Position**

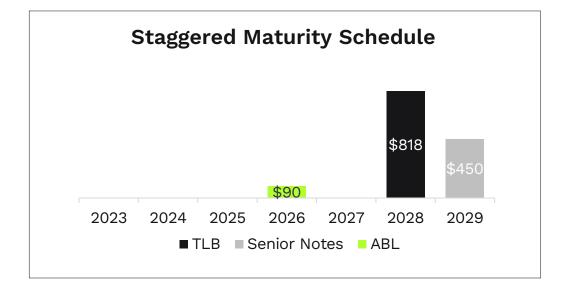
#### **Solid Credit Profile**

- Liquidity of \$560M at Q1 2023
- \$1.4 billion outstanding debt
  - \$90 million ABL (2.00%+SOFR)
  - \$818 million TLB (3.25%+Libor)
  - \$450 million Senior Notes (6.375%)

- Ample free cash flow to support debt levels
  - Leverage ratio: 2.6x at the end of Q1 2023
  - Interest coverage ratio: 3.3x at end of Q1 2023
  - Fixed charge coverage ratio: 1.2x at the end of Q1 2023
  - Credit ratings: Moody's Ba2 and S&P BB-

#### **Ample Liquidity**

- Operational cash flows sufficient to fund inventory purchases, without relying on capital markets
- Ended Q1 2023 with \$172 million of cash and \$397 million available under a \$550 million asset-based lending facility



### Capital Allocation to Drive Shareholder Value

Disciplined capital allocation strategy with a focus on optimizing long-term shareholder value

- 1 Reinvest in the business
- 2 Pay dividends
- 3 Reduce debt
- 4 M&A opportunities
- 5 Share repurchases

#### **Optimizing Shareholder Value**

\$ millions	2021	2022	2023 Q1
Operating Cash Flow	\$ 392	\$ 469	\$ 105
Uses of Cash Flow			
Сарех	(62)	(61)	(10)
Dividends	(72)	(79)	(26)
Debt Reduction (post-Acima acquisition)	0	(209)	(42)
Share Repurchases	(390)	(75)	_

- Reinvestment in the business, Capex of \$55-\$65M or 1.5% of revenue
- Returned ~\$490M of capital to shareholders through share repurchases from Q1 '20 –Q1 '23
- Strong dividend yield of 4.3% as of 5/19/23

Financial Overview

### Shareholder Value Creation Algorithm 2023-2026

#### **Estimated Business Growth**

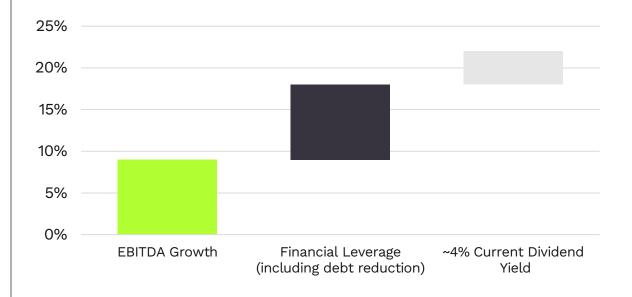
2023 - 2026 (CAGR)

	Low	High
Consolidated Revenue	6.0%	8.0%
Rent-A-Center	2.0%	4.0%
Acima	10.0%	12.0%

Consolidated Adjusted EBITDA	8.0%	10.0%
Rent-A-Center	3.0%	6.0%
Acima	10.0%	12.0%

#### Annual Total Shareholder Return Illustration<sup>1</sup>

TSR Algorithm Mid-Point 2023 – 2026



High Teens – Low 20% Annual TSR

Estimated \$650-\$850 million of cumulative free cash flow generation

<sup>1.</sup> TSR is for illustrative purposes and not a company projection. Assumes annual dividend payments of ~\$75 million, no share repurchases, and all remaining cash flow used to pay down debt at ~7% interest rate.

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Closing Remarks



### Key Investment Highlights

- Industry leader within a large and underserved market
  - Leader in LTO space with retail and virtual lease-to-own capabilities
    Estimated \$45-\$55 billion market with 106 million non-prime core consumers
- Proven model with 50 years at RAC and 10 years at Acima

  Ability to shift target consumer base depending on traditional lender's risk appetite
- Key competitive differentiators

  Local presence with fleet of vehicles for last-mile delivery

  Proprietary technology and data analytics

  Ability to offer multiple growth avenues with a single partner across both operating platforms RAC and Acima
- Growth opportunities to expand into adjacent products and services

  Recently announced partnership with Genesis Financial Solutions

  Ability to add products to our platform to meet additional needs of underserved consumers
- Strong liquidity and free cash flow generation that supports growth and shareholder value Stable and robust cash flow generation with an estimated \$650-\$850 million accumulated FCF 2024-2026 Robust dividend yield with track record of returning capital to shareholders
- Leadership has a strong track record in the industry and in key strategic functions

  Long tenured, seasoned RTO/LTO operators

  Key positions filled over the past 12 months with robust functional expertise

## Thank you

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# Reconciliation of Net Earnings Excluding Special Items and Non-GAAP Diluted Earnings Per Share

(In thousands)	Gross Profit		Opera	ating Profit	gs Before ome Tax	Tax	Expense	Net	Earnings	Earnings Share
GAAP Results	\$	2,079,532	\$	148,538	\$ 61,471	\$	49,114	\$	12,357	\$ 0.21
Plus: Special Items (Extraordinary, Unusual or Non-Recurring Gains or Charges)										
Acima equity consideration vesting		-		143,210	143,210		15,431		127,779	2.16
Acima acquired assets depreciation and amortization $^{(1)}$		(2,853)		77,939	77,939		8,397		69,542	1.18
IT Asset disposals		-		5,808	5,808		626		5,182	0.09
Cost savings initiatives		-		1,726	1,726		186		1,540	0.03
Store closure costs		-		1,368	1,368		147		1,221	0.02
Retail partner conversion losses		-		1,169	1,169		126		1,043	0.02
State tax audit assessment reserves		-		1,165	1,165		126		1,039	0.02
Legal settlement		-		(831)	(831)		(90)		(741)	(0.01)
Legal settlement reserve		-		650	650		70		580	0.01
Hurricane impacts		-		249	249		27		222	-
Other		-		(210)	(210)		(23)		(187)	-
Acima Transaction costs		-		187	187		20		167	-
Discrete income tax items		-		-	-		1,532		(1,532)	(0.03)
Non-GAAP Adjusted Results	\$	2,076,679	\$	380,968	\$ 293,901	\$	75,689	\$	218,212	\$ 3.70

<sup>1)</sup> Includes amortization of approximately \$64.9 million related to the total fair value of acquired intangible assets, incremental depreciation of approximately \$15.9 million related to the fair value increase over net book value for acquired software assets, and a depreciation credit adjustment of approximately \$(2.9) million related to a step-down of estimated fair value below net book value for acquired lease merchandise.

# Reconciliation of Net Earnings Excluding Special Items and Non-GAAP Diluted Earnings Per Share

(In thousands)	Gr	Gross Profit		ating Profit	ngs Before come Tax	Tax	Expense	Net	Earnings	Diluted Earnings per Share	
GAAP Results	\$	2,235,012	\$	280,539	\$ 194,304	\$	59,364	\$	134,940	\$	2.02
Plus: Special Items (Extraordinary, Unusual or Non-Recurring Gains or Charges)											
Acima equity consideration vesting		-		127,060	127,060		-		127,060		1.90
Acima acquired assets depreciation and amortization $^{(1)}$		(14,265)		100,694	100,694		24,241		76,453		1.14
Acima Transaction costs		-		17,680	17,680		4,256		13,424		0.20
Legal settlement reserves		-		17,500	17,500		4,213		13,287		0.20
Acima integration costs		-		10,305	10,305		2,481		7,824		0.12
Hurricane impacts		-		1,424	1,424		343		1,081		0.02
Store closure costs		-		531	531		128		403		0.01
COVID-19 testing		-		293	293		71		222		-
State tax audit assessment reserves		-		161	161		39		122		-
Debt refinancing charges		-		-	15,582		3,751		11,831		0.18
Discrete income tax items				_			14,316		(14,316)		(0.22)
Non-GAAP Adjusted Results	\$	2,220,747	\$	556,187	\$ 485,534	\$	113,203	\$	372,331	\$	5.57

Includes amortization of approximately \$101.7 million related to the total fair value of acquired intangible assets, incremental depreciation of
approximately \$13.2 million related to the fair value increase over net book value for acquired software assets, and a depreciation credit
adjustment of approximately \$(14.2) million related to a step-down of estimated fair value below net book value for acquired lease merchandise.

# Reconciliation of Net Earnings Excluding Special Items and Non-GAAP Diluted Earnings Per Share

(In thousands)	Gross Profit		Gross Profit Operating Profit		ngs Before come Tax	Tax Expense		Net Earnings		Diluted Earnings per Share	
GAAP Results	\$	1,672,152	\$	237,336	\$ 222,779	\$	14,664	\$	208,115	\$	3.73
Plus: Special Items (Extraordinary, Unusual or Non-Recurring Gains or Charges)											
California refranchise store sale		-		16,600	16,600		4,430		12,170		0.22
Legal settlement reserves		-		7,900	7,900		2,108		5,792		0.10
Acima Transaction costs		-		6,400	6,400		1,708		4,692		0.08
Legal settlement		-		(2,800)	(2,800)		(747)		(2,053)		(0.04)
Store closure costs		-		2,089	2,089		557		1,532		0.03
Asset disposals		-		1,804	1,804		481		1,323		0.02
Cost savings initiatives		-		1,583	1,583		422		1,161		0.02
State tax audit assessment reserves		-		1,225	1,225		327		898		0.02
COVID-19 impacts		-		1,153	1,153		308		845		0.02
Nationwide protest impacts		-		942	942		251		691		0.01
Insurance reimbursement proceeds		-		(341)	(341)		(91)		(250)		-
Discrete income tax items				-			37,986		(37,986)		(0.68)
Non-GAAP Adjusted Results	\$	1,672,152	\$	273,891	\$ 259,334	\$	62,404	\$	196,930	\$	3.53

# Reconciliation of Net Earnings Excluding Special Items and Non-GAAP Diluted Earnings Per Share

(In thousands)	<i>,</i>			ating Profit	ngs Before ome Tax	Tax Expense		Net Earnings		Diluted Earnings per Share	
GAAP Results	\$	1,644,071	\$	253,859	\$ 223,783	\$	50,237	\$	173,546	\$	3.10
Plus: Special Items (Extraordinary, Unusual or Non-Recurring Gains or Charges)											
Vintage Merger termination settlement		-		(92,500)	(92,500)		(21,330)		(71,170)		(1.26)
Headquarters sale		-		(21,819)	(21,819)		(5,031)		(16,788)		(0.30)
Legal and professional fees		-		21,429	21,429		4,941		16,488		0.29
Legal settlements		-		12,896	12,896		2,974		9,922		0.18
Cost savings initiatives		-		10,234	10,234		2,360		7,874		0.14
Store closures		-		7,358	7,358		1,697		5,661		0.10
State tax audit assessments		-		2,381	2,381		549		1,832		0.03
Insurance reimbursement proceeds		-		(1,147)	(1,147)		(264)		(883)		(0.02)
Legal settlement reserves		-		440	440		101		339		0.01
Debt refinancing charges		-		-	2,168		698		1,470		0.03
Discrete income tax items		-		-	-		3,194		(3,194)		(0.06)
Non-GAAP Adjusted Results	\$	1,644,071	\$	193,131	\$ 165,223	\$	40,126	\$	125,097	\$	2.24

## Reconciliation of Operating Profit to Adjusted EBITDA (Consolidated and by Segment)

(in thousands)	Rent-A-Center Business		Acima		Δαίι		Me	xico	Franc	hising	Co	rporate	Conso	olidated
GAAP Operating Profit (Loss)	\$	334,525	\$	151,301	\$	6,267	\$	19,124	\$	(362,679)	\$	148,538		
Plus: Amortization, Depreciation		20,526		1,928		711		146		29,768		53,079		
Plus: Stock-based compensation		-		-		-		-		19,399		19,399		
Plus: Special Items														
Acima equity consideration vesting		-		-		-		-		143,210		143,210		
Acima acquired assets depreciation and amortization <sup>(1)</sup>		-		62,052		-		-		15,887		77,939		
IT Asset disposals		-		-		-		-		5,808		5,808		
Cost savings initiatives		118		(384)		-		-		1,992		1,726		
Store closure costs		1,368		-		-		-		-		1,368		
Retail partner conversion losses		-		1,169		-		-		-		1,169		
State tax audit assessment reserves		-		1,165		-		-		-		1,165		
Legal settlement		-		-		-		-		(831)		(831)		
Legal settlement reserve		-		-		-		-		650		650		
Hurricane impacts		249		-		-		-		-		249		
Other		-		77		-		-		(287)		(210)		
Acima Transaction costs		<u> </u>						<u>-</u>		187		187		
Adjusted EBITDA	\$	356,786	\$	217,308	\$	6,978	\$	19,270	\$	(146,896)	\$	453,446		

<sup>1)</sup> Includes amortization of approximately \$64.9 million related to the total fair value of acquired intangible assets, incremental depreciation of approximately \$15.9 million related to the fair value increase over net book value for acquired software assets, and a depreciation credit adjustment of approximately \$(2.9) million related to a step-down of estimated fair value below net book value for acquired lease merchandise.

## Reconciliation of Operating Profit to Adjusted EBITDA (Consolidated and by Segment)

Twelve Months Ended December 31, 2021

(in thousands)	-A-Center Isiness	A	Acima		exico	Franchising		Corporate		Consolidated	
GAAP Operating Profit (Loss)	\$ 448,905	\$	176,496	\$	7,858	\$	20,321	\$	(373,041)	\$	280,539
Plus: Amortization, Depreciation	18,588		2,122		511		93		33,516		54,830
Plus: Stock-based compensation	-		-		-		_		20,494		20,494
Plus: Special Items											
Acima equity consideration vesting	-		-		-		-		127,060		127,060
Acima acquired assets depreciation and amortization <sup>(1)</sup>	-		87,455		-		-		13,239		100,694
Acima Transaction costs	-		-		-		_		17,680		17,680
Legal settlement reserves	-		-		-		_		17,500		17,500
Acima integration costs	14		6,849		-		-		3,442		10,305
Hurricane impacts	1,276		148		-		_		-		1,424
Store closure costs	528		-		3		_		_		531
COVID-19 testing	293		-		-		-		_		293
State tax audit assessment reserves	 				_				161		161
Adjusted EBITDA	\$ 469,604	\$	273,070	\$	8,372	\$	20,414	\$	(139,949)	\$	631,511

<sup>1)</sup> Includes amortization of approximately \$101.7 million related to the total fair value of acquired intangible assets, incremental depreciation of approximately \$13.2 million related to the fair value increase over net book value for acquired software assets, and a depreciation credit adjustment of approximately \$(14.2) million related to a step-down of estimated fair value below net book value for acquired lease merchandise

# Reconciliation of Operating Profit to Adjusted EBITDA (Consolidated and by Segment)

(in thousands)	A-Center siness	Acima		Mexico		Franchising		Corporate		Cons	olidated
GAAP Operating Profit (Loss)	\$ 333,379	\$	\$ 57,847		5,798	\$	12,570	\$	(172,258)	\$	237,336
Plus: Amortization, Depreciation	19,912		2,066		413		40		34,227		56,658
Plus: Stock-based compensation	-		-		-		-		12,299		12,299
Plus: Special Items											
California refranchise store sale	16,600		-		-		-		-		16,600
Legal settlement reserves	-		-		-		-		7,900		7,900
Acima Transaction costs	-		-		-		-		6,400		6,400
Legal settlement	-		-		-		-		(2,800)		(2,800)
Store closure costs	2,052		-		37		-		-		2,089
Asset disposals	531		4		-		-		1,269		1,804
Cost savings initiatives	577		193		-		-		813		1,583
State tax audit assessment reserves	261		400		-		-		564		1,225
COVID-19 impacts	883		115		-		-		155		1,153
Nationwide protest impacts	942		-		-		-		-		942
Insurance reimbursement proceeds	(341)		_								(341)
Adjusted EBITDA	\$ 374,796	\$	60,625	\$	6,248	\$	12,610	\$	(111,431)	\$	342,848

# Reconciliation of Operating Profit to Adjusted EBITDA (Consolidated and by Segment)

(in thousands)	nt-A-Center Business		Acima		Mexico		Franchising		Corporate		solidated
GAAP Operating Profit (Loss)	\$ 235,964	\$	83,066	\$	5,357	\$	7,205	\$	(77,733)	\$	253,859
Plus: Amortization, Depreciation	20,822		1,533		401		45		38,303		61,104
Plus: Special Items											
Vintage Merger termination settlement	-		-		-		-		(92,500)		(92,500)
Headquarters sale	-		-		-		-		(21,819)		(21,819)
Legal and professional fees	-		-		-		-		21,429		21,429
Legal settlements	-		-		-		-		12,896		12,896
Cost savings initiatives	8,141		500		-		-		1,593		10,234
Store closures	7,222		-		136		-		-		7,358
State tax audit assessments	-		-		_		-		2,381		2,381
Insurance reimbursement proceeds	(1,147)		-		-		-		-		(1,147)
Legal settlement reserves	_				_				440		440
Adjusted EBITDA	\$ 271,002	\$	85,099	\$	5,894	\$	7,250	\$	(115,010)	\$	254,235

### Reconciliation of Net Cash Provided by Operating Activities to Free Cash Flow

(in thousands)	2022		2021		2020		2019	2018		
Net cash provided by operating activities	\$	468,460	\$	392,298	\$	236,502	\$ 215,416	\$	227,505	
Purchase of property assets		(61,387)		(62,450)		(34,545)	(21,157)		(27,962)	
Free cash flow	\$	407,073	\$	329,848	\$	201,957	\$ 194,259	\$	199,543	