goeasy

Earnings Presentation

FIRST QUARTER 2021

May 12, 2021

IMPORTANT INFORMATION

Cautionary Note Regarding Forward-Looking Statements

This presentation includes forward-looking statements about goeasy, including, but not limited to, its business operations, strategy and expected financial performance and condition. Forward-looking statements include, but are not limited to, those with respect to the estimated number of new locations to be opened, forecasts for growth of the consumer loans receivable portfolio, annual revenue growth forecasts, strategic initiatives, new product offerings and new delivery channels, anticipated cost savings, planned capital expenditures, anticipated capital requirements and the Company's ability to secure sufficient capital, liquidity of goeasy, plans and references to future operations and results, critical accounting estimates, expected lower charge-off rates on loans with real estate collateral and the benefits resulting from such lower rates, the size and characteristics of the Canadian non-prime lending market, the continued development of the type and size of competitors in the market. In certain cases, forward-looking statements that are predictive in nature, depend upon or refer to future events or conditions, and/or can be identified by the use of words such as "expect", "continue", "anticipate", "intend", "aim", "plan", "believe", "budget", "estimate", "forecast", "foresee", "target" or negative versions thereof and similar expressions, and/or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved.

Forward-looking statements are based on certain factors and assumptions, including expected growth, results of operations and business prospects and are inherently subject to, among other things, risks, uncertainties and assumptions about goeasy's operations, economic factors and the industry generally. There can be no assurance that forward-looking statements will prove to be accurate as actual results and future events could differ materially from those expressed or implied by forward-looking statements made by goeasy. Some important factors that could cause actual results to differ materially from those expressed in the forward-looking statements include, but are not limited to, goeasy's ability to enter into new lease and/or financing agreements, collect on existing lease and/or financing agreements, open new locations on favorable terms, secure new franchised locations, offer products which appeal to customers at a competitive rate, respond to changes in legislation, react to uncertainties related to regulatory action, raise capital under favorable terms, compete, manage the impact of litigation (including shareholder litigation), control costs at all levels of the organization and maintain and enhance the system of internal controls.

goeasy cautions that the foregoing list is not exhaustive. These and other factors could cause actual results to differ materially from our expectations expressed in the forward-looking statements.

The reader is cautioned to consider these, and other factors carefully and not to place undue reliance on forward-looking statements, which may not be appropriate for other purposes. The Company is under no obligation (and expressly disclaims any such obligation) to update or alter the forward-looking statements whether as a result of new information, future events or otherwise, unless required by law.

IMPROVING CONSUMER DEMAND RESULTED IN STRONG FINANCIAL RESULTS

ORIGINATION GROWTH	• Customer demand continues to improve, with loan originations up $31M or 12.7% YoY • Omnichannel model leveraging point-of-sale and digital platforms to drive customer growth
STRONG CREDIT PERFORMANCE	• Net charge offs reduced to 9.1%, 410bps lower compared to 13.2% in Q1 2020
SIGNIFICANT LIQUIDITY AND CAPITAL	• Completed financing of LendCare acquisition with public $173M equity offering and US$320M senior unsecured notes issuance • $435M in total liquidity as at Q1 2021 • Affirm investment increased to $120M, with pre-tax unrealized cumulative fair value gain of $87M as at Q1 2021
OPERATING LEVERAGE AND PROFITABILITY	• Operating margin of 37.6%, up from 26.4% in Q1 2020, aided by operating leverage achieved from scale and lower credit losses • Record adjusted net income of $37M and adjusted diluted earnings per share of $2.34, up 66.0% YoY
STRATEGICALLY FOCUSED	• LendCare acquisition marks milestone on path to build Canada's largest, best performing non-prime lending platform • Focused on widening near-prime product range, expanding channels of distribution, geographic diversification and continuously improving customer experience

Q1 2021 FINANCIAL PERFORMANCE HIGHLIGHTS

($ in millions, except per share statistics)

LOAN ORIGINATIONS AND RECEIVABLES

	Q1 20	Q1 21	YoY Chg.	YoY Chg. %
Originations	$242	$272	$31	12.7%
Gross consumer loans receivable	$1,166	$1,277	$111	9.5%

- Growth fueled by point-of-sale channel, increased penetration of risk adjusted rate and secured loans, and expansion in Quebec

REVENUE AND PORTFOLIO YIELD

	Q1 20	Q1 21	YoY Chg.	YoY Chg. %
Revenue	$167	$170	$3	1.8%
Total yield on consumer loans[1]	47.7%	44.3%	(340bps)	(7.1%)

- Portfolio yield in line with strategic plan, with increased penetration of risk adjusted rate and secured loans to more creditworthy customers

NET CHARGE OFF AND PROVISION RATES

	Q1 20	Q1 21	YoY Chg.	YoY Chg. %
Net charge off rate	13.2%	9.1%	410bps	31.1%
Provision rate	10.10%	9.88%	22bps	2.2%

- Material improvement in credit and payment performance
- Provision rate decreased 22bps due to improved credit quality, and unemployment and GDP outlook

NET INCOME AND EPS

	Q1 20	Q1 21	YoY Chg.	YoY Chg. %
Operating income	$44	$64	$20	44.6%
Adj. net income[2]	$22	$37	$15	66.9%
Adj. diluted EPS[2]	$1.41	$2.34	$0.93	66.0%

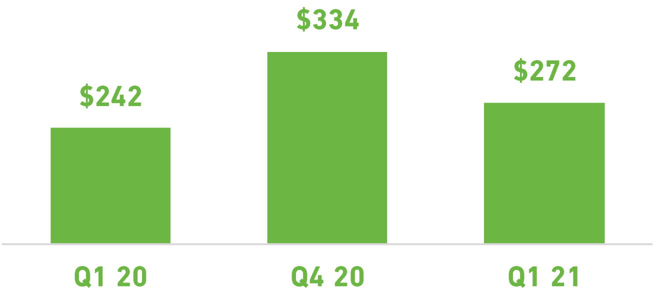
- Record operating income of $64M
- Excluding unrealized fair value gain on investments and transaction costs related to LendCare acquisition, adjusted net income of $37M or $2.34 per share on diluted basis, up 66.0% YoY

1. *Total yield on consumer loans including ancillary products*
2. *Q1 2021 adjusted for $75.8M after-tax unrealized fair value gain on investments, and $0.5M after-tax transaction costs related to acquisition of LendCare*

CONSUMER DEMAND IS GRADUALLY IMPROVING

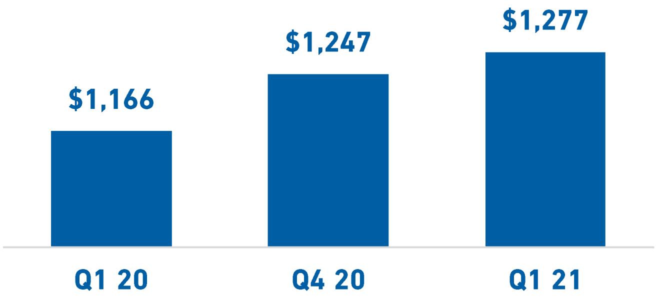
($ in millions)

GROSS LOAN ORIGINATIONS



% YoY change	10.1%	6.6%	12.7%

GROSS CONSUMER LOANS RECEIVABLE



% Secured	10.5%	12.5%	12.7%

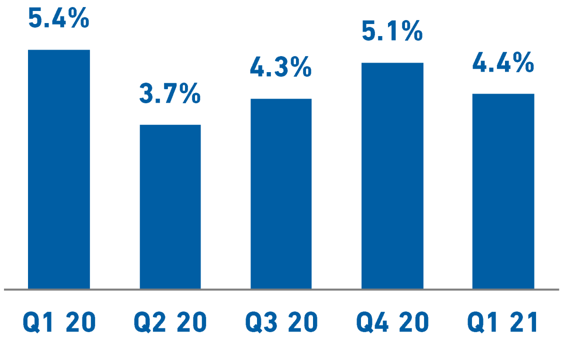
Q1 2021 OBSERVATIONS

- Customer demand and loan originations gradually improved throughout the quarter, resulting in $30M loan book growth
- Originations of $272M in Q1 2021 compared to $242M in Q1 2020, up 12.7%
- 12.7% of consumer loan portfolio now secured, up from 10.5% in Q1 2020

goeasy

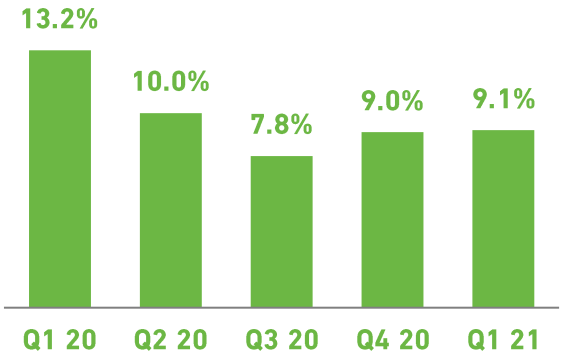
CREDIT TRENDS REMAIN STABLE

TOTAL DELINQUENCY[1]



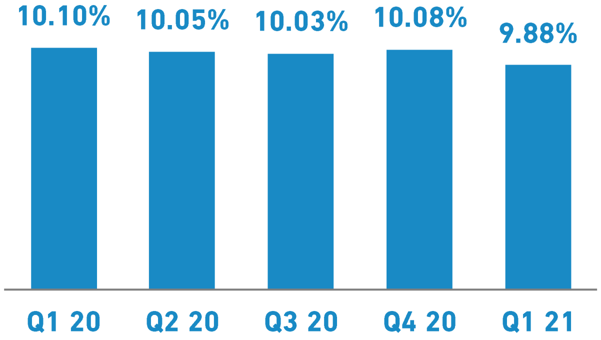
TOTAL DELINQUENCY DOWN 100BPS YOY, REFLECTING STRONG PAYMENT TRENDS

NET CHARGE OFFS



NET CHARGE OFF RATE DOWN 410BPS YOY, REFLECTING STRONG PAYMENT TRENDS

ALLOWANCE FOR CREDIT LOSSES

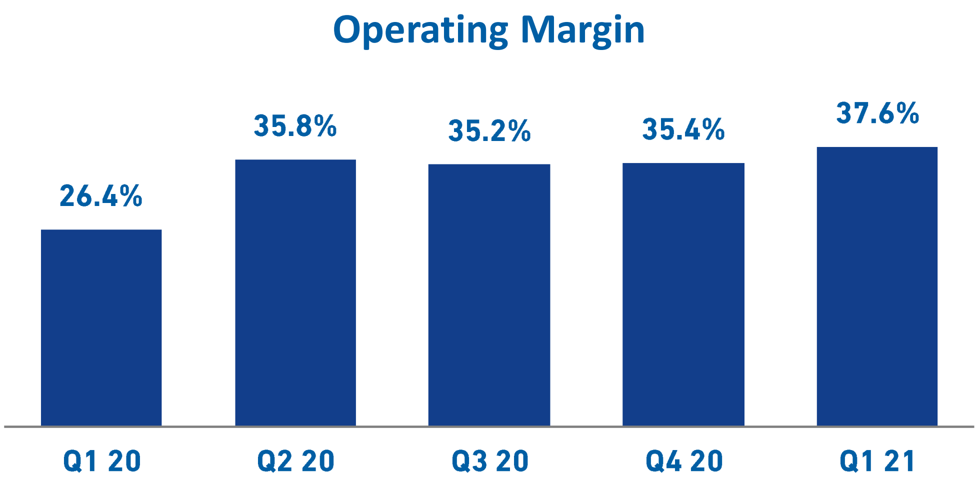


PROVISION RATE DOWN 22BPS YOY

INDUSTRY SECTOR UNDERWRITING PROTOCOLS IMPLEMENTED AT REGIONAL LEVEL TO ADDRESS COVID-19 RESTRICTIONS

1. *Delinquency as at the last Saturday of the period*

INCREASING OPERATING LEVERAGE FROM SCALE



	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21
Opex /Avg. loan receivables	5.9%	5.7%	6.0%	5.7%	5.5%
Efficiency ratio[1]	40.4%	43.2%	43.5%	40.2%	40.6%

QUARTERLY OPERATING MARGIN INCREASED 1,120 BPS YOY

1. *Efficiency ratio defined as operating expense (opex) divided by revenue; opex excludes bad debt expense, depreciation and amortization, and financing costs; includes depreciation of lease assets*

STRATEGIC INVESTMENTS

SIGNIFICANT VALUE FROM INVESTMENT IN AFFIRM

- Maintain exposure to Affirm equity through unhedged escrow holdings (~468K shares) subject to revenue based earn-out
- Pre-tax unrealized gain on Affirm shares and total return swap of $87M during Q1 2021
- Fair value of investment in Affirm at Q1 2021 amounts to $120M

COMMERCIAL PARTNERSHIP WITH AFFIRM IN ATTRACTIVE $40B ANNUAL CANADIAN MARKET

MINORITY EQUITY INVESTMENT IN BRIM FINANCIAL

- Invested $6.5M to acquire a strategic minority equity interest in Brim Financial, a private Canadian fintech platform
- Brim offers a turn-key suite of consumer and business card products, a white-label digital banking platform, and a globally open rewards and loyalty ecosystem

INVESTMENT ALIGNED WITH STRATEGIC VISION OF BROADENING PRODUCT SUITE

Q1 2021 FINANCIAL HIGHLIGHTS

($ in millions)

SUMMARY FINANCIAL RESULTS

	Q1 20	Q4 20	Q1 21	YoY Chg. %
Revenue	167	173	170	1.8%
EBITDA	51	85	159	211.6%
EBITDA margin	30.6%	49.1%	93.6%	205.9%
Operating income	44	61	64	44.6%
Operating margin	26.4%	35.4%	37.6%	42.4%
Net income	**22**	**49**	**112**	**409.5%**
Diluted EPS	1.41	3.14	7.14	406.4%
Adj. net income	**22**	**35**	**37**	**66.9%**
Adj. diluted EPS	1.41	2.24	2.34	66.0%
Adj. return on equity	**25.8%**	**32.8%**	**29.5%**	**14.3%**

SUMMARY EASYFINANCIAL RESULTS

	Q1 20	Q4 20	Q1 21	YoY Chg. %
Portfolio indicators				
Gross consumer loans receivable	1,166	1,247	1,277	9.5%
Gross loan originations	242	334	272	12.7%
Total yield on consumer loans	47.7%	46.6%	44.3%	(7.1%)
Net charge off rate	13.2%	9.0%	9.1%	31.1%
easyfinancial performance				
easyfinancial revenue	132	137	133	1.2%
easyfinancial operating margin	39.1%	49.2%	53.8%	37.6%

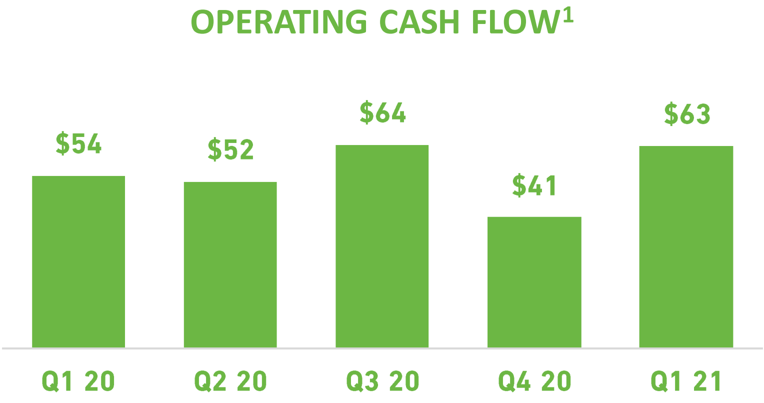
LIQUIDITY AND CAPITAL

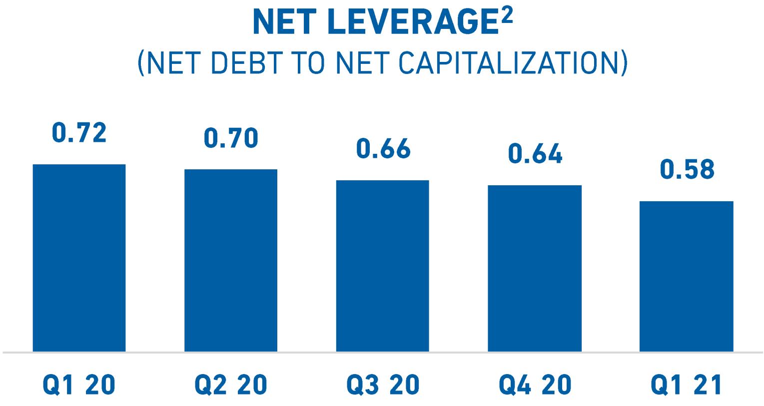
MAINTAINING STRONG BALANCE SHEET AND SIGNIFICANT LIQUIDITY

($ in millions)

KEY HIGHLIGHTS

- Increased total liquidity to $435M as at Q1 2021
- At Q1 2021, fully drawn weighted average cost of borrowing reduced to 4.8%, down from 5.5% in prior year





1. *Cash provided by operating activities before net growth in gross consumer loans receivable*
2. *Net debt is calculated as external debt less cash. Net debt to net capitalization is net debt divided by the sum of net debt and shareholders' equity*

goeasy

SUCCESSFUL FINANCING IN SUPPORT OF LENDCARE ACQUISITION

(C$ in millions, unless otherwise noted)

EQUITY

- $172.5M bought deal equity offering
- Initial offering size of $130M was upsized due to strong investor demand
- Priced at $122.85 per share, 4% discount to last trade
- 2.5x over-subscribed
- 1,404,265 shares issued, representing 9.4% of common shares outstanding as at Q1 2021

SENIOR UNSECURED NOTES

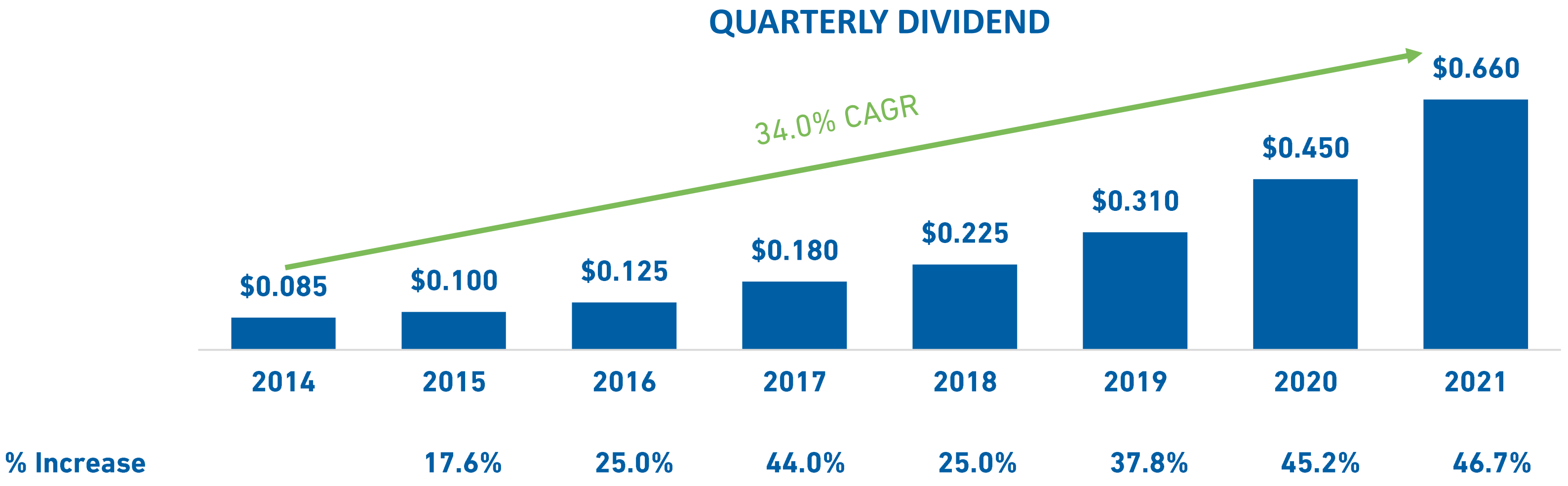
- Issuance size of US$320M, interest rate of 4.375%
- 5 year term, maturing May 1, 2026
- Effected a cross currency swap to hedge the obligation at $400M with Canadian dollar interest rate of 4.818%
- 2.5x over-subscribed
- Corporate and issuance ratings of Ba3 / BB- with stable outlook affirmed by S&P and Moody's rating agencies

goeasy

STRONG CAPITAL RETURNS

KEY HIGHLIGHTS

- Quarterly dividend of $0.66 resulting from improved earnings in 2020 and confidence in continued growth
- 2021 marks 17th consecutive year of paying a dividend and 7th consecutive year of increase in dividend
- In March 2021, goeasy's common shares were added by Dow Jones to the S&P/TSX Composite Index, reflecting strong value created for shareholders over the years



goeasy

FUTURE OUTLOOK

LENDCARE ACQUISITION ACCELERATES GOEASY'S GROWTH STRATEGY

WHO IS LENDCARE

- Canada's leading tech-enabled non-prime point-of-sale financing provider
- $400M+ portfolio consists of loans in powersports, auto, retail, healthcare and home improvement
- 50,000+ customer accounts
- Network of ~3,000 merchants including major brand OEM partnerships

STRATEGIC RATIONALE

- Highly complementary and meaningful in-market acquisition, increases scale and extends product line for customers
- Expands point-of-sale channel into ~3,000 additional merchants and new industry verticals such as powersports, healthcare and home improvement
- Improves and diversifies goeasy's overall risk profile with higher quality near-prime borrowers and secured loans

goeasy + LENDCARE

ACCELERATE GROWTH THROUGH PRODUCT RANGE AND POINT-OF-SALE CHANNEL EXPANSION

STRATEGIC INITIATIVES REMAIN WELL UNDERWAY

LAUNCHING AUTO LOANS

- Direct to consumer auto loan product in development to support strategy of providing non-prime consumers a full product suite
- Targeted to launch in 2021
- Non-prime auto financing represents ~$13B of annual originations

UPGRADING LENDING SYSTEM

- Initiative underway to replace legacy lending technology with modern cloud-based platform
- Will enhance multi-product, multi-language, multi-currency capabilities
- Development expected to be completed in 2021

QUARTERLY OUTLOOK

- goeasy completed acquisition of LendCare on April 30, 2021
- Consolidated financial outlook for Q2 2021 reflects two months of LendCare contribution (May and June 2021)

GROSS CONSUMER LOANS RECEIVABLE AS AT Q2 2021 BETWEEN $1.79B AND $1.80B

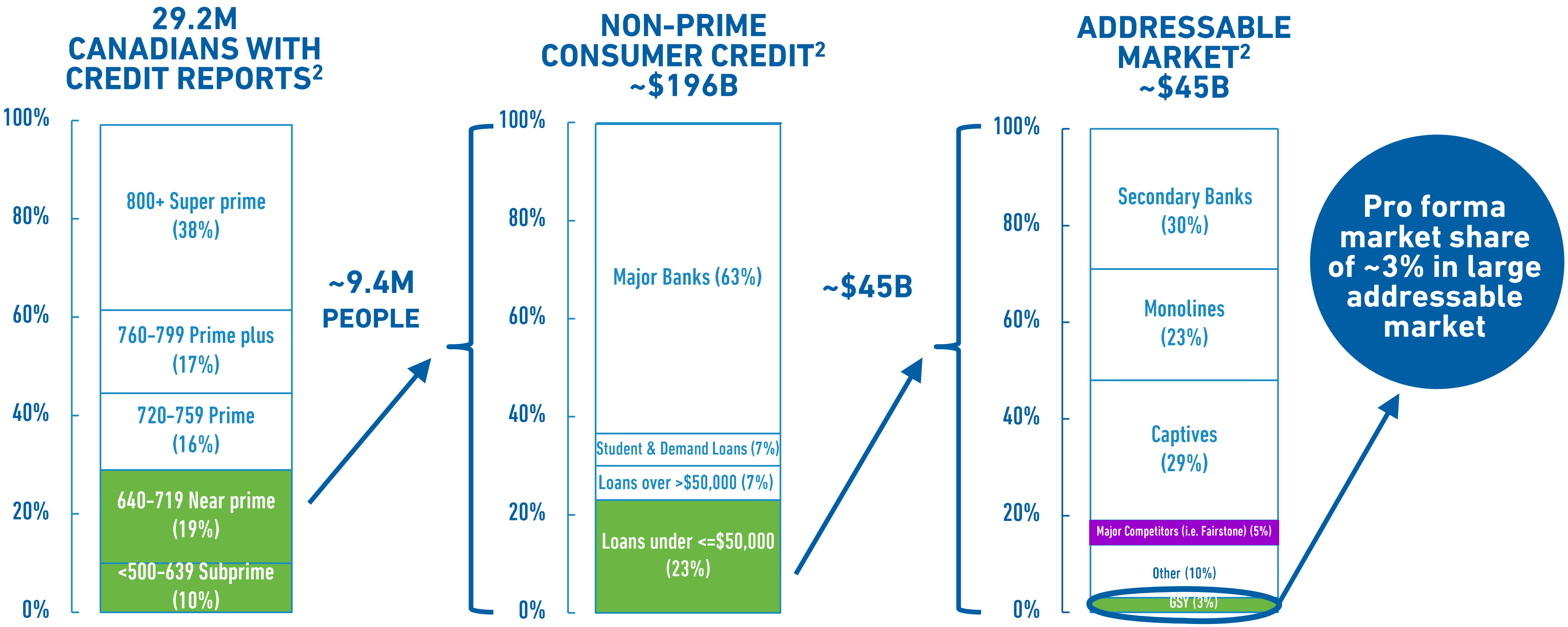
TOTAL REVENUE IN Q2 2021 BETWEEN $195M AND $205M

NET CHARGE OFFS[1] IN Q2 2021 BETWEEN $36M AND $40M

1. *Net charge offs exclude the allowance for credit losses associated with the net change in gross loans receivable*

~$196B NON-PRIME CONSUMER CREDIT MARKET IN CANADA

GOEASY REMAINS AN EARLY-STAGE HIGH GROWTH BUSINESS, WITHIN A LARGE & UNDERSERVED MARKET



1. Source: goeasy and TransUnion as of December 31, 2020. Data based on TransUnion's Credit Vision Risk Score. Balances include those held by co-borrowers.
2. Excludes credit held by major banks, student & other and balances greater than $50K

goeasy

Q & A

APPENDIX

CONSOLIDATED INCOME STATEMENTS

	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21
REVENUE					
Interest income	100,100	100,866	101,833	106,784	105,494
Lease revenue	27,814	28,002	28,416	28,564	28,437
Commissions earned	35,278	19,348	28,540	34,747	33,337
Charges and fees	4,010	2,461	3,035	3,124	2,906
	167,202	**150,677**	**161,824**	**173,219**	**170,174**
EXPENSES					
Salaries and benefits	31,702	34,124	36,457	34,023	35,406
Stock-based compensation	2,098	1,771	1,718	1,988	2,086
Advertising and promotion	6,314	4,504	7,377	8,591	5,892
Bad debts	48,618	24,666	27,221	34,493	29,274
Occupancy	5,682	5,805	5,639	5,375	5,524
Technology costs	3,369	3,313	3,817	3,692	3,804
Other expenses	9,295	6,459	6,624	7,028	7,095
	107,078	**80,642**	**88,853**	**95,190**	**89,081**
DEPRECIATION AND AMORTIZATION	**15,905**	**16,041**	**16,025**	**16,752**	**17,161**
Total Operating Expenses	**122,983**	**96,683**	**104,878**	**111,942**	**106,242**
OPERATING INCOME	**44,219**	**53,994**	**56,946**	**61,277**	**63,932**
OTHER INCOME	**-**	**4,000**	**1,700**	**16,040**	**87,372**
FINANCE COSTS	**14,344**	**14,072**	**13,233**	**13,343**	**14,236**
INCOME TAX EXPENSE	**7,896**	**11,380**	**12,340**	**15,063**	**25,093**
NET INCOME	**21,979**	**32,542**	**33,073**	**48,911**	**111,975**
ADJUSTED NET INCOME	**21,979**	**29,072**	**31,598**	**34,996**	**36,679**

CONSOLIDATED BALANCE SHEETS

	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21
ASSETS					
Cash	34,252	54,765	39,477	93,053	104,842
Consumer loans receivable, net	1,088,157	1,057,337	1,100,998	1,152,378	1,184,709
Investment	34,300	38,300	40,000	56,040	96,896
Lease assets	47,711	44,538	46,351	49,384	45,473
Property and equipment, net	24,076	27,868	28,905	31,322	30,269
Intangible assets, net	19,991	21,077	22,677	25,244	27,136
Goodwill	21,310	21,310	21,310	21,310	21,310
Right of use asset, net	46,610	45,153	46,943	46,335	48,111
Other assets	91,262	41,871	20,614	26,850	53,138
TOTAL ASSETS	**1,407,669**	**1,352,219**	**1,367,275**	**1,501,916**	**1,611,884**
LIABILITIES AND SHAREHOLDERS' EQUITY					
Liabilities					
Accounts payable and accrued liabilities	40,969	37,481	47,564	46,065	38,196
Convertible debentures	40,721	41,020	-	-	-
Revolving credit facility	127,801	102,934	98,221	198,339	(1,305)
Notes payable	760,957	734,824	721,292	689,410	680,992
Securitized notes payable	-	-	-	-	179,046
Lease liabilities	53,029	51,439	53,056	53,902	55,934
Other liabilities	34,483	31,176	36,919	70,688	108,755
Total liabilities	**1,057,960**	**998,874**	**957,052**	**1,058,404**	**1,061,618**
Total shareholders' equity	349,709	353,345	410,223	443,512	550,266
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	**1,407,669**	**1,352,219**	**1,367,275**	**1,501,916**	**1,611,884**

goeasy