GREEN DOT CORPORATION

reinventing personal banking for the masses

Q417 Investor Presentation

February 2018

Disclosures

About Non-GAAP Financial Measures

During this presentation, references to financial measures of Green Dot Corporation will include references to non-GAAP financial measures. For an explanation to the most directly comparable GAAP financial measures, see the Appendix to these materials or the Supplemental Non-GAAP Financial Information available at Green Dot Corporation's investor relations website at http://ir.greendot.com/ under "Financial Information."

Forward-Looking Statements

This presentation contains forward-looking statements, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, among other things, statements contained in the slide titled "Outlook for 2018" and statements regarding future events that involve risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements contained in this presentation, and reported results should not be considered as an indication of future performance. The potential risks and uncertainties that could cause actual results to differ from those projected include, among other things, the timing and impact of revenue growth activities, the Company's dependence on revenues derived from Walmart, impact of competition, the Company's reliance on retail distributors for the promotion of its products and services, demand for the Company's new and existing products and services, continued and improving returns from the Company's investments in new growth initiatives, potential difficulties in integrating operations of acquired entities and acquired technologies, the Company's ability to operate in a highly regulated environment, changes to existing laws or regulations affecting the Company's operating methods or economics, the Company's reliance on third-party vendors, changes in credit card association or other network rules or standards, changes in card association and debit network fees or products or interchange rates, instances of fraud developments in the prepaid financial services industry that impact prepaid debit card usage generally, business interruption or systems failure, and the Company's involvement litigation or investigations. These and other risks are discussed in greater detail in the Company's Securities and Exchange Commission filings, including its most recent annual report on Form 10-K and quarterly report on Form 10-Q, which are available on the Company's investor relations website at ir.greendot.com and on the SEC website at sec.gov. All information provided in this release and in the attachments is as of February 21, 2018, and the Company assumes no obligation to update this information as a result of future events or developments.

What is Green Dot?

- Green Dot is a ***technology-centric United States Bank Holding Company***
- Its mission is to ***reinvent personal banking for the masses***
- The company deploys a ***"Products and Platform" business strategy***
  - As a ***"Product Company,"*** Green Dot uses its own bank, Green Dot Bank, and its own high-scale and robust ***Banking as a Service or "BaaS" platform*** to create, design, develop and distribute ***its own*** branded financial products and services through a massive omni-channel consumer distribution network.
  - As a ***"Platform Company,"*** Green Dot ***enables others*** to utilize its ***"Banking as a Service" platform*** to enable those "platform partners" to create, design, develop and distribute ***their own*** innovative and bespoke banking and financial products to satisfy their own business strategies.

In all cases, Green Dot is directly accountable for all aspects of a program's operational and regulatory integrity, inclusive of ensuring the program's compliance with all applicable banking regulations, applicable state and federal laws and Green Dot's various internal governance policies and procedures related to risk and compliance management.

How Do We Make Money?

Revenue Categories:

Transaction Fees: Tax refund processing, swipe reloads, ATM usage, SimplyPaid disbursements, MoneyPak retail purchase fee, new card retail purchase fee, etc.

Recurring Fees: Monthly account fees, primarily

Interchange: Issuer's portion of total interchange generated when a card is used to make a purchase at a merchant

Interest Income: Primarily interest income generated on investable account balances held at Green Dot Bank and Green Dot Corp; and from outstanding loan balances primarily from our growing Secured Credit Card portfolio

Most Common Revenue Models by Channel:

Retail Distribution: Retailer earns a share of the new product and reload "Transaction Fee"

FSC Distribution: FSC chain earns a share of multiple revenue categories

Direct Distribution: Green Dot keeps 100% of all revenue categories

BaaS Programs: Green Dot and the Platform Partner share in certain revenue categories; or the Platform Partner pays Green Dot fees for services provided

We are a Product Company

PRODUCTS That DO THINGS To SOLVE REAL CUSTOMER PAIN POINTS

green dot .com
GObank.com
RUSHCARD Prepaid Visa
account now
ACHIEVECARD
MoneyPak
rapid! PAYCARD
TPG Santa Barbara Tax Products Group
green dot Platinum

We are a Platform Company

Green Dot's "Banking as a Service" (BaaS) Platform

Walmart MoneyCard Prepaid Debit Card

Walmart Visa® Gift

Walmart Rapid Reload

UBER Debit Card Powered by... GObank

OneMain Lending Made Personal

SimplyPaid®

intuit

Pay

An integrated **BANK** and **TECHNOLOGY PLATFORM** that **POWERS** the **AMBITIONS OF OTHERS**

Comprehensive Program Management

Creating, issuing, managing and operating all aspects of large, complex and highly regulated programs

Bank
- Bank Issuing
- FDIC Insurance

Customer Service
- Call Center / IVR
- Web, text & email

Technology
- Process Transactions
- Settlement & Billing

Compliance
- MSB / AML
- Bank / Assoc.

Product / UX
- Product Design & Development
- Customer Experience Mgmt

green dot®

Marketing
- Acquisition Promotion
- Retention Promotion

Innovative Features
- Money In
- Money Out
- Account Management

Risk
- Process Design
- Card Transaction Monitoring / Handling

Money Processing
- Tax Refund Processing
- Cash Deposit Network
- SimplyPaid Disbursements

Supply Chain
- Package / POP Production
- Fulfillment

Product Innovation & Design + Banking + Technology + CPG = Green Dot

In-House Ad Agency and Brand Building

World-class capabilities and best practices in marketing and visual merchandising

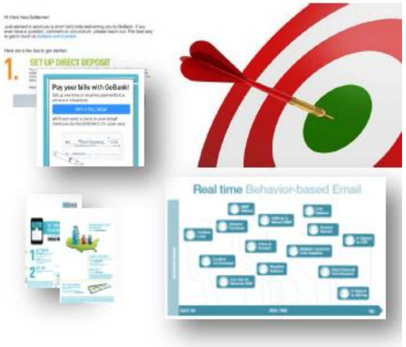
National Awareness

- National Media

Retail / Digital

- In-store Marketing
- Direct (online) Sales
- Social Media

Retention



- Data driven CRM Engine
- Lifecycle communications
- Retention campaigns

Green Dot is Practically EVERYWHERE!

Possibly the most widely distributed financial services and banking franchise in America

Key Distribution Channels

Mass

Convenience

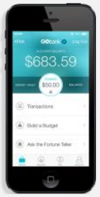
Drug

Dollar

Grocery

~100,000 Nationwide Brick & Mortar Account Acquisition and Deposit Locations

App Store



Online

green dot
Walmart
GObank.com
account now
RUSHCARD Prepaid Visa
insight

+ Six Branded Online Account Acquisition Sites
+ Plus the App Stores

BaaS Platform

Walmart
Apple Pay
intuit
OneMain Lending Made Personal
TAX HAWK

+ BaaS Platform Partners' Own Distribution

2018 Six-Step Plan Summary

Grow Revenue • Reduce Expenses • Smart Capital Allocation

1. Continue growing the number of active accounts year-over-year and improve unit economics of those accounts

2. Launch new MoneyPak use case and continue to increase number of cash transfer transactions year-over-year

3. Make strategic investments in new, high potential initiatives

4. Drive increasing efficiencies across our consolidated operating platform to successfully expand margins year-over-year

5. Continue integration of 2017 acquisitions and look for new strategic acquisitions

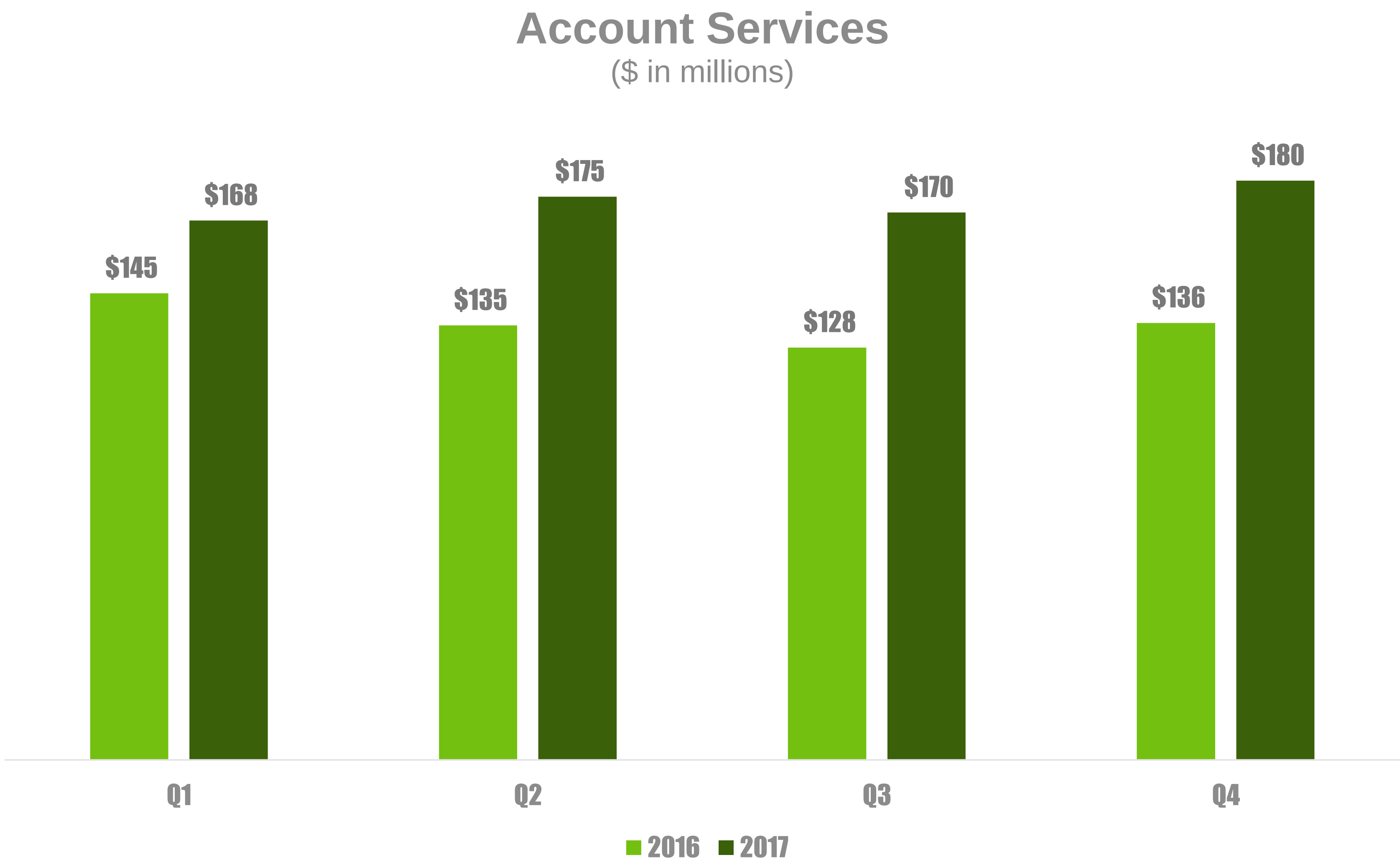
6. Return capital to shareholders

Today's Diversified Green Dot

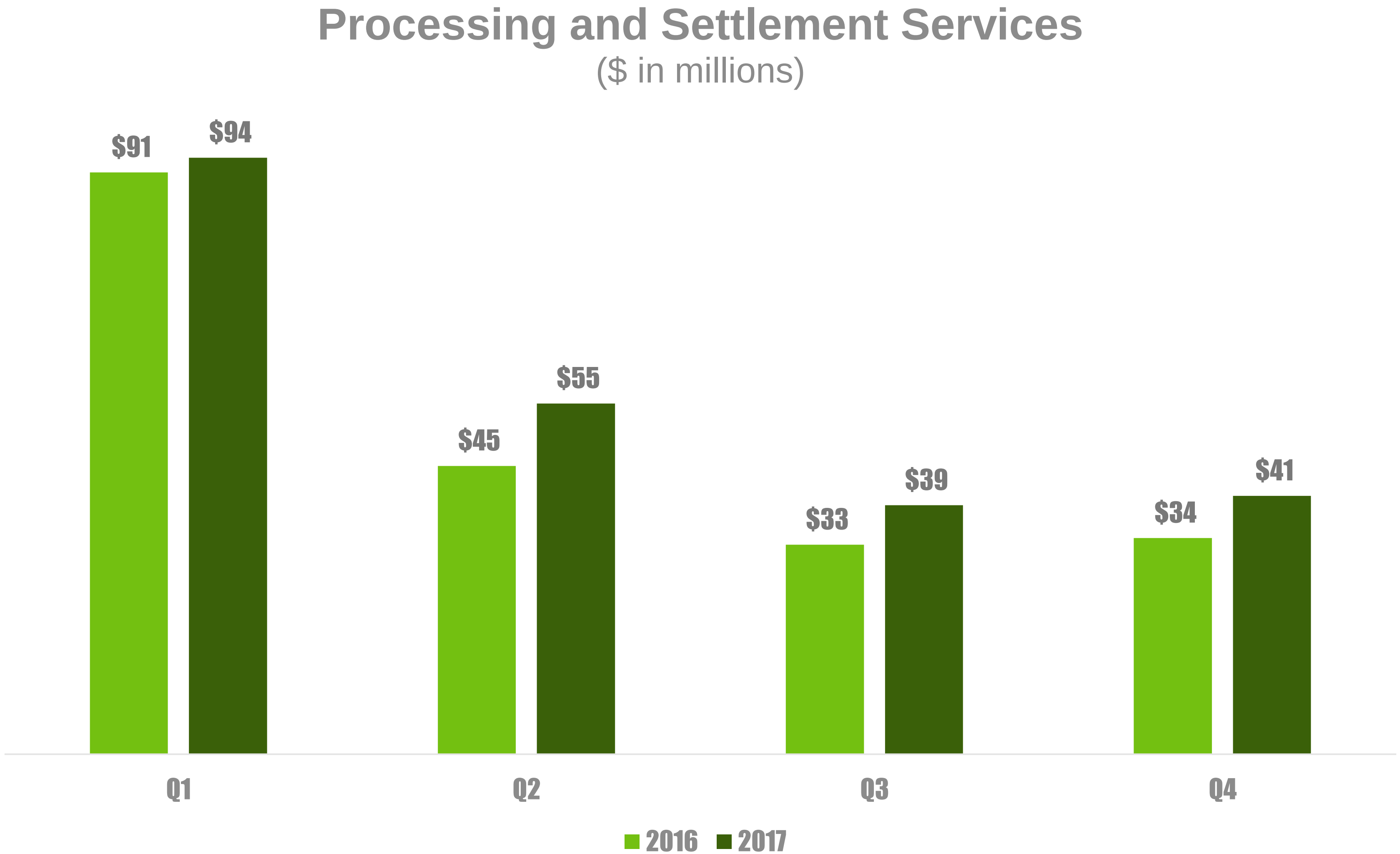
Two Reporting Segments

Six Revenue Divisions

Segment Revenue Performance



Segment Revenue Performance



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Outlook for 2018

Revenue

We expect total operating revenue of **$982 million to $997 million**, representing a year-over-year growth of **11%** at the midpoint.

Adjusted EBITDA

We expect adjusted EBITDA[1] of **$236 to $241 million**, representing a year-over-year growth of **16%** at the midpoint.

Non-GAAP EPS

We expect non-GAAP diluted earnings per share[1] of **$2.81 to $2.88**, representing a year-over-year growth of **32%** at the midpoint.

1. Reconciliations of net income to non-GAAP net income, diluted earnings per share to non-GAAP diluted earnings per share and net income to adjusted EBITDA, respectively, are provided in the tables immediately following this slide.

Non-GAAP Reconciliation Footnotes

GREEN DOT CORPORATION
Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected Adjusted EBITDA [(1)]
(Unaudited)

	FY 2018			
	Range			
	Low		High	
	(In millions)			
Net income	$	99.2	$	103.0
Adjustments (2)		136.8		138.0
Adjusted EBITDA	$	236.0	$	241.0
Total operating revenues	$	997.0	$	982.0
Adjusted EBITDA /Total operating revenues (Adjusted EBITDA margin)		24%		25%

Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Net Income [(1)]
(Unaudited)

	FY 2018			
	Range			
	Low		High	
	(In millions, except per share data)			
Net income	$	99.2	$	103.0
Adjustments (2)		54.2		54.1
Non-GAAP net income	$	153.4	$	157.1
Diluted earnings per share				
GAAP	$	1.82	$	1.89
Non-GAAP	$	2.81	$	2.88
Diluted weighted-average shares issued and outstanding*		54.5		54.5

* Represents the diluted weighted-average shares of Class A common stock for the periods indicated.

Non-GAAP Reconciliation Footnotes

1) To supplement the Company's consolidated financial statements presented in accordance with GAAP, the Company uses measures of operating results that are adjusted to exclude various, primarily non-cash, expenses and charges. These financial measures are not calculated or presented in accordance with GAAP and should not be considered as alternatives to or substitutes for operating revenues, operating income, net income or any other measure of financial performance calculated and presented in accordance with GAAP. These financial measures may not be comparable to similarly-titled measures of other organizations because other organizations may not calculate their measures in the same manner as the Company does. These financial measures are adjusted to eliminate the impact of items that the Company does not consider indicative of its core operating performance. You are encouraged to evaluate these adjustments and the reasons the Company considers them appropriate.

   The Company believes that the non-GAAP financial measures it presents are useful to investors in evaluating the Company's operating performance for the following reasons:

   - the Company records employee stock-based compensation from period to period, and recorded employee stock-based compensation expenses of approximately $13.4 million and $7.4 million for the three months ended December 31, 2017 and 2016, respectively. By comparing the Company's adjusted EBITDA, non-GAAP net income and non-GAAP diluted earnings per share in different historical periods, investors can evaluate the Company's operating results without the additional variations caused by employee stock-based compensation expense, which may not be comparable from period to period due to changes in the fair market value of the Company's Class A common stock (which is influenced by external factors like the volatility of public markets and the financial performance of the Company's peers) and is not a key measure of the Company's operations;
   - adjusted EBITDA is widely used by investors to measure a company's operating performance without regard to items, such as net interest income and expense, income tax benefit and expense, depreciation and amortization, employee stock-based compensation expense, incremental expenses related to the delay in migration of the Company's remaining customer accounts from its former processor to its new processor, changes in the fair value of contingent consideration, transaction costs, impairment charges, severance costs related to extraordinary personnel reductions, legal settlement expenses, and other charges and income that can vary substantially from company to company depending upon their respective financing structures and accounting policies, the book values of their assets, their capital structures and the methods by which their assets were acquired; and
   - securities analysts use adjusted EBITDA as a supplemental measure to evaluate the overall operating performance of companies.

   The Company's management uses the non-GAAP financial measures:

   - as measures of operating performance, because they exclude the impact of items not directly resulting from the Company's core operations;
   - for planning purposes, including the preparation of the Company's annual operating budget;
   - to allocate resources to enhance the financial performance of the Company's business;
   - to evaluate the effectiveness of the Company's business strategies;
   - to establish metrics for variable compensation; and
   - in communications with the Company's board of directors concerning the Company's financial performance.

The Company understands that, although adjusted EBITDA and other non-GAAP financial measures are frequently used by investors and securities analysts in their evaluations of companies, these measures have limitations as an analytical tool, and you should not consider them in isolation or as substitutes for analysis of the Company's results of operations as reported under GAAP. Some of these limitations are:

- that these measures do not reflect the Company's capital expenditures or future requirements for capital expenditures or other contractual commitments;
- that these measures do not reflect changes in, or cash requirements for, the Company's working capital needs;
- that these measures do not reflect interest expense or interest income;
- that these measures do not reflect cash requirements for income taxes;
- that, although depreciation and amortization are non-cash charges, the assets being depreciated or amortized will often have to be replaced in the future, and these measures do not reflect any cash requirements for these replacements; and
- that other companies in the Company's industry may calculate these measures differently than the Company does, limiting their usefulness as comparative measures.

2) These amounts represent estimated adjustments for net interest expense, income taxes, depreciation and amortization, employee stock-based compensation expense, contingent consideration, transaction costs, impairment charges, severance costs related to extraordinary personnel reductions, legal settlement expenses, and other income and expenses. Employee stock-based compensation expense includes assumptions about the future fair value of the Company's Class A common stock (which is influenced by external factors like the volatility of public markets and the financial performance of the Company's peers).