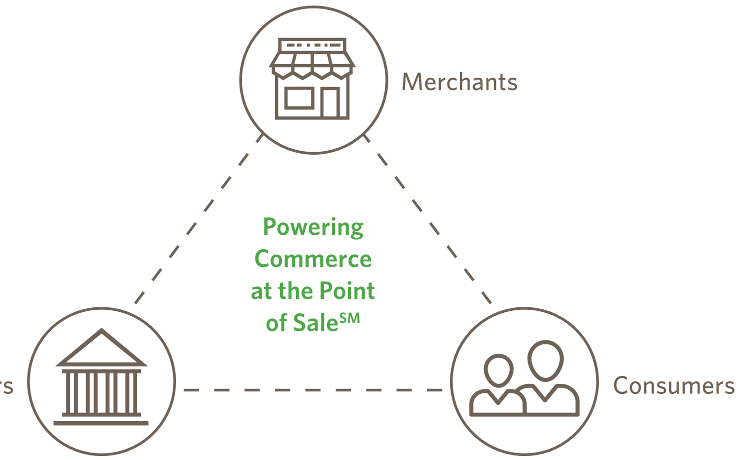
GreenSky®

NASDAQ: GSKY
Q3 2018 Fact Sheet

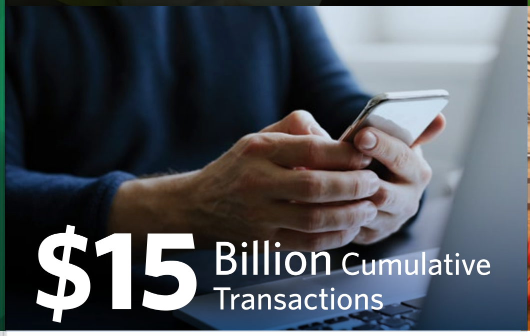
GreenSky, Inc. is a Growth Company

GreenSky's proprietary technology platform addresses a large and growing opportunity in mobile, online and in-store point of sale finance, driving significant value for our constituents: merchants, banks and consumers. Our efficient go-to-market strategy leverages a B2B2C customer acquisition model resulting in strong recurring revenues, low customer acquisition costs and high merchant retention rates, delivering both growth and profitability to our shareholders.



KEY METRICS Q3'18

$1.4 Billion Transactions	**33%** Transaction Volume Growth
$59 Million Adjusted EBITDA	**52%** Adjusted EBITDA Margin
$0.21 Pro Forma Diluted EPS	**$6.9** Billion Servicing Portfolio



OUR SERVICE CATEGORIES

Business

- Home Improvement
- Healthcare
- Retail and e-commerce

Consumer

- Home Improvement

The GreenSky Values ADVOCACY | ENTHUSIASM | INTEGRITY | IMPACT | SERVICE

The GreenSky Idea
GreenSky® was founded on the idea that payment, credit and commerce could be enhanced using technology and elegant user experiences. We believed payment and credit could be an asset that empowers and enables commerce, not a distraction or impediment. Today, GreenSky delivers a service that helps businesses grow and delight their customers.

"With record performance this quarter, we continued a strong fiscal 2018 in terms of both growth and profitability," said David Zalik, Chairman and CEO of GreenSky. "We are in the early stages of penetrating addressable home improvement, elective healthcare and e-commerce domestic markets that, in the aggregate, exceed $1 trillion. As we look ahead, we maintain our heightened focus on innovation, while recalibrating our full year expectations to reflect anticipated fourth quarter seasonal headwinds, coupled with a much steeper yield curve than initially anticipated as we entered the year. Notwithstanding, I continue to be confident in GreenSky's ability to deliver exceptional growth, profitability and free cash flow."

($ in millons, except shares)	Q3'17	Q3'18	growth
Transaction volume	$1,049	$1,400	33%
Loan servicing portfolio[1]	$4,919	$6,880	40%
(Amounts in thousands, except per share data)			
Revenue	$88,316	$113,912	29%
Net Income	38,162	45,712	20%
Pro Forma Net Income[2]	31,677	38,809	23%
Adjusted EBITDA[2]	46,357	58,877	27%
GAAP Diluted EPS	n/a	$0.20	n/m
Pro Forma Diluted EPS[2]	n/a	$0.21	n/m
Weighted average shares outstanding, diluted	n/a	189,155,924	

1 Loan servicing portfolio reflects end of period balance.
2 Pro Forma Net Income, Adjusted EBITDA and Pro Forma Diluted EPS are Non-GAAP measures. See reconciliation tables below for reconciliation to GAAP.

($ in thousands)	Q3'17	Q3'18	YTD Q3'17	YTD Q3'18
Net Income	$38,162	$45,712	$98,766	$105,132
Non-recurring transaction expenses[1]	2,612	511	2,612	2,393
Incremental pro forma tax expense[2]	(9,097)	(7,414)	(22,619)	(19,853)
Pro Forma Net Income	**$31,677**	**$38,809**	**$78,759**	**$87,672**

[1] In 2018, non-recurring transaction expenses include certain costs associated with our IPO, which were not deferrable against the proceeds of the IPO. Further, certain costs related to our March 2018 term loan upsizing were expensed as incurred, rather than deferred against the balance of the term loan, and therefore are being added back to net income given the non-recurring nature of these expenses. In 2017, non-recurring transaction expenses include one-time fees paid to an affiliate of one of the members of the board of directors in conjunction with the August 2017 term loan transaction.

[2] This adjustment represents the incremental tax effect on net income, adjusted for non-recurring transaction expenses, assuming that all consolidated net income was subject to corporate taxation for the periods presented. For the three months ended September 30, 2018 and 2017, we assumed effective tax rates of 21.8% and 22.3%, respectively. For the nine months ended September 30, 2018 and 2017, we assumed effective tax rates of 22.1% and 22.3%, respectively.

($ in thousands)	Q3'17	Q3'18
Net Income	$38,162	$45,712
Interest expense	2,189	6,013
Tax expense[1]	114	3,572
Depreciation and amortization	923	1,192
Equity-related expense[2]	1,557	1,457
Fair value change in servicing liabilities[3]	800	420
Non-recurring transaction expenses[4]	2,612	511
Adjusted EBITDA	**$46,357**	**$58,877**
Revenue	$88,316	$113,912
Adjusted EBITDA margin	**52%**	**52%**

[1] Includes non-corporate tax expense. Non-corporate tax expense is included within general and administrative expenses in our Unaudited Consolidated Statements of Operations. Prior to the IPO, we did not have any corporate income tax expense.

[2] Includes equity-based compensation to employees and directors, as well as equity-based payments to non-employees.

[3] Includes the non-cash impact of the initial recognition of servicing liabilities and subsequent fair value changes in such servicing liabilities during the periods presented.

[4] In 2018, non-recurring transaction expenses include certain costs associated with our IPO, which were not deferrable against the proceeds of the IPO. In 2017, non-recurring transaction expenses include one-time fees paid to an affiliate of one of the members of the board of directors in conjunction with the August 2017 term loan transaction.

	Q3'18
GAAP Diluted EPS	$0.20
Non-recurring transaction expenses	$0.01
Pro Forma Diluted EPS[1]	**$0.21**

[1] Pro Forma Diluted EPS represents Pro Forma Net Income divided by GAAP weighted average diluted shares outstanding for the quarter ended September 30, 2018, which recalculates to $0.21. "Non-recurring transaction expenses" is rounded up for footing purposes and the tax effect of the "non-recurring transaction expenses" is not included in the reconciliation, as it is immaterial.