GOEASY LTD.
FOURTH QUARTER 2017

Conference Call & Webcast

February 21, 2018

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, targets for growth of the consumer loans receivable portfolio, annual revenue growth targets, strategic initiatives, new product offerings and new delivery channels, anticipated cost savings, planned capital expenditures, anticipated capital requirements, liquidity of the Company, plans and references to future operations and results and critical accounting estimates. 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 ‘expects’, ‘anticipates’, ‘intends’, ‘plans’, ‘believes’, ‘budgeted’, ‘estimates’, ‘forecasts’, ‘targets’ 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 the Company’s operations, economic factors and the industry generally, as well as those factors referred to in the section entitled “Risk Factors”. 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 the Company, due to, but not limited to important factors such as the Company’s ability to enter into new lease and/or financing agreements, collect on existing lease and/or financing agreements, open new locations on favourable terms, secure new franchised locations, purchase products which appeal to customers at a competitive rate, respond to changes in legislation, react to uncertainties related to regulatory action, raise capital under favourable terms, 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. The Company cautions that the foregoing list is not exhaustive.

The reader is cautioned to consider these and other factors carefully and not 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.

goeasy Ltd.

Mission

goeasy Ltd. is a leading full-service provider of goods and alternative financial services that provides everyday Canadians a chance for a better tomorrow, today.

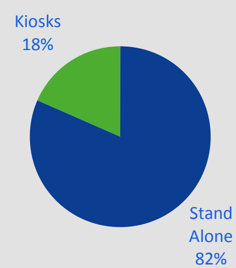
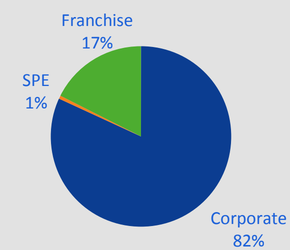
Values

- We play as a team
- We are relentless in finding a way
- We operate with respect and integrity
- We embrace technology and innovation
- We are invested in our communities

✓ Operating since 1990
✓ Based in Mississauga, Ontario
✓ 1,900 employees
✓ Listed on the Toronto Stock Exchange (TSX: GSY)

✓ 13.5 million shares outstanding
✓ Market capitalization ~ $510 million
✓ Annual dividend of 0.90
✓ Analyst coverage provided by 5 firms

Overview of Business Segments

	easyfinancial goeasy	easyhome goeasy
Established	2006	1990
Offering	Provides personal loans of $500 to $25,000, payable in regular installments with terms of up to 10 years	Provides brand name home entertainment products, computers, appliances and household furniture through leases, with an option to purchase
$ / % of Revenue (Q4 2017)	$75M / 69%	$34M / 31%
Key Assets (Q4 2017)	Gross Consumer Loans Receivable: $527M	Lease Assets: $54M
Stores / Customers (Q4 2017)	228 Stores ~120,000 Customers	171 Stores ~50,000 Customers
Breakdown of Stores		

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2017 Highlights - Refinancing

- During 2017, The Company completed a recapitalization of its balance sheet which will facilitate the long-term growth of easyfinancial.

  - On June 2, 2017, the Company completed an offering of convertible unsecured subordinated debentures due July 31, 2022 for aggregate gross proceeds of $53 million. This offering was a positive first step towards achieving the Company's objective of diversifying its funding sources and optimizing its capital structure at attractive levels.

  - On November 1, 2017, the Company completed an offering of US$325 million senior unsecured notes payable, due November 1, 2022. Concurrent with this offering, the Company entered into a currency swap agreement to fix the foreign currency exchange rate for the proceeds from the offering and for all required payments of principal and interest under the Notes Payable, effectively hedging the obligation under these instruments to $418.9 million.

  - Additionally, on November 1, 2017, the Company entered into a new senior secured $110 million revolving credit facility maturing in 2020 with a syndicate of banks.

2017 Highlights – Product and Footprint Expansion

- During 2017, the Company made significant progress in expanding its product offering and the footprint of its easyfinancial business.

  - During the second quarter of 2017, the Company expanded into Quebec with its first branch. By year's end Quebec had grown to 11 branches and a loan book of $23.5 million.

  - Beginning in the second quarter of 2017, the Company introduced its easyfinancial loan product into almost 100 of its easyhome leasing stores. The existing easyhome stores created an opportunity for the Company to further expand the easyfinancial footprint since i) the credit and risk decisions were already made centrally; ii) the easyfinancial systems were developed and had capacity; and iii) the easyfinancial lending practices were documented and well established.

  - During the fourth quarter of 2017, the Company launched its secured lending product. This lending product is offered to qualifying borrowers who own and reside within their home and who are looking for lower cost forms of financing.

Financial Highlights of the Fourth Quarter

- goeasy continued to grow revenue during the fourth quarter of 2017. Revenue for the quarter increased to $108.6 million from the $91.3 million reported in the fourth quarter of 2016, an increase of $17.3 million or 18.9%.

- The gross consumer loans receivable portfolio increased from $370.5 million as at December 31, 2016 to $526.5 million as at December 31, 2017, an increase of $156.0 million or 42.1%. Gross loan originations in the quarter were $176.4 million, an increase of 50.1% when compared to the fourth quarter of 2016. Both originations and loan book growth in the quarter reached record levels. The strong growth was fueled by the continued maturation of the Company's retail branch network, the increased penetration of risk adjusted rate loans to more credit worthy borrowers, the Company's expansion into Quebec, the launch of the Company's secured lending product, ongoing enhancements to the Company's digital properties and an increased level of advertising spend.

- easyfinancial revenue for the three month period ended December 31, 2017 was $74.6 million, an increase of $18.6 million or 33.2% from the comparable period of 2016. The increase in revenue was driven by the growth of the gross consumer loans receivable portfolio and offset somewhat by a 270 bps reduction in yield. As the Company's risk adjusted and secured lending products become a larger proportion of the overall loan book, yields will moderate.

- Net charge-offs as a percentage of the average gross consumer loans receivable on an annualized basis were 12.8% in the quarter compared with 15.8% in the fourth quarter of 2016. The Company achieved an improvement in delinquency rates through strong collection activities and experienced lower bankruptcy losses during the current quarter. This, and the increased penetration of risk adjusted rate loans to more credit worthy customers, helped to reduce the net charge-off rates.

Financial Highlights of the Fourth Quarter

- easyfinancial generated a strong operating margin of 38.4% in the fourth quarter of 2017, up from the 34.9% reported in the fourth quarter of 2016. The increase in operating margin was driven primarily by the growth of the consumer loans receivable portfolio and associated revenue, the improvement in charge off rates and the slowing of branch openings.
- Operating income for the three month period ended December 31, 2017 was $24.5 million, up $7.3 million or 42.4% when compared with the fourth quarter of 2016. Operating margin in the quarter was 22.5% against the 18.8% reported in the fourth quarter of 2016.
- As a result of repaying the term loan in the fourth quarter of 2017, the Company incurred $8.2 million in refinancing costs which consisted of an early repayment penalty and accelerated amortization of the remaining unamortized deferred financing costs associated with the prior term loan.
- Net income for the third quarter of 2017 was $5.4 million or $0.38 per share on a diluted basis. Excluding the after tax impact of the $8.2 million refinance costs, adjusted net income was $11.4 million or $0.79 per share. This compares with the $8.3 million or $0.60 reported in the fourth quarter of 2016. On this normalized basis, net income and diluted earnings per share increased by 36.6% and 31.7%, respectively.

2017 Q4 Consolidated Results

in $000s except per share amounts	2017 (as reported)	2017 (adjusted)	2016	Variance [2]	% Change
Revenue	108,586	108,586	91,294	17,292	18.9%
Expenses before depreciation and amortization	70,684	70,684	60,702	9,982	16.4%
Depreciation and amortization	13,452	13,452	13,417	35	0.3%
Operating Income	24,450	24,450	17,175	7,275	42.4%
Finance costs [1]	16,972	8,774	5,702	3,072	53.9%
Income Tax	2,112	4,284	3,131	1,153	36.8%
Net Income	5,366	11,392	8,342	3,050	36.6%
Diluted earnings per share	$0.38	$0.79	$0.60	$0.19	31.7%
Operating Margin	22.5%	22.5%	18.8%	3.7%	
Return on Equity	9.5%	20.1%	17.4%	2.70%	

[1] During the fourth quarter of 2017, the company repaid its Term Loan incurring an early repayment penalty and amortizing the remaining unamortized deferred financing costs associated with the Term Loan which resulted in a one-time before tax charge of $8.2 million.

[2] Variance is calculated as the difference between 2017 adjusted reported results and 2016 results.

Revenue growth of 18.9% in the quarter

Operating margin up 3.7% to 22.5%

Adjusted diluted EPS growth of 31.7%

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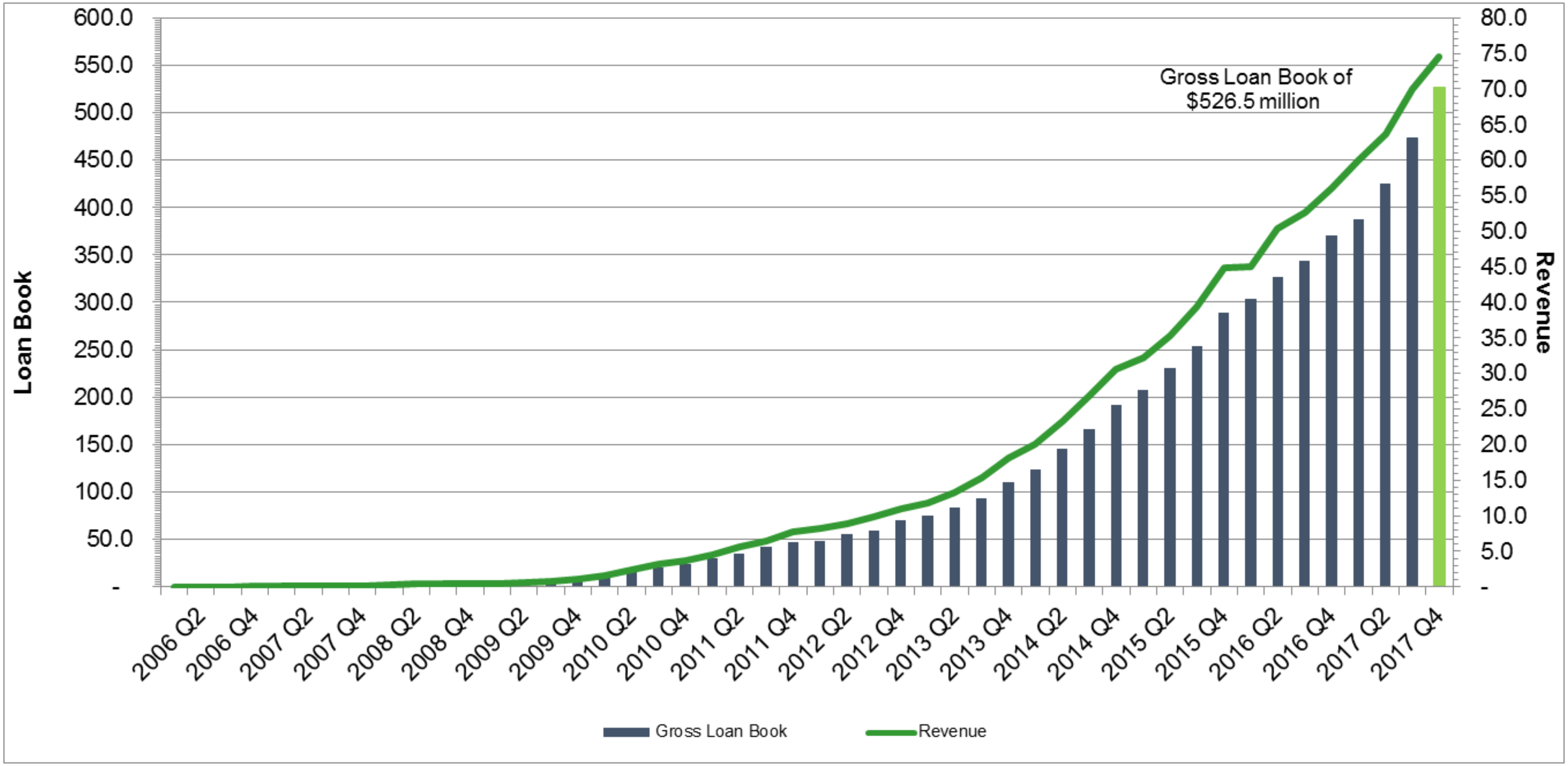
easyfinancial Performance ($ millions)



Historical Potential Monthly Lease Revenue ($000s)

- Potential monthly lease revenue reflects the revenue that the portfolio of leased merchandise would generate in a month providing all lease payments due in that period are collected.
- Potential monthly lease revenue is driven by several factors including the number of customers, the number of leased assets per customer as well as the average price of leased items.

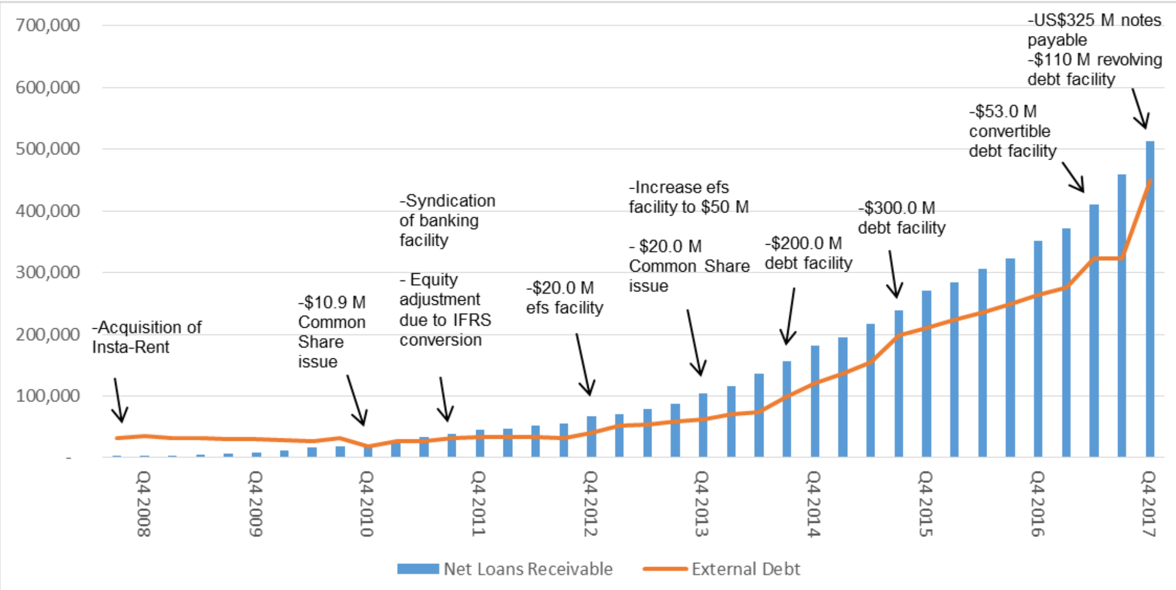
2017 Balance Sheet Highlights

in $000s	Dec. 31 2017	Dec. 31 2016
ASSETS		
Consumer Loans Receivable	513,425	354,499
Cash	109,370	24,928
Lease Assets	54,318	55,288
Property & Equipment	15,941	16,103
Intangible Assets	15,163	14,312
Amounts Receivable	14,422	7,857
Other Assets	26,976	30,075
TOTAL ASSETS	749,615	503,062
LIABILITIES		
Notes Payable	401,193	-
Convertible Debenture	47,985	-
Derivative Financial Instruments	11,138	-
Term Loan	-	263,294
Other Liabilities	61,055	43,737
TOTAL LIABILITIES	521,371	307,031
SHAREHOLDERS' EQUITY	228,244	196,031
Debt to Equity	1.97	1.34
Debt to Total Capitalization	0.66	0.57

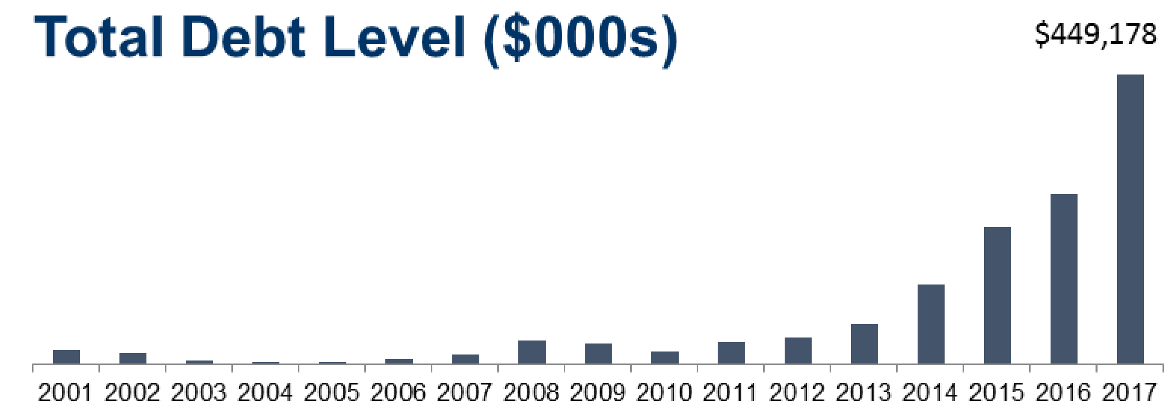
44.8% increase in net consumer loans receivable

$32.2 million increase in equity over last 12 months

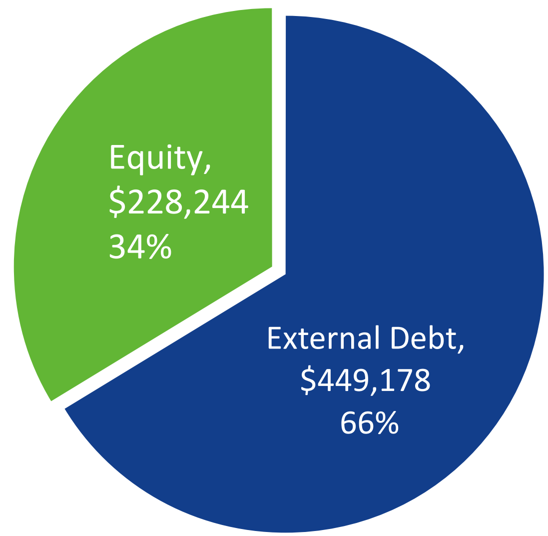
Capital Financing ($000s)



Total Debt Level ($000s)



Capitalization at Dec. 31, 2017



2017 Targets – All Targets Achieved

The Company's targets for 2017 and its actual performance against those targets is presented below. The Company was successful in achieving all of its stated targets

	Actual Results for 2017	Targets for 2017	Outcome
Gross consumer loans receivable portfolio at year end	$526.5 million	$500 to $520 million	Target Achieved
easyfinancial total revenue yield	61.2%	60% to 62%	Target Achieved
New easyfinancial locations opened in year	29	27 to 32 locations open during the year	Target Achieved
Net charge-offs as a percentage of average gross consumer loans receivable	13.6%	13% to 15%	Target Achieved
easyfinancial operating margin	38.3%	37% to 40%	Target Achieved
Total revenue growth	16.6%	15% to 17%	Target Achieved
Adjusted return on equity	19.8%	19% to 20%	Target Achieved

Key Results and Targets

		Targets for 2018	Targets for 2019	Targets for 2020
Gross consumer loans receivable portfolio at year end		$700 to $750 million	$875 to $950 million	$1.0 to $1.1 billion
Easyfinancial total revenue yield		54% to 56%	49% to 51%	46% to 48%
New easyfinancial locations to be opened in year		20 to 30	10 to 20	10 to 20
Net charge-offs as a percentage of average gross consumer loans receivable		12% to 14%	11% to 13%	10% to 12%
easyfinancial operating margin		38% to 40%	40%+	40%+
Total revenue growth		16% to 18%	14% to 16%	10% to 12%
Return on equity		20%+	20%+	20%+

Investment Highlights

Prominent Player in an Underserved Market Represents a Unique Growth Opportunity	• A leading player in Canada's C$165B non-prime consumer lending sector • Well-positioned to capitalize on attractive industry fundamentals
Diversified Sources of Revenue and Funding	• Diversified and successful at growing lending operations while maintaining focus on stable leasing operations • Actively pursuing strategic growth opportunities in non-prime consumer credit spectrum
Strong Culture of Risk Management	• Robust risk management framework with centralization of all lending decisions • Stable charge-offs of ~14% to 16% of average receivables since 2011, trending lower in recent quarters
Predictable Losses and Stable Growth	• Stable cash flow and growth since inception of easyfinancial business in 2006 • 16 consecutive years of positive net income (CAGR of 29% from 2001 – 2017; 25.0% since 2011) and increasing book value
Balance Sheet Management	• Conservative approach to leverage – target debt to total capital of 70%
Experienced Leadership Team with Alignment of Interests	• Average of 25 years experience for senior management • Board and management own ~29% of the company (Chairman of the Board owns 22.9%)
Stable Regulatory Environment in Canada with Few Competitors	• Canada has a well established regulatory environment • Industry has become less competitive following the exit of several large banks