GOEASY LTD.
FIRST QUARTER 2018

Conference Call & Webcast

May 2, 2018

goeasy

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

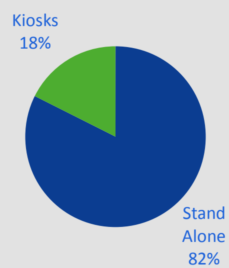
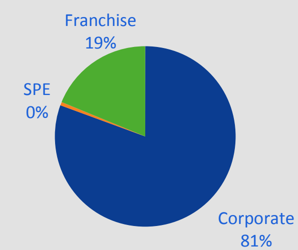
goeasy Ltd. is a leading full-service provider of goods and alternative financial services that provides everyday Canadians a chance for a better tomorrow, today.

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
- ✓ 1,800 employees
- ✓ Listed on the Toronto Stock Exchange (TSX: GSY)
- ✓ 13.5 million shares outstanding
- ✓ Market capitalization ~ $500 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 (Q1 2018)	$80M / 70%	$34M / 30%
Key Assets (Q1 2018)	Gross Consumer Loans Receivable: $602M	Lease Assets: $52M
Stores / Customers (Q1 2018)	233 Stores ~128,000 Customers	165 Stores ~50,000 Customers
Breakdown of Stores		

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Financial Highlights of the First Quarter

- The Company adopted IFRS 9, on January 1, 2018. The adoption of IFRS 9 resulted in an increase in the allowance for credit losses and will result in higher bad debt expense and lower net income than under the previous accounting standard in periods of loan book growth. In addition, IFRS 9 will likely result in increased volatility in the allowance for credit losses due to the required incorporation of FLIs. The company applied IFRS 9 commencing January 1, 2018. As such, the financial results of 2018 have been reported under IFRS 9 while the comparable financial results from 2017 have been reported under the previous incurred loss model of IAS 39.

- goeasy continued to grow revenue during the first quarter of 2018. Revenue for the quarter increased to $114.8 million from the $94.2 million reported in the first quarter of 2017, an increase of $20.5 million or 21.8%. The increase was driven by the growth of easyfinancial.

- The gross consumer loans receivable portfolio increased from $387.1 million as at March 31, 2017 to $601.7 million as at March 31, 2018, an increase of $214.7 million or 55.5%. The loan book grew $75.1 million in the quarter against growth of $16.5 million in the first quarter of 2017. Loan originations in the quarter were $202.4 million, almost doubling the origination volume of the first quarter of 2017. 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.

Financial Highlights of the First Quarter

- Net charge-offs as a percentage of the average gross consumer loans receivable on an annualized basis were 12.4% in the quarter compared with 13.9% in the first quarter of 2017. 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.

- easyfinancial's operating income increased by $4.9 million in the quarter compared with the first quarter of 2017, driven by the growth of the loan book. The operating margin, however, declined to 36.7% in the quarter compared with 41.2% in the first quarter of 2017. The moderation of the operating margin was due to the strong loan book growth in the quarter and adoption of IFRS 9, both of which resulted in larger provisions for future charge-offs. The provisions for future charge offs due to the growth in the gross consumer loans receivable portfolio impacted diluted earnings per share in the first quarter of 2018 by $0.36 and in the first quarter of 2017 by $0.05.

- Operating income for the first quarter of 2018 was $24.9 million, up $4.5 million or 22.1% when compared with the first quarter of 2017. Operating margin in the quarter was 21.7% which was consistent with the prior year. The increased rate of provisioning for future charge offs associated with the strong growth in the consumer loans receivable portfolio during the quarter and required by the adoption of IFRS 9 resulted in a $6.0 million non-cash reduction in operating income in the current quarter.

Financial Highlights of the First Quarter

- Pre tax pre provision income (or PTPP) Income, is net income before the impact of income taxes and loan provisioning. PTPP income increased to $39.6 million for the quarter from $28.7 million reported in the first quarter of 2017, an increase of 38.1%.

- Net income for the first quarter of 2018 was $11.1 million or $0.77 per share on a diluted basis. This compares with the $10.3 million or $0.73 reported in the first quarter of 2017. Net income and diluted earnings per share increased by 7.8% and 5.5%, respectively.

- The Company estimates that net income and diluted earnings per share for the first quarter of 2017 would have been $9.0 million and $0.64, respectively, if the allowance for credit losses was determined on the same basis as that employed under IFRS 9 in 2018. On this modified basis diluted earnings per share would have increased by $0.13 by 20.3%.

2018 Q1 Consolidated Results

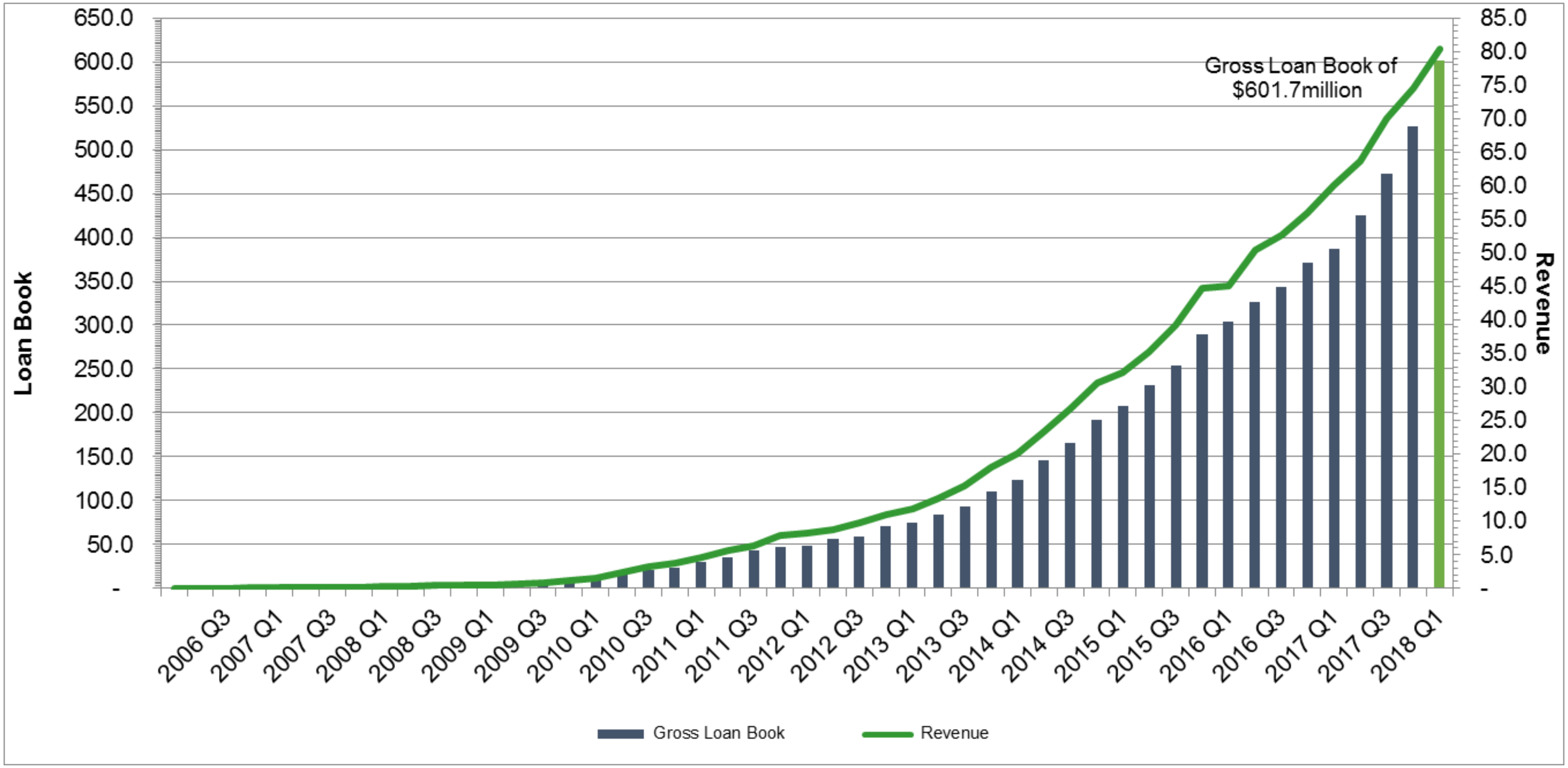
in $000s except per share amounts	Q1 2018 (as reported)	Q1 2017 (as reported)	Q1 2017 (estimated under IFRS 9)	Variance (Q1 2018 v Q1 2017 est under IFRS 9)	% Change
Revenue	114,777	94,245	94,245	20,532	21.8%
Expenses before depreciation and amortization	76,466	60,584	62,306	14,160	22.7%
Depreciation and amortization	13,387	13,248	13,248	139	1.0%
Operating Income	24,924	20,413	18,691	6,233	33.3%
Finance costs	9,670	5,825	5,825	3,845	66.0%
Income Tax	4,180	4,318	3,848	332	8.6%
Net Income	11,074	10,270	9,018	2,056	22.8%
Diluted earnings per share	$0.77	$0.73	$0.64	$0.13	20.3%
Operating Margin	21.7%	21.7%	19.8%	1.9%	
Return on Equity	19.8%	20.6%	18.6%	1.2%	

Revenue growth of 21.8% in the quarter

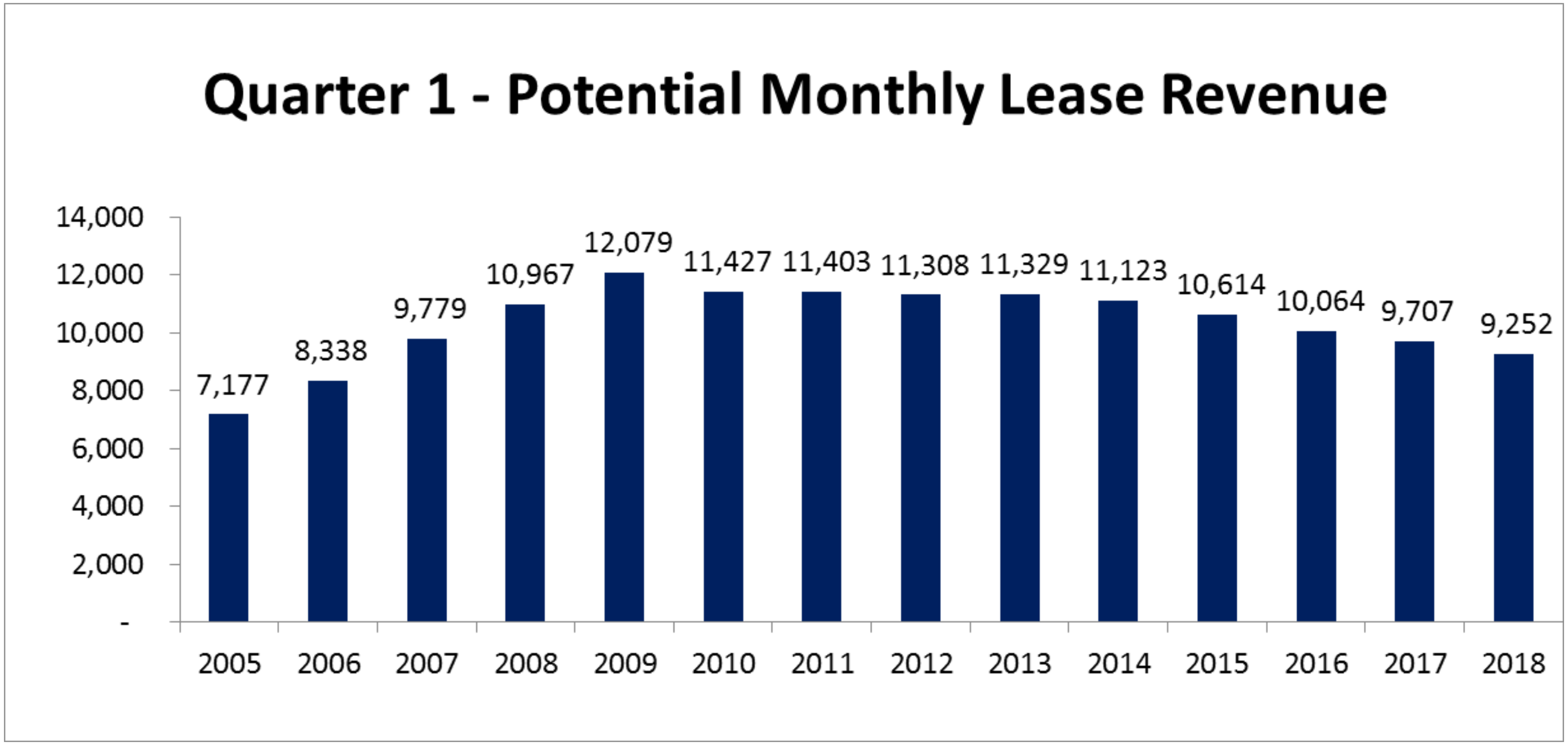
Operating margin is 21.7%

Diluted EPS growth of 20.3%
(against Q1 2017 estimated under IFRS 9)

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.

2018 Balance Sheet Highlights

in $000s	Mar. 31 2018	Mar. 31 2017
ASSETS		
Consumer Loans Receivable	565,407	371,662
Cash	57,292	24,193
Lease Assets	51,663	54,835
Property & Equipment	15,525	15,737
Intangible Assets	14,304	14,875
Amounts Receivable	15,065	11,830
Other Assets	36,097	33,329
TOTAL ASSETS	755,353	526,461
LIABILITIES		
Notes Payable	420,649	-
Convertible Debenture	47,025	-
Derivative Financial Instruments	4,281	-
Term Loan	-	276,284
Other Liabilities	63,299	46,612
TOTAL LIABILITIES	535,254	322,896
SHAREHOLDERS' EQUITY	220,099	203,565
Debt to Equity	2.12	1.36
Debt to Total Capitalization	0.68	0.58

52.1% increase in net consumer loans receivable

$16.5 million increase in equity over last 12 months

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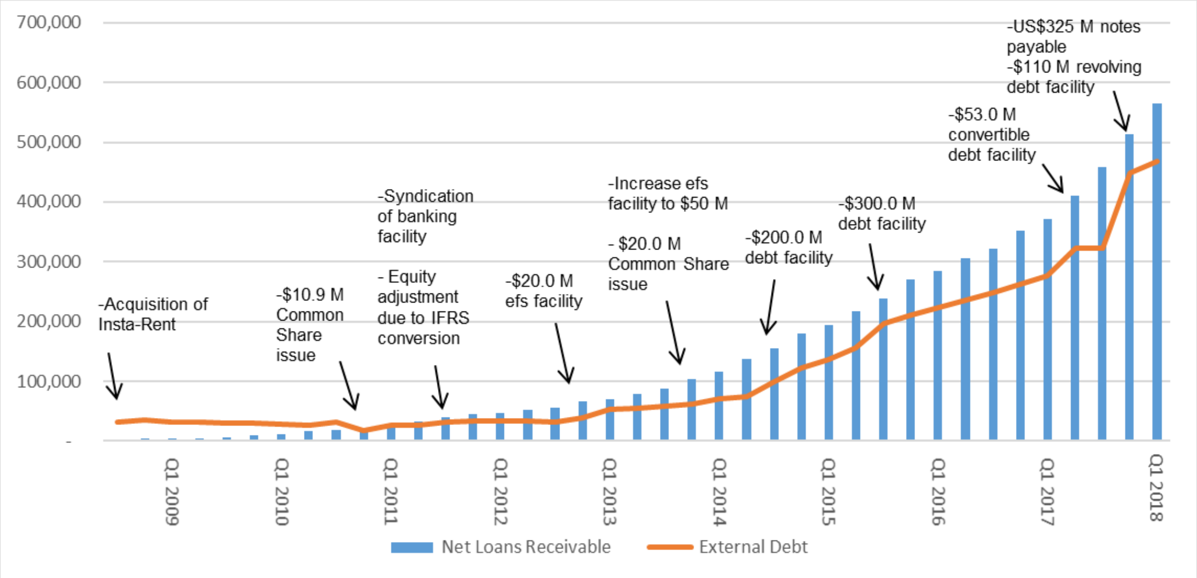
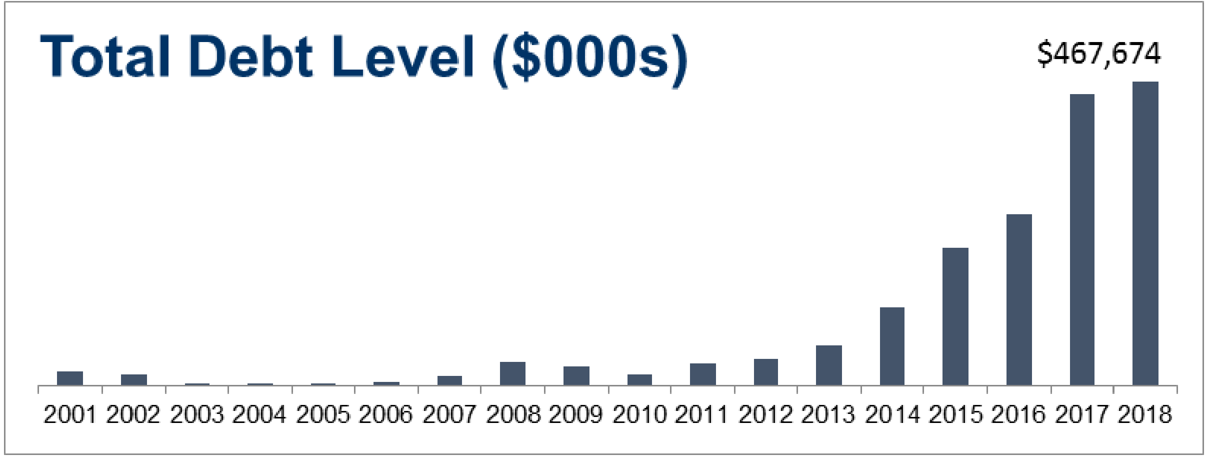
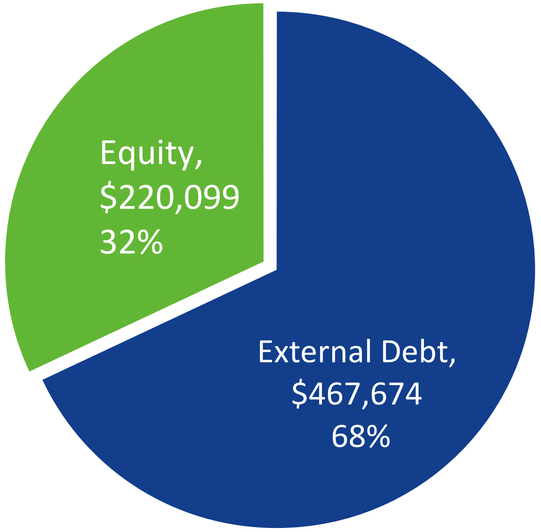
Capital Financing ($000s)





Capitalization at Mar. 31, 2018



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 ~13% to 15% 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 adjusted annual net income (CAGR of 29.4% 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