GOEASY LTD.
Second Quarter 2018

Conference Call & Webcast

August 8, 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

✓ 1,850 employees*

✓ Listed on the Toronto Stock Exchange (TSX: GSY)

✓ 13.7 million shares outstanding*

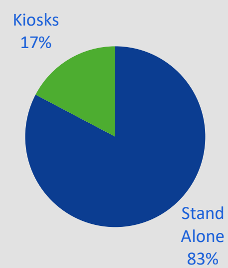
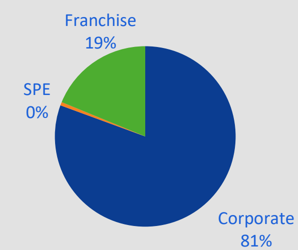
✓ Market capitalization ~ $610 million*

✓ Annual dividend of 0.90

✓ Analyst coverage provided by 5 firms

*As at August 7, 2018

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 (Q2 2018)	$89M / 72%	$34M / 28%
Key Assets (Q2 2018)	Gross Consumer Loans Receivable: $686M	Lease Assets: $51M
Stores / Customers (Q2 2018)	237 Stores ~133,000 Customers	165 Stores ~48,000 Customers
Breakdown of Stores		

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Financial Highlights of the Second Quarter

- The Company has significantly increased its access to capital.
  - During the quarter the size of the Company's senior secured revolving credit facility was increased from $110 million to $174.5 million. In addition, a number of related covenants were adjusted to make them less restrictive and to provide for greater operational flexibility.
  - On July 16, 2018, the Company issued an additional US$150 million of 7.875% senior unsecured notes payable due on November 1, 2022. These notes were issued at a price of US$1,050 per US$1,000 principal amount. Concurrent with the issuance of the additional notes, the Company entered into a cross-currency swap through a derivative financial instrument 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 at a fixed exchange rate of US$1.000 = C$1.316, thereby fully hedging the US$150 million obligation under the Notes to C$197.5 million at a Canadian dollar interest rate of 7.52%. The issuance of the notes was at a premium to par. As a result, the Canadian dollar yield to maturity is 6.17% per annum. The term is concurrent with the previously issued notes payable with a maturity date of November 1, 2022.
- Taken together, these activities provided the Company with an additional $268 million in capital which is expected to fuel the growth of its easyfinancial business through the second quarter of 2020.

Financial Highlights of the Second 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 resulted 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 resulted in increased volatility in the allowance for credit losses due to the required incorporation of FLIs. The Company applied IFRS 9 on January 1, 2018 and, 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 second quarter of 2018. Revenue for the quarter increased to $123.3 million from the $97.5 million reported in the second quarter of 2017, an increase of $25.8 million or 26.4%. The increase was driven by the growth of easyfinancial.
- The gross consumer loans receivable portfolio increased from $425.3 million as at June 30, 2017 to $686.6 million as at June 30, 2018, an increase of $261.2 million or 61.4%. The loan book grew $84.8 million in the quarter against growth of $38.3 million in the second quarter of 2017. Loan originations in the quarter were $233.8 million, up 67.7% against the origination volume of the second quarter of 2017. Both originations and loan book growth in the quarter reached record levels. The strong growth was fueled by the continued net customer growth, the increased origination of unsecured loans including the increased penetration of risk adjusted rate loans to more credit worthy borrowers, the maturation of the Company's retail branch network, slowing paydown rates due to longer term loans, ongoing enhancements to the Company's digital properties and an increased level of advertising spend.

Financial Highlights of the Second 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 14.8% in the second quarter of 2017.
- easyfinancial's operating income was $33.3 million, up $12.0 million in the quarter compared with the second quarter of 2017. Similarly, the operating margin increased to 37.5% in the quarter compared with 33.9% in the second quarter of 2017. Both operating income and operating margin improvements were moderated by the increased provision for future charge-offs due to the increased level of loan book growth experienced in the quarter and the adoption of IFRS 9 in 2018.
- Total operating income for the second quarter of 2018 was $26.8 million, up $8.2 million or 44.1% when compared with the second quarter of 2017. Operating margin in the quarter was 21.7% against 19.1% in the second quarter of 2017. The increased rate of provisioning for future charge-offs related to the strong growth in the consumer loans receivable portfolio in the quarter coupled with the impact of the adoption of IFRS 9 in 2018 resulted in an additional $5.6 million non-cash reduction in operating income in the current quarter.
- Net income for the second quarter of 2018 was a record $11.8 million or $0.82 per share on a diluted basis. This compares with the $8.9 million or $0.63 reported in the second quarter of 2017. The Company estimates that net income and diluted earnings per share for the second quarter of 2017 would have been $7.3 million and $0.52, respectively, if the allowance for credit losses was determined on the same basis as that employed under IFRS 9 in 2018, rather than under the previous accounting standard, IAS 39. On this basis, net income and diluted earnings per share increased by 62.6% and 57.7% respectively.

2018 Q2 Consolidated Results

in $000s except per share amounts	Q2 2018 (as reported)	Q2 2017 (as reported)	Q2 2017 (estimated under IFRS 9)	Variance (Q2 2018 v Q2 2017 est under IFRS 9)	% Change
Revenue	123,343	97,546	97,546	25,797	26.4%
Expenses before depreciation and amortization	83,648	66,148	68,376	15,272	22.3%
Depreciation and amortization	12,893	12,792	12,792	101	0.8%
Operating Income	26,802	18,606	16,378	10,424	63.6%
Finance costs	10,425	6,578	6,578	3,847	58.5%
Income Tax	4,556	3,138	2,530	2,026	80.1%
Net Income	11,821	8,890	7,270	4,551	62.6%
Diluted earnings per share	$0.82	$0.63	$0.52	$0.30	57.7%
Operating Margin	21.7%	19.1%	16.8%	4.9%	
Return on Equity	20.9%	17.1%	14.0%	6.9%	

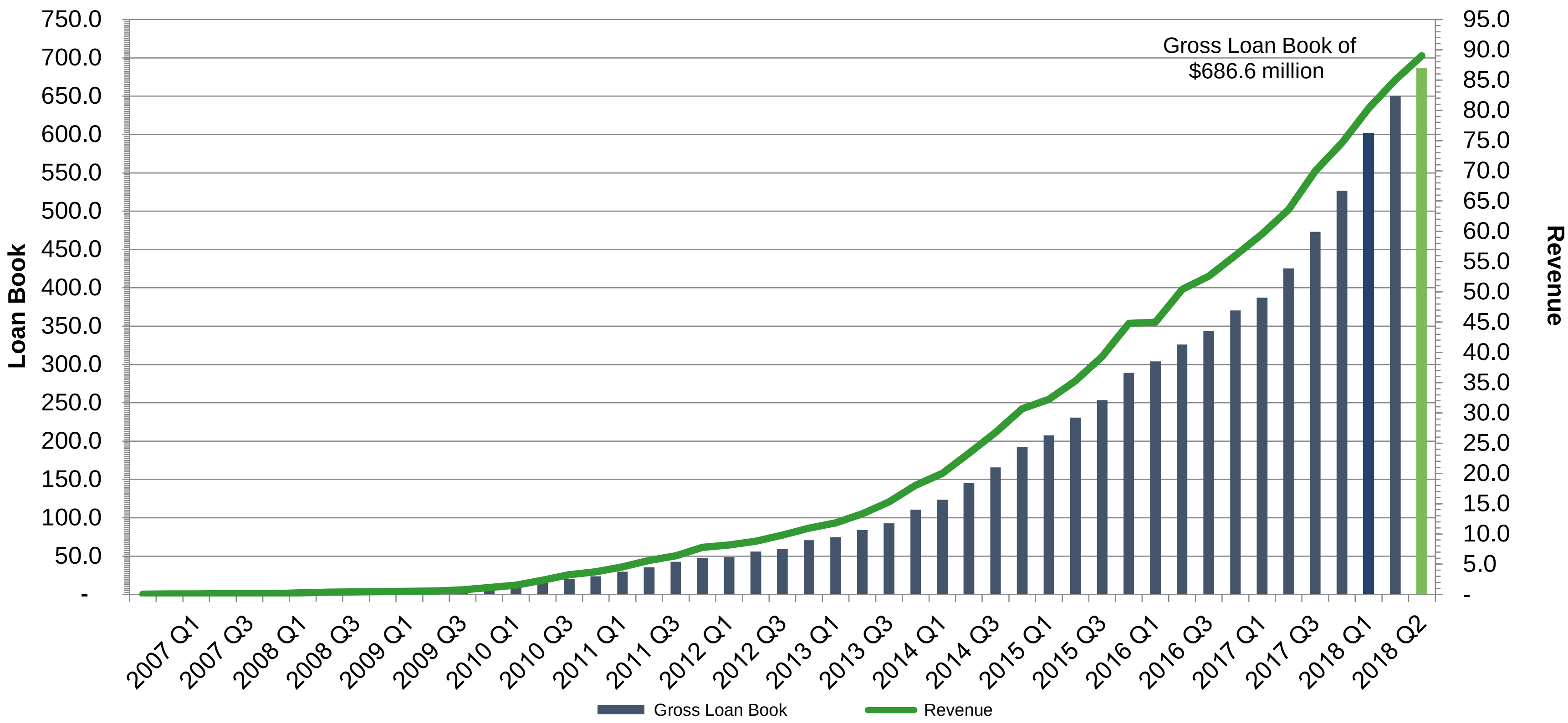
Revenue growth of 26.4% in the quarter

Operating margin is 21.7%

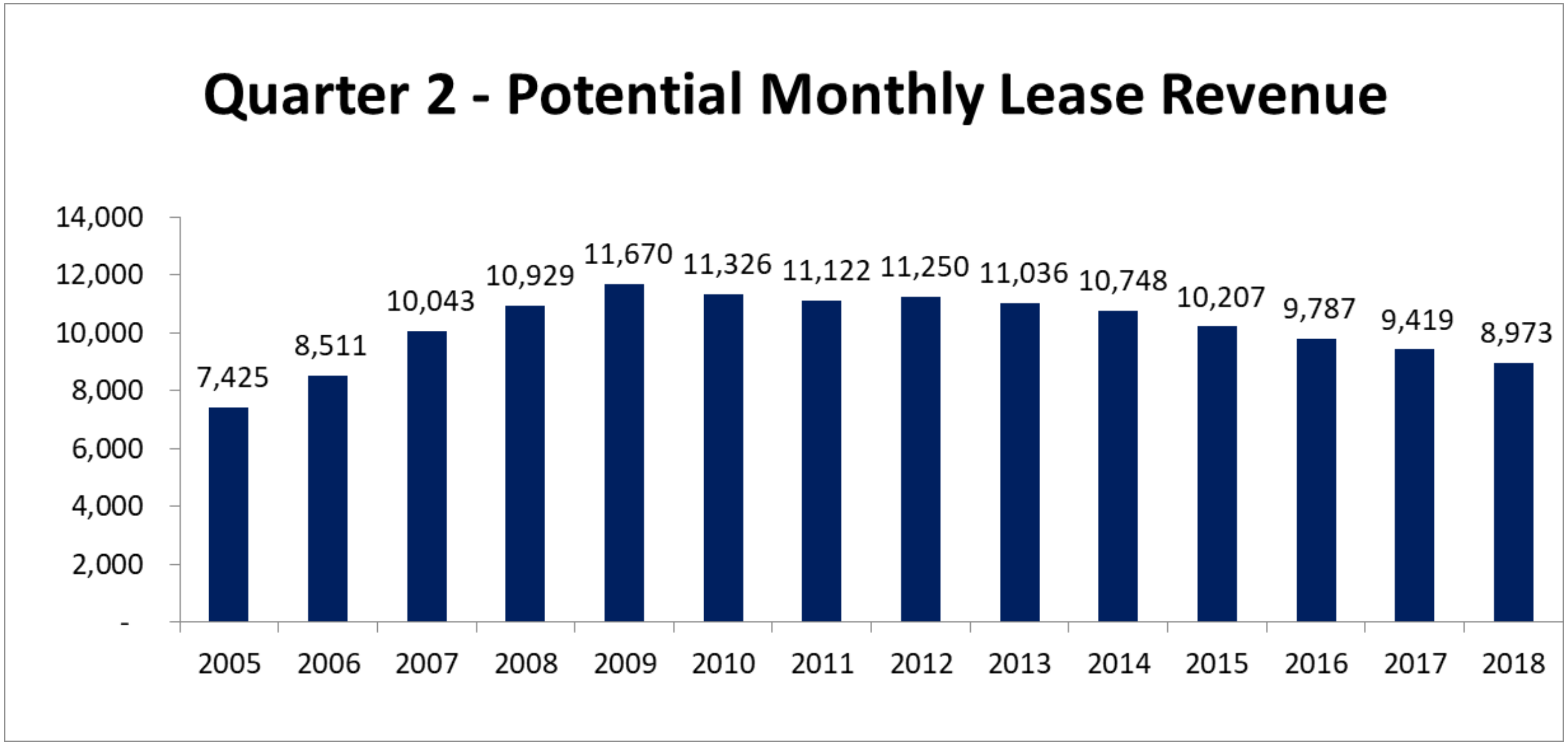
Diluted EPS growth of 57.7%
(against Q2 2017 estimated under IFRS 9)

Return on equity of 20.9%

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 calculated as the number of lease agreements outstanding multiplied by the average required monthly lease payment per agreement.
- 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	Jun. 30 2018	Jun. 30 2017
ASSETS		
Consumer Loans Receivable	646,298	409,644
Cash	19,243	44,828
Lease Assets	51,103	53,189
Property & Equipment	16,022	15,963
Intangible Assets and goodwill	36,016	36,215
Other Assets	36,419	19,022
TOTAL ASSETS	805,101	578,861
LIABILITIES		
Notes Payable	420,552	-
Convertible Debenture	48,095	46,110
Term Loan	-	276,132
Loan from Revolving Credit Facilty	49,738	-
Other Liabilities	55,286	44,762
TOTAL LIABILITIES	573,671	367,004
SHAREHOLDERS' EQUITY	231,430	211,857
External Debt to Shareholder's Equity	2.24	1.52
Net External Debt to Total Capitalization *	0.67	0.52

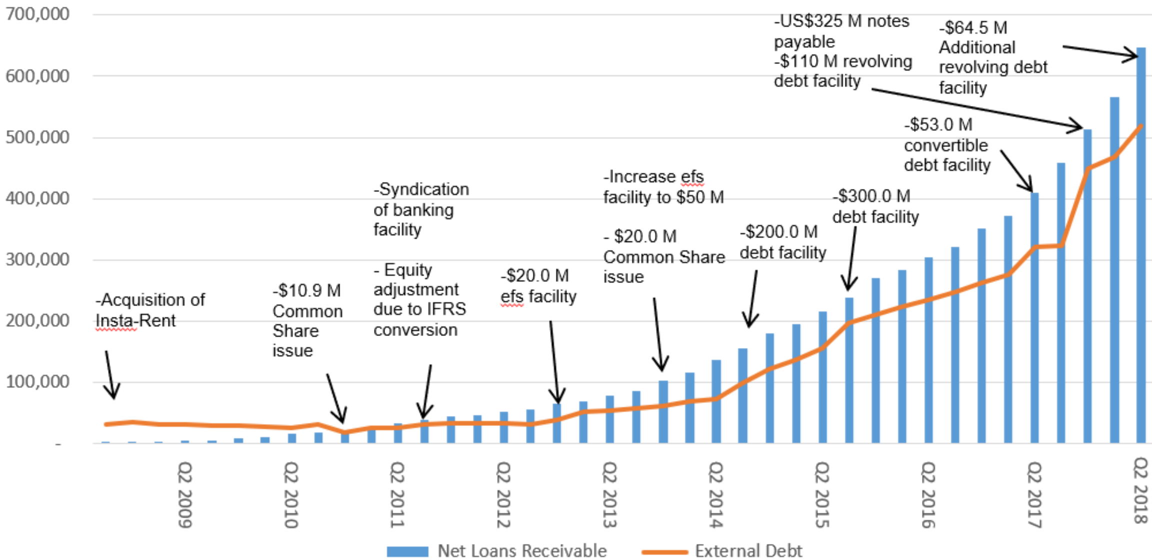
* Net external debt is debt less cash on hand.

57.8% increase in net consumer loans receivable

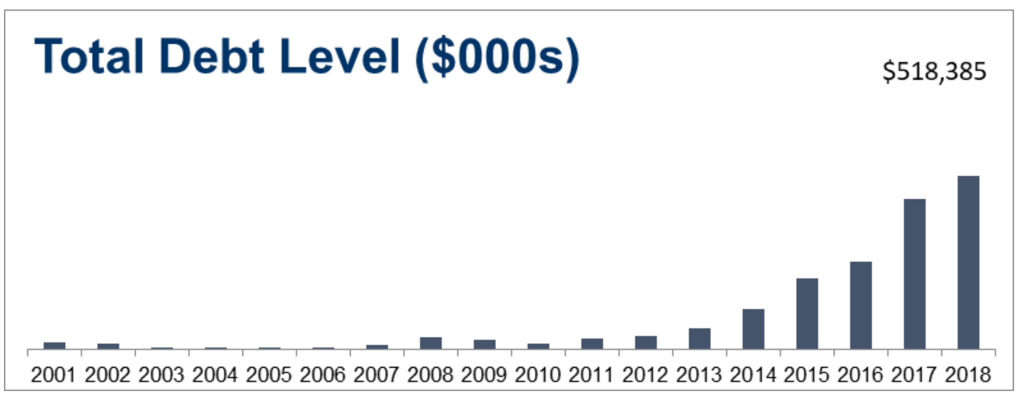
$19.6 million increase in equity over last 12 months

Net Debt to Total Capitalization of 0.67 within targeted rate of 0.70

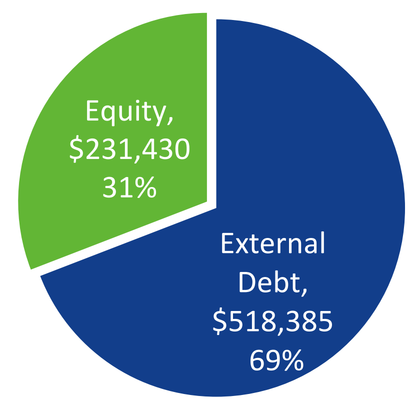
Capital Financing ($000s)



During the quarter, the size of the Company's senior secured revolving credit facility was increased from $110 million to $174.5 million. In addition, a number of related covenants were adjusted to make them less restrictive and to provide for greater operational flexibility. Shortly after quarter end, the Company issued US$150 million in unsecured notes at a 105 premium to par resulting in a yield to maturity of 6.17%; a significant reduction in the Company's cost of borrowing. Taken together, these activities provided the Company with an additional $268 million in capital which is expected to fuel the growth of its easyfinancial business through the second quarter of 2020.



Capitalization at June 30 2018



Updated Targets

		Targets for 2018	Targets for 2019	Targets for 2020
Gross consumer loans receivable portfolio at year end		$825 - $875 million	$1.1 to $1.2 million	$1.3 to $1.4 billion
Easyfinancial total revenue yield		54% to 56%	49% to 51%	46% to 48%
New easyfinancial locations opened during the year		20 to 30	10 to 20	10 to 20
Net charge-offs as a percentage of average gross consumer loans receivable		12.0% to 14.0%	11.5% to 13.5%	11.0% to 13.0%
easyfinancial operating margin		38% to 40%	42%-44%	44-46%
Total revenue growth		26% to 28%	20% to 22%	14% to 16%
Return on equity		21%+	24%+	26%+

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 • Financed through issuance of notes payable, secured revolving credit facility provided by bank syndicate and convertible debentures
Strong Culture of Risk Management	• Robust risk management framework with centralization of all lending decisions • Stable charge-offs of ~12% 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	• Net debt to total capitalization of 0.67 • 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 ~27% of the company
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