
goeasy Ltd. Receives Great Place to Work® Certification

MISSISSAUGA, Ontario, October 18, 2021-- goeasy Ltd. (TSX: GSY), (“goeasy” or the “Company”), a leading full-service provider of goods and alternative financial services, announced today that it has been certified as a Great Place to Work® after an independent analysis conducted by the Great Place to Work® Institute Canada. This certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about their workplace experience.

“We are honoured to be certified as a Great Place to Work®, especially during a year with so many unique challenges. Recognition such as this is credited to the outstanding passion and engagement shown by our diverse team of over 2,200 employees, who go above and beyond to take great care our customers,” said Jason Mullins, President and Chief Executive Officer of goeasy. “With over 10,000 applications across 60 countries, this special certification recognizes goeasy’s inclusive and equitable culture, where our team members have a deep sense of purpose and can experience a challenging and rewarding career.”

Nancy Fonseca, Senior Vice President of Great Place to Work® Canada, says that a great workplace is about the level of trust that employees experience in their leaders, the level of pride they have in their jobs, and the extent to which they enjoy their colleagues. "Our data shows that great workplaces benefit from stronger financial performance, reduced turnover, and better customer satisfaction than their peers. What's more, work environments with trust at the foundation are ripe for innovation, agility, resilience and efficiency," Fonseca said.

About goeasy

goeasy Ltd., a Canadian company, headquartered in Mississauga, Ontario, provides non-prime leasing and lending services through its easyhome, easyfinancial and LendCare brands. Supported by more than 2,200 employees, the Company offers a wide variety of financial products and services including lease-to-own merchandise, unsecured and secured instalment loans. Customers can transact seamlessly through an omni-channel model that includes an online and mobile platform, over 400 locations across Canada, and point-of-sale financing offered in the retail, power sports, automotive, home improvement and healthcare verticals, through more than 4,000 merchants across Canada. Throughout the Company’s history, it has acquired and organically served over 1 million Canadians and originated over \$6.4 billion in loans, with one in three easyfinancial customers graduating to prime credit and 60% increasing their credit score within 12 months of borrowing.

Accredited by the Better Business Bureau, goeasy is the proud recipient of several awards including Waterstone Canada’s Most Admired Corporate Cultures, Glassdoor Top CEO Award, Achievers Top 50 Most Engaged Workplaces in North America, Greater Toronto Top Employers Award, the Digital Finance Institute’s Canada’s Top 50 FinTech Companies, ranking on the TSX30 and placing on the Report on Business ranking of Canada’s Top Growing Companies. The Company is represented by a diverse group of team members from over 75 nationalities who believe strongly in giving back to the communities in which



goeasy Ltd.
33 City Centre Drive
Mississauga, Ontario
L5B 2N5 Canada

Press Release

October 18th, 2021

it operates. To date, goeasy has raised and donated over \$3.8 million to support its long-standing partnerships with BGC Canada, Habitat for Humanity and many other local charities.

goeasy Ltd.'s common shares are listed on the TSX under the trading symbol "GSY". goeasy is rated BB- with a stable trend from S&P and Ba3 with a stable trend from Moody's. Visit www.goeasy.com.

About Great Place to Work®:

Great Place to Work is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, Great Place to Work recognizes Canada's Best Workplaces in a series of national lists including those published by The Globe & Mail (Canada) and Fortune magazine (USA). Great Place to Work provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Visit us at www.greatplacetowork.ca or find us on Twitter at @GPTW_Canada.

For further information contact:

Bryan Tritt
Vice President, Communications and Public Relations, goeasy Ltd.
(905) 272-2788

Farhan Ali Khan
Senior Vice President, Corporate Development & Investor Relations, goeasy Ltd.
(905) 272-2788