



TSX Symbol: GSY

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

Press Release

September 23, 2024

goeasy Ltd. appoints Radhika Kakkar to its Board of Directors

MISSISSAUGA, Ontario, September 23, 2024: *goeasy Ltd.* (TSX: [GSY](#)), ("*goeasy*" or the "**Company**"), one of Canada's leading consumer lenders focused on delivering a full suite of financial services to Canadians with non-prime credit, is pleased to announce Radhika Kakkar as the newest appointee to its Board of Directors.

Radhika Kakkar brings deep expertise in business transformation and operations to the goeasy Board of Directors with over two decades of experience deploying technology-enabled solutions to solve business challenges. Currently, Radhika is the Chief Operating Officer at Wealthsimple where she leads operations, strategy, and customer success facilitating an ambitious product strategy within a strictly regulated sector. Prior to Wealthsimple, Radhika was the Vice President of Global Operations at Snap, the parent company of Snapchat, where she oversaw global operations and online sales, and managed vital functions essential for maintaining the technology and integrity of the platform. Before her time at Snap, Radhika spent 13 years at Accenture ascending to Managing Director & Partner.

Radhika brings considerable advisory experience to goeasy serving as an Independent Director on the board of InTouchCx since 2020 and acting as an Executive Advisor to Origin, a women's health start-up. She holds a B.Sc. in Chemical Engineering from Queen's University.

"We are thrilled to welcome Radhika to our Board of Directors," said David Ingram, Executive Chairman of goeasy Ltd., "Radhika's immersion in technology, focus on digital commerce, and exposure to the financial services landscape make her a stellar addition to goeasy's Board. Her addition to our Board of Directors is another milestone in our journey to build a diverse team of Canadian business leaders who possess a wide range of industry-leading expertise and invaluable perspectives to support our ambitious growth. We look forward to benefitting from Radhika's guidance as we continue to scale our business. "

About goeasy

goeasy Ltd. is a Canadian company, headquartered in Mississauga, Ontario, that provides non-prime leasing and lending services through its easyhome, easyfinancial and LendCare brands. Supported by over 2,500 employees, the Company offers a wide variety of financial products and services including unsecured and secured instalment loans, merchant financing through a variety of verticals and lease-to-own merchandise. Customers can transact seamlessly through an omni-channel model that includes online and mobile platforms, over 400 locations across Canada, and point-of-sale financing offered in the retail, powersports, automotive, home improvement and healthcare verticals, through over 10,300 merchant partners across Canada. Throughout the Company's history, it has acquired and organically served over 1.4 million Canadians and originated over \$14.3 billion in loans.

Accredited by the Better Business Bureau, goeasy is the proud recipient of several awards in recognition of its exceptional culture and continued business growth including 2024 Best Workplaces™ in Financial Services & Insurance, Waterstone Canada's Most Admired Corporate Cultures, ranking on the 2022 Report on Business Women Lead Here executive gender diversity benchmark, placing on the Report on Business ranking of Canada's Top Growing Companies, ranking on the TSX30, Greater Toronto Top Employers



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Award and has been certified as a Great Place to Work®. The Company is represented by a diverse group of team members from over 70 nationalities who believe strongly in giving back to communities in which it operates. To date, goeasy has raised and donated over \$5.8 million to support its long-standing partnerships with BGC Canada and many other local charities. In 2023, the Company announced a 3-year, \$1.4 million commitment to BGC Canada's Food Fund.

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.

For more information about goeasy and our business units, visit www.goeasy.com, www.easyfinancial.com, www.lendcare.ca, www.easyhome.ca.

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