
goeasy Ltd. Announces Pricing of Previously Announced Offering of Senior Unsecured Notes and Upsizing to US\$200 Million

MISSISSAUGA, Ontario, July 22, 2024 (GLOBE NEWSWIRE) -- *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 that it priced US\$200 million aggregate principal amount of 7.625% senior unsecured notes due 2029 (the "**New Notes**"), an increase from the previously announced transaction size of US\$150 million. The New Notes will be issued at a price of US\$1,018.75 per US\$1,000 principal amount, plus accrued interest from July 1, 2024. The New Notes have substantially identical terms (other than issuance price, date of issuance and the date from which interest initially accrues) as, and will be treated as a single series with, the Company's 7.625% unsecured notes due 2029 issued on February 23, 2024 (together with the New Notes, the "**Notes**"). An aggregate of US\$600 million principal amount of Notes will be outstanding after closing of the offering.

Concurrently with the offering, *goeasy* expects to enter into a currency swap agreement (the "**Currency Swap**") to fix the foreign currency exchange rate for the proceeds from the offering, which it expects will reduce the effective cost of borrowing of the New Notes when converted into Canadian currency.

The New Notes will be guaranteed on a senior unsecured basis by certain of *goeasy*'s current and future subsidiaries.

goeasy estimates the net proceeds from the offering will be approximately C\$275.8 million, based on the Bank of Canada daily rate on July 19, 2024 for the Canadian dollar/U.S. dollar exchange rate, after deducting fees and estimated offering expenses, and subject to adjustment as a result of the Currency Swap. *goeasy* intends to use the proceeds from the sale of the New Notes for general corporate purposes, including the repayment of indebtedness.

The offering of the New Notes is expected to close on July 25, 2024, subject to customary closing conditions.

The New Notes and related guarantees have not been and will not be registered under the Securities Act of 1933, as amended (the "**Securities Act**"), or any state securities laws, and the New Notes may not be offered or sold in the United States or to any U.S. persons unless the New Notes are registered under the Securities Act or pursuant to an exemption from the registration requirements of the Securities Act. This offering will be made only to qualified institutional buyers in accordance with Rule 144A under the Securities Act and outside the United States to non-U.S. persons in offshore transactions in compliance with Rule 903 of Regulation S under the Securities Act. Additionally, in Canada the offering will be made pursuant to exemptions from the prospectus requirements of applicable Canadian securities laws.

This announcement does not constitute an offer to sell or a solicitation of an offer to buy any securities, nor shall there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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 omnichannel 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 10,000 merchant partners across Canada. Throughout the Company's history, it has acquired and organically served approximately 1.4 million Canadians and originated over \$13.5 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 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 \$5.6 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".

Forward-Looking Statements

This press release 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, statements with respect to the expectations regarding the completion and the use of proceeds of the Notes offering, the guarantee of the Notes by certain of goeasy's current and future subsidiaries, and the entry into and effect of the Currency Swap. 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 "expect", "continue", "anticipate", "intend", "aim", "plan", "believe", "budget", "estimate", "forecast", "foresee", "target" 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. 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. Some important factors that could cause actual results to differ materially from those expressed in the forward-looking statements include, but are not limited to, goeasy'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, offer 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, compete, 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. These and other factors could cause actual results to differ materially from our expectations expressed in the forward-looking statements, and further details and descriptions of these and other factors are disclosed in the Company's Management's Discussion and Analysis, including under the section entitled "Risk Factors". The reader is cautioned to consider these, and other factors carefully and not to 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.

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