

goeasy Ltd. Announces CFO Transition

Mississauga, ON, September 16th, 2025 /CNW/ - 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 near to non-prime credit scores today announced that Hal Khouri, Chief Financial Officer, will be leaving the Company following the completion of third quarter reporting in November 2025 to pursue a new opportunity outside of Canada.

Since joining goeasy in 2019, Mr. Khouri has played a central role in the Company’s financial strategy and capital markets execution, which has enabled the organization’s growth. He has been instrumental in strengthening goeasy’s balance sheet, enhancing financial reporting, and supporting the organization’s strong track record of shareholder value creation.

Dan Rees, President and Chief Executive Officer of goeasy, expressed gratitude for Mr. Khouri’s contributions: *“On behalf of our Board of Directors, executive team, and employees, I want to thank Hal for his leadership and commitment to goeasy over the past six years. His expertise, disciplined approach, and steady hand have helped position our company for long-term success. We wish him the very best as he embarks on this next chapter of his career. The full executive team at goeasy remain committed to the achievement of goeasy’s broader goals.”*

Reflecting on his time with goeasy, Mr. Khouri commented: *“It has been a privilege to serve as CFO of goeasy and to work alongside such a talented and dedicated leadership team. I am proud of the company’s achievements and as a long-standing shareholder, believe that the organization is well positioned for continued growth and success. I will always be grateful for the opportunity to contribute to goeasy’s mission of providing Canadians with access to non-prime credit and look forward to following the company’s achievement of milestones in the years ahead.”*

In addition to the formal comprehensive search process that has been initialized to identify Mr. Khouri’s permanent successor, the Company has made significant progress toward identifying an Interim Chief Financial Officer and anticipates that it will be in a position to provide further details in the coming weeks. This approach will ensure a seamless transition of responsibilities and continuity from Mr. Khouri’s tenure until the new CFO is appointed.

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 2,600 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 approximately 11,200 merchant partners across Canada. Throughout the Company's history, it has acquired and organically served approximately 1.6 million Canadians and originated over \$17.5 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 inclusion in TIME Magazine's inaugural list of Canada's Best Companies, 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 2024 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 90 nationalities who believe strongly in giving back to communities in which it operates. To date, goeasy has raised and donated over \$6.5 million to support its long-standing partnerships with BGC Canada 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.

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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