INVESTOR PRESENTATION

FIRST QUARTER 2016

Safe Harbor

This press release and the guidance above contain forward-looking statements that involve risks and uncertainties. Such forward-looking statements generally can be identified by the use of forward-looking terminology such as "may," "will," "expect," "intend," "could," "estimate," "should," "anticipate," or "believe," or the negative thereof or variations thereon or similar terminology. The Company believes that the expectations reflected in such forward-looking statements are accurate. However, there can be no assurance that such expectations will occur. The Company's actual future performance could differ materially from such statements. Factors that could cause or contribute to such differences include, but are not limited to: the general strength of the economy and other economic conditions affecting consumer preferences and spending; factors affecting the disposable income available to the Company's current and potential customers; changes in the unemployment rate; difficulties encountered in improving the financial performance of the Core U.S. segment; failure to manage the Company's labor and benefit rates, advertising and marketing expenses, operating leases, charge-offs due to customer stolen merchandise, other store expenses or indirect spending; the Company's ability to develop and successfully execute the competencies and capabilities which are the focus of the Company's strategic initiatives, including those initiatives that are part of its multi-year program designed to transform and modernize the Company's operations; costs associated with the Company's multi-year program designed to transform and modernize the Company's operations; the Company's ability to successfully implement its new store information management system; the Company's ability to successfully market smartphones and related services to its customers; the Company's ability to develop and successfully implement virtual or e-commerce capabilities; the Company's ability to retain the revenue from customer accounts merged into another store location as a result of a store consolidation plan; the Company's ability to execute and the effectiveness of the a consolidation; rapid inflation or deflation in prices of the Company's products; the Company's available cash flow; the Company's ability to identify and successfully market products and services that appeal to its customer demographic; consumer preferences and perceptions of the Company's brand; uncertainties regarding the ability to open new locations; the Company's ability to acquire additional stores or customer accounts on favorable terms; the Company's ability to control costs and increase profitability; the Company's ability to enhance the performance of acquired stores; the Company's ability to retain the revenue associated with acquired customer accounts; the Company's ability to enter into new and collect on its rental or lease purchase agreements; the passage of legislation adversely affecting the rent-to-own industry; the Company's compliance with applicable statutes or regulations governing its transactions; changes in interest rates; adverse changes in the economic conditions of the industries, countries or markets that the Company serves; information technology and data security costs; the Company's ability to protect the integrity and security of individually identifiable data of its customers and employees; the impact of any breaches in data security or other disturbances to the Company's information technology and other networks; changes in the Company's stock price, the number of shares of common stock that it may or may not repurchase, and future dividends, if any; changes in estimates relating to self-insurance liabilities and income tax and litigation reserves; changes in the Company's effective tax rate; fluctuations in foreign currency exchange rates; the Company's ability to maintain an effective system of internal controls; the resolution of the Company's litigation; and the other risks detailed from time to time in the Company's SEC reports, including but not limited to, its annual report on Form 10-K for the year ended December 31, 2015. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Except as required by law, the Company is not obligated to publicly release any revisions to these forward-looking statements to reflect the events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.

Rent-A-Center will continue to return value to shareholders in a number of ways

Core U.S.

- Optimize profitability in maturing business
- Strategic initiatives such as Flexible Labor and Supply Chain

Acceptance Now

- Maximize revenue growth and profit opportunity
- Expand beyond staffed model by expanding sales channels

Capital Allocation

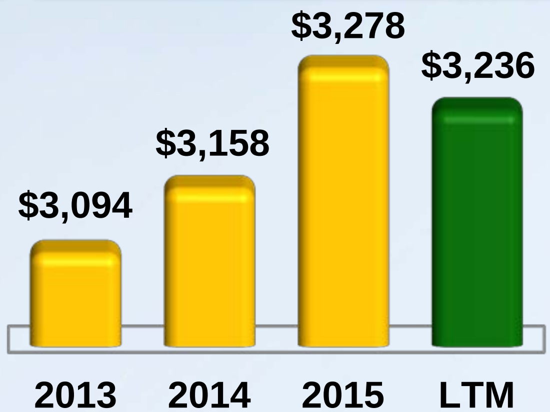
- Disciplined capital allocation
- Balanced approach including debt reduction and dividends
- Target leverage ratio of 2.5x debt to EBITDA

Rent-A-Center snapshot

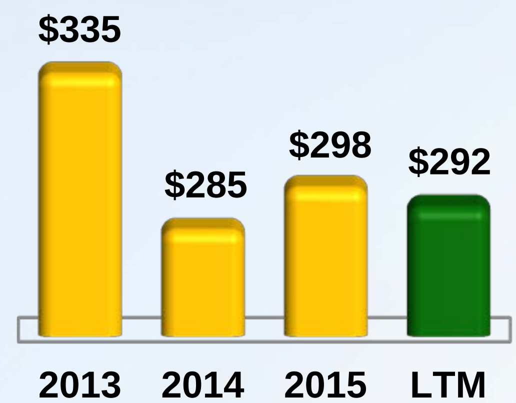
Rent-A-Center overview

- **Rent-A-Center (NASDAQ: RCII) is one of the Largest rent-to-own ("RTO") operators in the U.S.**
  - 4,980 locations across the US, Mexico, Canada and Puerto Rico
    - 2,662 Core U.S. locations
    - 1,962 Kiosks at retailers
    - 129 Mexico locations
    - 227 Franchised stores
- Offers high quality, durable products
  - Flexible rental purchase agreements
  - Allows customers to obtain ownership at the conclusion of an agreed upon rental term

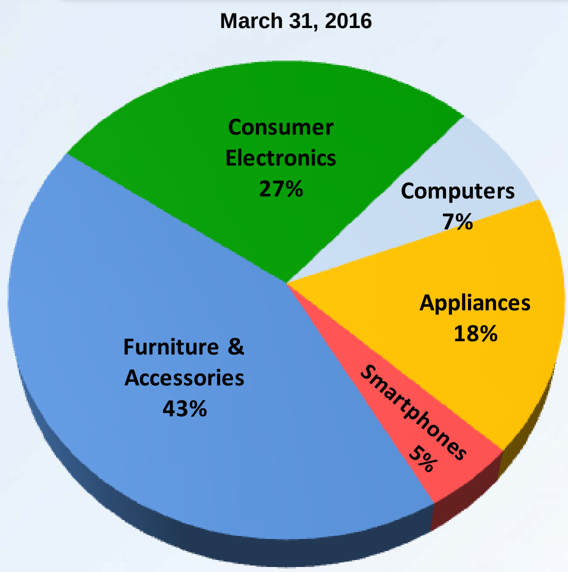
Revenue ($mm)



EBITDA ($mm)



Product mix (LTM) (1)(2)



Key vendor relationships

SONY ASHLEY FURNITURE INDUSTRIES, INC. Whirlpool HOME APPLIANCES LG Life's Good DELL SAMSUNG VIZIO

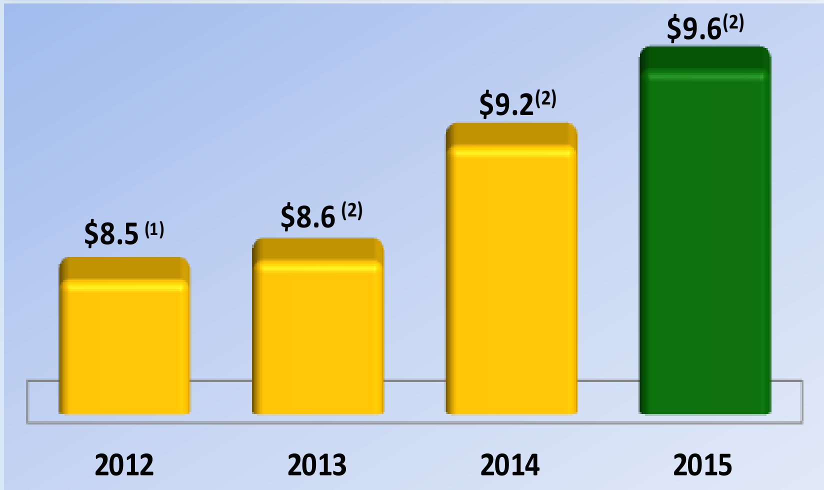
1) Includes Core U.S. and Acceptance Now stores only
2) Percentages based on Total Rental Income

RTO industry offers attractive fundamentals and Rent-A-Center is one of the largest operators

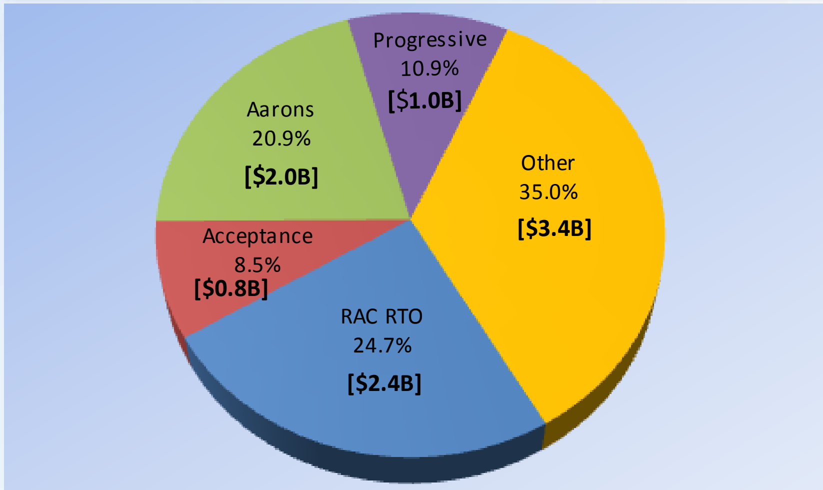
Key industry facts

- ~$10.0 billion industry
- 18,000+ stores across the United States, Mexico and Canada
- Serves an estimated 4.8 million households
- National industry with established, constructive regulatory environment

RTO industry revenue (billions)



2015 Total Revenue (Estimated) (2)



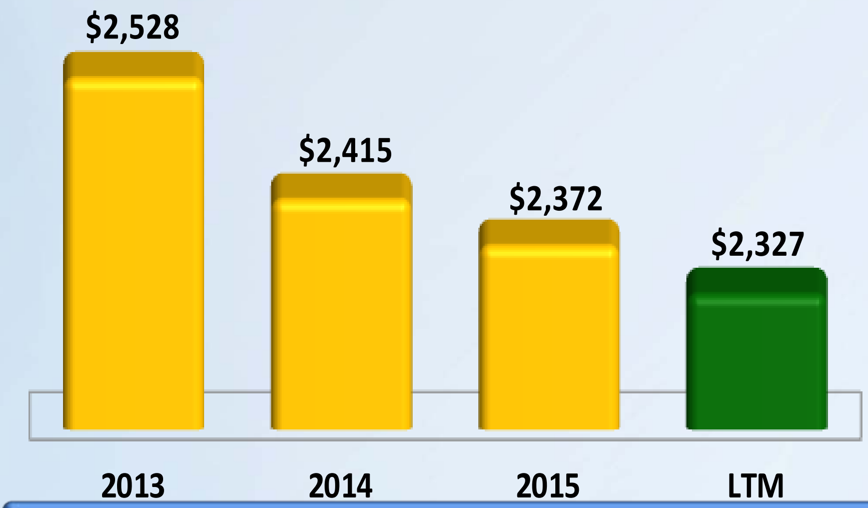
(1) APRO (Association of Progressive Rental Organizations) as October 2013; Industry numbers were not updated in 2011 or 2013
(2) RAC internal estimation

Core U.S. overview

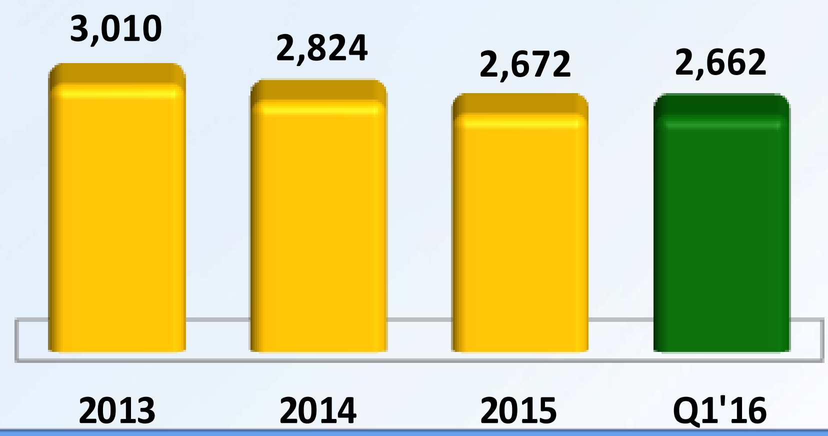
Domestic company-owned RTO operations:

- Offering high-quality products to consumers under flexible rental-purchase agreements
- Largest segment with 70% of Q1 ‘16 revenues

Revenue ($mm)



Locations



Brands

Core U.S. Strategic Initiatives

Flexible Labor Model

- Replacing fixed overtime hours with part-time hours
- $20-$25mm of annual labor savings opportunity related to overtime premium
- Ability to flex hours up or down based on store activity levels

Supply Chain

- Product cost savings from a more efficient supply chain using 3rd party logistics provider; Improve in-stock rates by reducing shipping lead times from 17 days to 4-5 days
- Initiative remains on track to fully realize $25-35mm of annual run-rate income statement benefits by the end of 2016

Pricing

- Continue to optimize pricing strategies and take opportunistic actions based on test results

Acceptance NOW overview

Description

- Kiosks inside traditional retailers
  - Customers turned down for credit are referred to Acceptance NOW
  - Retailers "save the sale" (~50% conversion rate)
  - Developed Acceptance NOW Direct technology for lower volume locations
- Low initial investment since inventory is not purchased until the sale is made
- Growing customer base with YoY revenue increase of 2.7% in Q1 2016
- Focused on profitable growth in 2016

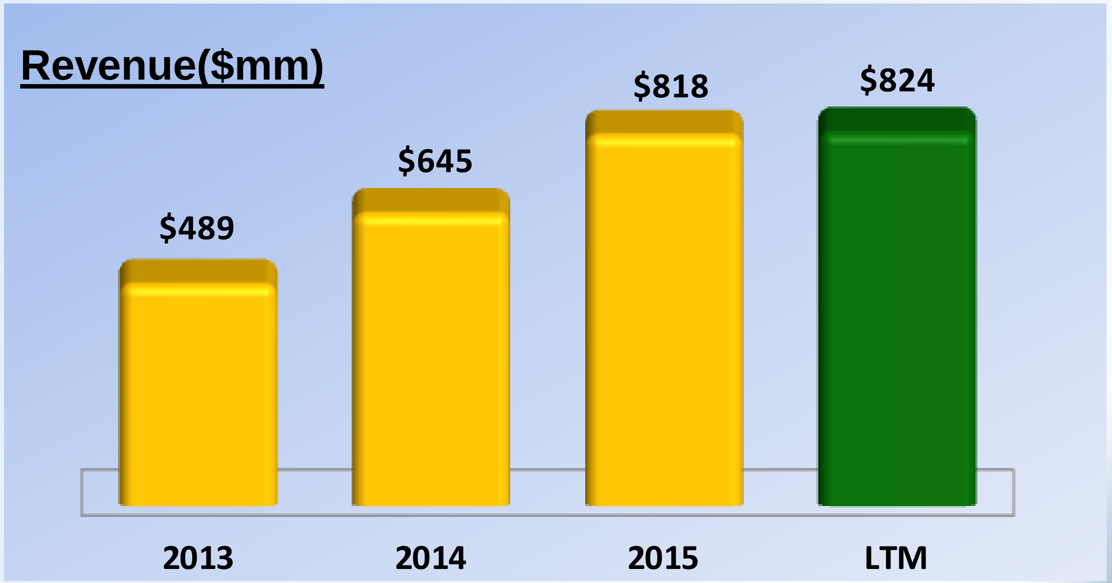
Capturing a new customer base

Credit scores:	< 520	521–580	> 581
RAC Rent-A-Center	50%	27%	23%
Acceptance NOW	41%	29%	30%

(1) Random sample of 1,000 RTO & 1,000 Acceptance NOW customer's credit scores provided by TransUnion

Status

- As of Q1 '16, 1,436 Acceptance NOW staffed and 526 Acceptance NOW direct locations
- 16 staffed locations opened and 25 merged with existing locations in Q1'16
- 5 direct locations opened in Q1'16; 10 were merged with existing locations in Q1 '16
- One staffed location converted



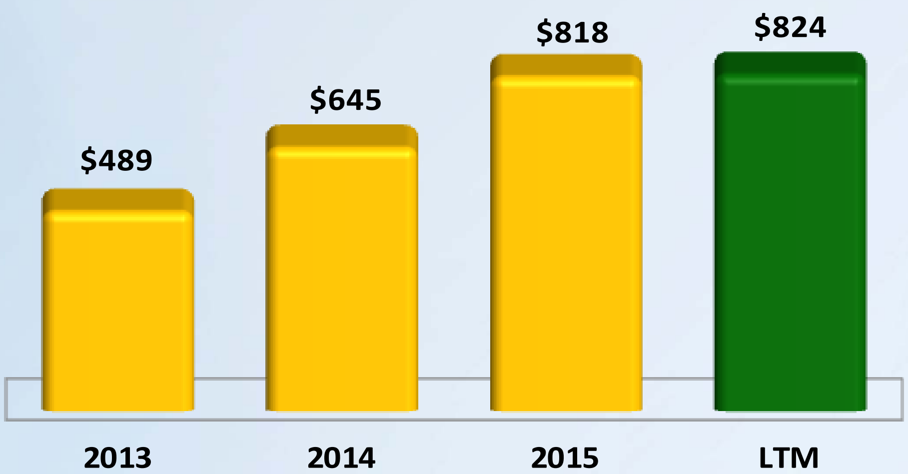
Despite growth to date, tremendous untapped market potential for Acceptance NOW

Acceptance NOW

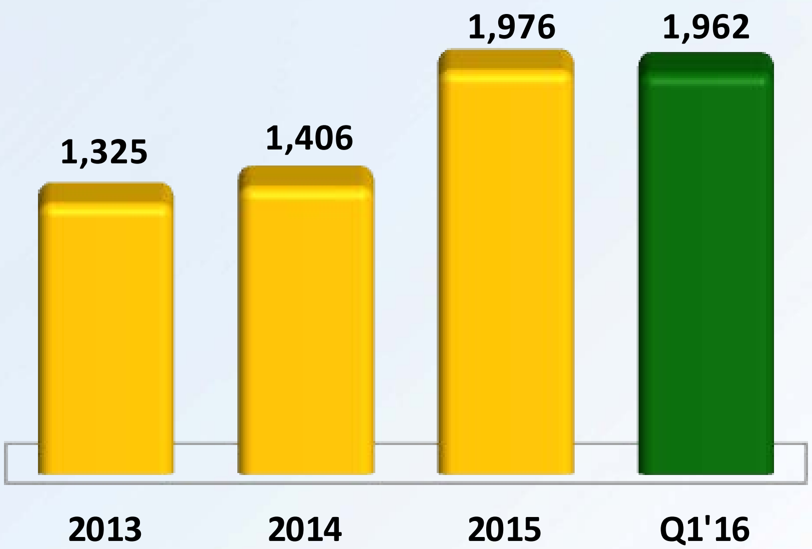
RTO kiosks inside traditional retail stores:

- Alternative transaction for customers of retail partners who cannot buy on credit
- Growing segment with 28% of Q1 ‘16 revenues
- Focus on maximizing revenue growth and profit opportunity

Revenue ($mm)



Locations



Strategic Initiatives

- Established a dedicated commercial sales organization to grow Acceptance Now’s national footprint while continuing to deliver industry leading service
- Working on improving the profitability of 90 day cash option transactions
- Doubled the penetration of online approval via retailer websites as well as the technology to support the seamless application process. Each of these technologies are available in about a third of our staffed locations

Mexico and Franchise Segment overview

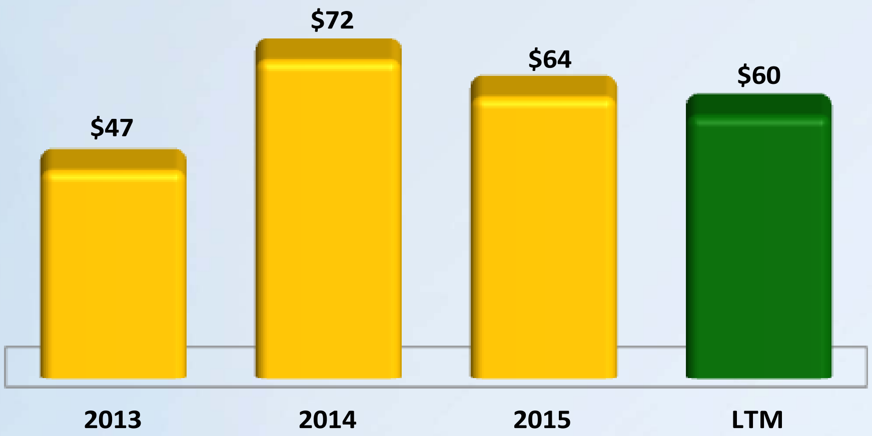
Mexico

Segment Overview

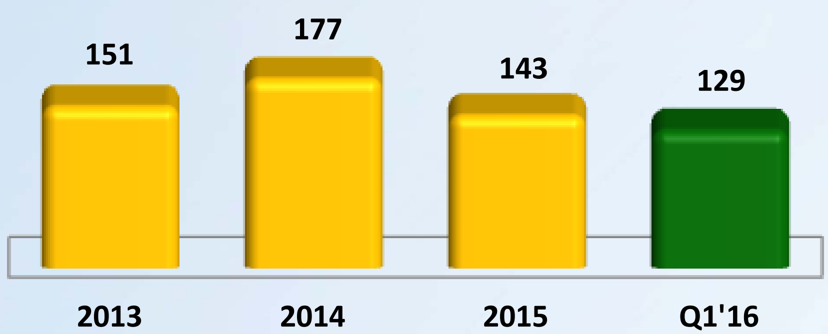
Mexico company-owned RTO operations:

- Segment with 2% of Q1 ‘16 revenues
- FY ‘16 EBITDA goal of breakeven and exiting underperforming markets
- Potential platform for future international expansion

Revenue ($mm)



Locations



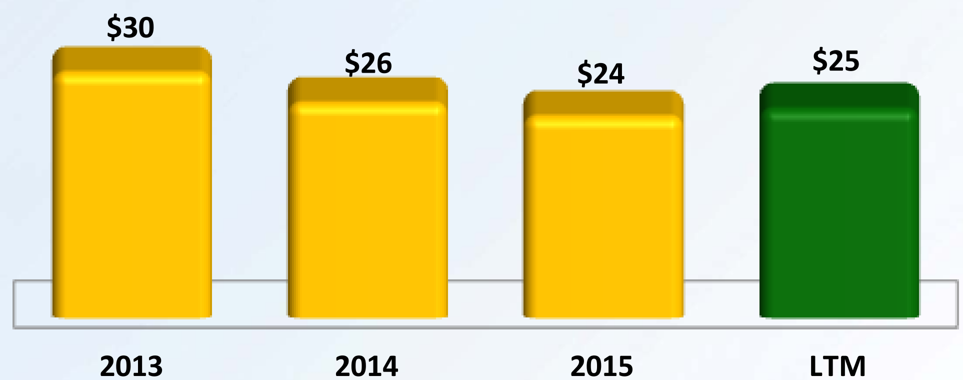
Brands

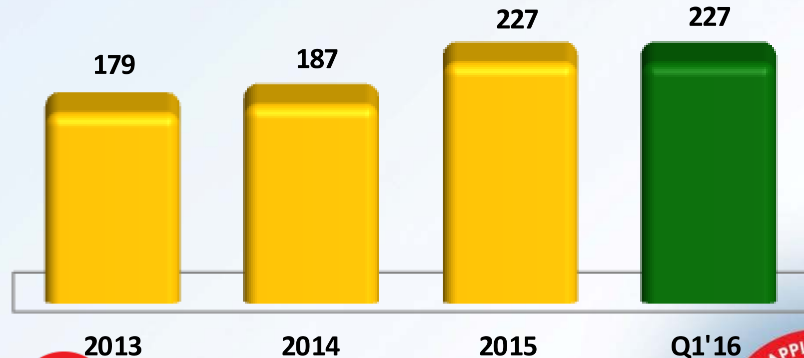
La mejor forma de comprar

Franchising

Franchisor of RTO stores:

- Sells merchandise to franchisors who in turn rent it out to public
- Earn royalties of approx. 2-6% of revenues
- Segment with 1% of Q1 ‘16 revenues





Franchising International, Inc.

COLORTYME

RIMTYME CUSTOM WHEELS AND TIRES

APPLIANCES • ELECTRONICS • COMPUTERS • FURNITURE • RAC Rent-A-Center

Financial Highlights

Q1 2016 Rent-A-Center operating results

Financial Metrics (Non-GAAP)

($ in mm)	Q1'16	Q1'15	Δ YoY
Core US	$584	$629	*(7.1%)*
Acceptance NOW	$230	$224	*2.7%*
Mexico	$14	$18	*(23.3%)*
Franchising	$7	$6	*14.7%*
Total Revenue	**$836**	**$878**	***(4.8%)***
Same Store Sales	**(2.5%)**	**8.0%**	***(1050 bps)***
Core US	$412	$441	*(6.6%)*
Acceptance NOW	$111	$109	*1.8%*
Mexico	$9	$12	*(23.0%)*
Franchising	$3	$2	*18.8%*
Total Gross Profit	**$535**	**$565**	***(5.3%)***
Gross Profit Margin	***64.0%***	***64.3%***	***(30 bps)***
Core US	$62	$68	*(7.9%)*
Acceptance NOW	$29	$35	*(15.0%)*
Mexico	($0)	($3)	*92.3%*
Franchising	$1	$1	*16.2%*
Corporate	($42)	($43)	*3.0%*
Operating Profit	**$51**	**$57**	***(10.7%)***
Operating Profit Margin	***6.1%***	***6.5%***	***(40 bps)***
EBITDA	**$71**	**$77**	***(8.1%)***
EBITDA Margin	***8.5%***	***8.7%***	***(20 bps)***
CapEx	**$14**	**$14**	***1.1%***

(1) Includes restated financials

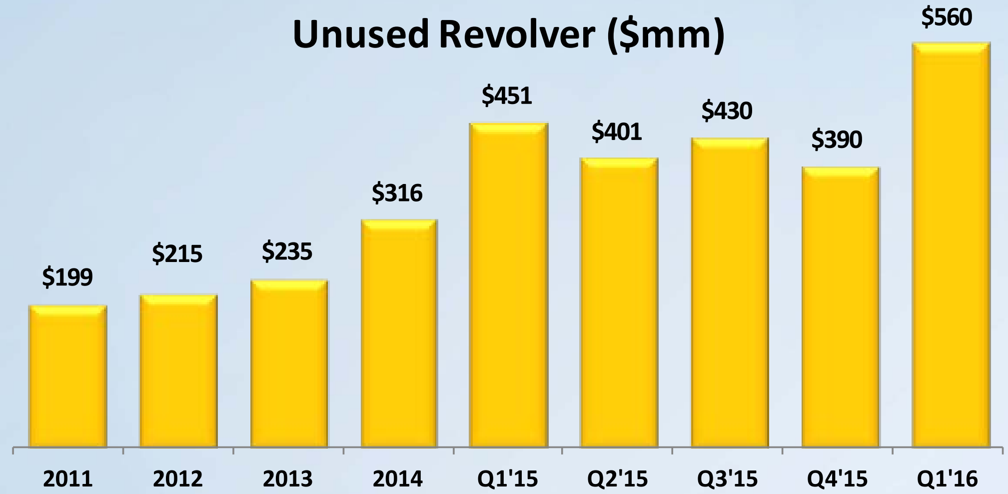
Key Results

- Total revenues decreased ~$42mm, or (4.8%)
  - Single digit sales growth in Acceptance NOW segment was offset by a same store sales decline in the Core coupled with the continued rationalization of our store base in both the Core and Mexico
- Core U.S. revenue decreased by 7.1% primarily due to lower same store sales and continued rationalization of our Core U.S. store base
- Gross profit margins decreased 30 bps, and gross profit dollars decreased $30mm, or 5.3%
  - Gross margin in Core U.S. increased 40 bps due to pricing and supply chain initiatives and revenue mix
  - Acceptance NOW gross margin decreased YOY, however, showed a meaningful improvement of 360 bps from Q4'15
- Operating profit decreased ~$6mm, or 10.7%

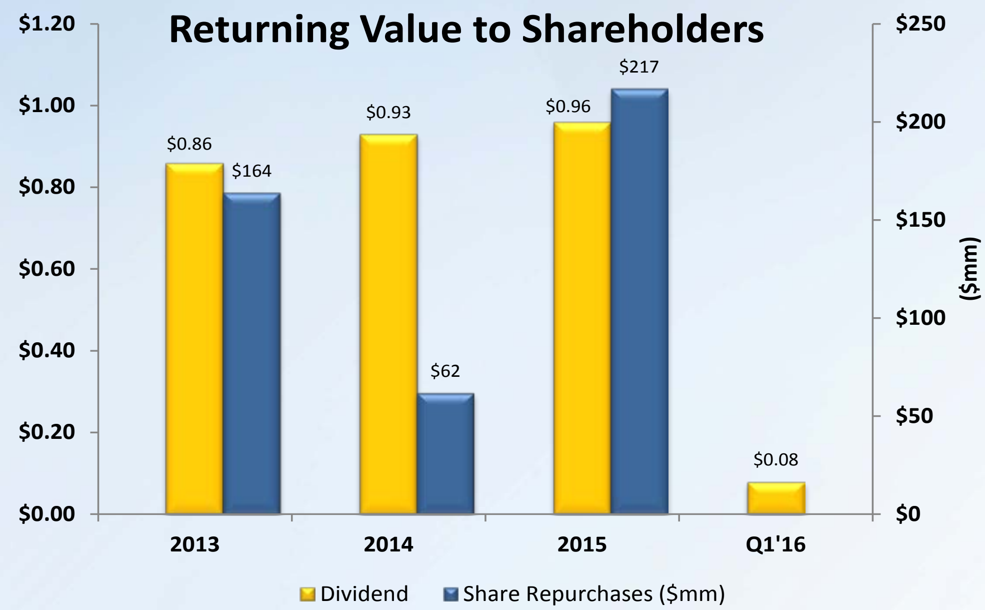
Rent-A-Center balance sheet

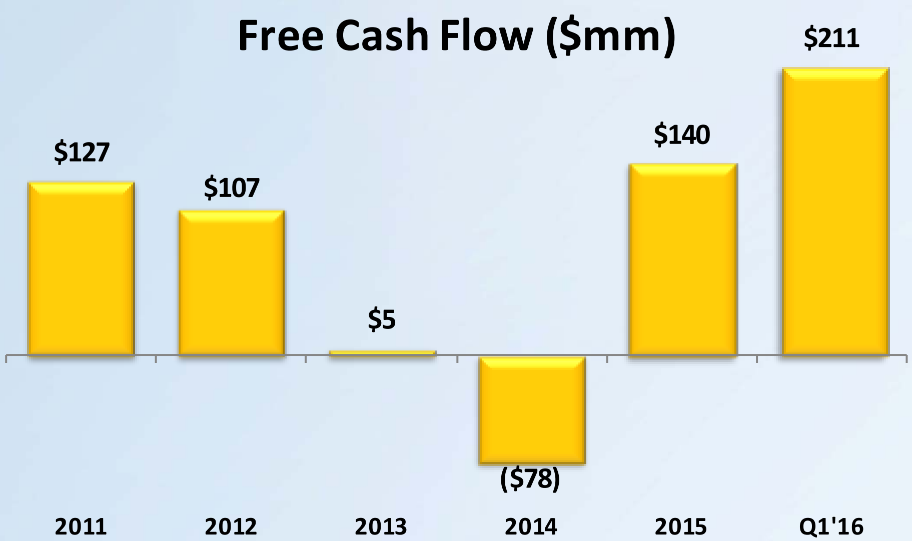
($mm)	Q1'16	% of Book Capital	Q1'15	% of Book Capital
Cash	$46		$93	
Senior Debt	$214	17.0%	$349	15.1%
Senior Unsecured Notes	$543	43.4%	$550	23.9%
Total Debt	$756	60.4%	$899	39.0%
Shareholder's Equity	$496	39.6%	$1,405	61.0%
Total Capitalization	$1,252	100.0%	$2,304	100.0%
Net Debt/Total Capitalization		56.7%		35.0%

Rent-A-Center Leverage

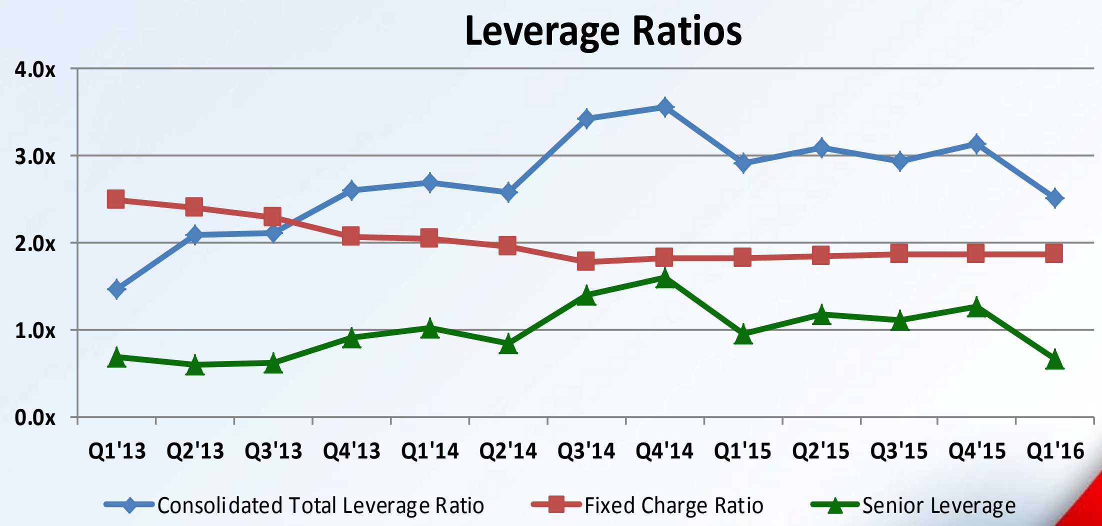


❖ Strong liquidity position





❖ '14 FCF impacted by tax deferral reversal



❖ Ratios below covenants

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