

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(b).

Check this box to indicate that a
transaction was made pursuant to a
contract, instruction or written plan for
the purchase or sale of equity
securities of the issuer that is intended
to satisfy the affirmative defense
conditions of Rule 10b5-1(c). See
Instruction 10.

1. Name and Address of Reporting Person * BROWN JEFFREY J	2. Issuer Name and Ticker or Trading Symbol UPBOUND GROUP, INC. [UPBD]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director 10% Owner ☐ Officer (give title below) Other (specify below)
(Last) (First) (Middle) 5501 HEADQUARTERS DRIVE	3. Date of Earliest Transaction (Month/Day/Year) 07/07/2026	
(Street) PLANO TX 75024	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person ☐ Form filed by More than One Reporting Person
(City) (State) (Zip)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
COMMON STOCK	07/07/2026		p ⁽¹⁾		454	A	\$20.09	23,853	I	by the Jeffrey J Brown Living Trust ⁽²⁾
COMMON STOCK	07/07/2026		p ⁽³⁾		1,841	A	\$20.09	96,681	I	by Brown Equity Partners, LLC ⁽⁴⁾

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					
Director Deferred Stock Unit	(5)	07/07/2026		A		2,524	(5)	(5)	COMMON STOCK	2,524	\$20.53	172,683	D

Explanation of Responses:

1. The shares were purchased pursuant to a dividend reinvestment feature of a brokerage account maintained by the Jeffrey J Brown Living Trust, of which the reporting person is the sole trustee and sole beneficiary.
2. The shares are held in a brokerage account maintained by the Jeffrey J Brown Living Trust, of which the reporting person is the sole trustee and sole beneficiary.
3. The shares were purchased pursuant to a dividend reinvestment feature of a brokerage account maintained by Brown Equity Partners, LLC, which is owned by the reporting person.
4. The shares are held in a brokerage account maintained by Brown Equity Partners, LLC, which is owned by the reporting person.
5. Each Director Deferred Stock Unit represents the right to receive one share of the common stock, \$.01 par value per share, of the issuer ("Common Stock"). The Director Deferred Stock Units are fully vested and non-forfeitable. The Common Stock will be issued to the reporting person upon the termination of their service as a member of the issuer's board of directors.

/s/ Andrew West, attorney-in-fact 07/09/2026

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.