

OMB APPROVAL	
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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).

1. Name and Address of Reporting Person* <u>Blasquez Anthony J</u>			2. Issuer Name and Ticker or Trading Symbol <u>UPBOUND GROUP, INC. [UPBD]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ EVP-RAC		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>08/08/2023</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
<u>5501 HEADQUARTERS DRIVE</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	<u>PLANO</u>	<u>TX</u>	<u>75024</u>	Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.				
(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	08/08/2023		M		2,618	A	\$8.32	59,329 ⁽¹⁾	D	
COMMON STOCK	08/08/2023		M		2,749	A	\$20.87	62,078 ⁽¹⁾	D	
COMMON STOCK	08/08/2023		M		3,514	A	\$8.22	65,592 ⁽¹⁾	D	
COMMON STOCK	08/08/2023		S		8,679	D	\$32.46	56,913 ⁽¹⁾	D	
COMMON STOCK	08/08/2023		S		202	D	\$32.5	56,711 ⁽¹⁾	D	
COMMON STOCK	08/08/2023		F		4,681	D	\$32.46	52,030 ⁽¹⁾	D	

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	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option (Right to Purchase)	\$8.32	08/08/2023		M			2,618	(2)	02/16/2027	COMMON STOCK	2,618	\$0	0	D	
Employee Stock Option (Right to Purchase)	\$20.87	08/08/2023		M			2,749	(3)	04/01/2029	COMMON STOCK	2,749	\$0	0	D	
Employee Stock Option (Right to Purchase)	\$8.22	08/08/2023		M			3,514	(4)	02/23/2028	COMMON STOCK	3,514	\$0	0	D	

Explanation of Responses:

- Includes shares of common stock and unvested restricted stock units.
- The Option became exercisable in four equal installments on February 16, 2018, 2019, 2020 and 2021.
- The Option became exercisable in four equal installments on April 1, 2020, 2021, 2022 and 2023.
- The Option became exercisable in four equal installments on February 23, 2019, 2020, 2021 and 2022.

Remarks:

/s/ Bryan Pechersky, attorney-in-fact 08/10/2023

** 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.

