

NASDAQ FPAY

FlexShopper<sup>®</sup>

The Omni-Channel Lease-to-Own  
Provider for Consumers and Businesses

## Investor Presentation March 2021



# Safe Harbor Statement & Use on Non-GAAP Information

## Forward Looking Statements:

This presentation includes forward-looking statements that are made pursuant to the "safe harbor" provisions of the private securities litigation reform act of 1995. Forward-looking statements reflect our current views with respect to future events and involve inherent risks and uncertainties which could cause actual results to differ materially from our historical experience and present expectations or projections as a result of various factors, including those risks and uncertainties described in the risk factors and in management's discussion and analysis of financial condition and results of operations sections of the prospectus included in our registration statement on Form S-1 (No. 333-226823) and the Company's most recently filed annual report on form 10-k and subsequently filed quarterly reports on form 10-q, each filed with the Securities and Exchange Commission. One can find many (but not all) of these statements by looking for terms such as "believe," "expect," "hope," "project," "may," "will," "should," "would," "could," "seek," "intend," "plan," "estimate," "anticipate" and similar terms. All statements other than statements of historical facts included in this presentation, including statements regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements.

We urge you to consider those risks and uncertainties in evaluating our forward-looking statements. We caution readers not to place undue reliance upon any such forward-looking statements, which represent our estimates and assumptions only as of the date hereof. Except as required by law, we undertake no obligation to update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise. We anticipate that subsequent events and developments will cause our views to change.

In this presentation, we refer to information regarding potential markets and other industry data. We believe that all such information has been obtained from reliable sources that are customarily relied upon by companies in our industry. However, we have not independently verified any such information.

## Use of Non-GAAP Financial Information

This presentation includes calculations not calculated or presented in accordance with US GAAP. We believe these non-GAAP measures provide useful supplemental information for period-to-period comparisons of our business and can assist investors and others in understanding and evaluating our operating results. However, these non-GAAP measures should not be considered in isolation or as an alternative to any measures of financial performance calculated and presented in accordance with GAAP. Other companies may calculate this non-GAAP measure differently than we do.

The Company's guidance for Gross Lease Originations, Gross Revenue, Gross Profit and Adjusted EBITDA are forward-looking statements. They are subject to various risks and uncertainties that could cause the Company's actual results to differ materially from the anticipated targets. There can be no assurance the Company will meet these financial projections. Additionally, Adjusted EBITDA is a non-GAAP financial measure. Refer to the definitions of this measure under "Non-GAAP Measures," but note that information reconciling forward-looking non-GAAP measures to GAAP measures is not available without unreasonable effort.

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# FlexShopper<sup>®</sup>

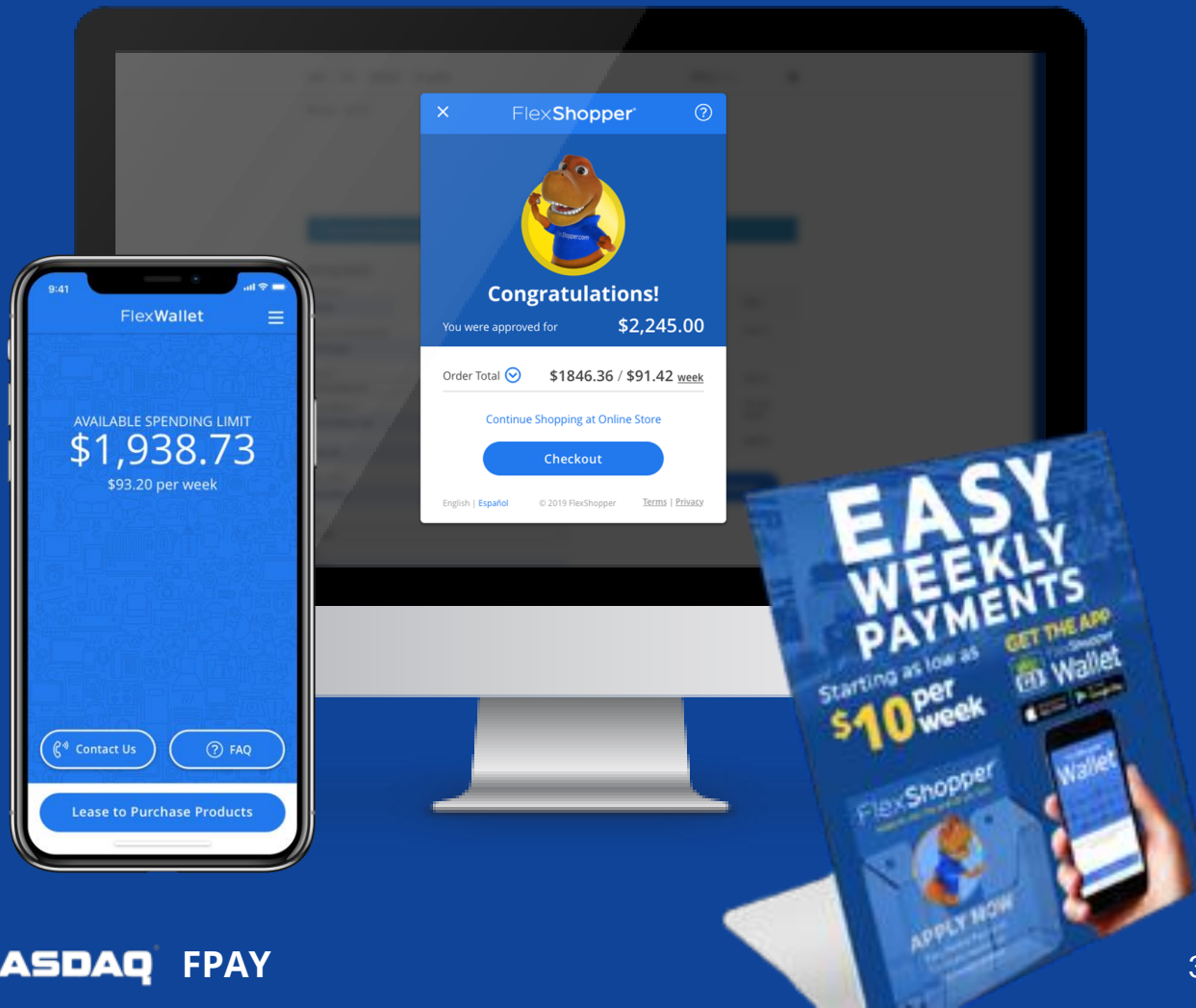
We facilitate both sides of consumers' Lease-to-Own purchases

## FOR CONSUMERS (B2C)

We give non-prime consumers immediate purchasing power to shop for **what they want, where they want** by completing a simple application, online or in-store.

## FOR RETAILERS (B2B)

We increase their sales with non-prime retail customers who do not qualify for traditional credit and **"SAVE THE SALE"** with our lease-to-own programs.



# Large Addressable Virtual Lease-to-Own (vLTO) Market Opportunity

- For over 60 years, customers went to physical LTO store locations
- Lease-to-Own transactions occurring outside of traditional brick and mortar rent-to-own stores created the virtual LTO (vLTO) market

50 million American Adults are underbanked or sub-prime



Technology advances enable instant underwriting



Retail climate leading retailers to embrace “save the sale” financing to increase sales

Non Prime consumers recognize that they have more convenient options to acquire the products they want

\*Per Wall Street Research

# The Only Omni-Channel LTO Provider

Allows retailers to reach an incremental, untapped market and “save the sale” with consumers that do not qualify for traditional credit

## B2B Channels

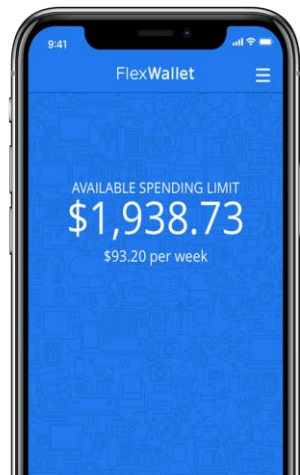
Patented Payment Method

FlexShopper as a payment option on retailers' ecommerce sites

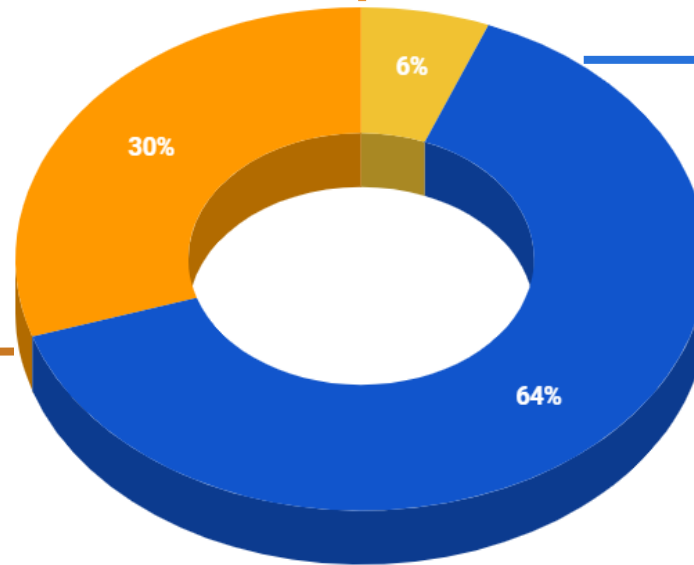


In-Store **SAVE THE SALE**

Digital mobile payment solution for POS



Twelve Months Ended December 31<sup>st</sup> 2020



2020 Leases ( \$ in Millions)			
	Marketplace	Payment Method	In-Store
New	26.1	3.9	20.5
Repeat	29.8	1.4	6.4

## B2C Channel

Online Marketplace

Retailers' products on **FlexShopper.com**



# FlexShopper is a Leader in vLTO

## Product Overview

- 52-week term lease-to-own product
- Weekly payments debited via automatic ACH from customer's bank account
- Customers can save money with attractive early payoff options
- Customer can choose to return the merchandise to FlexShopper at any time

## Product Categories



Electronics



Tires



Furniture



Jewelry



Appliances



Mobile

## Asset Level Illustrative Economics

1. Customer wants to lease a product

Value to Customer  
**= 1.0x**

2. ACH-secured Lease-to-Own purchasing option

Future Value to FPAY  
**= 2.3x**

3. Assumes some customers utilize early payment option

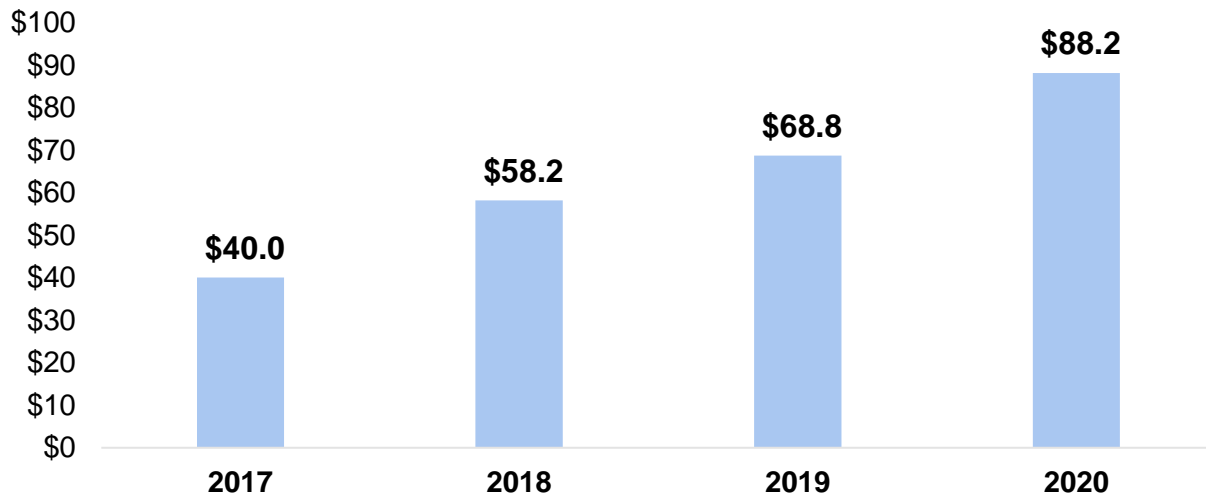
Discounted Value to FPAY  
**= 2.1x**

4. Bad-Debt Assumption of ~25% or (0.5x)

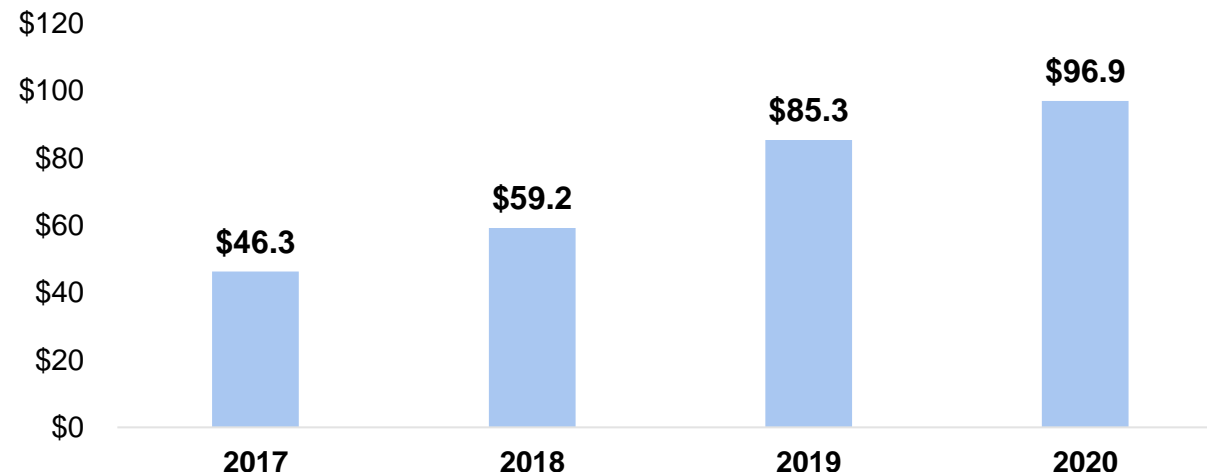
Net Value to FPAY  
**= ~1.6x**

# Scale and Operating Leverage Drive Profitability

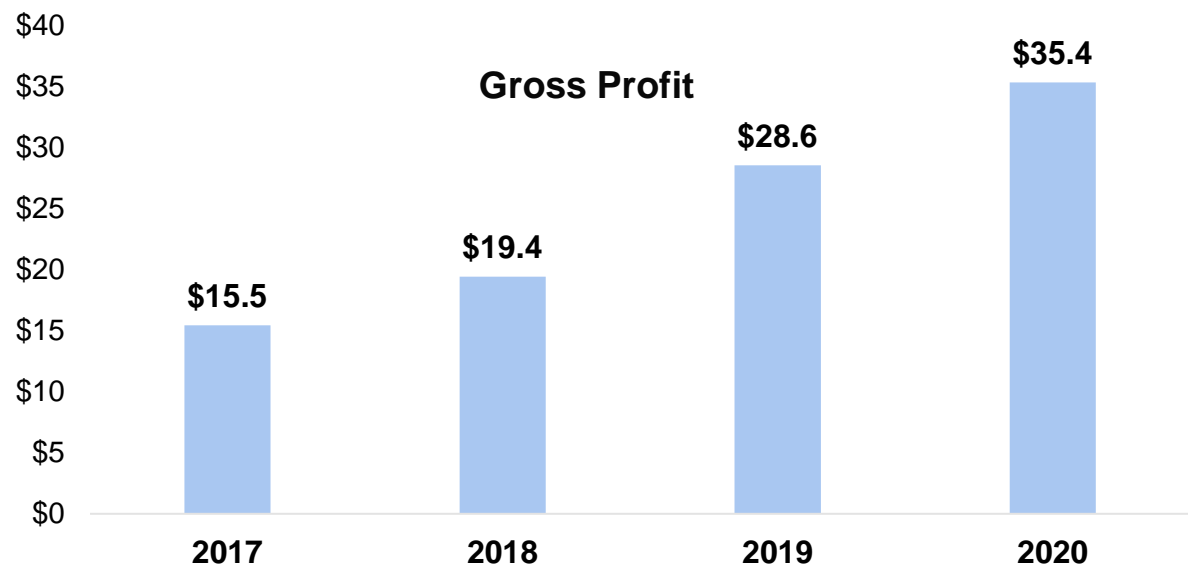
Gross Lease Origination ( \$ in Millions)



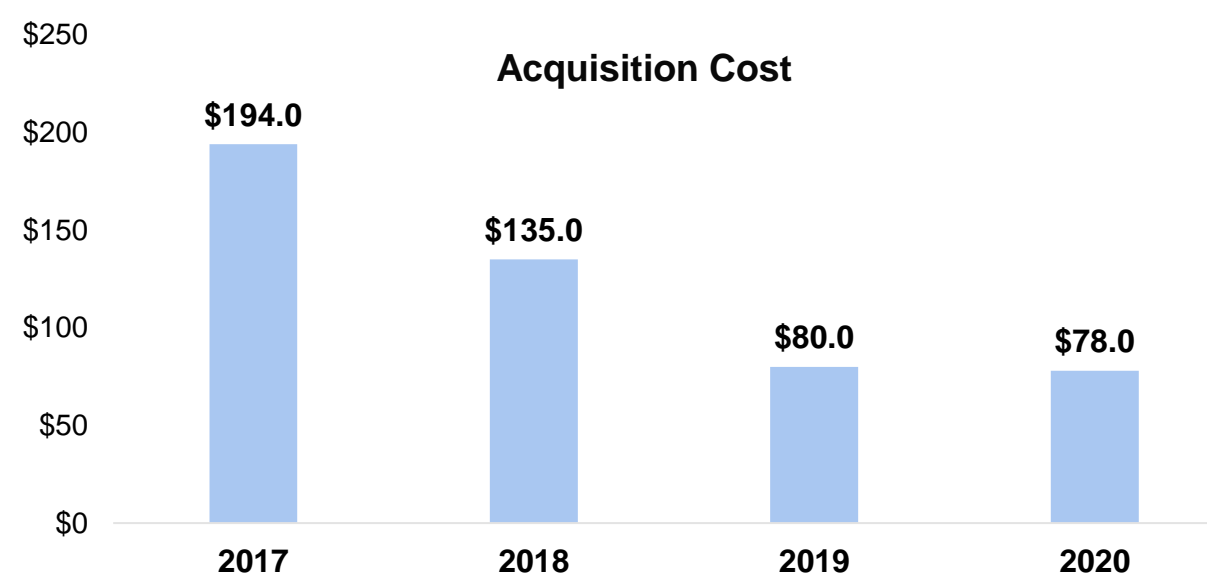
Net Revenues ( \$ in Millions)



Gross Profit



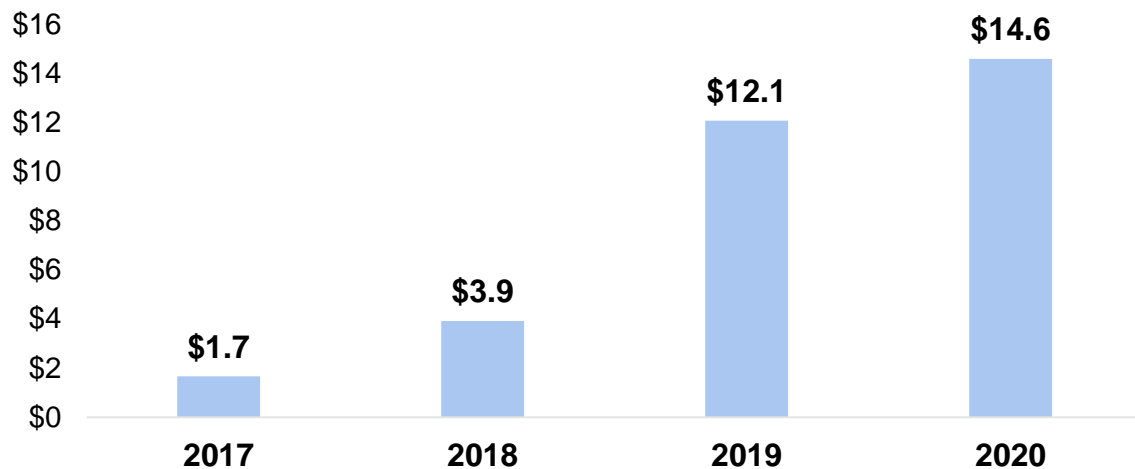
Acquisition Cost



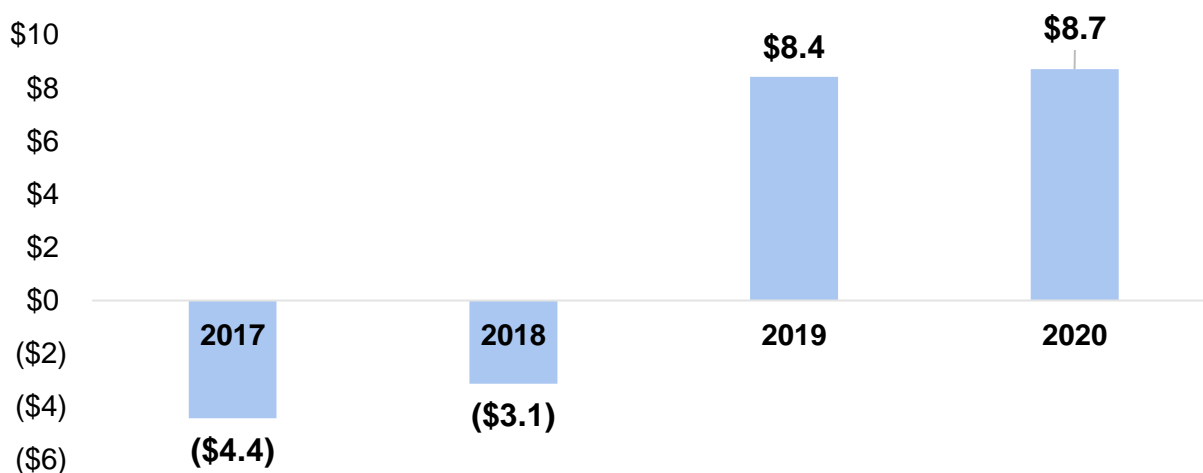
Twelve Months Ended December 31<sup>st</sup> 2020

# Scale and Operating Leverage Drive Profitability

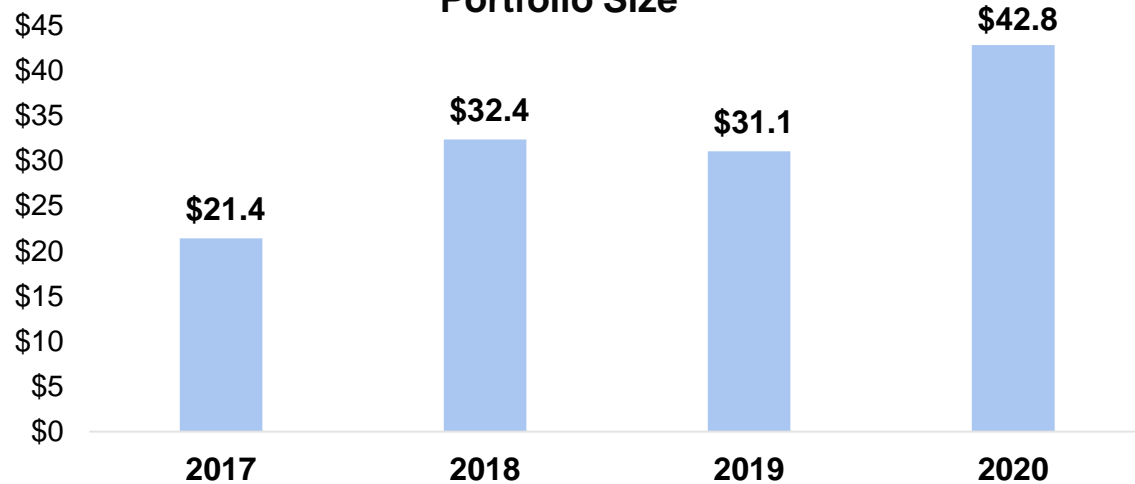
**Pre-Marketing EBITDA (\$ in Millions)**



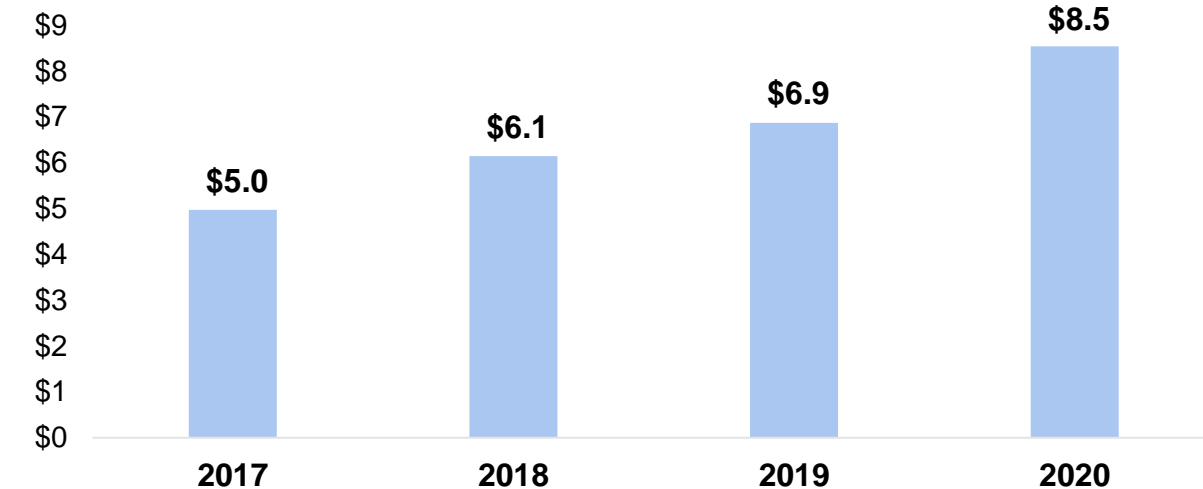
**Adjusted EBITDA (\$ in Millions)**



**Portfolio Size**



**Year End Cash**



Twelve Months Ended December 31<sup>st</sup> 2020



# FlexShopper<sup>®</sup>

## Financials



# Use of Non GAAP Financial and Adjusted Results

Management believes that Adjusted EBITDA, provides relevant and useful information which is widely used by analysts, investors and competitors in our industry in assessing performance.

Adjusted EBITDA represents net income before interest, stock-based compensation, taxes, depreciation (other than depreciation of leased inventory), amortization, and one-time or non-recurring items. We believe that Adjusted EBITDA provides us with an understanding of one aspect of earnings before the impact of investing and financing charges and income taxes. Adjusted EBITDA may be useful to an investor in evaluating our operating performance and liquidity because this measure:

- is widely used by investors to measure a company's operating performance without regard to items excluded from the calculation of such measure, which can vary substantially from company to company;
- is a financial measurement that is used by rating agencies, lenders and other parties to evaluate our credit worthiness; and
- is used by our management for various purposes, including as a measure of performance and as a basis for strategic planning and forecasting.

Adjusted EBITDA is a supplemental measure of FlexShopper's performance that is neither required by, nor presented in accordance with, GAAP. Adjusted EBITDA should not be considered as a substitute for GAAP metrics such as operating loss, net income or any other performance measures derived in accordance with GAAP.

# Lease Merchandise Growth

*Lease Merchandise drives future Gross Profit, EBITDA and Net Income.*

	2018		2019				2020			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Total Net Revenues</b>	\$ 14,750,408	\$ 17,604,798	\$ 22,731,397	\$ 20,664,340	\$ 22,932,335	\$ 20,179,781	\$ 24,842,747	\$ 24,530,130	\$ 24,570,064	\$ 28,141,574
<b>Gross Profit</b>	4,460,699	6,650,433	6,888,451	5,905,194	8,225,967	7,548,342	8,015,017	7,340,785	8,919,538	11,076,085
<b>Pre-Marketing EBITDA</b>	587,164	2,211,317	3,176,611	2,089,929	4,045,973	2,638,482	3,030,948	3,000,523	3,751,463	4,810,250
<b>Adjusted EBITDA</b>	(1,009,158)	(809,986)	2,328,065	1,775,700	3,177,471	1,020,467	1,999,803	2,062,474	2,100,746	2,550,098
<b>Net Income/ (loss)</b>	(2,717,403)	16,439,915	503,543	193,597	1,387,982	(1,507,707)	51,685	(262,062)	289,360	(418,879)
<b>Cash</b>	7,282,103	6,141,210	2,647,056	2,791,829	3,172,362	6,868,472	5,454,520	9,851,009	6,750,019	8,541,232
<b>Lease merchandise, net</b>	18,326,430	32,364,697	28,181,941	24,425,167	24,341,616	31,063,104	29,898,676	26,081,242	30,658,104	42,822,340

## 4Q 2020 Capitalization Table

<b>Common Shares Outstanding</b>	21,359,945
<b>Preferred Shares Series 1 (as converted to Common)</b>	225,231
<b>Preferred Shares Series 2 (as converted to Common)</b>	5,845,695
<b>Warrants (WAEP \$1.86)</b>	2,112,927
<b>Options (WAEP \$1.92)</b>	2,595,700