

# FlexShopper<sup>®</sup>

**Investor Presentation**

**Nov 2021**



# Safe Harbor Statement & Use of Non-GAAP Information

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## 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," "should," "would," "could," "seek," "intend," "plan," "estimate," 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.

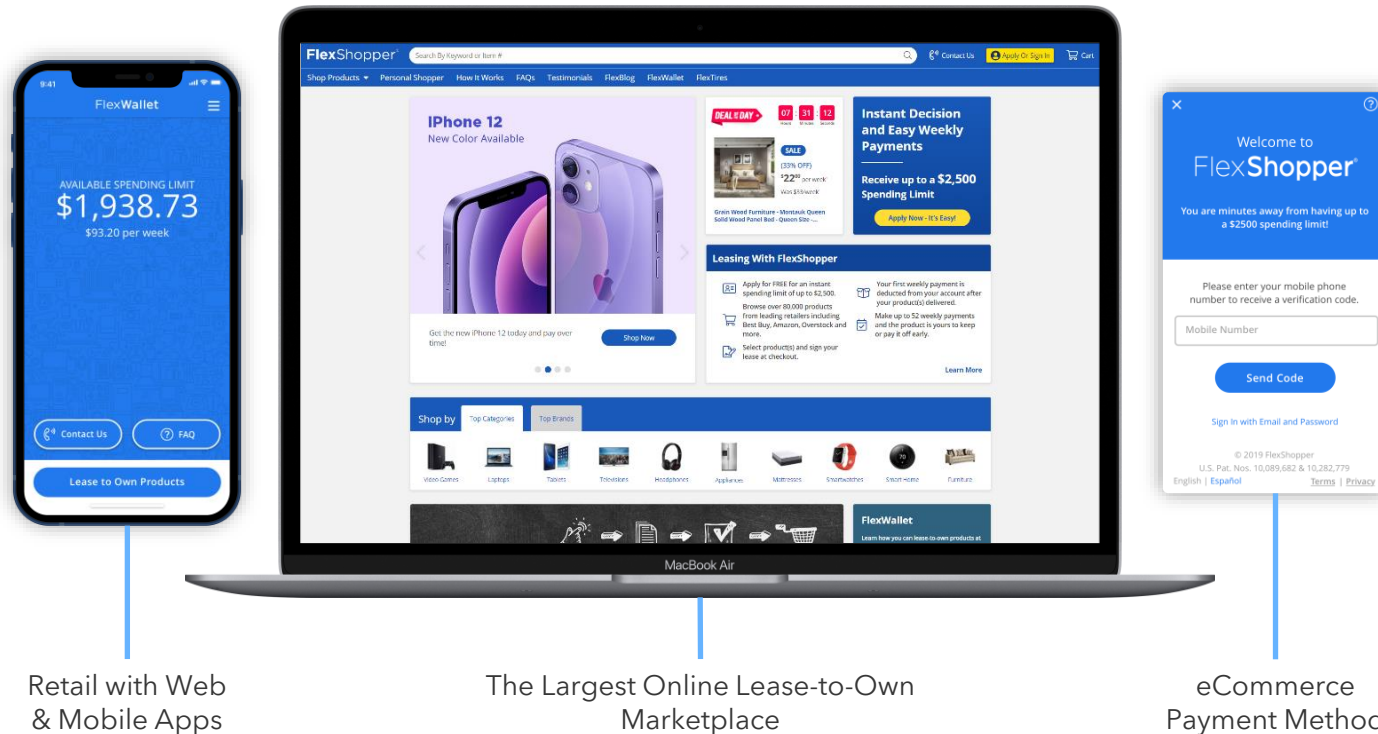
In this presentation, we refer to information regarding potential markets and other industry data. We believe that all such information has been obtained from reliable sources that are customarily relied upon by companies in our industry. However, we have not independently verified any such information.

## 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. The trademarks/logos appearing in this presentation belong to their respective owners and do not provide or imply any endorsement, sponsorship or affiliation.

## Omni-Channel Points of Access



### 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

# Market Opportunity



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



\* Per Wall Street Research

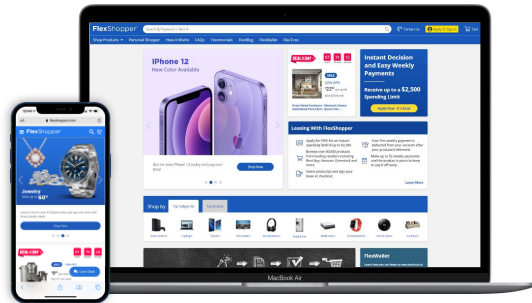
# The Only Omni-Channel Provider

FlexShopper allows retailers to reach an incremental, untapped market and **"save the sale"** with consumers that do not qualify for traditional credit.

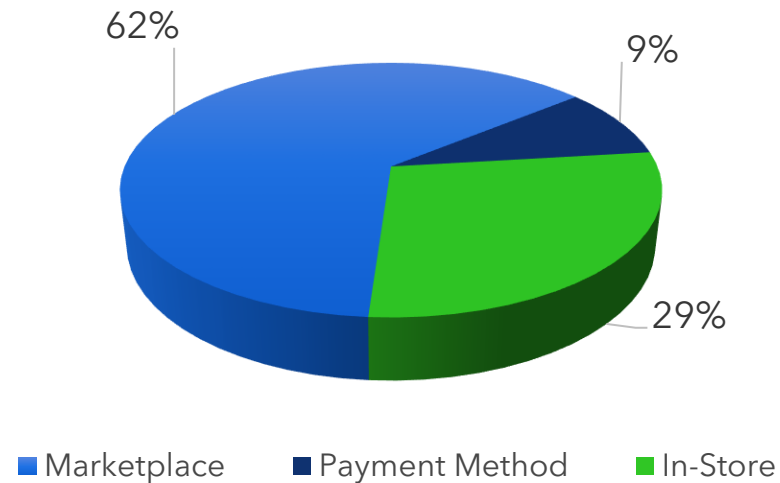
## B2C Channel

Online Marketplace

Retailers' products on [FlexShopper.com](https://flexshopper.com)



## Channel Makeup



## B2B Channels

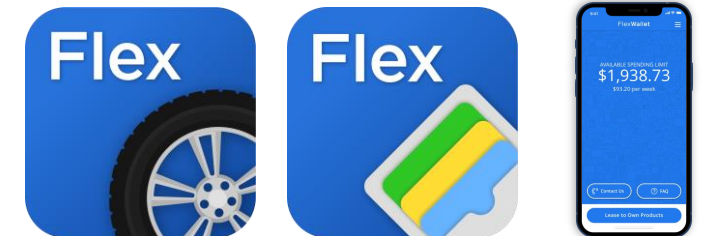
Patented Payment Method

FlexShopper as a payment option on retailer's ecommerce sites



In-Store **Save the Sale**

Digital mobile payment solution at POS



## 2021 Leases (\$ in Millions)

	Marketplace	Payment Method	In-Store
New	30.1	7.2	19.4
Repeat	28.3	1.1	7.6



# 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

## 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**

## Product Categories



Electronics



Tires



Furniture



Jewelry

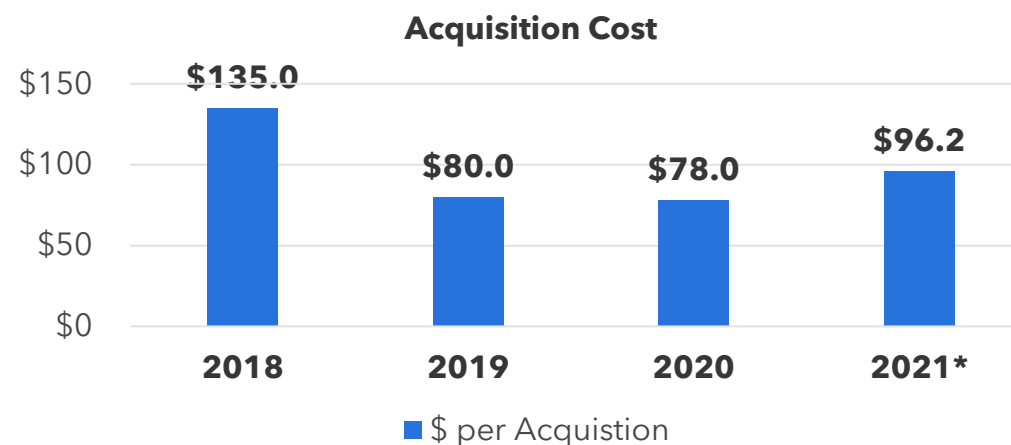
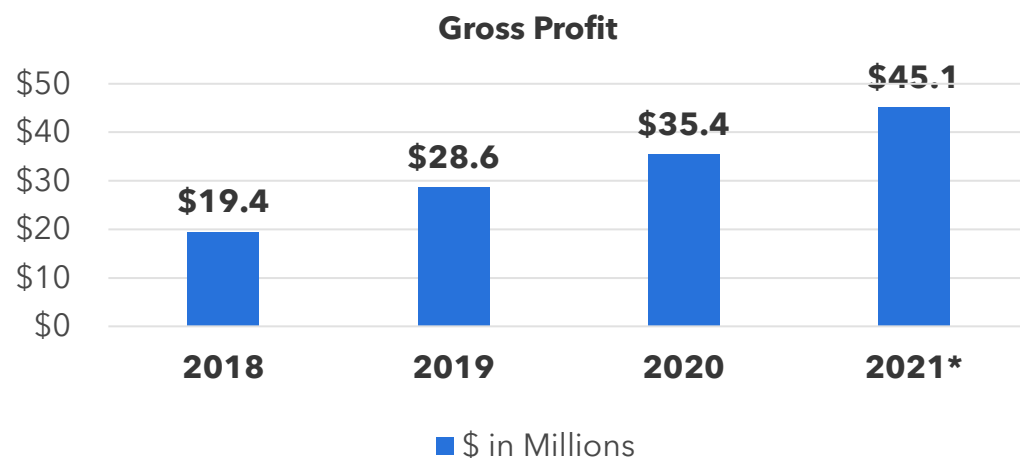
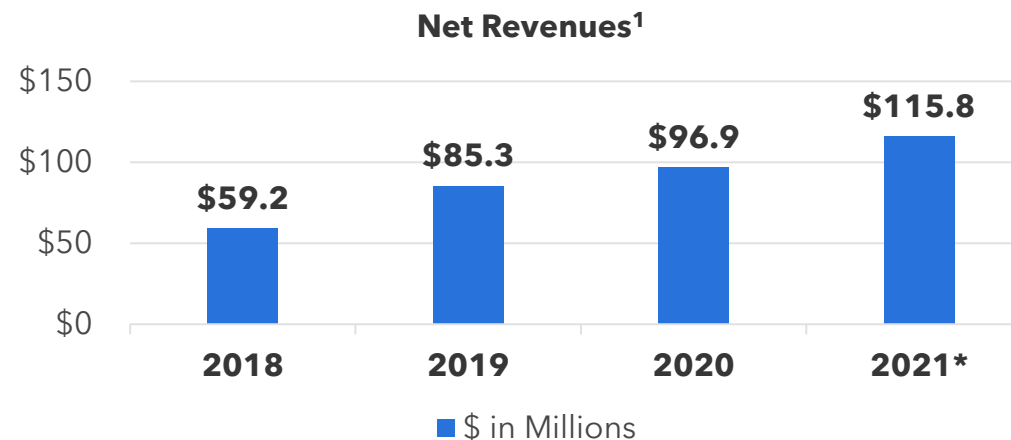


Appliances



Mobile

# Scale and Operating Leverage Drive Profitability

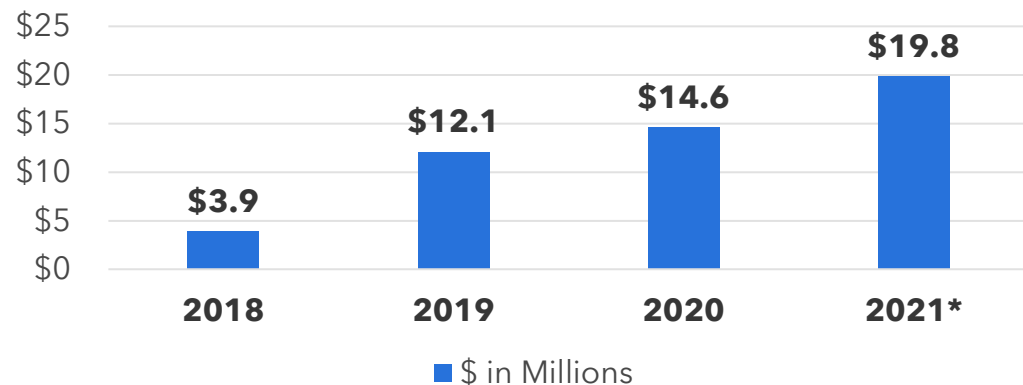


\*12 Months Ended September 30<sup>th</sup>, 2021

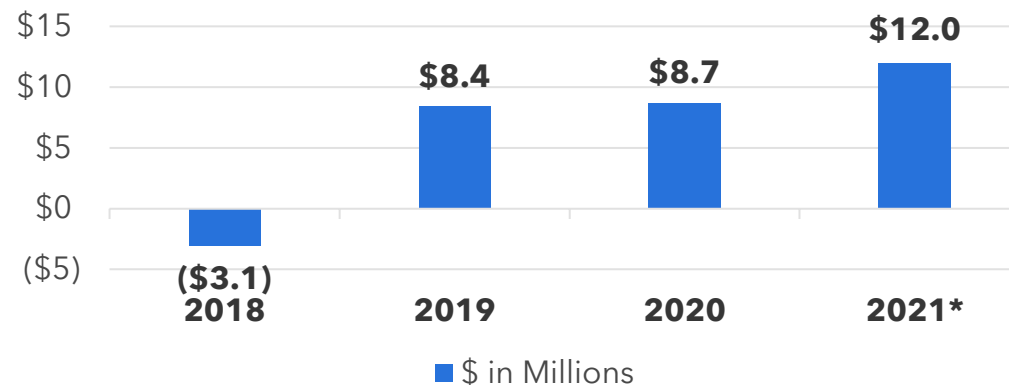
<sup>1</sup> Gross Lease Revenue and Fees Less Provision for Doubtful Accounts

# Scale and Operating Leverage Drive Profitability

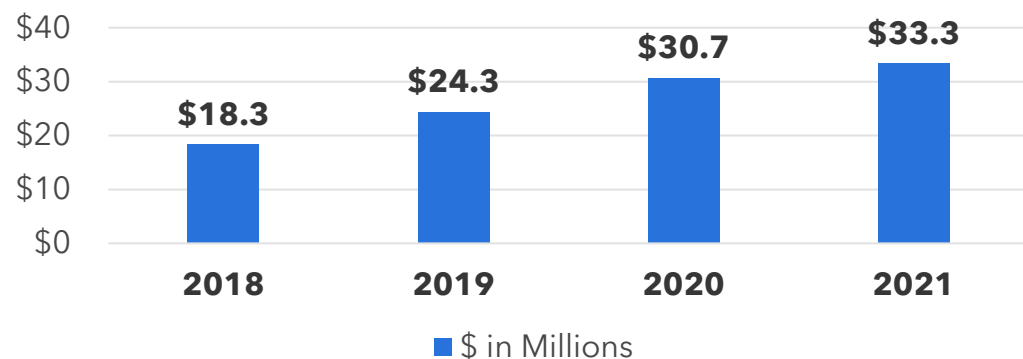
Pre-Marketing EBITDA



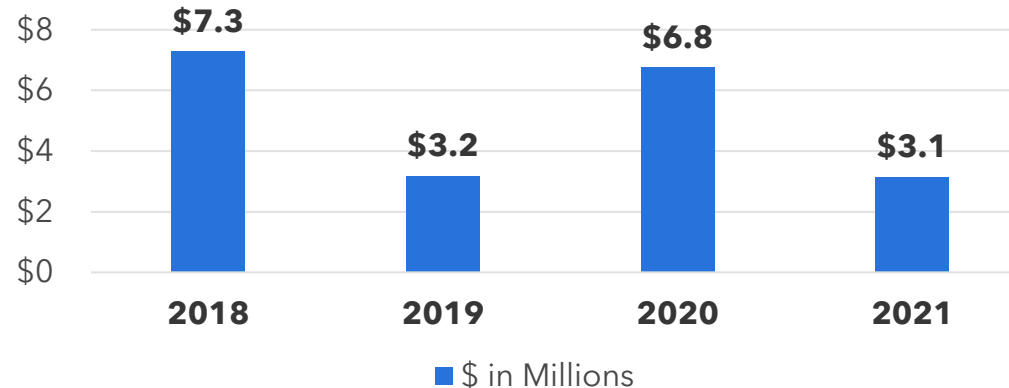
Adjusted EBITDA



Portfolio Size\*\*



Period End Cash\*\*



\*12 Months Ended September 30<sup>th</sup>, 2021

\*\* Balance Sheet Metrics as of September 30<sup>th</sup> of Stated Year. Portfolio Size refers to Lease Merchandise, Net



# FlexShopper®

## Financials



# Use of Non-GAAP Financial and Adjusted Results

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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
- A financial measurement that is used by rating agencies, lenders and other parties to evaluate our credit worthiness; and
- 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.

	2019				2020				2021		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Total Revenues<sup>2</sup></b>	\$22,731,397	\$20,664,340	\$ 22,932,335	\$ 22,461,817	\$24,842,747	\$24,530,130	\$24,570,064	\$28,141,574	\$32,783,670	\$30,688,553	30,860,935
<b>Gross Profit</b>	6,888,451	5,905,194	8,225,967	7,548,342	8,015,017	7,340,785	8,919,538	11,076,085	10,256,717	11,085,902	12,688,960
<b>Pre-Marketing EBITDA</b>	3,176,611	2,089,929	4,045,923	2,766,093	3,030,948	2,940,124	3,751,463	4,870,648	4,274,634	4,046,986	6,640,035
<b>Adjusted EBITDA</b>	2,328,065	1,775,700	3,177,471	1,148,028	1,999,803	2,002,075	2,100,746	2,610,496	2,441,894	2,132,891	4,815,633
<b>Net Income/Loss ( )</b>	503,543	193,597	1,387,982	(1,507,707)	51,685	(262,062)	289,360	(418,879)	1,237	942,194	1,696,023
<b>Cash</b>	2,647,056	2,791,829	3,172,362	6,868,472	5,454,520	9,851,009	6,750,019	8,541,232	6,315,815	5,147,213	3,147,926
<b>Lease Merchandise, Net</b>	28,181,941	24,425,167	24,341,616	31,063,104	29,898,676	26,081,242	30,658,104	42,822,340	39,320,781	37,633,318	33,332,854

# Q3 2021 Capitalization Table



<b>Common Shares Outstanding</b>	21,390,944
<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 \$1.98)</b>	2,432,488
<b>Options (WAEP \$2.03)</b>	3,113,715

# Thank You

Visit [investors.flexshopper.com](https://investors.flexshopper.com)  
to learn more.

**FlexShopper**<sup>®</sup>