



FlexShopper[®]

Investor Presentation

Aug 2021

Safe Harbor Statement & Use of 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," "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

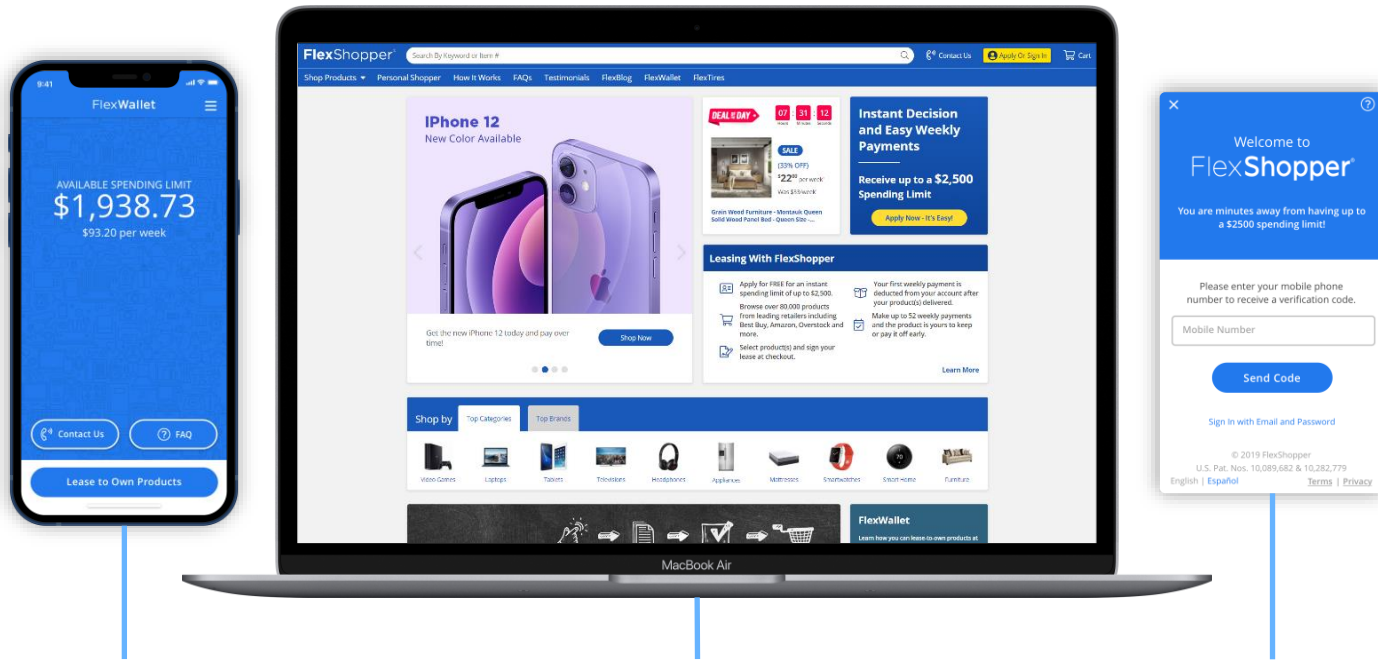
In this presentation, we refer to information regarding potential markets and other industry data We believe that all such information has been obtained from reliable sources that are customarily relied upon by companies in our industry However, we have not independently verified any such information

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



Retail with Web & Mobile Apps

The Largest Online Lease-to-Own Marketplace

eCommerce Payment Method

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



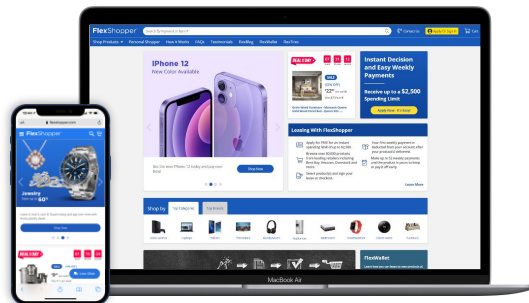
* Per Wall Street Research

The Only Omni-Channel Provider

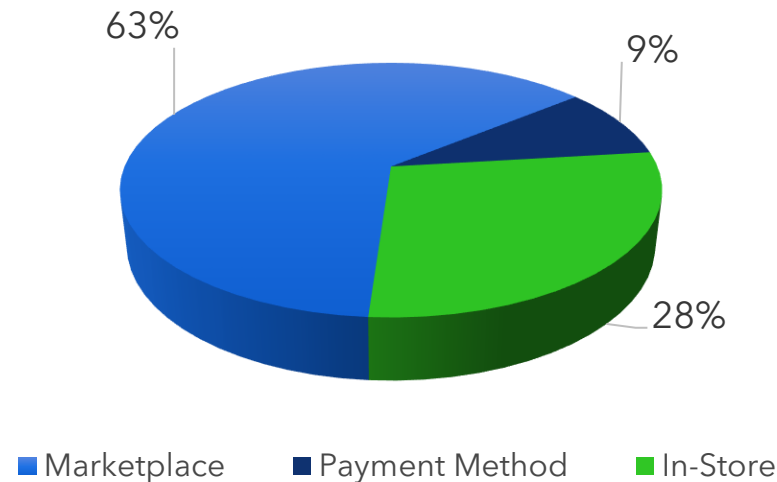
FlexShopper allows retailers to reach an incremental, untapped market and **“save the sale”** with consumers that do not qualify for traditional credit.

B2C Channel

Online Marketplace
Retailers’ products on [FlexShopper.com](https://flexshopper.com)



Channel Makeup



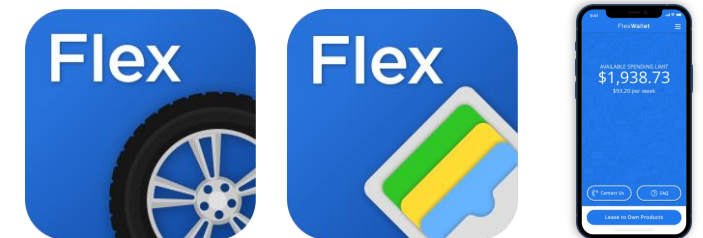
B2B Channels

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	31.2	7.2	19.8
Repeat	29.6	1.5	7.2

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



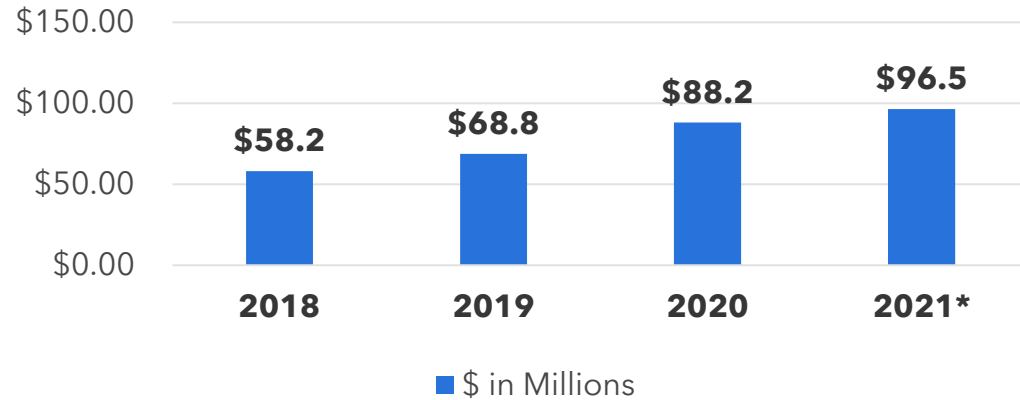
Appliances



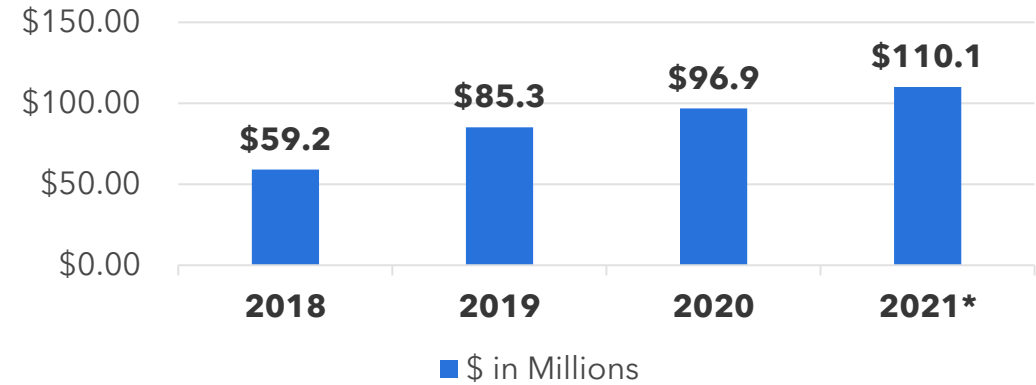
Mobile

Scale and Operating Leverage Drive Profitability

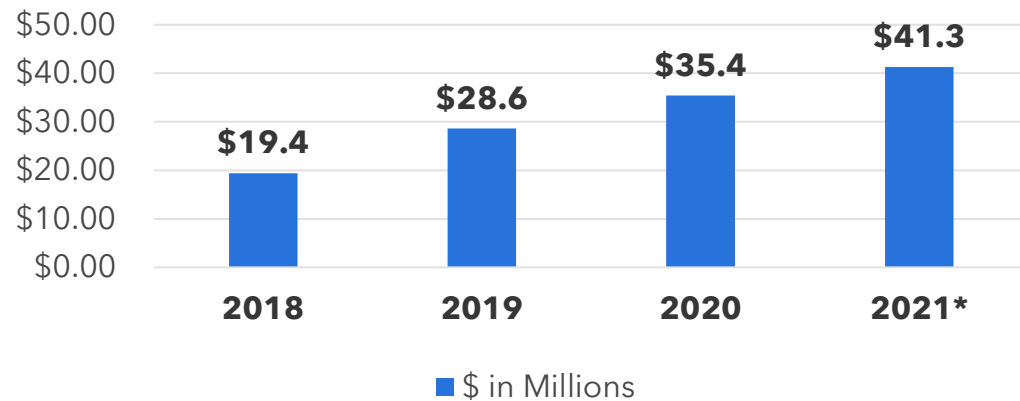
Gross Lease Originations



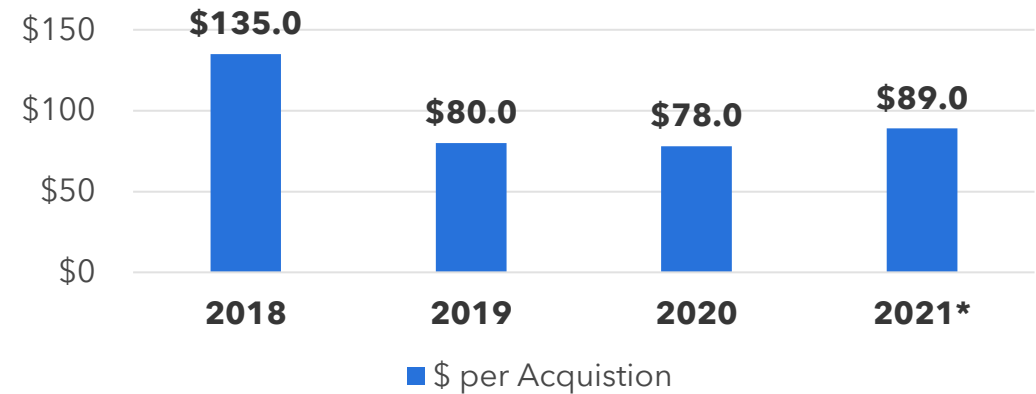
Net Revenues¹



Gross Profit



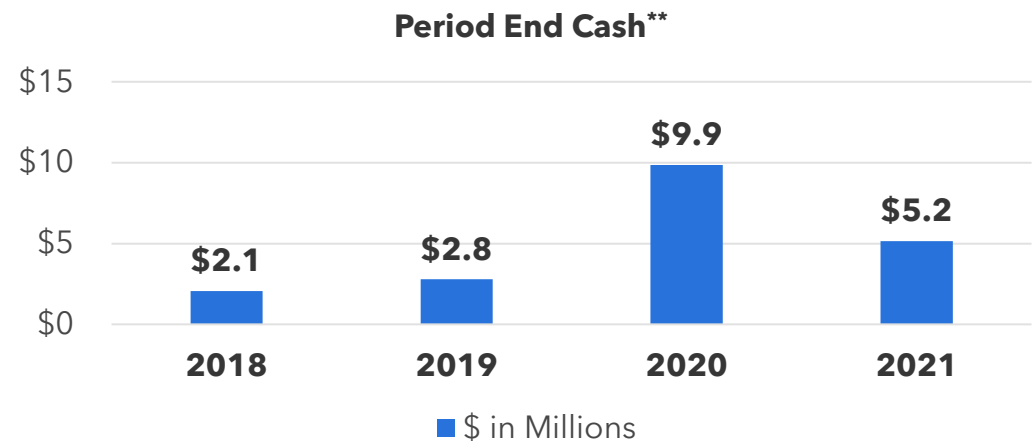
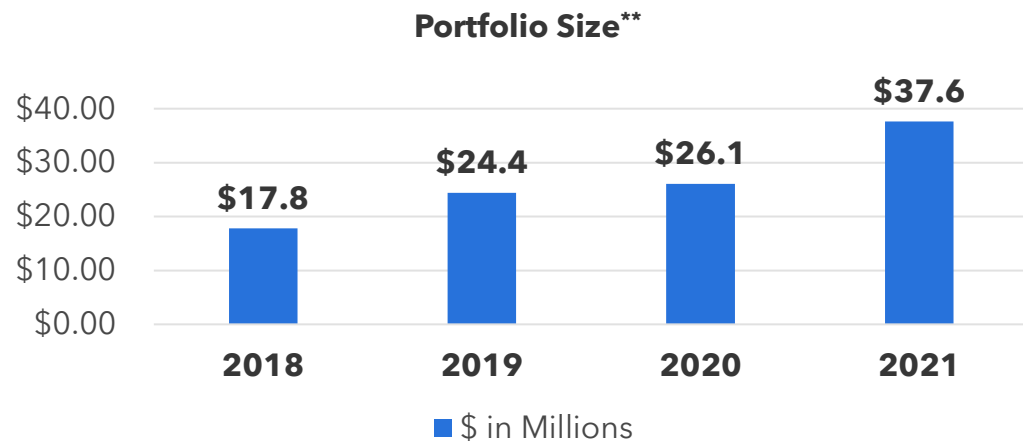
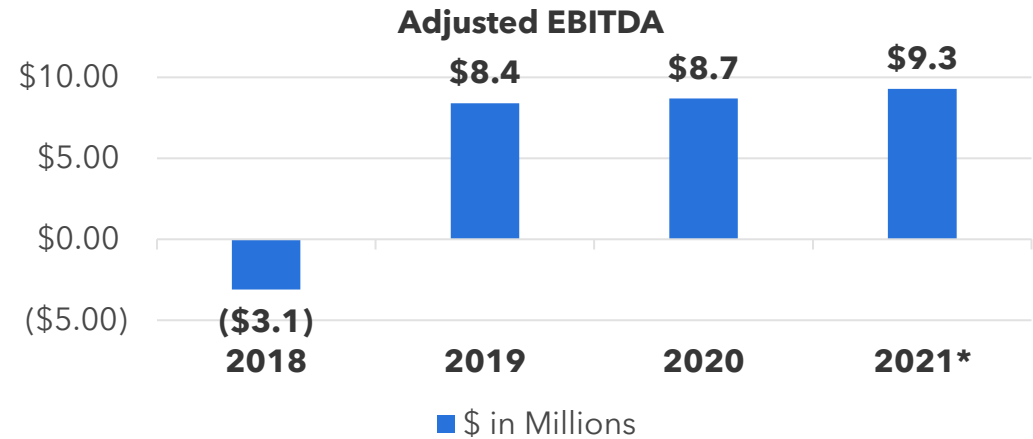
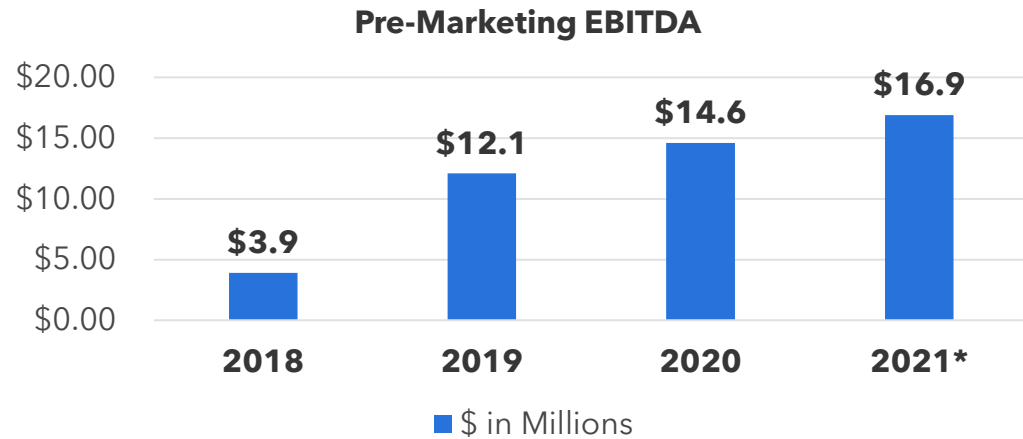
Acquisition Cost



*12 Months Ended June 30th, 2021

¹ Gross Lease Revenue and Fees Less Provision for Doubtful Accounts

Scale and Operating Leverage Drive Profitability



*12 Months Ended June 30th, 2021

** Balance Sheet Metrics as of June 30th of Stated Year. Portfolio Size refers to Lease Merchandise, Net

FlexShopper®

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
- 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
Total Revenues²	\$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
Gross Profit	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
Pre-Marketing EBITDA	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
Adjusted EBITDA	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
Net Income/Loss ()	503,543	193,597	1,387,982	(1,507,707)	51,685	(262,062)	289,360	(418,879)	1,237	942,194
Cash	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
Lease Merchandise, Net	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

Q2 2021 Capitalization Table



Common Shares Outstanding	21,381,278
Preferred Shares Series 1 (as converted to Common)	225,231
Preferred Shares Series 2 (as converted to Common)	5,845,695
Warrants (WAEP \$1.98)	2,352,488
Options (WAEP \$2.03)	3,117,310

Thank You

Visit investors.flexshopper.com
to learn more.