Katapult Holdings Investor Presentation

AUGUST 2026

Katapult
Holdings

Disclaimer

Forward-Looking Statements

Certain statements included in this presentation and in our related press release (collectively, this "presentation") that are not historical facts are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as "anticipate," "assume," "believe," "continue," "could," "design," "estimate," "expect," "intend," "may," "plan," "potentially," "predict," "should," "will," "would," or the negative of these terms or other similar expressions.

These forward-looking statements include, but are not limited to, statements regarding the expected benefits of the combination of Katapult Holdings, Aaron's Intermediate Holdco, Inc. ("Aaron's") and CCF Holdings LLC ("CCFI"); future opportunities for the combined company; the future operations, financial profile, business strategy and growth prospects of the combined company; the ability to integrate the businesses successfully; expected synergies, operating efficiencies, enhanced capabilities and product innovation; customer reach and product offerings; access to capital; and long-term value creation.

These forward-looking statements are based on various assumptions, whether or not identified in this presentation, and on the current expectations of management. They are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and should not be relied upon as, a guarantee, assurance, prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and may differ materially from the assumptions underlying these statements. Many actual events and circumstances are beyond our control.

These forward-looking statements are subject to a number of risks and uncertainties, including, among others: the combined company's ability to successfully integrate the businesses of Katapult, Aaron's and CCFI; the combined company's ability to realize the expected benefits of the transaction, including expected synergies, operating efficiencies, enhanced underwriting capabilities, product innovation and growth opportunities; disruption of management's attention from ongoing business operations due to integration matters; potential adverse changes to relationships with customers, suppliers, franchisees, merchant partners, lenders, creditors, financing sources, employees and other business partners; the ability to retain key personnel; risks related to the Company's capital structure, indebtedness, liquidity, cost of capital and compliance with restrictive covenants; the availability of financing and the Company's ability to access capital on acceptable terms; credit performance, delinquency, charge-off and collection trends; changes in customer demand, consumer behavior, economic conditions, inflation, interest rates and other macroeconomic factors; unexpected costs, charges or expenses resulting from the transaction or integration; the Company's ability to maintain effective internal controls, financial reporting systems, technology systems and data infrastructure across the combined business; risks related to cybersecurity, data privacy and platform reliability; the Company's ability to comply with laws and regulations applicable to its business, including laws and regulations related to rental purchase transactions, consumer credit, alternative financial services, data privacy and consumer protection; litigation, regulatory inquiries, enforcement actions, complaints, adverse publicity and other legal proceedings; and other risks and uncertainties described in the Company's filings with the Securities and Exchange Commission.

If any of these risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that the combined company does not presently know or that it currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. Undue reliance should not be placed on the forward-looking statements in this presentation. All forward-looking statements contained herein are based on information available as of the date hereof, and the combined company does not assume any obligation to update these statements as a result of new information or future events, except as required by law.

Disclaimer (continued)

Non-GAAP Financial Measures

Adjusted EBITDA is a non-GAAP financial measure that is defined as net loss before interest expense and other fees, stock-based compensation expense, debt refinancing costs and loss on extinguishment of term loan, change in fair value of warrants and derivative liability, transaction related costs, depreciation and amortization on property and equipment and capitalized software, litigation settlement and other related expenses, provision (benefit) for income taxes, interest income, and provision for impairment of leased assets.

Adjusted EBITDA is useful in evaluating our performance because this measure:

- Is widely used to measure a company's operating performance;
- Is a financial measurement 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 net income (loss) is a non-GAAP measure that is defined as net income (loss) before change in fair value of warrants, stock-based compensation expense, litigation settlement and other related expenses, and debt refinancing costs.

Management believes the use of non-GAAP financial measures, as a supplement to GAAP measures, is useful in that they eliminate items that are either not part of our core operations or do not require a cash outlay, such as stock-based compensation expense. Management uses this non-GAAP financial measure when evaluating operating performance and for internal planning and forecasting purposes. Management believes that this non-GAAP financial measure helps indicate underlying trends in the business, is important in comparing current results with prior period results, and is useful to investors and financial analysts in assessing operating performance. However, this non-GAAP measure excludes items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as alternatives to revenue, net income (loss), cash flows from operations or other measures of profitability, liquidity or performance under GAAP. You should be aware that our presentation of these measures may not be comparable to similarly titled measures used by other companies.

Combined Financial Information

Combined financial information in this presentation reflects unaudited information for us, CCFI and Aaron's on a combined basis. This combined financial information is provided for illustrative purposes and is based on an arithmetic sum of the relevant historical financial measures of each of us, CCFI and Aaron's.

The combined financial information in this presentation is not necessarily indicative of the operating results of the combined companies had the Mergers been completed at the beginning of or prior to the periods presented or of the operating results of the combined company in the future. The combined financial information for periods prior to the date of the Mergers does not reflect cost savings or other synergies anticipated as a result of the Mergers. Various factors could cause actual future results to differ materially from the combined financial information in this presentation.

The combined financial information is not pro forma information prepared in accordance with Article 11 of Regulation S-X. The required pro forma adjustments have not been applied and are not reflected herein and the preparation of information in accordance with Article 11 would result in a different presentation. This information is provided for illustrative purposes and should not be considered in isolation from, or as a substitute for, our, CCFI's or Aaron's financial statements.

Our Mission

Empowering consumers with flexible access to a wide range of goods and financial services to meet their everyday needs

INVESTMENT THESIS

Why Katapult Holdings?



A differentiated, scaled platform addressing a large, underserved market



Diversified and resilient earnings model with attractive unit economics



Multiple, tangible growth vectors with embedded operating leverage



Proprietary data and technology advantage at scale



Disciplined capital allocation strategy supporting growth and balance sheet strength

At a Glance

Katapult Holdings is a scaled, omnichannel technology and data-driven platform serving nonprime consumers through a differentiated lease-to-own platform and a diversified portfolio of financial products and services that help consumers access the tools they need to navigate everyday life.

Scaled Customer Reach	**7mm+** Total Customers[1]	**50%+** of 2025 Transactions Completed Digitally
Technology-Enabled Platform	**11mm+** Applications Evaluated in 2025	**65mm+** Consumer Records as of Year-End 2025
Omnichannel Distribution Footprint	**49** States Served[2]	**145mm+** Transactions Across Digital, Retail and Partner Channels
Compelling Combined Financial Profile[3]	**$4bn+** Combined 2025 Revenue	**$460mm+** Combined 2025 Adj. EBITDA[4]

1. Management estimate for post-closing reach includes more than 7 million recently served customers on an aggregate basis among the three combined companies.
2. 49 U.S. states served, excluding Hawaii, in addition to 4 Canadian provinces.
3. The combined financial information is not pro forma information prepared in accordance with Article 11 of Regulation S-X. The required pro forma adjustments have not been applied and are not reflected herein and the preparation of information in accordance with Article 11 would result in a different presentation.
4. Adjusted EBITDA is a non-GAAP measure. See appendix for a reconciliation to the nearest GAAP measure and for additional information.

Complementary Capabilities to Serve Customer Needs

WHAT EACH BUSINESS BRINGS

Aaron's

Retail Reach & Relationships
- National retail footprint
- Fast, convenient access to durable goods
- Trusted consumer brand

CommunityChoice Financial

Liquidity & Financial Services
- Large customer base
- Neighborhood + digital reach
- Flexible credit alternatives

Katapult

Technology & Alternative Purchasing Power
- Digital lease-to-own platform
- E-commerce merchant network
- Data-driven decisioning

WHAT THE COMBINATION CREATES

Katapult Holdings

Broader Solutions
Serve a wider range of consumer needs

Expanded Distribution
Reach customers across retail & digital channels and financial services networks

Vast Data & Analytics Capabilities
Enhance underwriting, personalization, and decisioning

Greater Scale & Efficiency
Strengthen capabilities, economics, and flexibility

Together, the businesses are expected to create a more powerful consumer platform than any one of the companies could build alone.

Katapult Holdings Serves the Nonprime Consumer

The nonprime consumer segment continues to grow. Katapult Holdings brings financial flexibility to consumers seeking necessary goods.



Mounting financial pressures are creating demand for platforms that can engage consumers across multiple touchpoints, not just a single product.

Many Americans are struggling financially

According to a 2025 report from Financial Health Network, **~70%** of American households are "Financially Vulnerable" or "Financially Coping"[1]. That's **240 million** people.

And their ability to save is limited

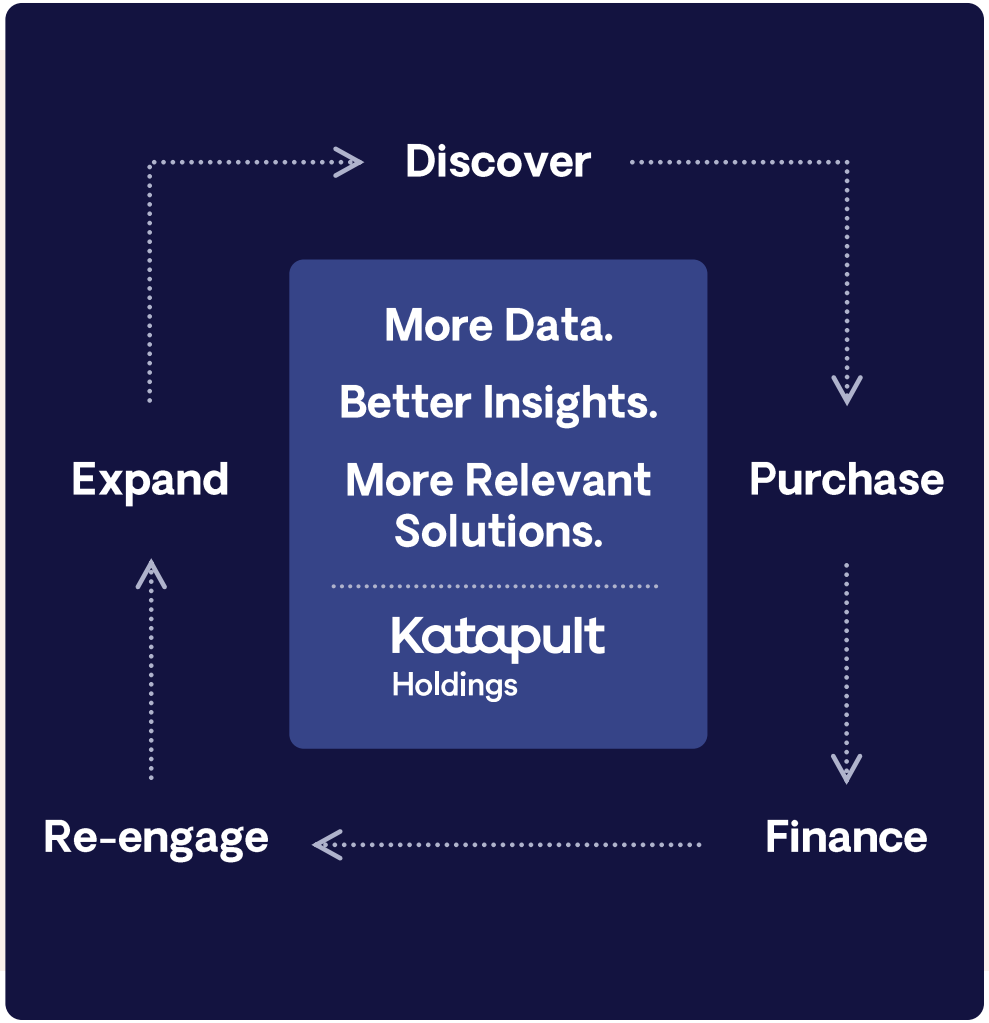
~50% say they spent the same or more as their income in 2025[1].

1. Source: Financial Health Network, Financial Health Pulse 2025 U.S. Trends Report, Diverging Financial Health Indicators (September 2025)

Katapult Holdings is Positioned to Serve Evolving Consumer Financial Needs

Katapult Holdings is positioned to serve the large and growing nonprime consumer market through a connected ecosystem that engages consumers across multiple points in their financial journey, driving deeper relationships, increased product adoption and higher lifetime value.

- Addresses evolving consumer needs through lease-to-own solutions, omnichannel retail offerings and alternative consumer financial services
- Creates multiple customer entry points across digital, retail & partner channels and financial services networks
- Leverages data and insights to deliver more relevant offers, support underwriting and deepen customer engagement
- Utilizes Generative AI to streamline customer interactions and data collection



Competitive Advantages of Katapult Holdings

A leading omnichannel platform with the scale to serve current and emerging needs of nonprime consumers through a broader portfolio of products and services.

- **Trusted platform with a nationwide footprint** for nonprime consumers to access necessary goods and a comprehensive suite of innovative financial solutions tailored to their specific needs
- **Three-business portfolio** characterized by recurring revenue streams and attractive unit economics that support long-term profitability
- Unlocks opportunities to serve a broader spectrum of nonprime consumer needs, **enhance underwriting capabilities**, and leverage technology to accelerate product innovation
- Katapult Holdings will have access to a **highly differentiated data mix** (credit + payment data) and an improved ability to underwrite nonprime customers
- Deep bench of engineering and technology talent bringing **scalable tech and product expertise**
- Meaningful revenue synergies and operating efficiencies **support long-term value creation**

GROWTH STRATEGY

Strategic Pillars Driving Shareholder Value

Creating a Durable Platform for Long-Term Growth and Value Creation

Collectively driving long-term shareholder value through revenue growth, margin expansion, cash flow generation, and capital efficiency

Integrate
a differentiated consumer ecosystem

Create a connected platform that serves customers across multiple points in their financial journey

Deepen
customer relationships

Meet more customer needs by expanding adoption of complementary products and solutions

Expand
customer base

Accelerate customer growth by leveraging differentiated underwriting capabilities, increasing customer approval and conversion rates, and introducing new solutions designed to meet evolving consumer needs

Capitalize
on scale advantages

Utilize the combined company's scale and diversification to enhance capabilities and efficiency, improve the customer experience, expand product offerings, and strengthen competitive advantages

How We Win

Integrate
a differentiated consumer ecosystem

- Connect customer touchpoints across brands
- Increase engagement throughout the customer lifecycle
- Drive higher customer lifetime value

Deepen
customer relationships

- Increase cross-product adoption
- Drive increased customer transactions by providing expanded offerings
- Strengthen customer retention and loyalty

Expand
customer base

- Increase customer approvals and conversion
- Launch new products and solutions
- Broaden addressable market reach

Capitalize
on scale advantages

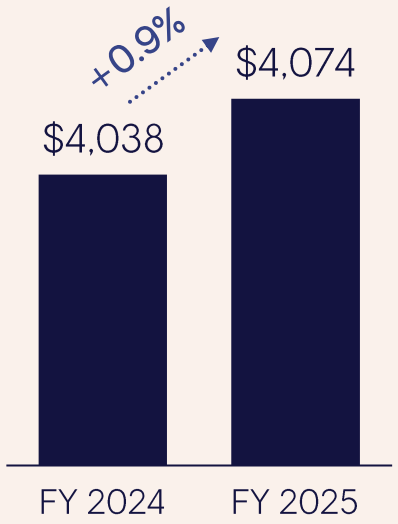
- Expand customer and market reach
- Leverage proprietary data and technology
- Improve operating and funding economics

Financials

Enhanced Scale Strengthens Financial Profile and Flexibility

Key Financials *(In Millions)*

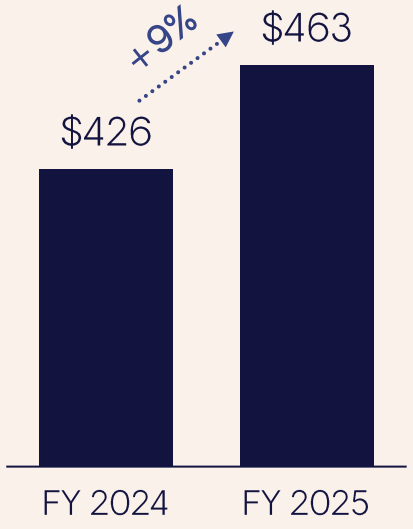
Combined Revenue[1]



Combined Net Loss[1]



Combined Adjusted EBITDA[2]



Path to Enhanced Financial Flexibility

- Capture the synergies of the combination, with an initial focus on realizing revenue and cost benefits
- Prioritize investing in high-return growth initiatives across cross-product adoption, technology, and distribution
- Convert diversified, durable cash flow into a stronger balance sheet and lower leverage over time
- Reduce cost of capital by refinancing as scale and earnings profile expand
- Maintain disciplined capital allocation to support growth, lower the cost of capital, and drive long-term shareholder value creation

1. Combined revenue, combined net income (loss) and combined Adjusted EBITDA represent the sum of Katapult, CCFI and Aaron's standalone reported results. The combined financial information is not pro forma information prepared in accordance with Article 11 of Regulation S-X. The required pro forma adjustments have not been applied and are not reflected herein and the preparation of information in accordance with Article 11 would result in a different presentation.
2. Adjusted EBITDA is a non-GAAP measure. See appendix for a reconciliation to the nearest GAAP measure and for additional information.

INVESTMENT THESIS

Why Katapult Holdings?

A differentiated, scaled platform addressing a large, underserved market

Combined business is a leading provider of nonprime consumer solutions, positioning the company to capture outsized share in a fragmented and growing segment

Diversified and resilient earnings model with attractive unit economics

Blends complementary revenue streams across leasing, retail, and financing, creating a more balanced and durable financial profile across credit cycles

Multiple, tangible growth vectors with embedded operating leverage

Unlocks revenue growth through customer expansion, cross-product adoption, and merchant relationships, while improving efficiency via lower acquisition costs and increased lifetime value

Proprietary data and technology advantage at scale

Establishes one of the largest datasets of nonprime consumer behavior in the U.S., enabling differentiated underwriting, improved risk management, and more effective customer targeting

Disciplined capital allocation strategy supporting growth and balance sheet strength

Deploys capital toward high-return growth opportunities while prioritizing cash flow generation, lowering the cost of capital, and long-term financial flexibility

Experienced Executive Management Team



Kyle Hanson
Executive Chairman



Cory Miller
Chief Executive Officer



Bill Baker
President



Russ Falkenstein
Chief Financial Officer



Rachel George
Chief Legal Officer

Leadership team combines public company, consumer finance, retail operations, technology and governance expertise to support Katapult Holdings' next phase of growth

Katapult Holdings Board of Directors



Kyle Hanson
Executive Chairman

Current Executive Chairman, Katapult Holdings; Former Executive Chairman & CEO, CCFI



Cory Miller
Director

Current CEO, Katapult Holdings; Remains CEO, Aaron's



Jennifer Baldock
Lead Director[2, 3]

Director, IES Holdings; Board Member, Blackstone Multi-Strategy Hedge Fund



Philip Bartow, III
Independent Director[1, 3]

Head of Specialty Finance Investing, Sound Point Capital



Lynn DeVault
Independent Director[3]

Former CEO, Llama Holding Company



Michael Heller
Independent Director[1, 2]

Operating Partner, MissionOG



William Jones, III
Director

EVP, Jones Management Services



Eugene Schutt
Independent Director[1, 2]

Former Chairman & CEO, CitiFinancial



Orlando Zayas
Director

Former CEO, Katapult



Gregory L. Zink
Independent Director[1, 3]

Partner, Newport LLC

Highly experienced Board with deep financial services, operational and public company expertise to support successful integration and long-term shareholder value creation

1. Member of the Audit Committee 2. Member of the Compensation Committee 3. Member of the Nominating & Corporate Governance Committee

Appendix & Reconciliations

Aaron's®

Consumer-centric Offerings

Leading omnichannel lease-to-own retailer offering furniture, consumer electronics and home appliances to nonprime consumers

Technology-enabled, omnichannel provider of LTO and retail purchase solutions

of furniture, electronics, appliances, and other home goods across its brands: Aaron's and BrandsMart

By the Numbers[1]

Aaron's®

952 owned stores & showrooms	**228** franchised stores & showrooms
47 U.S. states and Canada	**24** Fulfillment and service centers
2.6mm Customers[2]	**~8,000** Employees

BrandsMart USA®

one of the largest appliance and consumer electronics retailers in the country
11 Stores
2 distribution centers

1. As of 12/31/25, unless otherwise noted
2. Unique active customers over the past 3 years

CommunityChoice FINANCIAL

Nationwide network of retail locations and digital platforms

Providing customers a variety of financial products and services, including short-term unsecured, medium-term unsecured, and direct secured loans and other money services business ("MSB") services that address the specific needs of its individual customers

Integrated Omnichannel Platform

Omnichannel platform combining retail branch locations and digital capabilities to provide accessible credit and financial services

Diversified Product Offering

Diversified product suite including secured and unsecured loans, check cashing and ancillary financial services tailored to customer needs

By the Numbers[1]

~1,600
retail locations and digital offerings across 30 states

42%
LTM revenue from secured loans

4mm
Funded Loans
Licensed to deliver similar financial services through a digital platform in 29 states

11
Brands offering personal lending options and other money services nationwide online and through retail locations

3.6mm
Total Customers[2]

~5,200
Employees

1. LTM as of 12/31/25
2. Customers served in 2025

Katapult

Technology-driven Lease-to-own ("LTO") Platform

that integrates with omnichannel retailers and e-commerce platforms to power the purchasing of everyday durable goods by underserved U.S. nonprime customers

Omnichannel Customer Acquisition Engine

Omnichannel customer acquisition channels including retailer POS integrations, waterfall financing partnerships, KPay mobile app marketplace and text-to-checkout functionality

By the Numbers[1]

250+ total merchants	**~60+%** customer repeat rate[2]
3.6mm+ approved applications since inception	**$278mm** gross originations
153K+ monthly active mobile app users	**~5 Second** average underwriting decision time

1. LTM as of 12/31/25, unless otherwise noted
2. As of Q4 2025

Non-GAAP Reconciliations – Historical Adjusted EBITDA[1]

(In Thousands)	Year Ended December 31, 2025				Year Ended December 31, 2024			
	CCFI	Aaron's	Katapult	Combined	CCFI	Aaron's	Katapult	Combined
Net income (loss)	$ 25,727	$ (55,725)	$ 1,365	$ (28,632)	$ 34,535	$ (44,064)	$ (25,915)	$ (35,445)
Income Taxes	6,287	(21,050)	319	(14,444)	7,093	(15,040)	143	(7,804)
Earnings (Loss) Before Income Taxes	$ 32,014	$ (76,775)	$ 1,684	$ (43,076)	$ 41,628	$ (59,105)	$ (25,772)	$ (43,248)
Interest Expense	171,553	106,426	20,552	298,530	185,899	36,132	18,851	240,882
Depreciation and amortization	62,991	46,768	1,228	110,988	69,115	80,693	1,219	151,027
EBITDA	$ 266,558	$ 76,420	$ 23,464	$ 366,442	$ 296,642	$ 57,721	$ (5,702)	$ 348,661
Add back:								
Restructuring Expenses	531	21,322		21,853	8,047	13,649		21,696
Stock-based compensation expense	1,280		3,693	4,973	2,787	8,131	5,759	16,677
Acquisition Related Costs	43,990	13,835	4,931	62,756	11,057	18,945	-	30,002
Non-interest related financing fees		10,385	1,489	11,874				-
Fair Value adjustment		11,466	(17,432)	(5,966)		4,213	(17)	4,196
Gain on extinguishment of term loan and settlement of derivative liability, net			(5,120)	(5,120)			-	-
Other Non-recurring charges		4,954	1,354	6,308			4,730	4,730
Adjusted EBITDA	$ 312,360	$ 138,382	$ 12,379	$ 463,121	$ 318,533	$ 102,659	$ 4,770	$ 425,962

1. See "Disclaimers -- Non-GAAP Financial Measures" and "-- Combined Financial Information" on page 3.

Katapult
Holdings

Helpful Resources

- Investor Relations Website
- Katapult's Company Site
- Aaron's Company Site
- CCFI's Company Site

Aaron's® CommunityChoice FINANCIAL Katapult