



News Release

Springleaf Financial Announces Launch of Springleaf Rewards

8/20/2015

Innovative New Digital Loyalty Program Rewards Customers for Participating in Free Financial Education Activities, On-Time Bill Pay and More

EVANSVILLE, Ind.--(BUSINESS WIRE)-- Springleaf Holdings, Inc. (NYSE: LEAF), a leading consumer finance company providing loan products to customers nationwide, today announced the launch of Springleaf Rewards, a unique digital loyalty program that is designed to encourage credit education. The program rewards customers for a range of activities, such as consistently paying their bills on-time, taking free online credit education and budgeting tutorials, and monitoring their credit scores on a regular basis. Unlike traditional rewards programs, Springleaf Rewards allows members to accrue points for doing things that are good for their financial health and does not require the customer to spend money.

"Springleaf Rewards is a truly unique loyalty program that rewards customers for doing things they are already doing. It also encourages customers to participate in educational activities that can help them make sound financial decisions and achieve their financial goals," said David Hogan, Executive Vice President Risk Analytics & Marketing, at Springleaf. "This program, which does not require Springleaf customers to spend any money to earn points, is the direct result of customer feedback. It reflects our ongoing commitment to providing exceptional customer service."

Since launching in mid-June, more than 40,000 customers have already signed up to start earning rewards. Points are available for over 35 unique account-related interactions, such as:

- Visiting Springleaf online or in-branch
- Viewing personal financial education videos and tips for budget planning

- Participating in customer surveys
- Making consistent, on-time loan payments
- Enrolling in convenient features like paperless statements and automated payments
- Engaging with Springleaf on social media

Springleaf Rewards members can choose how and when to redeem their points. Points can be exchanged for a variety of valuable rewards, including electronic gift cards for nationwide retailers, restaurants and other merchants. Newly enrolled members have said that the program is very easy to use and the electronic gift cards make the reward accessible right away. Springleaf Rewards members also have access to Rewards Perks, which offers frequently updated discounts and savings with over 30,000 merchants.

Springleaf Rewards is open to customers in good standing who have registered their account for online account management. At this time, due to state law, Springleaf Rewards is not available to residents of Alaska, Arizona, Kentucky, Mississippi, Missouri, Ohio, Oregon and Wisconsin.

To learn more about Springleaf Rewards and to enroll, please visit <https://www.springleaf.com/rewards>.

About Springleaf Holdings, Inc.

Springleaf is a leading consumer finance company providing loan products to customers through its nationwide branch network and online presence. Springleaf has a nearly 100-year track record of high-quality origination, underwriting and servicing of personal loans, primarily to nonprime consumers. Springleaf operates one of the largest consumer finance branch networks in the United States, serving its customers through nearly 830 branches in 27 states. For more information, please visit [Springleaf.com](http://www.springleaf.com).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20150820005867/en/>

Springleaf Communications
Tony Brand, 312-754-6848
tony.brand@springleaf.com

or
Sard Verbinnen & Co
Jenny Gore/Mike DeGraff
312-895-4700

Source: Springleaf Holdings, Inc.