

Enova International, Inc. Spin-off: What do I need to know?

On October 22, 2014, the Board of Directors (the "Board of Directors") of Cash America International, Inc. ("Cash America") approved the separation of its wholly owned subsidiary that comprises its e-commerce segment, Enova International, Inc. ("Enova"), through a distribution of 80 percent of the outstanding shares of Enova to holders of Cash America's common stock. The distribution occurred at 12:01 a.m., Eastern Time, on November 13, 2014. Enova common stock began trading on the New York Stock Exchange under the ticker symbol "ENVA" on November 13, 2014 and Cash America's common stock continues to trade on the New York Stock Exchange under the symbol "CSH." For more detailed information, see below, or the Enova information statement, dated October 29, 2014 (the "Information Statement"), that is available under the Investor Relations section of the Cash America website.

Quick Facts

Distribution Ratio

0.915 shares of Enova common stock were distributed for every one share of Cash America common stock held on the record date.

Shares Distributed

Cash America distributed approximately 80 percent of the shares of Enova common stock outstanding immediately before the distribution. Based on approximately 28,887,396 shares of Cash America common stock outstanding as of October 20, 2014, assuming distribution of approximately 80 percent of our common stock and applying the distribution ratio (without accounting for cash to be issued in lieu of fractional shares), 26,403,074 shares of Enova common stock were distributed to Cash America shareholders and 6,596,926 shares of Enova common stock were retained by Cash America.

Record Date for Distribution

The record date for the distribution is 5:00 p.m. Eastern Time on November 3, 2014.

Distribution Date

The distribution date was 12:01 a.m. Eastern Time on November 13, 2014.

Fractional Shares

The distribution agent did not distribute any fractional shares of Enova common stock to Cash America shareholders. Instead, it aggregated fractional shares of Enova into whole shares, sold the whole shares in the open market at prevailing rates and distributed the net cash proceeds pro rata to each holder who would otherwise have been entitled to receive fractional shares of Enova in the distribution. Cash America shareholders are not entitled to any interest on the amount of any payment made in lieu of a fractional share.

Distribution Method

The distribution of Enova common stock was made in electronic book-entry form, without delivery of any physical share certificates. Registered shareholders will receive additional information from the distribution agent shortly after the distribution date. Beneficial holders will receive information from their brokerage firms.

Stock Exchange Listing

Enova common stock trades on the NYSE under the symbol "ENVA." Cash America common stock continues to trade on the NYSE under the symbol "CSH."

Distribution Agent, Transfer Agent and Registrar for Enova Shares of Common Stock

Computershare
211 Quality Circle Suite 210
College Station, TX 77845
(800) 546-5141 or (201) 680-6578

or Computershare
P.O. Box 30170
College Station, TX 77842-3170

U.S. Federal Income Tax Consequences

On the basis that the distribution, together with certain related transactions, qualified as a reorganization for U.S. federal income tax purposes, no gain or loss will be recognized by a shareholder of Cash America, and no amount will be included in the income of a shareholder of Cash America for U.S. federal income tax purposes, upon the receipt of shares of Enova's common stock pursuant to the distribution, except with respect to any cash received in lieu of fractional shares.

Please see Enova's Information Statement for additional information regarding the separation and distribution of Enova, which is located under the Investor Relations section of the Cash America website.

Owning stock of Cash America or Enova is subject to various risks and uncertainties, including risks related to the separation and distribution. Please see Cash America's and Enova's filings with the Securities and Exchange Commission for additional information regarding such risks and uncertainties.

Questions and Answers about the Separation and the Distribution

Q: Why did Cash America separate its e-commerce business from its retail services business?

A: Cash America had two reportable operating segments: retail services and e-commerce. Cash America's retail services segment is composed of domestic storefront locations that offer some or all of the following services: pawn loans, consumer loans, the purchase and sale of merchandise, check cashing and other ancillary services such as money orders, wire transfers, prepaid debit cards, tax filing services and auto insurance. Prior to the separation, Cash America's e-commerce segment was composed of domestic and international online lending channels through which loan products are offered. The e-commerce segment is operated by Enova. The Board of Directors and management of Cash America believe that the separation of the two operating segments and the distribution of approximately 80% of the outstanding shares of Enova's common stock allows each company to pursue a more focused, industry-specific strategy; enable the management of each company to concentrate resources wholly on its particular market segments, regulatory requirements, customers and core businesses, with greater ability to anticipate and respond to changing markets and opportunities; and allows each company to recruit and retain employees with expertise directly applicable to its needs.

Q: How did Cash America accomplish the separation and the distribution?

A: Enova or its subsidiaries held substantially all of the assets and liabilities associated with Cash America's e-commerce segment. In the distribution, Cash America distributed to its shareholders approximately 80 percent of the outstanding shares of Enova's common stock.

Q: What did I receive as a result of the distribution?

A: Holders of Cash America common stock received 0.915 shares of Enova common stock for every one share of Cash America common stock held at 5:00 p.m. Eastern Time on November 3, 2014, the record date for the distribution. The distribution was made in electronic book-entry form, without the delivery of any physical share certificates. Cash America did not distribute any fractional shares of Enova. Instead, the transfer agent aggregated fractional shares of Enova into whole shares, sold the whole shares in the open market at prevailing rates and distributed the net cash proceeds pro rata to each holder who would otherwise have been entitled to receive fractional shares of Enova in the distribution.

Q: What was the record date for the distribution, and when did the distribution occur?

A: The record date was November 3, 2014, and ownership was determined as of 5:00 p.m., Eastern Time, on that date. When we refer to the "record date," we are referring to that time and date. Cash America distributed shares of Enova common stock at 12:01 a.m. Eastern Time on November 13, 2014, which we refer to as the "distribution date."

Q: Was shareholder approval required for the distribution?

A: Shareholder approval was not required for the distribution. The distribution of Enova was accomplished by distributing the shares of Enova common stock to holders of Cash America common stock as a dividend. Accordingly, the dividend of the shares of Enova common stock was approved by the Board of Directors pursuant to its statutory authority under Texas law to declare and pay a dividend.

Q: If I was a shareholder of Cash America on the record date, what do I have to do to receive my shares of Enova common stock?

A: Nothing. If you were a shareholder of Cash America on the record date you do not need to take any action to receive your shares of Enova, but we urge you to read the Information Statement carefully, particularly the discussion set forth under "Risk Factors." No shareholder approval of the distribution was required or sought. You are not required to make any payment, surrender or exchange any of your shares of Cash America common stock or take any other action to receive your shares of Enova common stock.

Q: When and how did I receive my shares of Enova common stock?

A: If your Cash America shares are registered directly in your own name with Cash America's transfer agent, including Cash America shares held in certificate form, then you are considered a shareholder of record. If you are a shareholder of record and were entitled to participate in the distribution, then you received a book-entry account statement from Cash America's transfer agent reflecting ownership of Enova shares. Your account statement reflecting the Enova shares will be mailed to you on or shortly after the distribution date. If you hold your Cash America shares through your broker or other nominee, you are probably not a shareholder of record and your receipt of Enova shares depends on your arrangements with your broker or other nominee that holds your Cash America shares for you. Cash America anticipates that brokers and other nominees generally will credit their customers' accounts with Enova shares on or shortly after the distribution date, but you should check with your broker or other nominee.

Q: How were shares of Enova common stock distributed to me and will I receive a stock certificate for Enova shares?

A: Cash America distributed the shares of Enova common stock by book-entry. If you were a shareholder of record of Cash America common stock as of 5:00 p.m., Eastern Time, on the record date then you will receive from our transfer agent on or shortly after the distribution date, a statement of your book-entry account for the shares of Enova common stock that were distributed to you. You will not receive physical stock certificates for your shares of Enova common stock. If you were not a shareholder of record of Cash America common stock as of 5:00 p.m., Eastern Time, on the record date because your shares are held on your behalf by your broker or other nominee, then your shares of Enova common stock should be credited to your account with your broker or nominee on or shortly after the distribution date. For more information, shareholders of record in the United States should contact Cash America's transfer agent, Computershare, at (800) 546-5141. Shareholders from outside the United States may call Computershare at (201) 680-6578.

Q: How were fractional shares treated in the distribution?

A: Cash America did not distribute any fractional shares of Enova common stock to Cash America shareholders. Fractional shares of Enova common stock to which Cash America shareholders of record were otherwise be entitled were aggregated and sold in the public market by the transfer agent. The aggregate net proceeds of the sales were distributed pro rata to each holder who would otherwise have been entitled to receive a fractional share of Enova in the distribution. Proceeds from these sales will generally result in a taxable gain or loss to those shareholders. Each shareholder entitled to receive cash proceeds from these shares should consult his, her or its own tax adviser as to such shareholder's particular circumstances. The tax consequences of the distribution are described in more detail in the Information Statement.

Q: If I sold shares of Cash America stock that I held on the record date on or before the distribution date am I still entitled to receive shares of Enova common stock in the distribution?

A: Beginning on or shortly before the record date and continuing up to the distribution date, there were two markets in Cash America common stock: a "regular way" market and an "ex-distribution" market. Shares of Cash America common stock that traded on the regular way market were traded with an

entitlement to receive shares of Enova common stock to be distributed in the distribution. Shares of Cash America that traded on the ex-distribution market were traded without an entitlement to receive shares of Enova common stock to be distributed in the distribution, so that holders who sold their shares of Cash America common stock after the record date but before the distribution date in the “ex-distribution market” are still entitled to receive shares of Enova common stock even though they have sold their shares of Cash America common stock after the record date. Therefore, if you owned shares of Cash America common stock on the record date and sold those shares on the regular way market before the distribution date, you also sold the shares of our common stock that would have been distributed to you in the distribution. You are encouraged to consult with your financial adviser regarding the specific implications of selling your Cash America common stock, if it was prior to the distribution date.

Q: Did the distribution affect the number of shares of Cash America I currently hold?

A: No. The number of shares of Cash America common stock held by a shareholder were unchanged. .

Q: What if I have stock certificates reflecting my shares of Cash America common stock? Should I send them to the transfer agent or to Cash America?

A: No. You should not send your stock certificates to the transfer agent or to Cash America. You should retain your Cash America stock certificates.

Q: Will my shares of Cash America common stock continue to trade?

A: Yes. Cash America common stock will continue to be listed and trade on the NYSE under the ticker symbol “CSH.”

Q: Will the distribution affect the market price of my Cash America shares?

A: Yes. As a result of the distribution, the trading price of Cash America’s common shares immediately following the distribution was lower than the “regular-way” trading price of such shares immediately prior to the distribution because the trading price no longer reflected the value of the e-commerce business held by Enova. Cash America believes that over time, following the separation, assuming the same market conditions and the realization of the expected benefits of the separation, the Cash America common stock and the Enova common stock will have a higher aggregate market value as compared to what the market value of Cash America common stock would be if the separation and distribution did not occur. There can be no assurance, however, that such a higher aggregate market value will be achieved. This means, for example, that the combined trading prices of one Cash America common share and 0.915 shares of Enova common stock after the distribution may be equal to, greater than or less than the trading price of one Cash America common share before the distribution. Furthermore, until the market has fully analyzed the value of Enova and Cash America after the distribution, Cash America may experience more stock price volatility than usual.

Q: Where are my shares of Enova common stock being traded?

A: Enova common stock is traded on the New York Stock Exchange under the ticker symbol “ENVA”.

Q: When will I be able to trade my shares of Enova common stock?

A: “Regular-way” trading of Enova common stock began on November 13, 2014, the distribution date.

Q: What are the U.S. federal income tax consequences of the distribution to me?

A: Cash America has received a private letter ruling from the Internal Revenue Service to the effect that the retention by Cash America of up to 20% of Enova’s stock will not be in pursuant to a plan having as one of its principal purposes the avoidance of U.S. federal income tax within the meaning of Section 355(a)(1)(D)(ii) of the Code. Cash America also received a tax opinion from Cash America’s tax advisors that the distribution qualifies as a tax free distribution by Cash America to its shareholders under Section 355(a) of the Internal Revenue Code. On the basis that the distribution so qualifies, for U.S. federal income tax purposes, you will not recognize any gain or loss, and no amount will be included in your income, upon your receipt of shares of Enova common stock pursuant to the distribution, except with respect to any cash received in lieu of fractional shares. You should consult your own tax adviser as to the particular consequences of the distribution to you, including the applicability and effect of any U.S.

federal, state and local tax laws, as well as foreign tax laws, which may result in the distribution being taxable to you.

Q: How will I determine the tax basis I will have in my Cash America shares after the distribution and the Enova shares I received in the distribution?

A: Generally, for U.S. federal income tax purposes, your aggregate basis in your shares of Cash America common stock and the shares of Enova common stock you received in the distribution (including any fractional share for which cash is received) will equal the aggregate basis of Cash America common stock held by you immediately before the distribution. This aggregate basis should be allocated between your shares of Cash America common stock and the shares of Enova common stock you received in the distribution (including any fractional share for which cash is received) in proportion to the relative fair market value of each immediately following the distribution.

Q: What is the relationship between Cash America and Enova after the separation and distribution?

A: Following the distribution, Enova became an independent, publicly owned company, and Cash America retained 20 percent of the outstanding common stock of Enova. In connection with the separation and the distribution, Enova entered into a Separation and Distribution Agreement and several other agreements with Cash America for the purpose of both effecting the separation and governing the relationship of Cash America and Enova following the separation. Enova also entered into a Stockholder's and Registration Rights Agreement with Cash America pursuant to which, among other things, Enova agreed that, upon the request of Cash America, it will use its best efforts to effect the registration under applicable securities laws of the shares of common stock retained by Cash America.

Q: What does Cash America intend to do with the shares of Enova common stock that it retained?

A: Cash America will dispose of its retained shares of Enova (other than the shares retained for delivery under Cash America's long-term incentive plans) as soon as practical, consistent with the business reasons for the retention. The holders of outstanding unvested restricted stock units, or RSUs, vested deferred RSUs, unvested deferred RSUs and certain deferred shares payable to Cash America's directors relating to Cash America common stock under Cash America's long-term incentive plans are entitled to receive shares of Enova on or after the distribution date in the same ratio of the shareholders of Cash America with vesting and payment schedules consistent with the terms underlying the applicable Cash America equity awards.

Q: How will Cash America vote the shares of Enova common stock that it retained?

A: Cash America agreed to vote the shares of Enova common stock that it retained in proportion to the votes cast by Enova's other stockholders and to grant Enova a proxy with respect to such shares.

Q: Where can I get more information?

A: If you have any questions relating to the transfer or mechanics of the stock distribution, you should contact the distribution agent:

Computershare
211 Quality Circle Suite 210
College Station, TX 77845
(800) 546-5141 or (201) 680-6578

or **Computershare**
P.O. Box 30170
College Station, TX 77842-3170

For other questions relating to the separation or the distribution, or for questions relating to Cash America's stock after the distribution, you should contact Cash America's investor relations department:

Cash America International, Inc.
1600 West 7th Street
Fort Worth, Texas 76102
(800) 645-0623
Attention: Director of Investor Relations

For other questions relating to the separation or the distribution, or for questions related to Enova's stock after the distribution, you should contact Enova International, Inc.:

Enova International, Inc.
200 W. Jackson Blvd., Suite 2400
Chicago, Illinois 60606
(312) 568-4200
Attention: Investor Relations Department
ir@enova.com