Investor Presentation

August 2026

NASDAQ: ATLC

Forward-Looking Statements

This presentation contains forward-looking statements that are made pursuant to safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include statements, among other things, concerning the benefits of the acquisition of Mercury Financial, including expected synergies, cost savings and enhanced capabilities; the optimization of the acquired Mercury Financial portfolio; our business; operations; financial performance; the performance of our receivables; and consumer demand for our products.

Although Atlanticus believes the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and you should not place undue reliance on such statements. Actual results may differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from these expectations include, among other things, risks related to the integration of the Mercury Financial business and the management of the Mercury Financial Portfolio; and other risk factors detailed from time to time in Atlanticus' reports filed with the Securities and Exchange Commission.

The forward-looking statements contained herein speak only as of the date of this presentation. Atlanticus undertakes no obligation to update or revise any forward-looking statement, except as may be required by law.

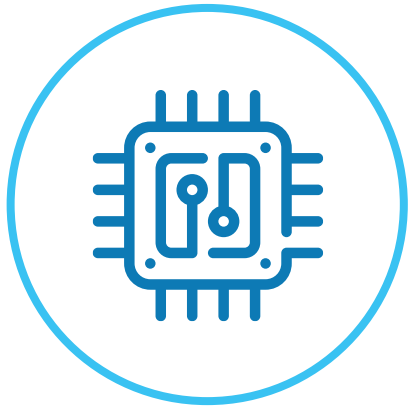
Table of Contents

04	Who We Are
13	Empowering Better Financial Outcomes
15	Innovation and Operating Leverage
17	Q2 Results
24	Closing Statements



Our Solution

Financial technology enabling bank, brand and healthcare partners to offer more inclusive financial services



Technology

- 100% automated decisioning
- 100% cloud-based infrastructure
- API first platforms



Analytics

- Over 40 active models in production
- 40 billion cells of proprietary model training data proven through economic cycles
- AI/ML derived decisioning



Growth

- $3T+ market opportunity(1)
- 31% revenue growth(2)
- 38% Managed receivables growth(3)

1) Nerdwallet 2) Total operating revenue compound annual growth rate ("CAGR") from the quarter ended March 31, 2020 to the quarter ended June 30, 2026 3) Managed receivables CAGR from March 31, 2020 to June 30, 2026. Managed receivables is a non-GAAP financial measure and excludes receivables associated with our Auto Finance segment. See slide 23 for additional information.

Credit-as-a-Service Platform

Enabling our Bank, Brand and Healthcare partners to offer more inclusive financial services

Atlanticus®

NASDAQ: ATLC

>23	$7.0	30	$20+	$53
Million	Billion	Years	Billion	Billion
New consumers	Peak receivables	of Data aggregation	Capital raised	Receivables acquired

General Purpose Credit Card

aspire · MERCURY · FORTIVA · Imagine

Point of Sale Solutions

FORTIVA RETAIL CREDIT · fixt

Acute Healthcare Financing

CURAE

BH/PH Auto Financing

CAR FINANCIAL SERVICES, INC. Dealer Solutions

Purpose Driven Solutions

Empowering Better Financial Outcomes for Everyday Americans

General Purpose Credit Card Solutions

Credit Range
740 – New to credit
Average credit score
641

Partnered with

Point of Sale Solutions

Credit Range
850 – 550
Average credit score
657

Partnered with

Acute Healthcare Payment Solutions

Credit Range
850 – New to credit
Average credit score
661

Partnered with



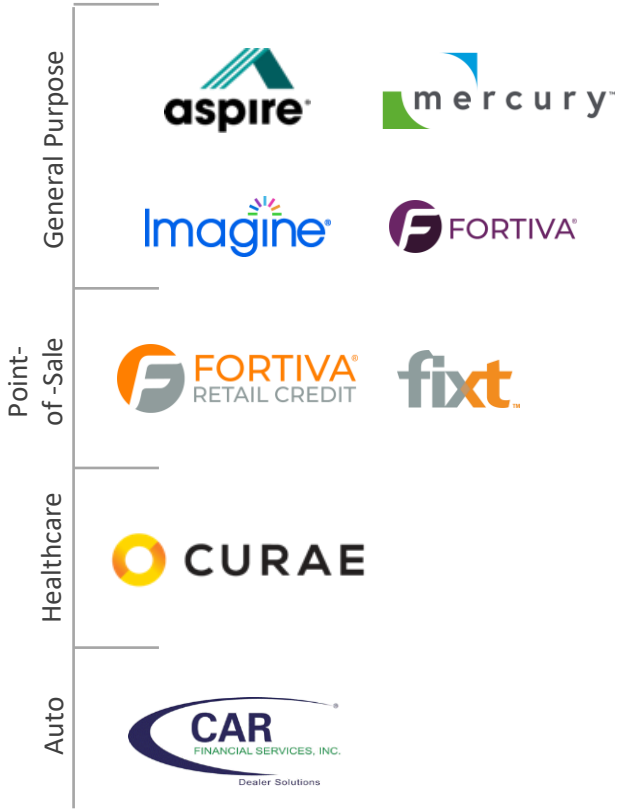
1996 - 2026

Market Leading Innovation

	Atlanticus	Other FinTechs Neobanks, Digital or AI Lending Platforms
100% Automated Decisioning	●	◔
AI/ML Derived Analytics	◑	◑
Mobile First UX	●	●
Rapid Customer Growth	●	●
Multiple Asset Class Capability	●	◔
30 Years of Data Aggregation	●	○
100% Cloud-based Infrastructure	●	◕
Omnichannel Origination Capability	◕	◑
AI/ML Driven Customer Service	◑	◔
API First Integration Capabilities	●	◑
Analytics validated through Economic Cycles	●	○
Proven Customer Need	●	◑
At Scale Operating Infrastructure	●	◔
Proven Profitability	●	◔

Empowering Better Financial Outcomes for MORE Everyday Americans

Family of Brands



Company Information

- $6.9BN in Managed receivables(1)
- 6.3MM in Accounts Served(2)
- Over 570 Team Members
- Offices in Atlanta, Austin, Wilmington and Orlando

Marketing Partners

THE HOME DEPOT
synchrony
amazon
BOB'S Discount Furniture
REGIONS Home Improvement Financing
TEMPUR+SEALY
vivint
ASHLEY
BW Best Western Hotels & Resorts
AspenDental
Daniel's jewelers
LOWE'S
iFIT
DIAMONDS DIRECT
Guitar Center
MATTRESSFIRM
BrandsMart USA

30 YEARS Atlanticus 1996 - 2026

1) Managed receivables is a non-GAAP financial measure and excludes receivables associated with our Auto Finance segment. See slide 23 for additional information. 2) As of June 30, 2026

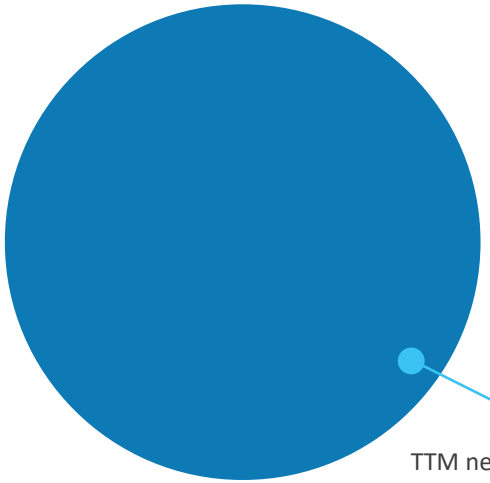
$3 Trillion+ Market Opportunity

48% of US consumers, ~120M+ people, have sub-720 FICO scores[1]

General Purpose Credit Card

US Market:

$3T+ in annual spend[2]

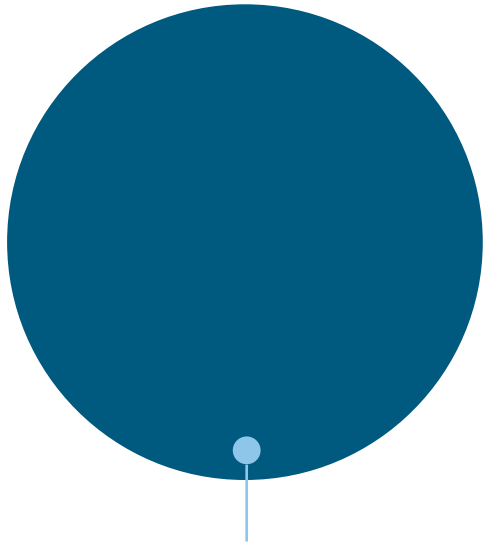


aspire Imagine mercury FORTIVA

Private Label Credit

Private Label Second Look US Market:

~$70B+ in annual spend[3]

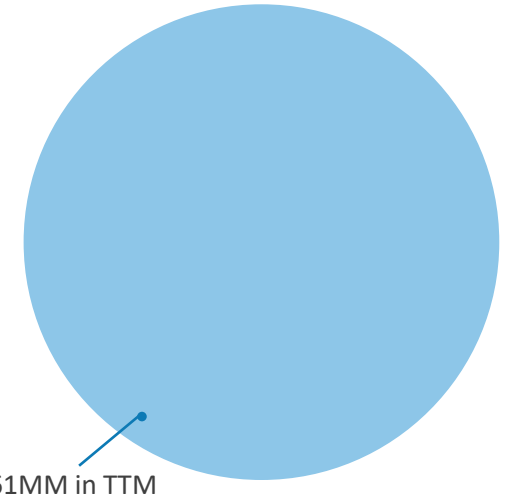


FORTIVA RETAIL CREDIT

Healthcare Finance

US Market:

$550B+ in out-of-pocket healthcare expenditures, excluding small balances[4]



CURAE

1) Nerd Wallet; Management estimates 2) Nerd Wallet; Management Estimates 3) Nerdwallet; Management estimates 4) CMS; Management estimates 5) TTM as of June 30, 2026 6) Includes receivables related to Mercury acquisition

Tenured Management Team with Deep Industry Experience

18 Years
Average Tenure at Atlanticus

30 Years
Average Industry Experience

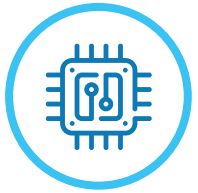
71%(1)
Insider Ownership
Shareholder Alignment



1) On a fully diluted basis

Attractive Investment Opportunity

Technology, Analytics, and People that empower better financial outcomes for Everyday Americans through:



Market Leading Technology Platform



Compelling Unit-Level Economics



Proven/Informed Analytics



Experienced Management Team



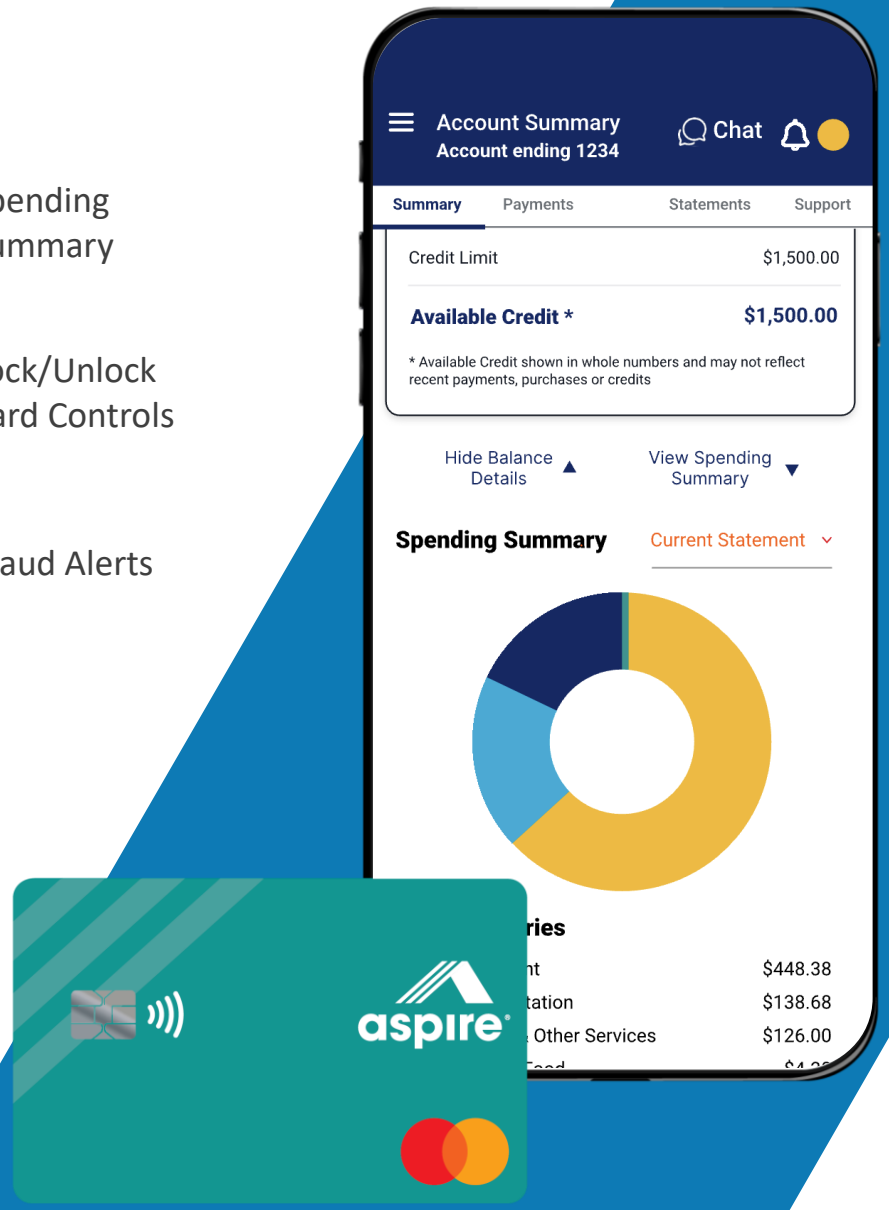
Demonstrated Ability to Scale



Fair Consumer Terms

Atlanticus Financial Empowerment Platform

- Mobile-First Experience
- Free Credit Score
- Spending Summary
- Cashback
- Bill Pay
- Lock/Unlock Card Controls
- Financial Literacy
- Credit Management
- Fraud Alerts
- Graduation Program
- Budget Planning
- Saving & Investments
  STASH
- Mobile Wallet
  SAMSUNG pay Apple Pay G Pay



Everyday Americans Face Financial Uncertainty

48%

(~120M consumers) have credit scores less than 720[1]

58%

Have the same or less in savings as the previous year[2]

53%

Don't have $1,000 for emergency expenses[3]

34%

Live paycheck to paycheck[4]

24M

American households are unbanked or underbanked[5]

1) Nerdwallet; Management estimates 2) Bankrate; Management estimates 3) Bankrate; Management estimates 4) Econofact; Management estimates 5) FDIC; Management estimates

Cardholder Reviews



4.6 out of 5-star rating(1)

91%

Would recommend to a friend(1)

68

Net Promoter Score (2)

"Needed a card to fund an emergency vehicle repair and instead of getting multiple cards to fund the repair I was able to get it here all at once! Easy to use app, over limit insurance, the works! Even with a mid to high 600 credit score!"

Gandalf J., Aspire Customer

It's been a great experience using this card! I'm glad that I have this card to help me bounce back after I filed bankruptcy. It's helping me be more responsible with my credit. Starting with a high limit makes me less likely to open other lines of credit so I can keep track of my expenses easier. It's been great using this to pay my bills and also get hotel rooms and car rentals without any hassles."

Jeremy E., Mercury Customer

"I love my Fortiva card. It gives me plenty breathing room that I need so I can handle all my bills, plus it's flexible with payment options."

Mary M., Fortiva Customer

"Imagine is a great card and I can use it everywhere. It's the first card to give me a decent amount and a chance to build credit."

Tony L., Imagine Customer

"Thank you Curae, without you, I would not have been able to have my surgery. Thank you for working with me and giving me such great financial care."

Katheryn O., Curae Customer

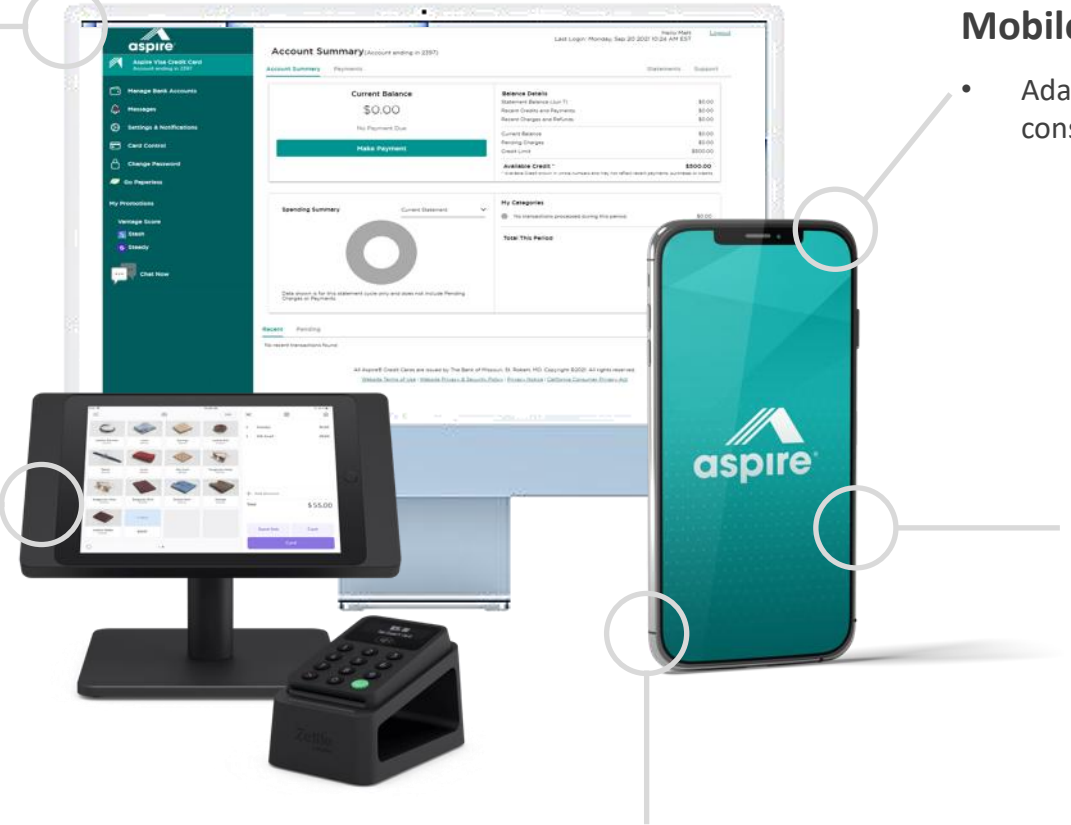
1) Per customer surveys for Aspire, Fortiva and Imagine products 2) General Purpose Credit Cards

Innovative Technology

Scalable, reliable, and efficient

100% Cloud-Based Infrastructure

- System of record
- Decisioning
- Database



Mobile First

- Adaptive design to accommodate consumer needs and partner strategies

Partner Integration

- Frictionless bank and POS integration
- API-First Approach
- DaaS architecture
- Agile development in days/weeks vs. months/quarters
- Customized decisioning

Digital Innovation

- 80% of new customers utilize our Account Center
- 360 view – customer service view mirrors that of the cardholder

Data, Privacy, and Information Security

- PCI and SSAE certified
- Intrusion detection to emphasize data loss prevention

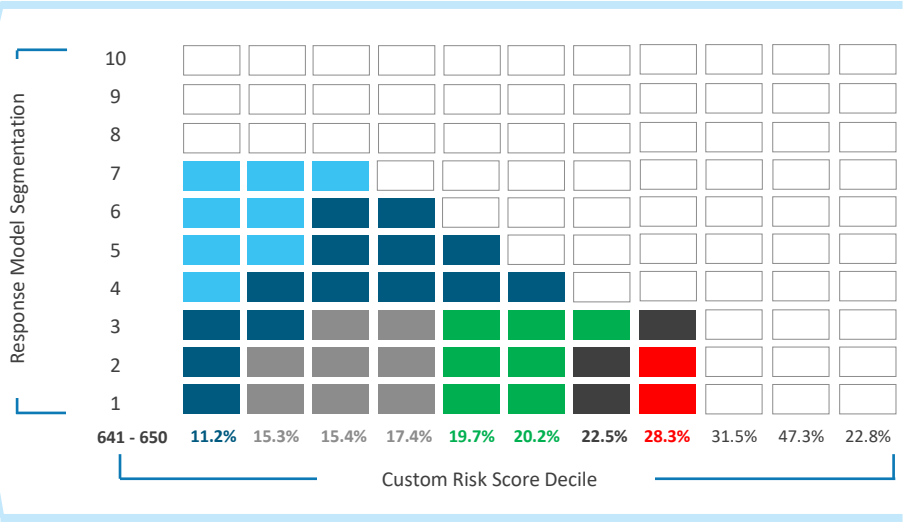
Looking Beyond The Credit Score

Proprietary analytics segment risk and marketing response to put optimized offers in front of customers to achieve targeted returns

Indicative Delinquency Rates

FICO	Custom Risk Score Decile 1	2	3	4	5	6	7	8	9	10	Total
691 - 700	4.0%	5.1%	6.0%	7.3%	6.9%	7.7%	8.6%	8.7%	10.2%	17.2%	8.2%
681 - 690	5.3%	6.6%	7.1%	8.4%	8.8%	8.6%	10.0%	11.3%	12.9%	21.1%	10.0%
671 - 680	6.7%	7.7%	8.8%	10.0%	10.3%	11.0%	12.2%	13.3%	16.1%	27.5%	12.4%
661 - 670	7.4%	9.1%	10.0%	12.4%	12.9%	13.6%	15.1%	16.9%	19.5%	32.8%	14.9%
651 - 660	9.6%	11.7%	13.8%	14.4%	15.1%	15.8%	17.8%	21.5%	26.7%	37.7%	18.4%
641 - 650	11.2%	15.3%	15.4%	17.4%	19.7%	20.2%	22.5%	28.3%	31.5%	47.3%	22.8%
631 - 640	13.1%	16.8%	19.2%	20.7%	23.5%	23.2%	27.8%	33.6%	39.1%	55.1%	27.2%
621 - 630	15.7%	20.4%	22.5%	24.2%	28.5%	31.3%	36.9%	39.4%	45.2%	61.9%	32.6%
611 - 620	17.6%	23.8%	26.8%	28.6%	33.6%	38.5%	41.2%	47.0%	55.2%	68.0%	38.0%
601 - 610	20.3%	29.3%	30.4%	36.8%	39.2%	42.9%	46.1%	54.2%	62.3%	71.9%	43.2%

Response Optimization Model



Quarterly Highlights[1]

89.0%

Increase in Total operating revenue and other income to **$744.3 million**

$2.50

Diluted earnings per share

126.2%

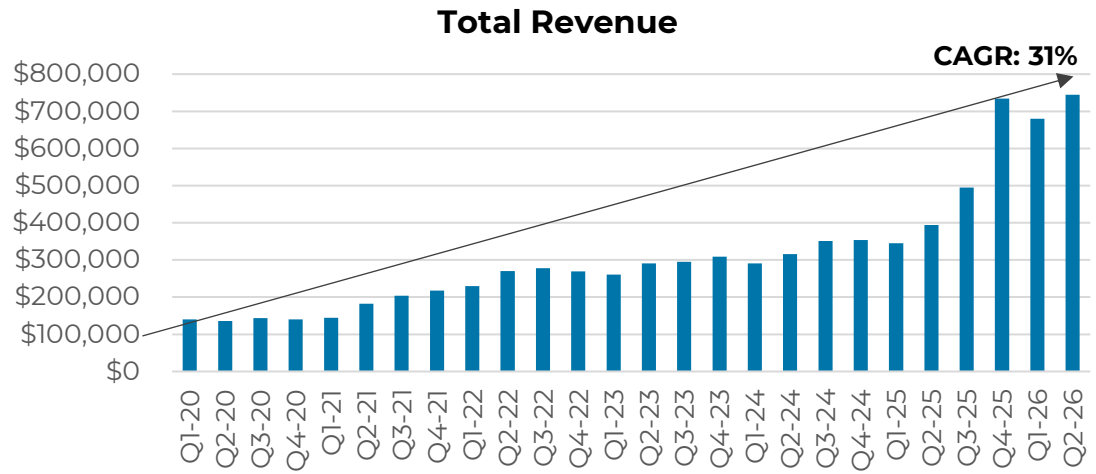
Increase in managed receivables[2] to **$6.9 billion**

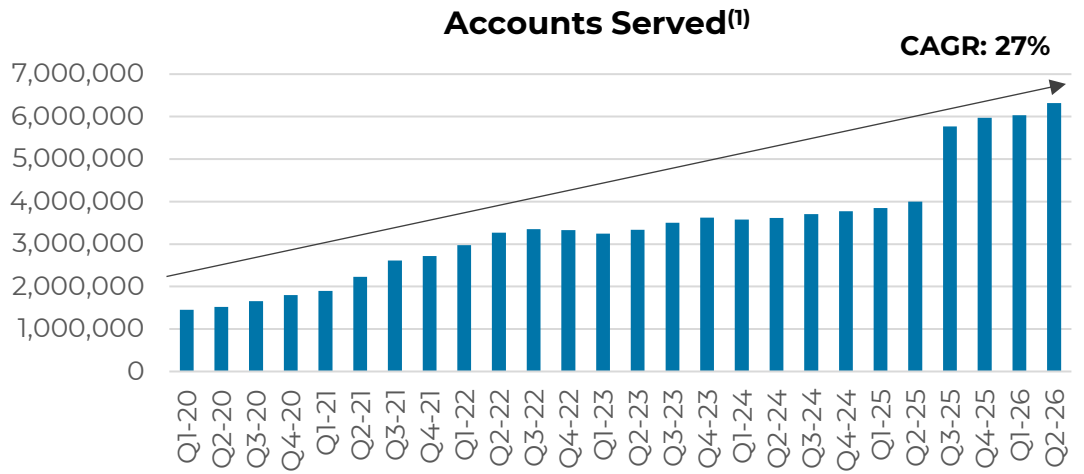
790,000+

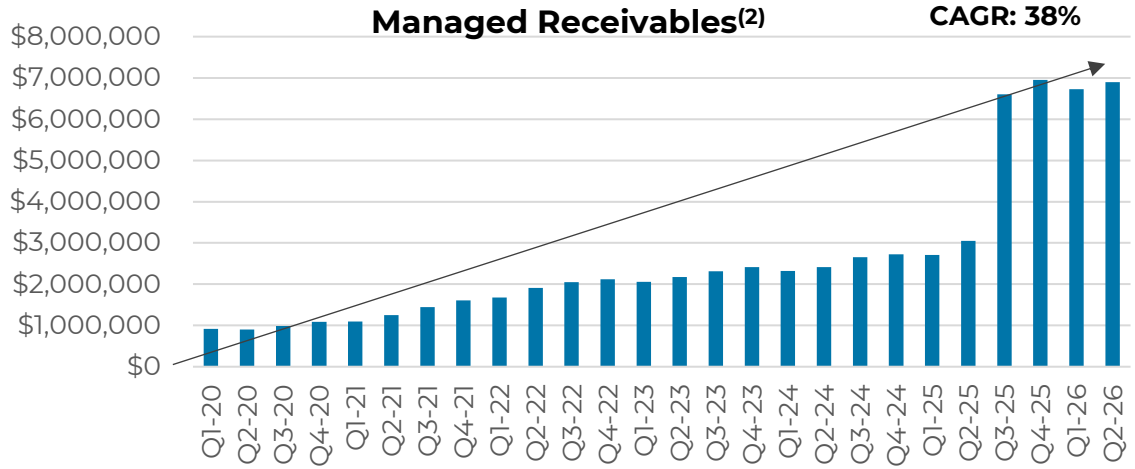
New accounts served during the quarter

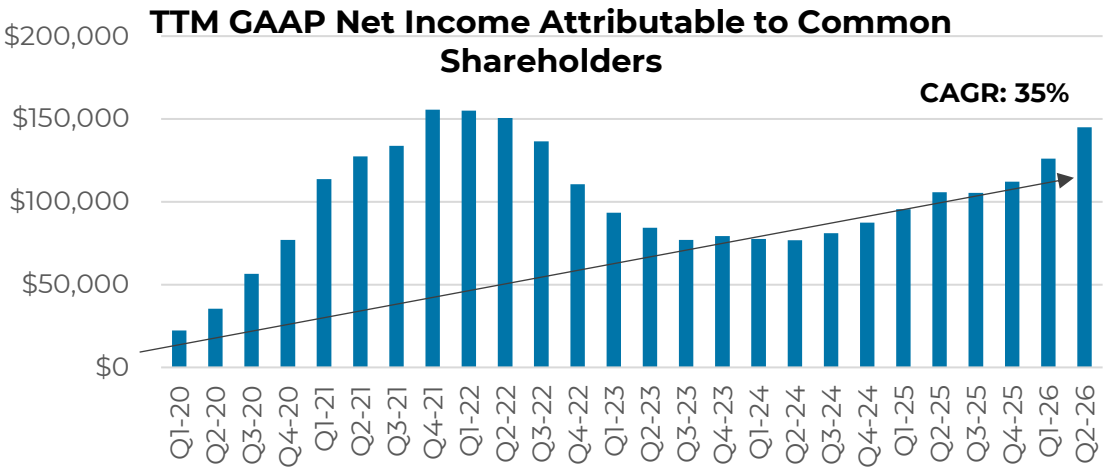
1) Percentages referenced against same period YoY and reflects data as of 6/30/26. 2) Managed receivables is a non-GAAP financial measure and excludes receivables associated with our Auto Finance segment. See slide 23 for additional information.

Performance Summary









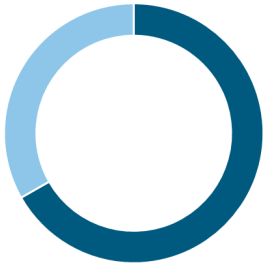
$ in thousands. 1) In our calculation of total accounts served, we include all accounts with account activity and accounts that have open lines of credit at the end of the referenced period. 2) Total Managed Receivables is a non-GAAP financial measure. See slide 23 for additional information.

Diversified Product Approach



6.3M Accounts Served

- General Purpose Credit Card
  4.6M
- Private Label Credit
  1.7M



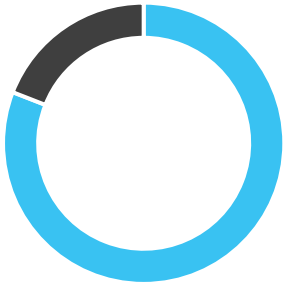
13.4M LTD Accounts Served(1)

- General Purpose Credit Card
  9.3M
- Private Label Credit
  4.1M



$6.9B Total Managed Receivables(2)

- General Purpose Credit Card
  $4,979.7M
- Private Label Credit
  $1,911.5M



$3.06B Purchases YTD 2026

- General Purpose Credit Card
  $2,380.8M
- Private Label Credit
  $682.4M

1) Gross accounts served for period 01/01/2012 to 6/30/2026. 2) Total Managed Receivables is a non-GAAP financial measure. See slide 23 for additional information.
Above data as of 6/30/26 for current product mix. Numbers above exclude amounts associated with Auto Finance segment

Q2 Financial Highlights

	For the Three Months Ended June 30,	
	2026	2025
Total operating revenue and other income	$ 744,314	$ 393,820
Other non-operating income	9	343
Interest expense	(123,431)	(53,684)
Provision for credit losses	(1,038)	(1,382)
Changes in fair value of loans	(396,280)	(216,777)
Net margin	223,574	122,320
Operating expenses:		
Salaries and benefits	(27,250)	(13,381)
Card and loan servicing	(57,863)	(34,085)
Marketing and solicitation	(48,130)	(24,949)
Depreciation	(3,592)	(885)
Other	(20,732)	(8,874)
Total operating expenses	(157,567)	(82,174)
Income tax expense	(16,286)	(9,856)
Net income	49,721	30,290
Net loss attributable to noncontrolling interests	(2)	283
Net income attributable to controlling interests	49,719	30,573
Net income attributable to common shareholders	$ 47,411	$ 28,351
Net income attributable to common shareholders per common share — basic	$ 3.13	$ 1.87
Net income attributable to common shareholders per common share — diluted	$ 2.50	$ 1.51

Condensed Consolidated Statements of Income

	For the Three Months Ended June 30,		For the Six Months Ended June 30,	
	2026	2025	2026	2025
Revenue and other income:				
Consumer loans, including past due fees	$ 545,086	$ 276,350	$ 1,074,531	$ 524,005
Fees and related income on earning assets	150,878	94,285	261,307	172,626
Other revenue	48,350	23,185	88,010	42,062
Total operating revenue and other income	744,314	393,820	1,423,848	738,693
Other non-operating income	9	343	64	636
Total revenue and other income	744,323	394,163	1,423,912	739,329
Interest expense	(123,431)	(53,684)	(246,192)	(101,214)
Provision for credit losses	(1,038)	(1,382)	(2,638)	(2,450)
Changes in fair value of loans	(396,280)	(216,777)	(761,804)	(395,122)
Net margin	223,574	122,320	413,278	240,543
Operating expenses:				
Salaries and benefits	(27,250)	(13,381)	(55,896)	(28,884)
Card and loan servicing	(57,863)	(34,085)	(102,781)	(66,237)
Marketing and solicitation	(48,130)	(24,949)	(84,603)	(45,283)
Depreciation	(3,592)	(885)	(7,178)	(1,682)
Other	(20,732)	(8,874)	(37,965)	(17,443)
Total operating expenses	(157,567)	(82,174)	(288,423)	(159,529)
Income before income taxes	66,007	40,146	124,855	81,014
Income tax expense	(16,286)	(9,856)	(30,557)	(19,602)
Net income	49,721	30,290	94,298	61,412
Net loss attributable to noncontrolling interests	(2)	283	(404)	681
Net income attributable to controlling interests	49,719	30,573	93,894	62,093
Preferred stock and preferred unit dividends and discount accretion	(2,308)	(2,222)	(4,616)	(5,796)
Net income attributable to common shareholders	$ 47,411	$ 28,351	$ 89,278	$ 56,297
Net income attributable to common shareholders per common share — basic	$ 3.13	$ 1.87	$ 5.93	$ 3.72
Net income attributable to common shareholders per common share — diluted	$ 2.50	$ 1.51	$ 4.74	$ 3.00

30 YEARS Atlanticus 1996 - 2026

Condensed Consolidated Balance Sheets

	June 30, 2026	December 31, 2025
Assets		
Unrestricted cash and cash equivalents	$ 555,215	$ 621,093
Restricted cash and cash equivalents	89,965	146,314
Loans at fair value	6,658,748	6,647,882
Loans at amortized cost, net	77,731	82,884
Property at cost, net of depreciation	10,867	12,589
Intangible assets	25,130	30,268
Operating lease right-of-use assets	13,886	15,104
Prepaid expenses and other assets	60,228	66,954
Total assets	$ 7,491,770	$ 7,623,088
Liabilities		
Accounts payable and accrued expenses	$ 275,313	$ 284,514
Operating lease liabilities	23,568	25,283
Notes payable, net	5,578,882	5,818,761
Senior notes, net	692,117	698,562
Income tax liability	184,414	152,138
Total liabilities	6,754,294	6,979,258
Commitments and contingencies		
Series A preferred stock	40,000	40,000
Shareholders' Equity		
Paid-in capital	106,177	102,276
Retained earnings	595,702	506,424
Total shareholders' equity attributable to Atlanticus Holdings Corporation	701,879	608,700
Noncontrolling interests	(4,403)	(4,870)
Total equity	697,476	603,830
Total liabilities, shareholders' equity and temporary equity	$ 7,491,770	$ 7,623,088

Non-GAAP Financial Measures

	At or for the Three Months Ended						
	2026		2025				2024
(in Millions)	**Jun. 30**	**Mar. 31**	**Dec. 31**	**Sep. 30**	**Jun. 30**	**Mar. 31**	**Dec. 31**
Loans at fair value	$6,659	$6,452	$6,648	$6,350	$3,005	$2,669	$2,630
Fair value mark against receivable (1)	$233	$273	$306	$250	$42	$38	$95
Total managed receivables (2)	$6,891.2	$6,724.9	$6,953.4	$6,600.1	$3,046.5	$2,706.3	$2,724.8
Fair value to Total managed receivables ratio (3)	96.6%	95.9%	95.6%	96.2%	98.6%	98.6%	96.5%

(1) The fair value mark against receivables reflects the difference between the face value of a receivable and the net present value of the expected cash flows associated with that receivable.

(2) Total managed receivables are equal to the aggregate unpaid gross balance of loans at fair value.

(3) The Fair value to Total managed receivable ratio is calculated using Loans at fair value as the numerator, and Total managed receivables, as the denominator.

This presentation includes references to managed receivables, which is a non-GAAP financial measure provided as a supplement to the results provided in accordance with accounting principles generally accepted in the United States of America ("GAAP"). This non-GAAP financial measure aids in the evaluation of the performance of our credit portfolios, including our risk management, servicing and collection activities and our valuation of purchased receivables. The credit performance of our managed receivables provides information concerning the quality of loan origination and the related credit risks inherent with the portfolios. Management relies heavily upon financial data and results prepared on the "managed basis" in order to manage our business, make planning decisions, evaluate our performance and allocate resources.

This non-GAAP financial measure is presented for supplemental informational purposes only. This non-GAAP financial measure has limitations as an analytical tool and should not be considered in isolation from, or as a substitute for, GAAP financial measures. This non-GAAP financial measure may differ from the non-GAAP financial measures used by other companies. Above is the reconciliation of Loans at fair value to Total managed receivables.

Market, Industry and Other Data

This presentation contains statistical data and estimates, including those relating to market size and competitive position of the markets in which we participate, that we obtained from our own internal estimates and research, as well as from industry and general publications and research, surveys and studies conducted by third parties. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to any of this data or to these estimates. Industry publications, studies and surveys generally state that they have been obtained from sources believed to be reliable, although they do not guarantee the accuracy or completeness of such information. While we believe that each of these studies and publications is reliable, we have not independently verified market or industry data from third-party sources. We also believe our internal company research is reliable and the definitions of our market and industry are appropriate, though neither this research nor these definitions have been verified by any independent source.

Trademarks, Service Marks and Trade Names

We own or license the trademarks, service marks and trade names that we use in connection with the operation of our business, including our corporate names, logos and website names. This presentation also may contain trademarks, service marks, trade names and copyrights of other companies, which are the property of their respective owners. Solely for convenience, the trademarks, service marks, trade names and copyrights referred to in this presentation are listed without the TM, SM, © and ® symbols, but we will assert, to the fullest extent under applicable law, our rights or the rights of the applicable licensors, if any, to these trademarks, service marks, trade names and copyrights.