

Fact Sheet: Q2 2010

Introduction

The Cash Store Financial Services Inc. (TSX:CSF) is one of Canada's leading providers of alternative financial services and products and the only payday advance broker in Canada publicly traded on the Toronto Stock Exchange. Operating under two of the strongest branded chains in the market, the Cash Store and Instaloans, the company acts as a broker to facilitate payday advance services to income-earning consumers, offering a growing range of additional financial services and products in communities and markets that are underserved by traditional financial institutions.

The Company opened its first branch in Edmonton, Alberta in 2001. It now maintains a rapidly growing network of over 470 branches in more than 200 communities. By branch count, Cash Store Financial holds 30% market share and is the leading provider in all markets.

Products and Services

- Small-sum, short-term loans
- Cheque cashing
- Western Union wire transfers – largest network in Canada
- Financial product insurance
- A private-label debit card – the Freedom Card
- A pre-paid credit card – the Freedom MasterCard
- Term loans – testing
- Bank Accounts – coming soon
- SMS Lending – coming soon

Strategic Priorities

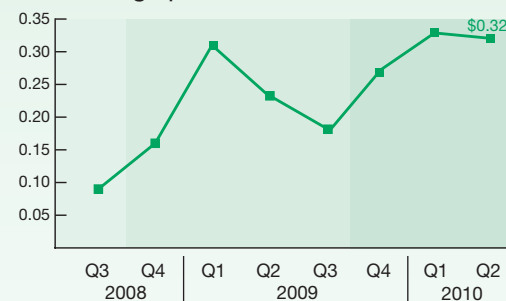
- Grow dominant market position through continued aggressive expansion
- Expansion into international markets: Australia, U.K. and Scandinavia
- Superior customer service
- New products and revenue diversification
- Improved BOI margins for all branches
- Continued training with a focus on customer service

Financial Objectives

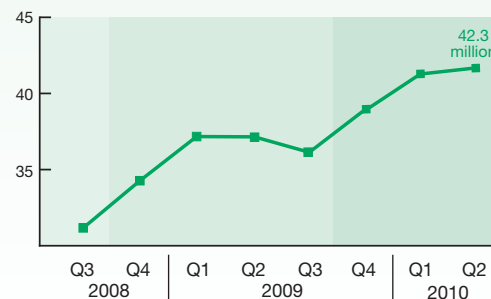
- Maximizing shareholder value by growing our earnings per share
- Maintaining a strong balance sheet
- Leverage regulatory changes to achieve reduced cost of capital
- Controlling costs through operational excellence
- Accelerate profitability for newer branches

Financial Highlights

Earnings per Share (adjusted, diluted)

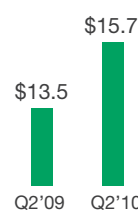


Revenue



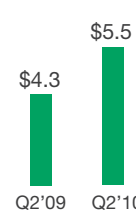
BOI

(\$ in millions)



Net Income

(\$ in millions)



EBITA

(\$ in millions)



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