

Fact Sheet: Q4 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. The Company also trades on the New York Stock Exchange (NYSE: CSFS). 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 more than 523 branches in more than 200 communities. By branch count, Cash Store Financial holds 35% of Canada's alternative financial services market and is the leading provider in all markets. Cash Store Financial also operates two branches in the UK under the banner, The Cash Store.

Products and Services

- Small-sum, short-term loans
- Cheque cashing
- Financial product insurance
- A private-label debit card – the Freedom card
- A pre-paid credit card – the Freedom MasterCard
- Term Loans
- Bank Accounts
- SMS Lending - coming soon

Strategic Priorities

- Income growth through the maturation of existing branch network
- Grow dominant market position through continued aggressive expansion
- Expansion into international markets: Australia, U.K. and other European countries
- New products and revenue diversification
- Superior customer service
- Improved BOI margins for all branches
- Continued training with a focus on customer service

Financial Objectives

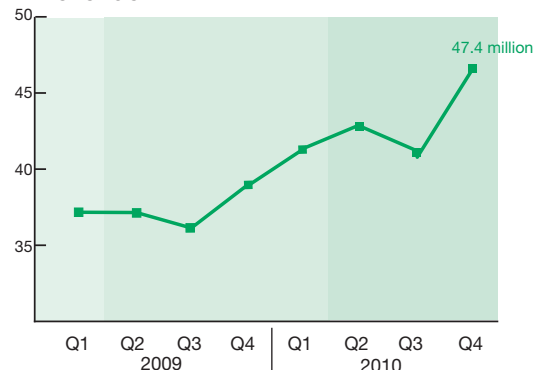
- Maximizing shareholder value by growing our earnings per share
- Utilize our strong balance sheet to reduce our cost of capital in regulated provinces
- Control or reducing costs through a strong focus on operational excellence and taking advantage of our growing buying power
- Accelerating the profitability of our newer branches through enhanced branch opening processes and database driven direct mail programs

Financial Highlights

Earnings per Share (adjusted, diluted)

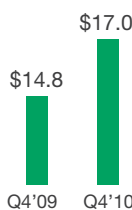


Revenue



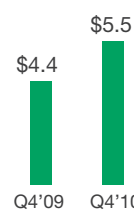
BOI

(\$ in millions)



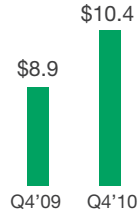
Net Income

(\$ in millions, adjusted)



EBITA

(\$ in millions, adjusted)



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