

Investment Banking Update

July 13, 2022

\$140 MILLION

1st Heritage
CREDIT

A PORTFOLIO COMPANY OF

Prudential Private Capital 

HAS BEEN ACQUIRED BY

 **CURO**
GROUP HOLDINGS CORP

Stephens served as exclusive sell-side advisor to First Heritage Credit

Transaction Details

- On July 13, 2022, CURO Group Holdings Corp. (NYSE: CURO) (“CURO” or the “Company”) announced that it has completed its previously announced acquisition of First Heritage Credit, a consumer lender that provides near-prime installment loans along with customary opt-in insurance and other financial products, based in Ridgeland, Mississippi, for a total purchase price of \$140 million in cash
- Stephens served as exclusive financial advisor to First Heritage Credit in the transaction

Stephens Contacts

- Bruce Miller,
Managing Director – Specialty Finance ([Bio](#))
- Blair Farinholt,
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- Patrick Allen,
Senior Vice President – Specialty Finance ([Bio](#))
- Nick Bellmann,
Managing Director – Debt Capital Markets ([Bio](#))

According to the Press Release / Company Information

First Heritage Credit

Based in Ridgeland, MS, with offices and branch locations in the states of Alabama, Louisiana, Mississippi, South Carolina, and Tennessee, First Heritage Credit offers short- and long-term personal loans designed to provide its customers with a convenient and dependable source for additional cash when they need it.

Prudential Private Capital

For nearly 100 years, Prudential Private Capital has been partnering with a wide range of corporations, sponsors, and institutions to provide valuable insights and customized capital solutions that enable them to achieve their growth and funding goals. With regional teams in 15 offices around the world, the firm manages a portfolio of \$96.4 billion for its partners (data as of March 31, 2022).

CURO Group Holdings Corp.

CURO is a full-spectrum consumer credit lender serving U.S. and Canadian customers for over 25 years. The Company’s decades of alternative data power a hard-to-replicate underwriting and scoring engine, mitigating risk across the full spectrum of credit products. CURO operates a number of brands including Cash Money, LendDirect, Flexiti, Opt+, Revolve Finance, Heights Finance, Southern Finance, Covington Credit, Quick Credit, First Phase, and First Heritage Credit.

Source: Press Release, Company Information.

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