

CASH STORE SECURITIES LITIGATION

NOTICE OF PROPOSED SETTLEMENT

TO: All persons and entities, wherever they may reside or be domiciled, who acquired securities of Cash Store Financial Services Inc. (“Cash Store”) between November 24, 2010 up to and including February 13, 2014 (“Class Members”).

**READ THIS NOTICE CAREFULLY AS IT MAY AFFECT YOUR LEGAL RIGHTS.
YOU MAY NEED TO TAKE PROMPT ACTION**

The Plaintiffs have reached an agreement to settle the Proceedings (as defined below on this page) for a cash payment of CAD\$13,779,167 (“Settlement Amount”). If the settlement is approved by the Ontario Superior Court of Justice and such approval is recognized and enforced by the United States Bankruptcy Court for the Southern District of New York, all claims in the Proceedings by Class Members against all the Defendants and other Released Parties identified below at page 2, will be resolved.

IMPORTANT DEADLINES

Objection Deadline: for those who wish to object or make submissions regarding the proposed Settlement Agreement with Cash Store, the proposed Plan of Allocation, or Class Counsel Fee request. (See page 4 for more details) **November 9, 2015**

Claims Bar Deadline: to file a claim for compensation from the settlement. (See page 5 for more details) **January 8, 2016**

Background of Cash Store Class Actions and CCAA Proceeding

In June and July of 2013, class actions were commenced in the Ontario Superior Court of Justice (“Ontario Proceeding”), the Alberta Court of Queens’s Bench (“Alberta Proceeding”), and the Quebec Superior Court (“Quebec Proceeding”) (collectively, “Canadian Proceedings”) by certain plaintiffs (“Canadian Plaintiffs”) against Cash Store and certain of its officers and directors, including Gordon J. Reykdal, Nancy Bland, Craig Warnock, J. Albert Mondor, Ron Chicoyne and Michael M. Shaw (“Individual Defendants”) (together with Cash Store, “Defendants”).

In November 2013, a class action was commenced by certain plaintiffs (together with the Canadian Plaintiffs, “Plaintiffs”) against Cash Store and certain of the Individual Defendants in the United States District Court for the Southern District of New York (“U.S. Proceeding”; together with the Canadian Proceedings, “Proceedings”). The Proceedings allege that Cash Store and the Individual Defendants made false and misleading statements regarding Cash Store’s financial results, assets, business structure and transactions, which caused Cash Store securities

to trade at artificially inflated prices during the period from November 24, 2010 through February 13, 2014 (“Class Period”).

On April 14, 2014, Cash Store obtained creditor protection under the *Companies’ Creditors Arrangement Act* (“CCAA”), and the Ontario Superior Court ordered a stay of proceedings against the company and other parties (“CCAA Proceeding”). Orders and other materials relevant to the CCAA Proceeding can be found at the website for the court-appointed monitor (“Monitor”) in the CCAA Proceeding at <http://cfcanada.fticonsulting.com/cashstorefinancial/> (“Monitor’s Website”).

Who Acts for the Class Members

Siskinds LLP, Kirby McInerney LLP, Hoffner PLLC, and Siskinds Desmeules, sencrl (collectively, “Class Counsel”) represent the Class Members in the Proceedings. If you want to be represented by another lawyer, you may hire one to appear in court for you at your own expense.

You will not have to directly pay any fees or expenses to Class Counsel. However, Class Counsel will seek to have their fees and expenses paid from any money obtained for the Class Members or paid separately by the Defendants. The fee request of Class Counsel is explained below.

Proposed Settlement with Cash Store

The Plaintiffs have entered into a proposed settlement with the Defendants (“Settlement Agreement”). The Settlement Agreement would settle, extinguish and bar all claims, globally, against the Defendants including the allegations in the Proceedings. The Defendants do not admit to any wrongdoing or liability. A complete copy of the proposed Settlement Agreement and other information about the Proceedings is available on the website of Siskinds LLP at www.classaction.ca/cashstore, and on the website of Kirby McInerney LLP at www.kmlp.com/cashstore (collectively, “Class Action Websites”).

The Settlement Agreement, if approved and its conditions fulfilled, provides that the Settlement Amount of CAD\$13,779,167 shall be paid into an interest bearing account, for the benefit of the Class Members until such time that it is distributed pursuant to a Plan of Allocation to be approved by order of the Ontario Superior Court, and to pay legal fees, disbursements, and other expenses in connection with the settlement. CAD\$8,904,167 of the Settlement Amount will be allocated to Class Members that acquired Cash Store’s 11.5% Senior Secured Notes due January 31, 2017 (“Notes”) during the Class Period, and CAD\$4,875,000 will be allocated to Class Members that acquired shares of Cash Store common stock during the Class Period.

In return, the Proceedings will be dismissed against the Defendants and their respective past, present and future subsidiaries, affiliates and related companies, partners, associates, employees, directors, officers, insurers, family members, heirs, administrators, executors, successors and assigns (collectively, “Released Parties”), and there will be an order forever barring all claims against them in relation to Cash Store, including any allegations relating to the Proceedings. Such order will be final and binding and there will be no ability to pursue a claim against the Defendants through an opt-out process under class proceedings or similar legislation.

The proposed settlement with the Defendants is subject to court approval by the Ontario Superior Court of Justice, and recognition and enforcement of the settlement approval order by the United States Bankruptcy Court for the Southern District of New York (“U.S. Bankruptcy Court”), as discussed below.

Hearing to Approve the Settlement Agreement, Plan of Allocation, and Class Counsel Fees on November 19, 2015 in Toronto, Ontario

On November 19, 2015 at 10:00 a.m. (ET), there will be a hearing before the Ontario Superior Court of Justice (“Settlement Approval Hearing”) at which Class Counsel will seek the Court’s approval of (i) the Settlement Agreement; (ii) a plan of allocation and distribution of the Settlement Amount (“Plan of Allocation”) and (iii) the fees and expense reimbursement requests of Class Counsel. The hearing will be held at 393 University Avenue, Toronto, Ontario, courtroom 708.

The proposed Plan of Allocation sets out, among other things, (i) the method by which the Administrator (defined below) will review and process claim forms; and (ii) the method by which the Administrator will calculate the amount of compensation to be distributed to each Class Member. **Persons that suffered the same loss on their Cash Store securities may receive different levels of compensation, depending on the time at which they acquired and/or sold their securities, and whether they had any business or other relationship with Cash Store or the Individual Defendants. Persons or entities that were or are related to Cash Store’s “third party lenders” will not receive any compensation from the settlement.**

The Plan of Allocation can be found at the Class Action Websites, or by contacting Class Counsel at the contact information set out at the end of this notice.

At the Settlement Approval Hearing, the court will determine whether the Settlement Agreement and Plan of Allocation are fair, reasonable, and in the best interests of the Class Members. At that hearing, Class Counsel will also seek court approval of its request for fees and expense reimbursements (“Class Counsel Fees”). As is customary in class actions, Class Counsel is prosecuting the class actions on a contingent fee basis. Class Counsel is not paid as the matter proceeds, and Class Counsel funds the out-of-pocket expenses of conducting the litigation. Class Counsel will be requesting the following fees and disbursements to be deducted from the Settlement Amount before it is distributed to Class Members:

Siskinds LLP and Siskinds Desmeules, sencl:

Amount requested: CAD\$2,221,289.06, plus disbursements (expenses), plus taxes

Kirby McInerney LLP and Hoffner PLLC

Amount requested: CAD\$1,263,085.94, plus disbursements (expenses), plus taxes

Class Counsel will also request that the fees and disbursements of Paul Hastings LLP (in its capacity as counsel to Coliseum Capital Management LLC), Goodmans LLP (in its capacity as counsel to the Ad Hoc Committee of Cash Store Noteholders), and, the Analysis Group, Inc. (an expert in calculating damages in securities litigation), respectively, in the amounts of US\$22,825.00, CAD\$276,573.32, and US\$112,896.98, plus applicable taxes, if any, incurred in

connection with this settlement be deducted and paid from the Settlement Amount before it is distributed to Class Members.

The court materials in support of these fee and disbursement requests will be posted on the Class Action Websites prior to the Settlement Approval Hearing.

Expenses incurred or payable relating to notification, implementation, and administration of the settlement, including taxes, (“Administration Expenses”) will also be paid from the Settlement Amount.

The amount of funds remaining after deduction of Class Counsel Fees, Administration Expenses, and any other fees, disbursements, expenses, costs, taxes and any other amounts incurred or payable relating to the prosecution or settlement of this action, or the approval, implementation and administration of the settlement including costs, fees, and expenses of notice to Class Members, and the fees, disbursements and taxes paid to the Administrator of the Settlement Amount, and any other fees and expenses ordered by the courts, (“Class Compensation Fund”) will be distributed to Class Members.

All Class Members may attend the Settlement Approval Hearing and ask to make submissions regarding the proposed Settlement Agreement, Plan of Allocation, or the Class Counsel Fees request.

Persons intending to object to the Settlement Agreement, Plan of Allocation, or the Class Counsel Fees request are required to deliver a Notice of Objection, substantially in the form that can be found on the Class Action Websites, and, if this Notice is received by mail or email, enclosed with this Notice, (“Notice of Objection”), to Siskinds LLP by regular mail, courier, or email transmission, to the contact information indicated on the Notice of Objection, so that it is received by no later than 5:00 p.m. on November 9, 2015. Copies of the Notices of Objection sent to Siskinds LLP will be filed with the Ontario Superior Court.

The Monitor will commence an ancillary case to the CCAA Proceeding under chapter 15 of the United States Bankruptcy Code in the U.S. Bankruptcy Court requesting recognition of the CCAA Proceeding. If the Settlement Agreement is approved, there will be a hearing in the U.S. Bankruptcy Court to consider the Monitor’s request for recognition and enforcement in the United States of the order granting approval of the Settlement Agreement. Notice of the Monitor’s motion will be provided and will include the applicable objection deadline and the time and date of the hearing before the U.S. Bankruptcy Court.

THE ONTARIO SUPERIOR COURT MAY APPROVE A PLAN OF ALLOCATION THAT IS DIFFERENT THAN THE PLAN OF ALLOCATION THAT IS PROPOSED BY CLASS COUNSEL. WHETHER OR NOT THEY SUBMIT A VALID CLAIM FORM, ALL PERSONS OR ENTITIES THAT ARE ENTITLED TO PARTICIPATE IN THE SETTLEMENT WILL BE BOUND BY THE PLAN OF ALLOCATION, WHATEVER IT MAY BE, THAT IS APPROVED BY THE ONTARIO SUPERIOR COURT.

The Administrator

The Ontario Superior Court has appointed RicePoint Administration Inc. (“RicePoint”) as the Administrator of the settlement. The Administrator will, among other things: (i) receive and process the Claim Forms (discussed below), (ii) make determinations of Class Members’ eligibility for compensation pursuant to the Plan of Allocation; (iii) communicate with Class Members regarding their eligibility for compensation; and (iv) manage and distribute the Class Compensation Fund. The Administrator can be contacted at:

Mailing Address:	If Mailing From Canada:	If Mailing From United States:
	Cash Store Financial Services Inc. Securities Class Action	Cash Store Financial Services Inc. Securities Class Action
	P.O. Box 3355	P.O. Box 8150
	London, ON N6A 4K3	San Rafael, CA 94901-8150
	Canada	USA

Telephone: 1-866-432-5534

Email Address: cashstoresecurities@ricepoint.com

URL for electronic www.cashstoresettlement.com

Claims Filing Procedure and Deadline

Class Members will only be eligible for compensation from the Class Compensation Fund if they submit a complete Claim Form, including any supporting documentation required by the Claim Form, to the Administrator before **January 8, 2016**, (“**Claims Bar Deadline**”). Class Members are entitled to submit a Claim Form regardless of whether they submitted a Notice of Objection.

Claim Forms are available on the Class Action Websites, or, if you are receiving this notice by mail or email, attached to this notice.

To be eligible for compensation, Class Members must submit their Claim Form, postmarked via mail to the Administrator at the address listed above, or electronically through the URL for electronic filing listed above, NO LATER THAN the Claims Bar Deadline of January 8, 2016. If you do not submit a Claim Form by the Claims Bar Deadline of January 8, 2016, you will not receive any compensation from the Settlement Amount, but will remain bound by the final Settlement order and release.

The Class Compensation Fund will be distributed to Class Members in accordance with the Plan of Allocation that is approved by the court.

Further Information

If you would like additional information, please contact Siskinds LLP, Kirby McInerney LLP, Hoffner PLLC, or Siskinds Desmeules, sencrl using the information below:

<p>Serge Kalloghlian Siskinds LLP 100 Lombard Street, Suite 302, Toronto, Ontario, M5C 1M3 Re: Cash Store Class Action Tel: 1.800.461.6166 x 2380 (within North America) Tel: 519.672.2251 x 2380 (outside North America) Email: cashstore@siskinds.com</p>	<p>Ira M. Press Kirby McInerney LLP 825 Third Avenue, New York, NY 10022 Re: Cash Store Class Action Tel: 212-371-6600 Email: ipress@kmlp.com</p>
<p>Samy Elnemr Siskinds Desmeules, Avocats, sencrl 480, Saint-Laurent, suite 501, Montréal, Québec, H2Y 3Y7 Re: Cash Store Class Action Tel: 514.849.1970 Email: siskindsmontreal@siskindsdesmeules.com</p>	<p>David S. Hoffner Hoffner PLLC 800 Third Avenue, 13th Floor, New York, NY 10022 Re: Cash Store Class Action Tel: 212-471-6203 Email: hoffner@hoffnerpllc.com</p>

Interpretation

If there is a conflict between the provisions of this notice and the Settlement Agreement, the terms of the Settlement Agreement will prevail.

Please do not direct inquiries about this notice to the court. All inquiries should be directed to Class Counsel.

DISTRIBUTION OF THIS NOTICE HAS BEEN AUTHORIZED BY THE ONTARIO SUPERIOR COURT OF JUSTICE