

CLAIM FORM

THE CASH STORE FINANCIAL SERVICES INC. CLASS ACTION SETTLEMENT

Deadline for Submission: January 8, 2016

If you acquired securities of Cash Store Financial Services Inc. ("**Cash Store**") between November 24, 2010 and February 13, 2014 ("**Class Period**"), you may be entitled to share in certain settlement proceeds.

I. GENERAL INSTRUCTIONS

1. Class Members (defined below) who wish to obtain a payment under the Court approved settlement in this class action must complete and sign this Claim Form on page 6.
2. Any Class Member who fails to submit a Claim Form, POSTMARKED ON OR BEFORE **JANUARY 8, 2016**, to the address(es) below may have their claim rejected and may not obtain any payment from settlement proceeds.

If mailing from Canada:

Cash Store Financial Services Inc. Securities Class Action
P.O. Box 3355
London, ON N6A 4K3
CANADA

If mailing from United States:

Cash Store Financial Services Inc. Securities Class Action
P.O. Box 8150
San Rafael, CA 94901-8150
USA

3. Do not mail or deliver Claim Forms to the Court or to any of the parties or their counsel. Any such claims may be deemed not to have been submitted. Submit your Claim Form only to the Claims Administrator at the address above.
4. A separate claim must be filed for each account in which Cash Store securities were held by a Class Member(s).
5. A Class Member who submits a Claim Form is not assured of a share in the settlement proceeds.
6. If you are a Class Member, you will be bound by the terms of the settlement approval order WHETHER OR NOT YOU SUBMIT A CLAIM FORM. This order will be posted at www.classaction.ca/cashstore.

II. DEFINITIONS

1. "**Class Members**" means all persons, wherever they may reside or be domiciled, who acquired securities of The Cash Store Financial Services Inc. from November 24, 2010 through to February 13, 2014, inclusive, except the Excluded Persons.
2. "**Excluded Persons**" means the Securities Class Action Defendants, their past and present subsidiaries, affiliates, officers, directors, senior employees, partners, legal representatives, heirs, predecessors, successors and assigns, and any individual who is an immediate member of the family of an individual Securities Class Action Defendant.
3. "**Securities Class Action Defendants**" means the Cash Store Financial Services Inc., Gordon J. Reykdal, Nancy Bland, Craig Warnock, J. Albert Mondor, Ron Chicoyne, and Michael M. Shaw.
4. "**Third Party Lender**" means
 - i) Assistive Financial Corp., 0678786 BC Ltd. (formerly McCann Family Holding Corporation), 367463 Alberta Ltd., Trimor Annuity Focus Limited Partnership, Trimor Annuity Focus Limited Partnership #2, Trimor Annuity Focus Limited Partnership #3, Trimor Annuity Focus Limited Partnership #4, Trimor Annuity Focus Limited Partnership #6, Bridgeview Financial Corp., Inter-Pro Property Corporation (USA), Omni Ventures Ltd., FSC Abel Financial Inc., and/or L-Gen Management Inc., and any beneficial or entitlement holder of any of the foregoing;
 - ii) any other third party lender of
 - a. 1511419 Ontario Inc., formerly known as **The Cash Store Financial Services, Inc.**
 - b. 1545688 Alberta Inc., formerly known as **The Cash Store Inc.**
 - c. 986301 Alberta Inc., formerly known as **TCS Cash Store Inc.**
 - d. 1152919 Alberta Inc., formerly known as **Instaloans Inc.**
 - e. 7252331 Canada Inc.
 - f. 5515433 Manitoba Inc.
 - g. 1693926 Alberta Ltd. formerly doing business as "**The Title Store**"or any of them as applicable pursuant to a broker agreement or agreement analogous to a broker agreement, and any beneficial or entitlement holder of any of the foregoing;
 - iii) The subsidiaries, owners, affiliates, directors, officers, partners, legal representatives, consultants, agents, successors and assigns of anyone referenced in (i) or (ii) above, and all immediate family members of such persons;
 - iv) all trusts in which any of the persons referenced in (i) or (ii) above is a trustee or beneficiary; and
 - v) all entities over which any of the persons or entities referenced in (i) through (iv) above had legal or de facto control during the Class Period.



III. CLAIMANT IDENTIFICATION

1. The beneficial purchaser of the Cash Store Securities should be listed as the claimant. A Class Member who acquired securities and held the certificate(s) in their name is the beneficial purchaser as well as the record purchaser. If, however, the certificate(s) was (were) registered in the name of a third party, such as a nominee or brokerage firm, the Class Member is the beneficial purchaser and the third party is the record purchaser of the securities.
2. Use **Part V** of the Claim Form, entitled "Claimant Identification", to identify each acquirer of record. In addition, if you are NOT the beneficial owner and are filing a Claim Form on behalf of the beneficial owner, please complete the "filer name" field in **Part V of the "Claimant Identification" section** on the first page of the Claim Form. **THIS CLAIM FORM MUST BE FILED BY THE ACTUAL BENEFICIAL PURCHASER OR PURCHASERS, OR THE LEGAL REPRESENTATIVE OF SUCH PURCHASER OR PURCHASERS OF SHARES UPON WHICH THIS CLAIM IS BASED.**
3. All joint purchasers or acquirors must sign this claim. Executors, administrators, guardians, conservators and trustees must complete and sign this claim on behalf of persons or entities represented by them and supporting documentation which provides proof of their authority to submit the claim must accompany this claim and their titles or capacities must be stated. The Administrator may use the Social Insurance Number, Social Security Number or other unique tax identifier and telephone number of the beneficial purchaser to verify the claim. Failure to provide the foregoing information could delay verification of your claim or result in rejection of the claim.

IV. INFORMATION NEEDED TO PROCESS A CLAIM FORM

1. A separate claim must be filed for each account in which Cash Store securities were held by a Class Member.
2. A Class Member must provide all requested information with respect to:
 - a. The acquisition and sale, if any, of securities of Cash Store; and
 - b. The number of securities held at the close of trading on April 11, 2014;Failure by a Class Member to report all such transactions may result in the rejection of their claim.
3. A Class Member must:
 - a. List each transaction (acquisition or sale) of securities separately and in chronological order, by trade date (not settlement date), beginning with the earliest;
 - b. Accurately provide the month, day and year of each transaction listed.
 - c. Indicate whether the Class Member is an Excluded Party as defined on page 1.
 - d. Indicate whether the Class Member was a Third Party Lender as defined on page 1.
4. Brokerage confirmations, contract notes or other documentation of a Class Member's transactions in securities (e.g. month end statement showing transactions, costs and/or proceeds) **must** be attached to a Class Member's Claim Form to support the information provided by a Class Member.
5. The Claims Administrator is requesting the minimum amount of information necessary to process Claims Forms. The Claims Administrator may request additional information as required to efficiently and reliably calculate losses. In some cases where the Claims Administrator cannot perform the calculation accurately or at a reasonable cost with the information provided, the Claim Administrator may conditionally accept the claim pending receipt of additional information.
6. **NOTICE REGARDING ELECTRONIC FILES:** Class Members with large number of transactions may request, or may be requested, to submit information regarding their transactions electronically. Class Members wishing to submit an electronic file batch claim must contact the Claims Administrator and can do that by phone at 1-866-432-5534 or by email at cashstoresecurities@ricepoint.com.



Official
Office
Use
Only

CASH STORE SECURITIES LITIGATION
CLAIM FORM

Please Type or Print in the Boxes Below
Do NOT use Red Ink, Pencil, or Staples

Must Be Postmarked
No Later Than
JANUARY 8, 2016

CASHFS



PART V: CLAIMANT IDENTIFICATION

Last Name	<input type="text"/>	M.I.	<input type="text"/>	First Name	<input type="text"/>
Last Name (Co-Beneficial Owner)	<input type="text"/>	M.I.	<input type="text"/>	First Name (Co-Beneficial Owner)	<input type="text"/>
<input type="radio"/> RRSP <input type="radio"/> RRIF <input type="radio"/> RESP <input type="radio"/> TRUST <input type="radio"/> IRA <input type="radio"/> TFSA <input type="radio"/> MARGIN/INVESTMENT <input type="radio"/> PENSION <input type="radio"/> Other _____ (specify)					
Company Name (Beneficial Owner - If Claimant is not an Individual) or Custodian Name if an IRA					
<input type="text"/>					
If a company, provide the average number of employees during the class period (November 24, 2010 – February 13, 2014):					
<input type="text"/>					
Trustee/Asset Manager/Nominee/Record Owner's Name (If Different from Beneficial Owner Listed Above)					
<input type="text"/>					
Account#/Fund# (Not Necessary for Individual Filers)					
<input type="text"/>					

Social Insurance Number/ Social Security Number/ Unique Tax Identifier

Telephone Number (Primary Daytime)

 — —

Telephone Number (Alternate)

 — —

Email Address

MAILING INFORMATION

Address

Address

City

State

Zip Code

Province

Postal Code

Country Name/Abbreviation

FOR CLAIMS
PROCESSING
ONLY

OB

CB

☐ ATP
☐ KE
☐ ICI

☐ BE
☐ DR
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FOR CLAIMS
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ONLY

PART VI: SCHEDULE OF TRANSACTIONS IN CASH STORE COMMON STOCK

A. BEGINNING HOLDINGS: Number of shares of Cash Store common stock held at the beginning of trading on November 24, 2010. If none, write "zero" or "0":

B. ACQUISITIONS: Acquisitions of shares of Cash Store common stock during the period November 24, 2010 – April 11, 2014, inclusive. ¹ (Must be documented)

ACQUISITIONS		Total Purchase Price (Including Commissions and Fees) Please round off to the nearest whole dollar	State Currency for Transaction "USD" or "CAD"
Trade Date(s) of Shares (List Chronologically)	Number of Shares Purchased		
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>1. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>2. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>3. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD

IMPORTANT: If any purchase listed covered a "short sale" please mark Yes: ☐ Yes

C. SALES: Sales of shares of Cash Store common stock during the period November 24, 2010 – April 11, 2014, inclusive. ¹ (Must be documented)

SALES		Total Sales Price (Including Commissions and Fees) Please round off to the nearest whole dollar	State Currency for Transaction "USD" or "CAD"
Trade Date(s) of Shares (List Chronologically)	Number of Shares Sold		
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>1. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>2. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD
<div style="display: flex; justify-content: space-between;"> <div>M M D D Y Y Y Y</div> <div>3. / / </div> </div>	 	\$.00	<input type="radio"/> USD <input type="radio"/> CAD

D. ENDING HOLDINGS: Number of shares of Cash Store common stock held at the close of trading on April 11, 2014. If none, write "zero" or "0":

IF YOU NEED ADDITIONAL SPACE TO LIST YOUR TRANSACTIONS PLEASE PHOTOCOPY THIS PAGE,
WRITE YOUR NAME ON THE COPY AND FILL THIS CIRCLE: ☐

IF YOU DO NOT CHECK THE CIRCLE THESE ADDITIONAL PAGES MAY NOT BE REVIEWED.

YOU MUST READ AND SIGN THE DECLARATION ON PAGE 6. FAILURE TO SIGN THE DECLARATION
MAY RESULT IN A DELAY IN PROCESSING OR THE REJECTION OF YOUR CLAIM.

¹ Only purchases or acquisitions made during the Class Period (November 24, 2010 through and including February 13, 2014) will be used to calculate your Recognized Loss.



**PART VII: SCHEDULE OF TRANSACTIONS IN CASH STORE'S 11.5% SENIOR SECURED NOTES
DUE JANUARY 31, 2017**

A. ACQUISITIONS: Acquisitions of Cash Store Notes during the period November 24, 2010 – April 11, 2014, inclusive. ²
(Must be documented)

ACQUISITIONS					
Trade Date(s) of Notes (List Chronologically)		Face Value of Notes Purchased	Total Purchase Price (Including Commissions and Fees) Please round off to the nearest whole dollar	State Currency for Transaction "USD" or "CAD"	
M M	D D	Y Y Y Y			
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

B. SALES: Sales of Cash Store Notes during the period November 24, 2010 – April 11, 2014, inclusive. ² (Must be documented)

SALES					
Trade Date(s) of Notes (List Chronologically)		Face Value of Notes Sold	Total Sales Price (Including Commissions and Fees) Please round off to the nearest whole dollar	State Currency for Transaction "USD" or "CAD"	
M M	D D	Y Y Y Y			
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

C. ENDING HOLDINGS: Face value of Cash Store Notes held at the close of trading on April 11, 2014. If none, write "zero" or "0": (Must be documented)

IF YOU NEED ADDITIONAL SPACE TO LIST YOUR TRANSACTIONS PLEASE PHOTOCOPY THIS PAGE,

WRITE YOUR NAME ON THE COPY AND FILL THIS CIRCLE: ☐

IF YOU DO NOT CHECK THE CIRCLE THESE ADDITIONAL PAGES MAY NOT BE REVIEWED.

YOU MUST READ AND SIGN THE DECLARATION ON PAGE 6. FAILURE TO SIGN THE DECLARATION
MAY RESULT IN A DELAY IN PROCESSING OR THE REJECTION OF YOUR CLAIM.

² Only purchases or acquisitions made during the Class Period (November 24, 2010 through and including February 13, 2014) will be used to calculate your Recognized Loss.



PART VIII: THIRD PARTY LENDER

Is/are the claimant(s) a Third Party Lender(s) based on the definition provided in page 1 of the claim form under section II. DEFINITIONS?

☐ No ☐ Yes

PART IX: EXCLUDED PERSON(S)

Is/are the claimant(s) an Excluded Person(s) based on the definition provided in page 1 of the claim form under section II. DEFINITIONS?

☐ No ☐ Yes

How did you find out about this class action?

☐ Newspaper Notice ☐ Notice Mailing ☐ Information provided by Broker/Custodian
☐ Online (i.e. Facebook, Twitter, etc) ☐ Other _____
(specify)

Through what institution did you hold shares and/ or notes of Cash Store?

☐ TD ☐ RBC ☐ SCOTIA ☐ CIBC ☐ BMO ☐ Other _____
(specify)

PART X: DECLARATION

By signing below;

- I (we) declare under penalty of perjury that the information on this Claim Form is true, correct, and complete to the best of my (our) knowledge, information and belief.
- I (we) declare under penalty of perjury that I (we) have disclosed all of my (our) holdings and purchase and sale transactions in Cash Store Securities for the time periods identified in this Claim Form.
- I (we) declare under penalty of perjury that I (we) have truthfully answered the question at Part VIII at the top of this page as to whether I (we) am (are) a Third Party Lender as defined in Part II.
- I (we) declare under penalty of perjury that I (we) have truthfully answered the question at Part IX at the top of this page as to whether I (we) am (are) an Excluded Person as defined in Part II.

Executed this _____ day of _____ in _____
(Month/Year) (City/State/Country)

(Sign your name here)

(Sign your name here)

(Type or print your name here)

(Type or print your name here)

(Capacity of person(s) signing, e.g.,
Beneficial Purchaser, Executor or Administrator)

(Capacity of person(s) signing, e.g.,
Beneficial Purchaser, Executor or Administrator)

**ACCURATE CLAIMS PROCESSING TAKES A SIGNIFICANT AMOUNT OF TIME.
THANK YOU FOR YOUR PATIENCE.**

Reminder Checklist:

1. Please sign the above declaration.
2. If this Claim is being made on behalf of Joint Claimants, then both must sign.
3. Remember to attach copies of supporting documentation, if available.
4. **Do not send** originals of certificates.
5. Keep a copy of your claim form and all supporting documentation for your records.
6. If you desire an acknowledgment of receipt of your claim form please send it via Registered Mail.
7. If you move, please send your new address to the Claims Administrator.
8. **Do not use red pen or highlighter** on the Claim Form.



**THIS PROOF OF CLAIM AND DECLARATION MUST BE POSTMARKED NO LATER THAN JANUARY 8, 2016
AND MUST BE MAILED TO:**

If mailing from Canada:

Cash Store Financial Services Inc. Securities Class Action
P.O. Box 3355
London, ON N6A 4K3
CANADA

If mailing from United States:

Cash Store Financial Services Inc. Securities Class Action
P.O. Box 8150
San Rafael, CA 94901-8150
USA

Privacy Statement

All information provided by the Claimant is collected, used, and retained by the Claims Administrator and Class Counsel pursuant to the Personal Information Protection and Electronic Documents Act (PIPEDA) for the purposes of administering the Settlement, including evaluating the Claimant's eligibility status under the Settlement Agreement. The information provided by the Claimant is strictly private and confidential and will not be disclosed without the express written consent of the Claimant or an order of the Court.

"Class Counsel" is defined as Siskinds LLP of London, Ontario, Kirby McInerney of New York, New York, Hoffner PLLC of New York, New York and Siskinds Desmeules, sncrl of Quebec, Quebec.

The "Claims Administrator" is defined as RicePoint Administration Inc. of London, Ontario and Gilardi & Co. of San Rafael, California. RicePoint will maintain all decision making, project management, customer contact and banking activity, while Gilardi will program, implement and maintain its customized settlement software.



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