



2013 Investor Day

November 19, 2013

Disclosures

About Non-GAAP Financial Measures

During this presentation, references to financial measures of Green Dot Corporation will include references to non-GAAP financial measures. For an explanation to the most directly comparable GAAP financial measures, see the Appendix to these materials or the Supplemental Non-GAAP Financial Information available at Green Dot Corporation's investor relations website at <http://ir.greendot.com/> under "Financial Information."

Forward-Looking Statements

This presentation contains forward-looking statements, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, among other things, statements regarding the Company's full-year 2013 guidance and 2014 non-GAAP revenue growth. Actual results may differ materially from those contained in the forward-looking statements contained in this presentation, and reported results should not be considered as an indication of future performance. The potential risks and uncertainties that could cause actual results to differ from those projected include, among other things, the Company's dependence on revenues derived from Walmart and three other retail distributors, impact of competition, the Company's reliance on retail distributors for the promotion of its products and services, demand for the Company's new and existing products and services, continued and improving returns from the Company's investments in new growth initiatives, the possibility that the migration of accounts from GE Consumer Retail Bank to Green Dot Bank does not achieve regulatory approval, potential difficulties in integrating operations of acquired entities and acquired technologies, the Company's ability to operate in a highly regulated environment, changes to existing laws or regulations affecting the Company's operating methods or economics, the Company's reliance on third-party vendors and card issuing banks, changes in credit card association or other network rules or standards, changes in card association and debit network fees or products or interchange rates, instances of fraud developments in the prepaid financial services industry that impact prepaid debit card usage generally, business interruption or systems failure, and the Company's involvement litigation or investigations. These and other risks are discussed in greater detail in the Company's Securities and Exchange Commission filings, including its most recent annual report on Form 10-K and quarterly report on Form 10-Q, which are available on the Company's investor relations website at <http://ir.greendot.com/> and on the SEC website at www.sec.gov. All information provided in this release and in the attachments is as of November 19, 2013, and the Company assumes no obligation to update this information as a result of future events or developments.

Agenda

8:30 - 9:15 About Green Dot

9:15 - 9:30 Our technology leadership

9:30 - 10:15 About Walmart

10:15 - 10:30 Break

10:30 - 11:15 Competition and pricing

11:15 - 11:45 Facility tour

11:45 - 12:30 2014 preview

12:30 - Meeting adjourns / informal luncheon with management

Senior leadership panel

- Steve Streit Chairman, President, & Chief Executive Officer
- Kostas Sgoutas Chief Revenue Officer
- Grace Wang Chief Financial Officer
- Simon Heyrick Chief Accounting Officer
- Lew Goodwin Chief Executive Officer of Green Dot Bank
- Kuan Archer Chief Technology Officer & EVP of Product Development
- Steve Long Chief Information Officer
- Alok Desphande Chief Product Officer / Digital
- Sharon Pope Chief Marketing Officer
- John Morton Chief Risk Officer
- Madeline Fernandez Senior Vice President of Operations
- John Ricci General Counsel

ABOUT GREEN DOT

Unique assets, unique capabilities, industry-leading scale, #1 brand, sole focus on low and moderate-income families

Our mission:

to reinvent personal banking for the

masses



(the other 99%)

Green Dot overview

- What is Green Dot Corporation?
 - Invented the GPR category
 - Invented the ubiquitous “reload network”
- The biggest:
 - Approximately 4.4 million active accounts
 - 45M cash transfer transactions annually
 - Greater than \$18 billion in annual GDV
 - 80K+ retail distribution locations
- The best programs in prepaid: Walmart MoneyCard, Green Dot brand, RushLive, NFL, NASCAR, AARP and more
- GoBank: First "mobile-first bank account"
 - Checking and savings
 - Fully mobile; download from app stores
 - 300M+ media impressions
 - Top reviews
- Highly pro-consumer:
 - Well-regarded by legislators and consumer advocates
 - Multiple awards for its products, including top rankings from Consumer Reports Magazine

Green Dot corporate structure

- Headquarters in Pasadena, CA
- Mobile/Web technology development in Palo Alto, CA
- Wholly owned issuing bank – Green Dot Bank, located in Provo, UT
- Walmart division in Bentonville, AR
- Approximately 550 domestic FTE staff
- Approximately 1,000 BPO and call center support personnel in Philippines and Guatemala
- Technology development team in China

Our unique assets and capabilities

■ Fully-integrated delivery platform

- Bank
- Retail POS Processing
- Technology-centric platform
- Product development
- Supply chain management
- Complete program management

■ Enterprise-level compliance and governance

- Risk management
- Internal audit
- Regulatory compliance
- Ongoing consumer advocacy outreach
- State money transmitter licenses
- DC-based legislative outreach office

■ Brand

- Most familiar and most preferred
- Nationally marketed and known
- Largest installed customer base

■ Green Dot Bank

- Long-term enterprise sustainability
- Ability to innovate
- Operating efficiencies

■ Reload network

- Uniquely owns the reload network which serves our own products and those of more than 200 other programs
- Direct technology and settlement integration into the POS systems at retailers nationwide

■ Technology and Innovation

- Best-in-class mobile development
- Best-in-class product features and functionality
- Agile structure facilitating flexibility, speed, and innovation
- Enterprise-level infrastructure

■ Distribution

- More than 80K retail locations nationwide
- Digital distribution via the app stores
- Online at greendot.com and walmartmoneycard.com
- Growing FSC presence
- 500+ college campuses

■ Customer-obsessed

- Solely focused on reinventing personal banking for the masses
- End-to-end customer data and insights
- Best-in-class value

■ Largest scale player

- Low cost provider
- Opportunities for operating leverage
- Strong financial resources

Senior technology leadership

Kuan Archer, EVP/CTO

Leading and scaling large technology organizations and complex cloud, mobile, and n-tier offerings

- SVP/CTO software & operations organization (1,000+ staff): built and operated cloud-based petabyte data delivery system delivering transactional data and e-commerce for Xbox, PS3, Samsung, Blockbuster.com, Playbook, Panasonic, Comcast, etc (ROVI)
- Symantec Online Services division head (SYMC)
- Head of Product Development: SharePoint v1.0 (MSFT)
- Head of Development – Internet Information Server (Extensions) (MSFT)
- Began career as technical numerical analyst (AIG)
- 15 worldwide patents issued, 10 patents pending in the areas of Cloud Services, Web/Device connectivity, and Internet Security



Senior technology leadership

Steve Long, CIO

A career spanning a variety of engineering and operational roles on “large scale” Internet sites and Enterprise Products

- Vice President, Infrastructure & Operations
- Sr. Director, Production Operations
- Director, Business Continuity & Disaster Recovery
- Sr. Manager, Hosting Operations
- Manager, Engineering
- Manager, Streaming Operations
- Systems Engineer
- Founded a “startup” in 1995



Green Dot technology ecosystem

- Data = +1.5 Petabytes online
- 24/7 Staffed Data Center Monitoring
- **Server Counts = +2,500**
 - +2000 Virtual Servers
 - +500 Physical
- **Transactions:**
 - +15M Web requests/day
- **Data Center Geographic Distribution:**
 - Los Angeles, CA (Production)
 - Las Vegas, NV (Secondary)
 - Pasadena, CA (Corporate)
- **Large Scale Applications:**
 - HP Physical/Blade Servers
 - Microsoft Database & Web Services
 - NetApp SAN Disk Arrays
 - Cisco Network Infrastructure
 - F5 Load Balancers



Product development – agile initiatives

Agile Transformation

- Migrating all Green Dot teams and functions from a quarterly (“Waterfall”) release cycle to a monthly (“Scrum”) release cycle, with off-cycle support
- Increased ability to respond to market
- Increase in frequency, fidelity, and effectiveness of team-to-team and team-to-customer communication

Quality Assurance Automation Framework

- Increase in quality, pushing quality upstream, decrease in cycle times

Automated Production Deployments

- Increase in frequency and consistency of releases, decrease in time per release, decreased opportunity for human error
- Ability to deploy new functionality for customers on an As-Needed basis, independently from releases to other customers

Automated Performance and Load Testing

ABOUT WALMART

History of our Walmart relationship



+



2006

- Initial Walmart MoneyCard contract signed.
- 400 store pilot launches



2007 - 2008

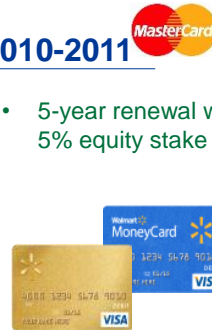
- MoneyCard launches nationwide following successful pilot
- Green Dot launches Walmart Visa Gift
- 1st MoneyCard renewal

2009

- Launch of industry leading \$3-\$3-\$3 pricing which doubles the category overnight

2010-2011

- 5-year renewal with 5% equity stake
- Introduction of new Money Card packaging and suite of MasterCard products.



2012

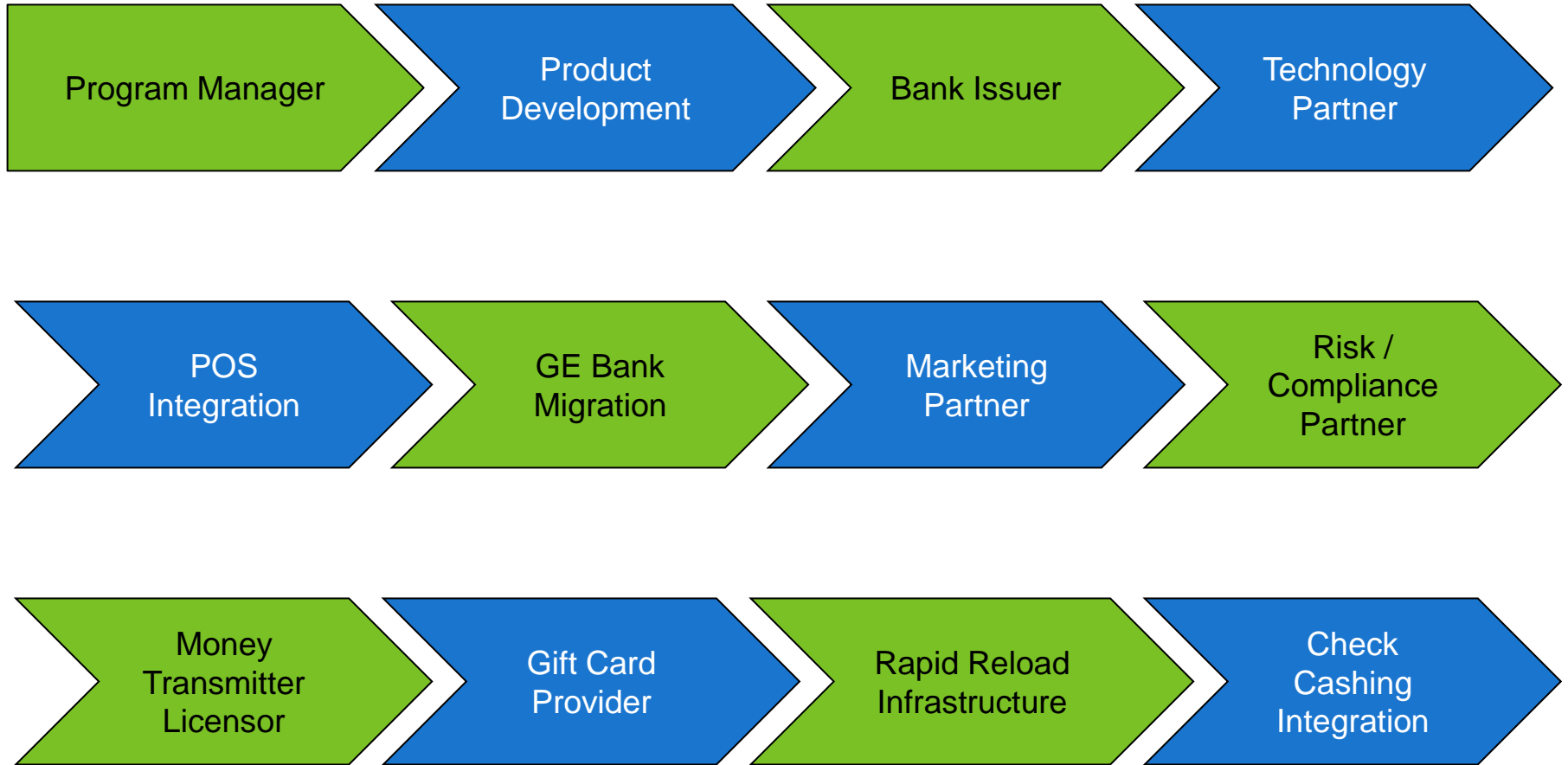
- Green Dot Network and Walmart partner to launch Rapid Reload as a GPR reload hub
- Signs renewal to continue serving as program manager for Walmart Visa Gift Card

2013

- Green Dot Bank proposed to be the bank issuer and the deposit holder for Walmart MoneyCard, replacing GE Consumer Retail Bank
- Expands offerings from 6 to 14 facings, launching 9 new card products
- Green Dot establishes new, high-speed direct connection with Walmart POS system.
- Green Dot adds 4 Gift Card SKUs to Visa Gift Card program, including variable-load.
- Expands Bentonville office



An integrated platform



COMPETITION & PRICING

A hot market attracts vibrant competition

Green Dot – still #1 and growing

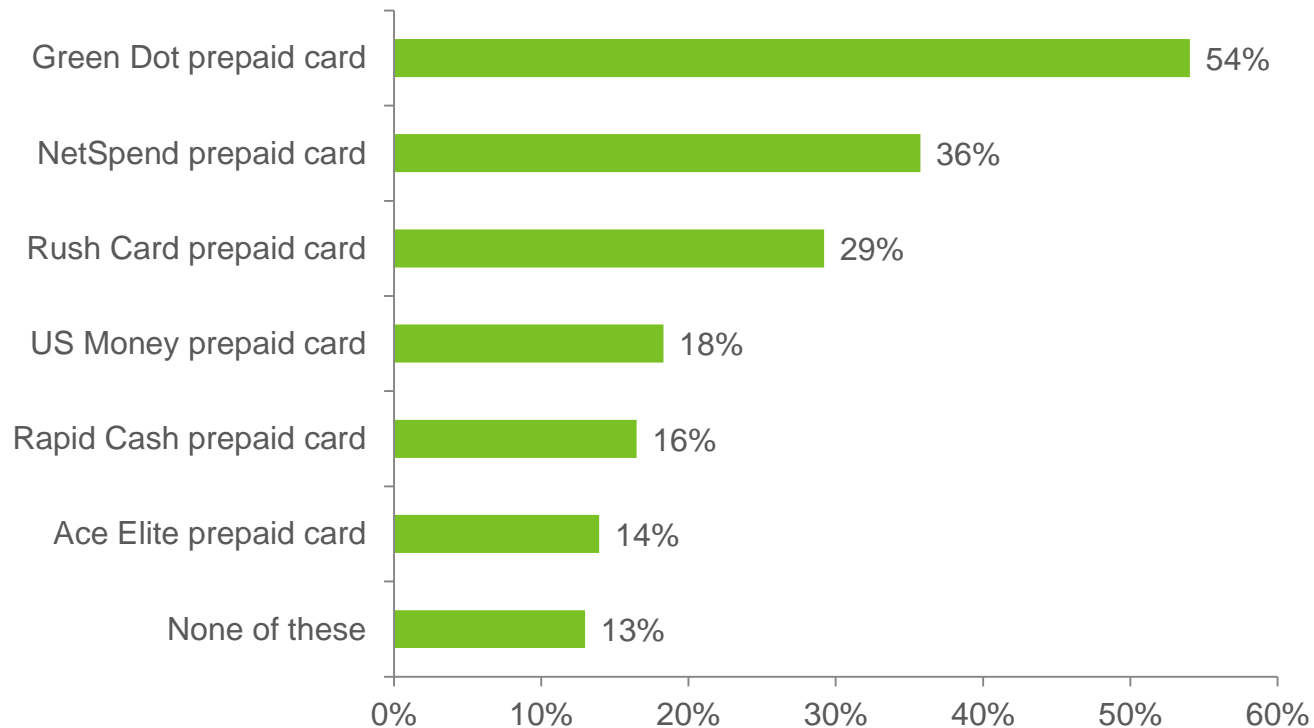
Brand insights video



A strong brand means sustainable sales

Brand awareness

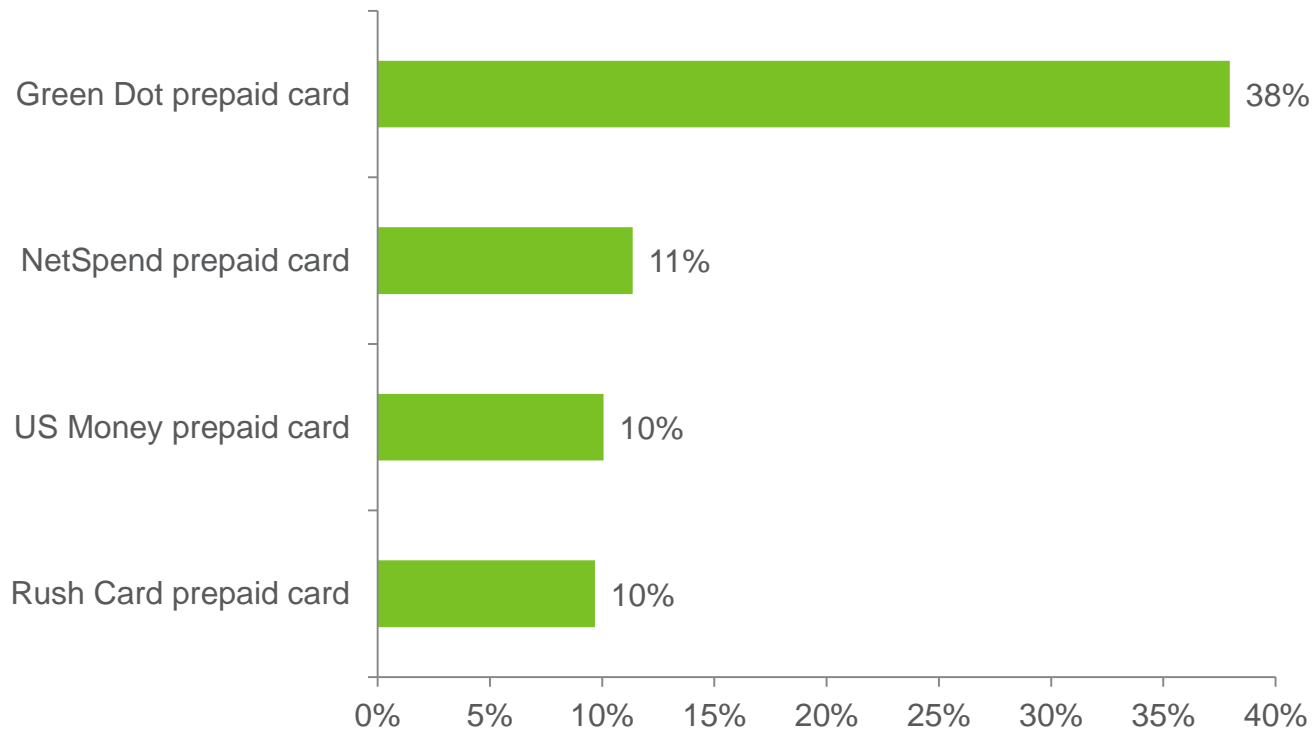
Which of the following reloadable prepaid debit cards have you seen or heard of before today?



Conducted by Bovitz Research on behalf of Green Dot Corp, June 2013**

Best brand

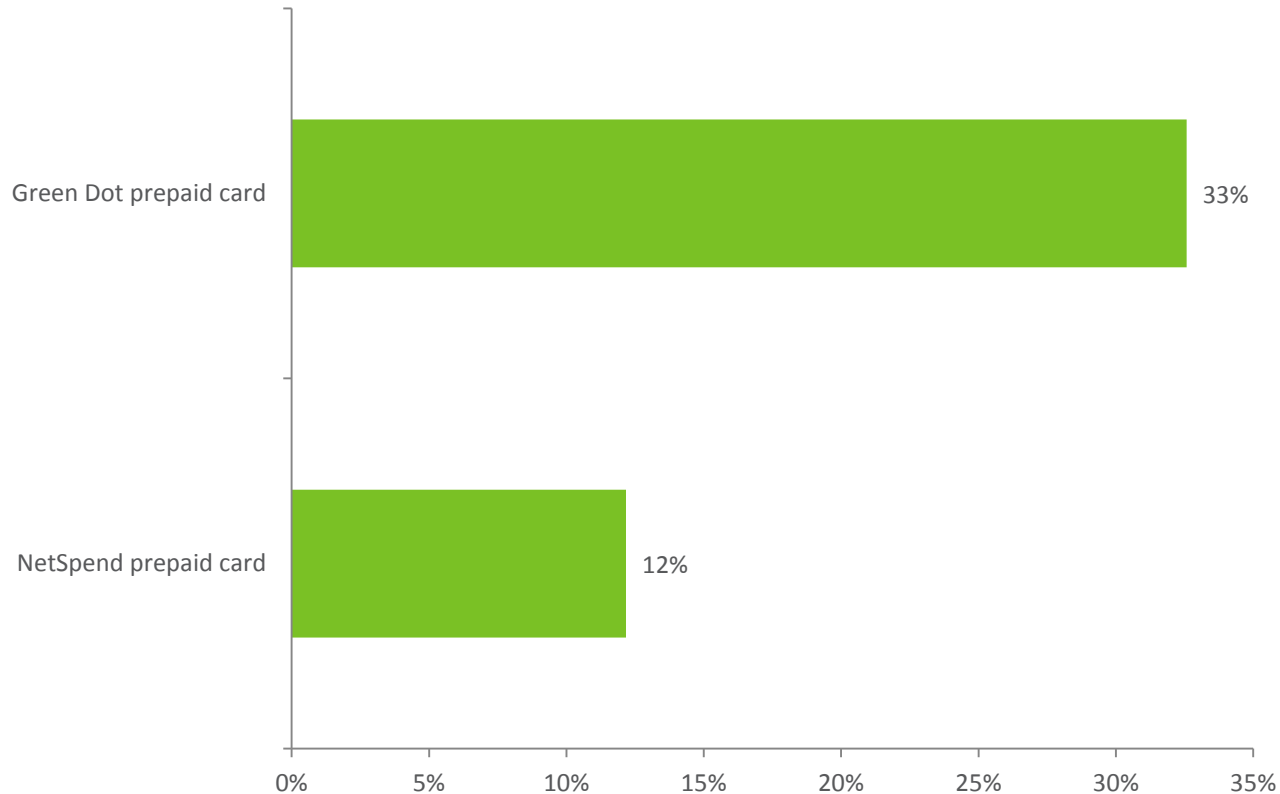
Of the reloadable prepaid debit card brands listed below, please select which one you would consider to be the **best brand** of reloadable prepaid debit cards?



Conducted by Bovitz Research on behalf of Green Dot Corp, June 2013**

Security

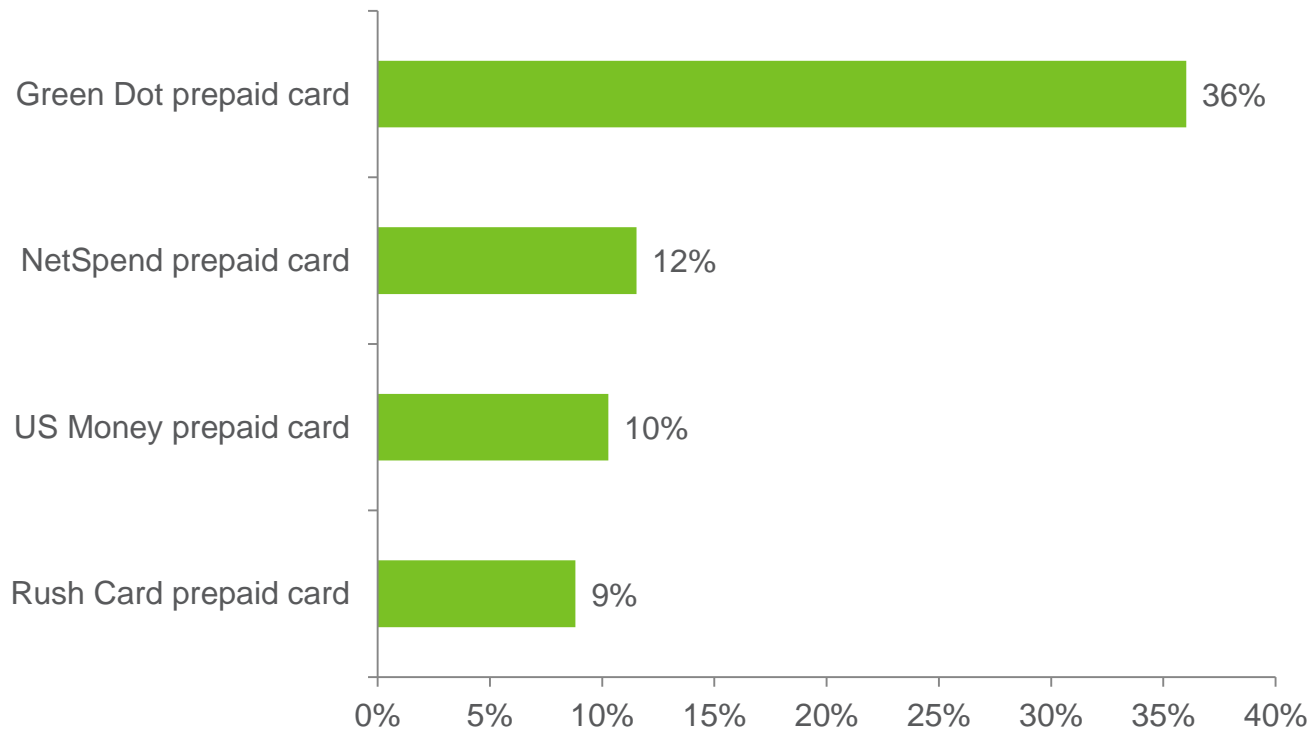
Of the reloadable prepaid debit card brands listed below, please select which one you believe provides the **best protection if your card is lost or stolen?**



Conducted by Bovitz Research on behalf of Green Dot Corp, June 2013**

Most likely to get

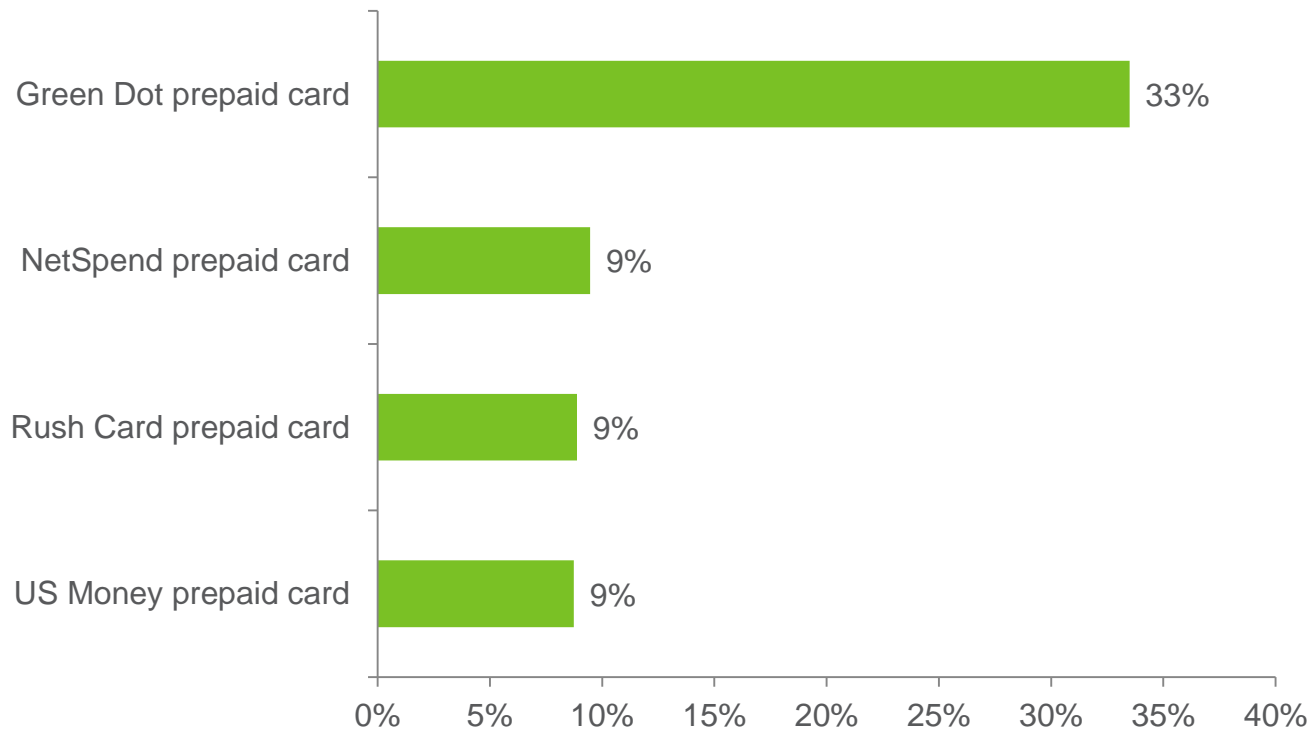
Assuming that you were to purchase a new reloadable prepaid debit card today, please select which one of the following brand you would be **most likely to get?**



Conducted by Bovitz Research on behalf of Green Dot Corp, June 2013**

Lowest cost

Of the reloadable prepaid debit card brands listed below, please select which one you think would have the **lowest cost to use?**



Conducted by Bovitz Research on behalf of Green Dot Corp, June 2013**

Exclusive vs. non-exclusive partners

Year-over-year growth in card sales, October 2013 vs. October 2012



Exclusive Retail Partners



Non-Exclusive Retail Partners

*Top 3 retailers excluding Walmart

Competition energizes our performance

Since the launch of Bluebird[®] by AMEX

Walmart MoneyCard [®] key metrics	Last 12 months
# of cash reloads per active	+11%
# of recurring direct deposit actives	+25%
GDV \$ per active	+13%

- Bluebird[®], by American Express, launched nationwide in all Walmart stores in October of 2012
- Bluebird[®] is designed to attract a customer segment interested in an alternative to a traditional checking account. The product features no monthly fees and free reloads at Walmart
- Concurrently, Green Dot introduced new risk controls that caused Walmart MoneyCard[®] enrollments to drop over the same period by an incremental 10+% YOY, creating a significant headwind for growth, in addition to any headwinds from Bluebird competition

Despite new risk controls, over the full year since the launch of Bluebird, the Walmart MoneyCard[®] product has thrived, posting material YOY increases in key card metrics

Note: Comparative periods are the 12 months ended September 30, 2012 and 12 months ended September 30, 2013.

AMEX Serve[®] out of store presence

Free-Standing Insert (FSI)

American Express Serve[®]
Your Full Service Reloadable Prepaid Account

\$0 Purchase Price
Until December 31, 2013

Get yours today at
CVS/pharmacy **FAMILY DOLLAR**
Office DEPOT

serve[®]
Full Service
Reloadable Prepaid
Account

3759 876543 21001
C. F. FROST

LOAD CASH AT THOUSANDS OF LOCATIONS[†] • ONLINE BILL PAY[†] • FREE MONEYPASS ATMS[†] • AMERICAN EXPRESS CUSTOMER SERVICE • FRAUD PROTECTION

No Credit Check • No Overdraft Fees • No Minimum Balance

Register for your Personalized Card at Serve.com to enjoy these benefits and more

Promotion valid 10/6/13 – 12/31/13 at participating retailers. American Express is not responsible for fulfillment of this promotion. Third Party Fees may apply. A \$2 ATM fee applies unless you use a MoneyPass[®] ATM. An ATM operator fee may also apply for transactions made outside of the MoneyPass[®] ATM network. Transaction limits apply. Subject to account privileges/permissions. See the Serve Consumer User Agreement at serve.com/legal for details. Stop payment fees may apply. American Express Serve Account terms, conditions and fees apply. American Express Serve issued by American Express Travel Related Services Company, Inc. Please see Consumer User Agreement for complete details. American Express Travel Related Services Company, Inc. is an authorized delegate of TRS. ©2013 American Express Travel Related Services. The items pictured are for display purposes only. *Price Feature Plus is an exclusive property of News America Marketing.

Circular Ad

GET COUPONS BEFORE YOU SHOP!

WITH CARD: Refresh Appliances 7.5 oz. **sale! 99¢**

WITH CARD: Purex 2x Ultra Concentrated Laundry Detergent 19.5 oz. **sale! FREE**

WITH CARD: Gain 2x Ultra Concentrated Laundry Detergent 19.5 oz. **sale! 7/5¢**

WITH CARD: Soft Scrub 2x Ultra Concentrated Scrub 5.6 oz. **sale! 2/5¢**

WITH CARD: CVS Allstate AAA AA 10x4 pk., C 5.9 pk., 19 volt 4 pk. or Max Batteries AAA, AA 12 pk. **sale! 5/9¢**

Secret Logic earbuds **sale! 4/99**

Digital Speaker System with AM/FM Radio, iPhone & CD not included. **wow! 99/99**

WITH CARD: Total Home soaks, traps, plasters, cutlery or napkins. **sale! 50¢ OFF**

Designer print pad bed or Pad Central training pads 10 ct. **wow! 9/99**

WITH CARD: Fancy Feast cat food 3 oz. **sale! 10/5¢**

WITH CARD: Reynolds Wrap 30 Sq. Ft. Clear Cook-To-Go Cook & Roll 18 ct. or CVS Bleach 64 oz. **sale! 2/5¢**

WITH CARD: Total Home Facial tissues 104 ct. or spriglit 75-90 ct. **sale! 88¢**

WITH CARD: Duracell AA 8 pk., C, D 4 pk., 3 volt 2 pk., or Quantum AAA, AA 8 pk. **\$0 purchase price on an American Express Serve® Card**

Downy liquid 100 loads or Cascade Complete pods 48 ct. **sale! 6/99**

PLUS 1 extrabucks[®] rewards for each purchase.

Downy liquid 100 loads or Cascade Complete pods 48 ct. **sale! 11/99**

PLUS 2 extrabucks[®] rewards for each purchase.

SPEND '10 ADD 10¢ (includes American Express GET)

SPEND '15 Fanatics 26 1/2 oz. Pledge 9.7 oz. Windex 10.25 oz. Shoutout! Softies 16-20 oz. or get 8¢ off GET

SPEND '15 extrabucks[®] rewards (the total of 10¢ off includes one each of 5¢ off)

SPEND '15 extrabucks[®] rewards (the total of 10¢ off includes one each of 5¢ off)

© 2013 by Citigroup[®]. Not all advertised items available in all states. We reserve the right to limit quantities on all items. Regular retail prices quoted here may in some stores. Weekly sales offers valid at participating stores only. Some restrictions may not apply to items that are not regularly carried. Items priced at our lowest price. The restrictions that apply about 2:00 PM on 10/6/13. Some items may vary. *Price Feature Plus is an exclusive property of News America Marketing. The items pictured are for display purposes only. *Price Feature Plus is an exclusive property of News America Marketing.

serve[®]
Full Service
Reloadable Prepaid
Account

3759 876543 21001
C. F. FROST

LOAD CASH AT THOUSANDS OF LOCATIONS[†] • ONLINE BILL PAY[†] • FREE MONEYPASS ATMS[†] • AMERICAN EXPRESS CUSTOMER SERVICE • FRAUD PROTECTION

No Credit Check • No Overdraft Fees • No Minimum Balance

on an American Express Serve[®] Card
\$0 purchase price
Add to in-store shopping list

Offer valid 10/6-10/12/2013. American Express Serve Card and account terms, conditions and fees apply. Issued by American Express Travel Related Services Company, Inc. Serve Virtual Enterprises, Inc. is an authorized delegate of TRS. Promotion only valid in participating CVS stores. American Express is not responsible for the fulfillment of this promotion.

[View larger](#)

AMEX Serve® in-store presence

Alarm Gate



Primary Rack



Secondary Display



Side Wing

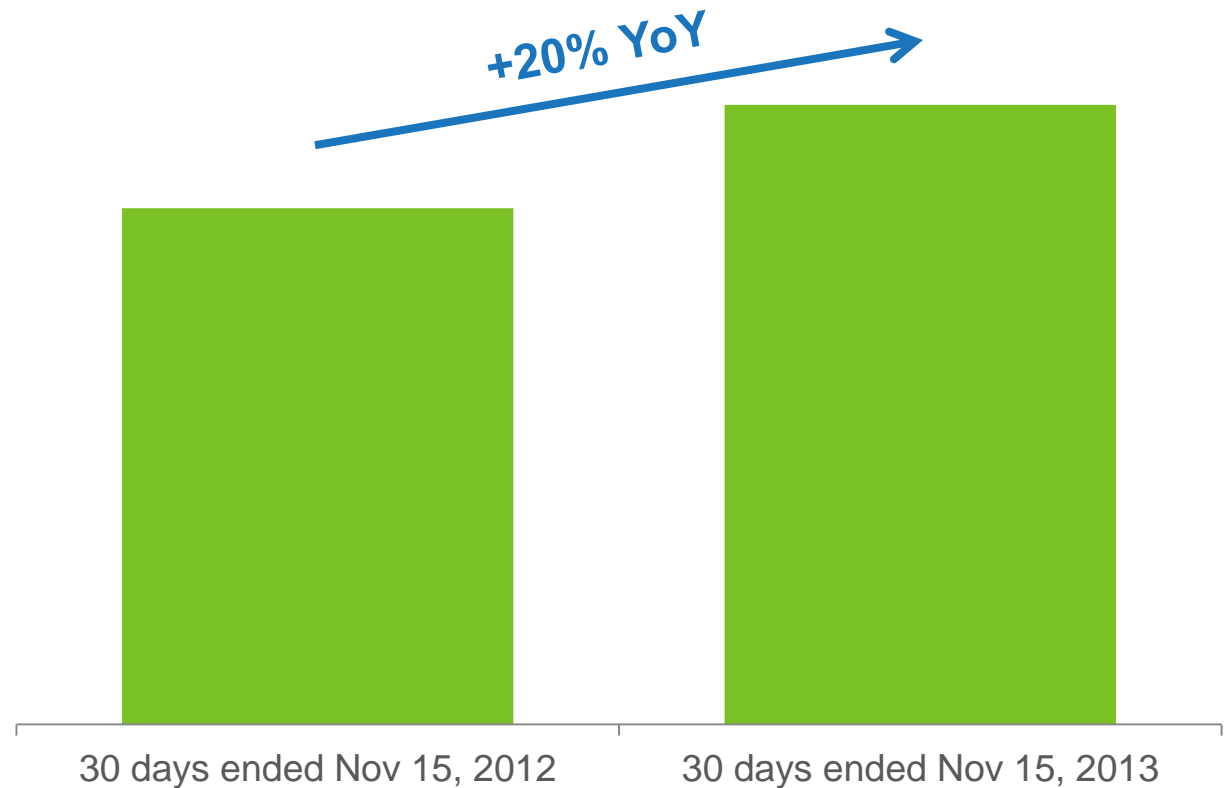


Tower



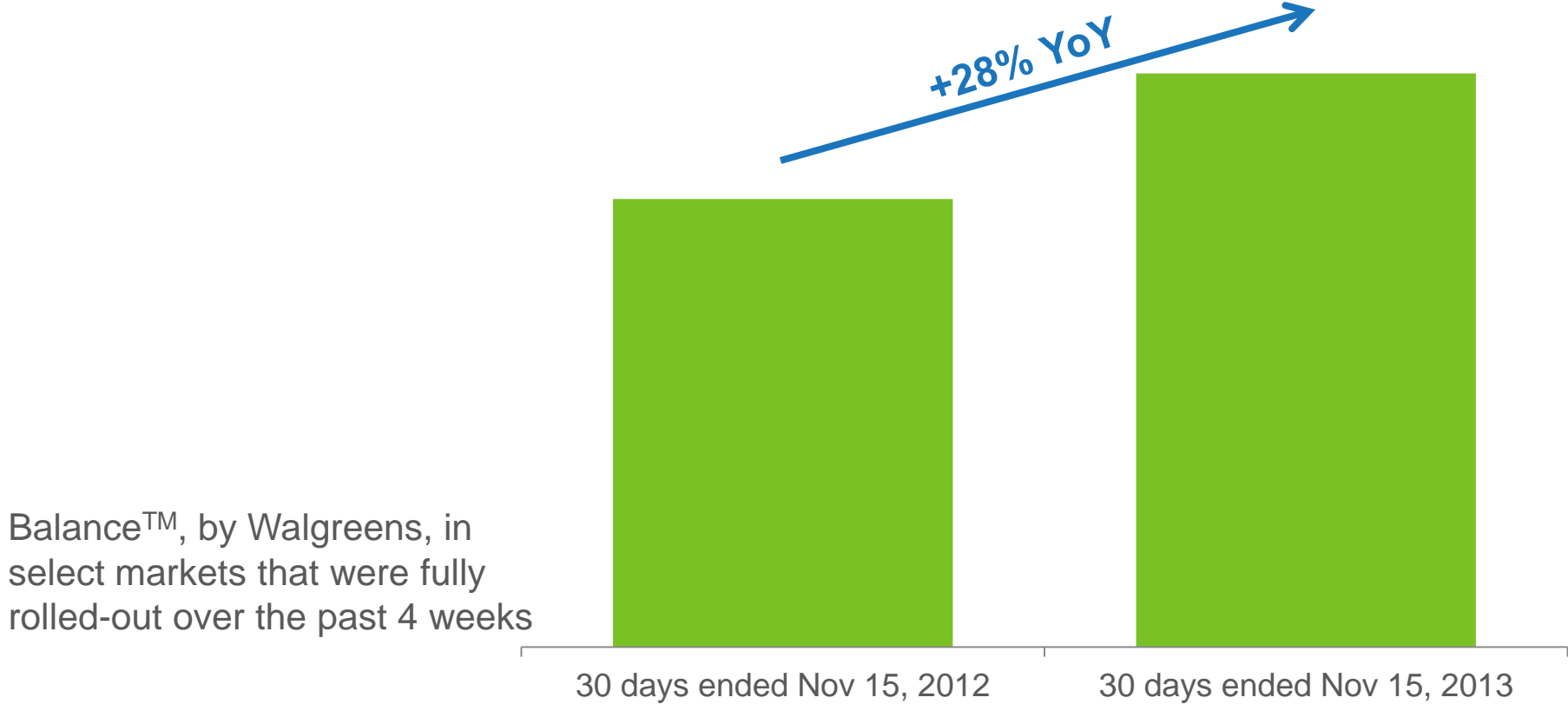
Green Dot card sales since re-launch of Serve[®] by AMEX

Serve[®] by American Express, launched nationwide in all CVS store locations in October 2013



The Green Dot brand continues to perform

Green Dot card sales since launch of Balance™ Financial by Walgreens



The Green Dot brand continues to perform

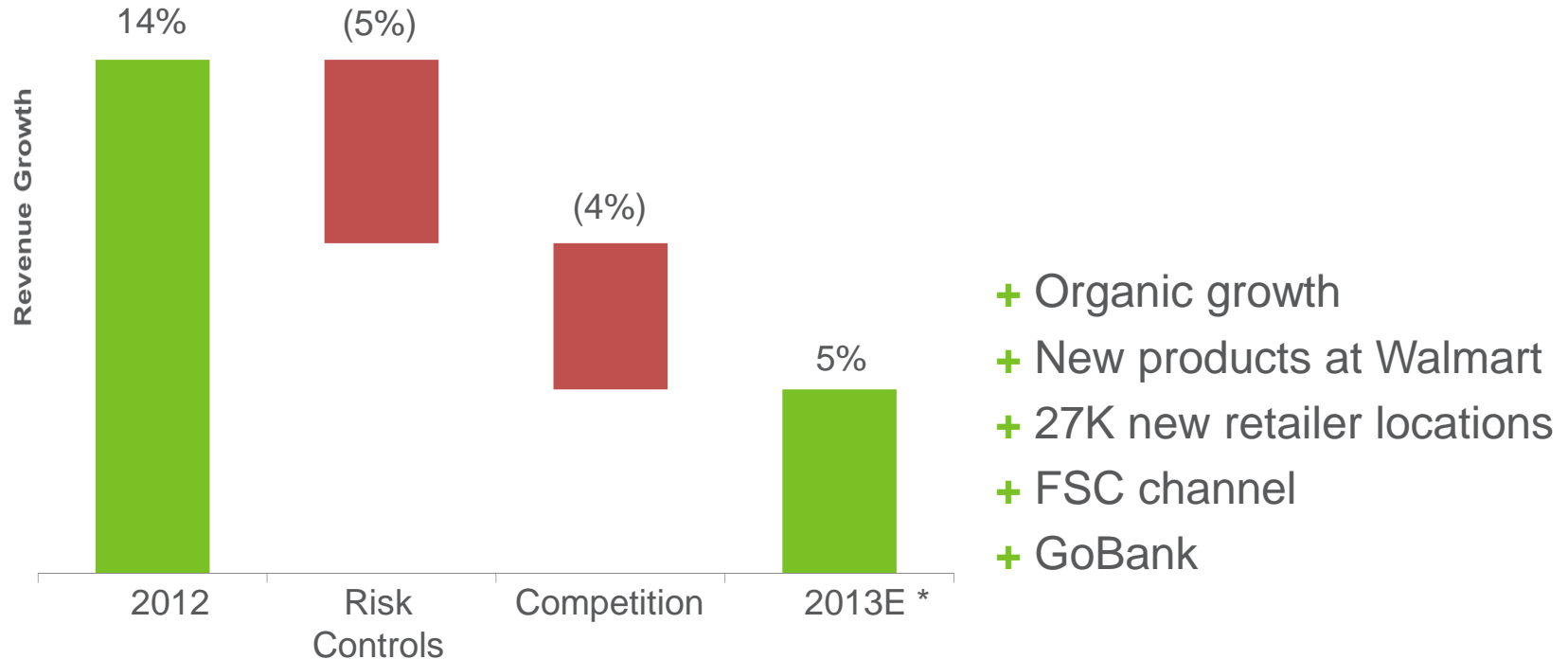


Results seem to indicate that consumer choice is driven by brand, acceptance mark, convenience, ubiquity and value. Not just about headline pricing

2014 preview

*A return to double digit revenue growth
with the opportunity to expand margins*

2014 preview



While headwinds continue, we believe the tailwinds from new initiatives can deliver a return to double digit growth

Opportunity to expand margins

- + Operating leverage
- + Bank issuing efficiencies
- + SG&A efficiencies
- + Technology development efficiencies
- + Call center automation
- + Supply chain efficiencies
- + Processing efficiencies
- + Continued mix shift to higher lifetime revenue customers
- + Lapping higher WMT commissions in May

Our mission:

to reinvent personal banking for the

masses



(the other 99%)