

REFINITIV

# DELTA REPORT

## 10-Q

BREAD FINANCIAL HOLDINGS,  
10-Q - MARCH 31, 2024 COMPARED TO 10-Q - SEPTEMBER 30, 2023

The following comparison report has been automatically generated

TOTAL DELTAS	1686
CHANGES	217
DELETIONS	707
ADDITIONS	762

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

(Mark One)


☒ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934  
For the quarterly period ended **September 30, 2023** **March 31, 2024**

or

☐ TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Commission file number 001-15749

**BREAD FINANCIAL HOLDINGS, INC.**  
(Exact name of registrant as specified in its charter)

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Delaware  
(State or other jurisdiction of  
incorporation or organization)

31-1429215  
(I.R.S. Employer  
Identification No.)

3095 Loyalty Circle  
Columbus, Ohio  
(Address of principal executive offices)

43219  
(Zip Code)

(614) 729-4000  
(Registrant's telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol	Name of each exchange on which registered
Common stock, par value \$0.01 per share	BFH	New York Stock Exchange

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§32.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes ☒ No ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer ☒ Accelerated filer ☐ Non-accelerated filer ☐ Smaller reporting company ☐ Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act). Yes ☐ No ☒

As of **October 20, 2023** **April 26, 2024**, **49,330,625** **49,584,370** shares of common stock were outstanding.

# BREAD FINANCIAL HOLDINGS, INC.

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## PART 1: FINANCIAL INFORMATION

### Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations (MD&A).

The following discussion and analysis of our results of operations and financial condition should be read in conjunction with the unaudited Consolidated Financial Statements and related notes thereto presented in this quarterly report and the audited Consolidated Financial Statements and related notes thereto included in our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023, filed with the Securities and Exchange Commission (the SEC) on February 28, 2023 February 20, 2024 (the 2022 2023 Form 10-K). Some of the information contained in this discussion and analysis constitutes forward-looking statements that involve risks and uncertainties. Actual results could differ materially from those discussed in these forward-looking statements. See "Cautionary Note Regarding Forward-Looking Statements" included elsewhere in this report. Factors that could cause or contribute to these differences include, but are not limited to, those discussed below and those identified in our other filings with the SEC, including in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of our 2022 2023 Form 10-K and this and our other Quarterly Reports Report on Form 10-Q.

#### OVERVIEW

We are a tech-forward financial services company that provides simple, personalized payment, lending and saving solutions. We create opportunities for our customers and partners through digitally enabled choices that offer ease, empowerment, financial flexibility and exceptional customer experiences. Driven by a digital-first approach, data insights and white-label technology, we deliver growth for our partners through a comprehensive product suite, including private label and co-brand credit cards and buy now, pay later (BNPL) products such as installment loans and our "split-pay" offerings. We also offer direct-to-consumer solutions that give customers more access, choice and freedom through our branded Bread Cashback™ American Express® Credit Card and Bread Savings™ products.

Our partner base consists of large consumer-based businesses, including well-known brands such as (alphabetically) AAA, Academy Sports + Outdoors, Caesars, Michaels, Dell Technologies, the NFL, Signet, Ulta and Victoria's Secret, as well as small- and medium-sized businesses (SMBs). Our partner base is well diversified across a broad range of industries, including travel and entertainment, health and beauty, travel and entertainment, jewelry, sporting goods, home goods, sporting goods technology and electronics and the industry in which we first began, specialty apparel. We believe our comprehensive suite of payment, lending and saving solutions, along with our related marketing and data and analytics, offers us a significant competitive advantage with products relevant across all customer segments (Gen Z, Millennial, Gen X and Baby Boomers). The breadth and quality of our product and service offerings have enabled us to establish and maintain long-standing partner relationships. Our We operate our business through a single reportable segment, with our primary source of revenue is being from Interest and fees on loans from our various credit card and other loan products, and to a lesser extent from contractual relationships with our brand partners.

Throughout this report, unless stated or the context implies otherwise, the terms "Bread Financial", "BFH", the "Company", "we", "our" or "us" refer to Bread Financial Holdings, Inc. and its subsidiaries on a consolidated basis. References to "Parent Company" refer to Bread Financial Holdings, Inc. on a parent-only standalone basis. In addition, in this report we may refer to the retailers and other companies with whom we do business as our "partners", "brand partners", or "clients", provided that the use of the term "partner", "partnering" or any similar term does not mean or imply a formal legal partnership, and is not meant in any way to alter the terms of Bread Financial's relationship with any third parties. We offer our credit products through our insured depository institution subsidiaries, Comenity Bank and Comenity Capital Bank, which together are referred to herein as the "Banks".

## NON-GAAP FINANCIAL MEASURES

We prepare our audited Consolidated Financial Statements in accordance with accounting principles generally accepted in the United States of America (GAAP). However, certain information included herein constitutes non-GAAP financial measures. Our calculations of non-GAAP financial measures may differ from the calculations of similarly titled measures by other companies. In particular, *Pretax pre-provision earnings* (PPNR) is calculated by increasing/decreasing Income from continuing operations before income taxes by the net provision/release in Provision for credit losses. *PPNR less gain on portfolio sales* then decreases PPNR by the gain on any portfolio sales in the period. We use PPNR and PPNR less gain on portfolio sales as metrics to evaluate our results of operations before income taxes, excluding the volatility that can

occur within Provision for credit losses and the one-time nature of a gain on the sale of a portfolio. *Tangible common equity over Tangible assets* (TCE/TA) represents Total stockholders' equity reduced by Goodwill and intangible assets, net, (TCE) divided by Tangible assets (TA), which is Total assets reduced by Goodwill and intangible assets, net. We use

TCE/TA as a metric to evaluate the Company's capital adequacy and estimate its ability to cover potential losses. *Tangible book value per common share* represents TCE divided by shares outstanding. We use Tangible book value per common share as a metric to estimate the Company's potential value. We believe the use of these non-GAAP financial measures provide additional clarity in understanding our results of operations and trends. For a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures, please see "Table 6: Reconciliation of GAAP to Non-GAAP Financial Measures" that follows.

## BUSINESS ENVIRONMENT

This Business Environment section provides an overview of our results of operations and financial position for the third first quarter of 2023, 2024, as well as our related outlook for the remainder of 2023 2024 and certain of the uncertainties associated with achieving that outlook. This section should be read in conjunction with the other information included or incorporated by reference in this Form 10-Q, including "Consolidated Results of Operations", "Cautionary Note Regarding Forward-Looking Statements" and "Risk Factors" herein, and in our 2022 2023 Form 10-K, and subsequent Quarterly Reports on Form 10-Q, which provide further discussion of variances in our results of operations over the periods of comparison, along with other factors that could impact future results and the Company achieving its outlook. Unless otherwise specified, the discussion included herein is for the three months ended September 30, 2023 March 31, 2024, compared with the same period in the prior year.

For the quarter ended September 30, 2023, Credit sales of \$6.0 billion were down 13% 18% year-over-year to \$6.7 billion and Average credit card and other loans of \$18.5 billion decreased 4%, both driven primarily by the sale of the BJ's Wholesale Club (BJ's) portfolio in the first quarter of this year, late February 2023, as well as proactive and responsible tightening of our underwriting and credit line management given ongoing consumer payment pressures and moderating consumer spending, partially offset by new brand partner growth. Average and End-of-period credit card and other loans remained of \$18.2 billion was essentially flat year-over-year, driven by the addition of new brand partners as well as further moderation in the consumer payment rate, offset by the decline in credit sales and the sale of the BJ's portfolio, when compared with March 31, 2023. Total interest income was up 7% down 3% from the third first quarter of 2022, 2023, as a result of improved loan yields from rising prime interest rates, partially offset a decrease in late fee revenue driven by increased lower early-stage delinquency volumes as well as higher reversals of interest and fees resulting from higher gross credit losses. Net interest margin for the third first quarter of 2023 2024 was 20.6% 18.7%, relative to 19.9% 19.0% for the third first quarter of 2022, 2023. Non-interest income increased \$55 decreased \$233 million, primarily related to higher cardholder driven by the \$230 million gain on the sale of the BJ's portfolio, and brand partner engagement initiatives in the prior year, increased merchant discount fees and interchange revenue earned a decrease in the current year in merchant discount fees as well as lower payments under our retailer share arrangements due to lower credit sales and higher losses, a result of moderating promotional plan sales. Overall, Net Total net interest and non-interest income for the quarter was \$1.0 billion, up 5% down 23% versus the third first quarter of 2022, 2023.

Provision for credit losses was flat increased for the quarter ended September 30, 2023 March 31, 2024, relative to the third first quarter of 2022, due 2023, driven by a \$73 million reserve release in the current period compared with a \$235 million reserve release in the prior year period, with the release in the prior year period primarily related to increased the

sale of the BJ's portfolio. The reserve releases in both years were offset by net principal losses of \$86 million, fully offset by a lower reserve build in \$394 million and \$342 million for the current year due to lower Credit card three months ended March 31, 2024 and other loan growth and a lower increase in the reserve rate. 2023, respectively.

Our Allowance for credit losses decreased as of September 30, 2023 March 31, 2024, relative to December 31, 2022 December 31, 2023, due primarily to the reserve release lower Credit card and other loans balances, because seasonally higher transactor balances from the sale of fourth quarter were paid down in the BJ's portfolio. However, our first quarter, lower delinquencies also contributed. We do continue to maintain an elevated reserve rate, was higher, 12.3% versus 11.5% 12.4% as of those same respective dates, as a result of March 31, 2024, due to changes in the sale of the BJ's portfolio (with its higher than average credit quality) and mix, the compounding effect of persistent inflation relative to wage growth, the increased cost of consumer debt, the possibility of higher unemployment levels and the potential impacts from the resumption of student loan repayments. The reserve rate remained flat from the second quarter of 2023 as we continue We intend to maintain a conservative weighting of economic scenario weightings scenarios in our credit reserve modeling. Consistent with the reserve rate impacts, relative to the fourth quarter of 2022, our Vantage modeling until we see sustained improvement in delinquencies and an improved macroeconomic outlook. From an overall credit risk score distribution mix adjusted downward primarily as a result of the exit of the BJ's portfolio. Relative to the second quarter of 2023, our distribution mix reflects modest deterioration, driven by downward Vantage credit risk score migration from existing customers; although, the risk score distribution on new accounts was above the average for the portfolio. Overall, quality perspective, our percentage of Vantage 660+ cardholders remains above pre-pandemic levels given our due to prudent credit tightening actions and our a more diversified product mix, with co-brand and proprietary cards representing a larger portion of our portfolio. However, despite the credit tightening actions we have taken, certain of our cardholders who were previously higher risk but still high credit quality have migrated down to lower Vantage score categories under current macroeconomic conditions.

Total non-interest expenses increased 3% of \$482 million decreased 12% from the third first quarter of 2022, 2023. The year-over-year increase decrease was partially the result of higher primarily driven by a decrease in Card and processing expenses, including fraud. Marketing expenses were also lower, driven by decreased spending associated with brand partner and BFH joint marketing campaigns, and Depreciation and

amortization decreased due to lower amortization of developed technology. We also had higher lower Employee compensation and benefits expenses due to increased hiring to support our investment in both technology and digital capabilities. These increases were partially offset by a reduction in Marketing expenses related to demand-based outsourced and contract labor, and decreased spending associated with direct-to-consumer (DTC) offerings, as well as decreased Depreciation and amortization due to lower amortization of developed technology. Relative to the second quarter of 2023, expenses declined 5%, driven by lower fraud expenses and depreciation and amortization. headcount.

We also continued strengthening our balance sheet during the first quarter of 2024, including opportunistically extending our senior debt maturities and improving reducing parent-level debt by \$100 million. Additionally, we improved our capital ratios, including our TCE/TA ratio and our Common equity tier 1 capital ratio, which were 10.0% 10.6% and 12.9% 12.6%, respectively, as of September 30, 2023 March 31, 2024. See "Non-GAAP Financial Measures" and Table 6: Reconciliation of GAAP to Non-GAAP Financial Measures included in this report. DTC As of March 31, 2024, direct-to-consumer (DTC or retail) deposits grew to approximately \$7.0 billion which comprised 35% 36% of our average funding mix, as of September 30, 2023, further diversifying our funding base. During the second quarter of 2023 we refinanced our term loan and revolving line of credit, completed a convertible notes offering and executed a tender offer for certain of our senior unsecured notes, leading to a reduction in our debt of more than \$500 million and extension of certain debt maturities.

Our 2023 2024 financial outlook has been updated from what we provided now factors in our 2022 Form 10-K, reflecting slowing the potential impacts of the Consumer Financial Protection Bureau's (CFPB) late fee rule based on a May 14, 2024 effective date, acknowledging uncertainty surrounding the timing and outcome of the ongoing litigation relating to the rule, which is described below in the "Risk Factors" section. Our outlook reflects slower Credit sales growth as a result of our ongoing strategic and targeted credit tightening as well as moderating and continued moderation in consumer spending, both of which we expect consequently will put pressure on impact growth in Credit card and other loan growth loans and Net interest and non-interest income, as well as the Net loss rate. We continue to closely monitor the macroeconomic pressures facing consumers, including persistent inflation pressures, high interest rates, the resumption of student loan repayments, and gas price volatility. We expect these economic pressures to remain throughout the rest of 2023. Our In addition, our 2024 outlook also continues to assume assumes multiple interest rate increases, if any, decreases by the Federal Reserve Board in the second half of the year, which will result in a nominal benefit to Net impact Total net interest income.

Our Based on our current economic outlook, for growth in Average the CFPB late fee rule impacts, ongoing strategic credit card tightening actions, higher gross credit losses, and other loans in 2023 reflects our new and renewed brand partner announcements, visibility into our new business pipeline, ongoing strategic and targeted credit tightening actions, moderating consumer spending, and the current economic outlook. We we expect full year 2023 2024 Average credit card and other loans to grow in the low-to-mid-single be down low-single digits on a percentage point basis relative to 2022. We expect 2023. Total net interest and non-interest income, growth for 2023, excluding the BJ's Gain gains on portfolio sale, sales during the years of comparison, is anticipated to be slightly above our growth down in the mid- to high-teen range on a percentage point basis from 2023, as a result of the CFPB late fee rule impacts, net of mitigation actions, as well as lower Average credit card and other loans with a and Net interest margin. Our full year 2023 Net interest margin similar to the 2022 full year rate.

In 2023, we expect an increase of approximately 8% to 9% in Total non-interest expenses relative to 2022. We continue to expect second half 2023 Total non-interest expenses is expected to be lower than 2023 reflecting higher reversals of interest and fees due to expected higher gross credit losses, declining interest rates, and a continued shift in product mix to co-brand and proprietary products. (Absent the first half CFPB late fee rule - i.e., assuming the rule were to not go into effect this year due to it being vacated, enjoined or otherwise - we expect full year Total net interest and non-interest income, excluding the gains on portfolio sales, to be down around mid-single digits on a percentage point basis relative to 2023, driven by many of the year, with same factors described above.) Assuming a May 14, 2024 effective date, the late fee rule, when considered in isolation, is also expected to reduce fourth quarter expenses being slightly higher sequentially due 2024 Total net interest and non-interest income in the mid-teen range on a percentage point basis relative to increased seasonal marketing and employee benefits costs. We continue to strategically invest the fourth quarter of 2023, net of mitigation actions.

As a result of efficiencies gained from our ongoing investments in technology modernization marketing and product innovation to drive growth and efficiencies, while remaining focused on digital advancement, along with disciplined expense management, as we adjust the pace and timing expect Total non-interest expense to be down low- to mid-single digits on a percentage point basis relative to 2023, inclusive of our investments to align with our revenue and growth outlook, additional CFPB late fee rule-related expenses.

Our 2023 updated 2024 financial outlook assumes a full year Net loss rate in the mid 7% low 8% range, remaining unchanged from our previous guidance. We expect the Net loss rate to peak in the second quarter at around 9% as inflation continues to pressure consumers' ability to pay and moderates their spend. Our outlook is inclusive of impacts from the 2022 transition of our credit card processing services, our ongoing strategic and targeted credit tightening actions moderating consumer spending, as well as continued pressure on and expected slower Credit card and other loan growth impacting the consumers ability to pay due to inflationary pressures. While we anticipate that our tighter underwriting and credit line management should benefit future Net loss performance, these actions raise the rate. We are projecting a lower Net loss rate in the near-term by lowering our projected loan balance which forms second half of 2024 versus the denominator first half as a result of the strategic credit tightening actions we have taken and an assumed gradual modest improvement in the equation. We expect economic conditions throughout the fourth quarter Net loss rate to be approximately 8%. As noted above, our reserve rate remained flat to the second quarter of 2023 at 12.3% as we continue to maintain conservative economic scenario weightings in our credit reserve modeling. With our conservative model assumptions, we believe our loan loss reserve provides a margin of protection in a more challenging macroeconomic environment, year.

In our 2023 2024 financial outlook we also expect our full year normalized effective tax rate to remain be in the range of 25% 27% to 26% 30%, assuming the CFPB late fee rule becomes effective May 14, 2024, with quarter-over-quarter variability due to the timing of certain discrete items.

In addition, although However, given the ongoing litigation against the CFPB related to its late fee rule, and the inherent uncertainties around the timing and implementation of the rule, we do have also contemplated an additional financial outlook which includes the granting of a temporary injunction and assumes a hypothetical effective date for the rule of October 1, 2024. Under that scenario, our updated estimate is that the rule would reduce fourth quarter 2024 Total net interest and non-interest income by approximately 20%, on an isolated basis, relative to the fourth quarter of 2023 and net of mitigation actions. This figure represents an improvement from the estimated 25% impact we previously disclosed in our 2023 Form 10-K "Management's Discussion and Analysis of Financial Condition and Results of Operations (MD&A) — Business Environment" and now incorporates specifics from the final rule and highlights the continued progress we have made since the final rule was released. The difference between the reduction in fourth quarter 2024 Total net interest and non-interest

income of approximately 20% (in the scenario assuming an October 1, 2024 effective date), versus a reduction in the mid-teen range (in the scenario assuming a May 14, 2024 effective date), is primarily due to lower billed late fee amounts being reversed at the time of write-off. As a result of discussions with our brand partners regarding customer pricing actions and clarity on the timing of implementation, we have higher levels of confidence in the success of our mitigation actions.

We continue to expect the financial impact of the late fee rule will lessen over time as our full spectrum of mitigation actions, including various pricing changes ranging from increased annual percentage rates, to statement fees, are phased-in and mature. As we adapt and evolve our products, our mitigating actions are focused on preserving program profitability and returns over the long-term, and ensuring the safety and soundness of the Banks throughout all periods. We cannot guarantee, however, the extent to which these strategies will ultimately be successful, either in the short or the long term, and, if not expect it to have an fully successful, the adverse impact on our 2023 financial outlook, we continue Total net interest and non-interest income could be greater than our current estimates. For additional discussion of the CFPB's final rule and related risks and uncertainties, please refer to await Part II, Item 1A, "Risk Factors—The CFPB recently issued a final rule from the Consumer Financial Protection Bureau (CFPB) regarding credit card late fees, which we anticipate will be published represents a significant departure from the rules that are currently in the coming months. In anticipation of the final rule being published, we are evaluating a number of strategies designed to limit the impact of the final rule on our business, which may include increased annual percentage rates (APRs) and other fee-based pricing actions, certain underwriting adjustments, various changes in brand partner program economics, and continued product diversification strategies. While we cannot speculate on the exact timing or terms of the final rule, we expect that, absent effect. Absent a successful legal challenge, we expect the rule will significantly reduce the safe harbor amount for late fees that we and other credit card issuers are authorized to charge, which would have a significant adverse impact on our business, and results of operations and financial condition for at least the short term and, depending on the effectiveness of the mitigating our actions that we may take taken in response to the final rule, potentially over the long term."

We are Although we recognize the more challenging macroeconomic and regulatory landscape, we remain focused on prudently managing risk-return trade-offs generating strong returns through an ongoing challenging macroeconomic environment, while continuing prudent capital and risk management, reflecting our unwavering commitment to strategically invest drive sustainable, profitable growth and drive build long-term value for our stakeholders. We remain confident in our ability to deliver on our 2023 2024 full year financial outlook and build on this success for the future.

## CONSOLIDATED RESULTS OF OPERATIONS

The following discussion provides commentary on the variances in our results of operations for the three and nine months ended September 30, 2023 March 31, 2024, compared with the same periods period in the prior year, as presented in the accompanying tables. This discussion should be read in conjunction with the discussion under "Business Environment" above.

**Table 1: Summary of Our Financial Performance**

		Three Months Ended September 30,				Nine Months Ended September 30,			
		2023	2022	\$ Change	% Change	2023	2022	\$ Change	% Change
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		2024							
		2024							
		2024							
(Millions, except per share amounts and percentages)									
(Millions, except per share amounts and percentages)									
(Millions, except per share amounts and percentages)	(Millions, except per share amounts and percentages)								
Total net interest and non-interest income	Total net interest and non-interest income	\$ 1,031	\$ 979	52	5	\$ 3,273	\$ 2,793	480	17
Total net interest and non-interest income	Total net interest and non-interest income								
Total net interest and non-interest income	Total net interest and non-interest income								
Provision for credit losses	Provision for credit losses								
Provision for credit losses	Provision for credit losses								
Provision for credit losses	Provision for credit losses	304	304	—	—	747	902	(155)	(17)
Total non-interest expenses	Total non-interest expenses	502	486	16	3	1,576	1,383	193	14
Total non-interest expenses	Total non-interest expenses								
Total non-interest expenses	Total non-interest expenses								
Income from continuing operations before income taxes	Income from continuing operations before income taxes								
Income from continuing operations before income taxes	Income from continuing operations before income taxes								
Income from continuing operations before income taxes	Income from continuing operations before income taxes	225	189	36	19	950	508	442	87
Provision for income taxes	Provision for income taxes	52	55	(3)	(5)	257	150	107	72
Provision for income taxes	Provision for income taxes								
Provision for income taxes	Provision for income taxes								
Income from continuing operations	Income from continuing operations								
Income from continuing operations	Income from continuing operations								



Table 2: Summary of Total Net Interest and Non-interest Income, After Provision for Credit Losses

		Three Months Ended September 30,				Nine Months Ended September 30,			
		2023	2022	\$ Change	% Change	2023	2022	\$ Change	% Change
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		2024							
		2024							
		2024							
(Millions, except percentages)									
(Millions, except percentages)									
(Millions, except percentages)	(Millions, except percentages)								
Interest income	Interest income								
Interest income									
Interest income									
Interest and fees on loans									
Interest and fees on loans									
Interest and fees on loans	Interest and fees on loans	\$ 1,256	\$ 1,195	61	5	\$ 3,697	\$ 3,325	372	11
Interest on cash and investment securities	Interest on cash and investment securities	45	23	22	96	135	34	101	nm
Interest on cash and investment securities									
Interest on cash and investment securities									
Total interest income									
Total interest income									
Total interest income	Total interest income	1,301	1,218	83	7	3,832	3,359	473	14
Interest expense	Interest expense								
Interest expense									
Interest expense									
Interest on deposits									
Interest on deposits									
Interest on deposits	Interest on deposits	143	66	77	nm	387	142	245	nm
Interest on borrowings	Interest on borrowings	76	67	9	14	254	166	88	54
Interest on borrowings									
Interest on borrowings									
Total interest expense									
Total interest expense									
Total interest expense	Total interest expense	219	133	86	64	641	308	333	nm
Net interest income	Net interest income	1,082	1,085	(3)	—	3,191	3,051	140	5
Net interest income									
Net interest income									
Non-interest income									

Non-interest income									
Non-interest income	Non-interest income								
Interchange revenue, net of retailer share arrangements	Interchange revenue, net of retailer share arrangements	(84)	(136)	52	(38)	(244)	(333)	89	(27)
Interchange revenue, net of retailer share arrangements									
Interchange revenue, net of retailer share arrangements									
Gain on portfolio sale									
Gain on portfolio sale									
Gain on portfolio sale	Gain on portfolio sale	—	—	—	—	230	—	230	nm
Other	Other	33	30	3	9	96	75	21	27
Other									
Other									
Total non-interest income									
Total non-interest income									
Total non-interest income	Total non-interest income	(51)	(106)	55	(52)	82	(258)	340	nm
Total net interest and non-interest income	Total net interest and non-interest income	1,031	979	52	5	3,273	2,793	480	17
Total net interest and non-interest income									
Total net interest and non-interest income									
Provision for credit losses									
Provision for credit losses									
Provision for credit losses	Provision for credit losses	304	304	—	—	747	902	(155)	(17)
Total net interest and non-interest income, after provision for credit losses	Total net interest and non-interest income, after provision for credit losses	\$ 727	\$ 675	52	8	\$ 2,526	\$ 1,891	635	34
Total net interest and non-interest income, after provision for credit losses									
Total net interest and non-interest income, after provision for credit losses									

(nm) Not meaningful, denoting a variance of 100 percent or more.

#### Total Net Interest and Non-interest Income, After Provision for Credit Losses

**Interest income:** Total interest income **increased decreased** for the three **and nine** months ended **September 30, 2023 March 31, 2024**, primarily resulting from Interest and fees on loans. The **increase in each period, decrease**, relative to the prior year, was due to **increases a decrease in late fees driven by lower early-stage delinquency volumes and higher reversals of interest and fees resulting from higher gross credit losses, partially offset by an increase in finance charge yields of approximately 148 48 basis points, and 114 basis points for the three and nine month periods, respectively, driven by increases an increase in the prime rate, as well as an increase in average Credit card and other loans in the nine month period. rate.**

**Interest expense:** Total interest expense increased for the three **and nine** months ended **September 30, 2023 March 31, 2024**, due to the following:

- Interest on deposits increased due to higher average interest rates which increased interest expense by \$70 \$37 million, and \$222 million over the respective periods of comparison, as well as higher average balances which increased interest expense by \$7 million and \$23 million, over those same respective periods. \$1 million.
- Interest on borrowings increased decreased due to lower average borrowings which decreased funding costs by \$25 million, partially offset by higher average interest rates which increased funding costs \$36 million and \$130 million over the respective periods of comparison, partially offset by lower average borrowings which decreased funding costs by \$27 million and \$42 million, over those same respective periods. \$17 million.

Non-interest income: Total non-interest income increased decreased for the three and nine months ended September 30, 2023 March 31, 2024, due to the following:

- Interchange revenue, net of retailer share arrangements, typically a contra-revenue item for us, decreased increased for the three and nine month periods period driven by cardholder and brand partner engagement initiatives in the prior year

periods, and in the current year periods an increase a decrease in merchant discount fees and interchange revenue earned, as well as partially offset by a reduction in costs associated with brand partner retailer share arrangements.

- Gain on portfolio sale which reflects the gain we recognized from the sale of the BJ's portfolio in late February 2023.

Provision for credit losses remained flat increased for the three months ended September 30, 2023 March 31, 2024, and decreased \$155 million for the nine months ended September 30, 2023. The three months ended September 30, 2023 included increased net principal losses of \$86 million, fully offset driven by a lower \$73 million reserve build release in the current year, due to lower Credit card and other loan growth and period compared with a lower increase in the \$235 million reserve rate. The decrease in the nine months ended September 30, 2023, relative to the same period release in the prior year was driven by reserve releases period, with the release in the current prior year of \$251 million, of which \$235 million was released in the first quarter which

period primarily related primarily to the sale of the BJ's portfolio, as compared with a \$246 million reserve build in the prior year. BJ's portfolio. The reserve release releases in the current year compared with the reserve build in the prior year was both years were offset by increased net principal losses of \$342 million in \$394 million and \$342 million for the current year. three months ended March 31, 2024 and 2023, respectively. We continue to maintain a an elevated reserve rate, of 12.3% 12.4% as of September 30, 2023 March 31, 2024, due to changes in the portfolio mix, the compounding effect of persistent inflation relative to wage growth, the increased cost of consumer debt, the possibility of higher unemployment levels and the potential impacts from the resumption of student loan repayments.

Table 3: Summary of Total Non-interest Expenses

		Three Months Ended September 30,				Nine Months Ended September 30,			
		2023	2022	\$ Change	% Change	2023	2022	\$ Change	% Change
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		Three Months Ended March 31,							
		2024							
		2024							
		2024							
(Millions, except percentages)									
(Millions, except percentages)									
(Millions, except percentages)	(Millions, except percentages)								
Non-interest expenses	Non-interest expenses								
Non-interest expenses									
Non-interest expenses									
Employee compensation and benefits									
Employee compensation and benefits									
Employee compensation and benefits	Employee compensation and benefits	\$ 210	\$ 202	8	4	\$ 647	\$ 572	75	13

Card and processing expenses	Card and processing expenses	104	82	22	26	339	248	91	37
Card and processing expenses									
Card and processing expenses									
Information processing and communication									
Information processing and communication									
Information processing and communication	Information processing and communication	73	75	(2)	(4)	222	192	30	16
Marketing expenses	Marketing expenses	36	44	(8)	(17)	115	124	(9)	(8)
Marketing expenses									
Marketing expenses									
Depreciation and amortization									
Depreciation and amortization									
Depreciation and amortization	Depreciation and amortization	23	29	(6)	(20)	92	80	12	15
Other	Other	56	54	2	4	161	167	(6)	(4)
Other									
Other									
Total non-interest expenses	Total non-interest expenses	\$ 502	\$ 486	16	3	\$ 1,576	\$ 1,383	193	14
Total non-interest expenses									
Total non-interest expenses									

#### Total Non-interest Expenses

Non-interest expenses: Total non-interest expenses **increased** **decreased** for the three **and nine** months ended **September 30, 2023** **March 31, 2024**, due to the following:

- *Employee compensation and benefits* **increased** **decreased** due to **increased** **a reduction in demand-based outsourced and contract labor, and decreased** headcount, which was driven by **continued digital and technology modernization-related hiring** **a decrease in collections** and customer care **and collections staffing, and increased retirement benefits, staffing;** partially offset by **lower** **higher long-term** incentive compensation.
- *Card and processing expenses* **increased** **decreased** due primarily to **increased** **lower** fraud losses, as well as **higher** **reduced volume-related** card **processing, direct mail** and statement costs.
- *Information processing and communication* was relatively flat for the three month period, and increased for the nine month period due to an increase in data processing expense driven by the transition of our credit card processing services and cloud modernization initiatives, as well as other software licensing expenses.
- *Marketing expenses* decreased due primarily to decreased spending associated with **brand partner and BFH joint marketing campaigns, and reduced spending associated with** DTC offerings.
- *Depreciation and amortization* decreased **for the three month period and increased for the nine month period. The decrease in the three month period was due to** **decreased** **lower** amortization for developed technology associated with **the Lon Inc. an** acquisition **which was** completed in **December** **late** 2020. (See further discussion of the Lon Inc. acquisition under Note 1, "Description of Business and Basis of Presentation" to the unaudited Consolidated Financial Statements.) This decrease was more than offset in the nine month period as a result of increased amortization of intangible assets related to recently acquired portfolios, and capitalized software.

#### Income Taxes

The Provision for income taxes **remained relatively flat** **decreased** for the three months ended **September 30, 2023** **March 31, 2024**, compared with the **same period** **three months ended** **March 31, 2023**, primarily driven by a decrease in Income from continuing operations before income taxes in the current year relative to the prior **year** **year** period, which was **higher** due to the gain on the sale of the BJ's portfolio. The effective tax rate was **23.0%** **28.1%** and **28.9%** **28.7%** for the same **three month** **three-month** periods, respectively. The decrease in the effective tax rate primarily related to **a** discrete **benefit** **benefits** in the current year period. For the nine months ended September 30, 2023, compared with the same period in the prior year, the Provision for income taxes increased due to the increase in Income from continuing operations before income taxes. The effective tax rate was **27.1%**

and 29.5% for the nine months ended September 30, 2023 and 2022, respectively. The decrease in the effective tax rate primarily related to a discrete benefit in the current year period.

### Discontinued Operations

The (Loss) income from discontinued operations, net of income taxes includes amounts that relate to the previously disclosed discontinued operations associated with the spinoff of our former LoyaltyOne segment in 2021 and the sale of our former Epsilon segment in 2019, and primarily relate to contractual indemnification and tax-related matters. For additional information refer to Note 22, "Discontinued Operations and Bank Holding Company Financial Presentation" to the Consolidated Financial Statements included in our Annual Report on Form 10-K for the year ended December 31, 2021.

**Table 4: Summary Financial Highlights – Continuing Operations**

	As of or for the three months ended September 30,			As of or for the nine months ended September 30,		
	2023	2022	% Change	2023	2022	% Change
(Millions, except per share amounts and percentages)						
Credit sales	\$ 6,668	\$ 7,689	(13)	\$ 21,098	\$ 22,716	(7)
PPNR <sup>(1)</sup>	529	493	7	1,697	1,410	20
Average credit card and other loans	17,540	17,598	—	18,199	17,084	7
End-of-period credit card and other loans	17,922	18,126	(1)	17,922	18,126	(1)
End-of-period direct-to-consumer (retail) deposits	6,098	5,176	18	6,098	5,176	18
Return on average assets <sup>(2)</sup>	3.2 %	2.4 %	0.8	4.1 %	2.2 %	1.9
Return on average equity <sup>(3)</sup>	24.8 %	22.8 %	2.0	34.5 %	20.9 %	13.6
Net interest margin <sup>(4)</sup>	20.6 %	19.9 %	0.7	19.4 %	19.3 %	0.1
Loan yield <sup>(5)</sup>	28.6 %	27.2 %	1.4	27.1 %	25.9 %	1.2
Efficiency ratio <sup>(6)</sup>	48.7 %	49.7 %	(1.0)	48.2 %	49.6 %	(1.4)
Double leverage ratio <sup>(7)</sup>	127.4 %	182.4 %	(55.0)	127.4 %	182.4 %	(55.0)
Common equity tier 1 capital ratio <sup>(8)</sup>	12.9 %	11.5 %	1.4	12.9 %	11.5 %	1.4
Tangible common equity / tangible assets ratio (TCE/TA) <sup>(9)</sup>	10.0 %	8.0 %	2.0	10.0 %	8.0 %	2.0
Tangible book value per common share <sup>(10)</sup>	\$ 42.45	\$ 34.30	24	\$ 42.45	\$ 34.30	24
Cash dividend per common share	\$ 0.21	\$ 0.21	—	\$ 0.63	\$ 0.63	—
Payment rate <sup>(11)</sup>	14.4 %	15.5 %	(1.1)	14.4 %	15.5 %	(1.1)
Delinquency rate <sup>(12)</sup>	6.3 %	5.7 %	0.6	6.3 %	5.7 %	0.6
Net loss rate <sup>(12)</sup>	6.9 %	5.0 %	1.9	7.3 %	5.1 %	2.2
Reserve rate	12.3 %	11.4 %	0.9	12.3 %	11.4 %	0.9

	As of or for the three months ended March 31,		
	2024	2023	% Change
(Millions, except per share amounts and percentages)			
Credit sales	\$ 6,030	\$ 7,373	(18)
PPNR <sup>(1)</sup>	509	745	(32)
Average credit card and other loans	18,546	19,405	(4)
End-of-period credit card and other loans	18,185	18,060	1
End-of-period direct-to-consumer (retail) deposits	6,984	5,630	24
Return on average assets <sup>(2)</sup>	2.4 %	7.7 %	(5.3)
Return on average equity <sup>(3)</sup>	17.5 %	73.0 %	(55.5)
Return on average tangible common equity <sup>(4)</sup>	23.1 %	107.0 %	(83.9)

Net interest margin <sup>(5)</sup>	18.7 %	19.0 %	(0.3)
Loan yield <sup>(6)</sup>	27.0 %	26.6 %	0.4
Efficiency ratio <sup>(7)</sup>	48.6 %	42.2 %	6.4
Double leverage ratio <sup>(8)</sup>	118.0 %	158.6 %	(40.6)
Common equity tier 1 capital ratio <sup>(9)</sup>	12.6 %	11.8 %	0.8
Total risk-weighted assets <sup>(10)</sup>	\$ 19,344	\$ 18,893	2
Tangible common equity / tangible assets ratio (TCE/TA) <sup>(11)</sup>	10.6 %	9.1 %	1.5
Tangible book value per common share <sup>(12)</sup>	\$ 45.96	\$ 38.44	20
Payment rate <sup>(13)</sup>	14.8 %	15.6 %	(0.8)
Delinquency rate <sup>(14)</sup>	6.2 %	5.7 %	0.5
Net loss rate <sup>(14)</sup>	8.5 %	7.0 %	1.5
Reserve rate <sup>(15)</sup>	12.4 %	12.3 %	0.1

Note: Beginning in 2024, we revised the calculation of average balances to more closely align with industry practice by incorporating an average daily balance. Prior to 2024, average balances represent the average balance at the beginning and end of each month, averaged over the periods indicated.

(1) PPNR is calculated by increasing/decreasing Income from continuing operations before income taxes by the net provision/release in Provision for credit losses. PPNR is a non-GAAP financial measure. See "Non-GAAP Financial Measures" and **Table 6: Reconciliation of GAAP to Non-GAAP Financial Measures**.

(2) Return on average assets represents annualized Income from continuing operations divided by average Total assets.

(3) Return on average equity represents annualized Income from continuing operations divided by average Total stockholders' equity.

(4) Return on average tangible common equity represents annualized Income from continuing operations divided by average Tangible common equity, which itself is defined below.

(5) Net interest margin represents annualized Net interest income divided by average Total interest-earning assets. See also **Table 5: Net Interest Margin**.

(6) Loan yield represents annualized Interest and fees on loans divided by Average credit card and other loans.

(7) Efficiency ratio represents Total non-interest expenses divided by Total net interest and non-interest income.

(8) Double leverage ratio represents Parent Company investment in subsidiaries divided by BFH consolidated equity.

(9) The Common equity tier 1 capital ratio represents common equity tier 1 capital divided by total risk-weighted assets.

(10) Total risk-weighted assets are generally measured by allocating assets, and specified off-balance sheet exposures, to various risk categories as defined by the Basel III standardized approach.

(11) Tangible common equity (TCE) represents Total stockholders' equity reduced by Goodwill and intangible assets, net. Tangible assets (TA) represents Total assets reduced by Goodwill and intangible assets, net. TCE/TA is a non-GAAP financial measure. See "Non-GAAP Financial Measures" and **Table 6: Reconciliation of GAAP to Non-GAAP Financial Measures**.

(12) Tangible book value per common share represents TCE divided by shares outstanding and is a non-GAAP financial measure. See "Non-GAAP Financial Measures" and **Table 6:**

**Reconciliation of GAAP to Non-GAAP Financial Measures**.

(13) Payment rate represents consumer payments during the last month of the period, divided by the beginning-of-month Credit card and other loans, including held for sale in applicable periods.

(14) Delinquency rate represents outstanding balances that are contractually delinquent (i.e., balances greater than 30 days past due) as of the end of the period, divided by the outstanding principal amount of Credit cards and other loans as of the same period-end. Net loss rate, an annualized rate, represents net principal losses for the period divided by the Average credit card and other loans for the same period, with that Average being the average balance of the loans at the beginning and end of each month, averaged over the period. Delinquency rate and Net loss rate as of September 30, 2022 was or for the three months ended March 31, 2023 were impacted by the transition of our credit card processing services in June 2022. Net loss

(15) Reserve rate represents the Allowance for the three and nine months ended September 30, 2023 and 2022 were also impacted credit losses divided by the transition of our End-of-period credit card processing services, and other loans.

**Table 5: Net Interest Margin**

	Three Months Ended September 30, 2023			Three Months Ended September 30, 2022		
	Interest Income /			Interest Income /		
	Average Balance	Expense	Average Yield / Rate	Average Balance	Expense	Average Yield / Rate
(Millions, except percentages)						

Cash and investment securities	\$	3,469	\$	45	5.21 %	\$	4,235	\$	23	2.18 %
Credit card and other loans		17,540		1,256	28.64 %		17,598		1,195	27.16 %
<b>Total interest-earning assets</b>		21,009		1,301	24.77 %		21,833		1,218	22.32 %
Direct-to-consumer (retail) deposits		6,055		69	4.54 %		4,850		25	2.04 %
Wholesale deposits		7,093		74	4.17 %		7,001		41	2.37 %
<b>Interest-bearing deposits</b>		13,148		143	4.34 %		11,851		66	2.23 %
Secured borrowings		2,987		51	6.91 %		4,970		39	3.20 %
Unsecured borrowings		1,401		25	7.17 %		1,953		28	5.63 %
<b>Interest-bearing borrowings</b>		4,388		76	6.99 %		6,923		67	3.89 %
<b>Total interest-bearing liabilities</b>		17,536		219	5.00 %		18,774		133	2.84 %
<b>Net interest income</b>			\$	1,082				\$	1,085	
<b>Net interest margin <sup>(1)</sup></b>				20.6 %					19.9 %	

		Nine Months Ended September 30, 2023			Nine Months Ended September 30, 2022				
		Interest	Average		Interest	Average			
		Average	Income /	Yield /	Average	Income /	Yield /		
		Balance	Expense	Rate	Balance	Expense	Rate		
Three Months Ended March 31, 2024								Three Months Ended March 31, 2023	
								Average	Interest
								Balance	Income /
								(1)	Expense
Average Balance <sup>(1)</sup>									Average
									Yield /
									Rate
(Millions, except percentages)	(Millions, except percentages)								
Cash and investment securities	Cash and investment securities								
Cash and investment securities	Cash and investment securities								
Cash and investment securities	Cash and investment securities	\$3,723	\$ 135	4.84 %	\$4,001	\$ 34	1.13 %	\$ 4,135	\$ 53
Credit card and other loans	Credit card and other loans	18,199	3,697	27.09 %	17,084	3,325	25.95 %	18,546	1,247
<b>Total interest-earning assets</b>	<b>Total interest-earning assets</b>	21,922	3,832	23.31 %	21,085	3,359	21.24 %	<b>22,681</b>	<b>1,300</b>
Direct-to-consumer (retail) deposits	Direct-to-consumer (retail) deposits	5,813	175	4.01 %	3,998	42	1.39 %		
Direct-to-consumer (retail) deposits	Direct-to-consumer (retail) deposits							6,739	81
Wholesale deposits	Wholesale deposits	7,403	212	3.81 %	7,172	100	1.86 %	6,771	74
Wholesale deposits	Wholesale deposits								4.37

Interest-bearing deposits	Interest-bearing deposits	13,216	387	3.90 %	11,170	142	1.69 %	Interest-bearing deposits	13,510	155		155		4.62		4.62 %
Secured borrowings																
Secured borrowings																
Secured borrowings	Secured borrowings	3,480	169	6.52 %	5,098	88	2.29 %	3,663	63		63		6.83		6.83 %	
Unsecured borrowings	Unsecured borrowings	1,705	85	6.64 %	1,978	78	5.25 %	Unsecured borrowings	1,354	30		30		9.03		9.03 %
Interest-bearing borrowings	Interest-bearing borrowings	5,185	254	6.56 %	7,076	166	3.12 %	Interest-bearing borrowings	5,017	93		93		7.42		7.42 %
Total interest-bearing liabilities	Total interest-bearing liabilities	18,401	641	4.65 %	18,246	308	2.25 %	Total interest-bearing liabilities	18,527	248		248		5.38		5.38 %
Net interest income	Net interest income	\$3,191		\$3,051												
Net interest income																
Net interest income																
Net interest margin <sup>(1)</sup>		<u>19.4 %</u>		<u>19.3 %</u>												
Net interest margin <sup>(2)</sup>																
Net interest margin <sup>(2)</sup>																
Net interest margin <sup>(2)</sup>																

<sup>(1)</sup> Beginning in 2024, we revised the calculation of average balances to more closely align with industry practice by incorporating an average daily balance. Prior to 2024, average balances represent the average balance at the beginning and end of each month, averaged over the periods indicated.

<sup>(2)</sup> Net interest margin represents annualized Net interest income divided by average Total interest-earning assets.

Table 6: Reconciliation of GAAP to Non-GAAP Financial Measures

		As of or for the three months ended September 30,			As of or for the nine months ended September 30,		
		2023	2022	% Change	2023	2022	% Change
As of or for the three months ended March 31,							
As of or for the three months ended March 31,							
As of or for the three months ended March 31,							
2024							
2024							
2024							
(Millions, except percentages)							
(Millions, except percentages)							
(Millions, except percentages)	(Millions, except percentages)						
Pretax pre-provision earnings (PPNR)	Pretax pre-provision earnings (PPNR)						
Pretax pre-provision earnings (PPNR)							
Pretax pre-provision earnings (PPNR)							
Income from continuing operations before income taxes							

Income from continuing operations before income taxes											
Income from continuing operations before income taxes	Income from continuing operations before income taxes	\$	225	\$	189	19	\$	950	\$	508	87
Provision for credit losses	Provision for credit losses		304		304	—		747		902	(17)
Provision for credit losses											
Provision for credit losses											
Pretax pre-provision earnings (PPNR)											
Pretax pre-provision earnings (PPNR)											
Pretax pre-provision earnings (PPNR)	Pretax pre-provision earnings (PPNR)	\$	529	\$	493	7	\$	1,697	\$	1,410	20
Less: Gain on portfolio sale	Less: Gain on portfolio sale	\$	—	\$	—	—	\$	(230)	\$	—	nm
Less: Gain on portfolio sale											
Less: Gain on portfolio sale											
Pretax pre-provision earnings less gain on portfolio sale											
Pretax pre-provision earnings less gain on portfolio sale											
Pretax pre-provision earnings less gain on portfolio sale	Pretax pre-provision earnings less gain on portfolio sale	\$	529	\$	493	7	\$	1,467	\$	1,410	4
Tangible common equity (TCE)	Tangible common equity (TCE)										
Tangible common equity (TCE)											
Tangible common equity (TCE)											
Total stockholders' equity											
Total stockholders' equity											
Total stockholders' equity	Total stockholders' equity		2,864		2,399	19		2,864		2,399	19
Less: Goodwill and intangible assets, net	Less: Goodwill and intangible assets, net		(771)		(690)	12		(771)		(690)	12
Less: Goodwill and intangible assets, net											
Less: Goodwill and intangible assets, net											
Tangible common equity (TCE)											
Tangible common equity (TCE)											
Tangible common equity (TCE)	Tangible common equity (TCE)	\$	2,093	\$	1,709	22	\$	2,093	\$	1,709	22
Tangible assets (TA)	Tangible assets (TA)										
Tangible assets (TA)											
Tangible assets (TA)											

Total assets							
Total assets							
Total assets	Total assets	21,608	21,960	(2)	21,608	21,960	(2)
Less: Goodwill and intangible assets, net	Less: Goodwill and intangible assets, net	(771)	(690)	12	(771)	(690)	12
Less: Goodwill and intangible assets, net							
Less: Goodwill and intangible assets, net							
Tangible assets (TA)	Tangible assets (TA)	\$ 20,837	\$ 21,270	(2)	\$ 20,837	\$ 21,270	(2)
Tangible assets (TA)							
Tangible assets (TA)							

(nm) Not meaningful, denoting a variance of 100 percent or more.

## ASSET QUALITY

Given the nature of our business, the credit quality of our assets, in particular our Credit card and other loans, is a key determinant underlying our ongoing financial performance and overall financial condition. When it comes to our Credit card and other loans portfolio, we closely monitor Delinquency rates and Net principal loss rates, which reflect, among other factors, our underwriting, the inherent credit risk in our portfolio and the success of our collection and recovery efforts, and efforts. These rates also reflect, more broadly, the general macroeconomic conditions, including the effects of persistent inflation and high interest rates. Our Delinquency and Net principal loss rates are also impacted by the size of our Credit card and other loans portfolio, which serves as the denominator in the calculation of these rates. Accordingly, changes in the size of our portfolio (whether due to credit tightening, acquisitions or dispositions of portfolios or otherwise) may cause movements in our Delinquency and Net principal loss rates that are not necessarily indicative of the underlying credit quality of the overall portfolio.

*Delinquencies:* An account is contractually delinquent if we do not receive the minimum payment due by the specified due date. Our policy is to continue to accrue interest and fee income on all accounts, except in limited circumstances, until the balance and all related interest and fees are paid or charged-off. After an account becomes 30 days past due, a proprietary collection scoring algorithm automatically scores the risk of the account becoming further delinquent; based upon the level of risk indicated, a collection strategy is deployed. If after exhausting all in-house collection efforts we are unable to collect on the account, we may engage collection agencies or outside attorneys to continue those efforts, or sell the charged-off balances.

The Delinquency rate is calculated by dividing outstanding principal balances that are contractually delinquent (i.e., balances greater than 30 days past due) as of the end of the period, by the outstanding principal amount of Credit cards and other loans as of the same period-end.

The following table presents the delinquency trends on our Credit card and other loans portfolio based on the principal balances outstanding as of September 30, 2023 and December 31, 2022; the dates presented:

**Table 7: Delinquency Trends on Credit Card and Other Loans**

	September 30, 2023	% of Total	December 31, 2022	% of Total
(Millions, except percentages)				
Credit card and other loans outstanding — principal	\$ 16,585	100.0 %	\$ 20,107	100.0 %
Outstanding balances contractually delinquent				
31 to 60 days	\$ 311	1.9 %	\$ 366	1.8 %
61 to 90 days	226	1.4	231	1.2
91 or more days	501	3.0	515	2.6
Total	\$ 1,038	6.3 %	\$ 1,112	5.5 %

As of December 31, 2022 the Outstanding balances contractually delinquent, and the related % of Total (i.e., the Delinquency rate), were impacted by the transition of our credit card processing services in June 2022.

	March 31, 2024	% of Total	December 31, 2023	% of Total
(Millions, except percentages)				

Credit card and other loans outstanding — principal	\$	16,780	100.0 %	\$	17,906	100.0 %
Outstanding balances contractually delinquent						
31 to 60 days	\$	275	1.6 %	\$	346	1.9 %
61 to 90 days		224	1.3 %		250	1.4 %
91 or more days		549	3.3 %		567	3.2 %
Total	\$	1,048	6.2 %	\$	1,163	6.5 %

As part of our collections strategy, we may offer temporary, short term (six-months or less) forbearance programs in order to improve the likelihood of collections and meet the needs of our customers. Our modifications for customers who have requested assistance and meet certain qualifying requirements, come in the form of reduced or deferred payment requirements, interest rate reductions and late fee waivers. We do not offer programs involving the forgiveness of principal. These temporary loan modifications may assist in cases where we believe the customer will recover from the short-term hardship and resume scheduled payments. Under these forbearance programs, those accounts receiving relief may not advance to the next delinquency cycle, including charge-off, in the same time frame that would have occurred had the relief not been granted. We evaluate our forbearance programs to determine if they represent a more than insignificant delay in payment granted to borrowers experiencing financial difficulty, in which case they would then be considered a Loan Modification. For additional information, see Note 2 “Credit Card and Other Loans – Modified Credit Card Loans” to our unaudited Consolidated Financial Statements.

**Net Principal Losses:** Our net principal losses include the principal amount of losses that are deemed uncollectible, less recoveries, and exclude charged-off interest, fees and third-party fraud losses (including synthetic fraud). Charged-off interest and fees reduce interest and fees on loans, while third-party fraud losses are recorded in Card and processing expenses. Credit card loans, including unpaid interest and fees, are generally charged-off in the month during which an account becomes 180 days past due. BNPL loans such as our installment loans and our “split-pay” offerings, including unpaid interest, are generally charged-off when a loan becomes 120 days past due. However, in the case of a customer bankruptcy or death, Credit card and other loans, including unpaid interest and fees, as applicable, are charged-off 60 days after receipt of the notification of the bankruptcy or death, but in any case no later than 180 days past due for Credit credit card loans and 120 days past due for BNPL loans.

The net principal loss rate is calculated by dividing net principal losses for the period by the Average credit card and other loans for the same period. Beginning in January 2024, we revised the calculation of Average credit card and other loans to more closely align with industry practice by incorporating an average daily balance. Prior to 2024, Average credit card and other loans represent the average balance of the loans at the beginning and end of each month, averaged over the periods indicated. The following table presents our net principal losses for the periods specified: presented:

**Table 8: Net Principal Losses on Credit Card and Other Loans**

		Three Months Ended September 30,		Nine Months Ended September 30,	
		2023	2022	2023	2022
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		2024			
		2024			
		2024			
(Millions, except percentages)					
(Millions, except percentages)					
(Millions, except percentages)	(Millions, except percentages)				
Average credit card and other loans	Average credit card and other loans	\$ 17,540	\$ 17,598	\$ 18,199	\$ 17,084
Average credit card and other loans					
Average credit card and other loans					
Net principal losses					
Net principal losses					
Net principal losses	Net principal losses	304	218	998	656

Net principal losses as a percentage of average credit card and other loans <sup>(1)</sup>	Net principal losses as a percentage of average credit card and other loans <sup>(1)</sup>	6.9	%	5.0	%	7.3	%	5.1	%
Net principal losses as a percentage of average credit card and other loans <sup>(1)</sup>									
Net principal losses as a percentage of average credit card and other loans <sup>(1)</sup>									

<sup>(1)</sup> Net principal losses as a percentage of Average credit card and other loans for the three and nine months ended September 30, 2023 and 2022 March 31, 2023 were impacted by the transition of our credit card processing services in June 2022.

CONSOLIDATED LIQUIDITY AND CAPITAL RESOURCES

Overview

We maintain a strong focus on liquidity and capital. Our funding, liquidity and capital policies are designed to ensure that our business has sufficient liquidity and capital resources necessary to support our daily operations, our business growth, and our credit ratings related to our Parent Company's senior unsecured notes and our public secured financings, and meet our regulatory and policy requirements, including capital and leverage ratio requirements applicable to Comenity Bank (CB) and Comenity Capital Bank (CCB) under Federal Deposit Insurance Corporation (FDIC) regulations, in a cost effective and prudent manner through both expected and unexpected market environments. We also monitor our Double Leverage Ratio, which reflects our Parent Company's investment in its subsidiaries relative to its consolidated equity, and is often used by regulators and other stakeholders as a measure of the use of debt by a parent entity to fund its subsidiaries.

Our primary sources of liquidity include cash generated from operating activities, our bank credit facility, issuances of senior unsecured or convertible debt securities including by our Parent Company, financings through our securitization programs, and deposits with the Banks, in addition to ongoing efforts Banks. More broadly, we continuously evaluate opportunities to renew and expand our various sources of liquidity. We aim to satisfy our financing needs with a diverse set of funding sources, and we seek to maintain diversity of funding sources by type of instrument, by tenor and by investor base, among other factors, which we believe will mitigate the impact of disruptions in any one type of instrument, tenor or investor.

Our primary uses of liquidity are for underwriting Credit card and other loans, scheduled payments of principal and interest on our debt, operational expenses, capital expenditures, including digital and product innovation and technology enhancements, stock repurchases and dividends.

We may from time to time retire or purchase our outstanding debt or convertible debt securities through cash purchases or exchanges for other securities, in open market purchases, tender offers, privately negotiated transactions or otherwise. Such repurchases or exchanges would depend on prevailing market conditions, our liquidity requirements, contractual restrictions and other factors, and may be funded through the issuance of debt or convertible debt securities. The amounts involved may be material.

We will also need additional financing in the future to repay or refinance our existing debt at or prior to maturity, and to fund our growth, which may include issuance of additional debt, equity or convertible securities or engaging in other capital markets or financing transactions. Given the maturities of certain of our outstanding debt instruments and the macroeconomic outlook, it is possible that we will be required to repay, extend or refinance some or all of our maturing debt in volatile and/or unfavorable markets.

Because of the alternatives available to us, as discussed above, we believe our short-term and long-term sources of liquidity are adequate to fund not only our current operations, but also our near-term and long-term funding requirements including dividend payments, debt service obligations and repayment of debt maturities and other amounts that may ultimately be

paid in connection with contingencies. However, the adequacy of our liquidity could be impacted by various factors, including pending or future legislation, regulation or litigation, macroeconomic conditions and volatility in the financial and capital markets, limiting our access to or increasing our cost of capital, which could make capital unavailable, or available but on terms that are unfavorable to us. These factors could significantly reduce our financial flexibility and cause us to contract or not grow our business, which could have a material adverse effect on our results of operations and financial condition.

In early March 2023, We have a robust liquidity risk management framework in response to place which includes ongoing monitoring of our liquidity and funding positions against our risk appetite metrics and key risk indicators. During times where there may be potential risks from adverse developments in the banking industry developments and and/or increased financial sector volatility, we undertook enhanced may invoke our contingency funding plan to enhance daily monitoring of our liquidity and funding positions, determine potential

mitigating actions if necessary and provided provide multiple daily updates to our Boards of Directors, at both the Bread Financial and Bank-levels, and regulators. The financial sector volatility experienced in March 2023 has since subsided; nevertheless, we continue enhanced monitoring of our liquidity and funding positions.

We maintain a significant majority of our liquidity portfolio on deposit within the Federal Reserve banking system, and we also have a small investment securities portfolio, classified as available-for-sale, which we hold in relation to the Community Reinvestment Act. We do not have any investment securities classified as held-to-maturity. Our DTC deposit balances have grown sequentially each quarter during 2023.

Credit Ratings

In November 2023, we obtained credit ratings for our Parent Company from the major credit rating agencies, Moody's Investor Services (Moody's), Standard & Poor's (S&P) and Fitch Ratings (Fitch), in order to facilitate debt financings and broaden the investor base for our Parent Company debt securities.

Our management approach is designed, among other things, to maintain appropriate and stable Parent Company senior unsecured debt ratings from the credit rating agencies which help support our access to cost-effective unsecured funding as a component of our overall liquidity and capital resources.

The table below provides a summary of the credit ratings for the senior unsecured long-term debt of Bread Financial Holdings, Inc. as of March 31, 2024:

Bread Financial Holdings, Inc.	Moody's	S&P	Fitch
Senior unsecured debt	Ba3	BB-	BB-
Outlook	Stable	Stable	Stable

We also seek to maintain appropriate and stable credit ratings for our credit card securitizations issued through World Financial Network Credit Card Master Note Trust (WFNMNT) from the rating agencies (DBRS, S&P and Fitch). The table below provides a summary of the structured finance credit ratings for certain of the asset-backed securities of WFNMT as of March 31, 2024:

WFNMNT	DBRS	S&P	Fitch
Class A notes	AAA	AAA	AAA

Credit ratings are not a recommendation to buy or hold any securities and they may be revised or revoked at any time at the sole discretion of the rating agency. Downgrades in the ratings of our unsecured or secured debt could result in higher funding costs, as well as reductions in our borrowing capacity in the unsecured or secured debt markets. We believe our mix of funding, including the proportion of our DTC and wholesale deposits, to total funding, reduces the impact that a credit rating downgrade could have on our funding costs and capacity.

Funding Sources

Throughout 2023, we have engaged in a number of financing transactions, including entering into a new credit agreement, repaying in full and terminating As referenced above, our prior credit agreement and consummating certain debt capital markets transactions, including an offering of convertible senior notes, a tender offer to repurchase certain outstanding senior notes and an offering of asset-backed term notes through one of our securitization trusts. Each of these transactions, as well as other matters relating to our liquidity and capital resources during the year, are described in more detail below.

For additional information regarding our outstanding debt and primary sources of liquidity see Note 7, "Borrowings include cash generated from operating activities, our bank credit facility, issuances of Long-Term senior unsecured or convertible debt securities by our Parent Company, financings through our securitization programs, and Other Debt" to our unaudited Consolidated Financial Statements, deposits with the Banks.

Certain of our long-term debt agreements include various restrictive financial and non-financial covenants. If we do not comply with certain of these covenants and an event of default occurs and remains uncured, the maturity of amounts outstanding may be accelerated and become payable, and, with respect to our credit agreement, the associated commitments may be terminated. As of September 30, 2023 March 31, 2024, we were in compliance with all such covenants.

Credit Agreement

On June 7, 2023, In June 2023, we entered into a new our credit agreement (the 2023 Credit Agreement) with Parent Company, as borrower, certain of our domestic subsidiaries, as guarantors, JPMorgan Chase Bank, N.A., as administrative agent and lender, and various other financial institutions, as lenders, which provides for a \$700 million senior unsecured revolving credit facility (the Revolving Credit Facility) and a \$575 million senior unsecured delayed draw term loan facility (the Term Loan Facility), all on terms and subject to the conditions set forth in the 2023 Credit Agreement. The 2023 Credit Agreement replaced, in its entirety, our prior credit agreement dated June 14, 2017, as amended (the 2017 Credit Agreement), which was repaid in full and terminated on June 13, 2023 in connection with the closing of our offering of convertible notes, described below. The 2023 Credit Agreement matures on June 13, 2026.

As of September 30, 2023 under the 2023 Credit Agreement, we had \$298 million aggregate principal amount of term loans outstanding and \$275 million available for future borrowings under the Term Loan Facility, and March 31, 2024, all \$700 million remained available for future borrowings under the Revolving Credit Facility. The proceeds from the

Term Loan Facility may only be used for refinancing existing debt and paying fees, expenses and premiums in connection therewith, while the proceeds from the Revolving Credit Facility may be used for general corporate purposes and working capital needs, including refinancing existing debt, investments, payment of dividends and repurchases of capital stock. Borrowings under the 2023 Credit Agreement bear interest at an annual rate equal to, at our option, either (a) Term Secured Overnight Financing Rate (SOFR) plus a credit adjustment spread and the applicable margin, (b) Daily Simple SOFR plus a credit adjustment spread and the applicable margin or (c) a base rate set forth in the 2023 Credit Agreement plus the applicable margin, with the applicable margin in each case dependent upon our ratio of (i) consolidated tangible net worth to (ii) consolidated total assets, minus the sum of goodwill and intangible assets, net.

#### 4.25% Convertible 9.750% Senior Notes Due 2028 due 2029

On June 13, 2023, in January 2024, we issued \$316 million and sold an additional \$300 million aggregate principal amount of 4.25% Convertible 9.750% Senior Notes due 2028 (the Convertible Notes). The Convertible 2029 (Senior Notes were issued pursuant to an indenture dated as of June 13, 2023, among Parent Company, as issuer, certain of our domestic subsidiaries, as guarantors, and U.S. Bank Trust Company, National Association, as trustee. The Convertible Notes bear interest due 2029) at an annual rate of 4.25%, payable semi-annually in arrears on June 15 and December 15 of each year, beginning on December 15, 2023. The Convertible Notes mature on June 15, 2028, unless earlier repurchased, redeemed or converted.

The Convertible Notes are convertible, under certain conditions, until March 15, 2028, and on or after such date without condition, at an initial conversion rate of 26.0247 shares of our common stock per \$1,000 principal amount of Convertible Notes, subject to adjustment, which represents a 25% conversion premium based on the last reported sale issue price of our common stock 101.00% of \$30.74 on June 8, 2023 prior to issuing the Convertible Notes. Upon any such conversion, we will pay cash up to the aggregate principal amount of the Convertible Notes to be converted and pay or deliver, as the case may be, cash, shares of our common stock, or a combination of cash and shares of our common stock (at our election), in respect of the remainder, if any, of our conversion obligation in excess of the aggregate principal amount of the Convertible Notes being converted.

At our option, we may redeem for cash, all or a portion of the Convertible Notes on or after June 21, 2026, and before the 51st scheduled trading day before the maturity date, but only if the closing price of our common stock reaches specified targets as defined in the indenture governing the Convertible Notes. The redemption price will equal 100% of the principal amount of the redeemed Convertible Notes plus accrued interest if any.

If we experience from December 22, 2023. The Senior Notes due 2029 issued in January 2024 were issued as additional notes under the same indenture pursuant to which the initial \$600 million of Senior Notes due 2029 were issued on December 22, 2023. The Senior Notes due 2029 that were issued in both December 2023 and January 2024 constitute a fundamental change, as defined in single series of notes and have the indenture governing same terms, other than the Convertible Notes, issue date and issue price. We used the note holders may require us to purchase for cash all or a portion of their notes, subject to specified exceptions, at a price equal to 100% proceeds of the principal amount January 2024 offering of the Convertible Notes plus any accrued and unpaid interest.

In connection with the issuance of the Convertible Notes, we entered into privately negotiated capped call transactions (the Capped Call) with certain financial institution counterparties. These transactions are expected generally to reduce potential dilution to our common stock upon any conversion of Convertible Notes and/or offset any cash payments we are required to make in excess of the principal amount of the Convertible Notes, with such reduction and/or offset subject to a cap, based on the cap price. The base price of the Capped Call transactions is \$38.43, representing a premium of 25% over the last reported sale price of our common stock of \$30.74 on June 8, 2023, while the cap price is initially \$61.48, which represents a premium of 100% over that same sale price on June 8, 2023. Within the share price range of \$38.43 to \$61.48 the Capped Call transactions provide economic value to us from the counterparties, upon maturity or earlier conversion. The Capped Call transactions met the conditions under the related accounting guidance for equity classification and are not measured at fair value on a recurring basis; the price paid of \$39 million was recorded in Additional paid-in capital, net of tax, in the Consolidated Balance Sheet.

#### Tender Offer for 4.750% Senior Notes Due 2024

Concurrently due 2029, together with \$100 million of cash on hand, to fund the launch redemption of the Convertible Notes offering, we commenced a cash tender offer (the Tender Offer) for any and all of the \$850 million \$400 million in aggregate principal amount of our outstanding 4.750% 7.000% Senior Notes due 2024 (the Senior Notes due 2024). The consideration offered for each \$1,000 principal amount of the Senior Notes due 2024 was \$980, plus accrued and unpaid interest, for any and all notes validly tendered. The Tender Offer expired on June 14, 2023, with the holders of \$565 million in aggregate principal amount of the Senior Notes due 2024 validly tendering pursuant to the Tender Offer. The remaining \$285 million in aggregate principal amount of Senior Notes due 2024 were outstanding as of September 30, 2023, maturing on December 15, 2024, subject to earlier repurchase or redemption. 2026.

In summary, and to provide context for our use of proceeds from the above financing transactions, in connection with entry into the 2023 Credit Agreement and the completion of our Convertible Notes offering in June 2023, we used approximately \$616 million in funds from those transactions, together with \$500 million in dividends from the Banks and other available cash on hand, to (i) fully repay the \$531 million in term loans outstanding under the 2017 Credit Agreement, (ii) repurchase \$565 million aggregate principal amount of Senior Notes due 2024 through the Tender Offer, (iii) enter into the Capped Call transactions in connection with the Convertible Notes offering, and (iv) pay \$38 million in associated debt issuance costs and other fees and expenses.

#### Deposits

We utilize a variety of deposit products to finance our operating activities, including funding for our non-securitized credit card and other loans, and to fund the securitization enhancement requirements of the Banks. We offer both DTC retail deposit products as well as deposits sourced through contractual arrangements with various financial counterparties (often referred to as wholesale including deposits, and includes brokered deposits). Across both our retail and wholesale deposits, the Banks offer various non-maturity deposit products that are generally redeemable on demand by the customer, and as such have no scheduled maturity date. The Banks also issue certificates of deposit with scheduled maturity dates ranging between October 2023 April 2024 and September 2028, March 2029, in denominations of at least \$1,000, on which interest is paid either monthly or at maturity.

The following table summarizes our retail and wholesale deposit products as of September 30, 2023 and December 31, 2022, by type and associated attributes: attributes as of the dates presented:

Table 9: Deposits

		September 30, 2023	December 31, 2022			March 31, 2024		March 31, 2024		December 31, 2023
(Millions, except percentages)	(Millions, except percentages)									
Deposits	Deposits									
Deposits	Deposits									
Direct-to-consumer (retail)	Direct-to-consumer (retail)									
Direct-to-consumer (retail)	Direct-to-consumer (retail)									
Direct-to-consumer (retail)	Direct-to-consumer (retail)	\$ 6,098	\$ 5,466							
Wholesale	Wholesale	7,146	8,321							
Total deposits	Total deposits	\$13,244	\$13,787							
Non-maturity deposit products	Non-maturity deposit products									
Non-maturity deposit products	Non-maturity deposit products									
Non-maturity deposits	Non-maturity deposits									
Non-maturity deposits	Non-maturity deposits									
Non-maturity deposits	Non-maturity deposits	\$ 6,560	\$ 6,736							
Interest rate range	Interest rate range	0.70% - 5.64%	0.70% - 4.70%	Interest rate range		0.70% - 5.64%		0.70% - 5.64%		
Weighted-average interest rate	Weighted-average interest rate	4.77 %	3.57 %	Weighted-average interest rate		4.81 %		4.78 %		
Certificates of deposit	Certificates of deposit									

Certificates of deposit	Certificates of deposit	\$ 6,684	\$ 7,051			
Certificates of deposit	Certificates of deposit					
Certificates of deposit	Certificates of deposit					
Certificates of deposit	Certificates of deposit					
Interest rate range	Interest rate range	0.50% - 5.6%	0.40% - 4.95%	Interest rate range	0.50% - 5.7%	0.50% - 5.7%
Weighted-average interest rate	Weighted-average interest rate	4.33 %	3.11 %	Weighted-average interest rate	4.52 %	4.50 %

As of **September 30, 2023** **March 31, 2024** and **December 31, 2022** **December 31, 2023**, deposits that exceeded applicable FDIC insurance limits, which are generally \$250,000 per depositor, per insured bank, per ownership category, were estimated to be **\$497 million** **\$474 million** (4% of Total deposits) and **\$719 million** (5% **\$509 million** (4% of Total deposits), respectively. The measurement of estimated uninsured deposits aligns with regulatory guidelines.

Overall, we continue to improve our funding mix through actions taken to grow our DTC deposits and reduce our Parent Company unsecured borrowings, while maintaining the flexibility of secured, unsecured, and wholesale funding. Typical seasonality of credit card and other loan balance pay downs in the first quarter of **2023, combined with the sale of the BJ's portfolio in late February 2023, each year**, and efforts undertaken in the **second first** quarter of **2023 2024** to reduce our long-term unsecured debt, **reduced lowered** our funding requirements by over **\$4 billion from \$900 million from year-end 2022, 2023**. As a result, we opportunistically reduced our wholesale and brokered deposits and paid down a **large** portion of our secured conduit line balances, discussed further below.

#### Conduit Facilities and Securitization Programs

We sell the majority of the credit card loans originated by the Banks to certain of our master trusts (the Trusts). These securitization programs are a principal vehicle through which we finance the Banks' credit card loans. For this purpose, we

use a combination of public term asset-backed notes and private conduit facilities (the Conduit Facilities) with a consortium of lenders, including domestic money center, regional and international banks.

As of December 31, 2022, total capacity **Borrowings** under **our the** Conduit Facilities **was** \$6.5 billion, of which \$6.1 billion had been drawn down and was included in Debt issued by consolidated variable interest entities (VIEs) in the Consolidated Balance Sheet.

During the nine months ended September 30, 2023, we renewed lender commitments under our Conduit Facilities of \$5.4 billion and extended the various maturities to October 2024, February 2025 and September 2025. Specifically, in February 2023, the World Financial Network Credit Card Master Note Trust amended its 2009-VFN Conduit Facility, decreasing the capacity from \$2.8 billion to \$2.7 billion and extending the maturity to October 2024. Also in February 2023, in connection with the sale of the BJ's portfolio, the World Financial Capital Master Note Trust amended its 2009-VFN Conduit Facility removing the assets related to the BJ's portfolio. In April 2023, this same facility was again amended decreasing the capacity from \$2.5 billion to \$2.3 billion and extending the maturity to February 2025. In March 2023, CCB repaid the Comenity Capital Asset Securitization Trust's 2022-VFN Conduit Facility and terminated the related lending commitment, decreasing capacity by \$1.0 billion. However, the structure of the applicable Trust did not change, including the Trust assets, providing for the option to pledge those assets in the future, and in September 2023, the Comenity Capital Asset Securitization Trust was amended to include a new credit commitment of \$250 million with a maturity of September 2025. In June 2023, the World Financial Network Credit Card Master Trust III amended its 2009-VFC conduit facility, extending a portion of the maturity to October 2023, and another portion of the maturity to October 2024. In August 2023, this same facility was amended to replace the maturing commitment with a new \$100 million commitment with a maturity of October 2024.

As of September 30, 2023, total capacity under our Conduit Facilities was \$5.4 billion, of which \$2.5 billion had been drawn and **are** included in Debt issued by consolidated VIEs in the Consolidated Balance **Sheet. Sheets.**

The **following** table **shows the** below summarizes our conduit capacities, borrowings and maturities of our borrowing capacity for the **Trusts, as of September 30, 2023: periods presented:**

Table 10: Conduit Borrowing Capacity and **Maturity Maturities**

2023	2024	Thereafter	Total
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(Millions)	(Millions)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						</
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(1) Total amounts 2009-VFN Conduit issued under World Financial Network Credit Card Master Note Trust (WFSMNT).

(2) 2009-VFC1 Conduit issued under World Financial Network Credit Card Master Trust III (WFSMT).

(3) 2009-VFN Conduit issued under World Financial Capital Master Note Trust (WFSMNT).

(4) 2023-VFN1 Conduit issued under Comenity Capital Asset Securitization Trust (CCAST).

(5) 2024-VFN1 Conduit issued under CCAST.

(6) Amounts drawn do not include \$903 million \$1.0 billion and \$1.2 billion of debt issued by the Trusts as of March 31, 2024 and December 31, 2023, respectively, which was were not sold, but were retained by us as a credit enhancement and therefore has have been eliminated from the Total.

In May 2023, World Financial Network Credit Card Master Note Trust issued \$399 million of Series 2023-A public term asset-backed notes, which mature in May 2026. The offering consisted of \$350 million of Class A notes with a fixed interest rate of 5.02% per year, \$31 million of Class M notes with a fixed interest rate of 5.27% per year, and \$18 million of zero coupon Class B notes. The Class M and B notes were retained by us and eliminated from the Consolidated Balance Sheet.

As of September 30, 2023 March 31, 2024, we had approximately \$12.1 billion of securitized credit card loans. Securitizations require credit enhancements in the form of cash, spread deposits, additional loans and subordinated classes. The credit enhancement is principally based on the outstanding balances of the series issued by the Trusts and by the performance of the credit card loans in the Trusts.

Early amortization events as defined within each asset-backed securitization transaction are generally driven by asset performance. We do not believe it is reasonably likely that an early amortization event will occur due to asset performance. However, if an early amortization event were declared for a Trust, the trustee of the particular Trust would retain the interest in the loans along with the excess spread that would otherwise be paid to our Bank subsidiary until the investors were fully repaid. The occurrence of an early amortization event would significantly limit or negate our ability to securitize additional credit card loans.

We have secured and continue to secure the necessary commitments to fund our credit card and other loans. However, certain of these commitments are short-term in nature and subject to renewal. There is no guarantee that these funding sources, when they mature, will be renewed on similar terms, or at all, as they are dependent on the availability of the

asset-backed securitization and deposit markets at the time.

Regulation RR (Credit Risk Retention) adopted by the FDIC, the SEC, the Federal Reserve Board and certain other federal regulators mandates a minimum five percent risk retention requirement for securitizations. Such risk retention requirements may limit our liquidity by restricting the amount of asset-backed securities we are able to issue or affecting the timing of future issuances of asset-backed securities. We satisfy such risk retention requirements by maintaining a seller's interest calculated in accordance with Regulation RR.

#### Stock Repurchase Programs

On **July 27, 2023** **February 21, 2024**, our Board of Directors approved a stock repurchase program to acquire up to **\$35** **\$30** million in shares of our outstanding common stock in the open market during the period ending on **December 31, 2023** **December 31, 2024**. The rationale for this repurchase program, and the amount thereof, was to offset the impact of dilution associated with issuances of employee restricted stock units, with the objective of reducing the Company's weighted average diluted share count to approximately 50 million shares for **the second half of 2023, 2024**, subject to then current estimates and assumptions applicable as of the date of approval.

During the quarter ended **September 30, 2023** **March 31, 2024**, under the authorized stock repurchase program, we acquired a total of **0.9** **0.3** million shares of our common stock for **\$35** **\$11** million. Following their repurchase, these **0.9** **0.3** million shares ceased to be outstanding shares of common stock and are now treated as authorized but unissued shares of common stock.

As of **September 30, 2023** **March 31, 2024**, we **did not** have **any amounts** **\$19 million** remaining for future repurchases under the authorized stock repurchase program.

#### Dividends

During the three **and nine** months ended **September 30, 2023** **March 31, 2024**, we paid \$11 million **and \$32 million, respectively**, in dividends to holders of our common stock. **On October 26, 2023** **On April 25, 2024**, our Board of Directors declared a quarterly cash dividend of \$0.21 per share on our common stock, payable on **December 15, 2023** **June 14, 2024**, to stockholders of record at the close of business on **November 13, 2023** **May 10, 2024**.

#### Contractual Obligations

In the normal course of business, we enter into various contractual obligations that may require future cash payments, the vast majority of which relate to deposits, debt issued by consolidated VIEs, long-term and other debt and operating leases.

We believe that we will have access to sufficient resources to meet these commitments.

#### Cash Flows

The table below summarizes our cash flow activity for the periods indicated, followed by a discussion of the variance drivers impacting our Operating, Investing and Financing **activities**, **activities for the periods presented**.

Table 11: Cash Flows

		Nine Months Ended September 30,		Three Months Ended March 31,		Three Months Ended March 31,	
		2023	2022	2024	2024	2023	
(Millions)	(Millions)						
Total cash provided by (used in)	Total cash provided by (used in)						
Total cash provided by (used in)							

Total cash provided by (used in)			
Operating activities			
Operating activities			
Operating activities	Operating activities	\$1,370	\$1,351
Investing activities	Investing activities	2,579	(1,488)
Financing activities	Financing activities	(4,481)	(178)
Net decrease in cash, cash equivalents and restricted cash		\$ (532)	\$ (315)
Net increase (decrease) in cash, cash equivalents and restricted cash			
Net increase (decrease) in cash, cash equivalents and restricted cash			
Net increase (decrease) in cash, cash equivalents and restricted cash			
Net increase (decrease) in cash, cash equivalents and restricted cash			

Cash Flows from Operating Activities primarily include net income adjusted for (i) non-cash items included in net income, such as provision for credit losses, depreciation and amortization, deferred taxes and other non-cash items, and (ii) changes in the balances of operating assets and liabilities, which can fluctuate in the normal course of business due to the amount and timing of payments. We generated cash flows from operating activities of \$1,370 million \$447 million and \$1,351 million \$398 million for the nine three months ended September 30, 2023 March 31, 2024 and 2022, 2023, respectively. For the nine months ended September 30, 2023, the The net cash provided by operating activities during these periods was primarily driven by cash generated from net income for the period periods after adjusting for the Provision for credit losses, and for the three months ended March 31, 2023, the Gain on portfolio sale. For the nine months ended September 30, 2022, the net cash provided by operating activities was primarily driven by cash generated from net income for the period after adjusting for the Provision for credit losses and deferred income taxes.

Cash Flows from Investing Activities primarily include changes in Credit card and other loans. Cash provided by investing activities was \$2,579 million \$720 million and \$3,141 million for the nine three months ended September 30, 2023 March 31, 2024 and cash used in investing activities was \$1,488 million for the nine months ended September 30, 2022. For the nine months ended September 30, 2023, the 2023, respectively. The net cash provided by investing activities during these periods was primarily due to the Sale of the BJ's portfolio and the seasonal paydown of Credit card and other loans. For loans, and for the nine three months ended September 30, 2022 March 31, 2023, the net cash used in investing activities was primarily due to growth in credit sales and sale of the consequential growth in Credit card and other loans, as well as the acquisition of a credit card loan BJ's portfolio.

Cash Flows from Financing Activities primarily include changes in deposits and long-term debt. Cash used in financing activities was \$4,481 million \$975 million and \$178 million \$3,834 million for the nine three months ended September 30, 2023 March 31, 2024 and 2022, 2023, respectively. For each of the nine months ended September 30, 2023 and 2022, the The net cash used in financing activities during these periods was primarily driven by net repayments of both debt issued by consolidated variable interest entities (securitizations) and unsecured borrowings. These two periods were also impacted by borrowings, as well as a net decrease in deposits, and a net increase in deposits, respectively. deposits.

## INFLATION AND SEASONALITY

Although we cannot precisely determine the impact of inflation on our operations, we have generally sought to rely on operating efficiencies from scale, technology modernization and digital advancement, and expansion in lower cost jurisdictions (in select circumstances) to offset increased costs of employee compensation and other operating expenses impacted by inflation. We also recognize that a customer's ability and willingness to repay us has been negatively impacted by factors such as inflation and the effects of higher interest rates, which results in higher delinquencies that could lead to increased credit losses, as reflected in our increased Allowance for credit losses. Reserve rate. If the efforts to control inflation in the U.S. and globally are not successful and inflationary pressures continue to persist, they could magnify the slowdown in the domestic and global economies and increase the risk of a recession, which may adversely impact our business, results of operations and financial condition.

With respect to seasonality, our revenues, earnings and cash flows are affected by increased consumer spending patterns leading up to and including the holiday shopping period in the fourth quarter and, to a lesser extent, during the first quarter as Credit card and other loans are paid down. Net loss rates for our Credit card and other loans portfolio also have historically exhibited seasonal patterns and generally tend to be the highest in the first quarter of the year. While the effects of the seasonal trends discussed above remain evident, macroeconomic trends, such as those discussed within the Business Environment sections of our quarterly and annual reports on Forms 10-Q and Form 10-K generally have a more significant impact on our key financial metrics and can outweigh any seasonal impacts that we may experience.

## LEGISLATIVE, AND REGULATORY MATTERS AND CAPITAL ADEQUACY

CB is subject to various regulatory capital requirements administered by the State of Delaware and the FDIC. CCB is also subject to various regulatory capital requirements administered by the FDIC, as well as the State of Utah. Failure to meet minimum capital requirements can trigger certain mandatory and possibly additional discretionary actions by our regulators. Under capital adequacy guidelines and the regulatory framework for prompt corrective action, both Banks must meet specific capital guidelines that involve quantitative measures of their assets and liabilities as calculated under regulatory accounting practices. The capital amounts and classification are also subject to qualitative judgments by these regulators about components, risk weightings and other factors. In addition, both Banks are limited in the amounts they can pay as dividends to the Parent Company. For additional information about legislative and regulatory matters impacting us, see "Business–Supervision and Regulation" under Part I of our 2022 2023 Form 10-K. For additional detail regarding the CFPB's recent final rule relating to credit card late fees, see "Management's Discussion and Analysis of Financial Condition and Results of Operations (MD&A) — Business Environment" and "Risk Factors" included elsewhere in this report.

Quantitative measures, established by regulations to ensure capital adequacy, require the Banks to maintain minimum amounts and ratios of Tier 1 capital to average assets, and Common equity tier 1, Tier 1 capital and Total capital, all to risk weighted assets. Failure to meet these minimum capital requirements can result in certain mandatory, and possibly additional discretionary actions by the Banks' regulators that if undertaken, could have a direct material effect on CB's and/or CCB's operating activities, as well as our operating activities. Based on these regulations, as of September 30, 2023 March 31, 2024 and 2022, 2023, each Bank met all capital requirements to which it was subject, and maintained capital ratios in excess of the minimums required to qualify as well capitalized. The Banks seek to maintain capital levels and ratios in excess of the minimum regulatory requirements inclusive of the 2.5% Capital Conservation Buffer. Although Bread Financial is not a bank holding company as defined, we seek to maintain capital levels and ratios in excess of the minimums required for bank holding companies. As of September 30, 2023 March 31, 2024 the actual capital ratios and minimum ratios for each Bank, as well as Bread Financial, are as follows:

Table 12: Capital Ratios

		Minimum Ratio to be Well Capitalized under Prompt Corrective Action					
		Actual Ratio	Adequacy Purposes	Ratio for Capital Adequacy			
		Actual Ratio			Minimum Ratio for Capital Adequacy Purposes		
					Minimum Ratio to be Well Capitalized under Prompt Corrective Action Provisions		
Total Company	Total Company						
Common equity tier 1 capital ratio <sup>(1)</sup>							
Common equity tier 1 capital ratio <sup>(1)</sup>							
Common equity tier 1 capital ratio <sup>(1)</sup>	Common equity tier 1 capital ratio <sup>(1)</sup>	12.9 %	4.5 %	6.5 %	12.6 %	4.5 %	6.5 %
Tier 1 capital ratio <sup>(2)</sup>	Tier 1 capital ratio <sup>(2)</sup>	12.9	6.0	8.0			



Tier 1 leverage capital ratio <sup>(4)</sup>	Tier 1 leverage capital ratio <sup>(4)</sup>	16.5	4.0	5.0
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- (1) The Common equity tier 1 capital ratio represents common equity tier 1 capital divided by total risk-weighted assets.
- (2) The Tier 1 capital ratio represents tier 1 capital divided by total risk-weighted assets.
- (3) The Total risk-based capital ratio represents total capital divided by total risk-weighted assets.
- (4) The Tier 1 leverage capital ratio represents tier 1 capital divided by total average assets, after certain adjustments.

(5) Total risk-weighted assets are generally measured by allocating assets, and specified off-balance sheet exposures, to various risk categories as defined by the Basel III standardized approach.

The Banks adopted the option provided by the interim final rule issued by joint federal bank regulatory agencies, which largely delayed the effects of the current expected credit loss (CECL) model on their regulatory capital for two years, until January 1, 2022, after which the effects are phased-in over a three-year period through December 31, 2024. Under the interim final rule, the amount of adjustments to regulatory capital deferred until the phase-in period includes both the initial impact of our adoption of CECL as of January 1, 2020, and 25% of subsequent changes in our Allowance for credit losses during each quarter of the two-year period ended December 31, 2021. In accordance with the interim final rule, we began to ratably phase-in these effects on January 1, 2022.

We are also involved, from time to time, in reviews, investigations, subpoenas, supervisory actions and other proceedings (both formal and informal) by governmental agencies regarding our business, which could subject us to significant fines, penalties, obligations to change our business practices, significant restrictions on our existing business or ability to develop new business, cease-and-desist orders, safety-and-soundness directives or other requirements resulting in increased expenses, diminished income and damage to our reputation.

On November 20, 2023, following the consent of the Board of Managers of Comenity Servicing LLC (the Servicer), the FDIC issued a consent order to the Servicer. The Servicer is not one of our Bank subsidiaries, but is our wholly-owned subsidiary that services substantially all of our loans. The consent order arose out of the June 2022 transition of our credit card processing services to strategic outsourcing partners and addresses certain shortcomings in the Servicer's information technology (IT) systems development, project management, business continuity management, cloud operations, and third-party oversight. The Servicer entered into the consent order for the purpose of resolving these matters without admitting or denying any violations of law or regulation set forth in the order. The consent order does not contain any monetary penalties or fines.

The Servicer has taken significant steps to strengthen the organization's IT governance and address the other issues identified in the consent order, and the Servicer is working diligently to ensure that all of the requirements of the consent order are satisfied. Without limiting the generality of the foregoing, the Servicer has taken steps to address each provision within the consent order that required action be taken by a specified deadline, including providing a copy of the consent order to the Parent Company Board of Directors, increasing the size and governance processes of the Servicer's Board of Managers, establishing an Executive Oversight Committee to oversee and ensure compliance with the consent order, and submitting all required reports and plans of action to the FDIC. The Servicer is also committed to complying with each of the ongoing or longer-term requirements of the consent order, including the enhancement of its compliance management processes and related corporate governance, compliance with the applicable system conversion requirements, and enhanced risk management and reporting requirements. In addition, the Board of Directors of each of the Banks oversee the Servicer's compliance with the requirements of the consent order and provide effective challenge of Servicer management toward that end.

## CRITICAL ACCOUNTING POLICIES AND ESTIMATES

There have been no significant changes to our critical accounting policies and estimates from the information provided in Item 7, "Management's Discussion and Analysis of Financial Condition and Results of Operations (MD&A)" included in our 2022 2023 Form 10-K.

## RECENTLY ISSUED ACCOUNTING STANDARDS

See the "Recently Adopted and Recently Issued Accounting Standards" under Note 1, "Description of Business, and Basis of Presentation" Presentation and Summary of Significant Accounting Policies" to the unaudited Consolidated Financial Statements.

## Cautionary Note Regarding Forward-Looking Statements

This Form 10-Q and the documents incorporated by reference herein contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements give our expectations or forecasts of future events and can generally be identified by the use of words such as “believe,” “expect,” “anticipate,” “estimate,” “intend,” “project,” “plan,” “likely,” “may,” “should” or other words or phrases of similar import. Similarly, statements that describe our business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make regarding, and the guidance we give with respect to, our anticipated operating or financial results, future financial performance and outlook, future dividend declarations and future economic conditions.

We believe that our expectations are based on reasonable assumptions. Forward-looking statements, however, are subject to a number of risks and uncertainties that are difficult to predict and, in many cases, beyond our control. Accordingly, our actual results could differ materially from the projections, anticipated results or other expectations expressed in this report, and no assurances can be given that our expectations will prove to have been correct. Factors that could cause the outcomes to differ materially include, but are not limited to, the following:

- macroeconomic conditions, including market conditions, inflation, rising interest rates, unemployment levels and the increased probability of a recession or prolonged economic slowdown, and the related impact on consumer spending behavior, payments, debt levels, savings rates and other behavior;
- global political, market, public health and social events or conditions, including ongoing wars and military conflicts;
- future credit performance of our customers, including the level of future delinquency and write-off rates;
- loss of, or reduction in demand for services from, significant brand partners or customers in the highly competitive markets in which we compete;
- the concentration of our business in U.S. consumer credit;
- increases or volatility in the Allowance for credit losses that may result from the application of **CECL; the CECL model;**
- inaccuracies in the models and estimates on which we rely, including the amount of our Allowance for credit losses and our credit risk management models;
- increases in fraudulent activity;
- failure to identify, complete or successfully integrate or disaggregate business acquisitions, divestitures and other strategic initiatives;
- the extent to which our results are dependent upon our brand partners, including our brand partners' financial performance and reputation, as well as the effective promotion and support of our products by brand partners;
- continued financial responsibility with respect to a divested business, including required equity ownership, guarantees, indemnities or other financial obligations;
- increases in the cost of doing business, including market interest rates;
- our level of indebtedness and inability to access financial or capital markets, including asset-backed securitization funding or deposits markets;
- restrictions that limit our Banks' ability to pay dividends to us;
- pending and future litigation;
- pending and future legislation, regulation, supervisory guidance and regulatory and legal actions including, but not limited to, those related to financial regulatory reform and consumer financial services practices, as well as any such actions with respect to late fees, interchange fees or other charges;
- increases in regulatory capital requirements or other support for our Banks;
- impacts arising from or relating to the transition of our credit card processing services to third party service providers that we completed in 2022;
- failures or breaches in our operational or security systems, including as a result of cyberattacks, unanticipated impacts from technology modernization projects, **failure of our information security controls** or otherwise;
- loss of consumer information or other data due to compromised physical or cyber **security; security, including disruptive attacks from financially motivated bad actors and third party supply chain issues;**
- any tax **liability, disputes** or other **liability or** adverse impacts arising out of or related to the spinoff of our former LoyaltyOne segment or the bankruptcy filings of Loyalty Ventures Inc. **(LVI)** and certain of its **subsidiaries; subsidiaries** and **subsequent litigation or other disputes; and**
- those factors identified in our filings with the SEC, including in the “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations” sections of our **2022 2023 Form 10-K our**

**Quarterly Report on Form 10-Q for the quarter ended March 31, 2023, our Quarterly Report on Form 10-Q for the quarter ended June 30, 2023 and this quarterly report.**

If one or more of these or other risks or uncertainties materialize, or if our underlying assumptions prove to be incorrect, actual results may vary materially from what we projected. In addition, **the CFPB recently issued a final CFPB ruling is anticipated in the coming months rule that, could absent a successful legal challenge, will place significant limits on credit card late fees; fees, which would have a significant impact on our business and results of operations for at least the short term and, depending on the effectiveness of the mitigating actions that we may take in response to the final rule, potentially over the long term;** we cannot provide any assurance as to **when any such rule will be issued, the provisions or effective date of any such the rule, the result of any pending or future challenges or other litigation relating to such the rule, or our ability to mitigate or offset the impact of any such the rule on our business and results of operations.**

Any forward-looking statements contained in this Form 10-Q speak only as of the date made, and we undertake no obligation, other than as required by applicable law, to update or revise any forward-looking statements, whether as a result of new information, subsequent events, anticipated or unanticipated circumstances or otherwise.

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Item 1. Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED STATEMENTS OF INCOME**

		Three Months Ended September 30,		Nine Months Ended September 30,	
		2023	2022	2023	2022
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		2024			
		2024			
		2024			
(Millions, except per share amounts)					
(Millions, except per share amounts)					
(Millions, except per share amounts)	(Millions, except per share amounts)				
Interest income	Interest income				
Interest income	Interest income				
Interest income	Interest income				
Interest and fees on loans	Interest and fees on loans				
Interest and fees on loans	Interest and fees on loans				
Interest and fees on loans	Interest and fees on loans	\$ 1,256	\$ 1,195	\$ 3,697	\$ 3,325
Interest on cash and investment securities	Interest on cash and investment securities	45	23	135	34
Interest on cash and investment securities	Interest on cash and investment securities				
Interest on cash and investment securities	Interest on cash and investment securities				
Total interest income	Total interest income				
Total interest income	Total interest income				
Total interest income	Total interest income	1,301	1,218	3,832	3,359
Interest expense	Interest expense				
Interest expense	Interest expense				
Interest expense	Interest expense				
Interest on deposits	Interest on deposits				
Interest on deposits	Interest on deposits				
Interest on deposits	Interest on deposits	143	66	387	142
Interest on borrowings	Interest on borrowings	76	67	254	166
Interest on borrowings	Interest on borrowings				
Interest on borrowings	Interest on borrowings				
Total interest expense	Total interest expense				
Total interest expense	Total interest expense				
Total interest expense	Total interest expense	219	133	641	308
Net interest income	Net interest income	1,082	1,085	3,191	3,051
Net interest income	Net interest income				
Net interest income	Net interest income				
Non-interest income	Non-interest income				
Non-interest income	Non-interest income				
Non-interest income	Non-interest income				

Interchange revenue, net of retailer share arrangements	Interchange revenue, net of retailer share arrangements	(84)	(136)	(244)	(333)
Interchange revenue, net of retailer share arrangements					
Interchange revenue, net of retailer share arrangements					
Gain on portfolio sale					
Gain on portfolio sale					
Gain on portfolio sale	Gain on portfolio sale	—	—	230	—
Other	Other	33	30	96	75
Other					
Other					
Total non-interest income					
Total non-interest income					
Total non-interest income	Total non-interest income	(51)	(106)	82	(258)
Total net interest and non-interest income	Total net interest and non-interest income	1,031	979	3,273	2,793
Total net interest and non-interest income					
Total net interest and non-interest income					
Provision for credit losses					
Provision for credit losses					
Provision for credit losses	Provision for credit losses	304	304	747	902
Total net interest and non-interest income, after provision for credit losses	Total net interest and non-interest income, after provision for credit losses	727	675	2,526	1,891
Total net interest and non-interest income, after provision for credit losses					
Total net interest and non-interest income, after provision for credit losses					
Non-interest expenses					
Non-interest expenses					
Non-interest expenses	Non-interest expenses				
Employee compensation and benefits	Employee compensation and benefits	210	202	647	572
Employee compensation and benefits					
Employee compensation and benefits					
Card and processing expenses					
Card and processing expenses					
Card and processing expenses	Card and processing expenses	104	82	339	248
Information processing and communication	Information processing and communication	73	75	222	192
Information processing and communication					
Information processing and communication					
Marketing expenses					
Marketing expenses					
Marketing expenses	Marketing expenses	36	44	115	124
Depreciation and amortization	Depreciation and amortization	23	29	92	80

Depreciation and amortization					
Depreciation and amortization					
Other					
Other					
Other	Other	56	54	161	167
Total non-interest expenses	Total non-interest expenses	502	486	1,576	1,383
Total non-interest expenses					
Total non-interest expenses					
Income from continuing operations before income taxes					
Income from continuing operations before income taxes					
Income from continuing operations before income taxes	Income from continuing operations before income taxes	225	189	950	508
Provision for income taxes	Provision for income taxes	52	55	257	150
Provision for income taxes					
Provision for income taxes					
Income from continuing operations					
Income from continuing operations					
Income from continuing operations	Income from continuing operations	173	134	693	358
(Loss) income from discontinued operations, net of income taxes <sup>(1)</sup>	(Loss) income from discontinued operations, net of income taxes <sup>(1)</sup>	(2)	—	(18)	(1)
(Loss) income from discontinued operations, net of income taxes <sup>(1)</sup>					
(Loss) income from discontinued operations, net of income taxes <sup>(1)</sup>					
Net income					
Net income					
Net income	Net income	\$ 171	\$ 134	\$ 675	\$ 357
Basic income per share (Note 14)	Basic income per share (Note 14)				
Basic income per share (Note 14)					
Basic income per share (Note 14)					
Income from continuing operations					
Income from continuing operations					
Income from continuing operations	Income from continuing operations	\$ 3.47	\$ 2.69	\$ 13.85	\$ 7.17
(Loss) income from discontinued operations	(Loss) income from discontinued operations	\$ (0.03)	\$ —	\$ (0.37)	\$ (0.01)
(Loss) income from discontinued operations					
(Loss) income from discontinued operations					
Net income per share					
Net income per share					
Net income per share	Net income per share	\$ 3.44	\$ 2.69	\$ 13.48	\$ 7.16
Diluted income per share (Note 14)	Diluted income per share (Note 14)				
Diluted income per share (Note 14)					
Diluted income per share (Note 14)					

Income from continuing operations					
Income from continuing operations					
Income from continuing operations	Income from continuing operations	\$	3.46	\$	2.69
		\$		\$	13.80
		\$		\$	7.16
(Loss) income from discontinued operations	(Loss) income from discontinued operations	\$	(0.04)	\$	—
		\$		\$	(0.36)
		\$		\$	(0.01)
(Loss) income from discontinued operations					
(Loss) income from discontinued operations					
Net income per share					
Net income per share					
Net income per share	Net income per share	\$	3.42	\$	2.69
		\$		\$	13.44
		\$		\$	7.15
Weighted average common shares outstanding (Note 14)	Weighted average common shares outstanding (Note 14)				
Weighted average common shares outstanding (Note 14)					
Weighted average common shares outstanding (Note 14)					
Basic					
Basic					
Basic	Basic		49.9		49.8
					50.0
					49.9
Diluted	Diluted		50.1		49.9
					50.2
					50.0
Diluted					
Diluted					

(4) Includes amounts that related to the previously disclosed discontinued operations associated with the spinoff of our former LoyaltyOne segment in 2021 and the sale of our former Epsilon segment in 2019. For additional information refer to Note 1, "Description of Business, and Basis of Presentation" Presentation and Summary of Significant Accounting Policies" to the unaudited Consolidated Financial Statements.

See Notes to unaudited Consolidated Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME**

	Three Months Ended		Nine Months Ended	
	September 30,		September 30,	
	2023	2022	2023	2022
(Millions)				
Net income	\$ 171	\$ 134	\$ 675	\$ 357
Other comprehensive loss				
Unrealized loss on available-for-sale debt securities	(9)	(9)	(8)	(25)
Tax benefits	2	2	2	6
Unrealized loss on available-for-sale debt securities, net of tax	(7)	(7)	(6)	(19)
Other comprehensive loss, net of tax				
	(7)	(7)	(6)	(19)
Total comprehensive income, net of tax	\$ 164	\$ 127	\$ 669	\$ 338

	Three Months Ended	
	March 31,	
	2024	2023
(Millions)		

Net income	\$	134	\$	455
Other comprehensive (loss) income				
Unrealized (loss) gain on available-for-sale debt securities		(4)		3
Tax benefits (expense)		1		(1)
Unrealized (loss) gain on available-for-sale debt securities, net of tax		(3)		2
Other comprehensive (loss) income, net of tax		(3)		2
Total comprehensive income, net of tax	\$	131	\$	457

See Notes to unaudited Consolidated Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED BALANCE SHEETS**

		September 30, 2023	December 31, 2022		
	March 31, 2024			March 31, 2024	December 31, 2023
(Millions, except per share amounts)	(Millions, except per share amounts)				
<b>ASSETS</b>	<b>ASSETS</b>				
<b>ASSETS</b>	<b>ASSETS</b>				
Cash and cash equivalents	Cash and cash equivalents				
Cash and cash equivalents	Cash and cash equivalents				
Cash and cash equivalents	Cash and cash equivalents	\$ 3,380	\$ 3,891		
Credit card and other loans	Credit card and other loans				
Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities September 30, 2023, \$12,100; December 31, 2022, \$15,383, respectively)	Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities March 31, 2024, \$12,058; December 31, 2023, \$12,844, respectively)	17,922	21,365		
Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities March 31, 2024, \$12,058; December 31, 2023, \$12,844, respectively)	Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities March 31, 2024, \$12,058; December 31, 2023, \$12,844, respectively)				
Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities March 31, 2024, \$12,058; December 31, 2023, \$12,844, respectively)	Total credit card and other loans (includes loans available to settle obligations of consolidated variable interest entities March 31, 2024, \$12,058; December 31, 2023, \$12,844, respectively)				

Allowance for credit losses	Allowance for credit losses	(2,207)	(2,464)
Credit card and other loans, net	Credit card and other loans, net	15,715	18,901
Investment securities		240	221
Investments (Fair value: March 31, 2024, \$221; December 31, 2023, \$217)			
Property and equipment, net	Property and equipment, net	160	195
Goodwill and intangible assets, net	Goodwill and intangible assets, net	771	799
Other assets	Other assets	1,342	1,400
<b>Total assets</b>	<b>Total assets</b>	<b>\$ 21,608</b>	<b>\$25,407</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>		

## Deposits

Deposits	Deposits	13,268	13,826
Debt issued by consolidated variable interest entities	Debt issued by consolidated variable interest entities	2,848	6,115
Long-term and other debt	Long-term and other debt	1,375	1,892
Other liabilities	Other liabilities	1,253	1,309
<b>Total liabilities</b>	<b>Total liabilities</b>	<b>18,744</b>	<b>23,142</b>

<b>Commitments and contingencies (Note 10)</b>	<b>Commitments and contingencies (Note 10)</b>		
<b>Stockholders' equity</b>	<b>Stockholders' equity</b>		

Common stock, \$0.01 par value; authorized, 200.0 million shares; issued, 49.3 million shares as of September 30, 2023 and 49.9 million shares as of December 31, 2022, respectively.		1	1
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Common stock, \$0.01 par value; authorized, 200.0 million shares; issued, 49.6 million shares as of March 31, 2024 and 49.3 million shares as of December 31, 2023, respectively.

Common stock, \$0.01 par value; authorized, 200.0 million shares; issued, 49.6 million shares as of March 31, 2024 and 49.3 million shares as of December 31, 2023, respectively.

Commitments and contingencies (Note 10)

Common stock, \$0.01 par value;  
authorized, 200.0 million shares;  
issued, 49.6 million shares as of  
March 31, 2024 and 49.3 million  
shares as of December 31, 2023,  
respectively.

Additional paid-in capital	Additional paid-in capital	2,155	2,192
Retained earnings	Retained earnings	735	93
Accumulated other comprehensive loss	Accumulated other comprehensive loss	(27)	(21)
<b>Total stockholders' equity</b>	<b>Total stockholders' equity</b>	<b>2,864</b>	<b>2,265</b>
<b>Total liabilities and stockholders' equity</b>	<b>Total liabilities and stockholders' equity</b>	<b>\$21,608</b>	<b>\$25,407</b>

See Notes to unaudited Consolidated Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY**

		Common Stock				Accumulated		
		Additional		Total		Other		Total
Three Months Ended September 30, 2023		Paid-In	Retained	Total		Comprehensive		Stockholders'
		Shares	Amount	Capital	Earnings	Stockholders'	Loss	Equity
Three Months Ended March 31, 2024		Equity						
		Three Months Ended March 31, 2024		Common	Additional		Accumulated	
		Three Months Ended March 31, 2024		Stock	Paid-In	Retained	Other	Total
Three Months Ended March 31, 2024		2024		Capital	Earnings	Loss	Comprehensive	Stockholders'
								Equity
(Millions)	(Millions)							
Balance as of June 30, 2023	50.1	\$ 1	\$ 2,181	\$ 574		\$ (20)	\$ 2,736	
(Millions)								
(Millions)								
Balance as of December 31, 2023								
Balance as of December 31, 2023								
Balance as of December 31, 2023								
Cumulative effect of change in accounting principle <sup>(1)</sup>								
Net income	Net income	—	—	—	171		—	171
Other comprehensive loss	Other comprehensive loss	—	—	—	—		(7)	(7)
Stock-based compensation	Stock-based compensation	—	—	10	—		—	10
Repurchase of common stock	Repurchase of common stock	(0.9)	—	(35)	—		—	(35)

Common stock		Common stock						
Repurchase of common stock								
Repurchase of common stock								
Dividends and dividend equivalent rights declared (\$0.21 per common share)	Dividends and dividend equivalent rights declared (\$0.21 per common share)	—	—	—	(10)		—	(10)
Issuance of shares to employees, net of shares withheld for employee taxes	Issuance of shares to employees, net of shares withheld for employee taxes	0.1	—	(1)	—		—	(1)
Balance as of September 30, 2023		49.3	\$ 1	\$ 2,155	\$ 735		\$ (27)	\$ 2,864
Balance as of March 31, 2024								

		Common Stock				Accumulated Other Comprehensive Loss		Total Stockholders' Equity
Three Months Ended September 30, 2022		Shares	Amount	Paid-In Capital	Retained Earnings	Total Stockholders'	Loss	Equity
Three Months Ended March 31, 2023								
Equity								
Three Months Ended March 31, 2023		Three Months Ended March 31, 2023		Common Stock	Additional Paid-In Capital	Retained Earnings	Accumulated Other Comprehensive Loss	Total Stockholders' Equity
(Millions)	(Millions)							
<b>Balance as of June 30, 2022</b>		49.8	\$ 1	\$ 2,174	\$ 114		\$ (14)	\$ 2,275
(Millions)								
<b>Balance as of December 31, 2022</b>								
<b>Balance as of December 31, 2022</b>								
<b>Balance as of December 31, 2022</b>								
Net income	Net income	—	—	—	134		—	134
Other comprehensive loss		—	—	—	—		(7)	(7)
Other comprehensive income								
Stock-based compensation	Stock-based compensation	—	—	7	—		—	7
Dividends and dividend equivalent rights declared (\$0.21 per common share)	Dividends and dividend equivalent rights declared (\$0.21 per common share)	—	—	—	(10)		—	(10)

<b>Balance as of September 30, 2022</b>	49.8	\$ 1	\$ 2,181	\$ 238	\$ (21)	\$ 2,399
Dividends and dividend equivalent rights declared (\$0.21 per common share)						
Dividends and dividend equivalent rights declared (\$0.21 per common share)						
Issuance of shares to employees, net of shares withheld for employee taxes						
<b>Balance as of March 31, 2023</b>						

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY**

Nine Months Ended September 30, 2023	Common Stock		Additional Paid-In Capital	Retained Earnings	Accumulated Other Comprehensive Loss	Total Stockholders' Equity
	Shares	Amount				
(Millions)						
<b>Balance as of December 31, 2022</b>	49.9	\$ 1	\$ 2,192	\$ 93	\$ (21)	\$ 2,265
Net income	—	—	—	675	—	675
Other comprehensive loss	—	—	—	—	(6)	(6)
Stock-based compensation	—	—	32	—	—	32
Capped call transactions for convertible senior notes due 2028	—	—	(30)	—	—	(30)
Repurchases of common stock	(0.9)	—	(35)	—	—	(35)
Dividends and dividend equivalent rights declared (\$0.63 per common share)	—	—	—	(33)	—	(33)
Issuance of shares to employees, net of shares withheld for employee taxes	0.3	—	(4)	—	—	(4)
<b>Balance as of September 30, 2023</b>	49.3	\$ 1	\$ 2,155	\$ 735	\$ (27)	\$ 2,864

Nine Months Ended September 30, 2022	Common Stock		Additional Paid-In Capital	Retained Earnings	Accumulated Other Comprehensive Loss	Total Stockholders' Equity
	Shares	Amount				
(Millions)						
<b>Balance as of December 31, 2021</b>	49.9	\$ 1	\$ 2,174	\$ (87)	\$ (2)	\$ 2,086
Net income	—	—	—	357	—	357
Other comprehensive loss	—	—	—	—	(19)	(19)
Stock-based compensation	—	—	23	—	—	23
Repurchase of common stock	(0.2)	—	(12)	—	—	(12)
Dividends and dividend equivalent rights declared (\$0.63 per common share)	—	—	—	(32)	—	(32)
Issuance of shares to employees, net of shares withheld for employee taxes	0.1	—	(4)	—	—	(4)
<b>Balance as of September 30, 2022</b>	49.8	\$ 1	\$ 2,181	\$ 238	\$ (21)	\$ 2,399

(1) Represents the cumulative effect, net of tax, of adopting the proportional amortization method of accounting for our tax credit investment. For additional information refer to Note 1, "Description of Business, Basis of Presentation and Summary of Significant Accounting Policies" to the unaudited Consolidated Financial Statements.

See Notes to unaudited Consolidated Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**  
**UNAUDITED CONSOLIDATED STATEMENTS OF CASH FLOWS**

		Nine Months Ended September 30,	
		2023	2022
Three Months Ended March 31,		Three Months Ended March 31,	
		2024	2023
(Millions)	(Millions)		
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>	<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>	<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Net income	Net income	\$ 675	\$ 357
Net income	Net income		
Adjustments to reconcile net income to net cash provided by operating activities	Adjustments to reconcile net income to net cash provided by operating activities		
Provision for credit losses	Provision for credit losses	747	902
Provision for credit losses	Provision for credit losses		
Depreciation and amortization	Depreciation and amortization	92	80
Deferred income taxes	Deferred income taxes	(35)	(137)
Non-cash stock compensation	Non-cash stock compensation	32	24
Amortization of deferred financing costs	Amortization of deferred financing costs	20	18
Amortization of deferred origination costs	Amortization of deferred origination costs	67	64
Gain on portfolio sale	Gain on portfolio sale	(230)	—
Change in other operating assets and liabilities	Change in other operating assets and liabilities		
Change in other assets	Change in other assets	38	(25)
Change in other assets	Change in other assets		
Change in other liabilities	Change in other liabilities	(56)	11
Other	Other	20	57

Net cash provided by operating activities	Net cash provided by operating activities	1,370	1,351
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>	<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>	<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Change in credit card and other loans	Change in credit card and other loans		
Change in credit card and other loans	Change in credit card and other loans		
Change in credit card and other loans	Change in credit card and other loans	217	(1,171)
Proceeds from sale of credit card loan portfolio	Proceeds from sale of credit card loan portfolio	2,499	—
Purchase of credit card loan portfolio	Purchase of credit card loan portfolio	(81)	(249)
Net purchase of investment securities		(29)	(10)
Purchases of investments			
Maturities of investments			
Other, including capital expenditures	Other, including capital expenditures	(27)	(58)
<b>Net cash provided by (used in) investing activities</b>		<b>2,579</b>	<b>(1,488)</b>
<b>Net cash provided by investing activities</b>			
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>	<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>	<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Unsecured borrowings under debt agreements	Unsecured borrowings under debt agreements		
Unsecured borrowings under debt agreements	Unsecured borrowings under debt agreements		
Unsecured borrowings under debt agreements	Unsecured borrowings under debt agreements	801	218
Repayments/maturities of unsecured borrowings under debt agreements	Repayments/maturities of unsecured borrowings under debt agreements	(1,299)	(294)
Debt issued by consolidated variable interest entities	Debt issued by consolidated variable interest entities	1,517	1,723
Repayments/maturities of debt issued by consolidated variable interest entities	Repayments/maturities of debt issued by consolidated variable interest entities	(4,782)	(3,162)

Net (decrease) increase in deposits	(559)	1,395
Net decrease in deposits		
Payment of deferred financing costs	Payment of deferred financing costs	(50) (10)
Payment for capped call transactions	(39)	—
Dividends paid		
Dividends paid		
Dividends paid	Dividends paid	(32) (32)
Repurchase of common stock	Repurchase of common stock	(35) (12)
Other	Other	(3) (4)
<b>Net cash used in financing activities</b>	<b>Net cash used in financing activities</b>	<b>(4,481) (178)</b>
Change in cash, cash equivalents and restricted cash	Change in cash, cash equivalents and restricted cash	(532) (315)
Change in cash, cash equivalents and restricted cash		
Change in cash, cash equivalents and restricted cash		
Cash, cash equivalents and restricted cash at beginning of period	Cash, cash equivalents and restricted cash at beginning of period	3,927 3,923
<b>Cash, cash equivalents and restricted cash at end of period</b>	<b>Cash, cash equivalents and restricted cash at end of period</b>	<b>\$3,395 \$3,608</b>
<b>SUPPLEMENTAL CASH FLOW INFORMATION</b>	<b>SUPPLEMENTAL CASH FLOW INFORMATION</b>	
<b>SUPPLEMENTAL CASH FLOW INFORMATION</b>		
<b>SUPPLEMENTAL CASH FLOW INFORMATION</b>		
Cash and cash equivalents reconciliation		
Cash and cash equivalents reconciliation		
Cash and cash equivalents reconciliation	Cash and cash equivalents reconciliation	
Cash and cash equivalents	Cash and cash equivalents	\$3,380 \$3,583
Cash and cash equivalents		
Cash and cash equivalents		
Restricted cash included within Other assets	Restricted cash included within Other assets	15 25
<b>Total cash, cash equivalents and restricted cash</b>	<b>Total cash, cash equivalents and restricted cash</b>	<b>\$3,395 \$3,608</b>

The unaudited Consolidated Statements of Cash Flows are presented with the combined cash flows from continuing and discontinued operations.

See Notes to unaudited Consolidated Financial Statements.

**BREAD FINANCIAL HOLDINGS, INC.**

## NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS

### 1. DESCRIPTION OF BUSINESS, AND BASIS OF PRESENTATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### DESCRIPTION OF THE BUSINESS

We are a tech-forward financial services company that provides simple, personalized payment, lending and saving solutions. We create opportunities for our customers and partners through digitally enabled choices that offer ease, empowerment, financial flexibility and exceptional customer experiences. Driven by a digital-first approach, data insights and white-label technology, we deliver growth for our partners through a comprehensive product suite, including private label and co-brand credit cards and buy now, pay later (BNPL) products such as installment loans and our "split-pay" offerings. We also offer direct-to-consumer solutions that give customers more access, choice and freedom through our branded Bread Cashback™ American Express® Credit Card and Bread Savings™ products.

Our partner base consists of large consumer-based businesses, including well-known brands such as (alphabetically) AAA, Academy Sports + Outdoors, Caesars, Michaels, Dell Technologies, the NFL, Signet, Ulta and Victoria's Secret, as well as small- and medium-sized businesses (SMBs). Our partner base is well diversified across a broad range of industries, including travel and entertainment, health and beauty, travel and entertainment, jewelry, sporting goods, home goods, sporting goods technology and electronics and the industry in which we first began, specialty apparel. We believe our comprehensive suite of payment, lending and saving solutions, along with our related marketing and data and analytics, offers allows us a significant competitive advantage with to offer products relevant across all customer segments (Gen Z, Millennial, Gen X and Baby Boomers). The breadth and quality of our product and service offerings have enabled us to establish and maintain long-standing partner relationships. Our We operate our business through a single reportable segment, with our primary source of revenue is being from Interest and fees on loans from our various credit card and other loan products, and to a lesser extent from contractual relationships with our brand partners.

Throughout these unaudited Consolidated Financial Statements, this report, unless stated or the context implies otherwise, the terms "Bread Financial", "BFH", the "Company", "we", "our" or "us" refer to Bread Financial Holdings, Inc. and our its subsidiaries and variable interest entities (VIEs) on a consolidated basis. References to "Parent Company" refer to Bread Financial Holdings, Inc. on a parent-only stand-alone standalone basis. In December 2020 addition, in this report we acquired Lon Inc. may refer to the retailers and other companies with whom we do business as our "partners", known at "brand partners", or "clients", provided that the time use of the term "partner", "partnering" or any similar term does not mean or imply a formal legal partnership, and is not meant in any way to alter the terms of Bread Financial's relationship with any third parties. We offer our credit products through our insured depository institution subsidiaries, Comenity Bank and Comenity Capital Bank, which together are referred to herein as Bread, which has been fully integrated into our ongoing business strategy and operations. the "Banks".

#### BASIS OF PRESENTATION

These unaudited Consolidated Financial Statements have been prepared in accordance with accounting principles generally accepted in the United States of America (GAAP), and should be read in conjunction with the Consolidated Financial Statements and notes thereto included in our Annual Report on Form 10-K for the year ended December 31, 2022 December 31, 2023, filed with the Securities and Exchange Commission on February 28, 2023 February 20, 2024. If not significantly different, certain note disclosures included therein have been omitted from these unaudited Consolidated Financial Statements.

The unaudited Consolidated Financial Statements included herein reflect all adjustments, which consist of normal, recurring adjustments that are, in the opinion of management, necessary to state fairly the results for the interim periods presented. The unaudited Consolidated Financial Statements also include amounts that relate to the previously disclosed discontinued operations associated with the spinoff of our former LoyaltyOne segment in 2021 and the sale of our former Epsilon segment in 2019. Such amounts have been classified within Discontinued operations and primarily relate to the after-tax impact of contractual indemnification and tax-related matters. For additional information about our previously disclosed discontinued operations please refer to Note 22, "Discontinued Operations and Bank Holding Company Financial Presentation" to the Consolidated Financial Statements included in our Annual Report on Form 10-K for the year ended December 31, 2021. Results of operations reported for interim periods are not necessarily indicative of results for the entire year. The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenue and expenses, and the disclosures of contingent assets and liabilities. These accounting estimates and assumptions reflect the best judgement of management, but actual results could differ. The most significant of those estimates and assumptions relate to the Allowance for credit losses, losses, Provision for income taxes and Goodwill.

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#### BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

The accompanying unaudited Consolidated Financial Statements include the accounts of the Company and all subsidiaries in which we have a controlling financial interest. All intercompany transactions have been eliminated.

#### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Table There have been no material changes to our significant accounting policies as discussed in Note 1, "Description of Contents Business, Basis of Presentation and Summary of Significant Accounting Policies" included in our Annual Report on Form 10-K for the year ended December 31, 2023.

BREAD FINANCIAL HOLDINGS, INC.

#### NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

#### RECENTLY ADOPTED ACCOUNTING STANDARDS

In March 2022, the Financial Accounting Standards Board (FASB) issued new accounting and disclosure guidance for troubled debt restructurings effective January 1, 2023, with early adoption permitted. Specifically, the new guidance eliminates the previous recognition and measurement guidance for troubled debt restructurings while enhancing the disclosure requirements for certain loan modifications and write-offs. Effective January 1, 2023 we adopted the guidance, with no significant impact on our results of operations, financial position, regulatory risk-based capital, or on our operational processes, controls and governance in support of the new guidance.

AND RECENTLY ISSUED ACCOUNTING STANDARDS

The recently issued accounting standards from our standard setters e.g., the FASB, relate to topics that are outside our industry or are otherwise not impactful on our results of operations, financial position, cash flows, or disclosures related thereto.

Accounting Standards Recently Adopted		
Standard	Guidance	Timing and Financial Statement Impact
Investments - Equity Method and Joint Ventures: Accounting for Investments in Tax Credit Structures Using the Proportional Amortization Method  Issued March 2023	Expands the election to apply the proportional amortization method of accounting to tax credit investments beyond low-income-housing tax credit investments, when certain conditions are met.	Adopted under the modified retrospective method on January 1, 2024, which resulted in an insignificant decrease to retained earnings.  Adoption did not have a significant impact on our results of operations, financial position, regulatory risk-based capital, or on our operational processes, controls and governance in support of the new guidance.
Accounting Standards Recently Issued but Not Yet Adopted		
Standard	Guidance	Timing and Financial Statement Impact
Segment Reporting: Improvements to Reportable Segment Disclosures  Issued November 2023	Requires interim and annual disclosure of significant segment expense categories and amounts that are regularly provided to the chief operating decision maker, as well as disclosure of the aggregate amount and description of other segment items beyond significant segment expenses.	Effective beginning with our Annual Report on Form 10-K for the year ending December 31, 2024, and effective for interim reporting periods beginning in 2025. Early adoption is permitted, although we do not plan to early adopt.  Adoption will result in expanded disclosures for our single reportable segment but is not expected to have a significant impact on our financial reporting, or on our operational processes, controls and governance in support of the new guidance.
Income Taxes: Improvements to Income Tax Disclosures  Issued December 2023	Requires greater disaggregation of rate reconciliation and income taxes paid information, as well as other changes intended to enhance the transparency and decision-usefulness of income tax disclosures.	Effective beginning with our Annual Report on Form 10-K for the year ending December 31, 2025. Early adoption is permitted, although we do not plan to early adopt.  Adoption will require enhancements to our income tax disclosures but is not expected to have a significant impact on our financial reporting, or on our operational processes, controls and governance in support of the new guidance.

2. CREDIT CARD AND OTHER LOANS

Our payment and lending solutions result in the generation origination of Credit card and other loans, which are recorded at the time a borrower enters into a point-of-sale transaction with a merchant. Credit card loans represent revolving lines of credit and have a range of terms that include credit limits, interest rates and fees, which can be revised over time based on new information about the cardholder, in accordance with applicable regulations and the governing terms and conditions. Cardholders choosing to make a payment of less than the full balance due, instead of paying in full, are subject to finance charges and are required to make monthly payments based on pre-established amounts. Other loans, which consist primarily of BNPL products such as installment loans and our “split-pay” offerings, have a range of fixed terms such as interest rates, fees and repayment periods, and borrowers are required to make pre-established monthly payments over the term of the loan in accordance with the applicable terms and conditions. Credit card and other loans include principal and any related accrued interest and fees and are presented on the Consolidated Balance Sheets net of the Allowance for credit

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

losses. We continue to accrue interest and fee income on all accounts, except in limited circumstances, until the related balance and all related interest and fees are paid or charged-off.

We generally classify our Credit card and other loans as held for investment. We sell a majority of our Credit credit card loans originated by Comenity Bank (CB) and by Comenity Capital Bank (CCB), which together are referred to herein as the “Banks”, to certain of our master trusts (the Trusts), which are consolidated VIEs, and therefore these loans are restricted for securitization investors. All new originations of Credit card and other loans are determined to be held for investment at origination because we have the intent and ability to hold them for the foreseeable future. In determining what constitutes the foreseeable future, we consider the average life and homogenous nature of our Credit card and other loans. In assessing whether our Credit card and other loans continue to be held for investment, we also consider capital levels and scheduled maturities of funding instruments used. The assertion regarding the intent and ability to hold Credit card and other loans for the foreseeable future can be made with a high degree of certainty given the maturity distribution of our direct-to-consumer (retail) (DTC or retail) deposits and other funding instruments; the demonstrated ability to replace maturing time-based deposits and other borrowings with new deposits or borrowings; and historic payment activity on Credit card and other loans. Due to the homogenous nature of our Credit credit card loans, amounts are classified as held for investment on a brand partner portfolio basis. From time to time certain Credit credit card loans are classified as held for sale, as determined on a brand partner portfolio basis. We carry these held for sale assets at the lower of aggregate cost or fair value and continue to recognize finance charges on an accrual basis. Cash flows

associated with Credit card and other loans originated or purchased for investment are classified as Cash flows from investing activities, regardless of any subsequent change in intent and ability.

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

The following table presents Credit card and other loans, as of September 30, 2023 and December 31, 2022, respectively: the dates presented:

		September 30, 2023	December 31, 2022
	March 31, 2024	March 31, 2024	December 31, 2023
(Millions)	(Millions)		
Credit card loans	Credit card loans	\$17,616	\$21,065
BNPL (other) loans		306	300
Credit card loans			
Credit card loans			
BNPL and other loans			
Total credit card and other loans (1)(2)	Total credit card and other loans (1)(2)	17,922	21,365
Less: Allowance for credit losses	Less: Allowance for credit losses	(2,207)	(2,464)
Credit card and other loans, net	Credit card and other loans, net	\$15,715	\$18,901

(1) Includes \$12.1 billion and \$15.4 billion \$12.8 billion of Credit card and other loans available to settle obligations of consolidated VIEs as of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, respectively.

(2) Includes \$341 million \$380 million and \$307 million \$371 million, of accrued interest and fees that have not yet been billed to cardholders as of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, respectively.

**Credit Card and Other Loans Aging**

The following table presents the delinquency trends of our Credit card and other loans portfolio based on the amortized cost: cost as of the dates presented:

	Aging Analysis of Delinquent Amortized Cost Credit Card and Other Loans (1)						
	31 to 60 Days Past Due	61 to 90 Days Past Due	91 or more Days Past Due	Total		Total Current	Total
(Millions)							
As of September 30, 2023	\$ 382	\$ 292	\$ 722	\$ 1,396	\$	16,165	\$ 17,561
As of December 31, 2022	\$ 444	\$ 296	\$ 732	\$ 1,472	\$	19,559	\$ 21,031

	Aging Analysis of Delinquent Amortized Cost Credit Card and Other Loans <sup>(1)</sup>						
	91 or more Days Past				Total		
	31 to 60 Days Past Due	61 to 90 Days Past Due	Due	Total	Current	Total	
(Millions)							
March 31, 2024	\$ 335	\$ 286	\$ 775	\$ 1,396	\$ 16,382	\$ 17,778	
December 31, 2023	\$ 422	\$ 323	\$ 809	\$ 1,554	\$ 17,373	\$ 18,927	

(1) BNPL loan and other loans delinquencies have been included with credit card loan delinquencies in the table above, as amounts were insignificant as of each period presented. As permitted by GAAP, we exclude the primary difference between the amortized cost basis included in the table above and the carrying value of our Credit card and other loans relates to the exclusion of unbilled finance charges and

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

fees from our the amortized cost basis of Credit card and other loans, basis. As of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, accrued interest and fees that have not yet been billed to cardholders were \$341 million \$380 million and \$307 million \$371 million, respectively, included in Credit card and other loans on the Consolidated Balance Sheets.

From time to time we may re-age cardholders' accounts, with the intent of assisting delinquent cardholders who have experienced financial difficulties but who demonstrate both an ability and willingness to repay the amounts due, this practice affects credit card loan delinquencies and principal losses. Accounts meeting specific defined criteria are re-aged when the cardholder makes one or more consecutive payments aggregating to a certain pre-defined amount of their account balance. Upon re-aging, the outstanding balance of a delinquent account is returned to current status. Our re-aged accounts as a percentage of Total credit card and other loans represented 2.8% 5.5% and 1.4% 2.1% for the three months ended September 30, 2023 March 31, 2024 and 2022, respectively, and 2.7% and 1.5% for the nine months ended September 30, 2023 and 2022, 2023, respectively. Our re-aging practices comply with regulatory guidelines.

**Credit Quality Indicators for Our Credit Card and Other Loans**

Given the nature of our business, the credit quality of our assets, in particular our Credit card and other loans, is a key determinant underlying our ongoing financial performance and overall financial condition. When it comes to our Credit card and other loans portfolio, we closely monitor Delinquency rates and Net principal loss rates, which reflect, among other factors, our underwriting, the inherent credit risk in our portfolio and the success of our collection and recovery efforts, and efforts. These rates also reflect, more broadly, the general macroeconomic conditions, conditions, including the effects of persistent inflation and high interest rates. Our Delinquency and Net principal loss rates are also impacted by the size of our Credit card and other loans portfolio, which serves as the denominator in the calculation of these rates. Accordingly, changes in the size of our portfolio (whether due to credit tightening, acquisitions or dispositions of portfolios or otherwise) may cause movements in our Delinquency and Net principal loss rates that are not necessarily indicative of the underlying credit quality of the overall portfolio.

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

**Delinquencies:** An account is contractually delinquent if we do not receive the minimum payment due by the specified due date. Our policy is to continue to accrue interest and fee income on all accounts, except in limited circumstances, until the balance and all related interest and fees are paid or charged-off. After an account becomes 30 days past due, a proprietary collection scoring algorithm automatically scores the risk of the account becoming further delinquent; based upon the level of risk indicated, a collection strategy is deployed. If after exhausting all in-house collection efforts we are unable to collect on the account, we may engage collection agencies or outside attorneys to continue those efforts, or sell the charged-off balances.

The Delinquency rate is calculated by dividing outstanding principal balances that are contractually delinquent (i.e., balances greater than 30 days past due) as of the end of the period, by the outstanding principal amount of Credit cards and other loans as of the same period-end. As of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, our Delinquency rates were 6.3% 6.2% and 5.5% 6.5%, respectively.

**Net Principal Losses:** Our net principal losses include the principal amount of losses that are deemed uncollectible, less recoveries, and exclude charged-off interest, fees and third-party fraud losses (including synthetic fraud). Charged-off interest and fees reduce Interest and fees on loans, while third-party fraud losses are recorded in Card and processing expenses. Credit card loans, including unpaid interest and fees, are generally charged-off in the month during which an account becomes 180 days past due. BNPL loans such as our installment loans and our "split-pay" offerings, including unpaid interest, are generally charged-off when a loan becomes 120 days past due. However, in the case of a customer bankruptcy or death, Credit card and other loans, including unpaid interest and fees, as applicable, are charged-off 60 days after receipt of the notification of the bankruptcy or death, but in any case no later than 180 days past due for Credit credit card loans and 120 days past due for BNPL loans. We record the actual losses for unpaid interest and fees as a reduction to Interest and fees on loans, which were \$204 million \$278 million and \$145 million \$242 million for the three months ended September 30, 2023 March 31, 2024 and 2022, respectively, and \$689 million and \$429 million for the nine months ended September 30, 2023 and 2022, 2023, respectively.

The net principal loss rate is calculated by dividing net principal losses for the period by the Average credit card and other loans for the same period. Beginning in January 2024, we revised the calculation of Average credit card and other loans to more closely align with industry practice by incorporating an average daily balance. Prior to 2024, Average credit card and other loans represent the average balance of the loans at the beginning and end of each month, averaged over the periods

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

indicated. For the three months ended September 30, 2023 March 31, 2024 and 2022, 2023, our Net principal loss rates were 6.9% 8.5% and 5.0%, respectively, for the nine months ended September 30, 2023 and 2022, our Net principal loss rates were 7.3% and 5.1% 7.0%, respectively.

**Overall Credit Quality:** As part of our credit risk management activities for our credit card loans portfolio, we assess overall credit quality by reviewing information from credit bureaus and other sources relating to our cardholders' broader credit performance. We utilize VantageScore (Vantage) credit scores to assist in our assessment of credit quality. Vantage credit scores are obtained at origination of the account and are refreshed monthly thereafter to assist in predicting customer behavior. We categorize these Vantage credit scores into the following three credit score categories: (i) 661 or higher, which are considered the strongest credits and therefore have the lowest credit risk; (ii) 601 to 660, considered to have moderate credit risk; and (iii) 600 or less, which are considered weaker credits and therefore have the highest credit risk. In certain limited circumstances there are customer accounts for which a Vantage score is not available and we use alternative sources to assess credit risk and predict behavior. The table below excludes less than 0.1% and 0.6% of the total credit card loans balance as of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, respectively, representing those customer accounts for which a Vantage credit score is not available. The following table reflects the distribution of our Credit credit card loans by Vantage score as of September 30, 2023 and December 31, 2022; the dates presented:

	September 30, 2023			December 31, 2022		
	661 or Higher	601 to 660	600 or Lower	661 or Higher	601 to 660	600 or Lower
	Credit card loans	57 %	27 %	16 %	62 %	26 %

	Vantage					
	March 31, 2024			December 31, 2023		
	661 or Higher	601 to 660	600 or Lower	661 or Higher	601 to 660	600 or Lower
Credit card loans	56 %	27 %	17 %	57 %	27 %	16 %

As part of our credit risk management activities for our BNPL loans portfolio, we also assess overall credit quality by reviewing information from credit bureaus. In this case we utilize Fair Isaac Corporation (FICO) credit scores to assist in our assessment of credit quality. The amortized cost basis of BNPL loans totaled \$306 million \$303 million and \$299 million \$317 million as of September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023, respectively. As of September 30, 2023 March 31, 2024, approximately 83% of these loans

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

were originated with customers with FICO scores of 661 or above, and correspondingly approximately 17% of these loans were originated with customers with FICO scores below 661. Similarly, as of December 31, 2022 December 31, 2023, approximately 86% 82% and 14% 18% of these loans were originated with customers with FICO scores of 661 or above, and below 661, respectively.

Modified Credit Card Loans

Forbearance Programs

As part of our collections strategy, we may offer temporary, short term (six-months or less) forbearance programs in order to improve the likelihood of collections and meet the needs of our customers. Our modifications for customers who have requested assistance and meet certain qualifying requirements, come in the form of reduced or deferred payment requirements, interest rate reductions and late fee waivers. We do not offer programs involving the forgiveness of principal. These temporary loan modifications may assist in cases where we believe the customer will recover from the short-term hardship and resume scheduled payments. Under these forbearance programs, those accounts receiving relief may not advance to the next delinquency cycle, including charge-off, in the same time frame that would have occurred had the relief not been granted. We evaluate our forbearance programs to determine if they represent a more than insignificant delay in payment granted to borrowers experiencing financial difficulty, in which case they would then be considered a Loan Modification. Loans in these short term programs that are determined to be Loan Modifications, will be included as such in the disclosures disclosure below.

Credit Card Loans - Modifications for Borrowers Experiencing Financial Difficulty (Loan Modifications)

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modifications the concessions remain in place through the payoff of the credit card loans if the cardholder complies with the terms of the program.

Loan Modifications are collectively evaluated for impairment on a pooled basis in measuring the appropriate Allowance for credit losses. The following table provides information relating to credit card loans to borrowers experiencing financial difficulty that were granted a concession under a Loan Modification program during the periods presented:

(1) Represents the outstanding balances as of September 30, 2023, March 31, 2024 and 2023, of all Loan Modifications undertaken in the past three and nine months, respectively, for credit card loans that remain in modification programs on September 30, 2023, as of March 31, 2024 and 2023. The outstanding balances include principal, accrued interest and fees.

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The following table presents the performance of our credit card loans that were modified on or after January 1, 2023 within the 12 months prior to the dates presented and remain in a Loan Modification program as of September 30, 2023; the dates presented:

Aging Analysis of Delinquent Amortized Cost Loan Modifications - Credit Card Loans						
31 to 60 Days Past Due						
31 to 60 Days Past Due						
31 to 60 Days Past Due						
	61 to 90 Days Past Due	91 or more Days Past Due	Total	Total Current	Total	
(Millions)						
March 31, 2024						
March 31, 2024						
March 31, 2024						
Aging Analysis of Delinquent Amortized Cost Loan Modifications - Credit Card Loans						
31 to 60 Days Past Due	61 to 90 Days Past Due	91 or more Days Past Due	Total	Current	Total	
(Millions)						
As of September 30, 2023	\$15	\$12	\$17	\$44	\$ 145	\$189
December 31, 2023						
December 31, 2023						
December 31, 2023						

The following table provides additional information regarding credit card Loan Modifications that have subsequently defaulted within 12 months of their modification dates (or since implementation beginning January 1, 2023), for the periods specified; presented; the probability of default is factored into the Allowance for credit losses:

Three Months Ended September 30, 2023		Nine Months Ended September 30, 2023	
Number of Modifications	Outstanding Balance	Number of Modifications	Outstanding Balance
Three Months Ended March 31, 2024		Three Months Ended March 31, 2024	
		Three Months Ended March 31, 2023	

	Number of Modifications			Number of Modifications	Outstanding Balance	Number of Modifications	Outstanding Balance
(Millions, except for Number of modifications)	(Millions, except for Number of modifications)						
Loan Modifications that subsequently defaulted	Loan Modifications that subsequently defaulted	4,047	\$ 7	6,567	\$ 11		
Loan Modifications that subsequently defaulted							
Loan Modifications that subsequently defaulted							

#### Troubled Debt Restructurings (TDRs)

The following table provides information on credit card loans modified as troubled debt restructurings (TDRs) in accordance with the applicable accounting guidance in effect during the periods presented, which was effective prior to our adoption of the new guidance that eliminated TDRs effective January 1, 2023.

	Three Months Ended September 30, 2022			Nine Months Ended September 30, 2022		
	Number of Restructurings	Pre-modification Outstanding Balance	Post-modification Outstanding Balance	Number of Restructurings	Pre-modification Outstanding Balance	Post-modification Outstanding Balance
(Millions, except for Number of restructurings)						
Troubled debt restructurings – credit card loans	37,363	\$ 52	\$ 52	107,577	\$ 154	\$ 154

TDRs are collectively evaluated for impairment on a pooled basis in measuring the appropriate Allowance for credit losses. Our impaired credit card loans represented less than 2% of total credit card loans as of September 30, 2022. As of the same date, our recorded investment in impaired credit card loans was \$248 million, with an associated allowance for credit losses of \$62 million. The average recorded investment in impaired credit card loans was \$248 million and \$259 million for the three and nine months ended September 30, 2022, respectively.

Interest income on these impaired credit card loans is accounted for in the same manner as non-impaired credit card loans, and cash collections are allocated according to the same payment hierarchy methodology applied for credit card loans not

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#### BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

accounted for as TDRs. We recognized \$4 million and \$11 million in interest income associated with credit card loans accounted for as TDRs for the three and nine months ended September 30, 2022, respectively.

The following table provides additional information regarding credit card loans modified as TDRs that have subsequently defaulted within 12 months of their modification dates during the specified periods; the probability of default is factored into the allowance for credit losses:

	Three Months Ended September 30, 2022		Nine Months Ended September 30, 2022	
	Number of Restructurings	Outstanding Balance	Number of Restructurings	Outstanding Balance
(Millions, except for Number of restructurings)				
Troubled debt restructurings that subsequently defaulted	11,511	\$ 16	51,201	\$ 70

#### Unfunded Loan Lending Commitments

We are active in originating private label and co-brand credit cards in the U.S. We manage potential credit risk in unfunded lending commitments by reviewing each potential customer's credit application and evaluating the applicant's financial history and ability and perceived willingness to repay. Credit card loans are made primarily on an unsecured basis, basis, and our Cardholders reside throughout the U.S. and are not significantly concentrated in any one geographic area.

We manage our potential risk in credit commitments by limiting the total amount of credit, both by individual customer and **in total, across our credit card loan portfolio**, by monitoring the size and maturity of our **portfolios loan portfolio** and applying consistent risk-based underwriting **standards, standards reflective of current and anticipated macroeconomic conditions**. We have the unilateral ability to cancel or reduce unused credit card lines at any time. Unused credit card lines available to cardholders totaled approximately **\$109 billion and \$128 billion \$113 billion** as of **September 30, 2023 March 31, 2024 and December 31, 2022, respectively, December 31, 2023**. While this amount represented the total available unused credit card lines, we have not experienced and do not anticipate that all cardholders will access their entire available line at any given point in time.

#### Portfolio Sales

As of **September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023**, there were no credit card loans held for sale.

We previously announced the non-renewal of our contract with BJ's Wholesale Club (BJ's) and the sale of the BJ's portfolio, which closed in late February 2023, for a total purchase price of \$2.5 billion on a loan portfolio of \$2.3 billion, resulting in a \$230 million Gain on portfolio sale.

**In late April 2024 we sold a credit card portfolio for cash consideration of approximately \$101 million, subject to customary post-closing price adjustments.**

#### Portfolio Acquisition

In October 2023, we acquired a credit card portfolio for cash consideration of **approximately \$390 million, which primarily consisted of credit card loans and is subject to customary purchase price adjustments, \$388 million.**

### 3. ALLOWANCE FOR CREDIT LOSSES

The Allowance for credit losses **is an represents our** estimate of expected credit losses **measured** over the estimated life of our Credit card and other loans, **that considers incorporating future macroeconomic forecasts of future economic conditions** in addition to information about past events and current conditions. **The Our** estimate under **the credit reserving methodology referred to as** the Current Expected Credit Loss (CECL) **model approach** is significantly influenced by the composition, characteristics and quality of our portfolio of **Credit credit** card and other loans, as well as the prevailing economic conditions and forecasts utilized. The estimate of the Allowance for credit losses includes an estimate for uncollectible principal as well as unpaid interest and fees. Principal losses, net of recoveries are deducted from the **Allowance. Principal losses Allowance for credit losses. Losses of** unpaid interest and fees as well as any adjustments to the Allowance **for credit losses** associated with unpaid interest and fees are recorded as a reduction to Interest and fees on loans. The Allowance **for credit losses** is maintained through an adjustment to the Provision for credit losses and is evaluated for **appropriateness, appropriateness on a quarterly basis.**

In estimating our Allowance for credit losses, for each identified **group, segment of loans sharing similar risk characteristics**, management **utilizes various models uses modeling** and estimation techniques based on historical loss experience, current conditions, reasonable and supportable forecasts and

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#### **BREAD FINANCIAL HOLDINGS, INC.** **NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

other relevant factors. **These models utilize This modeling uses** historical data and applicable macroeconomic variables with statistical analysis and behavioral relationships, to determine expected credit performance. Our quantitative estimate of expected credit losses under CECL is impacted by certain forecasted **economic factors, macroeconomic variables**. We consider the **macroeconomic** forecast used to be reasonable and supportable over the estimated life of the Credit card and other loans **portfolio**, with no reversion period. In addition to the quantitative estimate of expected credit losses, we also incorporate qualitative adjustments for certain factors such as Company-specific risks, changes in current **economic macroeconomic** conditions that may not be captured in the quantitatively derived results, or other relevant factors to ensure the Allowance for credit losses reflects our best estimate of current expected credit losses.

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#### **BREAD FINANCIAL HOLDINGS, INC.** **NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

#### Credit Card Loans

We use a "pooled" approach to estimate expected credit losses for financial assets with similar risk characteristics. We have evaluated multiple risk characteristics across our credit card loans portfolio, and determined delinquency status and overall credit quality to be the most significant characteristics for estimating expected credit losses. To estimate our Allowance for credit losses, we segment our credit card loans on the basis of delinquency status, credit quality risk score and product. These risk characteristics are evaluated on at least an annual basis, or more frequently as facts and circumstances warrant. In determining the estimated life of our **Credit credit** card loans, payments were applied to the measurement date balance with no payments allocated to future purchase activity. We use a combination of First In First Out and the Credit Card Accountability, Responsibility, and Disclosure Act of 2009 (CARD Act) methodologies to model balance paydown.

#### BNPL Loans

We measure our Allowance for credit losses on BNPL loans using a statistical model to estimate projected losses over the remaining terms of the loans, inclusive of an assumption for prepayments. The model is based on the historical statistical relationship between loan loss performance and certain macroeconomic data pooled based on credit quality risk score, term of the underlying loans, vintage and geographic location. As of **September 30, 2023 March 31, 2024 and December 31, 2022 December 31, 2023**, the Allowance for credit losses on BNPL loans was **\$25 million \$35 million and \$21 million \$32 million**, respectively.

The following table presents our Allowance for credit losses for our Credit card and other loans. The amount of the related Allowance for credit losses on BNPL and other loans is insignificant and therefore has been included in the table below: below for the periods presented:

(1) Provision for credit losses includes a build/release for the Allowance, as well as replenishment of Net principal losses.

(2) Net principal losses are presented net of recoveries of \$69 million \$100 million and \$47 million \$92 million for the three months ended September 30, 2023 March 31, 2024 and 2022, respectively, and \$242 million and \$126 million for the nine months ended September 30, 2023 and 2022, 2023, respectively. Net principal losses for the nine three months ended September 30, 2023 March 31, 2023 include a \$10 million adjustment related to the effects of the purchase of previously written-off accounts that were sold to a third-party debt collection agency; no such adjustment was made in the comparative current period.

**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

For the three and nine months ended September 30, 2023 March 31, 2024, the factors that influenced the increase decrease in the Allowance for credit losses noted in the table above are lower Credit card and other loans balances, because seasonally higher net principal losses and a higher transactor balances from the fourth quarter were paid down in the first quarter, as well as lower delinquencies, offset by an elevated reserve rate of 12.4% compared with the 12.0% reserve rate at December 31, 2023. The increase in the reserve rate is due to changes in the portfolio mix, the compounding effect of persistent inflation relative to wage growth, the increased cost of consumer debt, the possibility of higher unemployment levels and the potential impacts from the resumption of student loan repayments.

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

4. SECURITIZATIONS

We account for transfers of financial assets as either sales or financings. Transfers of financial assets that are accounted for as sales a sale are removed from the Consolidated Balance Sheets with any realized gain or loss reflected in the Consolidated Statements of Income during the period in which the sale occurs. Transfers of financial assets that are not accounted for as a sale are treated as a financing.

We regularly securitize the majority of our credit card loans through the transfer of those loans to one of our Trusts. We perform the decision making for the Trusts, as well as servicing the cardholder accounts that generate the credit card loans held by the Trusts. In our capacity as a servicer, we administer the loans, collect payments and charge-off uncollectible balances. Servicing fees are earned by a subsidiary, which are eliminated in consolidation.

The Trusts are consolidated VIEs because they have insufficient equity at risk to finance their activities – the issuance of debt securities and notes, collateralized by the underlying credit card loans. Because we perform the decision making and servicing for the Trusts, we have the power to direct the activities that most significantly impact the Trusts' economic performance (the collection of the underlying credit card loans). In addition, we hold all of the variable interests in the Trusts, with the exception of the liabilities held by third-parties. These variable interests provide us with the right to receive benefits and the obligation to absorb losses, which could be significant to the Trusts. As a result of these considerations, we are deemed to be the primary beneficiary of the Trusts and therefore consolidate the Trusts.

The Trusts issue debt securities and notes, which are non-recourse to us. The collections on the securitized credit card loans held by the Trusts are available only for payment of those debt securities and notes, or other obligations arising in the securitization transactions. For our securitized credit card loans, during the initial phase of a securitization reinvestment period, we generally retain principal collections in exchange for the transfer of additional credit card loans into the securitized pool of assets. During the amortization or accumulation period of a securitization, the investors' share of principal collections (in certain cases, up to a maximum specified amount each month) is either distributed to the investors or held in an account until it accumulates to the total amount due, at which time it is paid to the investors in a lump sum.

We are required to maintain minimum interests in our Trusts ranging from 4% to 10% of the securitized credit card loans. This requirement is met through a transferor's interest and is supplemented through excess funding deposits which represent cash amounts deposited with the trustee of the securitizations. Cash collateral, restricted deposits are generally released proportionately as investors are repaid. Under the terms of the Trusts, the occurrence of certain triggering events associated with the performance of the securitized credit card loans in each Trust could result in certain required actions, including payment of Trust expenses, the establishment of reserve funds, or early amortization of the debt securities and/or notes, in a worst-case scenario. During the three and nine months ended September 30, 2023 March 31, 2024 and 2022 2023, no such triggering events occurred.

The following tables provide the total securitized credit card loans and related delinquencies, and net principal losses of securitized credit card loans for the periods specified; presented:

		September 30, 2023	December 31, 2022
		March 31, 2024	December 31, 2023
(Millions)	(Millions)		
Total credit card loans – available to settle obligations of consolidated VIEs	Total credit card loans – available to settle obligations of consolidated VIEs		\$12,100 \$15,383
Total credit card loans – available to settle obligations of consolidated VIEs			

Total credit card loans – available to settle obligations of consolidated VIEs			
Of which:	Of which:		
principal amount of credit card loans 91 days or more past due	principal amount of credit card loans 91 days or more past due	\$ 296	\$ 307

(Millions)	Three Months Ended March 31,	
	2024	2023
Net principal losses of securitized credit card loans	\$ 221	\$ 217

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

(Millions)	Three Months Ended September 30,		Nine Months Ended September 30,	
	2023	2022	2023	2022
Net principal losses of securitized credit card loans	\$ 179	\$ 123	\$ 592	\$ 363

**5. INVESTMENTS**

**5. INVESTMENT SECURITIES**

Investments include investment securities and various other investments primarily held by the Banks for Community Reinvestment Act (CRA) purposes. Investment securities primarily consist of available-for-sale (AFS) debt securities, including both which are mortgage-backed securities and municipal bonds, and equity securities, which are mutual funds. We also hold equity investment securities within our investment securities portfolio. Collectively, these investments are carried at fair value on the Consolidated Balance Sheets within Investment securities. Sheets. We also have other investments, which primarily include a portfolio of investments in certain limited partnerships and limited liability companies accounted for under the equity method, and therefore are recorded at cost and adjusted each period for our share of the investee's earnings or losses, less any impairment. Other investments also include an insignificant tax credit investment where we elected to apply the proportional amortization method of accounting, for which the impacts of both the amortization of the investment and income tax benefits are fully recognized in the Provision for income taxes.

The following table provides a summary of our Investments as of the dates presented:

(Millions)	March 31,	December 31,
	2024	2023
Investment securities:		
Available-for-sale debt securities	\$ 175	\$ 171
Equity securities	46	46
Total investment securities	221	217
Equity method and other investments	37	36
Total Investments	\$ 258	\$ 253

For any AFS debt securities in an unrealized loss position, any estimated credit loss would be losses are recognized in the Consolidated Statements of Income by establishing or adjusting an existing allowance Allowance for those credit losses for such losses. We typically invest in highly-rated securities with low probabilities of default and therefore did not have any such credit losses for the periods presented. Any unrealized gains, or any portion of an AFS debt security's non-credit-related unrealized losses are recorded in the Consolidated Statements of Comprehensive Income, net of tax. We typically invest Realized gains and losses are recorded in highly-rated securities with low probabilities Other non-interest expenses in the Consolidated Statements of default.

Income upon disposition of the AFS debt security, using the specific identification method. Gains and losses on investments in equity securities and CRA-related equity method investments are recorded in Other non-interest expenses in the Consolidated Statements of Income.

Realized gains and losses are recognized upon disposition of the investment securities, using the specific identification method. The table below reflects unrealized gains and losses on AFS debt securities as of September 30, 2023 and December 31, 2022, respectively; the dates presented:

		September 30, 2023				December 31, 2022							
		Amortized	Unrealized	Unrealized	Fair	Amortized	Unrealized	Unrealized	Fair				
		Cost	Gains	Losses	Value	Cost	Gains	Losses	Value				
		March 31, 2024				March 31, 2024				December 31, 2023			
		Amortized				Amortized	Unrealized	Unrealized		Amortized	Unrealized	Unrealized	
		Cost				Cost	Gains	Losses	Fair Value	Cost	Gains	Losses	Fair Value
(Millions)	(Millions)												
Available-for-sale securities	Available-for-sale securities	\$ 191	\$ —	\$ (31)	\$160	\$ 175	\$ —	\$ (23)	\$152				
Equity securities		80	—	—	80	69	—	—	69				
Available-for-sale securities													
Available-for-sale securities													
Total	Total	\$ 271	\$ —	\$ (31)	\$240	\$ 244	\$ —	\$ (23)	\$221				

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

The following tables provide information about AFS debt securities with in a gross unrealized losses loss position and the length of time that individual securities have been in a continuous unrealized loss position, as of September 30, 2023 and December 31, 2022, respectively; the dates presented:

		September 30, 2023					
		Less than 12 months		12 Months or Greater		Total	
		Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
		March 31, 2024					
		Less than 12 months		Less than 12 months		12 Months or Greater	
		Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
(Millions)	(Millions)						
Available-for-sale securities	Available-for-sale securities	\$27	\$ (2)	\$133	\$ (29)	\$160	\$ (31)
Available-for-sale securities							
Available-for-sale securities							
Total	Total	\$27	\$ (2)	\$133	\$ (29)	\$160	\$ (31)

		December 31, 2023					
		Less than 12 months		12 Months or Greater		Total	
		Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
(Millions)							
Available-for-sale securities		\$ 23	\$ —	\$ 141	\$ (21)	\$ 164	\$ (21)

Total	\$ 23	\$ —	\$ 141	\$ (21)	\$ 164	\$ (21)
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As of March 31, 2024, our AFS debt securities included mortgage-backed securities, which do not have a single maturity date, with an amortized cost and estimated fair value of \$174 million and \$153 million, respectively, and municipal bonds, all of which have a maturity date greater than ten years, with an amortized cost and estimated fair value of \$25 million and \$22 million, respectively.

There were no realized gains or losses from the sale of any investment securities for the three months ended March 31, 2024 and 2023.

## 6. DEPOSITS

Deposits were categorized as interest-bearing or non-interest-bearing as follows, as of the dates presented:

	March 31, 2024	December 31, 2023
(Millions)		
Interest-bearing	\$ 13,303	\$ 13,594
Non-interest-bearing (including cardholder credit balances)	24	26
Total deposits	\$ 13,327	\$ 13,620

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## BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

	December 31, 2022					
	Less than 12 months		12 Months or Greater		Total	
	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
(Millions)						
Available-for-sale securities	\$ 95	\$ (9)	\$ 57	\$ (14)	\$ 152	\$ (23)
Total	\$ 95	\$ (9)	\$ 57	\$ (14)	\$ 152	\$ (23)

As of September 30, 2023, the amortized cost and estimated fair value of AFS debt securities, which are mortgage-backed securities with no stated maturities, was \$191 million and \$160 million, respectively.

There were no realized gains or losses from the sale of any investment securities for the three and nine months ended September 30, 2023 and 2022.

## 6. DEPOSITS

Deposits were categorized as interest-bearing or non-interest-bearing as follows, as of September 30, 2023 and December 31, 2022:

	September 30, 2023	December 31, 2022
(Millions)		
Interest-bearing	\$ 13,244	\$ 13,787
Non-interest-bearing (including cardholder credit balances)	24	39
Total deposits	\$ 13,268	\$ 13,826

Deposits by deposit type as of September 30, 2023 and December 31, 2022 the dates presented:

	March 31, 2024	December 31, 2023
(Millions)		
Savings accounts		
Direct-to-consumer (retail)	\$ 2,952	\$ 2,863
Wholesale	3,702	3,734

Certificates of deposit		
Direct-to-consumer (retail)	4,032	3,591
Wholesale	2,617	3,406
Cardholder credit balances	24	26
Total deposits	<u>\$ 13,327</u>	<u>\$ 13,620</u>

The scheduled maturities of certificates of deposit were as follows: follows as of March 31, 2024:

	September 30, 2023	December 31, 2022
(Millions)		
Savings accounts		
Direct-to-consumer (retail)	\$ 2,814	\$ 2,782
Wholesale	3,746	3,954
Certificates of deposit		
Direct-to-consumer (retail)	3,284	2,684
Wholesale	3,400	4,367
Cardholder credit balances	24	39
Total deposits	<u>\$ 13,268</u>	<u>\$ 13,826</u>

(Millions)	
2024 <sup>(1)</sup>	\$ 3,578
2025	1,797
2026	448
2027	642
2028	177
Thereafter	7
Total certificates of deposit	<u>\$ 6,649</u>

<sup>(1)</sup> The 2024 balance includes \$5 million in unamortized debt issuance costs, which are associated with the entire portfolio of certificates of deposit.

As of March 31, 2024 and December 31, 2023, deposits that exceeded applicable FDIC insurance limits, which are generally \$250,000 per depositor, per insured bank, per ownership category, were estimated to be \$474 million (4% of Total deposits) and \$509 million (4% of Total deposits), respectively. The measurement of estimated uninsured deposits aligns with regulatory guidelines.

## 7. OTHER NON-INTEREST INCOME AND OTHER NON-INTEREST EXPENSES

The following table provides the components of Other non-interest income for the periods presented:

	Three Months Ended March 31,	
	2024	2023
(Millions)		
Payment protection products	\$ 31	\$ 34
Loss from equity method investment	—	(6)
Other	—	1
Total other non-interest income	<u>\$ 31</u>	<u>\$ 29</u>

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## BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

The scheduled maturities of certificates of deposit were as follows as of September 30, 2023:

(Millions)	
2023 <sup>(1)</sup>	\$ 505
2024	3,894
2025	1,095
2026	411
2027	634
Thereafter	145
Total certificates of deposit	<u>\$ 6,684</u>

<sup>(1)</sup> The 2023 balance includes \$8 million in unamortized debt issuance costs, which are associated with the entire portfolio of certificates of deposit.

As of September 30, 2023 and December 31, 2022, deposits that exceeded applicable FDIC insurance limits, which are generally \$250,000 per depositor, per insured bank, were estimated to be \$497 million (4% of Total deposits) and \$719 million (5% of Total deposits), respectively. The measurement of estimated uninsured deposits aligns with regulatory guidelines.

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

**7. BORROWINGS OF LONG-TERM AND OTHER DEBT**

Long-term and other debt consisted of the following as of September 30, 2023 and December 31, 2022:

Description	September 30, 2023	December 31, 2022	Contractual Maturities	Interest Rates
(Millions, except percentages)				
<i>Long-term and other debt:</i>				
2023 revolving line of credit	\$ —	\$ —	June 2026	<sup>(1)</sup>
2023 term loans	298	—	June 2026	7.40%
2017 revolving line of credit	—	—	—	—
2017 term loans	—	556	—	—
Convertible senior notes due 2028	316	—	June 2028	4.25%
Senior notes due 2024	285	850	December 2024	4.75%
Senior notes due 2026	500	500	January 2026	7.00%
Subtotal	<u>1,399</u>	<u>1,906</u>		
Less: Unamortized debt issuance costs	<u>24</u>	<u>14</u>		
Total long-term and other debt	<u>\$ 1,375</u>	<u>\$ 1,892</u>		
<i>Debt issued by consolidated VIEs:</i>				
Fixed rate asset-backed term note securities	\$ 350	\$ —	May 2026	5.02%
Conduit asset-backed securities	2,500	6,115	Various – Oct. 2024 to Sep. 2025	<sup>(2)</sup>
Subtotal	<u>2,850</u>	<u>6,115</u>		
Less: Unamortized debt issuance costs	<u>2</u>	<u>—</u>		
Total debt issued by consolidated VIEs	<u>\$ 2,848</u>	<u>\$ 6,115</u>		
Total borrowings of long-term and other debt	<u>\$ 4,223</u>	<u>\$ 8,007</u>		

<sup>(1)</sup> The interest rate is based upon the Secured Overnight Financing Rate (SOFR) plus an applicable margin.

<sup>(2)</sup> The interest rate is based upon SOFR, or the asset-backed commercial paper costs of each individual conduit provider plus an applicable margin. As of September 30, 2023, the interest rates ranged from 6.37% to 6.53% with a weighted average rate of 6.41%. As of December 31, 2022, the interest rates ranged from 5.08% to 5.93% with a weighted average rate of 5.38%.

Certain of our long-term debt agreements include various restrictive financial and non-financial covenants. If we do not comply with certain of these covenants and an event of default occurs and remains uncured, the maturity of amounts outstanding may be accelerated and become payable, and, with respect to our credit agreement, the associated commitments may be terminated. As of September 30, 2023, we were in compliance with all such covenants.

## Long-term and Other Debt

### Credit Agreement

On June 7, 2023, we entered into a new credit agreement (the 2023 Credit Agreement) with Parent Company, as borrower, certain of our domestic subsidiaries, as guarantors, JPMorgan Chase Bank, N.A., as administrative agent and lender, and various other financial institutions, as lenders, which provides for a \$700 million senior unsecured revolving credit facility (the Revolving Credit Facility) and a \$575 million senior unsecured delayed draw term loan facility (the Term Loan Facility), all on terms and subject to the conditions set forth in the 2023 Credit Agreement. The 2023 Credit Agreement replaced, in its entirety, our prior credit agreement dated June 14, 2017, as amended (the 2017 Credit Agreement), which was repaid in full and terminated on June 13, 2023 in connection with the closing of our offering of convertible notes, described below. The 2023 Credit Agreement matures on June 13, 2026.

As of September 30, 2023 under the 2023 Credit Agreement, we had \$298 million aggregate principal amount of term loans outstanding and \$275 million available for future borrowings under the Term Loan Facility, and all \$700 million remained available for future borrowings under the Revolving Credit Facility. The proceeds from the Term Loan Facility

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## BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

may only be used for refinancing existing debt and paying fees, expenses and premiums in connection therewith, while the proceeds from the Revolving Credit Facility may be used for general corporate purposes and working capital needs, including refinancing existing debt, investments, payment of dividends and repurchases of capital stock. Borrowings under the 2023 Credit Agreement bear interest at an annual rate equal to, at our option, either (a) Term Secured Overnight Financing Rate (SOFR) plus a credit adjustment spread and the applicable margin, (b) Daily Simple SOFR plus a credit adjustment spread and the applicable margin or (c) a base rate set forth in the 2023 Credit Agreement plus the applicable margin, with the applicable margin in each case dependent upon our ratio of (i) consolidated tangible net worth to (ii) consolidated total assets, minus the sum of goodwill and intangible assets, net.

### Senior Notes Due 2024 and 2026

The Senior Notes set forth below are each governed by their respective indentures that include usual and customary negative covenants and events of default. These Senior Notes are unsecured and are guaranteed on a senior unsecured basis by certain of our existing and future domestic restricted subsidiaries that incur or in any other manner become liable for any debt under our domestic credit facilities, including the 2023 Credit Agreement.

**Due December 15, 2024:** In December 2019, we issued and sold \$850 million aggregate principal amount of 4.750% Senior Notes due December 15, 2024 (the Senior Notes due 2024). The Senior Notes due 2024 accrue interest on the outstanding principal amount at the rate of 4.750% per annum from December 20, 2019, payable semi-annually in arrears, on June 15 and December 15 of each year. Concurrently with the launch of the convertible notes offering (see further discussion below), we commenced a cash tender offer (the Tender Offer) for any and all of the \$850 million in aggregate principal amount of our outstanding 4.750% Senior Notes due 2024. The consideration offered for each \$1,000 principal amount of the Senior Notes due 2024 was \$980, plus accrued and unpaid interest, for any and all notes validly tendered. The Tender Offer expired on June 14, 2023, with the holders of \$565 million in aggregate principal amount of the Senior Notes due 2024 validly tendering pursuant to the Tender Offer. The remaining \$285 million in aggregate principal amount of Senior Notes due 2024 were outstanding as of September 30, 2023, maturing on December 15, 2024, subject to earlier repurchase or redemption.

**Due January 15, 2026:** In September 2020, we issued and sold \$500 million aggregate principal amount of 7.000% Senior Notes due January 15, 2026 (the Senior Notes due 2026). The Senior Notes due 2026 accrue interest on the outstanding principal amount at the rate of 7.000% per annum from September 22, 2020, payable semi-annually in arrears, on March 15 and September 15 of each year, beginning on March 15, 2021. The Senior Notes due 2026 will mature on January 15, 2026, subject to earlier repurchase or redemption.

### 4.25% Convertible Senior Notes Due 2028

On June 13, 2023, we issued \$316 million aggregate principal amount of 4.25% Convertible Senior Notes due 2028 (the Convertible Notes). The Convertible Notes were issued pursuant to an indenture dated as of June 13, 2023, among Parent Company, as issuer, certain of our domestic subsidiaries, as guarantors, and U.S. Bank Trust Company, National Association, as trustee. The Convertible Notes bear interest at an annual rate of 4.25%, payable semi-annually in arrears on June 15 and December 15 of each year, beginning on December 15, 2023. The Convertible Notes mature on June 15, 2028, unless earlier repurchased, redeemed or converted.

The Convertible Notes are convertible, under certain conditions, until March 15, 2028, and on or after such date without condition, at an initial conversion rate of 26.0247 shares of our common stock per \$1,000 principal amount of Convertible Notes, subject to adjustment, which represents a 25% conversion premium based on the last reported sale price of our common stock of \$30.74 on June 8, 2023 prior to issuing the Convertible Notes. Upon any such conversion, we will pay cash up to the aggregate principal amount of the Convertible Notes to be converted and pay or deliver, as the case may be, cash, shares of our common stock, or a combination of cash and shares of our common stock (at our election), in respect of the remainder, if any, of our conversion obligation in excess of the aggregate principal amount of the Convertible Notes being converted.

At our option, we may redeem for cash, all or a portion of the Convertible Notes on or after June 21, 2026, and before the 51st scheduled trading day before the maturity date, but only if the closing price of our common stock reaches specified targets as defined in the indenture governing the Convertible Notes. The redemption price will equal 100% of the principal amount of the redeemed Convertible Notes plus accrued interest, if any.

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## BREAD FINANCIAL HOLDINGS, INC.

## NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

If we experience a fundamental change, as defined in the indenture governing the Convertible Notes, the note holders may require us to purchase for cash all or a portion of their notes, subject to specified exceptions, at a price equal to 100% of the principal amount of the Convertible Notes plus any accrued and unpaid interest.

In connection with the issuance of the Convertible Notes, we entered into privately negotiated capped call transactions (the Capped Call) with certain financial institution counterparties. These transactions are expected generally to reduce potential dilution to our common stock upon any conversion of Convertible Notes and/or offset any cash payments we are required to make in excess of the principal amount of the Convertible Notes, with such reduction and/or offset subject to a cap, based on the cap price. The base price of the Capped Call transactions is \$38.43, representing a premium of 25% over the last reported sale price of our common stock of \$30.74 on June 8, 2023, while the cap price is initially \$61.48, which represents a premium of 100% over that same sale price on June 8, 2023. Within the share price range of \$38.43 to \$61.48 the Capped Call transactions provide economic value to us from the counterparties, upon maturity or earlier conversion. The Capped Call transactions met the conditions under the related accounting guidance for equity classification and are not measured at fair value on a recurring basis; the price paid of \$39 million was recorded in Additional paid-in capital, net of tax, in the Consolidated Balance Sheet.

### Debt Issued by Consolidated VIEs

An asset-backed security is a security whose value and income payments are derived from and collateralized by a specified pool of underlying assets – in our case, our credit card loans. The sale of the pool of underlying assets to general investors is accomplished through a securitization process. We regularly sell our credit card loans to our Trusts, which are consolidated. The liabilities of these consolidated VIEs include asset-backed securities for which creditors, or beneficial interest holders, do not have recourse to our general credit.

### Fixed Rate Asset-Backed Term Notes

In May 2023, World Financial Network Credit Card Master Note Trust issued \$399 million of Series 2023-A public term asset-backed notes, which mature in May 2026. The offering consisted of \$350 million of Class A notes with a fixed interest rate of 5.02% per year, \$31 million of Class M notes with a fixed interest rate of 5.27% per year, and \$18 million of zero coupon Class B notes. The Class M and B notes were retained by us and eliminated from the Consolidated Balance Sheet.

### Conduit Facilities

We maintained committed syndicated bank Conduit Facilities to support the funding of our credit card loans for our Trusts. Borrowings outstanding under each private Conduit Facility bear interest at a margin above SOFR, or the asset-backed commercial paper costs of each individual conduit provider.

As of December 31, 2022, total capacity under our Conduit Facilities was \$6.5 billion, of which \$6.1 billion had been drawn down and was included in Debt issued by consolidated variable interest entities (VIEs) in the Consolidated Balance Sheet.

During the nine months ended September 30, 2023, we renewed lender commitments under our Conduit Facilities of \$5.4 billion and extended the various maturities to October 2024, February 2025 and September 2025. Specifically, in February 2023, the World Financial Network Credit Card Master Note Trust amended its 2009-VFN Conduit Facility, decreasing the capacity from \$2.8 billion to \$2.7 billion and extending the maturity to October 2024. Also in February 2023, in connection with the sale of the BJ's portfolio, the World Financial Capital Master Note Trust amended its 2009-VFN Conduit Facility removing the assets related to the BJ's portfolio. In April 2023, this same facility was again amended decreasing the capacity from \$2.5 billion to \$2.3 billion and extending the maturity to February 2025. In March 2023, CCB repaid the Comenity Capital Asset Securitization Trust's 2022-VFN Conduit Facility and terminated the related lending commitment, decreasing capacity by \$1.0 billion. However, the structure of the applicable Trust did not change, including the Trust assets, providing for the option to pledge those assets in the future, and in September 2023, the Comenity Capital Asset Securitization Trust was amended to include a new credit commitment of \$250 million with a maturity of September 2025. In June 2023, the World Financial Network Credit Card Master Trust III amended its 2009-VFC conduit facility.

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## BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

extending a portion of the maturity to October 2023, and another portion of the maturity to October 2024. In August 2023, this same facility was amended to replace the maturing commitment with a new \$100 million commitment with a maturity of October 2024.

As of September 30, 2023, total capacity under our Conduit Facilities was \$5.4 billion, of which \$2.5 billion had been drawn and included in Debt issued by consolidated VIEs in the Consolidated Balance Sheet.

### 8. OTHER NON-INTEREST INCOME AND OTHER NON-INTEREST EXPENSES

The following table provides the components of Other non-interest income for the three and nine months ended September 30, 2023 and 2022:

(Millions)	Three Months Ended		Nine Months Ended	
	September 30,		September 30,	
	2023	2022	2023	2022

Payment protection products	\$	32	\$	39	\$	99	\$	116
Loss from equity method investment		—		(11)		(5)		(44)
Other		1		2		2		3
Total other non-interest income	\$	33	\$	30	\$	96	\$	75

The following table provides the components of Other non-interest expenses for the three and nine months ended September 30, 2023 and 2022: periods presented:

		Three Months Ended September 30,		Nine Months Ended September 30,	
		2023	2022	2023	2022
		<div> <div>Three Months Ended</div> <div>March 31,</div> <div>Three Months Ended</div> <div>March 31,</div> <div>Three Months Ended</div> <div>March 31,</div> <div>2024</div> <div>2024</div> <div>2024</div> </div>			
(Millions)					
(Millions)					
(Millions)	(Millions)				
Professional services and regulatory fees	Professional services and regulatory fees	\$ 29	\$ 33	\$ 101	\$ 102
Professional services and regulatory fees					
Professional services and regulatory fees					
Occupancy expense					
Occupancy expense					
Occupancy expense	Occupancy expense	5	5	16	17
Other <sup>(1)</sup>	Other <sup>(1)</sup>	22	16	44	48
Other <sup>(1)</sup>					
Other <sup>(1)</sup>					
Total other non-interest expenses	Total other non-interest expenses	\$ 56	\$ 54	\$ 161	\$ 167
Total other non-interest expenses					
Total other non-interest expenses					

(1) Primarily related to costs associated with various other individually insignificant operating activities; also includes the net gain on debt extinguishment for the nine months ended September 30, 2023, activities.

## 9.8. FAIR VALUES OF FINANCIAL INSTRUMENTS

Fair value is defined under GAAP as the price that would be required to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; with such a transaction based on the principal market, or in the absence of a principal market the most advantageous market for the specific instrument. GAAP provides for a three-level fair value hierarchy that classifies the inputs to valuation techniques used to measure fair value, defined as follows:

**Level 1:** Inputs that are unadjusted quoted prices for identical assets or liabilities in active markets that the entity can access.

**Level 2:** Inputs, other than those included within Level 1, that are observable for the asset or liability, either directly or indirectly, for substantially the full term of the asset or liability, including quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in inactive markets, or inputs other than quoted prices that are observable for the asset or liability.

**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

Level 3: Inputs that are unobservable (e.g., internally derived assumptions) and reflect an entity's own estimates assumptions about estimates market participants would use in pricing the asset or liability based on the best information available under the circumstances. In particular, Level 3 inputs and valuation techniques involve judgment and as a result are not necessarily indicative of amounts we would realize in a current market exchange. The use of different assumptions or estimation techniques may have a material effect on the estimated fair value amounts.

We monitor the market conditions and evaluate the fair value hierarchy levels at least quarterly. For the three and nine months ended September 30, 2023 March 31, 2024 and 2022 2023, there were no transfers into or out of Level 3, and no transfers between Levels 1 and 2.

**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

The following table summarizes the carrying values and fair values of our financial assets and financial liabilities: liabilities as of the dates presented:

		September 30, 2023		December 31, 2022	
		Carrying Amount	Fair Value	Carrying Amount	Fair Value
		March 31, 2024		March 31, 2024	
		Carrying Amount		Carrying Amount	Fair Value
				December 31, 2023	
		Carrying Amount		Carrying Amount	Fair Value
(Millions)	(Millions)				
<b>Financial assets</b>	<b>Financial assets</b>				
<b>Financial assets</b>	<b>Financial assets</b>				
Credit card and other loans, net					
Credit card and other loans, net					
Credit card and other loans, net	Credit card and other loans, net	\$15,715	\$18,048	\$18,901	\$21,328
Investment securities	Investment securities	240	240	221	221
<b>Financial liabilities</b>	<b>Financial liabilities</b>				
Deposits	Deposits	13,268	13,164	13,826	13,731
Deposits					
Debt issued by consolidated VIEs	Debt issued by consolidated VIEs	2,848	2,844	6,115	6,115
Long-term and other debt	Long-term and other debt	1,375	1,392	1,892	1,759

**Valuation Techniques Used in the Fair Value Measurement of Financial Assets and Financial Liabilities**

*Credit card and other loans, net:* Our Credit card and other loans are recorded at historical amortized cost, less the Allowance for credit losses, on the Consolidated Balance Sheets. In estimating the fair values, we use a discounted cash flow model (i.e., Level 3 inputs), primarily because a comparable whole loan sales market for similar loans does not exist, and therefore there is a lack of observable pricing inputs. We use various internally derived inputs, including projected income, discount rates and forecasted write-offs; economic value attributable to future loans generated by the cardholder accounts is not included in the fair values.

Investment securities: Investment securities primarily consist of AFS debt securities, including both mortgage-backed securities and mutual funds, municipal bonds, as well as equity securities, which are mutual funds, and are recorded at fair value on the Consolidated Balance Sheets. Quoted prices of identical or similar investment securities in active markets are used to estimate the fair values (i.e., Level 1 or Level 2 inputs).

Deposits: Money market and other non-maturity deposits carrying values approximate their fair values because they are short-term in duration and have no defined maturity. GAAP requires that the fair values of deposit liabilities with no stated maturities equal their carrying values and does not permit recognition of the inherent funding value of the instruments. Certificates of deposit are recorded at their historical issuance cost on the Consolidated Balance Sheets, adjusted for unamortized fees, with the fair value being estimated based on the currently observable market rates available to us for similar deposits with similar remaining maturities (i.e., Level 2 inputs). Interest payable is included within Other liabilities on the Consolidated Balance Sheets.

Debt issued by consolidated VIEs: We record debt issued by our consolidated VIEs at amortized cost (including unamortized fees, issuance costs, premiums and discounts, where applicable) on the Consolidated Balance Sheets. Interest payable is included within Other liabilities on the Consolidated Balance Sheets. Fair value is estimated based on the currently observable market rates available to us for similar debt instruments with similar remaining maturities or quoted market prices for the same transaction (i.e., Level 2 inputs).

Long-term and other debt: We record long-term and other debt at amortized cost (including unamortized fees, issuance costs, premiums and discounts, where applicable) on the Consolidated Balance Sheets. Interest payable is included within Other liabilities on the Consolidated Balance Sheets. The fair value is estimated based on the currently observable market

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

rates available to us for similar debt instruments with similar remaining maturities, or quoted market prices for the same transaction (i.e., Level 2 inputs).

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

Financial Instruments Measured at Fair Value on a Recurring Basis

The following tables summarize our financial assets and financial liabilities instruments measured at fair value on a recurring basis, categorized by the fair value hierarchy described in the preceding paragraphs: paragraphs as of the dates presented:

		September 30, 2023							
		Total	Level 1	Level 2	Level 3				
		March 31, 2024				March 31, 2024			
		Total	Level 1	Level 2	Level 3	Total	Level 1	Level 2	Level 3
(Millions)	(Millions)								
Investment securities	Investment securities	\$240	\$44	\$196	\$—				
Investment securities	Investment securities								
Total assets measured at fair value	Total assets measured at fair value	\$240	\$44	\$196	\$—				

		December 31, 2022							
		Total	Level 1	Level 2	Level 3				
		December 31, 2023				December 31, 2023			
		Total	Level 1	Level 2	Level 3	Total	Level 1	Level 2	Level 3
(Millions)	(Millions)								

Investment securities	Investment securities	\$221	\$44	\$177	\$—
Investment securities					
Investment securities					
Total assets measured at fair value	Total assets measured at fair value	\$221	\$44	\$177	\$—

#### Assets and Liabilities Measured at Fair Value on a Nonrecurring Basis

Certain assets and liabilities are recognized or disclosed at fair value on a nonrecurring basis, including equity method investments, property and equipment, right-of-use assets, deferred contract assets, costs, goodwill and intangible assets. These assets are not measured at fair value on a recurring basis but are subject to fair value adjustments in certain circumstances, such as upon impairment. In During the nine three months ended September 30, 2023 March 31, 2023 we wrote-off the remaining \$6 million of our equity method investment in Loyalty Ventures Inc. (LVI). For We did not have any impairments for the three and nine months ended September 30, 2022 we recognized a write-down of our equity method investment in LVI of \$11 million and \$44 million, respectively, March 31, 2024.

#### Financial Instruments Disclosed but Not Carried at Fair Value

The following tables summarize fair values of financial assets and financial liabilities instruments that are measured at amortized cost and not required to be carried at fair value on a recurring basis, as of September 30, 2023 and December 31, 2022, respectively. The fair values of these financial instruments are estimates, as of those dates, and require management's judgment; therefore, these fair value estimates may not be indicative of future fair values, nor can our fair value be estimated by aggregating all of the amounts presented. The following tables summarize our financial assets and financial liabilities that are measured at amortized cost, and not required to be carried at fair value on a recurring basis, as of the dates presented:

		September 30, 2023								
		Level								
		Fair Value	1	Level 2	Level 3					
		March 31, 2024				March 31, 2024				
	Fair Value					Fair Value	Level 1	Level 2	Level 3	
(Millions)	(Millions)									
Financial assets	Financial assets									
Financial assets										
Financial assets										
Credit card and other loans, net										
Credit card and other loans, net										
Credit card and other loans, net	Credit card and other loans, net	\$18,048	\$—	\$—	\$18,048					
Total	Total	\$18,048	\$—	\$—	\$18,048					
Financial liabilities	Financial liabilities									
Financial liabilities										
Deposits										
Deposits										
Deposits	Deposits	\$13,164	\$—	\$13,164	\$—					
Debt issued by consolidated VIEs	Debt issued by consolidated VIEs	2,844	—	2,844	—					
Long-term and other debt	Long-term and other debt	1,392	—	1,392	—					

Total	Total	\$17,400	\$—	\$17,400	\$ —
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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

		December 31, 2022			
		Level			
		Fair Value	1	Level 2	Level 3
		December 31, 2023			
		Fair Value			
		Fair Value	Level 1	Level 2	Level 3
(Millions)	(Millions)				
Financial assets	Financial assets				
Financial assets					
Financial assets					
Credit card and other loans, net					
Credit card and other loans, net					
Credit card and other loans, net	Credit card and other loans, net	\$21,328	\$—	\$ —	\$21,328
Total	Total	\$21,328	\$—	\$ —	\$21,328
Financial liabilities	Financial liabilities				
Financial liabilities					
Financial liabilities					
Deposits					
Deposits					
Deposits	Deposits	\$13,731	\$—	\$13,731	\$ —
Debt issued by consolidated VIEs	Debt issued by consolidated VIEs	6,115	—	6,115	—
Long-term and other debt	Long-term and other debt	1,759	—	1,759	—
Total	Total	\$21,605	\$—	\$21,605	\$ —

10. COMMITMENTS 9. REGULATORY MATTERS AND CONTINGENCIES CAPITAL ADEQUACY

Regulatory Matters

CB is regulated, supervised and examined subject to various regulatory capital requirements administered by the State of Delaware and the Federal Deposit Insurance Corporation (FDIC). Our industrial bank, FDIC. CCB is regulated, supervised and examined also subject to various regulatory capital requirements administered by the FDIC, as well as the State of Utah Utah. Failure to meet minimum capital requirements can trigger certain mandatory and possibly additional discretionary actions by our regulators. Under capital adequacy guidelines and the FDIC.

regulatory framework for prompt corrective action, both Banks must meet specific capital guidelines that involve quantitative measures of their assets and liabilities as calculated under regulatory accounting practices. The Consumer Financial Protection Bureau (CFPB) promulgates regulations for the federal consumer financial protection laws capital amounts and supervises and examines large banks (those with more than \$10 billion of total assets) with respect to those laws. Banks in a multi-bank organization, such as CB and CCB, classification are also subject to supervision qualitative judgments by these regulators about components, risk weightings and examination by the CFPB with respect to the federal consumer financial protection laws if at least one bank reports total assets over \$10 billion for four consecutive quarters. While the Banks were subject to supervision and examination by the CFPB with respect to the federal consumer financial protection laws between 2016 and 2021, this reverted to the FDIC in 2022. Beginning September 30, 2022,

CCB's total assets exceeded \$10 billion for four consecutive quarters and other factors. In addition, both Banks are now again subject limited in the amounts they can pay as dividends to supervision and examination by the CFPB with respect to federal consumer protection laws.Parent Company.

Quantitative measures, established by regulations to ensure capital adequacy, require CB and CCB the Banks to maintain minimum amounts and ratios of Tier 1 capital to average assets, and Common equity tier 1, Tier 1 capital and Total capital, all to risk weighted assets. Failure to meet these minimum capital requirements can result in certain mandatory, and possibly additional discretionary actions by the Banks' regulators that if undertaken, could have a direct material effect on CB's and/or CCB's operating activities, as well as those of Bread Financial. our operating activities. Based on these regulations, as of September 30, 2023, March 31, 2024 and 2023, each Bank met all capital requirements to which it was subject, and maintained capital ratios in excess of the minimums required to qualify as well capitalized. The Banks are considered well capitalized and seek to maintain capital levels and ratios in excess of the minimum regulatory requirements inclusive of the 2.5% Capital Conservation Buffer. Although Bread Financial is not a bank holding company as defined, we seek to maintain capital levels and ratios in excess of the minimums required for bank holding companies. The As of March 31, 2024 the actual capital ratios and minimum ratios for each Bank, as well as Bread Financial. as of September 30, 2023, are as follows:

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

		Minimum Ratio to be Well Capitalized			Minimum under Prompt Corrective Action		Actual Adequacy Purposes		Actual Ratio		Minimum Ratio for Capital Adequacy Purposes		Minimum Ratio to be Well Capitalized under Prompt Corrective Action Provisions	
		Actual	Adequacy	Ratio	Ratio	Ratio	Ratio	Purposes	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio
Total Company														
Common equity tier 1 capital ratio (1)														
Common equity tier 1 capital ratio (1)														
Common equity tier 1 capital ratio (1)	Common equity tier 1 capital ratio (1)	12.9 %	4.5 %	6.5 %	12.6 %	4.5 %	6.5 %							
Tier 1 capital ratio (2)	Tier 1 capital ratio (2)	12.9	6.0	8.0										
Total risk-based capital ratio (3)	Total risk-based capital ratio (3)	14.2	8.0	10.0										
Tier 1 leverage capital ratio (4)	Tier 1 leverage capital ratio (4)	11.4	4.0	5.0										
Total risk-weighted assets (5)														
Comenity Bank														
Comenity Bank														
Comenity Bank														

Common equity tier 1 capital ratio <sup>(1)</sup>									
Common equity tier 1 capital ratio <sup>(1)</sup>									
Common equity tier 1 capital ratio <sup>(1)</sup>	Common equity tier 1 capital ratio <sup>(1)</sup>	20.3 %	4.5 %	6.5 %	18.2 %	4.5 %	6.5 %		
Tier 1 capital ratio <sup>(2)</sup>	Tier 1 capital ratio <sup>(2)</sup>	20.3	6.0	8.0					
Total risk-based capital ratio <sup>(3)</sup>	Total risk-based capital ratio <sup>(3)</sup>	21.6	8.0	10.0					
Tier 1 leverage capital ratio <sup>(4)</sup>	Tier 1 leverage capital ratio <sup>(4)</sup>	17.5	4.0	5.0					
Comenity Capital Bank									
Comenity Capital Bank									
Common equity tier 1 capital ratio <sup>(1)</sup>									
Common equity tier 1 capital ratio <sup>(1)</sup>									
Common equity tier 1 capital ratio <sup>(1)</sup>	Common equity tier 1 capital ratio <sup>(1)</sup>	18.5 %	4.5 %	6.5 %	17.5 %	4.5 %	6.5 %		
Tier 1 capital ratio <sup>(2)</sup>	Tier 1 capital ratio <sup>(2)</sup>	18.5	6.0	8.0					
Total risk-based capital ratio <sup>(3)</sup>	Total risk-based capital ratio <sup>(3)</sup>	19.9	8.0	10.0					
Tier 1 leverage capital ratio <sup>(4)</sup>	Tier 1 leverage capital ratio <sup>(4)</sup>	16.5	4.0	5.0					

<sup>(1)</sup> The Common equity tier 1 capital ratio represents common equity tier 1 capital divided by total risk-weighted assets.

<sup>(2)</sup> The Tier 1 capital ratio represents tier 1 capital divided by total risk-weighted assets.

<sup>(3)</sup> The Total risk-based capital ratio represents total capital divided by total risk-weighted assets.

<sup>(4)</sup> The Tier 1 leverage capital ratio represents tier 1 capital divided by total average assets, after certain adjustments.

<sup>(5)</sup> Total risk-weighted assets are generally measured by allocating assets, and specified off-balance sheet exposures, to various risk categories as defined by the Basel III standardized approach.

**Indemnification** We are also involved, from time to time, in reviews, investigations, subpoenas, supervisory actions and other proceedings (both formal and informal) by governmental agencies regarding our business, which could subject us to significant fines, penalties, obligations to change our business practices, significant restrictions on our existing business or ability to develop new business, cease-and-desist orders, safety-and-soundness directives or other requirements resulting in increased expenses, diminished income and damage to our reputation.

On July 1, 2019 November 20, 2023, we completed following the sale of Epsilon segment to Publicis Groupe S.A. (Publicis). Under the terms consent of the agreement governing Board of Managers of Comenity Servicing LLC (the Servicer), the FDIC issued a consent order to the Servicer. The Servicer is not one of our Bank subsidiaries, but is our

wholly-owned subsidiary that transaction, we agreed to indemnify Publicis and services substantially all of our affiliates from and against any losses arising loans. The consent order arose out of the June 2022 transition of our credit card processing services to strategic outsourcing partners and addresses certain shortcomings in the Servicer's information technology (IT) systems development, project management, business continuity management, cloud operations, and third-party oversight. The Servicer entered into the consent order for the purpose of resolving these matters without admitting or related denying any violations of law or regulation set forth in the order. The consent order does not contain any monetary penalties or fines.

The Servicer has taken significant steps to a U.S. Department of Justice (DOJ) investigation. The DOJ investigation related to third-party marketers who sent, or allegedly sent, deceptive mailings strengthen the organization's IT governance and address the other issues identified in the consent order, and the Servicer is working diligently to ensure that all of the requirements of the consent order are satisfied. Without limiting the generality of the foregoing, the Servicer has taken steps to address each provision within the consent order that required action be taken by a specified deadline, including providing a copy of data the consent order to the Parent Company Board of Directors, increasing the size and services governance processes of the Servicer's Board of Managers, establishing an Executive Oversight Committee to those marketers by Epsilon's data practice. Epsilon actively cooperated oversee and ensure compliance with the DOJ in connection consent order, and submitting all required reports and plans of action to the FDIC. The Servicer is also committed to complying with each of

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### **BREAD FINANCIAL HOLDINGS, INC.** **NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

the ongoing or longer-term requirements of the consent order, including the enhancement of its compliance management processes and related corporate governance, compliance with the investigation. On January 19, 2021, Epsilon entered into a deferred prosecution agreement (DPA) applicable system conversion requirements, and enhanced risk management and reporting requirements. In addition, the Board of Directors of each of the Banks oversee the Servicer's compliance with the DOJ to resolve the matters that were the subject requirements of the investigation. Pursuant to the DPA, Epsilon agreed, among other things, to pay penalties consent order and consumer compensation in the aggregate amount provide effective challenge of \$150 million, to be paid in two equal installments, the first in January 2021 and the second in January 2022. A \$150 million loss contingency was recorded as of December 31, 2020. Pursuant to our contractual indemnification obligation, in January 2021 we paid \$75 million to Publicis, and in January 2022, we paid the remaining \$75 million installment to Publicis. Our indemnification obligation also covers certain ongoing legal, consulting and claims administration fees and expenses incurred in connection with this matter, which we expect to diminish through the remainder of 2023. Servicer management toward that end.

## **10. COMMITMENTS AND CONTINGENCIES**

### **Legal Proceedings**

From time to time we are subject to various lawsuits, claims, disputes, or potential claims or disputes, and other proceedings, arising in the ordinary course of business that we believe, based on our current knowledge, will not have a material adverse effect on our business, consolidated financial condition or liquidity, including claims and lawsuits alleging breaches of our contractual obligations, arbitrations, class actions and other litigation, arising in connection with our business activities. We However, in light of the uncertainties involved in such matters, including the fact that some pending legal proceedings are also involved, from time to time, in reviews, investigations, subpoenas, supervisory actions and other at preliminary stages or seek an indeterminate amount of damages, penalties or fines, it is possible that the outcome of legal proceedings (both formal and informal) by governmental agencies regarding could have a material impact on our business, which could subject results of operations. Certain legal proceedings involving us to or our subsidiaries are described further below.

[Table On February 20, 2024, we and our general counsel were named as defendants in an adversary proceeding filed by the liquidating trustee in LVI's Chapter 11 bankruptcy case in the United States Bankruptcy Court for the Southern District of Texas, captioned](#)

### **BREAD FINANCIAL HOLDINGS, INC.** **NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

significant fines, penalties, obligations to change *Pirinate Consulting Group, LLC v. Bread Financial Holdings, Inc.*, Case No. 24-03027 (Bankr. S.D. Tex.), alleging actual and constructive fraudulent transfers, among other claims, in connection with our business practices, significant restrictions spinoff of LVI. Also on February 20, 2024, the liquidating trustee filed an action in the United States District Court for the District of Delaware against us, each of the members of our existing business or ability to develop new business, cease-and-desist orders, safety-and-soundness directives or Board of Directors at the time of the spinoff, and certain members of our management team, captioned *Pirinate Consulting Group, LLC v. Bread Financial Holdings, Inc.*, Case No. 24-cv-00226-RGA (D. Del.), alleging certain breaches of fiduciary duties (and aiding and abetting breaches of fiduciary duties) in connection with the spinoff. Subsequently, the liquidating trustee voluntarily dismissed without prejudice the complaint in the District of Delaware and commenced on March 20, 2024 a substantially similar action in Delaware Chancery Court, captioned *Pirinate Consulting Group, LLC v. Bread Financial Holdings, Inc.*, Case No. 2024-0277-MTZ (Del. Ch.), against the same parties and asserting the same claims. Among other requirements resulting things, in increased expenses, diminished income each of the Texas and damage to our reputation, Delaware actions, the liquidating trustee seeks damages in the amount of approximately \$750 million plus interest, fees and expenses.

**11. CHANGES IN ACCUMULATED OTHER COMPREHENSIVE LOSS** We and certain current and former members of our management team have also been named as defendants in other litigation matters relating to the LVI spinoff. LoyaltyOne, Co. (the LVI subsidiary that operated its Canadian AIR MILES business) filed suit against us and our general counsel in the Ontario Superior Court of Justice in Canada on October 18, 2023, in an action captioned *LoyaltyOne, Co. v. Bread Financial Holdings, Inc. et al.* The lawsuit asserts that our general counsel, in his capacity as a pre-spinoff director of LoyaltyOne, Co., breached various fiduciary duties owed to LoyaltyOne, Co. in connection with the LVI spinoff and certain other transactions, and that Bread Financial assisted in and benefited from those breaches. The lawsuit seeks damages in the amount of \$775 million. LoyaltyOne, Co. is also contesting our entitlement to certain potential tax refunds under the tax matters agreement, in proceedings pursuant to the Canadian Companies' Creditors Arrangement Act in the Commercial List of the Ontario Superior Court of Justice, captioned *In re Matter of a Plan of Compromise or Arrangement of LoyaltyOne, Co.* No. CV-23-00696017-00CL. Finally, on April 27, 2023, we and certain current and former members of our management team were named as defendants in a putative federal securities class action filed in the United States District Court for the Southern District of Ohio, captioned *Newtyn Partners, LP v. Alliance Data Systems n/k/a Bread Financial Holdings, Inc.*, Case No. 23-cv-1451-EAS (S.D. Ohio), concerning disclosures made about LVI's business prior to the spinoff. The lead plaintiff in this matter filed an amended complaint on March 21, 2024 and is seeking, among other things, a class action designation and an award of damages in an amount to be proven at trial, plus fees and expenses.

The changes in all these actions related to the spinoff, we believe the allegations contained in each component the complaints are without merit and intend to defend the cases. We cannot predict at this point the length of accumulated other comprehensive loss, net of tax effects, are as follows:

	Net Unrealized Losses on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
Three Months Ended September 30, 2023			
(Millions)			
Balance as of June 30, 2023	\$ (17)	\$ (3)	\$ (20)
Changes in other comprehensive loss	(7)	—	(7)
Balance as of September 30, 2023	<u>\$ (24)</u>	<u>\$ (3)</u>	<u>\$ (27)</u>

	Net Unrealized Losses on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
Three Months Ended September 30, 2022			
(Millions)			
Balance as of June 30, 2022	\$ (11)	\$ (3)	\$ (14)
Changes in other comprehensive loss	(7)	—	(7)
Balance as of September 30, 2022	<u>\$ (18)</u>	<u>\$ (3)</u>	<u>\$ (21)</u>

	Net Unrealized Losses on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
Nine Months Ended September 30, 2023			
(Millions)			
Balance as of December 31, 2022	\$ (18)	\$ (3)	\$ (21)
Changes in other comprehensive loss	(6)	—	(6)
Balance as of September 30, 2023	<u>\$ (24)</u>	<u>\$ (3)</u>	<u>\$ (27)</u>

	Net Unrealized Gains (Losses) on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
Nine Months Ended September 30, 2022			
(Millions)			
Balance as of December 31, 2021	\$ 1	\$ (3)	\$ (2)
Changes in other comprehensive loss	(19)	—	(19)
Balance as of September 30, 2022	<u>\$ (18)</u>	<u>\$ (3)</u>	<u>\$ (21)</u>

time that these actions will be ongoing or the liability, if any, which may arise therefrom.

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**BREAD FINANCIAL HOLDINGS, INC.**  
**NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)**

Some matters pending against us specify the damages sought, others seek an unspecified amount of damages or are at very early stages of the legal process. In matters where the amount of damages claimed against us are stated, the claimed amount may be exaggerated and/or unsupported. While some matters have not yet progressed sufficiently through discovery or have had development of important factual information and legal issues to enable us to estimate an amount of loss or a range of possible loss, other matters may have progressed sufficiently to enable an estimate of an amount of loss, or a range of possible loss. We accrue for a loss contingency when it is both probable that a loss has occurred, and the amount of loss can be reasonably estimated; however, there may be instances in which an exposure to a loss contingency exceeds our accrual. On a quarterly basis we evaluate developments in the legal proceedings against us that could cause an increase or decrease in the amount of the accrual that has been previously recorded.

**11. CHANGES IN ACCUMULATED OTHER COMPREHENSIVE LOSS**

The changes in each component of Accumulated other comprehensive loss, net of tax effects, are as follows for the periods presented:

Three Months Ended March 31, 2024	Net Unrealized Losses on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
(Millions)			
Balance as of December 31, 2023	\$ (16)	\$ (3)	\$ (19)
Changes in other comprehensive loss	(3)	—	(3)
Balance as of March 31, 2024	<u>\$ (19)</u>	<u>\$ (3)</u>	<u>\$ (22)</u>

Three Months Ended March 31, 2023	Net Unrealized Losses on AFS Securities	Foreign Currency Translation Adjustments	Accumulated Other Comprehensive Loss
(Millions)			
Balance as of December 31, 2022	\$ (18)	\$ (3)	\$ (21)
Changes in other comprehensive income	2	—	2
Balance as of March 31, 2023	<u>\$ (16)</u>	<u>\$ (3)</u>	<u>\$ (19)</u>

## 12. STOCKHOLDERS' EQUITY

### Stock Repurchase Programs

On [July 27, 2023](#) [February 21, 2024](#), our Board of Directors approved a stock repurchase program to acquire up to [\\$35](#) [\\$30](#) million in shares of our outstanding common stock in the open market during the period ending on [December 31, 2023](#) [December 31, 2024](#). The rationale for this repurchase program, and the amount thereof, was to offset the impact of dilution associated with issuances of employee restricted stock units, with the objective of reducing the Company's weighted average diluted share count to approximately 50 million shares for [the second half of 2023, 2024](#), subject to then current estimates and assumptions applicable as of the date of approval.

During the quarter ended [September 30, 2023](#) [March 31, 2024](#), under the authorized stock repurchase program, we acquired a total of [0.9](#) [0.3](#) million shares of our common stock for [\\$35](#) [\\$11](#) million. Following their repurchase, these [0.9](#) [0.3](#) million shares ceased to be outstanding shares of common stock and are now treated as authorized but unissued shares of common stock.

As of [September 30, 2023](#) [March 31, 2024](#), we [did not](#) have [any amounts](#) [\\$19 million](#) remaining for future repurchases under the authorized stock repurchase program.

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### BREAD FINANCIAL HOLDINGS, INC. NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

### Stock Compensation Expense

During the [nine](#) [three](#) months ended [September 30, 2023](#) [March 31, 2024](#), we awarded [1,135,383](#) [1,256,394](#) service-based restricted stock units (RSUs) with a weighted average grant date fair market value per share of [\\$39.92](#) [\\$37.55](#) as determined on the date of grant. Service-based restricted stock units typically vest ratably over three years provided that the participant is employed by us on each such vesting date.

During the [nine](#) [three](#) months ended [September 30, 2023](#) [March 31, 2024](#), we awarded [175,587](#) [221,358](#) performance-based restricted stock units with a fair market value of [\\$27.76](#) [\\$37.57](#) to our Named Executive Officers. Performance-based RSUs cliff vest at the end of three years, if specific performance measures tied to our financial performance are met, which are measured annually over the three-year period. For the performance-based RSUs awarded in [2023, 2024](#), the predefined vesting criteria typically permit a range from 0% to 150% to be earned. Accruals of compensation cost for an award with a performance condition are based on the probable outcome of that performance condition. If the performance targets are met, the awards will vest with respect to the entire award on [February 16, 2026](#) [February 15, 2027](#), provided that the participant is employed by us on the vesting date.

For the three months ended [September 30, 2023](#) [March 31, 2024](#) and [2022, 2023](#), we recognized [\\$10](#) [\\$14](#) million and [\\$8 million](#) in stock-based compensation expense, respectively. [For the nine months ended September 30, 2023 and 2022, we recognized \\$32 million and \\$24 million](#) [\\$9 million](#) in stock-based compensation expense, respectively.

### Dividends

During the three [and nine](#) months ended [September 30, 2023](#) [March 31, 2024](#), we paid [\\$11 million](#) [and \\$32 million, respectively](#), in dividends to holders of our common stock. [On October 26, 2023](#) [On April 25, 2024](#), our Board of Directors declared a quarterly cash dividend of \$0.21 per share on our common stock, payable on [December 15, 2023](#) [June 14, 2024](#), to stockholders of record at the close of business on [November 13, 2023](#) [May 10, 2024](#).

13. INCOME TAXES

The Provision for income taxes remained relatively flat decreased for the three months ended September 30, 2023 March 31, 2024, compared with the same period three months ended March 31, 2023, primarily driven by a decrease in Income from continuing operations before income taxes in the current year relative to the prior year. year period, which was higher due to the gain on the sale of the BJ's portfolio. The effective tax rate was 23.0% 28.1% and 28.9% 28.7% for the same three month three-month periods, respectively. The decrease in the effective tax rate primarily related to a discrete benefit benefits in the current year period. For the nine months ended September 30, 2023, compared with the same period in the prior year, the Provision for income taxes increased due to the increase in Income from continuing operations before income taxes. The effective tax rate was 27.1% and 29.5% for the nine months ended September 30, 2023 and 2022, respectively. The decrease in the effective tax rate primarily related to a discrete benefit in the current year period.

We are under examination by the Internal Revenue Service as well as tax authorities in various states. The tax years under examination and open for examination vary by jurisdiction; with some exceptions, the tax returns filed by us are no longer

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

subject to U.S. federal income tax and state and local examinations for the years before 2015 or foreign income tax examinations for years before 2018.

14. EARNINGS PER SHARE

Basic earnings (losses) per share (EPS) is based only on the weighted average number of common shares outstanding, excluding any dilutive effects of stock options, unvested restricted stock awards, or other dilutive securities. Diluted EPS is based on the weighted average number of common and potentially dilutive common shares (dilutive stock options, unvested (unvested restricted stock awards and other dilutive securities outstanding during the year) pursuant to the Treasury Stock method.

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BREAD FINANCIAL HOLDINGS, INC.  
NOTES TO UNAUDITED CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED)

The following table sets forth the computation of basic and diluted EPS attributable to common stockholders for the three and nine months ended September 30, 2023 and 2022; periods presented:

		Three Months Ended September 30,		Nine Months Ended September 30,	
		2023	2022	2023	2022
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		Three Months Ended March 31,			
		2024			
		2024			
		2024			
(Millions, except per share amounts)					
(Millions, except per share amounts)					
(Millions, except per share amounts)	(Millions, except per share amounts)				
Numerator	Numerator				
Numerator					
Numerator					
Income from continuing operations	Income from continuing operations	\$ 173	\$ 134	\$ 693	\$ 358
(Loss) income from discontinued operations, net of income taxes		(2)	—	(18)	(1)
Income from continuing operations					
Income from continuing operations					
(Loss) income from discontinued operations, net of income taxes (1)					
(Loss) income from discontinued operations, net of income taxes (1)					

(Loss) income from discontinued operations, net of income taxes <sup>(1)</sup>									
Net income									
Net income									
Net income	Net income	\$	171	\$	134	\$	675	\$	357
Denominator	Denominator								
Denominator									
Denominator									
Basic: Weighted average common stock									
Basic: Weighted average common stock									
Basic: Weighted average common stock	Basic: Weighted average common stock		49.9		49.8		50.0		49.9
Weighted average effect of dilutive securities	Weighted average effect of dilutive securities								
Add: net effect of dilutive unvested restricted stock awards <sup>(1)</sup>			0.2		0.1		0.2		0.1
Weighted average effect of dilutive securities									
Weighted average effect of dilutive securities									
Add: net effect of dilutive unvested restricted stock awards <sup>(2)</sup>									
Add: net effect of dilutive unvested restricted stock awards <sup>(2)</sup>									
Add: net effect of dilutive unvested restricted stock awards <sup>(2)</sup>									
Diluted									
Diluted									
Diluted	Diluted		50.1		49.9		50.2		50.0
Basic EPS	Basic EPS								
Basic EPS									
Basic EPS									
Income from continuing operations									
Income from continuing operations									
Income from continuing operations	Income from continuing operations	\$	3.47	\$	2.69	\$	13.85	\$	7.17
(Loss) income from discontinued operations	(Loss) income from discontinued operations	\$	(0.03)	\$	—	\$	(0.37)	\$	(0.01)
(Loss) income from discontinued operations									
(Loss) income from discontinued operations									
Net income per share									
Net income per share									
Net income per share	Net income per share	\$	3.44	\$	2.69	\$	13.48	\$	7.16
Diluted EPS	Diluted EPS								
Diluted EPS									
Diluted EPS									
Income from continuing operations									

Income from continuing operations				
Income from continuing operations	Income from continuing operations	\$ 3.46	\$ 2.69	\$ 13.80
(Loss) income from discontinued operations	(Loss) income from discontinued operations	\$ (0.04)	\$ —	\$ (0.36)
(Loss) income from discontinued operations				
(Loss) income from discontinued operations				
Net income per share	Net income per share	\$ 3.42	\$ 2.69	\$ 13.44
Net income per share				
Net income per share				

- (1) Includes amounts that related to the previously disclosed discontinued operations associated with the spinoff of our former LoyaltyOne segment in 2021 and the sale of our former Epsilon segment in 2019. For additional information refer to Note 1, "Description of Business, Basis of Presentation and Summary of Significant Accounting Policies" to the unaudited Consolidated Financial Statements.
- (2) For the three and nine months ended September 30, 2023 March 31, 2024 and 2022, an insignificant amount of 2023, approximately 2.1 million and 1.6 million restricted stock awards were excluded from each calculation of weighted average dilutive common shares as the effect would have been anti-dilutive.

### Item 3. Quantitative and Qualitative Disclosures About Market Risk.

#### Market Risk

Market risk is the risk to earnings or asset and liability values resulting from movements in market prices. Our principal market risk exposure arises from volatility in interest rates and changes in the relationship between the interest rates on our assets (such as Credit card and other loans and investments) and the interest rates on our liabilities (such as deposits and debt), which may include repricing risk, basis risk, yield curve risk and options risk, and their consequential impact on economic value, capitalization levels, cost of capital and earnings.

There has been no material change from our 2022 2023 Form 10-K (as supplemented by our Quarterly Report on Form 10-Q for the quarter ended March 31, 2023 and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2023) related to our exposure to interest rate risk or other market risks.

### Item 4. Controls and Procedures.

Our management, with the participation of our Chief Executive Officer and Chief Financial Officer, has evaluated the effectiveness of the design and operation of our disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934, as amended (the Exchange Act)) as of the end of the period covered by this Report. Based upon that evaluation, our Chief Executive Officer and Chief Financial Officer have concluded that, as of the end of such period, our disclosure controls and procedures are effective and designed to ensure that the information required to be disclosed in our reports filed or submitted under the Exchange Act is recorded, processed, summarized and reported within the requisite time periods specified in the applicable rules and forms, and that it is accumulated and communicated to our management, including our Chief Executive Officer and Chief Financial Officer, as appropriate, to allow timely decisions regarding required disclosure.

There have not been any changes in our internal control over financial reporting (as such term is defined in Rules 13a-15(f) and 15d-15(f) under the Exchange Act) during the fiscal quarter to which this report relates that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

## PART II: OTHER INFORMATION

### Item 1. Legal Proceedings.

For a description of legal Refer to (i) Part II, Item 1A, "Risk Factors—The LoyaltyOne spinoff could result in substantial tax liability to us and our stockholders, and more generally, we have been adversely affected by LVI's performance, and we may continue to be adversely affected by LVI's ongoing bankruptcy proceedings applicable or litigation or other disputes involving or relating to our business, see Indemnification and Legal Proceedings in LVI." below, (ii) Note 10, "Commitments and Contingencies" of the Notes to our unaudited Consolidated Financial Statements, Statements, and (iii) "Risk Factors—Legal, Regulatory and Compliance Risks" of our 2023 Form 10-K, each of which is incorporated herein by reference.

## Item 1A. Risk Factors.

This section supplements and updates certain of the information found under Part I, Item 1A, "Risk Factors", of our 2022 2023 Form 10-K, as previously supplemented in our Quarterly Reports on Form 10-Q for the quarters ended March 31, 2023 and June 30, 2023, 10-K. The matters discussed below should be read in conjunction with the risk factors set forth in the 2022 2023 Form 10-K, as so supplemented to date, 10-K. Additional risks and uncertainties that we are unaware of, or that we currently believe are not material, may also become important factors that adversely affect our business. For a discussion of the recent trends and uncertainties impacting our business, see also "Management's Discussion and Analysis of Financial Condition and Results of Operations (MD&A) — Business Environment".

**The CFPB recently issued a final rule regarding credit card late fees, which represents a significant departure from the rules that are currently in effect. Absent a successful legal challenge, we expect the rule will have a significant adverse impact on our business, results of operations and financial condition for at least the short term and, depending on the effectiveness of our actions taken in response to the rule, potentially over the long term.**

In March 2024 the CFPB published a final rule that would significantly reduce the safe harbor amount for late fees that credit card issuers are authorized to charge. Absent a successful legal challenge, the rule will: (i) decrease the safe harbor amount for credit card late fees to \$8 and eliminate a higher safe harbor dollar amount for subsequent late payments; and (ii) eliminate the annual inflation adjustments that currently exist for the late fee safe harbor dollar amounts. The "safe harbor" dollar amounts referenced in the CFPB's rulemaking refer to the amounts that credit card issuers may charge as late fees under the Credit Card Accountability Responsibility and Disclosure Act of 2009 (CARD Act) without reference to the issuer's cost to collect. Under the CARD Act, these safe harbor amounts, since their initial implementation, have been subject to annual adjustment based on changes in the Consumer Price Index, and the safe harbor amounts are currently set at \$30 for an initial late fee and \$41 for subsequent late fees incurred in one of the next six billing cycles. Accordingly, the \$8 safe harbor amount on late fees (and the elimination of the annual inflation-based adjustment thereto) would represent a significant decrease from the current safe harbor amounts. The final rule is currently slated to become effective on May 14, 2024, subject to any court-imposed injunction resulting from litigation.

Shortly after the final rule was published, a lawsuit was filed in U.S. District Court for the Northern District of Texas (Ft. Worth Division) by the U.S. Chamber of Commerce, the American Bankers Association and various other parties, challenging the rule and seeking a preliminary injunction enjoining the rule from becoming effective during the pendency of the litigation. The lawsuit asserts that the rule would ultimately harm those consumers the CFPB is charged with protecting and seeks to have the rule vacated on various grounds, including that the CFPB (i) violated the CARD Act by preventing issuers from collecting reasonable and proportional late fees when cardholders do not pay their bills on time, (ii) violated the Administrative Procedure Act by promulgating a final rule that is arbitrary and capricious, relying on inappropriate, incomplete and non-public data; and (iii) issued the rulemaking with funds drawn in violation of the U.S. Constitution's Appropriations Clause. While we are not a plaintiff in these actions, the presidents of our two subsidiary banks did each submit a declaration in connection with the plaintiffs' motion for a preliminary injunction, and we support the positions taken by the plaintiffs in these matters.

Assuming these legal challenges are not successful and the CFPB's final rule becomes effective, whether that be on May 14, 2024 or at a later date, this rule will represent an approximately 75% reduction in the amount of late fees that may be charged under the CARD Act safe harbor, which we expect will have a significant adverse impact on our revenue, results of operations and other financial metrics for at least the short term and, depending on the effectiveness of the mitigating actions that we take in response to the rule, potentially over the long term. We have already executed on a number of strategies designed to limit the impact of the final rule on us and we continue to evaluate various other mitigating

strategies, but it may not be feasible for us to fully implement these strategies in the short term, and we cannot guarantee that these efforts will ultimately be successful even if and when fully implemented. Moreover, the final rule (and certain of our mitigating strategies) may present other risks and adverse impacts to our business, results of operations and financial condition, which could include, without limitation, the loss of customers due to tightened underwriting standards or negative customer response to higher rates and fees, impacts to customer payment behavior due to decreased incentives to pay, further regulatory action in response to mitigating strategies that may be employed by us or other credit card issuers, adverse impacts to or disputes with our brand partners, strategic non-renewals of certain brand partner relationships that cease to be profitable, and balance sheet impairments, including of goodwill, long-lived assets and other prepaid or intangible assets.

Additional discussion regarding the CFPB's final rule can be found in "Management's Discussion & Analysis of Financial Condition and Results of Operations (MD&A) — Business Environment".

**The LoyaltyOne spinoff could result in substantial tax liability to us and our stockholders, and more generally, we have been adversely affected by LVI's performance, and we may continue to be adversely affected by LVI's ongoing bankruptcy proceedings or litigation or other disputes involving or relating to LVI.**

In November 2021, we completed the spinoff of our former LoyaltyOne segment, consisting of the Canadian AIR MILES® Reward Program and the Netherlands-based BrandLoyalty businesses, into an independent, publicly traded company, LVI. As part of the spinoff, we retained 19% of the outstanding shares of common stock of LVI.

We received a private letter ruling, or PLR, from the IRS and an opinion from our tax advisor to the effect that the spinoff of our former LoyaltyOne segment qualified as tax-free for U.S. federal income tax purposes for us and our stockholders (except for cash received in lieu of fractional shares). However, if the factual assumptions or representations made by us in connection with the delivery of the PLR and opinion are inaccurate or incomplete in any material respect, including those relating to the past and future conduct of our business, we may not be able to rely on the PLR or opinion. Furthermore, the PLR does not address all the issues that are relevant to determining whether the spinoff qualified for tax-free treatment, and the opinion from our tax advisor is not binding on the IRS or the courts. If, notwithstanding receipt of the PLR and the opinion from our tax advisor, the spinoff transaction and certain related transactions are determined to be taxable, we would be subject to a substantial tax liability. In addition, if the spinoff transaction is taxable, each holder of our common stock who received shares of LVI in connection with the spinoff would generally be treated as receiving a taxable distribution of property in an amount equal to the fair market value of the shares received.

Even if the spinoff otherwise qualifies as a tax-free transaction, the distribution would be taxable to us (but not to our stockholders) in certain circumstances if post-spinoff significant acquisitions of our stock or the stock of LVI are deemed to be part of a plan or series of related transactions that included the spinoff. In this event, the resulting tax liability could be substantial, and could discourage, delay or prevent a change of control of us. In connection with the spinoff, we entered into a tax matters agreement with LVI, pursuant to which LVI agreed to not enter into any transaction that could cause any portion of the spinoff to be taxable to us without our consent and to indemnify us for any tax liability resulting from any such transaction. On March 1, 2023, LVI announced that it had entered into an agreement to sell its BrandLoyalty business. At LVI's request to accommodate the sale, we agreed to not take action under the tax matters agreement to attempt to prevent the BrandLoyalty sale and, upon the closing, agreed to certain mutual releases with the buyer in the sale. Subsequently, on March 10, 2023, LVI and certain of its subsidiaries filed voluntary petitions for relief under Chapter 11 of the United States Bankruptcy Code and in Canada under the Companies' Creditors Arrangement Act (Canada) (collectively, the LVI Bankruptcy Proceedings). In the Canadian proceedings, LVI conducted an auction process and subsequently sold its AIR MILES business to Bank of Montreal in June 2023. While we believe these transactions should not affect the qualification of the spinoff as a tax-free transaction, it is possible the IRS could disagree and successfully assert that the spinoff should be taxable to us and our stockholders that received LVI shares in the spinoff. In addition, it is possible the IRS could view this disposition as inconsistent with the PLR and, as a result, the IRS could take the position that we cannot rely on the PLR.

More generally, we have been adversely affected by LVI's performance, and we may continue to be adversely affected by the ongoing LVI Bankruptcy Proceedings or disputes involving or relating to LVI. During 2022, LVI's stock price decreased significantly and, as a result, we wrote down the value of our 19% shareholding in LVI from \$50 million as of December 31, 2021, to \$6 million as of December 31, 2022. As of March 31, 2023, we had written down the value of these

LVI shares to zero. While we had intended We continued to divest hold our 19% ownership position interest in LVI until it, along with all other common stock of LVI, was cancelled and extinguished pursuant to LVI's Chapter 11 Plan, which became effective in a tax-efficient manner within 12 months of the spinoff, market conditions and other factors prevented us from doing so. We anticipate our remaining 19% shareholding in LVI will be disposed of either during or in connection with the LVI Bankruptcy Proceedings, in compliance with the terms of the PLR. June 2023.

Furthermore, though we believe that our process and decision-making with respect to the spinoff transaction were entirely appropriate, we and certain members of our Board of Directors and executive management team have been named as defendants in various litigation matters relating to the spinoff. LoyaltyOne, Co. (the LVI subsidiary that operated its Canadian AIR MILES business) has recently filed suit against us and Joseph Motes, our general counsel in the Ontario Superior Court of Justice in Canada, Canada in October 2023. The lawsuit asserts that Mr. Motes, our general counsel, in his capacity as a pre-spinoff director of LoyaltyOne, Co., breached various fiduciary duties owed to LoyaltyOne, Co. in connection with the LVI spinoff and certain other transactions, and that Bread Financial assisted in and benefited from those breaches. The lawsuit seeks damages in the amount of \$775 million. Pursuant to LVI's Chapter 11 Plan, LVI has and a liquidating trustee also established a litigation liquidating trust in the U.S. Chapter 11 proceedings to pursue claims, including against us individuals and one or more members of our management team entities in respect of the spinoff transaction, although no such claims have been and in February 2024 that liquidating trustee commenced certain actions against us. Specifically: (i) in LVI's U.S. Chapter 11 case in the Bankruptcy Court for the Southern District of Texas, the liquidating trustee filed to date. While we believe that the suit filed an adversary proceeding against us in Canada and any our general counsel alleging actual and constructive fraudulent transfers, among other claims, in connection with the spinoff; and (ii) in Delaware Chancery Court, the liquidating trustee filed an action against us, each of the members of our Board of Directors at the time of the spinoff, are without merit and certain members of our executive management team alleging breaches of fiduciary duties (and aiding and abetting breaches of fiduciary duties) in connection with the spinoff. Among other things, in each of these actions the liquidating trustee seeks damages in the amount of approximately \$750 million plus interest, fees and expenses. LoyaltyOne, Co. is also contesting our entitlement to certain potential tax refunds under the tax matters agreement, and we will defend ourselves vigorously, litigation is complex and the outcomes are inherently uncertain. We may also become involved in legal or other disputes with respect to the spinoff agreements with LVI, or incur other liabilities or obligations under contractual arrangements with LVI. In addition, Finally, a putative federal securities class action complaint was filed in April 2023 against us and current and former members of our management team concerning disclosures made about LVI's business, which business. While we believe is that each of these suits and any other claims in connection with the spinoff are without merit and we will defend ourselves vigorously, vigorously, litigation is complex and the outcomes are inherently uncertain. Any litigation or dispute arising out of or relating to the spinoff could distract management, result in significant legal and other costs, and otherwise adversely impact our financial position, results of operations and financial condition.

## Item 2. Unregistered Sales of Equity Securities and Use of Proceeds.

The following table presents information with respect to purchases of our common stock made by or on behalf of us during the three months ended September 30, 2023 March 31, 2024:

Period	Total Number of Shares Purchased <sup>(1)</sup>	Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs (Millions)
July 1-31	4,382	\$ 36.09	—	\$ 35
August 1-31	713,469	37.45	710,952	8
September 1-30	226,578	37.36	224,244	—
Total	944,429	\$ 37.42	935,196	\$ —

Period	Total Number of Shares Purchased <sup>(1)</sup>	Average Price Paid per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Approximate Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs (Millions)
January 1-31	4,101	\$ 33.10	—	\$ 30
February 1-28	185,728	37.33	181,162	23
March 1-31	123,774	37.93	111,651	19
Total	313,603	\$ 37.51	292,813	\$ 19

(1) During the periods presented, 9,233 (i) 20,790 shares of our common stock were purchased by the administrator of our Bread Financial 401(k) Plan for the benefit of the employees who participated in that portion of the 401(k) Plan. Plan and (ii) 292,813 shares of our common stock were repurchased by the Company, pursuant to a Rule 10b5-1 trading plan previously adopted by the Company, during an open trading window.

Item 3. Defaults Upon Senior Securities.

None.

Item 4. Mine Safety Disclosures.

Not applicable.

Item 5. Other Information.

- (a) None
- (b) None
- (c) During the three months ended September 30, 2023 March 31, 2024, no Section 16 officer or director of the Parent Company adopted or terminated a "Rule 10b5-1 trading arrangement" or "non-Rule 10b5-1 trading arrangement," as each term is defined in Item 408(a) of Regulation S-K.

Item 6. Exhibits.

- a) Exhibits:

EXHIBIT INDEX

Incorporated by Reference														
Incorporated by Reference												Incorporated by Reference		
Exhibit No.	Exhibit No.	Filer	Description	Form	Exhibit	Filing Date	Exhibit No.	Filer	Description			Form	Exhibit	Filing Date

3.1	3.1	(a)	<a href="#">Third Amended and Restated Certificate of Incorporation of the Registrant.</a>	8-K	3.2	6/10/16						
3.1	3.1			(a)	<a href="#">Third Amended and Restated Certificate of Incorporation of the Registrant.</a>	8-K	3.2	6/10/16				
3.2	3.2	(a)	<a href="#">Certificate of Amendment to Third Amended and Restated Certificate of Incorporation of the Registrant.</a>	8-K	3.1	3/24/22	(a)	<a href="#">Certificate of Amendment to Third Amended and Restated Certificate of Incorporation of the Registrant.</a>	8-K	3.1	3/24/22	
3.3	3.3	(a)	<a href="#">Certificate of Designations of Series A Preferred Non-Voting Convertible Preferred Stock of the Registrant.</a>	8-K	3.1	4/29/19						
3.3	3.3			(a)	<a href="#">Certificate of Designations of Series A Preferred Non-Voting Convertible Preferred Stock of the Registrant.</a>	8-K	3.1	4/29/19				
3.4	3.4	(a)	<a href="#">Sixth Amended and Restated Bylaws of the Registrant.</a>	8-K	3.2	3/24/22	(a)	<a href="#">Sixth Amended and Restated Bylaws of the Registrant.</a>	8-K	3.2	3/24/22	
4	4	(a)	<a href="#">Specimen Certificate for shares of Common Stock of the Registrant.</a>	10-Q	4	8/8/03						
4	4			(a)	<a href="#">Specimen Certificate for shares of Common Stock of the Registrant.</a>	10-Q	4	8/8/03				

10.1	10.1	(b) <a href="#">Twelfth</a> (c) <a href="#">Addendum</a> (d) <a href="#">to Appendix A of Fourth Amended and Restated Service Agreement, dated as of July 31, 2023, between Comenity Servicing LLC and Comenity Bank.</a>	8-K	99.2	8/1/23
	10.2	(b) <a href="#">Thirteenth</a> (c) <a href="#">Addendum</a> (d) <a href="#">to Appendix A of Fourth Amended and Restated Service Agreement, dated as of August 31, 2023, between Comenity Servicing LLC and Comenity Bank.</a>	8-K	99.1	9/6/23
10.1	10.1	(b) <a href="#">Fifth Amended and Restated Service Agreement, dated as of April 1, 2024,</a> (c) <a href="#">by and between Comenity Bank and Comenity Servicing LLC.</a> (d)	8-K	99.1	4/4/24
*31.1	*31.1	(a) <a href="#">Certification of Chief Executive Officer of Bread Financial Holdings, Inc. pursuant to Rule 13a-14(a) promulgated under the Securities Exchange Act of 1934, as amended.</a>			
*31.1					
*31.1					
*31.2					

*31.2	
*31.2	*31.2 (a) <a href="#">Certification of Chief Financial Officer of Bread Financial Holdings, Inc. pursuant to Rule 13a-14(a) promulgated under the Securities Exchange Act of 1934, as amended.</a>
**32.1	**32.1 (a) <a href="#">Certification of Chief Executive Officer of Bread Financial Holdings, Inc. pursuant to Rule 13a-14(b) promulgated under the Securities Exchange Act of 1934, as amended, and Section 1350 of Chapter 63 of Title 18 of the United States Code.</a>
**32.1	
**32.1	

**32.2	**32.2 (a) <a href="#">Certification of Chief Financial Officer of Bread Financial Holdings, Inc. pursuant to Rule 13a-14(b) promulgated under the Securities Exchange Act of 1934, as amended, and Section 1350 of Chapter 63 of Title 18 of the United States Code.</a>
**32.2	
**32.2	
*101	
*101	
*101	

Exhibit No.	Filer	Description	Incorporated by Reference		
			Form	Exhibit	Filing Date
*101	(a)	The following financial information from Bread Financial Holdings, Inc.'s Quarterly Report on Form 10-Q for the quarter ended September 30, 2023, formatted in Inline XBRL: (i) Consolidated Statements of Income (Loss), (ii) Consolidated Statements of Comprehensive Income (Loss), (iii) Consolidated Balance Sheets, (iv) Consolidated Statements of Stockholders' Equity, (v) Consolidated Statements of Cash Flows and (vi) Notes to Consolidated Financial Statements.			
*104	(a)	Cover Page Interactive Data File (formatted as Inline XBRL and contained in Exhibit 101).			

- \* Filed herewith
- \*\* Furnished herewith
 

(a) Bread Financial Holdings, Inc.

(b) WFN Credit Company, LLC

(c) World Financial Network Credit Card Master Trust

(d) World Financial Network Credit Card Master Note Trust

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, Bread Financial Holdings, Inc. has duly caused this quarterly report on Form 10-Q to be signed on its behalf by the undersigned, thereunto duly authorized.

**BREAD FINANCIAL HOLDINGS, INC.**

DATE: **October 26, 2023** **May 2, 2024**

By: /s/ RALPH J. ANDRETTA  
**Ralph J. Andretta**  
**President and Chief Executive Officer**

DATE: **October 26, 2023** **May 2, 2024**

By: /s/ PERRY S. BEBERMAN  
**Perry S. Beberman**  
**Executive Vice President and Chief Financial Officer**

**59 56**

**Exhibit 31.1**

**CERTIFICATION OF THE  
CHIEF EXECUTIVE OFFICER  
OF  
BREAD FINANCIAL HOLDINGS, INC.**

I, Ralph J. Andretta, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Bread Financial Holdings, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: **October 26, 2023** **May 2, 2024**

/s/ RALPH J. ANDRETTA

Ralph J. Andretta  
Chief Executive Officer

Exhibit 31.2

**CERTIFICATION OF THE  
CHIEF FINANCIAL OFFICER  
OF  
BREAD FINANCIAL HOLDINGS, INC.**

I, Perry S. Beberman, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Bread Financial Holdings, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - (a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - (b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - (c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - (d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):
  - (a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - (b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: **October 26, 2023** **May 2, 2024**

/s/ PERRY S. BEBERMAN

Perry S. Beberman  
Chief Financial Officer

Exhibit 32.1

**CERTIFICATION PURSUANT TO  
18 U.S.C. SECTION 1350,  
AS ADOPTED PURSUANT TO  
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002**

In connection with the Quarterly Report on Form 10-Q of Bread Financial Holdings, Inc. (the Company) for the quarterly period ended **September 30, 2023** **March 31, 2024**, as filed with the Securities and Exchange Commission on the date hereof (the Report), Ralph J. Andretta, as Chief Executive Officer of the Company, hereby certifies pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 that:

- (i) the Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- (ii) the information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: **October 26, 2023** **May 2, 2024**

/s/ RALPH J. ANDRETTA

**Ralph J. Andretta**

**Chief Executive Officer**

A signed original of this written statement required by Section 906 has been provided to the Company and will be retained by the Company and furnished to the Securities and Exchange Commission or its staff upon request.

**Exhibit 32.2**

**CERTIFICATION PURSUANT TO  
18 U.S.C. SECTION 1350,  
AS ADOPTED PURSUANT TO  
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002**

In connection with the Quarterly Report on Form 10-Q of Bread Financial Holdings, Inc. (the Company) for the quarterly period ended **September 30, 2023** **March 31, 2024**, as filed with the Securities and Exchange Commission on the date hereof (the Report), Perry S. Beberman, as Chief Financial Officer of the Company, hereby certifies pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 that:

- (i) the Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- (ii) the information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

Date: **October 26, 2023** **May 2, 2024**

/s/ PERRY S. BEBERMAN

**Perry S. Beberman**

**Chief Financial Officer**

A signed original of this written statement required by Section 906 has been provided to the Company and will be retained by the Company and furnished to the Securities and Exchange Commission or its staff upon request.

#### DISCLAIMER

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