



First Cash Financial Services, Inc.


FCFS NASDAQ

Consumer Financial Services

Market Capitalization USD:

\$1,293.81 mm

CONCERN LEVEL: LOW

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Rick L. Wessel

Age: 53

CEO Since: 2006

	2009	2010	2011
Base Salary	\$728,584	\$850,000	\$890,000
Discretionary Bonus	\$250,000	\$0	\$0
Annual Cash Incentive	\$749,000	\$1,487,500	\$2,670,000
Benefits and Perquisites	\$31,023	\$70,354	\$69,217
TOTAL ANNUAL COMPENSATION	\$1,758,607	\$2,407,854	\$3,629,217
Increase in Post-Retirement Benefits	\$0	\$0	\$0
Stock Option Awards	\$0	\$0	\$0
Stock Awards	\$0	\$855,000	\$892,200
TOTAL COMPENSATION	\$1,758,607	\$3,262,854	\$4,521,417
Median of Other Named Executive Officers Total Compensation	\$776,579	\$884,916	\$939,475
Value Realized on Exercise of Stock Option	\$0	\$2,709,148	\$3,741,400
Value Realized on Vesting of Stock	\$0	\$557,820	\$315,810
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$3,266,968	\$4,057,210

Proxy Date: 27 Apr 2012

Annual Meeting Date: 12 Jun 2012

Equity Reserves: 11.70%

Stock Option Run Rate: 0.10%

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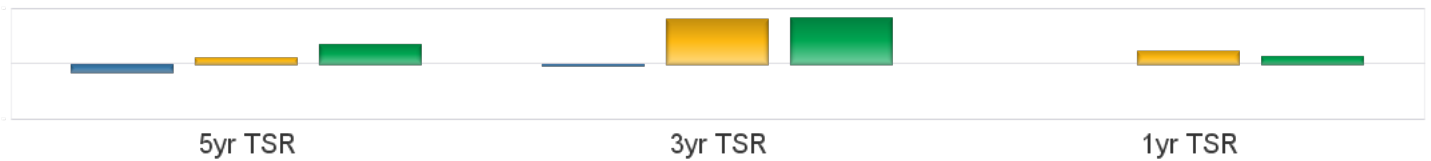
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Performance Comparison

■ S&P500 ■ Industry ■ FCFS



Peer Comparisons (TRBC) =Consumer Financial Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
FCFS	First Cash Financial Services, Inc.	\$1,758,607	\$3,262,854	\$4,521,417	\$1,293,812,377
GPN	Global Payments Inc.	\$4,991,012	\$5,457,246		\$3,163,173,950
CACC	Credit Acceptance Corporation	\$805,385	\$807,350	\$982,350	\$1,651,274,737
CSH	Cash America International, Inc.	\$2,419,138	\$3,341,358	\$4,154,589	\$1,500,263,572
EZPW	EZCORP, Inc.	\$3,196,730	\$3,675,247		\$1,388,541,351
GDOT	Green Dot Corporation		\$652,119	\$1,734,481	\$1,320,553,679
DLLR	DFC Global Corp.	\$3,847,942	\$5,477,110		\$957,477,288

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Aaron Rents, Inc., Advance America, Cash Advance Centers, Inc., America's Car-Mart, Inc., Cash America International, Inc., Dollar Financial Corp., EZCORP, Inc., QC Holdings, Inc., Rent-A-Center, Inc., World Acceptance Corp.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Ambassador Jorge Montaño	Member	66	Male	2	Outside
Mikel D. Faulkner	Member	62	Male	3	Outside
Randel G. Owen	Member	53	Male	3	Outside