



Green Dot Corporation

GDOT NYSE

Consumer Financial Services

Market Capitalization USD:

\$1,320.55 mm

CONCERN LEVEL: AVERAGE

- 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: Steven W. Streit**Age: 50****CEO Since: 2001**

	2009	2010	2011
Base Salary		\$525,000	\$525,000
Discretionary Bonus		\$0	\$0
Annual Cash Incentive		\$125,000	\$160,150
Benefits and Perquisites		\$2,119	\$1,840
TOTAL ANNUAL COMPENSATION		\$652,119	\$686,990
Increase in Post-Retirement Benefits		\$0	\$0
Stock Option Awards		\$0	\$1,047,491
Stock Awards		\$0	\$0
TOTAL COMPENSATION		\$652,119	\$1,734,481
Median of Other Named Executive Officers Total Compensation		\$510,897	\$1,492,861
Value Realized on Exercise of Stock Option		\$0	\$0
Value Realized on Vesting of Stock		\$0	\$0
TOTAL REALIZED EQUITY COMPENSATION		\$0	\$0

Proxy Date: 12 Apr 2012

Annual Meeting Date: 24 May 2012

Equity Reserves: 33.39%

Stock Option Run Rate: 3.16%

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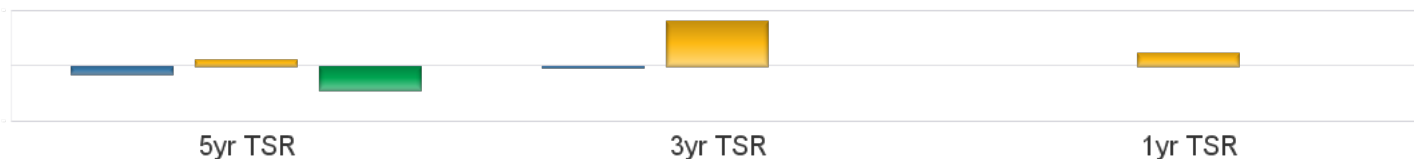
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Performance Comparison

■ S&P500 ■ Industry ■ GDOT



Peer Comparisons (TRBC) =Consumer Financial Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
GDOT	Green Dot Corporation		\$652,119	\$1,734,481	\$1,320,553,679
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
FCFS	First Cash Financial Services, Inc.	\$1,758,607	\$3,262,854		\$1,293,812,377
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

Alliance Data Systems, Inc., American Express Company, Bank of America, N.A., Barclaycard, Capital One Financial Corporation, Cardtronics, Inc., Chase Card Services, Citigroup Inc., Discover Financial Services, Euronet Worldwide, Inc., First National Bank of Omaha, General Electric Company, Global Cash Access, Inc., Global Payments Inc., Heartland Payment Systems, Inc., Higher One, Inc., MasterCard Incorporated, MoneyGram International, Inc., Netspend Holdings, Inc., RBS Citizens, N.A., Target Corporation, The Western Union Company, Total System Services, Inc., Visa Inc., Wells Fargo & Company, Wright Express Corporation.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
William H. Ott	Chairman	59	Male	2	Outside
Kenneth C. Aldrich	Member	74	Male	11	Outside Related
Michael J. Moritz	Member	57	Male	9	Outside Related
Virginia L. Hanna	Member	61	Female	10	Outside Related

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