



Investor Presentation

May 4, 2016

Disclosures

About Non-GAAP Financial Measures

During this presentation, references to financial measures of Green Dot Corporation will include references to non-GAAP financial measures, including non-GAAP total operating revenues, operating revenues, adjusted EBITDA, adjusted EBITDA margin and non-GAAP diluted earnings per share. For an explanation to the most directly comparable GAAP financial measures, see today's earnings release, the Appendix to these materials or the Supplemental Non-GAAP Financial Information available at Green Dot Corporation's investor relations website at <http://ir.greendot.com/> under "Financial Information."

Forward-Looking Statements

This presentation contains forward-looking statements, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, among other things, statements regarding the Company's guidance for 2016 and 2017 with respect to non-GAAP diluted earnings per share and other future events that involve risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements contained in this presentation, and reported results should not be considered as an indication of future performance. The potential risks and uncertainties that could cause actual results to differ from those projected include, among other things, the timing and impact of revenue growth activities and investments, the Company's dependence on revenues derived from Walmart and three other retail distributors, impact of competition, the Company's reliance on retail distributors for the promotion of its products and services, the rate of adoption or demand for the Company's new and existing products and services, continued and improving returns from the Company's investments in new growth initiatives, potential difficulties in integrating operations of acquired entities and acquired technologies, the Company's ability to operate in a highly regulated environment, our ability to obtain regulatory approval for new products, changes to existing laws or regulations affecting the Company's operating methods or economics, the Company's reliance on third-party vendors, changes in credit card association or other network rules or standards, changes in card association and debit network fees or products or interchange rates, instances of fraud developments in the prepaid financial services industry that impact prepaid debit card usage generally, business interruption or systems failure, and the Company's involvement litigation or investigations. These and other risks are discussed in greater detail in the Company's Securities and Exchange Commission filings, including its most recent annual report on Form 10-K and quarterly report on Form 10-Q, which are available on the Company's investor relations website at ir.greendot.com and on the SEC website at www.sec.gov. All information provided in this presentation is as of May 4, 2016, and the Company assumes no obligation to update this information as a result of future events or developments.

Q1 2016

Earnings Call Statistics

| Measure | |
|--|----------|
| Actives cards Q4 2015 to Q1 2016 | +5% |
| Revenue per active card YoY | +11% |
| Purchase volume per active card YoY | +14% |
| Interchange revenue per active card YoY | +14% |
| Gross dollar volume per active card YoY | +17% |
| Direct deposit active cards penetration YoY | +15% |
| Number of swipe reloads YoY | +4% |
| Third party reload revenue concentration YoY | +9% |
| Cash flow from operations in Q1 2016 | \$78.3M |
| Unencumbered cash as of March 31, 2016 | \$151.2M |

Earnings Call Statistics

Update on EPS

| | |
|---|---------|
| Non-GAAP basic weighted-avg. shares issued and outstanding | 51.5M |
| Dilutive equity awards | 0.5M |
| Non-GAAP diluted weighted-avg. shares issued and outstanding ⁽¹⁾ | 52.0M |
| Share repurchase ⁽²⁾ | (1.4)M |
| Increase in dilutive equity awards ⁽³⁾ | 0.8M |
| Non-GAAP diluted weighted-avg. shares issued and outstanding | 51.4M |
| Anticipated favorable impact to EPS in 2016 | ~\$0.02 |
| Anticipated favorable impact to EPS in 2017 | ~\$0.06 |

⁽¹⁾ Assumption in original guidance

⁽²⁾ 1.9 million shares repurchased under ASR weighted for 9/12 of year. **Does not take into account the additional shares anticipated to be repurchased at the time of completion of the ASR by November 2016. Any additional shares would favorably impact EPS in 2017.**

⁽³⁾ As GDOT share price increases, equity awards become more dilutive/share price decreases, equity awards become less dilutive.

Appendix

Non-GAAP Reconciliations

| | Account Services Segment | | | YOY |
|---------------------------------------|--------------------------|------------|--|-----|
| | Q1 2016 | Q1 2015 | | |
| | (In thousands) | | | |
| Operating revenues | \$ 145,140 | \$ 147,859 | | |
| Number of active cards at quarter end | 4,750 | 5,380 | | |
| Revenue per active | \$ 30.56 | \$ 27.48 | | 11% |

Three Months Ended March 31, 2016

| | Account Services | Processing and Settlement Services | Corporate and Other | Total |
|--------------------|------------------|------------------------------------|---------------------|------------|
| | (In thousands) | | | |
| Operating revenues | \$ 145,140 | \$ 91,370 | \$ (8,486) | \$ 228,024 |

Three Months Ended March 31, 2015

| | Account Services | Processing and Settlement Services | Corporate and Other | Total |
|--------------------|------------------|------------------------------------|---------------------|------------|
| | (In thousands) | | | |
| Operating revenues | \$ 147,859 | \$ 90,176 | \$ (10,870) | \$ 227,165 |

Non-GAAP Reconciliations

Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Diluted Weighted-Average Shares Issued and Outstanding ⁽¹⁾ (Unaudited)

| | FY 2016 | |
|--|---------------|------|
| | Range | |
| | Low | High |
| | (In millions) | |
| Diluted weighted-average shares issued and outstanding* | 49.8 | 50.1 |
| Assumed conversion of weighted-average shares of preferred stock | 1.5 | 1.5 |
| Non-GAAP diluted weighted-average shares issued and outstanding | 51.3 | 51.6 |

* Represents the diluted weighted-average shares of Class A common stock for the periods indicated.