GREEN DOT CORPORATION

reinventing personal banking for the masses

Investor Presentation

November 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. For an explanation to the most directly comparable GAAP financial measures, see the Appendix to these materials or the Supplemental Non-GAAP Financial Information available at Green Dot Corporation's investor relations website at http://ir.greendot.com/ under "Financial Information."

Forward-Looking Statements

This presentation contains forward-looking statements, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. 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 benefits expected from our six-step plan, the outlook contained in management's commentary from the Q3 call 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 impact of the Company's supply chain management efforts on its revenue growth, 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 August 16, 2016, and the Company assumes no obligation to update this information as a result of future events or developments.

Six-Step Plan to Create Long Term Value

Drive Revenue Growth

1. Launch new products
2. Re-launch MoneyPak
3. Invest in "high-potential" initiatives

Reduce Expenses

4. Platform initiatives designed to drive multiyear cost reductions

Prudent Capital Allocation

5. Target opportunistic acquisitions
6. Repurchase shares

Review of Green Dot's Two Segments

- Account Services
  - Consists of revenues and expenses derived from Green Dot-branded GPR card accounts, private label GPR card accounts, checking accounts and open-loop gift cards.

- Processing and Settlement
  - Consists of revenues and expenses derived from reload services through the Green Dot Reload Network, payroll distribution and tax refund processing services.

Prepaid Card and Prepaid Load Business

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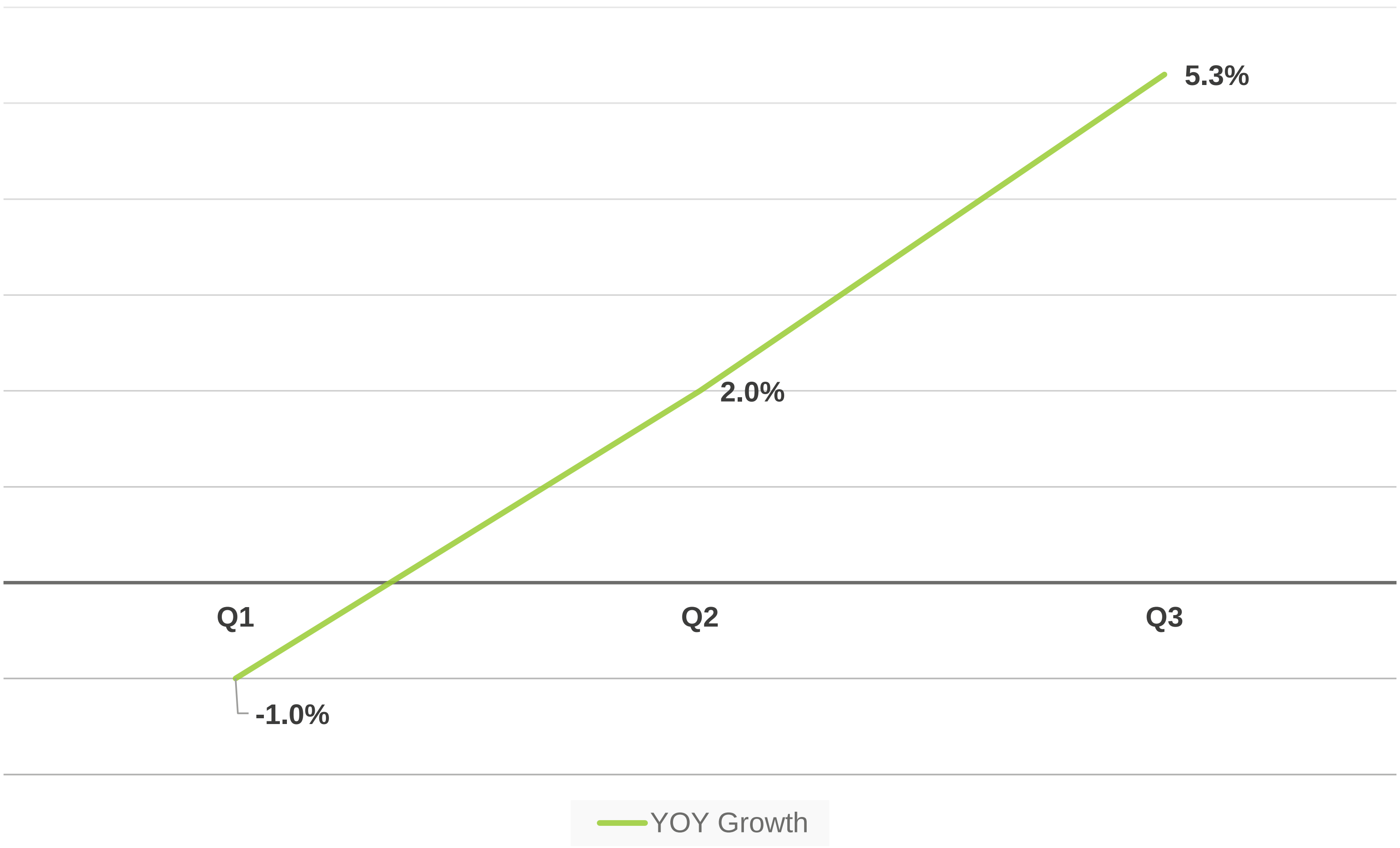
Six-Step Plan is Working

Accelerating Year-Over-Year Non-GAAP Revenue Growth



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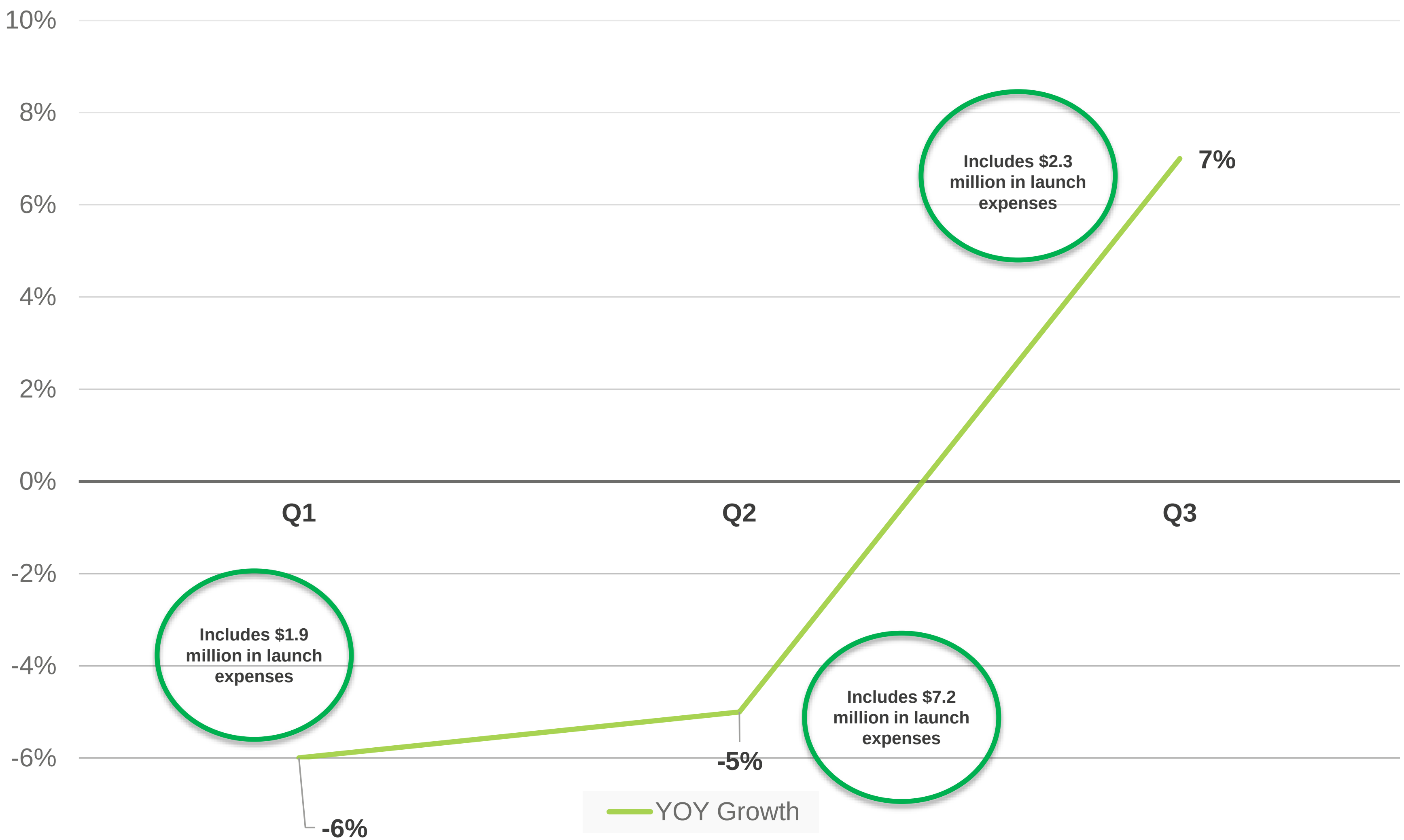
Six-Step Plan is Working

Accelerating Year-Over-Year Adjusted EBITDA Growth



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Account Services

Customers Seem to Like the New Products

Q3 Purchase Volume Per Active Card

+13%

Q3 Gross Dollar Volume Per Active Card

+17%

Q3 Account Service Revenue Per Active Card

+16%

Q3 Interchange Per Active Card

+9%

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Better behavior combined with better unit economics is driving growth

New Products Driving Revenue Growth

Revenue Per Active Card Has Been Growing Double-Digits

Better customer usage and better unit economics of the ***"New Cards"*** combined with increasingly strong performance from the portfolio of seasoned ***"Legacy Cards"*** is driving the revenue per active card growth

New Cards Are Still a Minority of Active Cards

"New Cards" aren't expected to equal the number of ***"Legacy Cards"*** in the active card portfolio until the end of 2017

Single-Digit Portfolio Revenue Growth Expected in 2017

The number of "***active cards is expected to decline"*** through the end of 2017 due to fewer "repeat buyers/short term buyers". However, "***revenue per active is expected to continue growing"***. The net of revenue growth per active offset by a decline in the number of actives is expected to deliver single-digit portfolio revenue growth in 2017

Accelerated Growth as the New Products Start to Dominate Active Portfolio

Continued expected growth in revenue per active card plus expected stability, then growth in active card count by 2018 has the potential to drive ***accelerated growth in 2018 and 2019***

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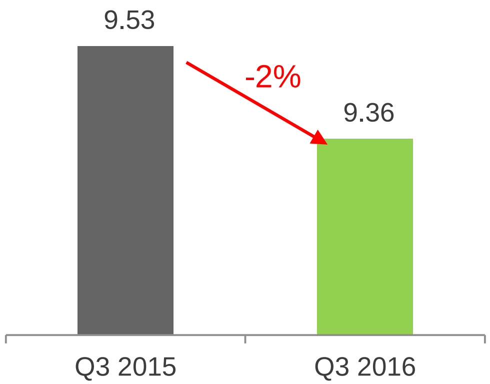
Processing & Settlement

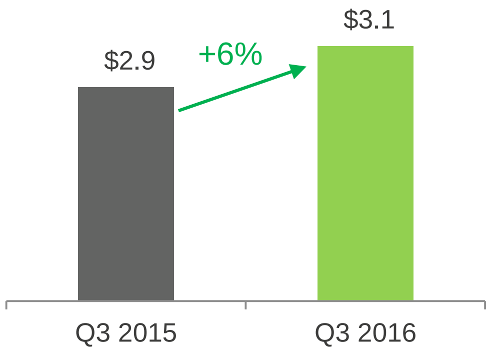
Recovering Reloads and New Initiatives Are Expected to Help Drive Segment Growth

- Despite fewer active cards YoY, the number of cash transfers has nearly recovered from a year ago.
- Free reloads are being replaced by paid reloads.
- Relaunch of MoneyPak has the potential to add to growth.
- New initiatives in Tax Processing Division (TPG) and new “faster payments” opportunities, like the Uber programs, are adding to the legacy “prepaid reload” business line.

Number of cash transfers



Cash transfer revenue per transaction



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Recovering “Reload” Volume; Higher Revenue per Reload New “Faster Payments” Initiatives

Outlook[1]

2016

Non-GAAP Total Operating Revenues[2]

- High end of $708 million to $713 million.

Adjusted EBITDA[2]

- Low end of $156 million to $160 million, including incremental launch expenses of approximately $11.4 million.

- Non-GAAP EPS[2]
- Mid-point of $1.39 to $1.44, including incremental launch expenses.
  - Assumes depreciation and amortization of property and equipment of $40.5 million,
  - An effective tax rate of 36% and;
  - Non-GAAP diluted weighted-average shares issued and outstanding of 51.7 million.

2017

- Single-digit YoY consolidated revenue growth is expected to deliver $1.75+ in 2017 Non-GAAP EPS

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[1] As of Q316 earnings call on 11/9/16
[2] Reconciliations of forward-looking guidance for these non-GAAP financial measures to their respective, most directly comparable projected GAAP financial measures are provided in the appendix.

APPENDIX

Non-GAAP Reconciliations

	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 YTD	2016 Q1	2016 Q2	2016 Q3
	(in thousands)							
Reconciliation of total operating revenues to non-GAAP total operating revenues								
Total operating revenues	$ 227,165	$ 170,247	$ 146,360	$ 150,928	$ 694,700	$ 228,024	$ 173,488	$ 154,494
Stock-based retailer incentive compensation (2)(4)	1,906	614	-	-	2,520	-	-	-
Contra-revenue advertising costs (3)(4)	1,816	(72)	115	118	1,977	219	99	105
Non-GAAP total operating revenues	$ 230,887	$ 170,789	$ 146,475	$ 151,046	$ 699,197	$ 228,243	$ 173,587	$ 154,599

	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2015 YTD	2016 Q1	2016 Q2	2016 Q3
	(in thousands)							
Reconciliation of net income (loss) to non-GAAP net income								
Net income (loss)	$ 40,813	$ 3,496	$ 179	$ (6,073)	$ 38,415	$ 32,882	$ 8,026	$ 2,037
Employee stock-based compensation expense (5)	5,213	6,410	7,453	7,935	27,011	5,645	7,407	7,889
Stock-based retailer incentive compensation (2)	1,906	614	-	-	2,520	-	-	-
Amortization of acquired intangibles (6)	5,325	5,884	5,915	6,081	23,205	5,774	5,749	5,749
Change in fair value of contingent consideration (6)	(7,616)	100	-	(684)	(8,200)	-	(5,500)	-
Transaction costs (6)	282	403	119	526	1,330	81	12	-
Amortization of deferred financing costs (7)	384	383	384	383	1,534	384	383	384
Impairment charges (7)	-	4,997	742	142	5,881	105	31	1
Extraordinary severance expenses (8)	-	-	-	-	-	-	-	957
Other charges (income) (7)	2,667	(182)	90	44	2,619	799	1,643	548
Income tax effect (9)	(3,097)	(7,259)	(6,935)	(5,076)	(22,367)	(4,702)	(3,641)	(6,688)
Non-GAAP net income	$ 45,877	$ 14,846	$ 7,947	$ 3,278	$ 71,948	$ 40,968	$ 14,110	$ 10,877
Diluted earnings per share*								
GAAP	$ 0.76	$ 0.06	$ -	$ (0.12)	$ 0.72	$ 0.63	$ 0.16	$ 0.04
Non-GAAP	$ 0.86	$ 0.28	$ 0.15	$ 0.06	$ 1.35	$ 0.78	$ 0.27	$ 0.21
Diluted weighted-average shares issued and outstanding**								
GAAP	51,938	52,275	52,361	51,168	51,875	50,867	49,818	50,709
Non-GAAP	53,558	53,804	53,880	52,687	53,422	52,386	51,337	51,568

* Reconciliations between GAAP and non-GAAP diluted weighted-average shares issued and outstanding are provided in the next table.
** Diluted weighted-average Class A shares issued and outstanding is the most directly comparable GAAP measure for the periods indicated.

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Non-GAAP Reconciliations

	2015					2016		
	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3
	(in thousands)							
Reconciliation of GAAP to non-GAAP diluted weighted-average shares issued and outstanding								
Diluted weighted-average shares issued and outstanding*	51,938	52,275	52,361	51,168	51,875	50,867	49,818	50,709
Assumed conversion of weighted-average shares of preferred stock	1,515	1,518	1,519	1,519	1,518	1,519	1,519	859
Weighted-average shares subject to repurchase	105	11	-	-	29	-	-	-
Non-GAAP diluted weighted-average shares issued and outstanding	53,558	53,804	53,880	52,687	53,422	52,386	51,337	51,568

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

	2015					2016		
	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3
	(in thousands)							
Reconciliation of net income (loss) to adjusted EBITDA								
Net income (loss)	$ 40,813	$ 3,496	$ 179	$ (6,073)	$ 38,415	$ 32,882	$ 8,026	$ 2,037
Net interest expense (income) (4)	118	431	337	321	1,207	2,480	(125)	(207)
Income tax expense (benefit)	24,965	2,991	(2,222)	(6,027)	19,707	19,124	4,968	(2,347)
Depreciation and amortization of property and equipment (4)	9,375	9,102	9,584	10,448	38,509	11,404	10,219	9,171
Employee stock-based compensation expense (4)(5)	5,213	6,410	7,453	7,935	27,011	5,645	7,407	7,889
Stock-based retailer incentive compensation (2)(4)	1,906	614	-	-	2,520	-	-	-
Amortization of acquired intangibles (4)(6)	5,325	5,884	5,915	6,081	23,205	5,774	5,749	5,749
Change in fair value of contingent consideration (4)(6)	(7,616)	100	-	(684)	(8,200)	-	(5,500)	-
Transaction costs (4)(6)	282	403	119	526	1,330	81	12	-
Impairment charges (4)(7)	-	4,997	742	142	5,881	105	31	1
Extraordinary severance expenses (4)(8)	-	4,997	742	142	5,881	105	31	957
Other charges (income) (4)(7)	2,667	(182)	90	44	2,619	799	1,643	548
Adjusted EBITDA	$ 83,048	$ 39,243	$ 22,939	$ 12,855	$ 158,085	$ 78,399	$ 32,461	$ 23,798
Non-GAAP total operating revenues	$ 230,887	$ 170,789	$ 146,475	$ 151,046	$ 699,197	$ 228,243	$ 173,587	$ 154,599
Adjusted EBITDA/non-GAAP total operating revenues (adjusted EBITDA margin)	36.0%	23.0%	15.7%	8.5%	22.6%	34.3%	18.7%	15.4%

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Non-GAAP Reconciliations

	2015					2016		
	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3
	(in thousands)							
Supplemental Detail on Non-GAAP Diluted Weighted-Average Shares Issued and Outstanding								
Stock outstanding as of period end:								
Class A common stock	51,699	51,911	50,294	50,502	50,502	49,866	48,544	50,380
Preferred stock (on an as-converted basis)	1,515	1,519	1,519	1,519	1,519	1,519	1,519	-
Total stock outstanding as of period end:	53,214	53,430	51,813	52,021	52,021	51,385	50,063	50,380
Weighting adjustment	(146)	(90)	1,282	(2)	858	(3)	(73)	(82)
Dilutive potential shares:								
Stock options	281	272	375	316	293	343	524	532
Restricted stock units	193	185	383	345	243	630	820	726
Employee stock purchase plan	16	7	27	7	7	31	3	12
Non-GAAP diluted weighted-average shares issued and outstanding	53,558	53,804	53,880	52,687	53,422	52,386	51,337	51,568

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Non-GAAP Reconciliations

	FY 2016			
	RANGE			
	LOW		HIGH	
Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Total Operating Revenue (1)	(In millions)			
Total operating revenues	$	707.6	$	712.6
Contra-revenue advertising costs (3)(4)		0.4		0.4
Non-GAAP total operating revenues	$	708.0	$	713.0

	FY 2016			
	RANGE			
	LOW		HIGH	
Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected Adjusted EBITDA (1)	(In millions)			
Net income	$	39.6	$	42.1
Adjustments (10)		116.4		117.9
Adjusted EBITDA	$	156.0	$	160.0

Non-GAAP Reconciliations

	FY 2016 RANGE LOW	FY 2016 RANGE HIGH
Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Net Income (1)	(In millions, except per share data)	
Net income	$ 39.6	$ 42.1
Adjustments (10)	32.0	32.0
Non-GAAP net income	$ 71.6	$ 74.1
Diluted earnings per share*		
GAAP	$ 0.79	$ 0.85
Non-GAAP	$ 1.39	$ 1.44
Diluted weighted-average shares issued and outstanding**		
GAAP	50.1	49.8
Non-GAAP	51.6	51.3

* Reconciliations between GAAP and non-GAAP diluted weighted-average shares issued and outstanding are provided in the next table.
** Diluted weighted-average Class A shares issued and outstanding is the most directly comparable GAAP measure for the periods indicated.

	FY 2016 RANGE LOW	FY 2016 RANGE HIGH
Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Diluted Weighted-Average Shares Issued and Outstanding (1)	(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.

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Non-GAAP Reconciliation Footnotes

1. To supplement the Company's consolidated financial statements presented in accordance with GAAP, the Company uses measures of operating results that are adjusted to exclude various, primarily non-cash, expenses and charges. These financial measures are not calculated or presented in accordance with GAAP and should not be considered as alternatives to or substitutes for operating revenues, operating income, net income or any other measure of financial performance calculated and presented in accordance with GAAP. These financial measures may not be comparable to similarly-titled measures of other organizations because other organizations may not calculate their measures in the same manner as we do. These financial measures are adjusted to eliminate the impact of items that the Company does not consider indicative of its core operating performance. You are encouraged to evaluate these adjustments and the reasons we consider them appropriate.

   The Company believes that the non-GAAP financial measures it presents are useful to investors in evaluating the Company's operating performance for the following reasons:

   - stock-based retailer incentive compensation is a non-cash GAAP accounting charge that is an offset to the Company's actual revenues from operations as the Company has historically calculated them. This charge resulted from the monthly lapsing of the Company's right to repurchase a portion of the 2,208,552 shares it issued to its largest distributor, Walmart, in May 2010. By adding back this charge to the Company's GAAP total operating revenues, investors can make direct comparisons of the Company's revenues from operations prior to May 2015, when the repurchase right fully lapsed, and thus more easily perceive trends in the Company's core operations. Further, because the monthly charge is based on the then-current fair market value of the shares as to which the Company's repurchase right lapses, adding back this charge eliminates fluctuations in the Company's operating revenues caused by variations in its stock price and thus provides insight on the operating revenues directly associated with those core operations;
   - the Company records employee stock-based compensation from period to period, and recorded employee stock-based compensation expenses of approximately $7.9 million and $7.5 million for the three months ended September 30, 2016 and 2015, respectively. By comparing the Company's adjusted EBITDA, non-GAAP net income and non-GAAP diluted earnings per share in different historical periods, investors can evaluate the Company's operating results without the additional variations caused by employee stock-based compensation expense, which may not be comparable from period to period due to changes in the fair market value of the Company's Class A common stock (which is influenced by external factors like the volatility of public markets and the financial performance of the Company's peers) and is not a key measure of the Company's operations;
   - adjusted EBITDA is widely used by investors to measure a company's operating performance without regard to items, such as net interest income and expense, income tax benefit and expense, depreciation and amortization, employee stock-based compensation expense, stock-based retailer incentive compensation expense, contingent consideration, transaction costs, impairment charges, severance associated with reduction in force, and other charges and income that can vary substantially from company to company depending upon their respective financing structures and accounting policies, the book values of their assets, their capital structures and the methods by which their assets were acquired; and
   - securities analysts use adjusted EBITDA as a supplemental measure to evaluate the overall operating performance of companies.

   The Company's management uses the non-GAAP financial measures:

   - as measures of operating performance, because they exclude the impact of items not directly resulting from the Company's core operations;
   - for planning purposes, including the preparation of the Company's annual operating budget;
   - to allocate resources to enhance the financial performance of the Company's business;
   - to evaluate the effectiveness of the Company's business strategies; and
   - in communications with the Company's board of directors concerning the Company's financial performance.

Non-GAAP Reconciliation Footnotes

The Company understands that, although adjusted EBITDA and other non-GAAP financial measures are frequently used by investors and securities analysts in their evaluations of companies, these measures have limitations as an analytical tool, and you should not consider them in isolation or as substitutes for analysis of the Company's results of operations as reported under GAAP. Some of these limitations are:

- that these measures do not reflect the Company's capital expenditures or future requirements for capital expenditures or other contractual commitments;
- that these measures do not reflect changes in, or cash requirements for, the Company's working capital needs;
- that these measures do not reflect interest expense or interest income;
- that these measures do not reflect cash requirements for income taxes;
- that, although depreciation and amortization are non-cash charges, the assets being depreciated or amortized will often have to be replaced in the future, and these measures do not reflect any cash requirements for these replacements; and
- that other companies in the Company's industry may calculate these measures differently than the Company does, limiting their usefulness as comparative measures.

2. This expense consists of the recorded fair value of the shares of Class A common stock for which the Company's right to repurchase has lapsed pursuant to the terms of the May 2010 agreement under which they were issued to Wal-Mart Stores, Inc., a contra-revenue component of the Company's total operating revenues. The Company does not believe these non-cash expenses are reflective of ongoing operating results. Our right to repurchase any shares issued to Walmart fully lapsed during the three months ended June 30, 2015. As a result, we no longer recognize stock-based retailer incentive compensation in future periods.
3. This expense consists of certain co-op advertising costs recognized as contra-revenue under GAAP. The Company believes the substance of the costs incurred are a result of advertising and is not reflective of ongoing total operating revenues. The Company believes that excluding co-op advertising costs from total operating revenues facilitates the comparison of our financial results to the Company's historical operating results.
4. The Company does not include any income tax impact of the associated non-GAAP adjustment to non-GAAP total operating revenues or adjusted EBITDA, as the case may be, because each of these non-GAAP financial measures is provided before income tax expense.
5. This expense consists primarily of expenses for employee stock options and restricted stock units. Employee stock-based compensation expense is not comparable from period to period due to changes in the fair market value of the Company's Class A common stock (which is influenced by external factors like the volatility of public markets and the financial performance of the Company's peers) and is not a key measure of the Company's operations. The Company excludes employee stock-based compensation expense from its non-GAAP financial measures primarily because it consists of non-cash expenses that the Company does not believe are reflective of ongoing operating results. Further, the Company believes that it is useful to investors to understand the impact of employee stock-based compensation to its results of operations.
6. The Company excludes certain income and expenses that are the result of acquisitions. These acquisition related adjustments include the amortization of acquired intangible assets, changes in the fair value of contingent consideration, settlements of contingencies established at time of acquisition and other acquisition related charges, such as integration charges and professional and legal fees, which result in the Company recording expenses or fair value adjustments in its GAAP financial statements. The Company analyzes the performance of its operations without regard to these adjustments. In determining whether any acquisition related adjustment is appropriate, the Company takes into consideration, among other things, how such adjustments would or would not aid in the understanding of the performance of its operations.

Non-GAAP Reconciliation Footnotes

7. The Company excludes certain income and expenses that are not reflective of ongoing operating results. It is difficult to estimate the amount or timing of these items in advance. Although these events are reflected in the Company's GAAP financial statements, the Company excludes them in it's non-GAAP financial measures because the Company believes these items may limit the comparability of ongoing operations with prior and future periods. These adjustments include amortization attributable to deferred financing costs, impairment charges related to internal-use software, and other charges, which consists of expenses incurred with our proxy contest and expenses related to gain or loss contingencies. In determining whether any such adjustments is appropriate, the Company takes into consideration, among other things, how such adjustments would or would not aid in the understanding of the performance of its operations.
8. During the three months ended September 30, 2016, we recorded a $1.0 million charge for severance costs related to extraordinary personnel reductions. These reductions are associated with our strategy to create efficiencies of scale and further integrate our subsidiaries. We expect to incur additional severance charges related to this reduction in workforce in future periods and expect all such charges to be recorded by the end of the third quarter of 2017. Although severance expenses are an ordinary part of our operations, the magnitude and scale of this reduction in workforce program we began to implement in the three months ended September 30, 2016 is not expected to be an ongoing and ordinary part of our operations once completed.
9. Represents the tax effect for the related non-GAAP measure adjustments using the Company's year to date effective tax rate.
10. These amounts represent estimated adjustments for net interest expense, income taxes, depreciation and amortization, employee stock-based compensation expense, contingent consideration, transaction costs, impairment charges, severance associated with our reduction in force, and other income and expenses. Employee stock-based compensation expense includes assumptions about the future fair value of the Company’s Class A common stock (which is influenced by external factors like the volatility of public markets and the financial performance of the Company’s peers).