GREEN DOT CORPORATION

reinventing personal banking for the masses

Q416 Investor Presentation

February 2017

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 the Company's updated six-step plan, the expected financial contribution from the proposed UniRush acquisition and the statements contained in the slide titled "Updated Financial Guidance" 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, 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, demand for the Company's new and existing products and services, continued and improving returns from the Company's investments in new growth initiatives, the extent to which the Company's processing technology partner covers the Company's expenses and other losses associated with the processor migration issues that began in May 2016 and have caused a delay in the Company's processor migration until at least the first half of 2017, the proposed acquisition of UniRush does not close, is delayed or materially altered, potential difficulties in integrating operations of acquired entities and acquired technologies, the Company's ability to operate in a highly regulated environment, 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, including any new issues that could develop in connection with the Company's processor migration scheduled to occur in the first half of 2017, 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 release and in the attachments is as of February 22, 2017, and the Company assumes no obligation to update this information as a result of future events or developments.

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Today’s Diversified Green Dot

Two Reporting Segments

Six Revenue Divisions*

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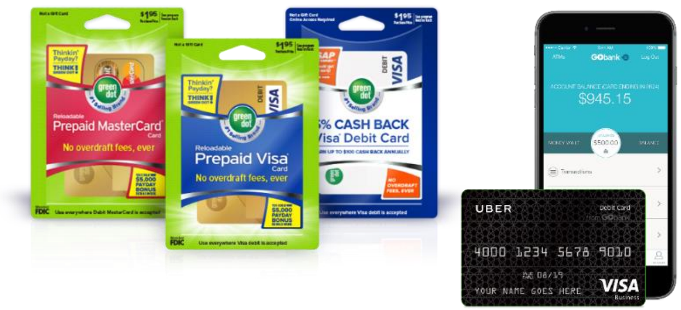
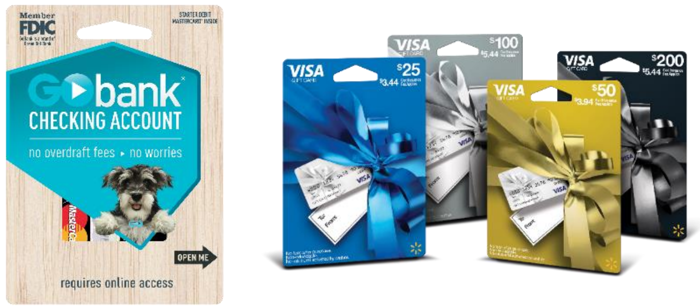
* Subject to closing of proposed acquisition of UniRush in Q1 2017

Account Services Segment

Consumer Accounts





Green Dot Direct

green dot .com

Walmart MoneyCard.com

GObank.com

RUSHCARD Prepaid Visa *

account now

ACHIEVECARD

READY DEBIT

PayCard & Wage Disbursement Services

rapid! PAYCARD *

Bank Charter

GREEN DOT BANK

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* Subject to closing of proposed acquisition of UniRush in Q1 2017

Processing & Settlement Segment

Tax Processing Division

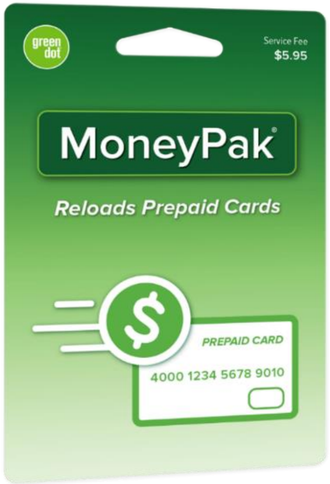
TPG
Santa Barbara
Tax Products Group

Money Processing Division

SimplyPaid™

green dot
RELOAD
@the REGISTER™

GREEN DOT
eCash™



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2016 Year In Review

Executing the Plan to Achieve at least $1.75 in non-GAAP EPS

Step 1:

Launch new prepaid products. **DONE**

Step 2:

Launch new MoneyPak. **DONE**

Step 3:

Invest in high-potential new initiatives. **DONE**

Step 4:

Realize platform efficiencies by 2017. **DONE**

Step 5:

Make accretive acquisitions. **DONE**

Step 6:

Return money to shareholders through another $50 million share buyback. **DONE**

Governance Improvements:

Declassify the Board of Directors. **WILL BE ON PROXY BALLOT**

Adopt proxy access and majority voting. **DONE**

Refresh the board - five new directors in the last year. **DONE**

Separate the Board Chair and CEO roles with the appointment of an independent Chairman. **DONE**

2017 Six-Step Plan

Grow Revenue

Reduce Expenses

Smart Capital Allocation

Step 1:

Deploy new acquisition and retention strategies to narrow the YoY sequential quarterly loss in active cards and return to active card growth by the beginning of 2018

Step 2:

Secure additional shelf space for the new MoneyPak and launch at least one unique and compelling new MoneyPak use case to expand TAM

Step 3:

Make investments in growing the successful new initiatives launched in 2016, while making modest investments in a new crop of high-potential initiatives that can drive future growth

Step 4:

Drive incremental platform savings across the enterprise and achieve savings from integrating the UniRush acquisition over the course of 2017

Step 5:

Continue to look for new acquisitions that are strategic, synergistic and accretive

Step 6:

Return capital to shareholders through share buy-backs, with another $50 million repurchase in 2017

Updated Financial Guidance*

- Green Dot has provided its outlook for 2017. Green Dot's outlook is based on a number of assumptions that management believes are reasonable at the time of this earnings release. Information regarding potential risks that could cause the actual results to differ from these forward-looking statements is set forth below and in Green Dot's filings with the Securities and Exchange Commission.

- Green Dot's outlook reflects an expectation that Green Dot will incur incremental expenses in 2017 related to the delay in migration of its remaining customer accounts from its former processor to its new processor, and that Green Dot will successfully recoup such expenses. This outlook also assumes that the acquisition of UniRush, LLC closes in the first quarter of 2017 and that the acquired entity's financial performance is at the middle of contribution ranges Green Dot has projected this entity will achieve over the last three quarters of 2017.

  – Total non-GAAP consolidated operating revenue(1) expected to be between $815 million and $830 million
  – Consolidated Adjusted EBITDA[(1)] expected to be between $184 million and $191 million
  – Consolidated non-GAAP EPS[(1) (2)] expected to be between $1.85 and $1.93 per share
    - Assuming approximately 52.7 million weighted average diluted shares outstanding
    - D&A of approximately $37 million
    - Tax rate of 35.6%.
- Q1 2017
  – Total non-GAAP consolidated operating revenue[(1)] expected to be approximately $230 million

(1) Reconciliations of projected total operating revenues to non-GAAP total operating revenues, net income to adjusted EBITDA, net income to non-GAAP net income and diluted earnings per share to non-GAAP diluted earnings per share, respectively, are provided in the tables in the Appendix section. Additional information about our non-GAAP financial measures can be found under the caption "About Non-GAAP Financial Measures."
(2) Assumes no share repurchases.

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* Including UniRush

APPENDIX

Non-GAAP Reconciliations

Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Total Operating Revenue (1)
(Unaudited)

	FY 2017 Range			
	Low		High	
	(In millions)			
Total operating revenues	$	814.7	$	829.7
Contra-revenue advertising costs (2)(3)		0.3		0.3
Non-GAAP total operating revenues	$	815.0	$	830.0

Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected Adjusted EBITDA (1)
(Unaudited)

	FY 2017 Range			
	Low		High	
	(In millions)			
Net income	$	58.9	$	63.4
Adjustments (4)		125.1		127.6
Adjusted EBITDA	$	184.0	$	191.0

Reconciliation of Forward Looking Guidance for Non-GAAP Financial Measures to Projected GAAP Net Income (1)
(Unaudited)

	FY 2017 Range			
	Low		High	
	(In millions)			
Net income	$	58.9	$	63.4
Adjustments (4)		38.4		38.4
Non-GAAP net income	$	97.3	$	101.8
Diluted earnings per share				
GAAP	$	1.12	$	1.20
Non-GAAP	$	1.85	$	1.93
Diluted weighted-average shares issued and outstanding*				
GAAP		52.7		52.7

* 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 $7.4 million and $7.9 million for the three months ended December 31, 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, changes in the fair value of contingent consideration, transaction costs, impairment charges, severance costs related to extraordinary personnel reductions, 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

   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.

   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;

Non-GAAP Reconciliation Footnotes

- 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 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.
3. 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.
4. 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 costs related to extraordinary personnel reductions, 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).