Welcome to PLS
There’s a company that’s reshaping the consumer retail financial services industry. A company setting new standards for innovative financial products and exceptional customer service. A company whose name represents a promise of excellence.

That company is PLS. It stands for People – Location – Service. PLS is one of America’s most successful and fastest-growing consumer financial services retailers.

A formula for success
PLS provides in-demand financial products and services for the more than 80 million U.S. consumers who are poorly served by traditional financial institutions.

PLS was founded in 1997 by Dan and Bob Wolfberg, two brothers who set out to transform the consumer retail financial services business. The Wolfbergs built PLS on a foundation of respect, customer service and community involvement. In contrast to the rest of the industry, PLS Check Cashers and PLS Loan Store locations offered affordably priced financial services at clean, attractive stores.

Today PLS, with nearly 4,000 employees, provides consumer financial services at hundreds of retail locations across the U.S.
A heritage of leadership

Bob and Dan Wolfberg are third-generation financial services entrepreneurs. Their grandfather, Lou Wolfberg, founded his company in 1939. Bob and Dan were raised in the business by their father, Joe.

Joe Wolfberg taught that “you have to lead from the front to be the best.” PLS leads the industry by hiring and retaining the best, most courteous and most professional people in the business—and giving them the training and resources to excel.

Commitment to the team

PLS team members take ownership of the company’s goals and mission; invest themselves in the success of their stores; and are part of a growing, rewarding family. The company offers a wide array of opportunities for personal and professional growth, and recognizes and celebrates team members’ achievements.

The People in PLS come first—and that’s how we continue to succeed.
A promise of excellence
Our mission statement is Why PLS? Because You Deserve Better! That’s much more than a slogan; it’s the promise we make to our customers and to our team members.

We believe our customers deserve better, more courteous customer service. Better, more innovative financial products and services. A better experience each time they visit our stores.

We believe our team members deserve better as well. A better, more rewarding work environment. Better benefits. Better opportunities to grow professionally and advance in their careers.

This unwavering commitment to customers and employees makes PLS stores the most welcoming and friendly locations in the industry. Our team members are motivated and dedicated to delivering exceptional customer service, every day, every shift, every transaction. Our customers notice the difference.
January 2009
PLS Good Neighbor PAC established

June 2008
First named to Crain’s “Fast 50” list

October 2008
Honored with Activa Award from FISCA

January 2009
PLS Good Neighbor PAC established

June 2009
First named to “101 Best & Brightest Places to Work in Chicago” list

June 2009
Introduction of PLS® Gold Visa® Prepaid Card

September 2009
First appeared on Inc. “5000 Fastest-Growing Private Companies in America” list
PLS serves customers through a variety of locations:

**PLS Loan Store**
Providing an innovative array of short-term consumer micro-loans, tax preparation services and auto insurance.

**PLS Motor Vehicle Services**
Providing motor vehicle license and registration services as an agent or delegate of the state’s Motor Vehicle Department, Department of Motor Vehicles or Secretary of State.

**PLS Check Cashers**
Among the largest networks of check-cashing stores in the U.S., PLS Check Cashers and PLS-managed check cashing locations offer a variety of services including Western Union® money transfers, money orders, bill payments, direct deposit services and the Xpectations!™ Visa® prepaid card.

**PLS Support Center**
Our Support Center headquarters and satellite offices offer opportunities for ambitious professionals in the fields of accounting, Human Resources (HR), marketing, finance, legal, real estate management, Information Technology (IT), insurance, tax preparation, call-center management, collections and more.

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**2010**
Ernst & Young “Entrepreneur Of The Year” Finalist

**February 2011**
Introduced Auto Insurance

**March 2011**
My PLS Card® Prepaid Debit Card launched
Why PL$?®

Because You Deserve Better®
The PLS mission and culture are based on the Why, the How and the What of the company itself.

The Why is the most important of all. It’s the reason we exist. Because You Deserve Better is a promise we make to our customers and each other.

The How is the unique way in which we deliver it. We’re continually seeking to raise expectations—the expectations of our customers, our teams and ourselves.

The What is what we deliver to our customers every day: the most courteous and professional people, at the most convenient locations, offering the most outstanding customer service.
A good neighbor in the neighborhood

PLS is an active, participating member of the neighborhoods in which our stores are located. We’re proud to contribute to the development of our communities.

This spirit of giving is demonstrated by our annual Back-To-School program, which donates backpacks filled with school supplies to children in need. The program was honored with the prestigious Activa Award by Financial Service Centers of America (FiSCA). The award is presented to financial service center providers demonstrating involvement and investment in the communities in which they do business.

A hand for our neighbors in need

In 2011, PLS received a second Activa Award for our ongoing support of the Pacific Garden Mission, which provides food, shelter, clothing and medical care to Chicago’s homeless. Our contributions include truckloads of Thanksgiving turkeys; bedding and toys; and financial support to the Mission.

Store teams that get involved

We look for opportunities to sponsor and support festivals, fairs, events and activities that bring our communities together. We’re proud to have our store teams take part in these events as good neighbors and PLS ambassadors.
Our Support Center Locations
At PLS, we believe our team members also deserve better—and that’s exactly what our support center facilities offer, including – efficient work spaces, access to transportation and expressways, convenient parking, choices for dining and entertainment and much more!

One South Wacker Drive, 36th Floor
Chicago, IL 60606
312.491.7300
www.PLShome.com