

PrimaLend Takes Decisive Action to Position Business for Future

Seeks to execute value-maximizing sale through court-supervised Chapter 11 process

Receives commitment for new financing to support business operations

Continues to operate as usual with no disruption to dealer-borrowers loans or terms

October 22, 2025

Dallas, TX – PrimaLend Capital Partners, LP and Good Floor Loans LLC (collectively “the Company”, or “PrimaLend”) today announced it is pursuing a value-maximizing sale through a voluntary Chapter 11 proceeding in the United States Bankruptcy Court for the Northern District of Texas. The Chapter 11 filing reflects a strategic step forward in reinforcing PrimaLend’s capital structure.

PrimaLend continues to operate in the ordinary course of business and support its dealer-borrowers as usual. In support of the sale process and to help fund operations during this time, PrimaLend has received a commitment for debtor-in-possession (“DIP”) financing from its existing lenders. The Company will continue to fund and service its dealer-borrowers, and the filing does not constitute a default or call on dealer-borrowers’ notes or obligations.

"We want to be clear: **there is no impact to our dealer-borrowers’ loans or terms**. No debt is being called due or accelerated as a result of this process," said Mark Jensen, CEO of PrimaLend. "We are pursuing a sale process to maximize value of the business and strengthen our balance sheet in order to position PrimaLend for long-term success. We believe this is the best path forward to secure a strong financial future while maintaining our commitment to dealer-borrower success."

He continued, "For 18 years, PrimaLend has been a trusted strategic financing solutions provider to dealerships and their related finance companies, providing reliable, tailored lending solutions, as well as mentorship and education in the buy-here-pay-here auto industry. Despite industry-wide headwinds—including post-pandemic inflation and interest rate pressure—PrimaLend’s underlying business remains fundamentally strong. We deeply value our dealer-borrower relationships and look forward to continuing to serve the buy-here-pay-here industry as we move forward."

Key facts for our stakeholders:

- The Company is operating **as usual**, with **no disruptions** to dealer-borrower support or lending services. PrimaLend is **not going out of business**.
- Existing notes and agreements remain **unchanged** and are **not being accelerated**.
- Auto loan and inventory floor plan commercial servicing contracts with banks and other third party lenders will remain unchanged, with ongoing commitment to continue high service levels.

Dealer-borrowers and other stakeholders with questions are encouraged to reach out directly to their usual company contact or email Todd Yates at tyates@primalend.com. Additional information on the Company’s Chapter 11 case can be found at <https://cases.stretto.com/PrimaLend>. Stakeholders can also contact Stretto, the Company’s noticing and claims agent, at 714-277-4508 (for toll-free U.S. calls) or 833-902-4763 (for tolled international calls).

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