

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

Current Report
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

November 14, 2012
(Date of Report - Date of Earliest Event Reported)



First Cash Financial Services, Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

0-19133
(Commission File Number)

75-2237318
(IRS Employer Identification No.)

690 East Lamar Blvd., Suite 400, Arlington, Texas 76011
(Address of principal executive offices, including zip code)

(817) 460-3947
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events.

First Cash Financial Services, Inc. has made available on its corporate website (www.firstcash.com) its most recent investor presentation. This presentation is included herein as Exhibit 99.1.

The information provided in this Item 8.01 shall not be deemed “filed” for purposes of the Securities Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by the specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits:

99.1 First Cash Financial Services, Inc. Investor Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: November 19, 2012

FIRST CASH FINANCIAL SERVICES, INC.

(Registrant)

/s/ R. DOUGLAS ORR

R. Douglas Orr

Executive Vice President and Chief Financial Officer

(Principal Financial and Accounting Officer)

EXHIBIT INDEX

Exhibit Number

99.1

Document

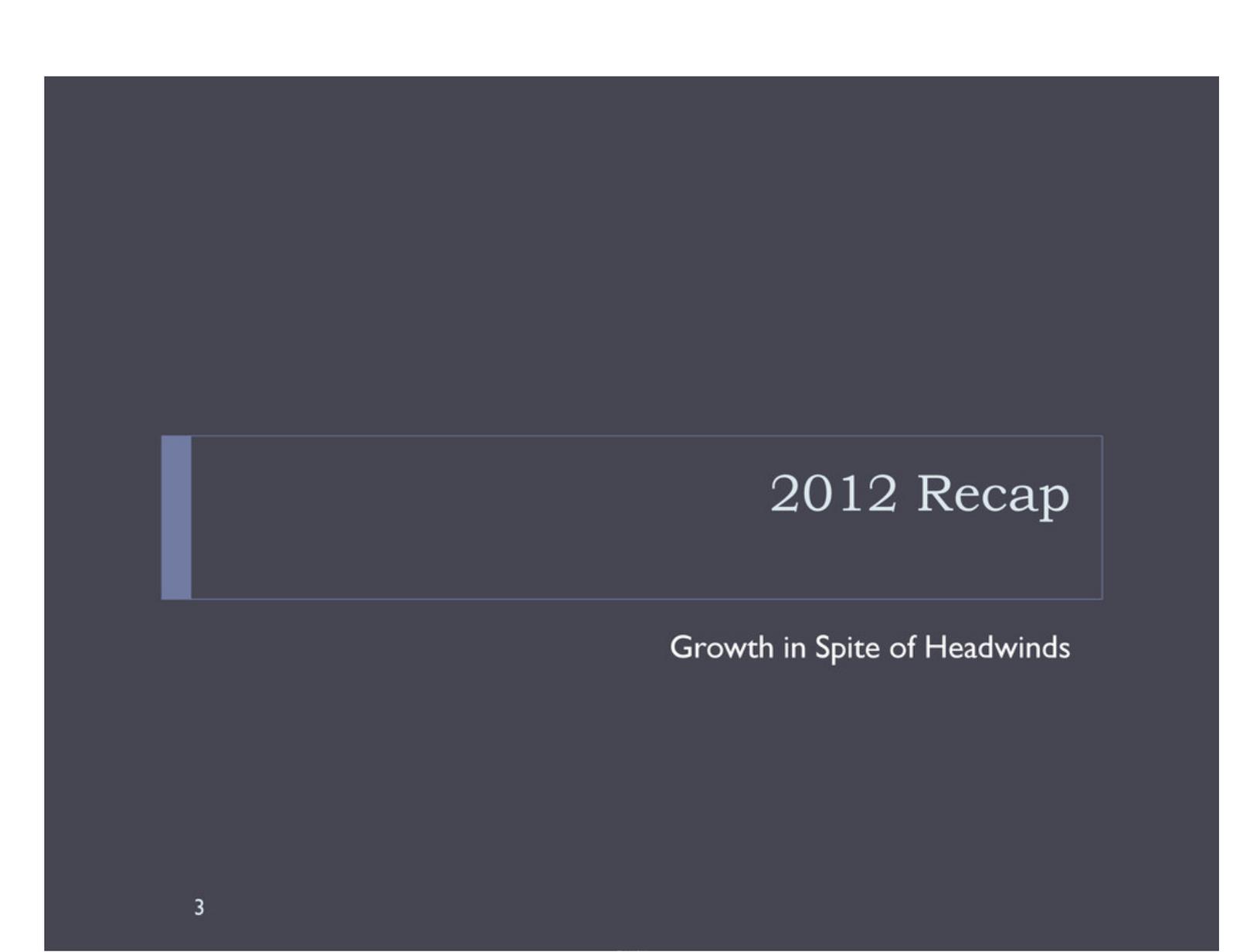
First Cash Financial Services, Inc. Investor Presentation

First Cash Financial Services Investor Presentation

November 14, 2012

Safe Harbor Statement

This presentation contains “forward-looking statements,” as defined by the Private Securities Litigation Reform Act of 1995, that can be identified by words such as “believes,” “expects,” “projects,” and similar expressions and involve numerous risks and uncertainties. The Company’s actual results could differ materially from those anticipated in such forward-looking statements as a result of certain factors, including those set forth in the Company’s filings with the Securities and Exchange Commission.



2012 Recap

Growth in Spite of Headwinds

2012 Recap

Operating Highlights

- ▶ **Despite industry/macro headwinds...**
 - ▶ Declining scrap gold margins & volumes
 - ▶ 10% decline in the value of the Mexican Peso
 - ▶ Increased payday regulation and competition
- ▶ **First Cash continues to grow revenue & earnings**
 - ▶ Current 2012 guidance range represents year-over-year EPS growth of 20% - 23%
 - ▶ Implied fourth quarter growth of 29% or more
- ▶ **Strength from...**
 - ▶ Pawn lending - Mexico & US
 - ▶ Improved retail margins & yields, especially in Mexico
 - ▶ Store additions – US & Mexico

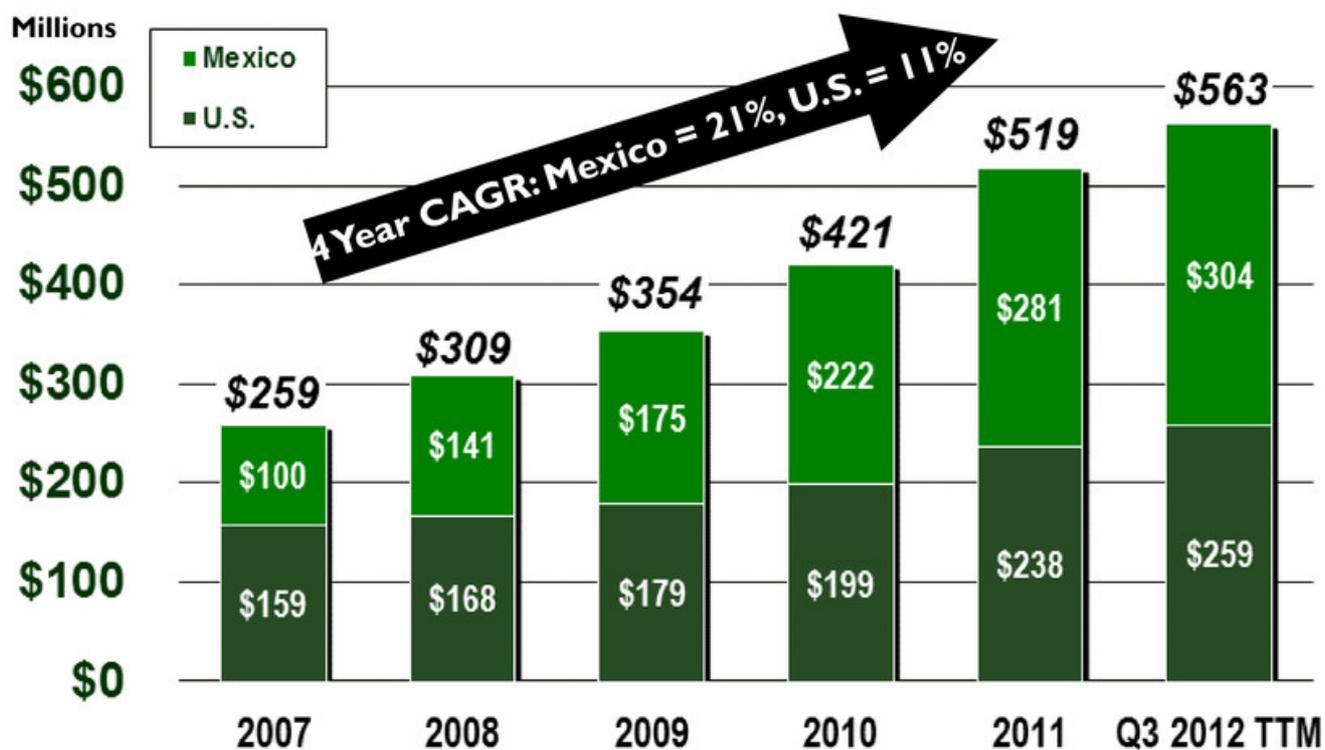
2012 Recap

Store Growth



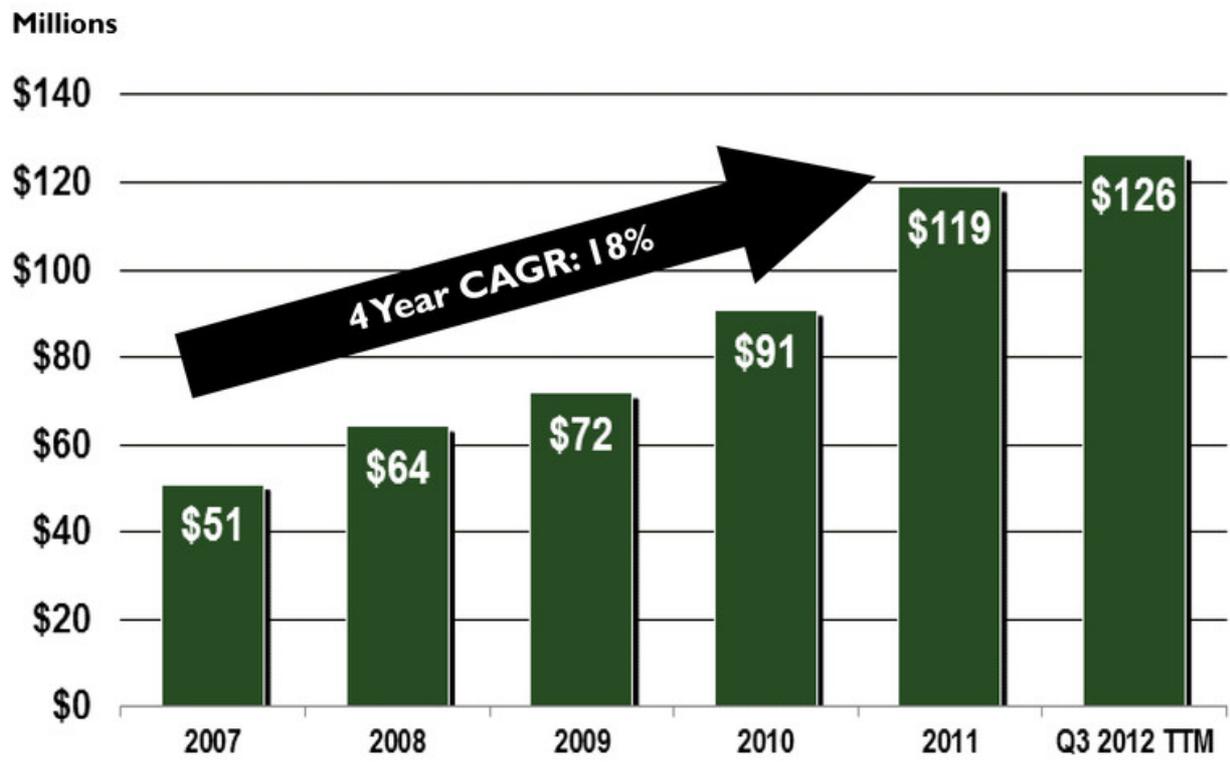
2012 Recap

Revenue Growth



2012 Recap

EBITDA Growth



2012 Recap

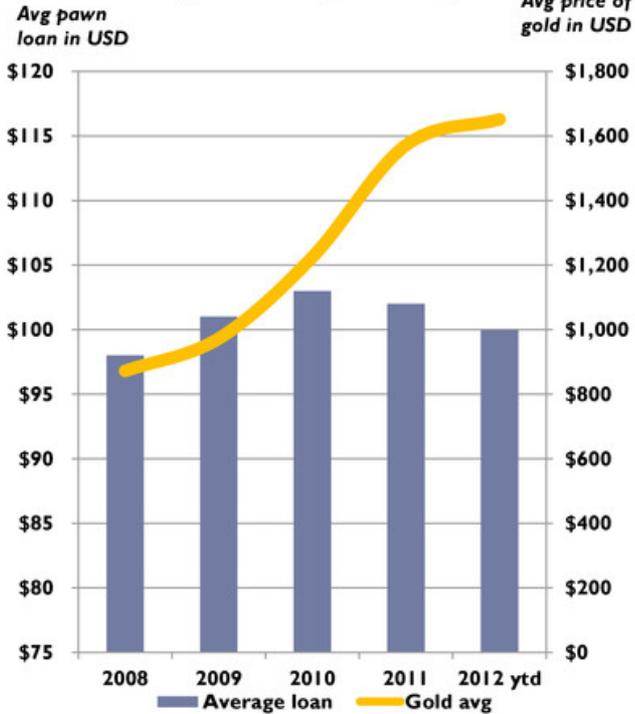
Pawn Receivable Growth



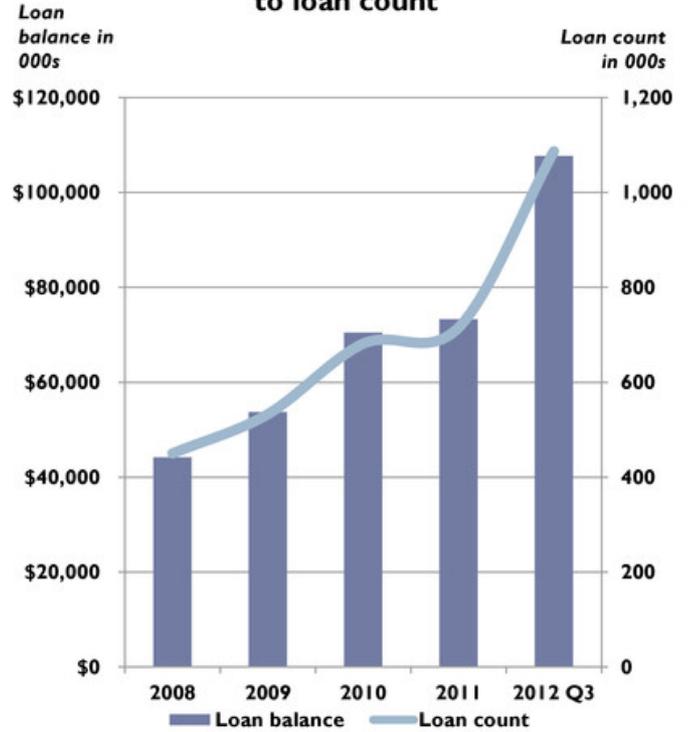
2012 Recap

Growth Driven by Loan Counts – Not Gold Prices

Average loan size compared to average market price of gold



Pawn loan balance compared to loan count



Market & Competitive Analysis

Market & Competitive Analysis

Market Differentiation

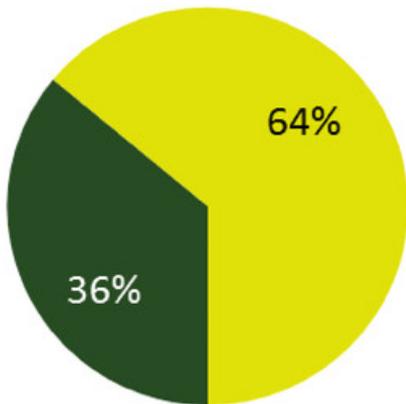
- ▶ First Cash continues to differentiate itself from other Pawn & Payday Lending peers
 - ▶ Growth focused exclusively on core **pawn** business
 - ▶ Limited **regulatory** exposure to payday lending
 - ▶ Less **gold** exposure than other pawn peers
 - ▶ Best store-front growth engine with significant first mover and scale advantages in **Mexico**



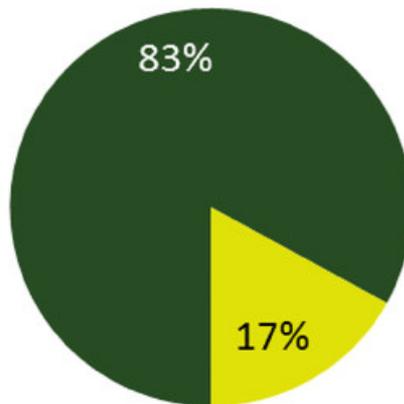
Market & Competitive Analysis

Gold Exposure

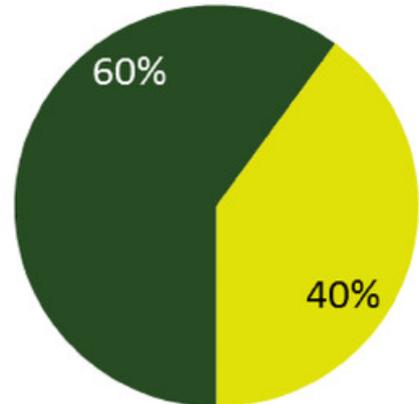
United States



Mexico



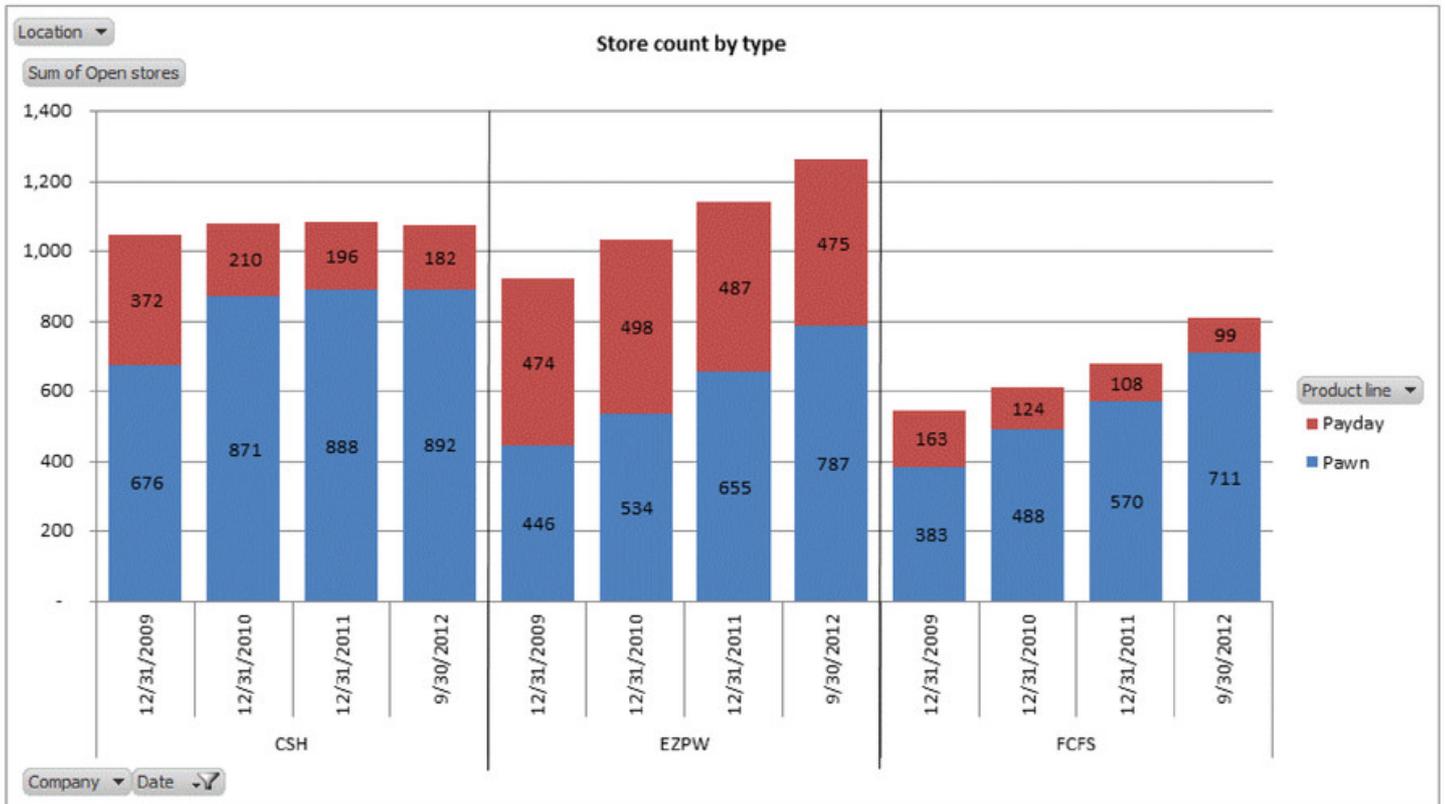
Consolidated



- Electronics, tools, and other hard-good items
- Jewelry

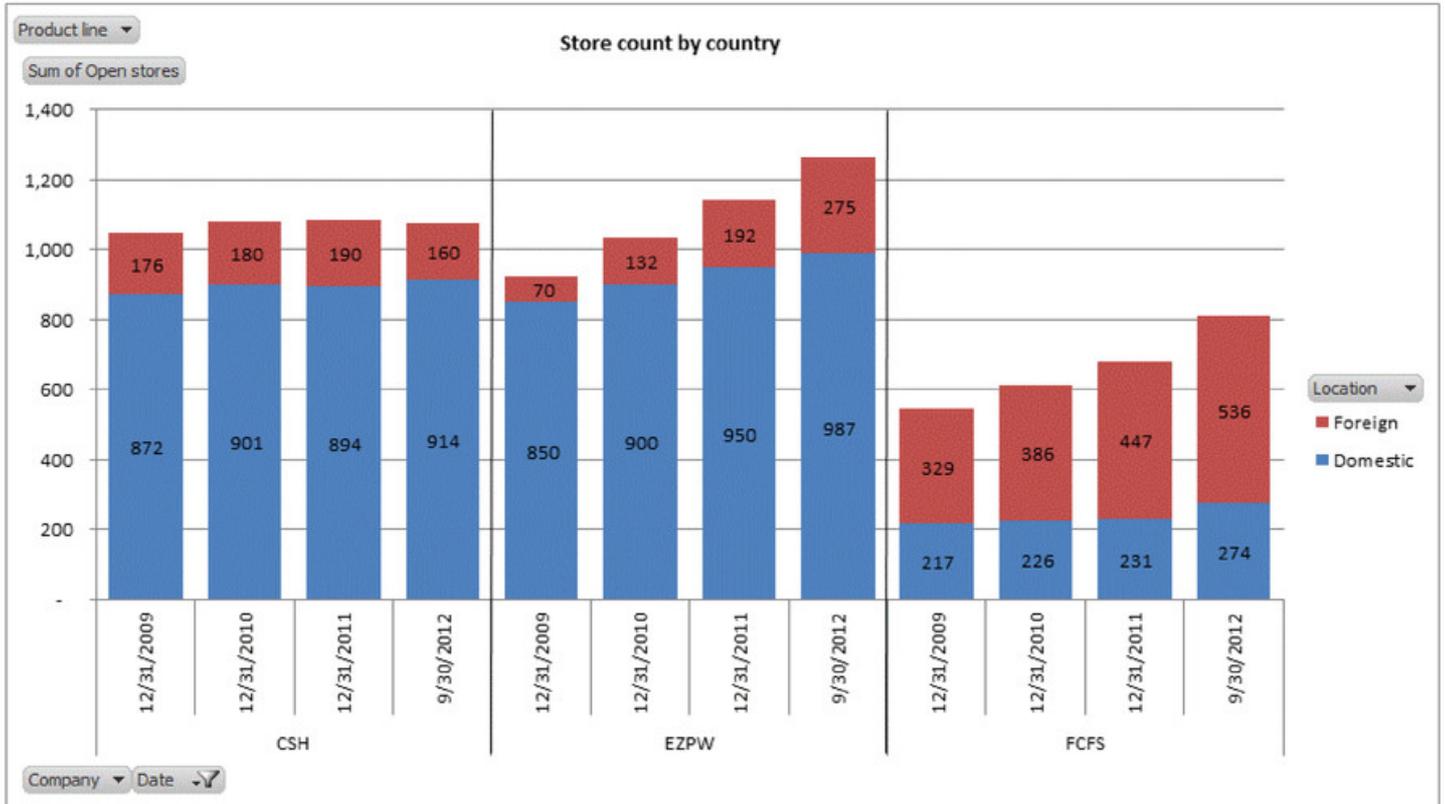
Market & Competitive Analysis

Store Counts – Pawn vs. Payday



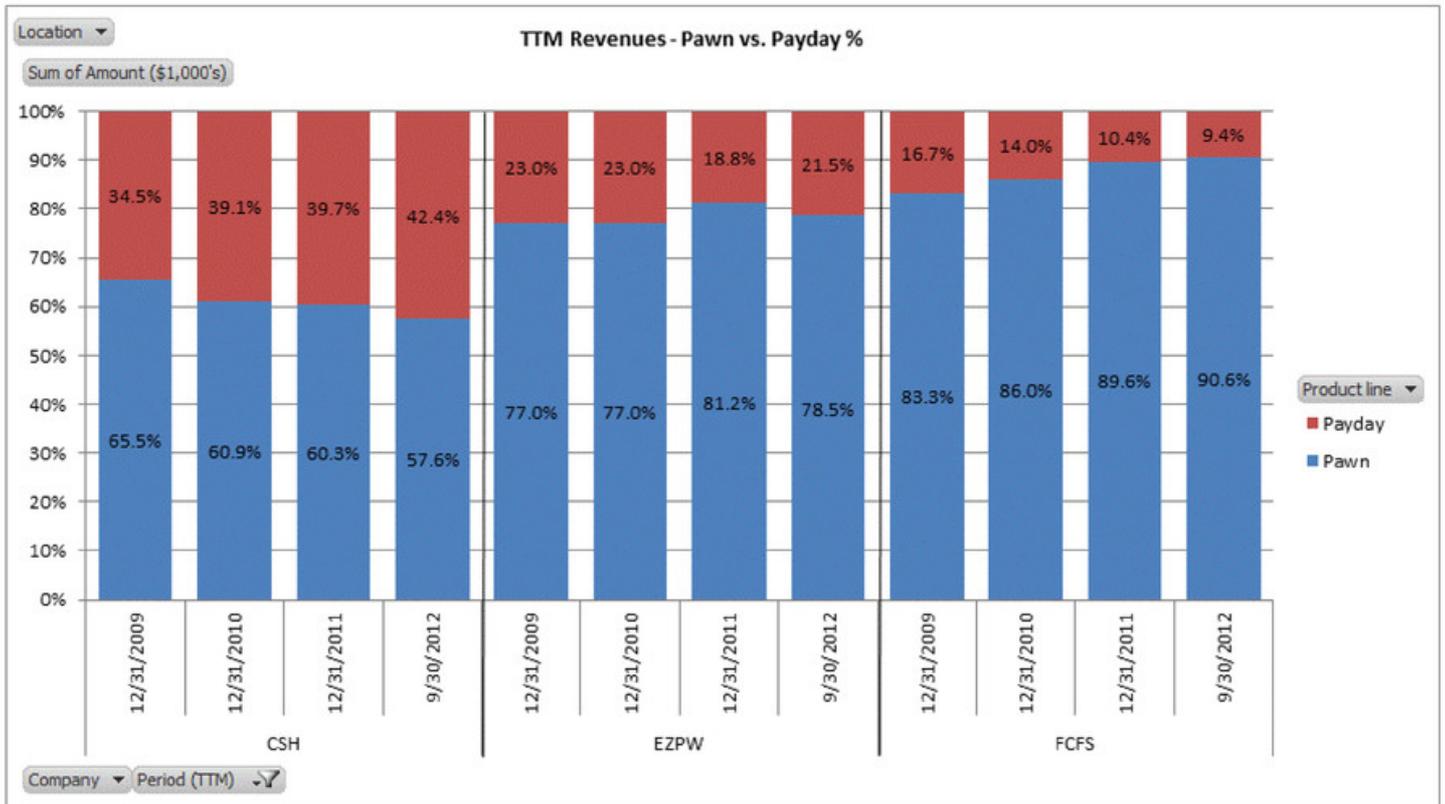
Market & Competitive Analysis

Store Counts – By Country



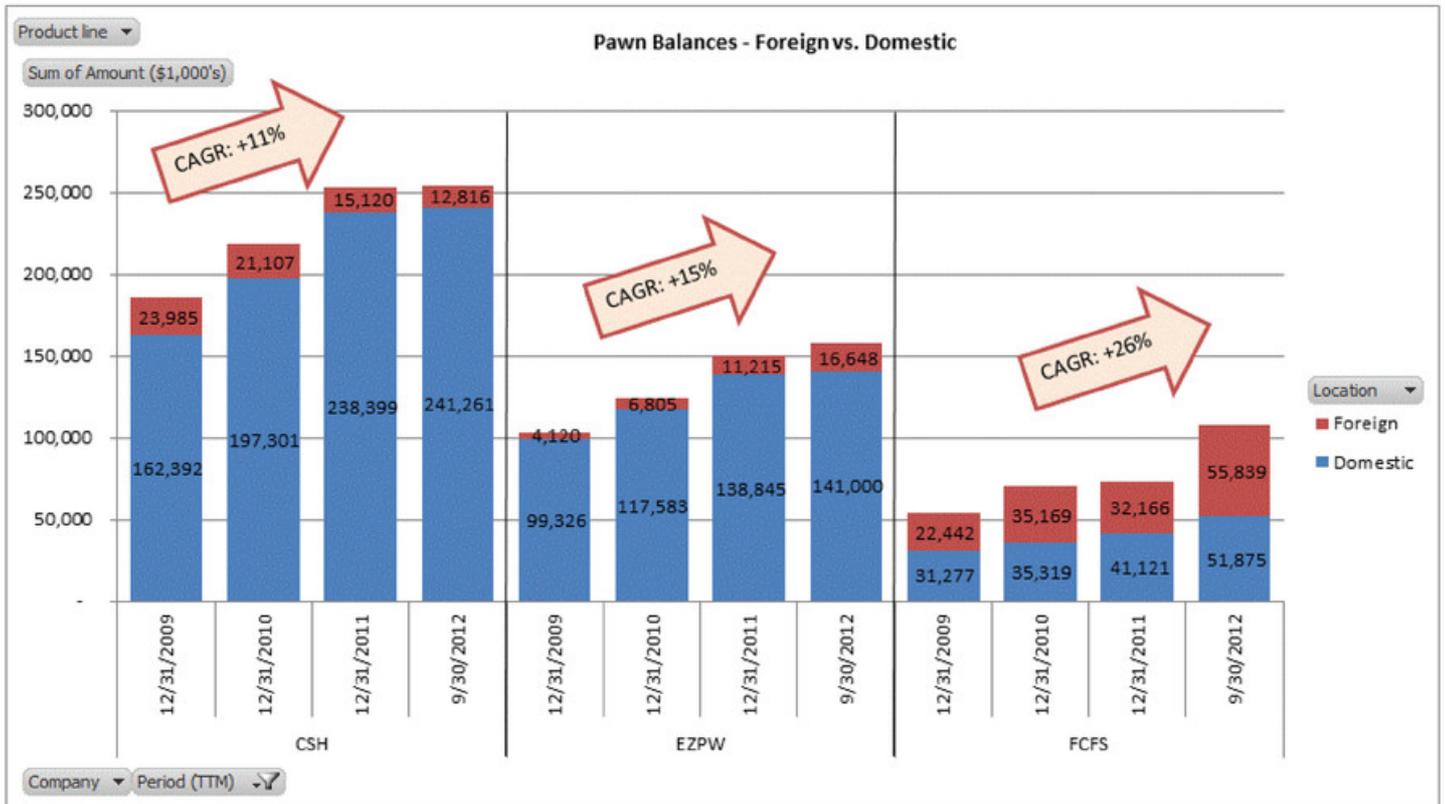
Market & Competitive Analysis

Source of Gross Profits – Pawn vs. Payday



Market & Competitive Analysis

Pawn Balances – Foreign vs. Domestic



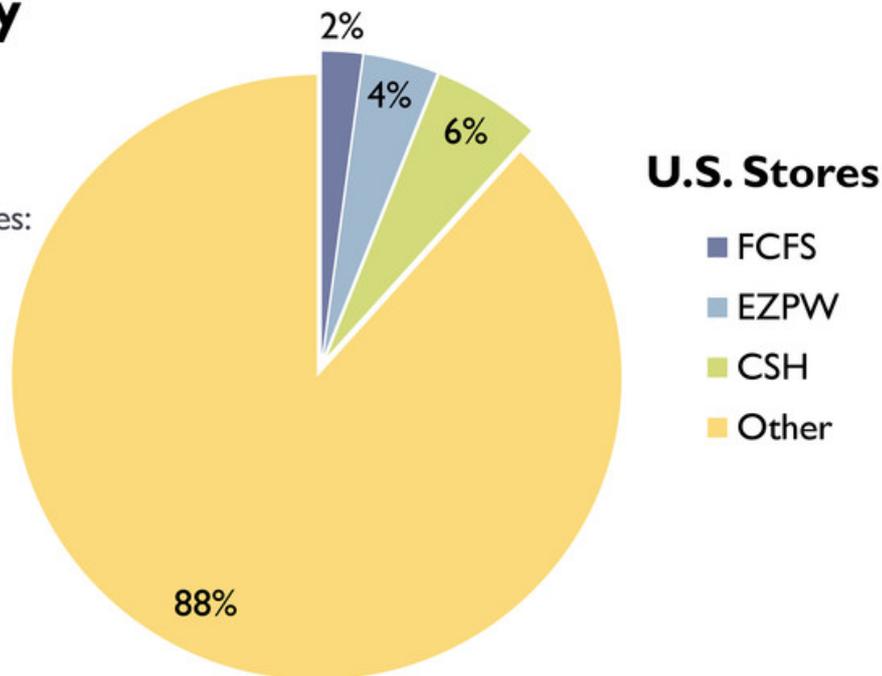
U.S. Pawn Growth

U.S. Growth

Peer Group Market Share

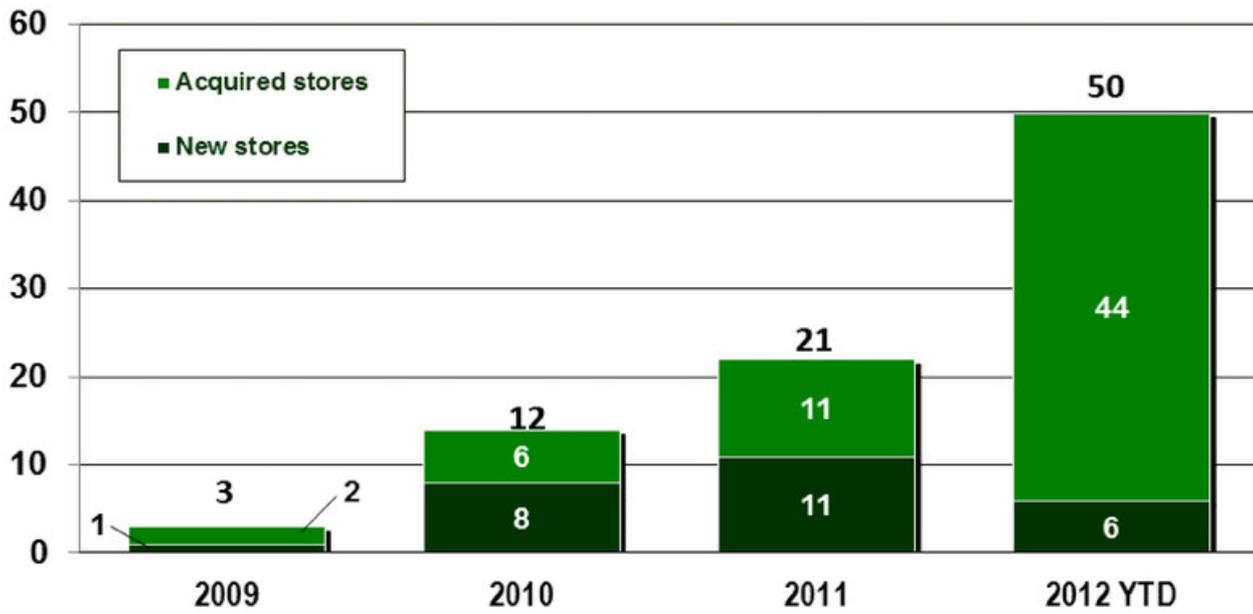
▶ U.S. pawn industry remains highly fragmented

- Estimated total U.S. pawn stores: 12,000 to 14,000
- Continued opportunities for regional acquisitions



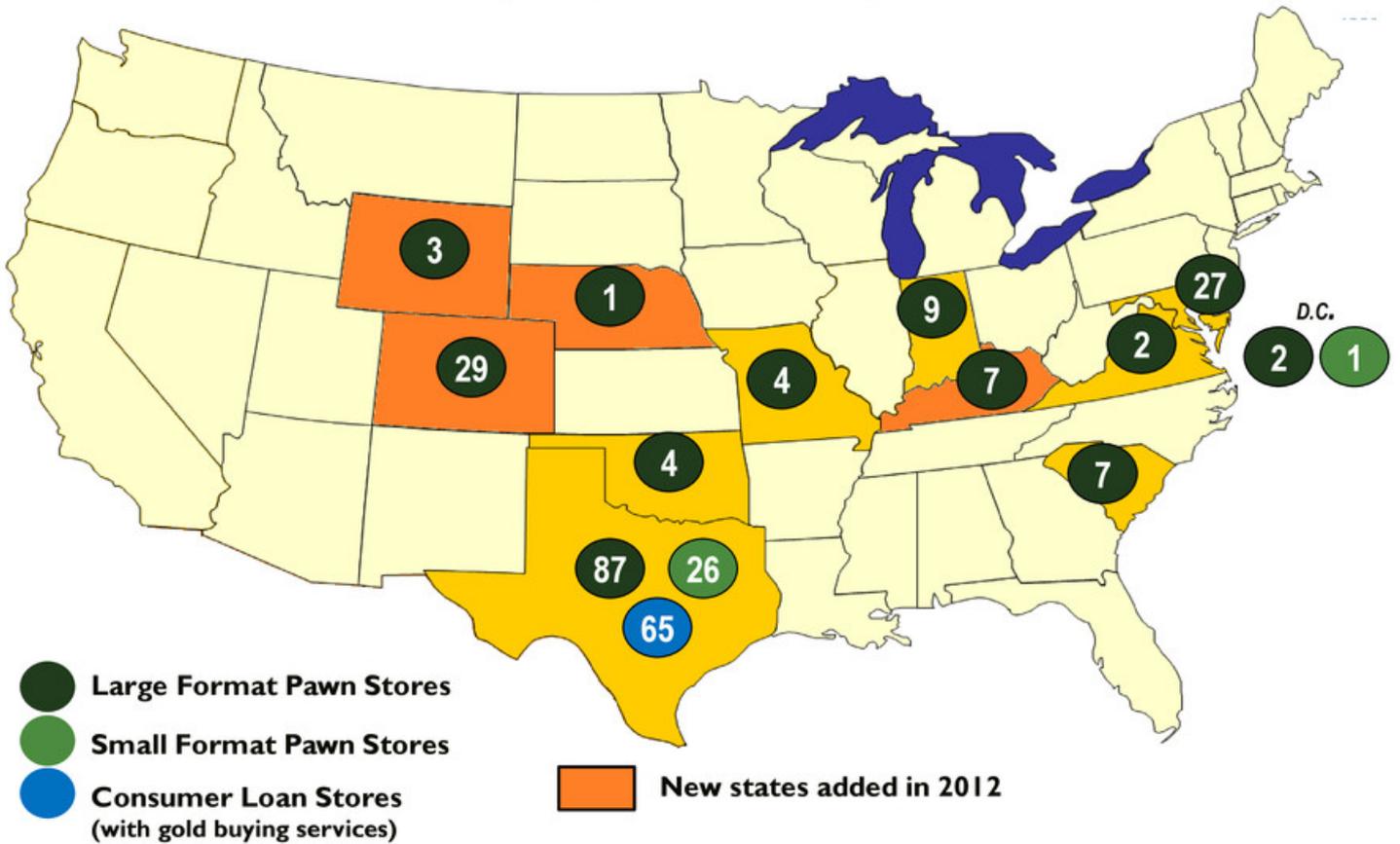
First Cash Domestic Store Additions

Large Format Store Additions by Year

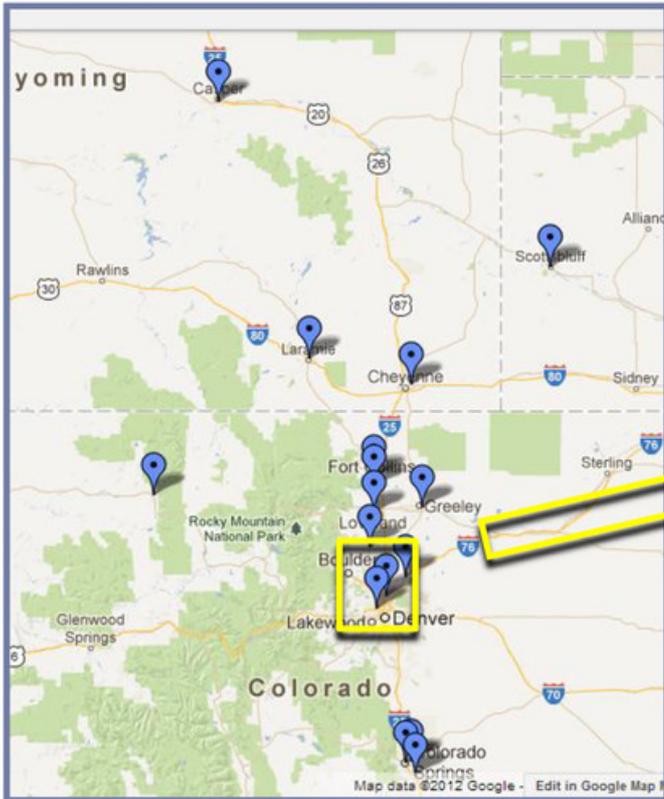


U.S. Growth

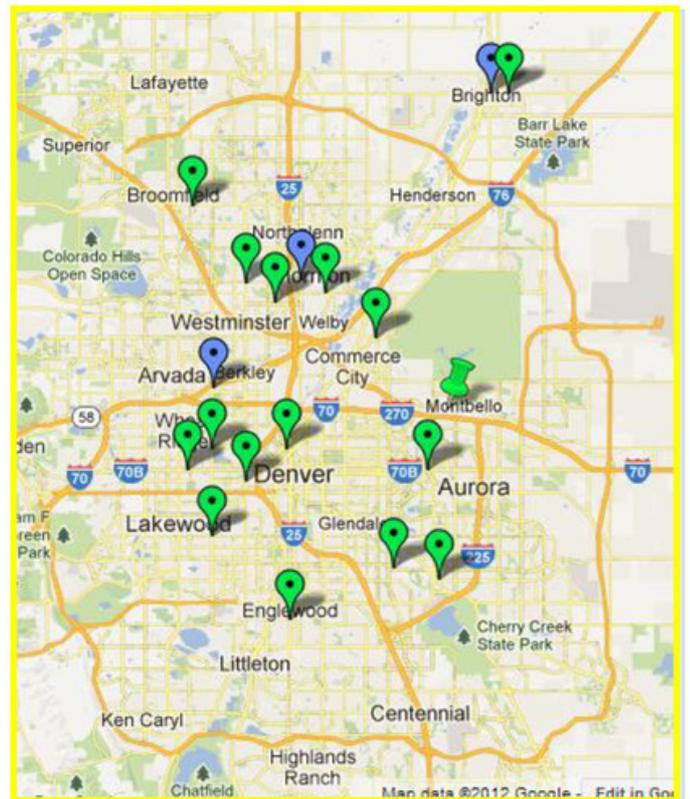
First Cash Geographic Footprint



U.S. Growth New Rocky Mountain Locations



Mister Money – Rocky Mountain



Fast Cash & Mister Money – Denver

Mexico Growth

Mexican Economy Continues to Grow

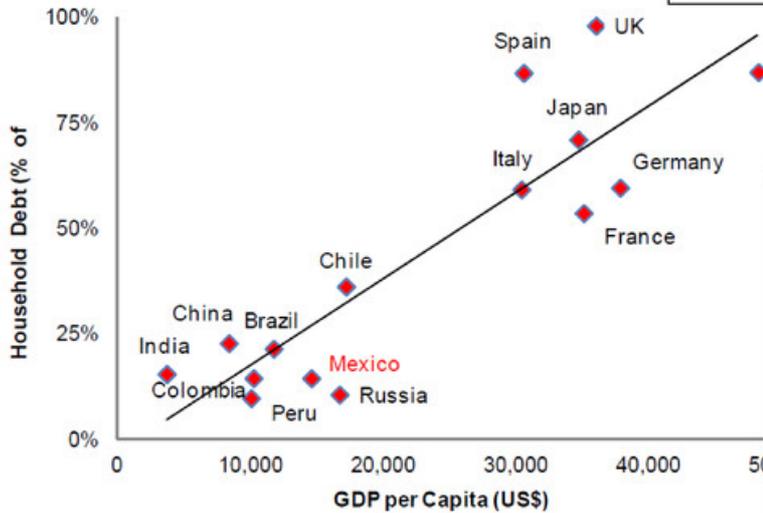
- ▶ Increased competitiveness enables Mexico to attract foreign investment, especially compared to China
 - ▶ Lower infrastructure development costs
 - ▶ Competitive skilled-labor costs
 - ▶ Strategic geographic location
- ▶ Recent election results should keep political environment stable
 - ▶ Independent central bank intends to keep peso strong
 - ▶ Labor reforms could be incremental benefit
- ▶ Resulting job creation & 70% under-banked population combine for continued growth of the pawn industry in Mexico

Mexico Growth

Consumer Credit Remains Underpenetrated

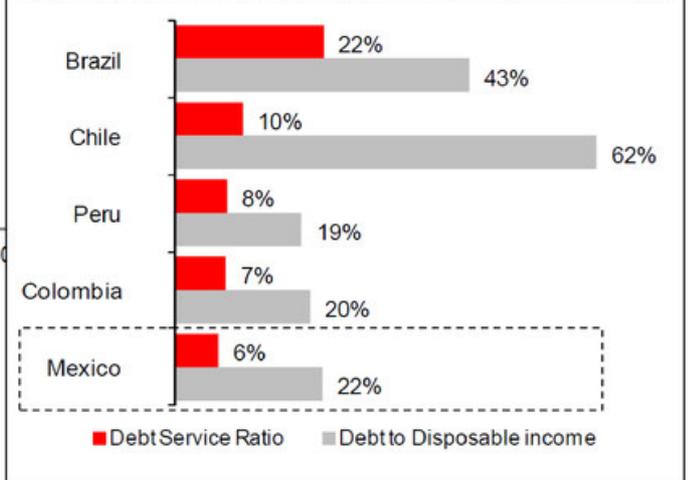
As Figures 48 and 50 suggest from both a disposable income and GDP per capita perspective, Mexico has relatively low household debt. We maintain that Mexico has still significant pent-up demand for credit and household's relatively conservative balance sheet have the ability to absorb strong growth of debt to sustain future consumption.

Figure 50. Household Debt vs. GDP per Capita



Source: Santander Latin America Equity Research Strategy Report, October 26, 2012

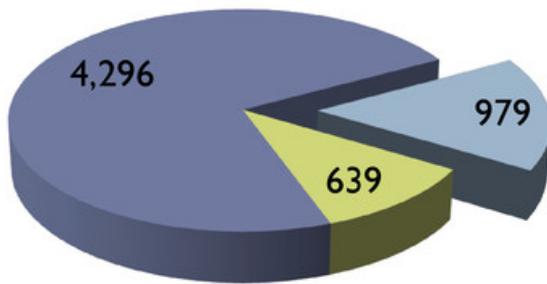
Figure 48. Debt Service Ratio and Debt to Disposable Income



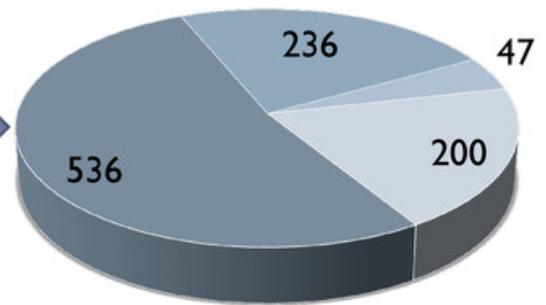
Mexico Growth

Pawn Industry in Mexico

All Stores
Approx. 6,000



Full Service Stores
Approx. 1,000

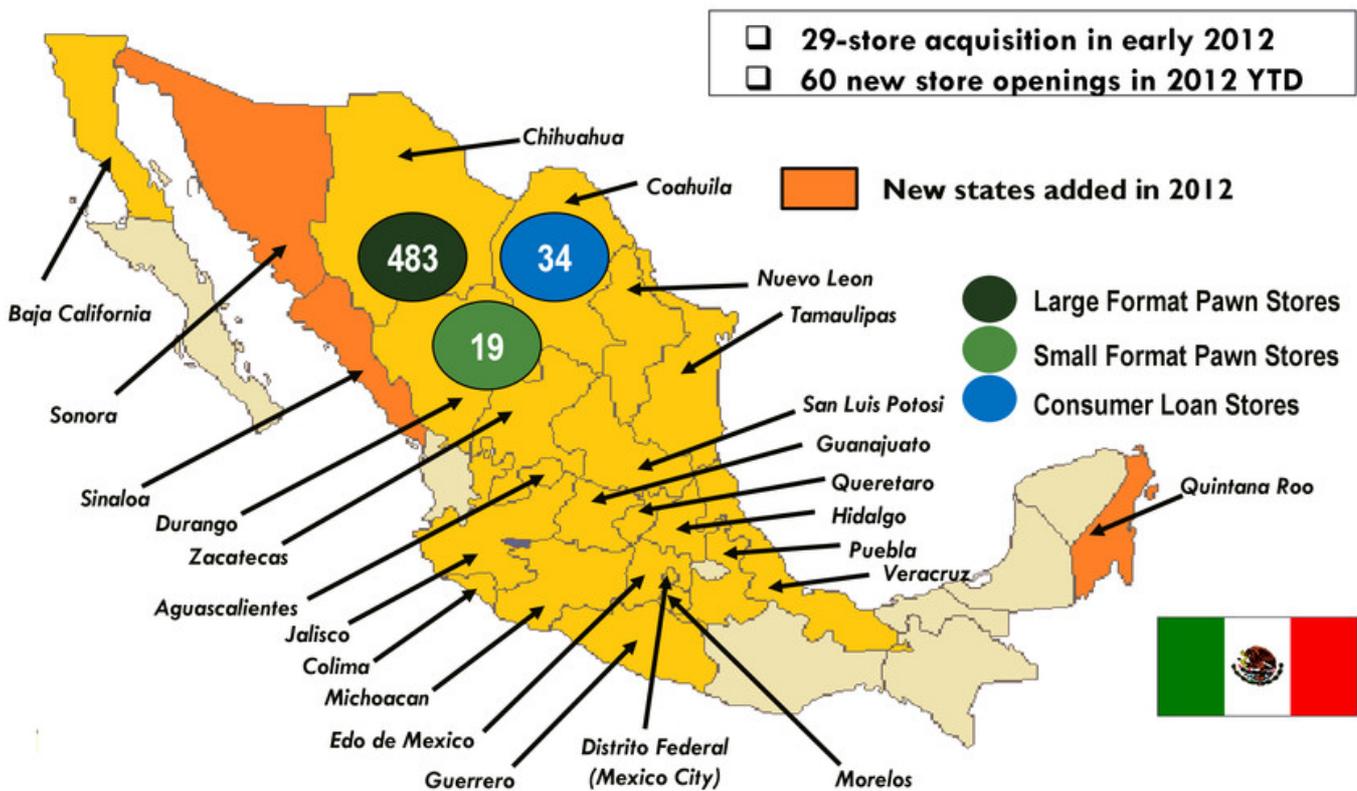


■ Jewelry Only ■ Full Service
■ Not for Profit

■ First Cash ■ EZPW
■ Cash America ■ Other

Mexico Growth

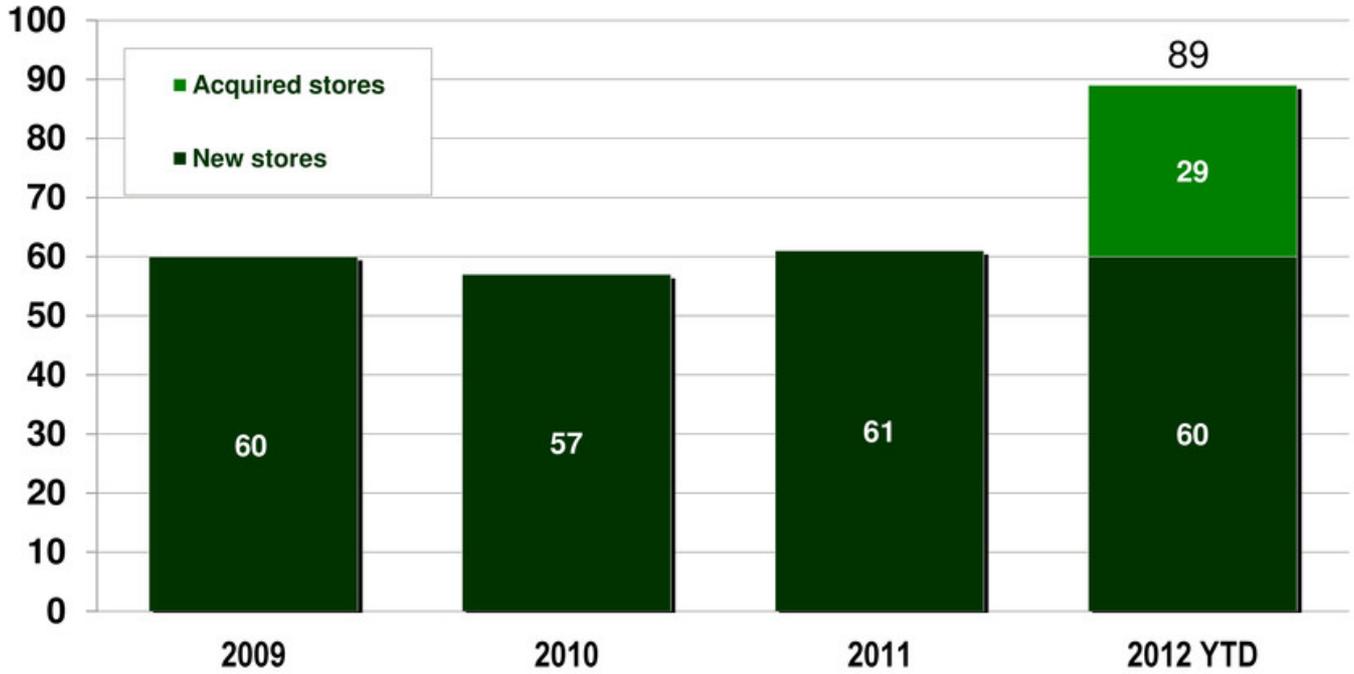
First Cash Geographic Footprint



Mexico Growth

First Cash Mexico Store Additions

Store Additions by Year



LatAm Investment Opportunity

LatAm Investment Opportunity

Long-term Expansion Opportunities

- ▶ Favorable consumer demographics
 - ▶ Low credit penetration
 - ▶ Strong demand forecast

“We believe **credit penetration in LatAm remains relatively low** from both an emerging and developed markets perspective, and see **potential for the largest structural growth in Mexico, Colombia and Peru**. These countries have household debt to GDP of less than 15% and debt service ratios in the single digits, thus providing households the ability to service larger levels of debt to meet their consumption needs as we continue to forecast robust disposable income growth in the next three to five years.”

Source: Santander – Latin American Equity Research

LatAm Investment Opportunity

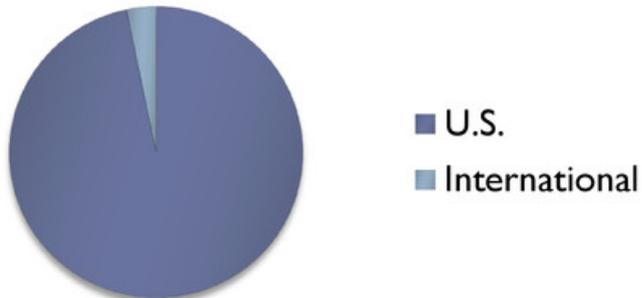
Comparative LatAm Consumer Earnings Multiples



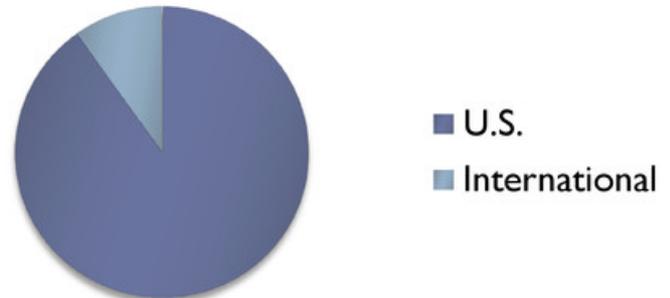
LatAm Investment Opportunity

Expanding International Investor Base

Q2 2010 Shareholder Base



Q2 2012 Shareholder Base



- Emerging Market and International funds now represent ~10% of shareholder base – up 300% from Q2 2010
- Notable U.S. based funds with incremental emerging markets interest in FCFS include JP Morgan, Wasatch Advisors and GMO
- Significant interest from global investors based in London

Expanding International Investor Base

- ▶ **Top LatAm/Emerging Market shareholders:**
 - ▶ BlackRock Investment Management 461,000 shares
 - ▶ JP Morgan Latin American Equity Fund 460,000 shares
 - ▶ Fidelity Latin America Fund 381,000 shares
 - ▶ Handelsbanken Fonder AB 325,000 shares
 - ▶ FIL Investments International 294,000 shares
 - ▶ GMO Emerging Markets Fund 163,000 shares

Looking Ahead

Growth Potential Supports Valuation

Looking Ahead

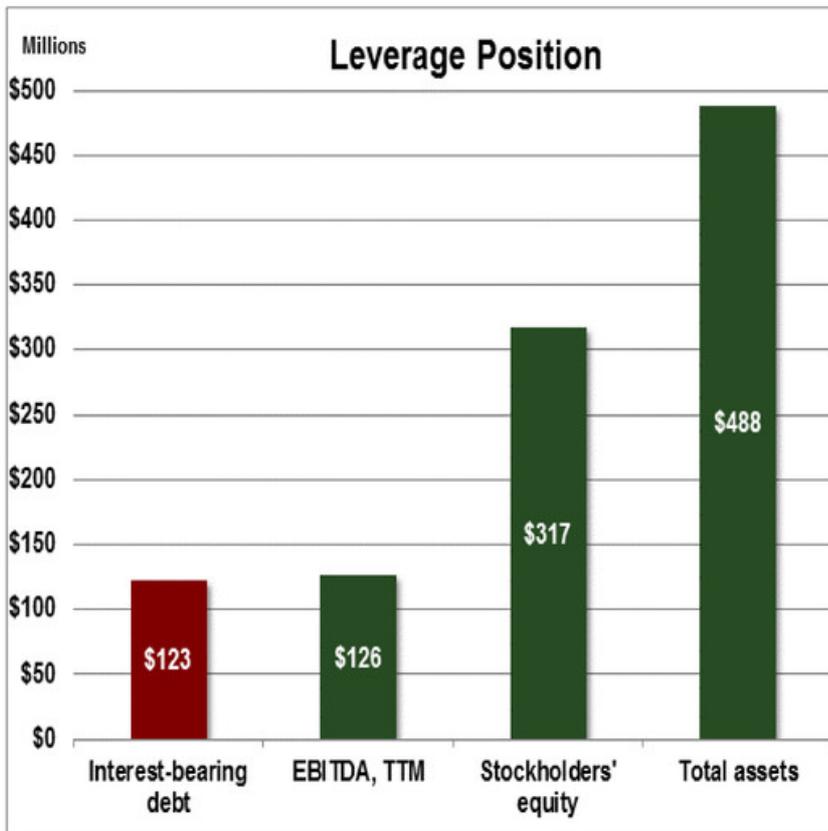
Earnings Multiple Lags Recent History

- ▶ Forward P/E Multiple:
 - ▶ Currently 12.9
 - ▶ 3yr High 21.0
 - ▶ 3yr Avg. 14.3



Looking Ahead

Significant Leverage Capacity



- 2012 investments to date (nine months):
 - Acquisitions: \$108 million
 - Stock repurchases: \$61 million
 - Capex: \$16 million
- Expanded bank credit facility
 - \$175 million facility w/ \$64 million available
 - LIBOR + 2.0% rate
 - Unsecured
 - Matures in 2015

Positioned for Continued Growth

- ▶ Strong balance sheet supports growth and value accretion for shareholders
- ▶ Pawn focused, limited payday regulatory exposure
- ▶ Significant store-based platform supports long-term earnings growth
 - ▶ Mexico remains the primary growth driver in the near term
 - ▶ Recent U.S. acquisitions add earnings, scale and new markets for additional de novo growth
 - ▶ Future expansion opportunities into additional markets in Latin America

