SEC Form 4	
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 Instruction 1(b) 2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to Issuer 1. Name and Address of Reporting Person (Check all applicable) FirstCash Holdings, Inc. [FCFS] **Rippel Douglas Richard** X Director Х 10% Owner Other (specify Officer (give title 3. Date of Earliest Transaction (Month/Day/Year) (Middle) below) below) (Last) (First) 01/06/2023 1600 WEST 7TH STREET 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) (Street) Form filed by One Reporting Person FORT WORTH TX 76102 Form filed by More than One Reporting X Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction Date 2A. Deemed 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5. Amount of Securities 6. Ownership Form: Direct 7. Nature of Indirect 1. Title of Security (Instr. 3) Execution Date, Transaction Beneficially Beneficial (Month/Day/Year) if anv Code (Instr. 5) (D) or Indirect (Month/Day/Year) 8) Owned Following (I) (Instr. 4) Ownership (Instr. 4) Reported (A) or (D) Transaction(s) (Instr. 3 and 4) Code v Amount Price Common Stock 1,592 D See 108,835(1) s \$89.28 Common Stock 01/06/2023 D 7,659,373 I footnote⁽²⁾ See 46,318(1) 01/09/2023 S \$90.61 Common Stock D 7.613.055 I footnote⁽²⁾ See 01/10/2023 56,907(1) \$89.68 Common Stock S 7,556,148 D T footnote⁽²⁾ Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 3A. Deemed Execution Date, 1. Title of 3. Transaction 5. Number 6. Date Exercisable and 7. Title and 8. Price of 9. Number of 10. 11. Nature Conversion Transaction Ownership Derivative Date Expiration Date Amount of Derivative derivative of Indirect (Month/Day/Year) Security (Instr. 3) if any (Month/Day/Year) Derivative Security (Instr. 5) or Exercise Code (Instr. (Month/Day/Year) Securities Securities Form: Beneficial Price of 8) Securities Acquired Underlying Beneficially Direct (D) Ownership Derivative or Indirect (I) (Instr. 4) (Instr. 4) Derivative Owned Security (A) or Disposed Security (Instr. 3 and 4) Following Reported of (D) (Instr. 3, 4 Transaction(s) (Instr. 4) and 5) Amount or Number Expiration Date v Title Code (A) (D) Shares Exercisable Date 1. Name and Address of Reporting Person* **<u>Rippel Douglas Richard</u>** (Middle) (Last) (First) 1600 WEST 7TH STREET (Street) FORT WORTH 76102 TX (City) (State) (Zip) 1. Name and Address of Reporting Person* Douglas R. Rippel Revocable Trust (Last) (First) (Middle) 1600 WEST 7TH STREET (Street) FORT WORTH TX 76102 (City) (State) (Zip) 1. Name and Address of Reporting Person AFF Services, Inc.

(Last) 1600 WEST 7TH	(First) STREET	(Middle)
(Street) FORT WORTH	ТХ	76102
(City)	(State)	(Zip)

Explanation of Responses:

1. Sale is pursuant to a 10h5-1 Preset Diversification Program dated December 5, 2022 under which Mr. Rippel plans to sell up to 1,250,000 shares of FirstCash Holdings, Inc. common stock subject to a minimum price threshold.

2. These shares are owned by AFF Services, Inc., which is partially owned and 100% controlled by Douglas R. Rippel Revocable Trust (the "Trust"). The Trust and Douglas Richard Rippel are indirect beneficial owners of the reported securities.

Remarks:

/s/ DOUGLAS R. RIPPEL 01/10/2023

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.