

CONNS INC  
Form SC 13G  
June 23, 2017

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. )\*

CONN'S, INC.

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(Name of Issuer)

Common Stock, Par Value \$0.01 Per Share

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(Title of Class of Securities)

208242107

(CUSIP Number)

June 22, 2017

(Date of Event which Requires Filing  
of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF  
ABOVE PERSON

Point72 Asset Management, L.P.

2 CHECK THE APPROPRIATE BOX  
IF A MEMBER OF A GROUP\*  
(a)  
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
  
Delaware

5 SOLE VOTING POWER  
0

NUMBER OF  
SHARES SHARED VOTING POWER  
BENEFICIALLY 6  
OWNED 1,654,859 (see Item 4)  
BY  
EACH  
REPORTING PERSON SOLE DISPOSITIVE POWER  
7  
WITH: 0

8 SHARED DISPOSITIVE POWER  
1,654,859 (see Item 4)

9 AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

1,654,859 (see Item 4)

10 CHECK BOX IF THE  
AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN  
SHARES

11 PERCENT OF CLASS  
REPRESENTED BY AMOUNT IN  
ROW (9)

5.3% (see Item 4)

12 TYPE OF REPORTING PERSON\*  
PN

\*SEE INSTRUCTION BEFORE FILLING OUT  
Page 2 of 9

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CUSIP No. 208242107 13G Page 3 of 9 Pages

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF  
ABOVE PERSON

Point72 Capital Advisors, Inc.

2 CHECK THE APPROPRIATE BOX  
IF A MEMBER OF A GROUP\*  
(a)  
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
  
Delaware

SOLE VOTING POWER  
5  
0

NUMBER OF  
SHARES SHARED VOTING POWER  
BENEFICIALLY OWNED 6 1,654,859 (see Item 4)  
BY  
EACH  
REPORTING PERSON SOLE DISPOSITIVE POWER  
7  
WITH: 0

SHARED DISPOSITIVE POWER  
8  
1,654,859 (see Item 4)

9

AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

1,654,859 (see Item 4)

10

CHECK BOX IF THE  
AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN  
SHARES

11

PERCENT OF CLASS  
REPRESENTED BY AMOUNT IN  
ROW (9)

5.3% (see Item 4)

12

TYPE OF REPORTING PERSON\*

CO

\*SEE INSTRUCTION BEFORE FILLING OUT

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CUSIP No. 208242107 13G Page 4 of 9 Pages

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF  
ABOVE PERSON

Point72 Asia (Hong Kong) Limited

2 CHECK THE APPROPRIATE BOX  
IF A MEMBER OF A GROUP\*  
(a)  
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION

Hong Kong

SOLE VOTING POWER  
5  
0

NUMBER OF  
SHARES SHARED VOTING POWER  
BENEFICIALLY OWNED 6 1,361 (see Item 4)  
BY  
EACH  
REPORTING PERSON SOLE DISPOSITIVE POWER  
7  
WITH: 0

SHARED DISPOSITIVE POWER  
8  
1,361 (see Item 4)

9

AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

1,361 (see Item 4)

10

CHECK BOX IF THE  
AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN  
SHARES

11

PERCENT OF CLASS  
REPRESENTED BY AMOUNT IN  
ROW (9)

Less than 0.1% (see Item 4)

12

TYPE OF REPORTING PERSON\*

OO

\*SEE INSTRUCTION BEFORE FILLING OUT

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF  
ABOVE PERSON

Steven A. Cohen

2 CHECK THE APPROPRIATE BOX  
IF A MEMBER OF A GROUP\*  
(a)  
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
  
United States

SOLE VOTING POWER  
5  
0

NUMBER OF  
SHARES SHARED VOTING POWER  
BENEFICIALLY OWNED 6  
1,656,220 (see Item 4)  
BY  
EACH  
REPORTING PERSON SOLE DISPOSITIVE POWER  
7  
WITH: 0

SHARED DISPOSITIVE POWER  
8  
1,656,220 (see Item 4)

9



AGGREGATE AMOUNT  
BENEFICIALLY OWNED BY  
EACH REPORTING PERSON

1,656,220 (see Item 4)

CHECK BOX IF THE  
AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN  
SHARES

10

PERCENT OF CLASS  
REPRESENTED BY AMOUNT IN  
ROW (9)

11

5.3% (see Item 4)

TYPE OF REPORTING PERSON\*

12

IN

\*SEE INSTRUCTION BEFORE FILLING OUT

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Item  
1(a) Name of Issuer:

Conn's, Inc.

Item  
1(b) Address of Issuer's Principal Executive Offices:

4055 Technology Forest Blvd., Suite 210, The Woodlands, Texas 77381

Item  
2(a) Name of Person Filing:

This statement is filed by: (i) Point72 Asset Management, L.P. ("Point72 Asset Management") with respect to shares of common stock, par value \$0.01 per share ("Shares"), of the Issuer held by certain investment funds it manages; (ii) Point72 Capital Advisors, Inc. ("Point72 Capital Advisors Inc.") with respect to Shares held by certain investment funds managed by Point72 Asset Management; (iii) Point72 Asia (Hong Kong) Limited ("Point72 Asia (Hong Kong)") with respect to Shares held by certain investment funds it manages; and (iv) Steven A. Cohen with respect to Shares beneficially owned by Point72 Asset Management, Point72 Capital Advisors Inc., and Point72 Asia (Hong Kong).

Point72 Asset Management, Point72 Capital Advisors Inc., Point72 Asia (Hong Kong), and Steven A. Cohen have entered into a Joint Filing Agreement, a copy of which is filed with this Schedule 13G as Exhibit 99.1, pursuant to which they have agreed to file this Schedule 13G jointly in accordance with the provisions of Rule 13d-1(k) of the Act.

Item  
2(b) Address or Principal Business Office:

The address of the principal business office of (i) Point72 Asset Management, Point72 Capital Advisors Inc., and Mr. Cohen is 72 Cummings Point Road, Stamford, CT 06902; and (ii) Point72 Asia (Hong Kong) is 17<sup>th</sup> Floor, York House, The Landmark, 15 Queen's Road Central, Hong Kong.

Item  
2(c) Citizenship:

Point72 Asset Management is a Delaware limited partnership. Point72 Capital Advisors Inc. is a Delaware corporation. Point72 Asia (Hong Kong) is a Hong Kong limited liability company. Mr. Cohen is a United States citizen.

Item  
2(d) Title of Class of Securities:

Common Stock, par value \$0.01 per share

Item 2(e) CUSIP Number:

208242107

Item 3 Not Applicable

Item 4 Ownership:

The percentages used herein are calculated based upon the Shares issued and outstanding as of May 30, 2017, as reported on the Issuer's quarterly report on Form 10-Q filed with the Securities and Exchange Commission by the Issuer for the quarterly period ended April 30, 2017.

As of the close of business on June 22, 2017:

1. Point72 Asset Management, L.P.

(a) Amount beneficially owned: 1,654,859

(b) Percent of class: 5.3%

(c)(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,654,859

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,654,859

2. Point72 Capital Advisors, Inc.

(a) Amount beneficially owned: 1,654,859

(b) Percent of class: 5.3%

(c)(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,654,859

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,654,859

3. Point72 Asia (Hong Kong) Limited

(a) Amount beneficially owned: 1,361

(b) Percent of class: less than 0.1%

(c)(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,361

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,361

4. Steven A. Cohen

(a) Amount beneficially owned: 1,656,220

(b) Percent of class: 5.3%

(c)(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,656,220

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,656,220

Point72 Asset Management, Point72 Capital Advisors Inc., Point72 Asia (Hong Kong), and Mr. Cohen own directly no Shares. Pursuant to an investment management agreement, Point72 Asset Management maintains investment and voting power with respect to the securities held by certain investment funds it manages. Point72 Capital Advisors Inc. is the general partner of Point72 Asset Management. Pursuant to an investment management agreement, Point72 Asia (Hong Kong) maintains investment and voting power with respect to the securities held by certain investment funds it manages. Mr. Cohen controls each of Point72 Capital Advisors Inc. and Point72 Asia (Hong Kong). By reason of the provisions of Rule 13d-3 of the Securities Exchange Act of 1934, as amended, each of (i) Point72 Asset Management, Point72 Capital Advisors Inc., and Mr. Cohen may be deemed to beneficially own 1,654,859 Shares (constituting approximately 5.3% of the Shares outstanding); and (ii) Point72 Asia (Hong Kong) and Mr. Cohen may be deemed to beneficially own 1,361 Shares (constituting less than 0.1% of the Shares outstanding). Each of Point72 Asset Management, Point72 Capital Advisors Inc., Point72 Asia (Hong Kong), and Mr. Cohen disclaims beneficial ownership of any of the securities covered by this statement.

Item 5 Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following.

Item 6 Ownership of More than Five Percent on Behalf of Another Person:

Not Applicable

Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company:

Not Applicable

Item 8 Identification and Classification of Members of the Group:

Not Applicable

Item 9 Notice of Dissolution of Group:

Not Applicable

Item 10 Certification:

By signing below the signatory certifies that, to the best of his knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: June 23, 2017

POINT72 ASSET MANAGEMENT, L.P.

By: /s/ Kevin J. O'Connor

Name: Kevin J. O'Connor

Title: Authorized Person

POINT72 CAPITAL ADVISORS, INC.

By: /s/ Kevin J. O'Connor

Name: Kevin J. O'Connor

Title: Authorized Person

POINT72 ASIA (HONG KONG) LIMITED

By: /s/ Kevin J. O'Connor

Name: Kevin J. O'Connor

Title: Authorized Person

STEVEN A. COHEN

By: /s/ Kevin J. O'Connor

Name: Kevin J. O'Connor

Title: Authorized Person