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

# SCHEDULE 14A (RULE 14a-101)

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

☑ Filed by the Registrant	☐ Filed by a Party other than the Registrant	
Check the appropriate box:		
<ul> <li>□ Preliminary Proxy Statement</li> <li>□ CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14A-6(E)(2))</li> <li>□ Definitive Proxy Statement</li> <li>☑ Definitive Additional Materials</li> <li>□ Soliciting Material Pursuant to §240.14a-12</li> </ul>		
	UPBOUND GROUP, INC.  upbound  (Name of Registrant as Specified in Its Charter)	
Payment of Filing Fee (Check the appr	opriate box):	
<ul> <li>☒ No fee required.</li> <li>☐ Fee paid previously with preliminary</li> <li>☐ Fee computed on table in exhibit required.</li> </ul>	materials. uired by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.	

# Your **Vote** Counts!

#### UPBOUND GROUP, INC.

2023 Annual Meeting of Stockholders
Vote by June 5, 2023 11:59 PM ET.
For shares held in our 401(k) Retirement Savings Plan,
vote by June 1, 2023 11:59 PM ET.



upbound

UPBOUND GROUP, INC. 5501 HEADQUARTERS DRIVE PLANO, TX 75024

V10312-P84271

### You invested in UPBOUND GROUP, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on June 6, 2023.

### Get informed before you vote

View the Notice and the Proxy Statement and most recent Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 23, 2023. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control#

#### **Smartphone users**

Point your camera here and vote without entering a control number





Vote in Person at the Meeting\*

June 6, 2023 8:00 a.m. Central Time

5501 Headquarters Drive Plano, Texas 75024

<sup>\*</sup>Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

### THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. To elect or re-elect the directors nominated by the Board of Directors:	
1a. Jeffrey Brown	<b>⊘</b> For
1b. Mitchell Fadel	For
1c. Christopher Hetrick	For
1d. Harold Lewis	<b>⊘</b> For
1e. Glenn Marino	For
1f. Carol McFate	For
1g. Jen You	<b>⊘</b> For
2. To ratify the selection of Ernst & Young LLP as our independent registered public accounting firm for the year ending December 31, 2023	For
3. To approve, by non-binding vote, compensation of the named executive officers for the year ended December 31, 2022	For
4. To approve an amendment to the Upbound Group, Inc. 2021 Long-Term Incentive Plan	<b>⊘</b> For
<b>NOTE:</b> Such other business as may properly come before the meeting and any adjournment or postponement thereof.	

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click "Delivery Settings".