

RENT A CENTER INC DE  
Form SC 13G  
March 18, 2019

**SECURITIES  
AND  
EXCHANGE  
COMMISSION  
Washington,  
D.C. 20549**

**SCHEDULE  
13G**

Under the  
Securities  
Exchange Act of  
1934

(Amendment No.  
)\*

Rent-A-Center,  
Inc.  
(Name of Issuer)

Common Stock,  
\$0.01 par value  
per share  
(Title of Class of  
Securities)

76009N100  
(CUSIP Number)

March 7, 2019  
(Date of event  
which requires  
filing of this  
statement)

Check the  
appropriate box  
to designate the  
rule pursuant to  
which this

Schedule 13G is  
filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

(Page 1 of 12  
Pages)

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\*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 in 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)

CUSIP No. 76009N100 13G Page 2 of 12 Pages

<b>1</b>	NAMES OF REPORTING PERSONS
<b>2</b>	LMR Master Fund Ltd CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP
<b>3</b>	SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION
<b>4</b>	Cayman Islands
<b>5</b>	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
<b>6</b>	SOLE VOTING POWER 0 SHARED VOTING POWER 3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options)
<b>7</b>	SOLE DISPOSITIVE POWER
<b>8</b>	0 SHARED DISPOSITIVE POWER 3,790,000 shares of

Common Stock  
(including  
3,400,000  
shares of  
Common Stock  
issuable upon  
exercise of call  
options)

AGGREGATE  
AMOUNT  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON

9

3,790,000 shares of  
Common Stock  
(including 3,400,000  
shares of Common  
Stock issuable upon  
exercise of call  
options)

CHECK BOX  
IF THE  
AGGREGATE  
AMOUNT IN ..

10

ROW (9)  
EXCLUDES  
CERTAIN  
SHARES  
PERCENT OF  
CLASS

11

REPRESENTED BY  
AMOUNT IN ROW  
(9)

7.02%  
TYPE OF  
REPORTING  
PERSON

12

CO

CUSIP No. 76009N100 13G Page 3 of 12 Pages

<b>1</b>	NAMES OF REPORTING PERSONS
<b>2</b>	LMR Partners LLP CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP
<b>3</b>	SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION
<b>4</b>	United Kingdom
<b>5</b>	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
<b>6</b>	SOLE VOTING POWER 0 SHARED VOTING POWER
<b>7</b>	3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options) SOLE DISPOSITIVE POWER
<b>8</b>	0 SHARED DISPOSITIVE POWER
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3,400,000  
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Common Stock  
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PERCENT OF  
CLASS  
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(9)

11

7.02%  
TYPE OF  
REPORTING  
PERSON

12

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CUSIP No. 76009N100 13G Page 4 of 12 Pages

1 NAMES OF REPORTING PERSONS

2 LMR Partners Limited

3 CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP

4 SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5

Hong Kong

6

7

8

SOLE VOTING POWER

0 SHARED VOTING POWER

3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options)

9 SOLE DISPOSITIVE POWER

0 SHARED DISPOSITIVE POWER

3,790,000 shares of

Common Stock  
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(9)

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TYPE OF  
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CO



CUSIP No. 76009N100 13G Page 5 of 12 Pages

<b>1</b>	NAMES OF REPORTING PERSONS
<b>2</b>	LMR Partners LLC CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP
<b>3</b>	SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION
<b>4</b>	State of Delaware
<b>5</b>	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
<b>6</b>	SOLE VOTING POWER 0 SHARED VOTING POWER
<b>7</b>	3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options) SOLE DISPOSITIVE POWER
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shares of Common  
Stock issuable upon  
exercise of call  
options)

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EXCLUDES  
CERTAIN  
SHARES  
PERCENT OF  
CLASS

11

REPRESENTED BY  
AMOUNT IN ROW  
(9)

7.02%  
TYPE OF  
REPORTING  
PERSON

12

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CUSIP No. 76009N100 13G Page 6 of 12 Pages

<b>1</b>	NAMES OF REPORTING PERSONS
	Ben Levine
<b>2</b>	CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP
<b>3</b>	SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION
<b>4</b>	United Kingdom
<b>5</b>	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
	SOLE VOTING POWER
	0
	SHARED VOTING POWER
<b>6</b>	3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options)
<b>7</b>	SOLE DISPOSITIVE POWER
<b>8</b>	0 SHARED DISPOSITIVE POWER
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AGGREGATE  
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ROW (9)  
EXCLUDES  
CERTAIN  
SHARES  
PERCENT OF  
CLASS

11

REPRESENTED BY  
AMOUNT IN ROW  
(9)

7.02%  
TYPE OF  
REPORTING  
PERSON

12

IN

CUSIP No. 76009N100 13G Page 7 of 12 Pages

<b>1</b>	NAMES OF REPORTING PERSONS
	Stefan Renold
<b>2</b>	CHECK THE APPROPRIATE BOX IF A MEMBER (b) " OF A GROUP
<b>3</b>	SEC USE ONLY CITIZENSHIP OR PLACE OF ORGANIZATION
	Switzerland
<b>5</b>	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
	SOLE VOTING POWER
	0
	SHARED VOTING POWER
<b>6</b>	3,790,000 shares of Common Stock (including 3,400,000 shares of Common Stock issuable upon exercise of call options)
<b>7</b>	SOLE DISPOSITIVE POWER
	0
<b>8</b>	SHARED DISPOSITIVE POWER
	3,790,000 shares of

Common Stock  
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3,400,000  
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AMOUNT IN ..

10

ROW (9)  
EXCLUDES  
CERTAIN  
SHARES  
PERCENT OF  
CLASS  
REPRESENTED BY  
AMOUNT IN ROW  
(9)

11

7.02%  
TYPE OF  
REPORTING  
PERSON

12

IN

CUSIP No. 76009N100 13G Page 8 of 12 Pages

**Item 1(a). NAME OF ISSUER:**

The name of the issuer is Rent-A-Center, Inc. (the "Company").

**Item 1(b). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:**

The Company's principal executive offices are located at 5501 Headquarters Drive, Plano, Texas 75024.

**Item 2(a). NAME OF PERSON FILING:**

This statement is filed by:

(i) LMR Master Fund Ltd (the "LMR Master Fund"), with respect to the shares of Common Stock (as defined in Item 2(d)) and the shares of Common Stock issuable upon exercise of the call options held by it;

(ii) LMR Partners LLP, LMR Partners Limited and LMR Partners LLC (collectively, the "LMR Investment Managers"), which serve as the investment managers to certain funds, including, without limitation, the LMR Master Fund, with respect to the shares of Common Stock and the shares of Common Stock issuable upon exercise of the call options held by the LMR Master Fund; and

(iii) Ben Levine and Stefan Renold, who are ultimately in control of the investment and voting decisions of the LMR Investment Managers with respect to the securities held by the LMR Master Fund, with respect to the shares of Common Stock and the shares of Common Stock issuable upon exercise of the call options held by the LMR Master Fund.

The foregoing persons are hereinafter sometimes collectively referred to as the "Reporting Persons."

The filing of this statement should not be construed as an admission that any of the foregoing persons or any Reporting Person is, for the purposes of Section 13 of the Act, the beneficial owner of the Shares reported herein.

**Item 2(b). ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:**

The address of the principal business office of each of the Reporting Persons is c/o LMR Partners LLP, 9th Floor, Devonshire House, 1 Mayfair Place, London, W1J 8AJ, United Kingdom.

**Item 2(c). CITIZENSHIP:**

LMR Master Fund Ltd is a Cayman Islands exempted company. LMR Partners LLP is a United Kingdom limited liability partnership. LMR Partners Limited is a Hong Kong corporation. LMR Partners LLC is a

Delaware limited liability company. Ben Levine is a citizen of the United Kingdom. Stefan Renold is a citizen of Switzerland.

**Item 2(d). TITLE OF CLASS OF SECURITIES:**

Common Stock, \$0.01 par value per share (the "Common Stock").

**Item 2(e). CUSIP NUMBER:**

76009N100



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**Item 3. IF THIS STATEMENT IS FILED PURSUANT TO RULES 13d-1(b) OR 13d-2(b) OR (c), CHECK WHETHER THE PERSON FILING IS A:**

- (a) " Broker or dealer registered under Section 15 of the Act,
- (b) " Bank as defined in Section 3(a)(6) of the Act,
- (c) " Insurance Company as defined in Section 3(a)(19) of the Act,
- (d) " Investment Company registered under Section 8 of the Investment Company Act of 1940,
- (e) " An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) " Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F),
- (g) " Parent Holding Company or control person in accordance with Rule 13d-1(b)(1)(ii)(G),
- (h) " Savings Association as defined in Section 3(b) of the Federal Deposit Insurance Act,
- (i) " A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j) " A non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J);
- (k) " Group, in accordance with Rule 13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J), please

specify the type of institution: \_\_\_\_\_

**Item 4. OWNERSHIP.**

The information required by Items 4(a) - (c) is set forth in Rows 5 - 11 of the cover page for each of the Reporting Persons and is incorporated herein by reference.

The percentage set forth in Row (11) of the cover page for each of the Reporting Persons is based on the 53,978,616 shares of Common Stock outstanding as of February 19, 2019, as reported in Amendment No. 1 to the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2018 filed with the Securities and Exchange Commission on March 6, 2019.

**Item 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.**

Not applicable.

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**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.**

Each of the Reporting Persons hereby makes the following certification:

By signing below each Reporting Person certifies that, to the best of his or its 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.

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**SIGNATURES**

After reasonable inquiry and to the best of our knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

DATED: March 18, 2019

**LMR MASTER FUND LTD**

By: LMR Partners LLP, its  
Investment Manager

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS LLP**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS  
LIMITED**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS LLC**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

/s/ Ben Levine  
**BEN LEVINE**

/s/ Stefan Renold  
**STEFAN RENOLD**



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EXHIBIT 1

JOINT ACQUISITION STATEMENT  
PURSUANT TO RULE 13d-1(k)

The undersigned acknowledge and agree that the foregoing statement on Schedule 13G is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13G shall be filed on behalf of each of the undersigned without the necessity of filing additional joint acquisition statements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him or it contained therein, but shall not be responsible for the completeness and accuracy of the information concerning the others, except to the extent that he or it knows or has reason to believe that such information is inaccurate.

DATED: March 18, 2019

**LMR MASTER FUND LTD**

By: LMR Partners LLP, its  
Investment Manager

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS LLP**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS  
LIMITED**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

**LMR PARTNERS LLC**

By: /s/ Shane Cullinane  
Name: Shane Cullinane  
Title: Chief Operating Officer

/s/ Ben Levine  
**BEN LEVINE**

/s/ Stefan Renold  
**STEFAN RENOLD**