

Bates Kevin Dean
 Form 4
 March 20, 2018

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Bates Kevin Dean

2. Issuer Name and Ticker or Trading Symbol
 NICHOLAS FINANCIAL INC
 [NICK]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 2454 MCMULLEN BOOTH DRIVE, BLDG C
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 03/19/2018

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Senior VP Branch Operations

CLEARWATER, FL 33759

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
				Code V	Amount		
Common Stock	03/19/2018		M	3,300 A	\$ 3.6	45,536	D

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

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Stock Option(right to buy)	\$ 3.6 ⁽¹⁾	03/19/2018		M	3,300	⁽²⁾ 03/19/2018	Common Stock	3,300
Stock Option(right to buy)	\$ 0.77 ⁽¹⁾					⁽³⁾ 11/06/2018	Common Stock	5,500
Stock Option(right to buy)	\$ 1.2 ⁽¹⁾					⁽⁴⁾ 05/05/2019	Common Stock	5,500
Stock Option(right to buy)	\$ 10.96 ⁽¹⁾					⁽⁵⁾ 05/09/2021	Common Stock	1,500
Stock Option(right to buy)	\$ 10.87 ⁽¹⁾					⁽⁶⁾ 05/03/2022	Common Stock	10,000
Stock Option(right to buy)	\$ 14.37					⁽⁷⁾ 06/13/2024	Common Stock	25,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bates Kevin Dean 2454 MCMULLEN BOOTH DRIVE BLDG C CLEARWATER, FL 33759			Senior VP Branch Operations	

Signatures

/s/Kevin D
Bates

03/20/2018

**Signature of Reporting Person

Date

Explanation of Responses:

* 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).

- (1) The exercise price has been reduced by \$2.00 per the Equity Plan requirements as a result of the December 2012 special cash dividend.
- (2) The option vested in five equal installments beginning on March 19, 2008.
- (3) The option vested in five equal installments beginning on November 6, 2008.
- (4) The option vested in five equal installments beginning on May 5, 2009.
- (5) The option vested in five equal installments beginning on May 9, 2011.
- (6) The option vested in five equal installments beginning on May 3, 2012.
- (7) The option vested in five equal installments beginning on June 13, 2014.

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

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