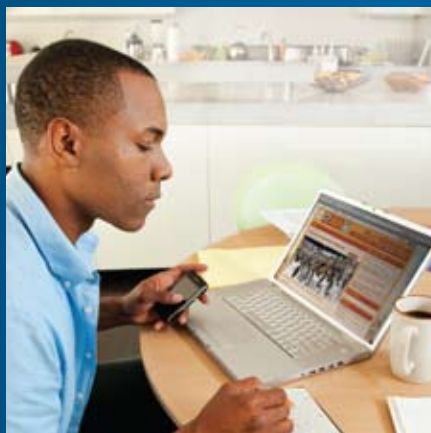


# Annual Report 2010

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## Taking control of growth



“We’re taking control of growth at Experian by focusing our efforts on our best opportunities. Firstly, we’re doing more to expand our global reach into key vertical markets and geographies. Secondly, we’re investing in world class data and analytics - it’s why organisations come to us and we can never lose sight of this. And, finally, we’re making sure that our sales teams and infrastructure are best in class and that we continue to be the best possible partner to our clients.”

**Don Robert**  
Chief Executive Officer

To help you get the most from this report, we have introduced symbols indicating where additional information can be found. Please look out for:



Page reference for more information



Additional information available online

## Introduction

Don Robert, Experian CEO, talks about the business and its future

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A comprehensive review of Experian's performance during the year

## Governance

Experian's governance and control framework

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# Chairman's statement



Experian has delivered another excellent financial performance despite the economic challenges in some of our major markets. Our continuing strong cash generation has enabled us to adjust our distribution policy to the benefit of shareholders. Looking ahead, we see many opportunities for further growth and are pursuing these with vigour and focus.

## Year in review

Experian has continued to benefit from its balanced portfolio and strong market positions, together with the careful execution of a robust cost-efficiency programme.

Particularly encouraging was our strong growth in emerging markets, which now account for almost one fifth of Group revenues. In Latin America, organic growth was up 16% as market conditions improved, triggering a rebound in credit demand. Experian also performed strongly in other emerging markets, such as South Africa and China, and made important strategic progress in India with the granting of a full

licence to build a credit bureau with seven of the country's leading financial institutions.

Another key trend this year was the growing proportion of revenues coming from outside financial services, such as the public sector, telecommunications and utilities, which are providing us with significant future growth opportunities. In this annual report, we have illustrated some of the ways in which Experian has supported clients during the year across an ever-broadening range of markets. For example, we have helped the UK public sector to reduce

27 housing benefit fraud, enabled a

39 major automobile manufacturer in China to improve customer satisfaction, helped an international energy company to understand its customers better and provided 25 a leading global entertainment software company with the ability to keep in touch with millions of customers around the world.

Experian is also increasingly providing services directly to consumers through our Interactive business, which enables individuals to monitor their personal credit files over the internet. In the UK, our Interactive revenue grew by 38% this year, helping us to offset some of the effects of the economic downturn

## Revenue

# US\$3.9bn

Total and organic revenue from continuing activities up 2%, with total revenue improving by US\$69m

## EBIT

# US\$991m

EBIT margin from continuing activities up 80 basis points to 24.4%, excluding FARES contribution

## Benchmark profit before tax

# US\$910m

Profit before tax from continuing operations of US\$661m and benchmark profit before tax of US\$910m, up 8%

### Revenue (US\$m)

10	3,859
09	3,790
08	3,712

Continuing activities only. 2009 restated to exclude small discontinuing activities in North America and UK and Ireland.

### EBIT (US\$m)

10	991
09	939
08	908

### Benchmark profit before tax (US\$m)

10	910
09	843
08	783

See page 100 for definition of benchmark profit before tax.

in this region. We are also investing in ground-breaking new products, like ProtectMyID.com, which alerts consumers to changes in their credit files and to other activity that might indicate identity fraud.

Product innovation is a key driver of growth for Experian in all our markets and we have continued to invest strongly in new data sources and new analytical products, together with the platforms that support their worldwide delivery. Over 20% of Group revenues come from products developed during just the past five years.

### Capital strategy

Good capital stewardship is a cornerstone of Experian's strategy and the Board devotes a great deal of time to ensuring a prudent balance between investing in the future of the business and returning surplus cash to shareholders. Experian is fortunate in generating more cash than most businesses our size and this position has been greatly strengthened by the continuing successful growth of the Group. After careful consideration, the Board has decided to enhance Experian's current distribution

strategy. We are introducing a share buyback programme and intend to increase our dividend payout ratio over the next 12 months.

### Board

Since the year-end, Experian's board has been further strengthened by the appointment of Judith Sprieser and Paul Walker as non-executive directors. Both have extensive boardroom experience, as well as a broad perspective of the global technology and software industries, which will be a great asset to Experian as we continue to extend our worldwide reach.

### Corporate responsibility

Corporate responsibility remains a high priority for the Board and we again set targets for enhancing Experian's contribution to society and reducing our impact on the environment.

In many ways, Experian is already a force for good through the support we provide to clients; helping to ensure responsible access to credit, reducing fraud and improving business efficiency. But we are also encouraging the application

of our skills and services to tackle important social issues. One initiative, supporting microfinance amongst communities without access to traditional banking services, has come to fruition this year and another, addressing ethnic diversity in the workplace, is under development.

As the business grows, our community programme is continuing to keep pace. Experian's total community contribution this year was up 13%, as the result of increases in employee volunteering and pro bono work for charitable projects. In many of our major markets, such as Brazil, North America and the UK, employees are taking part in some excellent volunteer programmes to help vulnerable communities improve their financial literacy.

### Summary

This has been another challenging year for many parts of the Group, but we have continued to grow profitably, while investing in our business. As we emerge from the global economic downturn, we can take pride in the fact that, throughout the downturn, Experian has never stopped growing. It is a tremendous achievement that has called for strong management, great teamwork and a supreme effort on the part of all our people.

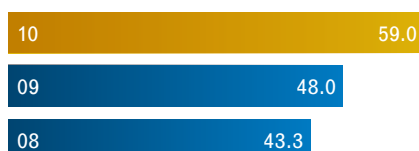
Right now we are focused on the year ahead and on the opportunities that will enable us to accelerate this growth. Experian is in good shape and we are looking to the future with confidence.

**John Peace**  
Chairman

Basic EPS  
**US 59.0c**

Benchmark earnings per share up 8% to US67.1c and basic EPS of US59.0c, up 23%

Basic earnings per share (US cents)



Full-year dividend  
**US 23.0c**

Dividends per share up 15%

Dividend (US cents)



# Interview with Don Robert, CEO

## Q&A

### How has Experian been affected by the global economic downturn?

Conditions in some of our major markets have certainly been challenging, but we adapted quickly to the changing priorities of our clients and worked hard on reducing our costs. It enabled us to keep growing throughout the crisis. We achieved organic revenue growth in each quarter and increased our profits. We were also successful in reducing our debt levels, while still investing in the business. I'm very proud of this performance and I believe it sets Experian apart as a company. The balance and diversity in our portfolio, our globally leading market position and the significant efforts of our people all contributed to this.

### What are the biggest challenges for Experian today?

The big challenge now is to return our business to the kind of growth rates we know we're capable of. Our major markets are showing signs of stabilisation and recovery, but we're not going to rely solely on this. We're taking control of growth by focusing our efforts on a series of high-impact initiatives. Firstly, we're doing more to expand our global reach into key vertical markets and geographies. Secondly, we're investing in world class data and analytics - it's why organisations come to us and we never lose sight of this. And, finally, we're making sure that our sales teams and infrastructure are best in class and that we continue to be the best possible partner to our clients.

### Where are the best growth opportunities for Experian?

Experian has never been short of opportunities and, in many ways, the hard bit is ensuring we concentrate our efforts and resources on the best of these. Near-term opportunities include taking our existing global products into new geographies, such as we're doing in Asia Pacific and Brazil. We see particularly good growth potential for our fraud prevention and identity management tools. In the medium term, we're excited by the growth potential in new vertical markets, such as the public sector, telecommunications and US healthcare payments. In the longer term, we're focused on laying the foundations for the next generation of growth. Our new credit bureau venture in India is an example of this and we're also evaluating bureau opportunities in other markets around the world.

### How does Experian manage its global business?

We have invested a lot of energy in ensuring we have the right organisational structure for our global business. The particular organisational design we've implemented addresses the fact that we have to manage both geographies and product lines. Experian serves clients across multiple geographies and many of our growth opportunities are in fast-growing emerging markets, so we draw our talent from a very diverse pool in order to best serve our customers, wherever they are. We place great store on the strength of our leadership team and on succession planning. We always try to promote from within and to encourage mobility and a breadth of experience. Strong leadership is vital to the successful delivery of our strategy, but we also depend on our people's strong sense of engagement with the wider business. We listen hard and always act on the feedback we receive. We want Experian to be a truly great place to work.

### What will Experian look like in five years' time?

We'll be bigger, of course, with a presence in more countries. Experian already delivers services into over 90 countries and I fully expect this to grow. Some countries, where we are now only starting to build a presence, will become a lot more important to us strategically. We'll also be firmly established across more market segments, building on the strong foundation we have within the financial services sector. Our larger clients will be buying more of our products and services, as we become increasingly vital to them. And while I expect us to be supporting more organisations on a global basis, we'll also be delivering more services to smaller businesses, such as we're now doing in Brazil. And, of course, we'll be offering more services to the consumer, helping them keep control of their personal and financial information.

### What's your view on how to use the cash that Experian generates?

I recognise that Experian is highly cash generative and that one of our overriding responsibilities must be to use this cash wisely. The balance we strike is between ensuring the safety and soundness of our business, investing for the future and returning surpluses to shareholders. Over the past two years we have reduced our indebtedness, without letting up on the investment that is so vital to sustain our leadership position and growth prospects. The strength of our cash generation means we are now in a position to enhance returns to shareholders and I'm delighted that the Board has decided to do this by increasing our dividend payout ratio and introducing a share buyback.



**How does Experian address its social responsibilities?**

We do this largely by building social, ethical and environmental considerations into our everyday business decisions. We're trying to ensure that corporate responsibility, or CR, becomes simply business-as-usual for Experian. In the past few years we've established

48 a comprehensive CR strategy and governance structure, and have identified six key areas of responsibility.

We have dedicated part of our corporate website to CR and publish our CR performance alongside our financials. Recent employee surveys have revealed the importance that our people attach to Experian's role of corporate citizen and it's one of the reasons why I take a personal lead on CR communications.

**What is it about Experian that makes you most proud?**

I take most pride from the contribution that Experian makes to the markets we serve. In many ways, we provide the lubricant for economic growth - helping organisations to reach and understand their customers, and enabling consumers and businesses to have access to the credit they need. The value we deliver to clients and consumers is a very motivating force for all of us at Experian.

*“Experian has never been short of opportunities and, in many ways, the hard bit is ensuring we concentrate our efforts and resources on the best of these.”*



# Business and market overview

Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy in the world. The Group provides information, analytical tools and marketing services to organisations around the world. Clients use these services to manage risk, find and retain customers, and automate decision-making. Experian also helps consumers to manage their credit relationships and to minimise the risk of identity theft.

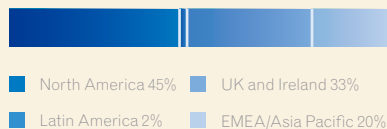
Business lines	Credit Services	Decision Analytics	
<p>Experian provides data, analytical tools and marketing services to organisations in North America, Latin America, UK and Ireland and EMEA/Asia Pacific.</p> <p>The Group's financial performance is reported by geography. Activities in these regions are grouped into four principal activities.</p>	<p>Credit Services enables organisations to manage the risks associated with lending money. Experian helps clients to find new customers for credit, to predict and manage credit risk, and to reduce exposure to bad debt and fraud. It maintains very large, comprehensive databases that hold the credit application and repayment histories of millions of consumers and businesses. In total, Experian operates 16 consumer credit bureaux and 12 business credit bureaux around the world.</p> <p>Revenue by region</p> <div><div></div><div></div><div></div><div></div></div> <div><div>■ North America 42%</div><div>■ UK and Ireland 14%</div><div>■ Latin America 32%</div><div>■ EMEA/Asia Pacific 12%</div></div> <p>Contribution to Group revenue</p> <div><div>43%</div><div></div></div>	<p>Decision Analytics helps organisations with large customer bases to manage and automate huge volumes of day-to-day decisions. Clients include international banks, utility companies and public service providers, who rely on Experian's predictive tools and sophisticated software to control decision-making at all points of contact with customers.</p> <p>Revenue by region</p> <div><div></div><div></div><div></div><div></div></div> <div><div>■ North America 26%</div><div>■ UK and Ireland 44%</div><div>■ Latin America 2%</div><div>■ EMEA/Asia Pacific 28%</div></div> <p>Contribution to Group revenue</p> <div><div>11%</div><div></div></div>	
Market position	<p>Experian is the global leader in its industry, with strong market positions. It is more than twice the size of its nearest peer and considerably broader in its capabilities and global reach. This diversity enables Experian to support clients across many countries, providing competitive advantage, and creates many opportunities for growth in growing economies.</p> <p>There is no single competitor that operates across all four principal activities, although the Group does have a number of competitors within each.</p>	<p>Experian is the primary provider of consumer credit information to many financial institutions in the US; the other credit bureaux are Equifax and TransUnion. In the UK and Brazil, Experian is the clear market leader and it has leading positions in many other countries.</p> <p>In business information, Experian is the leading provider in the UK and Brazil, and in a number of other markets. Dun &amp; Bradstreet (D&amp;B) is the only global competitor in this field.</p>	<p>Experian is the market leader in the provision of decision analytics in all geographies other than the US, where Fair Isaac Corporation (FICO) is the market leader. There is also competition in individual markets from smaller, local suppliers.</p>



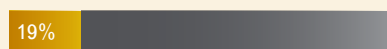
## Marketing Services

Marketing Services helps organisations to target and engage customers effectively, improving returns on marketing investment. Experian maintains extensive geographic, demographic and lifestyle data on consumers and businesses. This information is used in conjunction with advanced analytical systems to enable clients to understand their customers and execute relevant communications across a variety of channels.

### Revenue by region



### Contribution to Group revenue



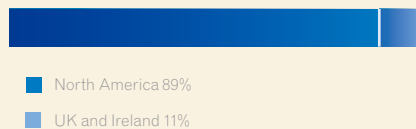
During the year, Experian expanded its global reach and now has a Marketing Services presence in major economies around the world, including the UK, US, Germany, France, China and Japan. This enables the Group to provide marketing solutions to global companies.

In the US, large marketing competitors for traditional direct marketing services include Acxiom and Harte-Hanks. Competition elsewhere tends to be fragmented and specialised.

## Interactive

Interactive enables consumers to manage and protect their personal credit files, as well as to make more informed online purchasing decisions. Credit reports are provided directly to consumers, along with credit scores. Experian also provides online monitoring services that help consumers to protect themselves from identity theft. Its lead generation services help businesses to find new customers over the internet.

### Revenue by region

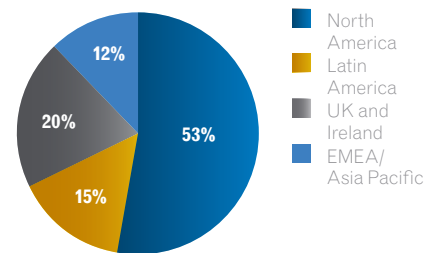


### Contribution to Group revenue

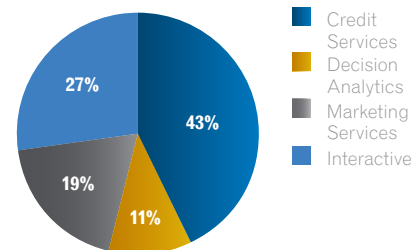


Experian's direct-to-consumer, credit information business is the clear market leader in both the US and UK. In the US, competition is provided by Equifax, TransUnion, FICO and other smaller specialists, but Experian is more than twice the size of any of these competitors. In the UK, competition is provided by Equifax and smaller niche suppliers.

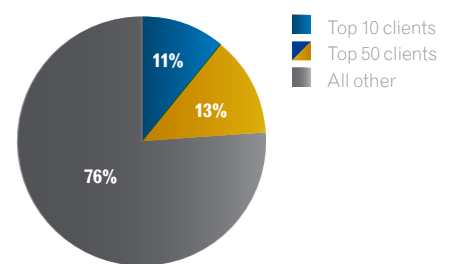
## Revenue by geography



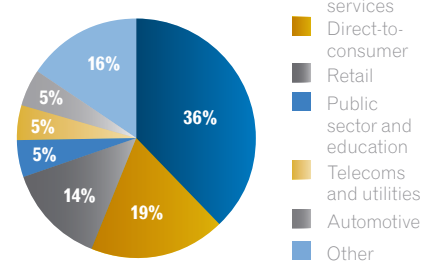
## Revenue by activity



## Revenue by client

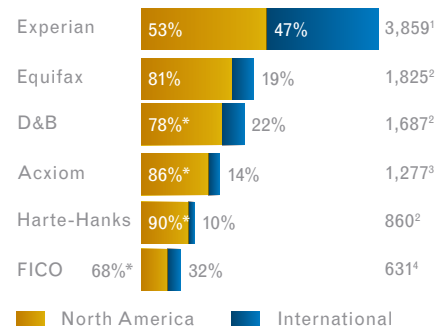


## Revenue by industry



## Competitive position

### Global revenue US\$m



Source: Latest full-year revenue, Company financials

<sup>1</sup> Year ended 31 March 2010

<sup>2</sup> Year ended 31 December 2009

<sup>3</sup> Year ended 31 March 2009

<sup>4</sup> Year ended 30 September 2009

\* US only

# Strategy

Experian's strategic goal is to grow the business and increase shareholder value by leveraging its global scale, maximising opportunities in new market segments and sustaining its leadership position through constant innovation. The Group's strategic framework has three elements: focus on data and analytics, drive profitable growth and optimise capital efficiency.

## Focus on data and analytics

Experian's core expertise lies in the ownership and operation of comprehensive databases about consumers and businesses. From these it is able to extract significant extra value by applying its own proprietary analytics and software.

## Drive profitable growth

Experian's aim is to drive sustainable, profitable revenue growth through prioritising specific growth initiatives and mobilising its talent around the world.

## Optimise capital efficiency

Experian is a very cash generative business and seeks to use its cash wisely, in the interests of all stakeholders. The Group's aim is to use its strong cash flow to reinvest to retain competitive advantage. Experian will seek acquisitions where they fit with its strategy and meet its financial hurdles and will evaluate additional opportunities for returning surplus cash to shareholders.

## Taking control of growth

### Expand global reach

Experian is continuing to expand its global reach and extend its capabilities into new geographies and new market sectors.

This year, the Group launched a new credit bureau in Morocco and was awarded a licence to operate a bureau in India through a joint venture with seven leading Indian financial institutions. Experian's credit bureau in Russia was also strengthened with a new joint venture partner, Sberbank. Acquisitions in Germany and Japan expanded the global reach of Marketing

### Deliver innovative data and analytics

Innovation lies at the heart of Experian and promotes long-term client relationships.

The Group is investing in new data to ensure that clients continue to have access to the most comprehensive and up-to-date information to drive their decision making. New data sources include income, employment, property valuations and positive credit data.

It has continued to invest in ground-breaking new products such as ProtectMyID, the consumer identity theft protection service, and Future Delphi, which is a risk model that combines credit and macro-economic data.

### Execute superior sales and operations

Experian is investing in its people and infrastructure to maintain a high performance culture and ensure that it continues to be a great partner to clients.

The Group is driving sales excellence by establishing best practice processes for performance management, training and career development. It is investing in new technology platforms to help connect the

## Strategy in action

Services, while new product innovations and client wins increased Experian's presence across a range of fast growing markets.

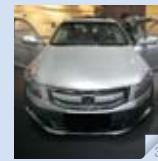
Many of Experian's products can be adapted and repurposed to enable quick deployment in sectors beyond financial services. This is enabling the Group to diversify its revenue base by developing opportunities in vertical markets such as the public sector, telecommunications, utilities and healthcare.



Developing the SME market in Latin America 23



Reducing the high cost of housing benefit fraud 27



Driving customer satisfaction at Guangqi Honda 39

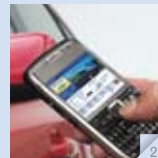


Strengthening patient relations through financial intelligence 47

Experian is also building the next generation of platforms for its global credit bureau operations and decision analytics products, and is making some major investments in its marketing platforms.



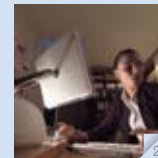
Making TV advertising more relevant and accountable 19



Minimising the risk for used car buyers 21



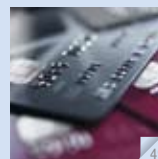
Enabling major brands to stay in touch with their customers 25



Identifying fraud within existing customer accounts 29



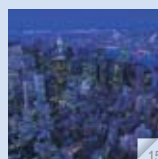
Increasing collections efficiency and profits 43



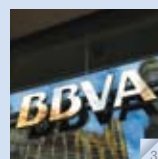
Helping protect consumers from identity theft 49

global organisation, enabling Experian to share expertise and resources more effectively, bring products to market more quickly and better serve its clients around the world.

The Group is also increasing its focus on new vertical markets within all regions, investing in additional expert talent, and expanding its strategic client programme to drive additional cross-selling.



Understanding customer behaviour at National Grid 15



Improving customer decisions across a global enterprise 31



Providing information to keep industry on the move 33

# Key resources

People, data and technology are the resources that Experian considers to be fundamental to its business.

## People

The management of talent is critical to Experian's success and the Group invests over 50% of its cost base in attracting, developing and retaining its people.

Experian employs around 15,000 people globally with around 36% of these being based in North America, 24% in the UK & Ireland and 19% in Latin America. The remainder are spread across Europe, Middle East, Africa and Asia.

## Diversity: expanding our talent pool

Employees are drawn from as diverse a pool as possible and the ethnic profile broadly reflects that of the populations in which Experian operates, with data indicating that:

- Around 46% of the global employee population is female and 54% male.
- Data from 55% of employees indicates that broadly 43% are white and 12% non-white. More detailed information is available at a regional level and is available in the CR report at [www.experiancrreport.com](http://www.experiancrreport.com).

Ensuring the future senior leadership team better reflects the diversity of Experian's customer, investor

and general employee base is a key objective. The following business actions have been implemented in order to achieve this change:

- The Experian Business Network: this is primarily a forum for supporting diversity. The network was launched in October 2008 and now runs within the UK and Ireland, EMEA, North America and Latin America regions.
- Senior hiring review: a programme to ensure that Experian accesses the widest pool possible to secure the best candidate for the job.
- FTSE 100 Cross Company Mentoring Programme: Experian participates in the FTSE 100 Cross Company Mentoring Programme, which pairs high potential female executives with CEO or Chairman Mentors from other non-competing FTSE 100 companies.

## Succession planning: building bench strength

Succession planning ensures that appropriate leadership resources are in place to achieve Experian's strategic objectives. Plans are regularly reviewed by the Board's Nomination and Corporate Governance Committee.

- 75% of senior leadership appointments are now the result of internal promotions and development programmes.
- 75% of senior leadership roles within Experian have two successors ready now, or within one to two years of readiness, in line with best practice.
- 52 cross-regional development role change relocations were made over the 12 months ended September 2009, a good indicator of strong talent management.

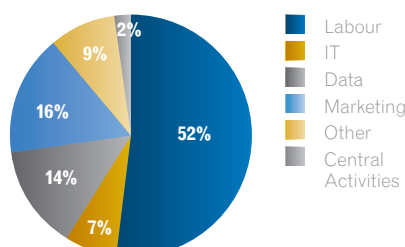
## Talent development: investing in high potential employees

Experian is committed to ensuring that talented individuals at all levels are provided with the skills and experiences needed to become realistic future successors. Actions taken this year include expansion of leadership development programmes, enhanced career planning support and commitment to talent development forums, such as CEO breakfasts and Board lunches.

The leadership development programme, 'Inspire', continues to evolve and has become Experian's primary global leadership development initiative for the UK and Ireland, EMEA and North America regions. It engages leaders in an inspirational community challenge as part of the Group's commitment to widening social and ethical awareness.

Investment in people accounts for over  
**50%**  
of expenditure

Cost profile –  
global percentage of cost



### Employee engagement: listening to Experian's people

Experian's global people survey, carried out every 18 months, provides valuable insights into the views of employees and their level of engagement with the business.

Experian's second global people survey in 2009 achieved 84% employee participation, up from 73% the previous year, with improvements across all survey categories. The Group's performance is now at or above the norm in 10 out of 14 of categories when compared with its closest peer group of global financial services companies.

Action plans are in place as a result of the 2009 survey and the following key measures of success have been selected:

- a tangible improvement in employee engagement scores; and
- a positive response regarding employees' belief that action has been taken as a result of the survey.
- The next global survey will take place in June 2010 and Experian has set an employee participation target of 85%. The results, available in September 2010, will be used to benchmark performance against the 2009 results.

Experian's target is for the Group to be in the global 'high performing organisations' category by 2012. In order to achieve this, an improvement of 3% points in all survey categories is required by June 2010 and further 3% by the 2012 survey.

### Data

At the core of Experian's strategy, and underpinning its success, are comprehensive databases of credit and marketing information on consumers and businesses. The Group strives for market leadership in each of the three key measures of data capability – breadth, depth and quality.

Experian holds credit application and payment history data on approximately 500 million consumers and 40 million businesses globally.

The Group also holds demographic data on over 260 million households worldwide, as well as online behaviour data for 25 million internet users across more than one million web sites.

Globally, Experian has segmented more than 2.2 billion consumers in 30 countries, across the world's most economically active economies.

The Group invests heavily each year to maintain complete, accurate and up-to-date information, while continuing to add new data sources that may be of value to clients. For example, Experian has recently added vehicle accident data, and income data in the US. It has added data on consumers to its bureaux in Russia and Morocco, and has expanded its Marketing Services data sources in Brazil.

Experian is the trusted steward of databases containing sensitive information. It has an obligation to protect this for clients, who are the source of much of the data, and for

consumers, who are the subjects of the data. The Group therefore operates very rigorous security and control policies, which are reviewed on a regular basis.

### Technology

Experian's information technology (IT) systems are used to store, process and deliver the data that forms the foundation of the business. These systems enable the business to meet its growth goals by maximising global technology synergies and leveraging economies of scale.

IT is foundational in the support of Experian's products and services and is critical to its ability to innovate. For example, highly secure and highly available processing centres in each of Experian's regions provide world class service to its clients. Sub-second response times and best in class availability are hallmarks of the Group's systems.

Experian is committed to the ongoing provision of market leading, high quality solutions to its clients. For this reason, the Group is executing a programme of global IT integration and consolidation. This brings competitive advantage, leverages its global scale and enables Experian to enhance the value it delivers to clients. It will also globalise the Group's software engineering capabilities to accelerate revenue growth and to more quickly build new, high quality systems.

Credit application and  
payment history data on  
**500** million  
consumers and  
**40** million  
businesses globally

Information  
technology systems  
are used to store,  
process and deliver  
the data that forms  
the foundation of the  
business



# Chief Executive's review



**Don Robert**  
Chief Executive

Experian performed well in 2010, notwithstanding the challenges presented by the global economic downturn. Our organic revenue growth was 2%, we expanded our margins by 80 basis points to 24.4% and our Benchmark EPS grew by 8% to 67.1 US cents per ordinary share. We also delivered another strong cash performance with free cash flow of US\$818m, up 11%.

This meant that we ended the year comfortably within our target gearing range, at 1.8x adjusted net debt to EBITDA, including the current value of the Serasa put option. The strength of this performance has enabled us again to raise our full-year dividend, which is up 15% to 23.00 US cents per ordinary share.

We were able to deliver this strong performance because of the balance in our portfolio, the strength of our market position and strong execution against our cost efficiency programme. We were especially pleased with the outstanding performances across Latin America and at Interactive, which helped to offset the drag effect of the global economic recession.

Progress in the year included:

- strong growth in emerging markets, which now account for nearly one fifth of our revenue;
- an increased contribution from non-financial B2B verticals and the consumer channel. We now generate more than 60% of our revenue from outside financial services;
- a strong contribution from products developed in the past five years, which again accounted for over 20% of Group revenue; and
- our cost efficiency programme, which delivered savings ahead of plan.

## Key trends

As we move forward, we see a number of trends which will influence our performance over the coming year.

- Within financial services, we see gradual recovery across many of the developed markets in which we operate. In key territories such as North America, unemployment rates have started to level off, delinquency rates are starting to fall, lenders are beginning to solicit new customers and small businesses are starting to look for funding to expand. Experian has a key role to play in this recovery process, helping to restore confidence in the global retail banking system with our world-class data, analytics and software tools.

- Across the retail sector, we see consumer spending driving improvement among retailers. We also see a steady shift to more targeted digital advertising channels and we are increasing our efforts to benefit from this trend as client marketing budgets return.

- And at Consumer Direct in North America, the new marketing strategy for [freecreditscore.com](http://freecreditscore.com) implemented from 1 April 2010 is progressing in line with expectations. We have had recent dialogue with the Federal Trade Commission regarding our site, [freecreditreport.com](http://freecreditreport.com), and we have made further changes to this site through the addition of consumer disclosures. We remain vigilant regarding any regulatory changes that may affect our business and will adapt as needed.

## Strategic priorities

While global economic recovery will help our business, our goal is to accelerate growth by creating new market opportunities, building greater scale and further cementing our global leadership position. Each year, we develop specific plans which set our priorities and allow us to concentrate our resources. These plans are executed within our strategic framework to focus on data and analytics, drive profitable growth and optimise capital efficiency. Our action plan is centred on taking control of growth through a series of defined initiatives:

### Expanding our global reach

- Geographic expansion – we see significant scope to take our existing credit and marketing products into fast-growing markets, for example Brazil, India, China, South Africa and Eastern Europe.
- Vertical expansion – we are further repurposing our data and platforms to build scale positions in new verticals such as the public sector, telecoms, utilities and US healthcare payments.
- New market channels – we see opportunity to further expand in underpenetrated segments, such as small and medium enterprises.

**Delivering innovative data and analytics**

We are investing in our data sources, our platforms and our products across the globe to bring the fresh insights and innovation that our customers need. For example, we are benefiting from recent addition of income data in our US consumer credit bureau; we are enhancing our products and platforms in business information; we are developing new analytics which will extend our fraud prevention capabilities; we are introducing new digital advertising services within our marketing business and we are investing further behind the launch of

**49** ProtectMyID, our identity monitoring tool for consumers.

**Executing superior sales and operations**

Growth in our business will be delivered by our people and we are investing in our business to sustain our high performance sales culture and to maximise efficiency across our operations.

These initiatives, along with targeted, infill acquisitions that are tightly coupled to the core, are central to our goal of delivering strong, sustainable returns for our shareholders.

**Net debt**

Net debt was reduced by US\$483m to US\$1,627m at 31 March 2010, after funding capital expenditure of US\$314m, and net share purchases of US\$114m by employee trusts and in respect of employee share incentive plans. In addition, there was a net inflow of US\$66m from disposals net of acquisitions. As at 31 March 2010, the net debt to EBITDA gearing ratio was 1.8x, which is at the lower end of our 1.75-2.0x adjusted target debt range. The gearing ratio is adjusted to include the put option over the 30% minority stake in Serasa, valued at US\$661m at 31 March 2010.

**Debt funding**

During the year, we started an 18 month programme to refinance our bank and bond facilities with an issuance in February 2010 of €500m Guaranteed notes at 4.75% due 2020, which was swapped into US dollars. This programme will continue in the year ending 31 March 2011, as we aim to spread debt maturities and diversify our sources of funding. The marginal cost of new funding sources is higher than the funds being replaced and, as a result, for the year ending 31 March 2011, our current expectation is that net interest expense will be in the range of US\$90-100m.

**Capital strategy**

We have recently undertaken a re-evaluation of our capital policy and payout ratios in light of the investment needs of the business, the reduction in total net debt and ongoing strength in cash generation. We remain committed to a prudent but efficient balance sheet consistent with our desire to retain a strong investment grade credit rating. Our target gearing ratio, net debt adjusted for the current value of the put option over the minority shares in Serasa, divided by EBITDA, will remain unchanged at 1.75-2.0x.

We anticipate that continuing strength in our cash generation, as well as receipts from the FARES disposal, will result in net debt being below our gearing targets. Accordingly, it is our current intention to adjust our distribution policies to shareholders as follows:

- We intend to increase our dividend payout ratio over the next twelve months. By the time of the second interim dividend next year, we expect to have dividend cover based on Benchmark EPS of around 2.5 times on an annual basis; our previous policy was to have cover on this basis of at least three times.

- We will commence a share buyback programme of around US\$300m, to be implemented over the next twelve months, subject to free cash flow and acquisition expenditure. It is planned to repurchase an additional US\$50m to satisfy employee share incentive plans. The total share repurchase over the next twelve months is therefore expected to be approximately US\$350m.

**Dividend**

For the year ended 31 March 2010, we have announced a second interim dividend of 16.00 US cents per share. This gives a full-year dividend of 23.00 US cents per share, 2.9 times covered by Benchmark EPS, and up 15% as we transition to our increased dividend payout. The second interim dividend will be paid on 23 July 2010 to shareholders on the register at the close of business on 25 June 2010.

**Changes to external reporting calendar**

We have undertaken a review of financial reporting frequency in order to bring greater efficiency to our external reporting. Henceforth, we will issue financial updates on a quarterly basis only. This brings us into line with reporting frequencies across our peer group. Going forward, our financial calendar will include the Q1 Interim Management Statement (in July), the half-yearly report (in November), the Q3 Interim Management Statement (in January) and the preliminary results (in May). We aim to accelerate the reporting of our half-yearly and preliminary results starting in the year ending 31 March 2012.

**Our people**

The strength of our performance is down to the outstanding achievements of our people. It is reflective of a terrific effort by our employees, in the face of some tough market conditions. I salute their dedication and commitment and I would like to take this opportunity to thank all our employees for their single-mindedness and strength of purpose over the past year.

## Chief Executive's review (continued)

### Revenue and EBIT by geography

Year ended 31 March	Revenue			EBIT		
	2010 US\$m	2009 US\$m	Growth <sup>1</sup> %	2010 US\$m	2009 US\$m	Growth <sup>1</sup> %
North America	2,060	2,059	-	628	623	1
Latin America	559	462	16	166	118	34
UK and Ireland	779	843	(1)	212	211	7
EMEA/Asia Pacific	461	426	6	52	49	1
<b>Sub total</b>	<b>3,859</b>	<b>3,790</b>	<b>2</b>	<b>1,058</b>	<b>1,001</b>	<b>6</b>
Central Activities <sup>2</sup>	-	-	-	(62)	(57)	
<b>Continuing activities</b>	<b>3,859</b>	<b>3,790</b>	<b>2</b>	<b>996</b>	<b>944</b>	<b>6</b>
Discontinuing activities <sup>3</sup>	21	83	n/a	(5)	(5)	n/a
<b>Total</b>	<b>3,880</b>	<b>3,873</b>	<b>1</b>	<b>991</b>	<b>939</b>	<b>6</b>
<b>EBIT margin<sup>4</sup></b>				<b>24.4%</b>	<b>23.6%</b>	

1. Total growth at constant exchange rates

2. Central Activities comprise costs of central corporate functions

3. Discontinuing activities include UK account processing and other smaller discontinuing activities

4. EBIT margin is for continuing business only, excluding FARES. Further analysis can be in the financial review on page 45

### Reconciliation of EBIT – continuing operations

Year ended 31 March	EBIT	
	2010 US\$m	2009 US\$m
<b>EBIT from continuing operations</b>	<b>991</b>	<b>939</b>
Net interest	(81)	(96)
<b>Benchmark PBT</b>	<b>910</b>	<b>843</b>
Exceptional items	(72)	(117)
Amortisation of acquisition intangibles	(140)	(132)
Goodwill adjustment	-	(1)
Charges for demerger-related equity incentive plans	(28)	(32)
Financing fair value remeasurements	(9)	19
Tax expense on share of profits of associates	-	(2)
<b>Profit before tax</b>	<b>661</b>	<b>578</b>
Group tax expense	(17)	(84)
<b>Profit after tax for continuing operations</b>	<b>644</b>	<b>494</b>
<b>Benchmark EPS (US cents)</b>	<b>67.1</b>	<b>62.3</b>
<b>Basic EPS for continuing operations (US cents)</b>	<b>59.8</b>	<b>46.8</b>
Weighted average number of ordinary shares (million)	<b>1,015</b>	<b>1,013</b>

See page 45 for analysis of revenue and EBIT by business segment and page 46 for reconciliation of revenue and EBIT by operating segment

See the financial review on pages 44 and 45, and note 4 to the Group financial statements on pages 100 and 101, for definitions of non-GAAP measures



# UNDERSTANDING CUSTOMER BEHAVIOUR AT NATIONAL GRID

The capabilities that Experian has developed to support the financial services marketplace are increasingly being applied to other industry sectors, such as energy, telecommunications and healthcare, as companies seek to gain a better understanding of their customers.

National Grid is an international energy company, delivering power to more than 7.5 million businesses and homes in the US. At the start of the economic downturn in 2008, National Grid saw an unprecedented shift in customer behaviour, with customers who had previously never missed a payment now suddenly behind. It required a new approach to managing past-due customers; one that would enable collections actions to be matched to individual circumstances.

National Grid implemented Experian's Portfolio Management Package, which uses behavioural scoring to measure the relative risk of customers in arrears and determine the best way to treat each one. Champion/challenger techniques allow these strategies to be constantly tested and refined.

Tracey McCarthy, Vice President, Customer Financial Services at National Grid, said: "When we started this project, we wanted a smart tool. Today we look very smart. More importantly, we are serving our customers better".

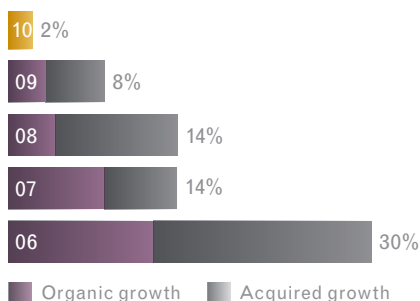


# Key performance indicators

Experian's strategy is centred on three elements: to focus on data and analytics, drive profitable growth and optimise capital efficiency. Our financial objectives are to drive organic revenue growth, to maintain or grow EBIT margins and to convert at least 90% of EBIT into operating cash flow. The following indicators include key metrics used by the Board and internally to assess Experian's success in achieving its objectives.

## Total revenue growth

In the year ended 31 March 2010, Experian increased its total revenue from continuing activities by 2% at constant exchange rates. Total revenue improved by US\$69m.



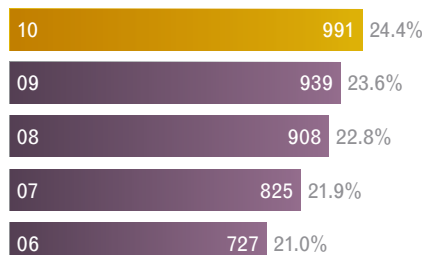
See page 45 for definition of total revenue growth.

For further information on revenue split by operating and business segment, see note 6 in the Group financial statements.

## EBIT (US\$) and margin

In the year ended 31 March 2010, Experian increased its total EBIT at constant exchange rates by 6% to US\$991m. Continuing EBIT increased by 6% at constant exchange rates.

We again met our margin objective, with an 80 basis point expansion in the EBIT margin from continuing activities to 24.4%. This was achieved while continuing to invest organically in future growth initiatives.

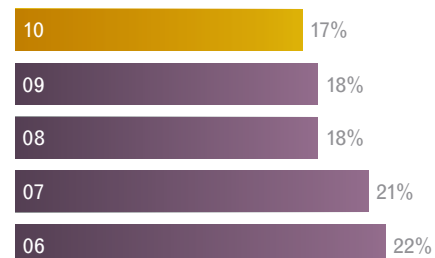


EBIT includes discontinuing activities. EBIT margin is for continuing direct business only, excluding FARES.

## Revenue dependence on top 20 clients

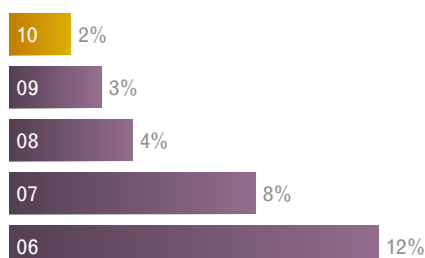
Experian aims to reduce its reliance on any single client and to increase the balance and diversity of its revenue base.

In the year ended 31 March 2010, we made progress against this objective with further reduction in revenue dependency on our top 20 clients.



## Organic revenue growth

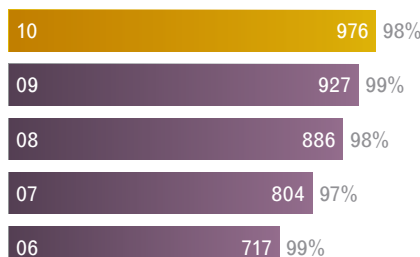
Organic revenue growth increased by 2% in the year ended 31 March 2010, with good growth in emerging markets, such as Latin America, and a solid performance from more established markets, notwithstanding the challenging economic conditions. We have demonstrated our ability to deliver organic revenue growth throughout the business cycle.



See page 45 for definition of organic revenue growth.

## Cash flow (US\$) and cash flow conversion

Experian aims to convert at least 90% of its EBIT into operating cash flow each year. In the year ended 31 March 2010, we exceeded this target converting 98% of EBIT to operating cash flow.

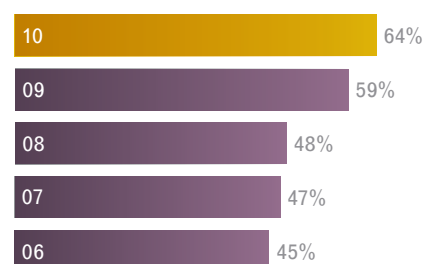


See pages 40 and 101 for definition of operating cash flow and cash flow conversion.

For additional information on cash flow see page 90 for the Group cash flow statement.

## Percentage of revenue from verticals other than financial services

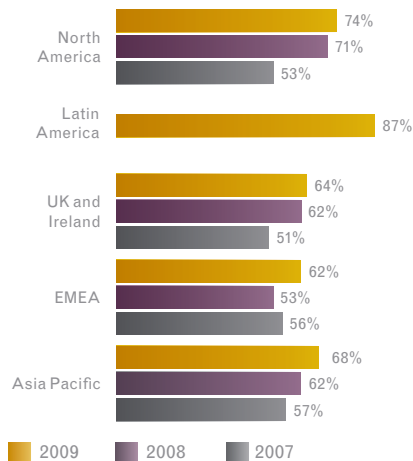
Experian aims to diversify beyond financial services by expanding into new market segments including new B2B verticals, such as public sector, telecoms and utilities, and the consumer channel. Experian now generates more than 60% of revenue from outside financial services.





## 10 Employee engagement

Experian's people are at the heart of our success and are a key resource. We have taken a number of steps to improve employees' satisfaction and involvement with the Company and we regularly survey our whole working population to measure their engagement.



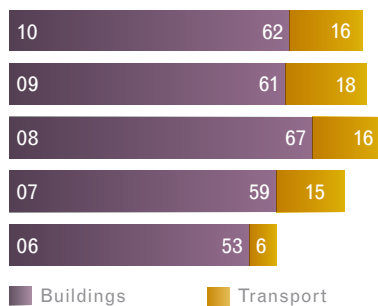
Percentage score calculated by the degree of positive response to a specified range of questions.

Score for 2007 is an amalgamation of regional surveys conducted over a two-year period.

No survey was conducted during the year ended 31 March 2010; the next survey will take place in June 2010. Please refer to page 10 for further information on how people are a key resource at Experian.

## Carbon footprint (000's tonnes)

Experian's environmental impact is largely the result of energy use in buildings, especially its data centres, and employee travel. We are taking steps to steadily reduce energy consumption and hence cost, and to extend the purchase of energy from renewable sources.



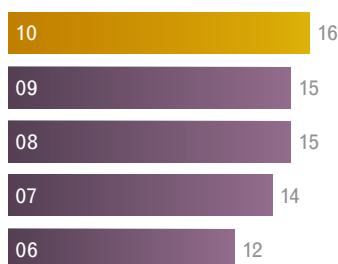
Where emissions factors have changed, we have applied the most recent factors retrospectively. Data in respect of air travel was included for the first time in 2007.

For further information on Experian minimising its impact on the environment please refer to the Corporate Responsibility report at [www.experiancrreport.com](http://www.experiancrreport.com).

2010 data reflects improved measurement and estimation processes which it has not been possible to apply to previous years' data. See the full CR report for details and calculation methods at [www.experiancrreport.com](http://www.experiancrreport.com)

## Number of consumer credit bureaux

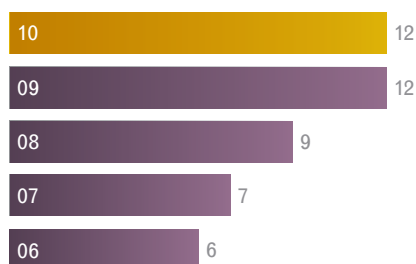
Experian's consumer credit bureaux are the foundation for its consumer credit-related activities. We own consumer credit bureaux in 14 countries and have an interest in a further two.



For further information on Credit Services, see page 6.

## Number of business credit bureaux

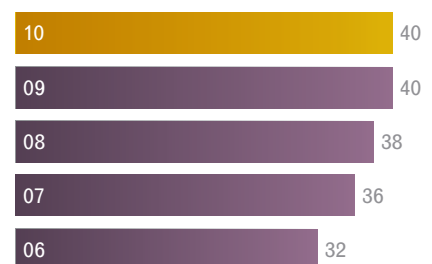
Experian's business credit bureaux are the foundation for its business information activities. We own business credit bureaux in 10 countries and have an interest in a further two.



For further information on Credit Services, see page 6.

## Countries with offices

Experian supports local and multinational clients in over 90 countries throughout a network of offices. We currently have offices in 40 countries.



# North America

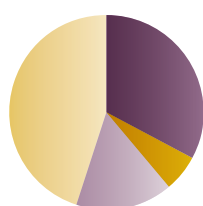
North America delivered a robust performance, notwithstanding recessionary market conditions. Growth in Interactive offset weakness elsewhere and cost efficiencies enabled margins to be broadly maintained.

- Client focus on risk mitigation helps offset weak lending market
- Good growth in digital marketing as spending shifts to more cost-effective media
- Strong Interactive performance; organic revenue up 8%
- EBIT margin of 27.8% reflects strong delivery on cost reductions

Year ended 31 March	2010 US\$m	2009 US\$m	Total growth <sup>1</sup> %	Organic growth <sup>1</sup> %
<b>Revenue</b>				
Credit Services	693	730	(5)	(6)
Decision Analytics	116	119	(3)	(3)
Marketing Services	329	358	(8)	(8)
Interactive	922	852	8	8
<b>Total – continuing activities</b>	<b>2,060</b>	2,059	-	-
Discontinuing activities <sup>2</sup>	8	24	n/a	
<b>Total North America</b>	<b>2,068</b>	2,083	(1)	
<b>EBIT</b>				
Direct business	572	575	(1)	
FARES	56	48	16	
<b>Total – continuing activities</b>	<b>628</b>	623	1	
Discontinuing activities <sup>2</sup>	(5)	(7)	n/a	
<b>Total North America</b>	<b>623</b>	616	1	
<b>EBIT margin<sup>3</sup></b>	<b>27.8%</b>	27.9%		

1. Growth at constant exchange rates  
2. Discontinuing activities include an online data survey business and the National Business Database  
3. EBIT margin is for continuing business only, excluding FARES

2010 Revenue by activity<sup>1</sup>



- Credit Services
- Decision Analytics
- Marketing Services
- Interactive

<sup>1</sup> Excludes discontinuing activities

## Credit Services

Total revenue at Credit Services declined by 5%, with organic revenue down 6%. Within consumer information, the depressed environment for consumer lending gave rise to declines in the prospecting and credit origination categories. This was partially offset by solid growth in portfolio management, as lenders focused on risk mitigation. Business information performed well, reflecting investment in data and product innovation, as well as strong sales execution during the year. There was a resilient performance at automotive, which benefited as the year progressed from the addition of new accident data. The SearchAmerica acquisition

(healthcare payments) annualised in the period, and delivered good growth, with deeper penetration of both existing and new hospitals.

## Decision Analytics

Total and organic revenue declined by 3% in the year, reflecting client hesitancy to spend on major software installations. This was partially mitigated by growth in analytics and fraud prevention tools, with client focus largely directed towards risk management tools, such as loan loss forecasting, credit criteria evaluation and risk-based pricing. There was good progress in the start-up public sector vertical, where both the pipeline and conversions have grown.



## MAKING TV ADVERTISING MORE RELEVANT AND ACCOUNTABLE

The ability to target potential new customers with the right offers across all types of media is central to Experian's Marketing Services capabilities. Until recently though, television has lagged behind other media as a means for reaching only the most appropriate consumers.

Experian has been involved in a ground-breaking trial with US cable company, Comcast, to make television advertising more relevant for viewers and more accountable for advertisers. Working with Comcast and major marketers, such as General Motors and Procter & Gamble, Experian segmented viewers into anonymous groups of households, matching relevant advertising messages to each group. Comcast was then able to deliver a range of advertisements within the same commercial break, targeted according to the characteristics of particular households.

The latest trial results have shown that television advertising targeted at defined groups is up to 65% more cost effective, with viewers 32% less likely to switch channels during the commercial break. Andrew Ward, Vice-President of Strategic Initiatives for Comcast Spotlight, commented: "Our trials have delivered terrific results, and represent an important part of the shift in television advertising from one-to-many marketing towards a one-to-few model".

## North America (continued)

### Marketing Services

Total and organic revenue at Marketing Services declined by 8%. In the early part of the year, contraction in retail spending impacted the traditional activities of list processing, data and database, although there were signs of stabilisation as the year progressed. Digital media activities delivered good growth, reflecting the ongoing shift to more cost-effective and more targeted channels. During the year, Experian has invested in new capabilities and innovative new products to strengthen its market position and provide new growth opportunities as the economy recovers.

### Interactive

Total and organic revenue growth was 8% at Interactive. There was strong growth in lead generation, driven by an excellent performance in the education vertical, reflecting client gains, and an improving trend in the year within the lending vertical. Comparison shopping revenues benefited from a number of new partnerships with co-branded partners. Increased membership revenue and affinity channel penetration drove growth at Consumer Direct, offsetting a lower contribution

from databreach revenue. Product and user experience enhancements contributed to improved retention rates, while the new identity monitoring product ProtectMyID performed in line with expectations, with good order volume growth since launch.

On 23 February 2010, Experian received final rules from the Federal Trade Commission (FTC) governing the marketing of free credit reports to US consumers. These regulations require specific disclosures and links to the FTC-sponsored website. With effect from 1 April 2010, Experian adapted its marketing strategy and switched all broadcast and internet advertising placements to a new consumer brand, freecreditscore.com. Based on recent dialogue with the Federal Trade Commission, further changes to the freecreditreport.com site were implemented to resolve lingering concerns about disclosures in advertising.

### Financial review

Total revenue for the year from continuing activities was US\$2,060m (2009: US\$2,059m).

EBIT from direct businesses was US\$572m (2009: US\$575m), a decrease of 1% in the year, giving an EBIT margin of 27.8% (2009: 27.9%).

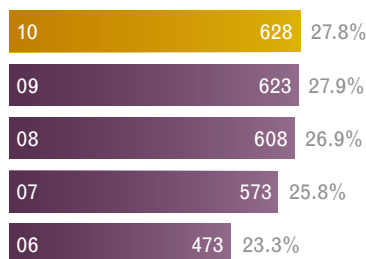
The margin performance reflected strong delivery on cost reductions, including some one-off benefits, which helped to offset negative operating leverage in Credit Services and Marketing Services.

EBIT from FARES, the 20%-owned real estate information associate, increased to US\$56m (2009: US\$48m), driven by higher mortgage refinancing activity.

### Social, ethical and environmental (SEE) risks and opportunities

Experian in North America delivered a programme of energy saving measures across its data centres, as well as engaging employees in volunteering and online charitable donations and considerably expanding the reach of its consumer education programme.

#### EBIT (US\$m) and margin

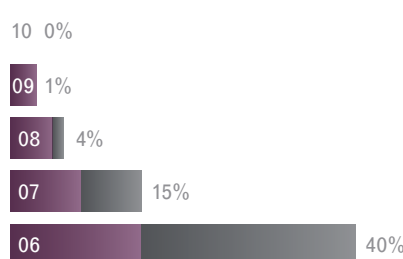


EBIT

EBIT excludes discontinuing activities

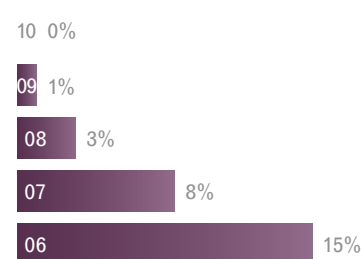
EBIT margin is for continuing direct business only and excludes FARES

#### Total revenue growth



Organic growth Acquired growth

#### Organic revenue growth





# MINIMISING THE RISK FOR USED CAR BUYERS

Experian's AutoCheck has become an indispensable part of the used car shopping process in the United States, providing consumers with confidence that the vehicle they would like to purchase is exactly what it appears to be. AutoCheck answers concerns on the minds of every used car shopper. Has the car been involved in an accident or natural disaster? Has it been rebuilt or reported stolen and is the recorded mileage reliable?

For more than six years, Experian has been a partner to NADAguides.com, the most comprehensive vehicle information website on the internet today. Launched in 2000, NADAguides.com provides research information and education to consumers who are in the process of buying and selling vehicles, as well as advice on the vehicles they currently own.

Len Sims is Vice-President of Operations at NADAguides.com: "We have a long-standing, excellent relationship with Experian that's based around close collaboration and constant innovation. Like Experian, we're proud of our market-leading position and are always looking to improve the range and depth of the information we offer".





# Latin America

Latin America delivered an excellent performance, driven by double-digit growth in Credit Services. There was significant margin progression, up 420 basis points, reflecting strong positive operating leverage.

- Strong performance in Credit Services, with organic revenue up 17%
- Good growth across both consumer and business information
- Launch of several Decision Analytics and Marketing Services products

Year ended 31 March	2010 US\$m	2009 US\$m	Total growth <sup>1</sup> %	Organic growth <sup>1</sup> %
<b>Revenue</b>				
Credit Services	538	437	17	17
Decision Analytics	7	10	(26)	(26)
Marketing Services	14	15	(13)	(13)
<b>Total Latin America</b>	<b>559</b>	<b>462</b>	<b>16</b>	<b>16</b>
<b>EBIT</b>				
<b>Total Latin America</b>	<b>166</b>	<b>118</b>	<b>34</b>	
<b>EBIT margin</b>	<b>29.7%</b>	<b>25.5%</b>		

1. Growth at constant exchange rates

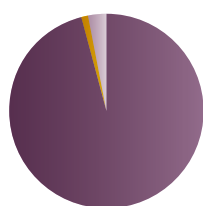
## Credit Services

There was strong growth in Credit Services, with total revenue at constant exchange rates and organic revenue up 17%. Market conditions in Brazil improved as the year progressed, with a rebound in credit demand. Experian continued to deliver good growth across both consumer and business information activities, helped by demand for higher value-added products and new client acquisition across the small and medium enterprise channel. There was also a significant contribution from authentication products, as new tax filing regulations in Brazil drove increased volumes.

## Decision Analytics and Marketing Services

While organic revenue declined at Decision Analytics and Marketing Services, this was off a small base in each case. Experian launched a number of new products during the year, including account management and fraud prevention products in Decision Analytics and competitive intelligence (Hitwise) and consumer segmentation (Mosaic) tools in Marketing Services.

2010 Revenue by activity



- Credit Services
- Decision Analytics
- Marketing Services

# DEVELOPING THE SME MARKET IN LATIN AMERICA

Of the 10 million businesses in Brazil, some 99% are classed as small to medium-sized enterprises (SMEs). They employ most of the Brazilian workforce and represent a huge opportunity for further growth and prosperity in the region. For many of these businesses though, access to the type of prospecting and customer management information that larger organisations have come to rely upon, has been a challenge.

Over the past year, Experian has combined many of its capabilities in Latin America into a suite of highly accessible products for the smaller business user. The product range extends from prospecting for new customers to assessing the credit risk of existing customers and managing the collection of overdue accounts. New online and telephone ordering channels have been established, together with a sales team of over 500 people to support sales across the region.

Laercio Pinto, President of Experian's Consumer and Business Information Services in Latin America, explains: "We have already acquired many thousands of new SME customers as a result of this initiative. It has required investment and a change in culture to address this new market, which will contribute significantly to our own growth in the coming years and to the strength of the SME sector".



## Latin America (continued)

### Financial review

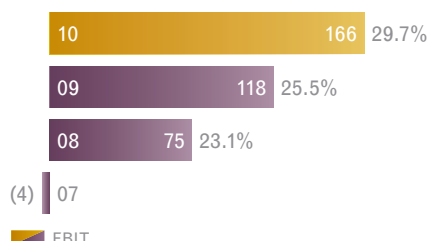
Total revenue was US\$559m for Latin America, up 16% at constant exchange rates. Organic revenue growth was also 16%.

EBIT in the year was US\$166m, up 34% at constant exchange rates. The EBIT margin expanded by 420 basis points to 29.7%. The margin improvement reflects strong positive operating leverage in Credit Services, arising from volume growth and the migration towards higher value-added services.

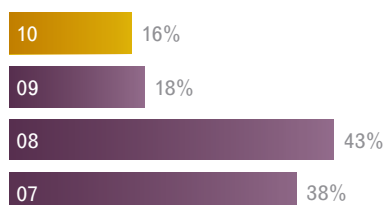
### 48 Social, ethical and environmental (SEE) risks and opportunities

Serasa Experian is well recognised in Brazil for its sustainability credentials. The business continued to develop its community and environmental programmes, and to ensure disability and diversity are addressed in the workplace. During the year, Serasa Experian launched a new information product that enables companies to investigate the environmental compliance records of thousands of businesses. It will potentially be of great use to ethical investors and companies wishing to influence their stakeholders and encourage them to take a more sustainable approach to business.

EBIT (US\$m) and margin



Organic revenue growth



EBIT



# ENABLING MAJOR BRANDS TO STAY IN TOUCH WITH THEIR CUSTOMERS

Email marketing has become one of the fastest growing ways for businesses to keep in touch with their customers. For many marketers, it is now a principal tool for acquiring new customers and developing existing relationships.

During the past year, Experian CheetahMail has continued to develop its leading position as a global email service provider, delivering permission-based emails in over 40 languages on behalf of well-known international brands. New CheetahMail offices were opened in Australia, New Zealand and South Africa, and expansion was also supported by the acquisition of email marketing businesses in the important markets of Japan and Germany.

Electronic Arts is the world's leading interactive entertainment software company and a major client of Experian CheetahMail. Robert Slinn, Senior Director of Marketing at Electronic Arts, explains: "CheetahMail aids us in delivering information such as new product offers and service updates to more than five million customers throughout the US and Europe. We're able to communicate regularly in a very personal and cost-effective way, providing them with information that is based on their preferences".



# UK and Ireland

There was a resilient performance within continuing activities in the UK and Ireland. Interactive delivered strong growth, which enabled the region to largely withstand challenges in the financial services and retail sectors. There was significant margin progress, up 220 basis points, reflecting strong execution on cost efficiencies.

- Vertical market expansion helps offset challenging market conditions
- Good growth in demand for fraud prevention tools
- Digital media activities performed well
- Interactive delivers strong revenue growth; up 38% organic
- Cost efficiencies drive margin growth

Year ended 31 March	2010 US\$m	2009 US\$m	Total growth <sup>1</sup> %	Organic growth <sup>1</sup> %
<b>Revenue</b>				
Credit Services	234	265	(6)	(6)
Decision Analytics	193	226	(8)	(8)
Marketing Services	243	268	(4)	(2)
Interactive	109	84	38	38
<b>Total – continuing activities</b>	<b>779</b>	<b>843</b>	<b>(1)</b>	<b>(1)</b>
Discontinuing activities <sup>2</sup>	13	59	n/a	
<b>Total UK and Ireland</b>	<b>792</b>	<b>902</b>	<b>(6)</b>	
<b>EBIT</b>				
<b>Continuing activities</b>	<b>212</b>	<b>211</b>	<b>7</b>	
Discontinuing activities <sup>2</sup>	-	2	n/a	
<b>Total UK and Ireland</b>	<b>212</b>	<b>213</b>	<b>6</b>	
<b>EBIT margin<sup>3</sup></b>	<b>27.2%</b>	<b>25.0%</b>		

1. Growth at constant exchange rates  
2. Discontinuing activities include UK account processing and other smaller activities. The closure of UK account processing completed in the year ended 31 March 2010  
3. EBIT margin is for continuing activities only

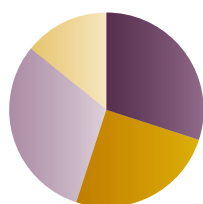
## Credit Services

Total revenue at constant exchange rates and organic revenue at Credit Services declined by 6%. The economic environment during the year was challenging as the tight supply of credit, coupled with weak consumer demand, gave rise to reductions in origination volumes. Revenue weakness also reflected ongoing headwinds relating to financial services consolidation and market exits. There was continued progress in vertical market diversification, with growth in public sector, utilities and telecoms revenues.

## Decision Analytics

Total revenue at constant exchange rates and organic revenue declined by 8%. Market conditions during the year were challenging, reflecting capital expenditure constraints within the financial services sector, which reduced appetite for large software installations. Performance was also impacted by lower transaction volumes. This was partially mitigated by growth in analytics and fraud prevention tools.

2010 Revenue by activity<sup>1</sup>



- Credit Services
- Decision Analytics
- Marketing Services
- Interactive

<sup>1</sup> Excludes discontinuing activities



# REDUCING THE HIGH COST OF HOUSING BENEFIT FRAUD

Tackling the growing number of fraudulent claims for state benefits has become a major focus for the UK government in recent years. Benefit fraud is estimated to cost taxpayers an annual £1.1bn.

Over the past year, Experian has been working closely with the Department for Work and Pensions (DWP) to establish whether the Group's fraud detection products could help identify certain types of housing benefit and council tax fraud. A pilot project was established with nine of the UK's 380 local authorities to look at 20,000 cases.

The pilot was successful in identifying hard to find fraud, such as an undeclared person living at a claimant's address, and is now being extended to all local authorities. It is estimated to achieve savings for the DWP of between £11m and £17m per year.

Experian has been working with the public sector for over 20 years, delivering significant cost benefits and efficiencies across a broad range of public services.



## UK and Ireland (continued)

### Marketing Services

Total revenue in Marketing Services declined by 4% at constant exchange rates. Organic revenue declined by 2%. The variance is due to transactional foreign exchange differences.

Notwithstanding challenging market conditions, new media activities performed well, with good performances in email marketing and contact data management. These partially offset declines in more traditional activities. There was good strategic progress during the year, with further penetration of the government, utilities and telecoms sectors. During the year, Experian invested in product enhancements in order to further position the business in the digital media space.

### Interactive

Interactive performed strongly, delivering total revenue growth at constant exchange rates and organic revenue growth of 38%. Growth was driven by increased membership revenue. New strategic initiatives in the year included the launch of <sup>49</sup> ProtectMyID, the identity fraud prevention service.

### Financial review

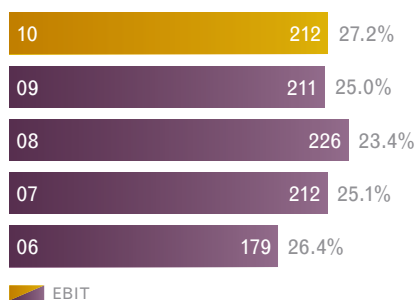
Total revenue from continuing activities was US\$779m (2009: US\$843m). At constant exchange rates, revenue from continuing activities was down 1% on the prior year; organic revenue also declined 1%.

EBIT from continuing activities was US\$212m, up 7% at constant exchange rates. The EBIT margin expanded by 220 basis points to 27.2%, principally reflecting the delivery of cost efficiency initiatives.

### <sup>48</sup> Social, ethical and environmental (SEE) risks and opportunities

Experian in the UK and Ireland has again been recognised by the charity Business in the Community for its strong corporate responsibility performance. It achieved ISO14001 certification and has prepared for new UK legislation around the 'Carbon Reduction Commitment'. Experian also developed a new product to enable organisations to understand the diversity of their employees.

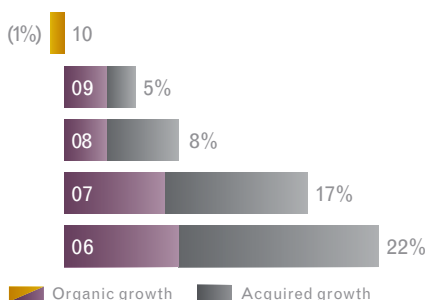
EBIT (US\$m) and margin



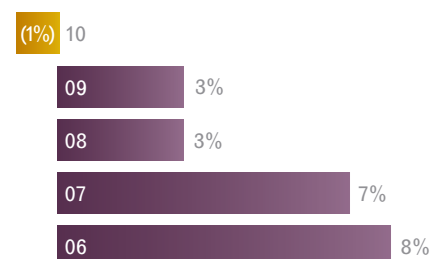
EBIT excludes discontinuing activities

EBIT margin is for continuing activities only

Total revenue growth



Organic revenue growth



# IDENTIFYING FRAUD WITHIN EXISTING CUSTOMER ACCOUNTS

Fraud is the single greatest cause of revenue loss for many organisations, particularly those operating in the financial services market. Until recently, the main focus has been on preventing fraud at the time of application, but with detection measures becoming more effective, fraudsters are turning their attention to existing accounts. This can range from taking over the accounts of legitimate customers to introducing 'sleeping' fraudsters to build up significant credit prior to defaulting. Genuine customers, too, are increasingly resorting to fraud as a result of financial stress.

Experian's Fraud Open Account Monitoring has been developed to tackle this growing threat to organisations. The service monitors the accounts of existing customers, screening them against an array of specialist data sources, to identify potentially fraudulent activity. Recent results have shown that as many as 2% of accounts in a typical customer portfolio reveal suspicious activity.

HSBC Insurance (UK) Limited, part of the HSBC Group, is one of the major organisations to use the new service. Peter Mouratsing, IT Manager said: "Open Account Monitoring is a valuable new tool for detecting increasingly sophisticated fraudsters. It helps us to identify and investigate suspicious activity and to protect our business from the threat of identity theft".



## EMEA/Asia Pacific

There was a solid performance in EMEA/Asia Pacific, notwithstanding tough market conditions, particularly across more developed markets. Strategically, Experian expanded its presence with significant advancement in India, a series of new product launches and acquisitions in Germany and Japan.

- Credit Services performs strongly in emerging markets
- Improving trend in demand for Decision Analytics products
- Good revenue growth in Marketing Services, up 8% organic

Year ended 31 March	2010 US\$m	2009 US\$m	Total growth <sup>1</sup> %	Organic growth <sup>1</sup> %
<b>Revenue</b>				
Credit Services	191	172	8	-
Decision Analytics	125	131	(5)	(5)
Marketing Services	145	123	16	8
<b>Total EMEA/Asia Pacific</b>	<b>461</b>	<b>426</b>	<b>6</b>	<b>1</b>
<b>EBIT</b>				
<b>Total EMEA/Asia Pacific</b>	<b>52</b>	<b>49</b>	<b>1</b>	
<b>EBIT margin</b>	<b>11.3%</b>	<b>11.5%</b>		

1. Growth at constant exchange rates

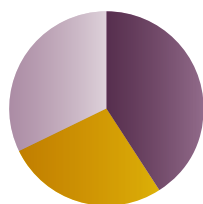
### Credit Services

Total revenue for Credit Services grew 8% at constant exchange rates, while organic revenue growth was flat. The difference relates to the acquisition of KreditInform in South Africa (acquired December 2008). Emerging markets, including South Africa and China, performed strongly, offsetting tougher market conditions in more established markets. Growth was also impacted by a strong prior year comparative, which included one-off items. Strategically, there was good progress in India, as Experian was granted a full licence by the Reserve Bank of India to operate a credit bureau in a joint venture with seven of India's leading financial institutions.

### Decision Analytics

Total revenue at constant exchange rates and organic revenue declined 5%. While conditions were tough in the early part of the year, trends improved significantly as the period progressed. There was a resilient performance across established markets and strong growth in emerging markets.

2010 Revenue by activity



- Credit Services
- Decision Analytics
- Marketing Services



# IMPROVING CUSTOMER DECISIONS ACROSS A GLOBAL ENTERPRISE

BBVA is a global financial services group with more than 47 million customers. The group began its activities in Spain over 150 years ago and today has branches around the world, including South America, the United States and China.

During the past seven years, Experian has been working closely with BBVA to introduce world class risk management processes across its growing international operations. The three-stage project focused initially on new applications for credit cards, mortgages and other loan products, with the introduction of an automated process for making consistent, objective decisions online. Phase two was to enhance understanding of existing customers and to take a more active, risk-based approach to building relationships. Today, a third phase is underway to improve the management of overdue accounts through more targeted collections activities.

Blanca Cecilia Muñoz is responsible for Corporate Retail Risk Management at BBVA: "Experian has some of the best tools in the market for managing credit risk and has become an important strategic partner to BBVA, helping us improve the speed and quality of decision-making at almost every point in the relationship with our customers".





## EMEA/Asia Pacific (continued)

### Marketing Services

Total revenue for Marketing Services grew 16% at constant exchange rates, with organic revenue growth of 8%. The acquisition contribution relates primarily to United MailSolutions in Germany (acquired October 2009) and A-Care Systems in Japan (acquired December 2009). Progress was particularly strong in the Asia Pacific region, reflecting deeper market penetration and new product introductions in markets such as Australia, China and South East Asia.


### Financial review

Revenue from continuing activities was US\$461m, up 6% at constant exchange rates. Organic revenue growth was 1%.

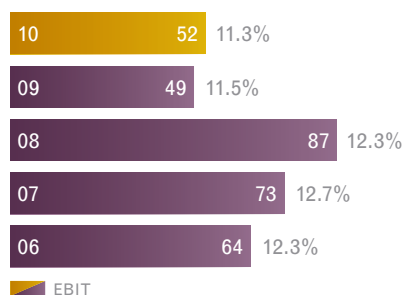
EBIT from continuing activities was US\$52m, up 1% at constant exchange rates. EBIT margin was 11.3% (2009: 11.5%).

### 48 Social, ethical and environmental (SEE) risks and opportunities

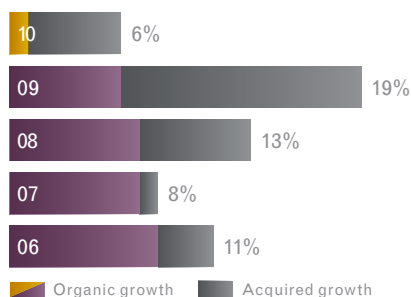
Experian in EMEA/Asia Pacific has continued to improve the level and quality of the data included in the Group's full CR report at

 [www.experiancrreport.com](http://www.experiancrreport.com) and to make further links with local communities. Significant community partners now include Sofia University in Bulgaria, the Danish Tax Office and the Vision Fund programme in Cambodia and Mongolia.

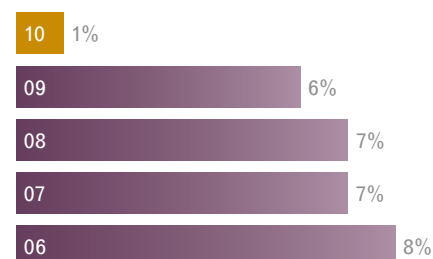
EBIT (US\$m) and margin



Total revenue growth



Organic revenue growth



Other than for 2009, no adjustment has been made for discontinued activities

# PROVIDING INFORMATION TO KEEP INDUSTRY ON THE MOVE

The importance of understanding who you do business with was brought into sharp focus by the global economic downturn, particularly the long-term financial stability of key customers and suppliers.

Transnet is South Africa's state-owned freight transport and logistics company, moving thousands of tons of goods each day through its rail network, pipelines and ports. In recent years, Transnet has been engaged in a major programme of investment and has developed a growing alliance with Experian, its business information partner.

At the heart of the relationship is the Platinum Report, a report specially designed for Transnet that provides the detailed information and analysis the company needs to assess and monitor the risk profiles of its many corporate clients. The value of this information was powerfully demonstrated at the start of the global economic crisis when Transnet asked Experian to assess the potential impact of declining turnover on the cash flow of certain key suppliers and clients.

"It was a major eye opener", said Moosa Suliman, Transnet Group Credit Manager. "As a result, Experian's services are now written into our credit and procurement policies. We don't grant credit or award supplier contracts without first checking with Experian."



# Risks and uncertainties

Experian has a risk management framework which provides a structured and consistent process for identifying, assessing and responding to risks. These risks are assessed in relation to the Group's strategy to focus on data and analytics, drive profitable growth and optimise capital efficiency.

Risk management operates at all levels throughout the Group, across geographies, business lines and operational support functions. The Board is ultimately responsible for risk management, which includes the Group's risk governance structure and maintaining an appropriate internal control framework. Management's responsibility is to manage risk on

behalf of the Board. By reporting regularly to the Board and to the Audit Committee, the internal audit and the global risk management functions provide support to the Board in maintaining effective risk management across the Group. The corporate governance statement in the annual report provides further detail on this process.

The key components of the Group's existing risk management framework, which are regularly reviewed, have operated throughout the year ended 31 March 2010, with some minor enhancements to further embed social, ethical and environmental risks into the risk process in support of the Group's corporate responsibility strategy.

## Risk factors

Risks to Experian's business are either specific to Experian's business model, such as information security, or more general, such as the impact of competition. Experian has identified the following principal risks and uncertainties.

## Principal risks

Risk area	Potential impact	Mitigation strategies
<p><b>Loss or inappropriate usage of data</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>Focus on data and analytics</li> </ul>	<p>The Group's business requires the appropriate and secure utilisation of consumer and other sensitive information by its business units or its third party partners. Internet-based electronic commerce requires the secure transmission of confidential information over public networks, and several of our products are accessed through the Internet. Security breaches in connection with maintaining data and the delivery of our products and services could harm our reputation, business and operating results. Please refer to the business and market overview section of this report for further information on how data is considered to be a key resource at Experian.</p>	<p>The Group has established rigorous information security policies, standards, procedures, and recruitment and training schemes, which are embedded throughout its business operations. The Group also screens new third party partners carefully and conducts targeted audits on their operations. Continued investments are made in IT security infrastructure, including the significant use of data and communications encryption technology.</p>
<p><b>Dependence upon third parties to provide data and certain operational services</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>Focus on data and analytics</li> <li>Optimise capital efficiency</li> </ul>	<p>The Group's business model is dependent upon third parties to provide data and certain operational services, the loss of which could significantly impact the quality of and demand for our products. Similarly, if one of our outsource providers, including third parties with whom we have strategic relationships, were to experience financial or operational difficulties, their services to us would suffer or they may no longer be able to provide services to us at all, significantly impacting delivery of our products or services.</p>	<p>The Group's legal, regulatory and government affairs departments work closely with senior management to adopt strategies to help secure and maintain access to public and private information. The Group's global strategic sourcing department works closely with senior management to select and negotiate agreements with strategic suppliers based on criteria such as delivery assurance and reliability.</p>

## Risk area

## Potential impact

## Mitigation strategies

## Exposure to legislation or regulatory reforms

Related Group strategy:

- Focus on data and analytics

Changes in the legislative, regulatory and judicial environment in the countries in which the Group operates may adversely affect our ability to collect, manage, aggregate, use, exchange and sell data. Proposed US financial services reforms and potential amendments to the Fair Credit Reporting Act (FCRA) could impact the Group's operating results. For example, the Federal Trade Commission (FTC) issued final rules in February 2010 regarding disclosure requirements for the advertising of free credit report offers. In addition, the Group is subject to changes in specific countries' tax laws. Our future effective tax rates could be adversely affected by changes in tax laws.

The Group's legal, regulatory and government affairs departments work closely with senior management to adopt strategies to educate lawmakers, regulators, consumer and privacy advocates, and other stakeholders to support the public policy debate, where appropriate. This includes advocating and promoting new industry self-regulatory standards, when appropriate, to address consumer concerns about privacy and information sharing.

## Regulatory compliance

Related Group strategy:

- Focus on data and analytics

The Group's businesses must comply with federal, regional, provincial, state and other jurisdictional regulations and best practice, including privacy and information security laws.

To the best of Experian's knowledge, the Group is in compliance with data protection requirements in each jurisdiction in which it operates. The Group's regulatory compliance departments work closely with the businesses to adopt strategies to help ensure compliance with jurisdictional regulations and identified business ethics which includes active monitoring of its collection and use of personal data.

## Interruptions in business processes or systems

Related Group strategy:

- Optimise capital efficiency
- Drive profitable growth

The Group's ability to provide reliable services largely depends on the efficient and uninterrupted operation of our computer network systems, data and call centres, as well as maintaining sufficient staffing levels. System or network interruptions, or the unavailability of key staff or management resulting from a pandemic outbreak, could delay and disrupt our ability to develop, deliver or maintain our products and services, causing harm to our business and reputation and resulting in loss of customers or revenue.

Comprehensive business continuity plans and incident management programmes are maintained to minimise business and operational disruptions including pandemic incidents. The Group maintains full duplication of all information contained in databases and runs back-up data centres. Support arrangements have been established with third party vendors and there are strict standards, procedures and training schemes for business continuity. The Group also monitors potential pandemic threats and adjusts action plans.

## Dependence on recruitment and retention of highly skilled personnel

Related Group strategy:

- Focus on data and analytics
- Drive profitable growth

The ability of the Group to meet the demands of the market and compete effectively with other IT suppliers is, to a large extent, dependent on the skills, experience and performance of its personnel. Demand is high for individuals with appropriate knowledge and experience in the IT and business services market. The inability to attract, motivate or retain key talent could have a serious consequence on the Group's ability to service client commitments and grow our business. Please refer to the business and market overview section of this report for further information on how people are a key resource at Experian.

Effective recruitment programmes are ongoing across all business areas, as well as personal and career development initiatives. Talent identification and development programmes have been implemented and are reviewed annually. Compensation and benefits programmes are competitive and also regularly reviewed.

## Risks and uncertainties (continued)

### Other risks

Risk area	Potential impact	Mitigation strategies
<p><b>Exposure to material adverse litigation</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>– Focus on data and analytics</li> <li>– Drive profitable growth</li> </ul>	<p>The Group is regularly involved in a number of pending and threatened litigation claims, including a number of class actions in the United States. As is inherent in all legal proceedings, litigation outcomes cannot be predicted with certainty and there is a risk of unfavourable outcomes to the Group.</p>	<p>The Group vigorously defends all pending and threatened litigation claims. The Group employs internal counsel and engages external counsel to assist in the effective management and disposal of litigation proceedings. Insurance coverage is maintained against litigation risks where such coverage is feasible and appropriate.</p>
<p><b>Exposure to country and regional risk (political, financial, economic, social) particularly in North America and United Kingdom</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>– Drive profitable growth</li> </ul>	<p>The Group's global footprint subjects its businesses to economic, political and other risks associated with international sales and operations. A variety of factors, including changes in a specific country's or region's political, economic, or regulatory requirements, as well as the potential for geopolitical turmoil, including terrorism and war, could result in loss of services, prevent our ability to respond to agreed service levels or fulfil other obligations. These risks are generally outside the control of the Group.</p>	<p>The Group's portfolio is diversified by geography, by product, by sector and by client in order to protect itself against many of these fluctuations, especially those that are restricted to individual territories and market sectors. The Group operates in over 90 countries and derives 73% of its revenue from North America and the United Kingdom.</p>
<p><b>Exposure to consolidation among clients and markets</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>– Drive profitable growth</li> </ul>	<p>The financial services, mortgage, retail and telecommunications industries are intensely competitive and have been subject to consolidation. Consolidation in these and other industries could result in reductions in the Group's revenue and profits through price compression from combined service agreements or through a reduced number of clients.</p>	<p>No single client accounts for more than 1% of the Group's revenue, which reduces the probability of this potential risk having a significant impact on the Group's business. In addition, the Group continues to expand in other vertical markets such as the public sector, telecoms, utilities and healthcare, as well as invest in a wide range of countercyclical products and solutions, across all relevant business lines.</p>
<p><b>Acquisitions may not meet expectations</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>– Drive profitable growth</li> </ul>	<p>The Group's acquisitions, strategic alliances, joint ventures and divestitures may result in financial outcomes that are different than expected.</p>	<p>The Group assesses all acquisitions rigorously, using both in-house experts and professional advisers. In addition, the Group conducts extensive post-acquisition reviews to ensure performance remains consistent with the acquisition business plan.</p>
<p><b>Exposure to the unpredictability of financial markets (foreign exchange, interest rate and other financial risks)</b></p> <p>Related Group strategy:</p> <ul style="list-style-type: none"> <li>– Optimise capital efficiency</li> <li>– Drive profitable growth</li> </ul>	<p>As the Group operates on an international basis, it is exposed to the risk of currency fluctuations and the unpredictability of financial markets in which it operates. Please refer to the financial review section of this report for a detailed description of these financial related risks.</p>	<p>The Group's financial risk management focuses on the unpredictability of financial markets and seeks to minimise potentially adverse effects on the Group's financial performance. Please refer to the financial review section of this report for a detailed description of the Group's mitigation strategies.</p>



## Risk area

## Potential impact

## Mitigation strategies

## Exposure to increasing competition

Related Group strategy:  
– Drive profitable growth

The Group operates in a number of geographic, product and service markets that are highly competitive. Competitors may develop products and services that are superior to ours or that achieve greater market acceptance than our products and services which could result in the loss of clients or reduction in revenue. For further reading on Experian's market position please refer to the business and market overview section of this report.

The Group is committed to continued research and investment in new data sources, people, technology and products to support its strategic plan.

## Loss or infringement of intellectual property rights

Related Group strategy:  
– Focus on data and analytics  
– Drive profitable growth

The Group's success depends, in part, upon proprietary technology and related intellectual property rights. The extent to which intellectual property rights can be protected varies in different jurisdictions. Third parties may claim that the Group is infringing their intellectual property rights or our intellectual property rights could be infringed by third parties. If the Group does not enforce our intellectual property rights successfully, our competitive position may suffer, which could harm our operating results.

The Group, where appropriate and feasible, relies upon a combination of patent, copyright, trademark and trade secret laws, as well as various contractual restrictions, to protect our proprietary technology and continues to monitor this situation. The Group also vigorously defends all third party infringement claims.

## Data centre security breaches

Related Group strategy:  
– Focus on data and analytics

The Group is highly dependent on information technology networks and systems to process, transmit and store electronic information. Security breaches of our data centres can create system disruptions, shutdowns or unauthorised disclosure of confidential information.

The Group's data centres are protected against physical break-ins. The Group has strict standards, procedures and training schemes for physical security.

## Key aspects of the Experian risk management framework:

- Defined and communicated business principles and strategies.
- Clear Group objectives, supported by financial and non-financial key performance indicators (KPIs).
- Standardised process to identify, evaluate and manage significant risks on an ongoing basis.
- Control reviews and follow-ups performed by management, internal audit and third parties.
- Budgetary controls and monthly performance reviews, including achievement of objectives and KPIs.
- Regional risk management committees with local oversight of risk management processes.
- Executive risk management committee with global oversight of risk management processes.
- Regular reporting on risk by senior management to the Audit Committee.
- Audit Committee regular risk updates to the Board.

# Financial review

Experian has delivered a strong performance against a backdrop of tough market conditions and has reported revenue growth and good profit and cash performance.

## Revenue and profit performance – continuing operations

Revenue increased from US\$3,873m in the year ended 31 March 2009 to US\$3,880m in the year ended 31 March 2010. At constant exchange rates, organic revenue growth was 2%.

Profit before tax increased by 14%, from US\$578m to US\$661m.

Benchmark PBT rose by US\$67m to US\$910m (2009: US\$843m). Organic revenue growth of 2% translated into growth in EBIT at constant exchange rates of 6% to US\$991m, with margin improvement of 80 basis points to 24.4%. Margin strength reflects further benefits from the previously announced strategic cost efficiency programme, as well as positive operating leverage in Latin America.

## Exceptional items – continuing operations

Expenditure of US\$41m arose in the year in connection with the strategic programme of cost efficiency measures. Of this, US\$21m related to redundancy, US\$17m related to offshoring activities, other restructuring and infrastructure consolidation costs and US\$3m related to asset write-offs.

During the year, Experian recognised a loss of US\$4m in connection with arrangements with FARES primarily as a result of the reclassification through the Group income statement of earlier losses in respect of holdings of First Advantage Corporation Class A common stock. Further details of the arrangements and transactions in respect of FARES are given in note 19 to the Group financial statements.

During the year, and as previously announced, Experian completed the closure of its Canadian credit bureau and terminated its joint venture bureau in Japan.

The loss on disposal of businesses in the year primarily arose as a result of the disposal of the National Business Database in North America.

Demerger and related restructuring costs in the year ended 31 March 2009 comprised legal and professional fees, together with costs in connection with the cessation of a number of subsidiaries of the former GUS plc.

## Interest

In the year ended 31 March 2010, the net interest expense was US\$81m (2009: US\$96m), after charging US\$1m (2009: crediting US\$17m) in respect of the differential between the expected return on pension assets and interest on pension liabilities. The reduction of US\$33m in the other elements of the net interest expense reflects the benefit from the environment of low global interest rates together with the strong cash flow performance.

## Tax

The effective rate of tax for the year based on Benchmark PBT was 20.2% (2009: 21.8%). This rate is defined as the total tax expense, adjusted for the tax impact of non-Benchmark items, divided by Benchmark PBT. A one-off deferred tax credit of US\$105m is excluded from the calculation of this rate in the year ended 31 March 2010 in view of the size and the non-recurring nature of this benefit. A one-off corporation tax credit of US\$20m was excluded from the calculation of this rate in the year ended 31 March 2009 as it related to arrangements involving entities no longer part of the Group.

The cash tax rate for continuing operations (based on tax paid in the year and Benchmark PBT for continuing operations) was 5.3% (2009: 4.6%).

## Exceptional items - continuing operations

Year ended 31 March	2010 US\$m	2009 US\$m
Restructuring costs	41	92
Loss arising in connection with arrangements with FARES	4	-
Cessation of bureau activities	3	15
Loss on disposal of businesses	24	3
Demerger and related restructuring costs	-	7
<b>Total exceptional items</b>	<b>72</b>	<b>117</b>

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# DRIVING CUSTOMER SATISFACTION AT GUANGQI HONDA

Guangqi Honda, a joint venture of Guangzhou Automobile Group and Honda Motor, is a leading car manufacturer in China, with a network of over 400 dealerships. The company has always prided itself on delivering outstanding customer service, but realised in 2003 that the standard of service provided by dealers varied greatly across its network and was leading to an overall decline in customer satisfaction. Sinotrust, a majority-owned strategic partner of Experian, was appointed to help improve Guangqi Honda's dealership management and to reverse the decline.

Sinotrust is the largest automotive marketing solutions provider in China and has worked closely with Guangqi Honda to raise the level of customer satisfaction. Central to this has been the development of a dedicated information management system, supported by four separate research methods, to monitor the sales and after-sales processes of Guangqi Honda dealers, as well as to collect customer evaluations and diagnose problems.

In the latest J. D. Power customer satisfaction survey, Guangqi Honda has jumped to number one from 16th place for after-sales service. Jun Yu, Vice President and Senior General Manager of Guangqi Honda Automobile Sales Operations, concluded: "Sinotrust's valuable insights and expertise in the automotive market have helped us to make significant improvements in our service capabilities and customer satisfaction".

## Financial review (continued)

### Earnings and dividends per share

Basic earnings per share were 59.0 US cents (2009: 48.0 US cents), after a loss of 0.8 US cents (2009: earnings of 1.2 US cents) in respect of discontinued operations. Benchmark earnings per share increased to 67.1 US cents from 62.3 US cents last year.

The second interim dividend for the year, to be paid in July 2010, is 16 US cents per ordinary share (2009: 13.25 US cents) giving a total dividend per share for the year of 23 US cents (2009: 20 US cents), an increase of 15%. The total dividend is covered 2.9 times by Benchmark earnings per share. In view of Experian's continuing strong cash flow generation, it is proposed to reduce dividend cover from three times to around two and a half times over the next twelve months.

### Cash flow and net debt

Experian continued to be strongly cash generative in the year with operating cash flow of US\$976m (2009: US\$927m) and a cash flow conversion of 98% (2009: 99%).

As indicated in the table opposite, free cash flow in the year ended 31 March 2010 was US\$818m (2009: US\$736m) and funded acquisitions of US\$41m (2009: US\$179m) and equity dividends of US\$206m (2009: US\$189m). Acquisition expenditure included the settlement of contingent consideration of US\$9m (2009: US\$59m) in respect of prior year acquisitions. Cash outflow from exceptional items was US\$62m (2009: US\$102m) and there was a cash inflow on disposals, primarily in respect of FARES, of US\$107m. The net cash inflow for the year was US\$609m (2009: US\$428m). Other financing related cash flows include US\$114m in respect of net share purchases by employee trusts and for employee share incentive plans.

### Cash flow summary

Year ended 31 March	2010 US\$m	2009 US\$m
EBIT from continuing operations	991	939
Depreciation and amortisation	274	273
Loss on sale of fixed assets	1	9
Capital expenditure	(314)	(305)
Sale of property, plant and equipment	30	-
Change in working capital	(22)	7
Profit retained in associate	(17)	(16)
Charge in respect of equity incentive plans within Benchmark PBT	33	20
<b>Operating cash flow<sup>1</sup></b>	<b>976</b>	<b>927</b>
Net interest paid	(68)	(128)
Tax paid	(48)	(39)
Dividends paid to minority shareholders	(42)	(24)
<b>Free cash flow</b>	<b>818</b>	<b>736</b>
Net cash outflow from exceptional items	(62)	(102)
Acquisitions	(41)	(179)
Purchase of investments	(7)	(29)
Disposal of other financial assets and investments in associates	118	-
Disposal of transaction processing activities in France	(17)	191
Disposal of other businesses	6	-
Equity dividends paid	(206)	(189)
<b>Net cash flow</b>	<b>609</b>	<b>428</b>
Foreign exchange movements	35	(37)
Other financing related cash flows	(608)	(394)
<b>Movement in cash and cash equivalents – continuing operations</b>	<b>36</b>	<b>(3)</b>
Movement in cash equivalents – discontinued operations	-	(17)
<b>Movement in cash and cash equivalents</b>	<b>36</b>	<b>(20)</b>

1. A reconciliation of cash generated from operations as reported in the Group cash flow statement on page 90 to operating cash flow as reported above is given in note 35 to the Group financial statements.

Cash flow conversion is defined as operating cash flow expressed as a percentage of EBIT from continuing operations.

### Reconciliation of depreciation and amortisation

Year ended 31 March	2010 US\$m	2009 US\$m
As reported in the notes to the Group cash flow statement	417	420
Less: amortisation of acquisition intangibles	(140)	(132)
Less: exceptional asset write-off	(3)	(15)
<b>As reported above</b>	<b>274</b>	<b>273</b>

During the year, Eurobonds with a par value of £203m were redeemed and a new US\$3,000m Euro medium term note programme was launched. Under this programme, €500m 4.75% Guaranteed notes 2020 were issued and the proceeds swapped into US dollars. Existing committed bank facilities run to July 2012 and the £334m 5.625% Euronotes 2013 are due for redemption at par in December 2013. Accordingly, there is no undue concentration of repayment obligations in respect of debt instruments. The maturity profile of loans and borrowings is shown in note 28 to the Group financial statements.

At 31 March 2010, net debt was US\$1,627m (2009: US\$2,110m) and undrawn committed borrowing facilities totalled US\$1,932m (2009: US\$1,050m). There have been no defaults under any covenants given on loans or borrowings in the current or prior year and no onerous covenants were entered into in connection with the new Euro medium term note programme.

### Share price, net assets and total equity

The share price of Experian ranged from a low of 433p to a high of 661p during the year. On 31 March 2010, the mid market price was 648.5p, giving a market capitalisation of US\$10.1bn at that date (2009: US\$6.4bn).

An analysis of net assets is shown in the table above with further information by operating segment given in note 6 to the Group financial statements.

The Group statement of changes in total equity, now shown as a primary statement within the Group financial statements, indicates that the increase of US\$538m in total equity is after actuarial losses of US\$28m in respect of defined benefit pension plans and includes currency translation gains of US\$218m, mainly as a result of the weakening of the US dollar against sterling. As required by IAS 1 'Amendment – Presentation of Financial Statements', these items

### Net assets summary

At 31 March	2010 US\$m	2009 US\$m
Goodwill	3,412	3,125
Investment in associates – principally FARES <sup>1</sup>	243	332
Other segment assets	2,382	2,310
Total segment assets	6,037	5,767
Segment liabilities	(1,165)	(1,060)
Assets and liabilities of operating segments	4,872	4,707
Central Activities – net assets/(liabilities)	40	(78)
Net present value of put option in respect of Serasa minority	(661)	(424)
<b>Capital employed</b>	<b>4,251</b>	<b>4,205</b>
Net debt	(1,627)	(2,110)
Tax	(187)	(196)
<b>Net assets</b>	<b>2,437</b>	<b>1,899</b>
	<b>US cents</b>	<b>US cents</b>
<b>Net assets per share</b>	<b>2.40</b>	<b>1.87</b>

1. Experian will dispose of its investment in FARES for cash during the year ending 31 March 2011.

are shown net of related tax in the Group statement of comprehensive income which is another new primary statement.

### Capital expenditure

Capital expenditure incurred on continuing activities in 2010 was US\$314m. Such expenditure was equivalent to 114% of the depreciation charge for the year (2009: 108%).

### FARES

As indicated in note 19 to the Group financial statements, Experian received notice from The First American Corporation ('FAC') in respect of the exercise by FAC of its buy-out option over Experian's 20% interest in FARES on 22 April 2010 and cash consideration of some US\$314m will be payable to Experian by 31 December 2010.

### Format of financial information – Group income statement

As the Group further develops cost management globally, a new format is to be adopted in the Group income statement to report costs by nature rather than by function in the year ending 31 March 2011. This will more appropriately reflect the nature of the cost base.

The only other significant change anticipated in the 2011 Group income statement is that the results of FARES will be shown as a discontinued operation in view of the forthcoming disposal of Experian's interest during the year.

### Accounting policies, estimates and assumptions

The principal accounting policies used are shown in note 4 to the Group financial statements. These include details of critical estimates and assumptions, the most significant of which relate to tax, pension benefits, goodwill and financial instruments.

The estimates made in respect of tax assets and liabilities include the consideration of transactions in the ordinary course of business for which the ultimate tax determination is uncertain.

The recognition of pension obligations involves the selection of appropriate actuarial assumptions and changes therein may impact on the amounts disclosed in the Group balance sheet and the Group income statement. At 31 March 2010 the net pension liability was US\$88m (2009: US\$58m). This



## Financial review (continued)

consists of a deficit in the principal Experian defined benefit plan in the UK of US\$38m (2009: US\$19m) and other pension obligations of US\$50m (2009: US\$39m). Further details are included in note 30 to the Group financial statements.

Goodwill is allocated to cash generating units. The assumptions used in the cash flow projections underpinning the impairment testing of goodwill include assumptions in respect of profitability and future growth, together with pre-tax discount rates specific to the Group's operating segments. These assumptions are set out in further detail in note 4 to the Group financial statements.

The assumptions in respect of the valuation of the put option associated with the remaining 30% stake of Serasa Experian are set out in note 5 to the Group financial statements.

### Financial risk management

The risks and uncertainties that are specific to Experian's business together with more general risks are set out on pages 34 to 37. As indicated therein, the Group's financial risk management focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the Group's financial performance.

Experian seeks to reduce its exposures to foreign exchange, interest rate and other financial risks and disclosures in respect of such risks, as required by IFRS 7, are included within the notes to the Group financial statements.

### Foreign exchange risk

Reported profit can be significantly affected by currency movements. In the year ended 31 March 2010 some 37% (2009: 34%) of the Group's EBIT from continuing operations was earned in currencies other than the US dollar, of which some 15% (2009: 17%) was attributable to sterling and 17% (2009: 13%) to the Brazilian real.

Experian is exposed to foreign exchange risk from future commercial

transactions, recognised assets and liabilities and investments in, and loans between, entities with different functional currencies. During the year, such risk was managed, primarily within entities whose functional currencies are the US dollar, by borrowing in the relevant foreign currencies and by using forward foreign exchange contracts. The principal transaction exposures in the year have been to sterling and the euro, with no significant transaction exposures in respect of the Brazilian real.

Experian has investments in entities with other functional currencies, whose net assets are exposed to foreign exchange translation risk. In order to reduce the impact of currency fluctuations on the value of such entities, a policy is in place to borrow in US dollars, euros and sterling and to enter into forward foreign exchange contracts in the relevant currencies.

### Interest rate risk

Interest rate exposure is managed by the use of both fixed and floating rate borrowings and by the use of interest rate swaps to adjust the balance of fixed and floating rate liabilities. The duration of borrowings and interest rate swaps is mixed to smooth the impact of interest rate fluctuations.

### Credit risk

The exposure to credit risk is managed by dealing only with banks and financial institutions with strong credit ratings, within limits set for each organisation. Dealing activity is closely controlled and counterparty positions are monitored regularly.

### Liquidity risk

Experian maintains long-term committed facilities to ensure it has sufficient funds available for operations and planned expansions. Rolling forecasts of projected cash flows are monitored to ensure that adequate undrawn committed facilities are available.

### Capital risk management and going concern

The objectives in managing capital are to safeguard the ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure and cost of capital.

Experian remains committed to a prudent but efficient balance sheet, with a target gearing ratio of 1.75-2.0x EBITDA, consistent with a desire to retain a strong investment grade credit rating. There are put and call options over the 30% minority stake in Serasa, which are exercisable from June 2012. In view of the proximity of the first exercise date, it is appropriate to adjust this ratio to include the value of the put option of US\$661m at 31 March 2010. This mirrors the approach taken by the rating agencies and on this adjusted basis the net debt/EBITDA ratio was 1.8x at 31 March 2010.

In order to maintain or adjust the capital structure, Experian may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce net debt. In view of the continuing reduction in its net debt, Experian intends to spend up to US\$350m on purchasing its own shares over the coming year, subject to free cash flow and acquisition expenditure, in order to maintain an efficient capital structure while continuing to meet its prudent gearing target.

As part of its internal reporting processes, capital employed is monitored by operating segment. For this purpose, capital employed excludes net debt and tax balances.

Experian manages its working capital in order to meet its target to convert at least 90% of its EBIT into operating cash flow. This target forms one of its key performance indicators.

# INCREASING COLLECTIONS EFFICIENCY AND PROFITS

The global recession has put lenders under even greater pressure to provide the most rigorous assessment of credit risk, particularly in the management of existing customer debt. Over the past year, Experian has seen unprecedented demand for information to help clients avoid bad debt through timely and appropriate collections actions.

Experian's Collection Triggers is a powerful and cost-effective tool for monitoring uncollected accounts. It provides daily notifications of changes in a customer's credit behaviour, enabling swift action to be taken on potentially high-risk accounts.

First Financial Asset Management (FFAM) is one of the most well-respected accounts receivable management firms in the US and has incorporated Collection Triggers into its daily collections strategy since 2008. In that time, the product has enabled FFAM to collect \$3.5m; a return of \$72 for every dollar spent. Bob Burnside, the firm's Director of Operational Strategy, said: "There are very few no-brainers in this industry and Collection Triggers is one of them".



## Financial review (continued)

Income statement analysis – continuing operations						
	2010			2009		
	Benchmark	Non-benchmark <sup>1</sup>	Total	Benchmark	Non-benchmark <sup>1</sup>	Total
Year ended 31 March	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue</b>	<b>3,880</b>	<b>-</b>	<b>3,880</b>	3,873	-	3,873
Cost of sales	(1,889)	-	(1,889)	(1,824)	-	(1,824)
<b>Gross profit</b>	<b>1,991</b>	<b>-</b>	<b>1,991</b>	2,049	-	2,049
Distribution costs	(419)	-	(419)	(387)	-	(387)
Administrative expenses	(639)	(240)	(879)	(767)	(282)	(1,049)
Operating expenses	(1,058)	(240)	(1,298)	(1,154)	(282)	(1,436)
<b>Operating profit/(loss)</b>	<b>933</b>	<b>(240)</b>	<b>693</b>	895	(282)	613
Share of profits of associates	58	-	58	44	(2)	42
<b>EBIT from continuing operations</b>	<b>991</b>	<b>(240)</b>	<b>751</b>	939	(284)	655
Net finance cost	(81)	(9)	(90)	(96)	19	(77)
<b>Profit/(loss) before tax</b>	<b>910</b>	<b>(249)</b>	<b>661</b>	843	(265)	578
Tax	(184)	167	(17)	(184)	100	(84)
<b>Profit/(loss) after tax for the year from continuing operations</b>	<b>726</b>	<b>(82)</b>	<b>644</b>	659	(165)	494
<b>Attributable to:</b>						
Owners of Experian plc	681	(73)	608	631	(157)	474
Minority interests	45	(9)	36	28	(8)	20
<b>Profit/(loss) after tax for the year from continuing operations</b>	<b>726</b>	<b>(82)</b>	<b>644</b>	659	(165)	494
	US cents	US cents	US cents	US cents	US cents	US cents
<b>Earnings/(loss) per share – basic</b>	<b>67.1</b>	<b>(7.3)</b>	<b>59.8</b>	62.3	(15.5)	46.8
	%	%	%	%	%	%
<b>Effective rate of tax</b>	<b>20.2</b>	<b>67.1</b>	<b>2.6</b>	21.8	37.7	14.5

1. These include charges for exceptional items of US\$72m (2009: US\$117m) and other non-GAAP measures of US\$177m (2009: US\$146m), full details of which are included in note 10 to the Group financial statements.

The Board formed a judgment at the time of approving the Group and the parent company financial statements that there was a reasonable expectation that the Group and the Company had adequate resources to continue in operational existence for the foreseeable future. In arriving at this conclusion the Board took account of current and anticipated trading performance, together with the current and anticipated levels of net debt and the availability of the committed borrowing facilities detailed above. For this reason, the going concern basis continues to be adopted in the preparation of the Group and the parent company financial statements.

### Use of non-GAAP financial information

Experian has identified certain measures that it believes will assist understanding of the performance of the Group. As these measures are not defined under IFRS, they may not be directly comparable with other companies' adjusted measures. The non-GAAP measures are not intended to be a substitute for, or superior to, any IFRS measures of performance but management has included them as these are considered to be important comparables and key measures used within the business for assessing performance. Such non-GAAP measures that are included within the Group financial statements are detailed in note 4 to those financial statements.

Further non-GAAP measures and reconciliations of those measures are set out below.

### Earnings before interest, tax, depreciation and amortisation ('EBITDA')

EBITDA is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, net financing costs, tax, depreciation and other amortisation. It includes the Group's share of associates' pre-tax profit.

**Revenue and EBIT by business segment**

Year ended 31 March	2010 US\$m	2009 US\$m	Growth <sup>1</sup> %	Organic growth <sup>1</sup> %
<b>Revenue</b>				
Credit Services	1,656	1,604	2	1
Decision Analytics	441	486	(7)	(7)
Marketing Services	731	764	(3)	(4)
Interactive	1,031	936	11	11
<b>Total – continuing activities</b>	<b>3,859</b>	<b>3,790</b>	<b>2</b>	<b>2</b>
Discontinuing activities <sup>2</sup>	21	83	n/a	
<b>Total</b>	<b>3,880</b>	<b>3,873</b>	<b>1</b>	
<b>EBIT</b>				
Credit Services – direct business	555	513	7	
FARES	56	48	16	
Total Credit Services	611	561	8	
Decision Analytics	119	140	(11)	
Marketing Services	86	88	-	
Interactive	242	212	15	
Central Activities	(62)	(57)	n/a	
<b>Total – continuing activities</b>	<b>996</b>	<b>944</b>	<b>6</b>	
Discontinuing activities <sup>2</sup>	(5)	(5)	n/a	
<b>Total</b>	<b>991</b>	<b>939</b>	<b>6</b>	
<b>EBIT margin<sup>3</sup></b>				
Credit Services – direct business	33.5%	32.0%		
Decision Analytics	27.0%	28.8%		
Marketing Services	11.8%	11.5%		
Interactive	23.5%	22.6%		
<b>Total EBIT margin<sup>3</sup></b>	<b>24.4%</b>	<b>23.6%</b>		

1. Growth at constant exchange rates

2. Discontinuing activities include UK account processing and other smaller discontinuing activities

3. EBIT margin is for continuing direct business only, excluding FARES

**Discontinuing activities**

Experian defines discontinuing activities as businesses sold, closed or identified for closure during a financial year. These are treated as discontinuing activities for both revenue and EBIT purposes. Prior periods, where shown, are restated to disclose separately the results of discontinuing activities. This financial measure differs from the definition of discontinued operations set out in IFRS 5 'Non-current assets held for sale and discontinued operations'. Under IFRS 5, a discontinued operation is a component of an entity that has either been disposed of, or is classified as held for sale, and is: (i) a separate major line of business or geographical area of

operations; (ii) part of a single plan to dispose of a major line of business or geographical area of operations; or (iii) a subsidiary acquired exclusively with a view to resale.

**Continuing activities**

Businesses trading at 31 March 2010 that have not been disclosed as discontinuing activities are treated as continuing activities.

**Total growth**

This is the year-on-year change in the performance of Experian's activities. Total growth at constant exchange rates removes the translational foreign exchange effects arising on the consolidation of Experian's activities.

**Organic growth**

This is the year-on-year change in continuing activities revenue, at constant transactional and translation exchange rates, excluding acquisitions (other than affiliate credit bureaux) until the first anniversary date of consolidation.

**Direct business**

Direct business refers to Experian's business excluding the financial results of associates (including FARES).

## Financial review (continued)

<b>Revenue and EBIT by operating segment</b>						
Year ended 31 March	2010			2009		
	Continuing activities	Discontinuing activities <sup>1</sup>	Total	Continuing activities	Discontinuing activities <sup>1</sup>	Total
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue</b>						
North America	2,060	8	2,068	2,059	24	2,083
Latin America	559	-	559	462	-	462
UK and Ireland	779	13	792	843	59	902
EMEA/Asia Pacific <sup>2</sup>	461	-	461	426	-	426
<b>Total revenue</b>	<b>3,859</b>	<b>21</b>	<b>3,880</b>	<b>3,790</b>	<b>83</b>	<b>3,873</b>
<b>EBIT</b>						
North America – direct business	572	(5)	567	575	(7)	568
FARES	56	-	56	48	-	48
Total North America	628	(5)	623	623	(7)	616
Latin America	166	-	166	118	-	118
UK and Ireland	212	-	212	211	2	213
EMEA/Asia Pacific <sup>2</sup>	52	-	52	49	-	49
<b>Total operating segments</b>	<b>1,058</b>	<b>(5)</b>	<b>1,053</b>	<b>1,001</b>	<b>(5)</b>	<b>996</b>
Central Activities	(62)	-	(62)	(57)	-	(57)
<b>Total EBIT</b>	<b>996</b>	<b>(5)</b>	<b>991</b>	<b>944</b>	<b>(5)</b>	<b>939</b>

1. Discontinuing activities include UK account processing and other smaller discontinuing activities

2. EMEA/Asia Pacific represents all other operating segments

### Constant exchange rates

In order to illustrate its organic performance, Experian discusses its results in terms of constant exchange rate growth, unless otherwise stated. This represents growth calculated as if the exchange rates used to determine the results had remained unchanged from those used in the previous year.

### Roundings

Certain financial data have been rounded within this report. As a result of this rounding, the totals of data presented may vary slightly from the actual arithmetic totals of such data.

### Free cash flow

Free cash flow is derived from operating cash flow by excluding net interest and tax paid together with dividends paid to minority shareholders.





# STRENGTHENING PATIENT RELATIONS THROUGH FINANCIAL INTELLIGENCE

In the US health care system, the ability to establish a patient's financial responsibility right upfront, without fuss, has major implications for hospitals. By setting expectations in advance and avoiding the traditionally extensive paperwork for those qualifying for financial assistance, the relationship starts off on the right foot.

Search *America*, a part of Experian, is the industry leader in helping health care providers to make critical financial decisions about patients. During the past three years, Integris Health, which operates 13 hospitals in Oklahoma, has been working with Search *America* to improve the patient experience by streamlining registration processes and applying the most appropriate financial strategies.

Search *America's* sophisticated scoring and analytical solution has enabled Integris to instantly verify a patient's identity, determine eligibility for charity care and Government assistance, and highlight fraudulent activity. Patients are also classified according to their financial status and likelihood to pay, enabling collections processes to be carefully matched to the individual.

Greg Meyers, System Vice President of Revenue Integrity, Integris Health, explained: "We wanted to apply the same level of care to the financial aspects of the patient relationship as to the clinical one. Search *America's* financial intelligence has helped us enhance patient relations, while increasing cash flow and reducing the number of unpaid accounts".

# Corporate responsibility

Experian's approach to Corporate Responsibility (CR) can be typified by one of the four global behaviours that drive our Group culture – 'Doing it right'. A determination to get things right for clients, consumers, employees, shareholders and, ultimately, for society as a whole is an underpinning principle.

Experian's CR strategy, together with a set of six key responsibilities and governance structure, were developed over 2007 and 2008 and can be found on Experian's corporate website at [www.experianplc.com](http://www.experianplc.com). The Experian Board reviews CR progress at every meeting and a comprehensive CR report is published in conjunction with the annual report. CR is also built into regional leadership objectives

and is a regular element of internal announcements about the Group's overall performance.

Experian's consistent reporting of achievements against the CR strategy provides a clear picture of progress, but more detail about developments around the six responsibilities can be found in the full CR report at [www.experiancrreport.com](http://www.experiancrreport.com).

The CR strategy concentrates on three principal activities:

- Embedding CR in everyday business
- Focusing the community programme
- Innovating for social benefit

The objectives for these activities and the degree of achievement are summarised in the table below.

Strategy	Objective	Status	Comment
Embedding CR in everyday business	By 2011, further embed Social, Ethical and Environmental (SEE) risks in the risk process and ensure each business unit is addressing them in its risk register	Achieved	<ul style="list-style-type: none"> <li>• Standard Experian risk category definitions enhanced to explicitly address sustainability issues and the longer term</li> <li>• All business and support units required to incorporate in risk registers and use in assessing new projects</li> </ul>
	Express SEE risks and opportunities, challenges and achievements more explicitly and communicate to all employees	Achieved	<ul style="list-style-type: none"> <li>• Internal communication strategy with quarterly focus</li> <li>• CR achievements included alongside financials in performance updates to all employees</li> <li>• Global communication forums include CR representatives</li> <li>• CR video, sponsored by CEO</li> </ul>
Focusing the community programme	Evolve the community focus to include community sustainability	Partly achieved	<ul style="list-style-type: none"> <li>• Increased focus on entrepreneurship in funding application criteria</li> <li>• Applications and awards made to projects focused on entrepreneurship</li> </ul>
	Spend at least 75% of central community funds on strategic focus of financial education entrepreneurship	Achieved	<ul style="list-style-type: none"> <li>• Application criteria for projects reviewed and strengthened</li> <li>• Of US\$794,000 available, 81% spent on projects with strategic focus</li> </ul>
Innovating for social benefit	Build SEE opportunity reviews into product development processes in at least one region	Partly achieved	<ul style="list-style-type: none"> <li>• SEE reviews built into processes for all new developments, including new products but specific product development processes not yet influenced</li> </ul>
	Continue to provide funding for Big Ideas and publicise programme internally	Achieved	<ul style="list-style-type: none"> <li>• Big Idea funding provided consistently over three years and showing impact</li> <li>• Programme publicised through general communications, but more specific communications needed</li> </ul>

# HELPING PROTECT CONSUMERS FROM IDENTITY THEFT

Each year, around ten million Americans are the victims of identity theft, one of the fastest growing crimes in recent times. Simply checking your credit report occasionally is no longer enough to guard against the misuse of your personal information.

ProtectMyID.com (PMID), a part of Experian, has been designed to protect individuals from the financial loss and emotional strain that accompanies this crime. Members are provided with daily monitoring of their credit profile across all three US credit bureaux. They are also alerted to address change notifications that might indicate fraudulent postal redirection and their credit and debit card details are searched for daily on the internet for fraudulent use. Experian's Fraud Resolution Agents are on hand to provide assistance in resolving identity theft issues and the service is backed by PMID's \$1 Million Product Guarantee.

John is one of the nine million people Experian helps today through its credit monitoring and identity protection products: "When I joined ProtectMyID.com I had already experienced identity theft. Since then, I've been alerted to additional attempts to steal my credit card. It's like an early warning system. I should have joined years ago".

## Corporate responsibility (continued)

### Embedding CR in everyday business

CR-related performance can only accelerate once it becomes second nature for employees to consider the SEE needs of society in mainstream business decisions. In 2010, Experian concentrated on building CR into standard processes and creating a better understanding of what CR means to everyone across the Group. By communicating the natural linkages with the business strategy, it is easier to demonstrate the relevance of SEE considerations.

### Building CR into processes

It was a year of significant improvement; all risk processes at Experian, from corporate to business unit level, now reference SEE considerations. Any new data source in the US business is assessed according to a set of fair information values and this process is being adopted across all geographies. A global code of conduct has been developed and is now being implemented, and the business is running training programmes to ensure compliance with national legislation. Experian takes into consideration every aspect of information security in its data centre management and invests heavily as it expands. Data centres are also acknowledged to make the biggest impact on Experian's carbon footprint. Energy savings in data centres have ensured this footprint has not increased despite a rise in capacity and data processed.

### Better understanding

Improvements in regular internal communications, through magazines, intranets, meetings, blogs and webcasts, are helping raise employee awareness. A university study led by an MBA student gave a thought-provoking insight into the level of awareness in the UK audience, which fuelled a programme to raise the visibility of CR. This programme was sponsored by CEO Don Robert, whose video introduction to the CR report demonstrates his personal commitment to improving understanding.

<b>Community investment</b>	<b>2010 US\$'000</b>	<b>2009 US\$'000</b>
Funds from Experian plc	<b>1,001</b>	937
Financial donations from Experian subsidiaries	<b>932</b>	1,012
Employee time volunteered	<b>595</b>	353
Gifts in kind	<b>343</b>	222
Management costs	<b>179</b>	185
<b>Total from Experian</b>	<b>3,050</b>	2,709
As % of Benchmark PBT	<b>0.34%</b>	0.32%
Employee fundraising	<b>679</b>	466
GUS Charitable Trust donations	<b>602</b>	423
<b>Total value of all giving</b>	<b>4,331</b>	3,598
As a % of Benchmark PBT	<b>0.48%</b>	0.43%

### Focusing the community programme

Central funds are set aside to support the regional community programme. To make sure these funds have the most impact, Experian has developed a focus on financial education and entrepreneurship. In the last year, the target was to spend at least 75% of the allocated US\$794,000 on this focus. In fact, 81% was achieved, spent on a range of projects across Experian's regions. A major financial education project in the US is reaching out specifically to minority and underserved communities. In Brazil, a project involves Experian's own employees in coaching community leaders, parents and teachers in financial awareness. Experian Denmark has set up a partnership with the Danish Tax office, targeted at supporting vulnerable young people as they leave home. In the UK, Experian is focusing on younger people, reaching them before debt becomes an issue, and is working with a national charity, Debt Doctors. The Asia Pacific business identified suitable strategic projects for the first time in 2010 and Experian Singapore is beginning work to support communities in Mongolia and Cambodia.

In addition to this focused approach, Experian contributed to the disaster relief funds following the devastating earthquakes in Haiti and Chile. Employees led the way, giving very generously, and the business matched their donations and gave additional

funds. A total of US\$150,000 was given following each of the disasters, largely to the Red Cross, but also to organisations that were local to Experian's operations in Santiago.

There was a significant rise in employee volunteering and employee fundraising during the year. Volunteering has now been built into leadership development programmes in the UK and Experian is capturing volunteering activity in EMEA, including South Africa, for the first time.

### Innovating for social benefit

Experian has a unique set of skills and resources. Applying these skills to create a product or service that solves a social problem is probably the best way the Group can make a positive social impact. Seed funding is provided to support the exploration and early development of products or services. Termed 'Big Ideas', these relatively small amounts are invested to encourage 'big thinking' across a broad spectrum of social issues.

The first project reported under this programme has now led to a proposal for a mainstream business development in microfinance. The original funding supported a period of development, working with the World Bank, to examine how Experian's products and services could make the process of micro lending more efficient and ultimately make loans cheaper for the disadvantaged. A case study is described in the full CR report.

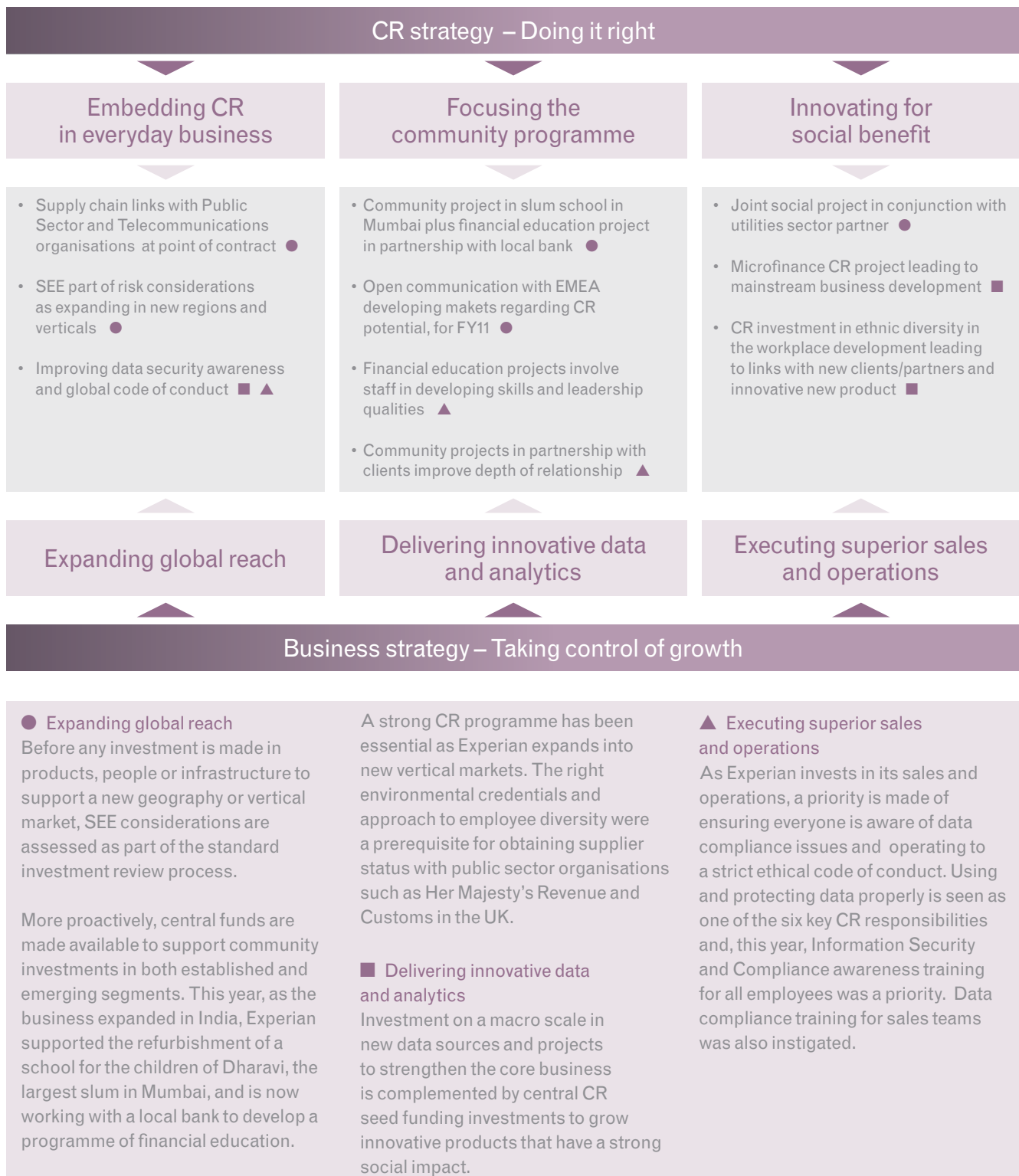


## 8 Links to the core business strategy

Experian is today focused on accelerating the growth that it has maintained throughout the global economic downturn. It is doing this by expanding global reach into new

vertical markets and geographies, investing in new data sources and innovative analytics and making sure its sales infrastructure and operations are best-in-class.

The central CR focus is embedded in all three aspects of this growth strategy. More detail describing how CR supports each strand of this strategy is shown in the text beneath the diagram.



# Board of directors



**John Peace (61) ■**  
Chairman

John Peace is also Chairman of Burberry Group plc and Standard Chartered PLC. From 2000 until 2006, he was Group Chief Executive of the former GUS plc, having been a director of GUS since 1997. John is also a director of The First American Corporation, a member of the Board of Governors of Nottingham Trent University, Deputy Lieutenant for the County of Nottinghamshire, a fellow of the Royal Society of Arts and Chairman of The Work Foundation. John was appointed to the Experian plc Board on 6 July 2006.



**Don Robert (51) ■**  
Chief Executive Officer

Don Robert was appointed Chief Executive Officer in February 2005, with responsibility for Experian globally. He was previously Chief Executive Officer of Experian North America, having joined Experian from The First American Corporation in 2001. From 1995 to 2001, he held positions with First American and, before that, served as President at Credco, Inc., the largest specialist credit reporting company in the USA, which was acquired by The First American Corporation in 1995. Don began his career with US Bancorp, a multi-state bank holding company, where he held positions of increasing responsibility over 15 years. He graduated from Oregon State University with a degree in Business Administration. Don is a non-executive director of Compass Group PLC, a director and trustee of the National Education and Employer Partnership Taskforce, a past director of the former GUS plc and a past chairman of the Consumer Data Industry Association. Don was appointed to the Experian plc Board on 6 July 2006.



**Paul Brooks (56)**  
Chief Financial Officer

Paul Brooks became Chief Financial Officer of Experian in October 2001, having joined Experian in 1999 as Finance Director of the former International division. Prior to this, Paul was at Inchcape, where he became Marketing Services Finance Director in 1994, based in Singapore. He previously spent five years with GKN's Industrial Services Division, mostly as Divisional Chief Financial Officer in the USA. Before that, he worked for ICI's Plastics Division in Brussels and its Corporate Reporting Group in London. Paul qualified as a chartered accountant with KPMG, having graduated from Cambridge University with an economics degree. Paul was appointed to the Experian plc Board on 6 July 2006.



**Roger Davis (53) ● ▲ ■**  
Non-executive director

Roger Davis is Chairman of Gem Diamonds Limited. He is Chairman of Experian's Remuneration Committee. Roger previously spent some eight years at Barclays, latterly as the Chief Executive Officer of the 45,000 strong UK Banking operation and as a member of the Board of Barclays PLC. Prior to that, he was in investment banking for some ten years in London and in various positions in Asia for Flemings and BZW. Roger was appointed to the Experian plc Board on 1 January 2007.



**Alan Jebson (60) ● ▲ ■**  
Non-executive director

Alan Jebson is a non-executive director of Vodafone Group plc and MacDonald Dettwiler in Canada. He is Chairman of Experian's Audit Committee. Alan retired in May 2006 as Group Chief Operating Officer of HSBC Holdings plc, a position that included responsibility for IT and Global Resourcing. During a long career with HSBC, he held various positions in IT, including the position of Group Chief Information Officer. His roles included responsibility for HSBC's international systems, including the consolidation of HSBC and Midland systems following HSBC's acquisition of Midland Bank in 1993. Alan is a fellow of the Institute of Chartered Accountants in England and Wales. Alan was appointed to the Experian plc Board on 1 January 2007.



**Judith Sprieser (56) ▲ ■**  
Non-executive director

Judith Sprieser is the former President and Chief Executive Officer of Transora, a technology software and services company. She previously served as Executive Vice President, Food Operations and, before that, as Chief Financial Officer of Sara Lee Corporation. Judith is a non-executive director of Reckitt Benckiser Group plc, Allstate Corporation, USG Corporation, InterContinental Exchange, Inc., Royal Ahold N.V. and Adecco SA. She holds BA and MBA degrees from Northwestern University. Judith has been appointed to the Experian plc Board with effect from 1 June 2010.



**Chris Callero (58)**  
President and Chief Operating Officer

Chris Callero was appointed President and Chief Operating Officer of Experian in April 2008. He previously served as Chief Executive Officer of Experian Americas, having joined Experian in 2002. Prior to joining Experian, Chris spent 27 years at Bank of America, where his roles included Group Executive Vice President in retail banking. He also served as Chief Operating Officer at Wink Communications, a leading interactive television company at the time. Chris is a member of the Chancellor's Chief Executive Roundtable at the University of California, Irvine. He also serves in an advisory capacity for the Paul Merage School of Business, as well as the Bren School of Information and Computer Sciences. Chris was appointed to the Experian plc Board on 1 April 2009.



**Sir Alan Rudge (72)** ● ▲ ■  
Senior Independent Director

Sir Alan Rudge is Chairman of The ERA Foundation Limited and of the Board of Management of the Royal Commission for the Exhibition of 1851. Sir Alan was Pro Chancellor of Surrey University until December 2007, a non-executive director of the former GUS plc until October 2006, President of CELTEL International B.V. and a non-executive director of S.E.S.A. AG until March 2005, Special Advisor to General Atlantic Partners until October 2003, Chairman of WS Atkins until March 2001 and Deputy Chief Executive of BT until November 1997. He has a PhD in Electrical Engineering and is a fellow of the Royal Society and the Royal Academy of Engineering, a past chairman of the Engineering and Physical Sciences Research Council and a past president of the Institution of Electrical Engineers. Sir Alan was appointed to the Experian plc Board on 6 September 2006.



**Fabiola Arredondo (43)** ● ▲ ■  
Non-executive director

Fabiola Arredondo is the Managing Partner of Siempre Holdings, a private investment firm based in the USA and a non-executive director of Rodale, Inc., the World Wildlife Fund and Sesame Workshop. Previously, she held senior operating positions at Yahoo!, the BBC and Bertelsmann AG and non-executive directorships of Bankinter S.A., BOC Group plc and Intelsat Corporation. Fabiola has a BA degree from Stanford University and an MBA from the Harvard Business School. Fabiola was appointed to the Experian plc Board on 1 January 2007.



**David Tyler (57)** ● ▲ ■  
Non-executive director

David Tyler is Chairman of J Sainsbury plc and Logica plc and a non-executive director of Burberry Group plc (where he chairs the Remuneration Committee). He was Group Finance Director of the former GUS plc until it was demerged into Experian plc and Home Retail Group plc at the end of 2006. His executive career was in financial and general management with the former GUS plc, Christie's International plc, County NatWest Limited and Unilever plc. David has a degree in economics from Cambridge University, is a fellow of the Chartered Institute of Management Accountants and a member of the Association of Corporate Treasurers. David was appointed to the Experian plc Board on 6 July 2006.



**Paul Walker (53)** ● ▲ ■  
Non-executive director

Paul Walker has been Chief Executive of The Sage Group plc, a worldwide leader in business solutions for small and medium-sized enterprises, since 1994. He joined Sage in 1984 as Financial Controller and was appointed as Finance Director in 1987 prior to flotation on the London Stock Exchange. Paul qualified as a chartered accountant with Ernst & Young, having graduated from York University with an economics degree. He is a non-executive director of Diageo plc, Chair of the Newcastle Science City Partnership and a director of the Entrepreneurs' Forum. Paul has been appointed to the Experian plc Board with effect from 1 June 2010.

**Audit Committee** ●  
Alan Jebson (Chairman)  
Fabiola Arredondo  
Roger Davis  
Sir Alan Rudge  
David Tyler  
Paul Walker (from 1 June 2010)

**Remuneration Committee** ▲  
Roger Davis (Chairman)  
Fabiola Arredondo  
Alan Jebson  
Sir Alan Rudge  
Judith Sprieser (from 1 June 2010)  
David Tyler  
Paul Walker (from 1 June 2010)

**Nomination and Corporate Governance Committee** ■  
John Peace (Chairman)  
Fabiola Arredondo  
Roger Davis  
Alan Jebson  
Don Robert  
Sir Alan Rudge  
Judith Sprieser (from 1 June 2010)  
David Tyler  
Paul Walker (from 1 June 2010)

**Company Secretary**  
Charles Brown FCIS

**Auditors**  
PricewaterhouseCoopers LLP

# Directors' report

The directors present their report and the audited financial statements for the year ended 31 March 2010.

## Principal activities and business review

Experian provides data and analytical tools to businesses to help manage credit risk, prevent fraud, target and engage customers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Details of the development and performance of the Group's businesses during the year, an indication of the

<sup>16</sup> key performance indicators and information regarding principal risks and

<sup>34</sup> uncertainties are set out, together with information equivalent to that required for a business review, in the business review section of the annual report and are incorporated into this report by reference.

## Research and development

Research and development plays a key role in supporting Experian's activities and details of such activities are given in the business review section of the annual report.

## Results and dividends

The Group income statement shows a profit for the financial year ended 31 March 2010 of US\$636m (2009: US\$506m). The directors have announced the payment of a second interim dividend in lieu of a final dividend of 16.00 US cents per ordinary share (2009: 13.25 US cents) to be paid on 23 July 2010 to shareholders on the register of members on 25 June 2010. An interim dividend of 7.00 US cents per ordinary share was paid on 29 January 2010 giving a total dividend for the year of 23.00 US cents per ordinary share (2009: 20.00 US cents).

## Company financial statements

The financial statements of the Company for the financial year ended 31 March 2010 have been prepared and presented in US dollars as the US dollar is the currency of the primary economic environment in which the Company operated during the year. Comparative figures, which were originally reported in sterling as the Company's previous functional currency, have been represented in US dollars.

## Directors

The names and biographical details of the directors are shown on the immediately preceding pages. Laurence Danon resigned as a director of the Company on 31 December 2009. Judith Sprieser and Paul Walker have been appointed as directors of the Company with effect from 1 June 2010.

Particulars of directors' remuneration, service contracts and interests in the ordinary shares of the Company are shown in the report on directors' <sup>68</sup> remuneration. There were no changes in the directors' interests in such ordinary shares between the end of the financial year and 19 May 2010.

In accordance with the Company's articles of association, each director is required to retire at the annual general meeting held in the third calendar year following the year in which he or she was elected or last re-elected. Alan Jebson, Don Robert and David Tyler will retire at the annual general meeting in July 2010 and, being eligible, will offer themselves for re-election. Formal evaluations of Board performance, the performance of the principal Board committees and the performance of individual directors were carried out during the year ended 31 March 2010 and the Board is satisfied that each of the three directors retiring at the annual general meeting contributes effectively and demonstrates

commitment to the role. Further details regarding the evaluation process are <sup>61</sup> contained in the corporate governance statement.

Judith Sprieser and Paul Walker will also retire at the annual general meeting, being the first annual general meeting following their appointment, and, being eligible, will offer themselves for election.

## Insurance and third party indemnification

During the year, the Company maintained liability insurance and third party indemnification provisions for its directors.

## Acquisitions and disposals

Details of acquisitions and disposals made during the year are contained in the business review and in note 36 to the Group financial statements.

## Post balance sheet events

On 23 April 2010, the Company announced that The First American Corporation had notified Experian that it had exercised its option over Experian's residual interest in FARES for gross cash consideration of approximately US\$314m. On 12 May 2010, the Company announced that it had reached agreement to divest part of its UK database marketing activities to a newly formed business venture with British Sky Broadcasting.

## Substantial shareholdings

Substantial shareholders are required to notify their interests in accordance with the Company's articles of association, which obliges shareholders to comply with the notification obligations to the Company contained in the Disclosure and Transparency Rules. As at 19 May 2010, the Company had been notified of the interests below in its issued ordinary share capital or voting rights.

### Substantial shareholdings

Date of notification	Shareholder	Direct/indirect interest	Number of ordinary shares/voting rights	Percentage of issued share capital/voting rights
14 October 2009	Legal & General Group plc	Direct	40,756,800	3.97%
4 March 2010	Artisan Partners Limited Partnership	Indirect	51,639,960	5.03%



## Share capital

Details of the authorised and issued share capital of the Company and changes to the Company's share capital during the year ended 31 March 2010 are set out in note K to the Company's financial statements. The rights and obligations attaching to the ordinary and deferred shares are also set out in note K and the articles of association of the Company, a copy of which can be obtained from the Experian website at [www.experianplc.com](http://www.experianplc.com).

The Company has a Level 1 American Depositary Receipt ('ADR') programme in the USA for which the Bank of New York Mellon acts as depository. The ADRs are traded on the US over-the-counter market, where each ADR represents one Experian plc ordinary share. Further details are given in the shareholder information section of the annual report.

## Significant agreements – change of control

There are a number of agreements to which the Group is party that take effect, alter or terminate, or have the potential to do so, upon a change of control of the Company following a takeover bid. Details of the agreements of this nature are:

- The Group's banking facilities contain provisions which, in the event of a change of control of the Company, could result in a renegotiation or withdrawal of such facilities.
- The £334m 5.625% Euronotes due 2013 and the €500m 4.75% Euronotes due 2020, issued by the Group, provide that holders may require repayment of the notes in the event that a rating agency re-rates the notes to below investment grade following a change of control of the Company.
- All of Experian's share-based employee incentive plans contain provisions relating to a change of control. Outstanding awards and options would normally vest and become exercisable on a change of control, subject to the satisfaction of any performance conditions at that time.

- The Group is party to a limited number of operational arrangements which can be terminated or altered upon a change of control of the Company, but these are not considered to be individually significant to the business of the Group as a whole or, in certain cases, it is considered that their disclosure would be seriously prejudicial to the Company.
- The provisions relating to a change of control in directors' service contracts are described in the report on directors' remuneration.

## Contractual arrangements

The licences granted to Group companies by governmental entities in respect of the operation of its credit bureaux in key jurisdictions are essential to the Group's business. The Group also has several key agreements with its technology and data providers. Although the Group has numerous other third party contractual arrangements, none of these is considered essential to its business.

## Appointment and removal of directors

Both the Company by ordinary resolution and the directors may elect any person to be a director, but the number of directors shall not exceed the maximum number fixed by the articles of association of the Company. Any person appointed by the directors shall only hold office until the next annual general meeting and shall then be eligible for election. The office of a director shall be vacated on the occurrence of any of the events listed in article 92 of the articles of association of the Company. The Company may, in accordance with the provisions of the Companies (Jersey) Law 1991, remove any director from office and elect another person in place of a director so removed.

## Articles of association

The articles of association of the Company may be amended by the passing of a special resolution.

## Restrictions on transfers of shares and/or voting rights

The Company is not aware of any agreements between shareholders that may result in restrictions on the transfer of securities and/or voting rights and, apart from those matters described below, there are no restrictions on the transfer of ordinary shares in the capital of the Company and/or voting rights:

- Certain restrictions on transfers of shares may from time to time be imposed by law, for example, insider dealing regulations. In accordance with the Listing Rules of the UK Financial Services Authority, directors and certain employees are required to seek the approval of the Company to deal in its shares.
- Some of Experian's share-based employee incentive plans include restrictions on transfer of shares while the shares are subject to the plan.
- As described in the report on directors' remuneration, non-executive directors receive a proportion of fees in shares which may not normally be transferred during their period of office.
- Where, under a share-based employee incentive plan operated by Experian, participants are the beneficial owners of the shares but not the registered owner, the voting rights are normally exercised by the registered owner at the direction of the participants.
- No member shall, unless the directors otherwise determine, be entitled in respect of any share held by him/her to vote either personally or by proxy at a shareholders' meeting or to exercise any other right conferred by membership in relation to shareholders' meetings if any call or other sum presently payable by him/her to the Company in respect of that share remains unpaid.

## Directors' report (continued)

- No member shall, unless the directors otherwise determine, be entitled to vote either personally or by proxy at a shareholders' meeting or to exercise any other right conferred by membership in relation to shareholders' meetings if he/she fails within the prescribed period to provide the Company with information concerning interests in those shares required to be provided after being duly served with a notice pursuant to the articles of association of the Company.
- In accordance with the articles of association of the Company and save for certain limited circumstances, if the number of shares in the Company beneficially owned by residents of the USA exceeds a defined permitted maximum and the directors give notice to the holder(s) of such shares, such shares shall not confer on the holder(s) thereof the right to receive notice of, attend or vote at general meetings of the Company.

### Financial risk management, objectives and policies

Descriptions of the use of financial instruments and Experian's treasury and risk management objectives and policies are set out in the financial review within the business review section of the annual report and also in note 5 to the Group financial statements.

### Own shares

The existing authority for the Company to purchase its own shares, which expires at the end of this year's annual general meeting, was given at the annual general meeting held on 15 July 2009 and permitted the Company to purchase, in the market, 102,547,586 of its own shares. The Company did not utilise the authority to make any purchases of its own shares during the year under review, or up to the date of approval of this annual report.

Details of the new authority being requested are contained in the circular to shareholders, which accompanies this annual report or is available on the Company's website at [www.experianplc.com](http://www.experianplc.com).

The Companies (Jersey) Law 1991 permits the Company to hold any shares bought back as treasury shares as an alternative to immediately cancelling them and the directors intend to decide whether to cancel shares pursuant to this authority or hold them as treasury shares based on the interests of the Company and shareholders as a whole at the relevant time.

Details of the shares in the Company purchased by and held under The Experian plc Employee Share Trust and the Experian UK Approved All Employee Share Plan are set out in note L to the Company's financial statements.

### Charitable donations

During the year the Group donated US\$1.93m to charitable causes. Funds from the GUS Charitable Trust disbursed through Experian during the year totalled US\$0.6m.

In addition to cash contributions, the Group's employees are encouraged to give their time and skills for the benefit of a variety of charitable causes.

### Political donations

Experian did not make any EU political donations during the year ended 31 March 2010.

### Employment of people with disabilities

People with disabilities have equal opportunities when applying for vacancies. In addition to complying with legislative requirements, procedures are in place to ensure that disabled employees are fairly treated and that their training and career development needs are carefully managed. For those employees becoming disabled during the course of their employment, the Group is supportive, whether through re-training or re-deployment, so as to provide an opportunity for them to remain with the Group whenever possible.

### Employee involvement

Experian is committed to employee involvement throughout the business and is intent on motivating and keeping staff informed on matters that concern them in the context of their employment and involving them through local consultative procedures. Where there are recognition agreements with trade unions, the consultation process is established through national and local trade union representatives and through joint consultation committees. Employees are kept well informed on matters of concern and the financial and economic factors affecting the Group's performance through management channels, conferences, meetings, publications and intranet sites. More detail on employee engagement, together with information on diversity, succession planning and talent development can be found in the key resources section of the annual report.

Experian continues to support employee share ownership through the provision of save as you earn and other all-employee share plan arrangements which are intended to align the interests of employees with those of shareholders.

### Creditor payment

For all trade creditors, it is Group policy to:

- Agree and confirm the terms of payment at the commencement of business with that supplier;
- Pay in accordance with any contract agreed with the supplier or as required by law; and
- Continually review payment procedures and liaise with suppliers as a means of eliminating difficulties and maintaining good working relationships.

Trade creditors of the Group at 31 March 2010 were 21 days based on the ratio of Group trade creditors at the end of the year to the amounts invoiced during the year by trade creditors. The Company has no trade creditors.

**Going concern**

Details of the adoption by the Group and the Company of the going concern basis in preparing the financial statements are set out in the financial review within the business review section of the annual report and are incorporated into this report by reference.

**Relevant audit information**

As at 19 May 2010, so far as each director is aware, there is no relevant audit information, being information needed by the auditors in connection with preparing their report, of which the auditors are unaware and each director has taken all steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the auditors are aware of that information.

**Annual general meeting**

The 2010 annual general meeting of the Company will be held at The Merrion Hotel, Upper Merrion Street, Dublin 2, Ireland at 9.30am on Wednesday 21 July 2010. Shareholders who are unable to attend in person may submit questions beforehand via email to [agmquestions@experianplc.com](mailto:agmquestions@experianplc.com) or on the prepaid card sent to shareholders with the notice of meeting. The questions will be addressed at the meeting, via the Company's website at [www.experianplc.com](http://www.experianplc.com) or individually as appropriate. The notice of meeting has been circulated to shareholders and can also be viewed at the Company's website.

**Auditors**

The auditors, PricewaterhouseCoopers LLP, have indicated their willingness to continue in office and a resolution that they be re-appointed as auditors of the Company will be proposed at the annual general meeting.

By order of the Board  
Charles Brown  
Company Secretary  
19 May 2010

Corporate headquarters:  
Newenham House  
Northern Cross  
Malahide Road  
Dublin 17  
Ireland

Registered office:  
22 Grenville Street  
St Helier  
Jersey  
JE4 8PX

# Corporate governance statement

## Chairman's introduction and highlights

I am pleased to introduce the corporate governance statement which contains details of the activities of the Board and its committees during the year ended 31 March 2010. The statement sets out how Experian has complied with the Combined Code on Corporate Governance and also gives further details of the matters that the Board and its principal committees considered during the year.

It has been a challenging time for world economies and the financial markets and this has focused attention on governance matters. Within the context of those continuing challenges, I am happy to report that the Experian plc Board believes that it continues to operate very effectively.

The year proved to be a busy one in terms of governance issues. Priorities identified by the Board in its annual review included matters related to Board composition and, as a result, we have appointed two additional non-executive directors, following the previous resignations of two non-executive directors. A formal process

to identify potential candidates to succeed me as Chairman has also been undertaken. An induction and training programme has been developed to ensure the successful integration of the new non-executive directors while maintaining the continued effectiveness of the Board.

The highlights of the year, from a governance perspective, included:

- The appointment of Judith Sprieser and Paul Walker as non-executive directors was successfully completed and an induction and training programme for both of the new directors has been developed.
- The Nomination and Corporate Governance Committee, under the chairmanship of Sir Alan Rudge, the Senior Independent Director, undertook a formal process to identify a potential new chairman. The Committee continues to keep this matter under review.
- The annual reviews of the Board and its principal committees were successfully completed with positive outcomes overall and no major areas of concern highlighted.

– A comprehensive review of the executive directors' remuneration was completed to ensure alignment of the long-term interests of shareholders with those of the executive directors. The remuneration of the non-executive directors was also reviewed.

– The Board received training and thorough continued induction in respect of several of Experian's US and Asia Pacific businesses.

– Continued progress has been made in relation to the Board's risk management oversight role and, in recognition of the importance of this area, enhancements have been made to the regular risk reporting.

– Continued compliance with the Combined Code.

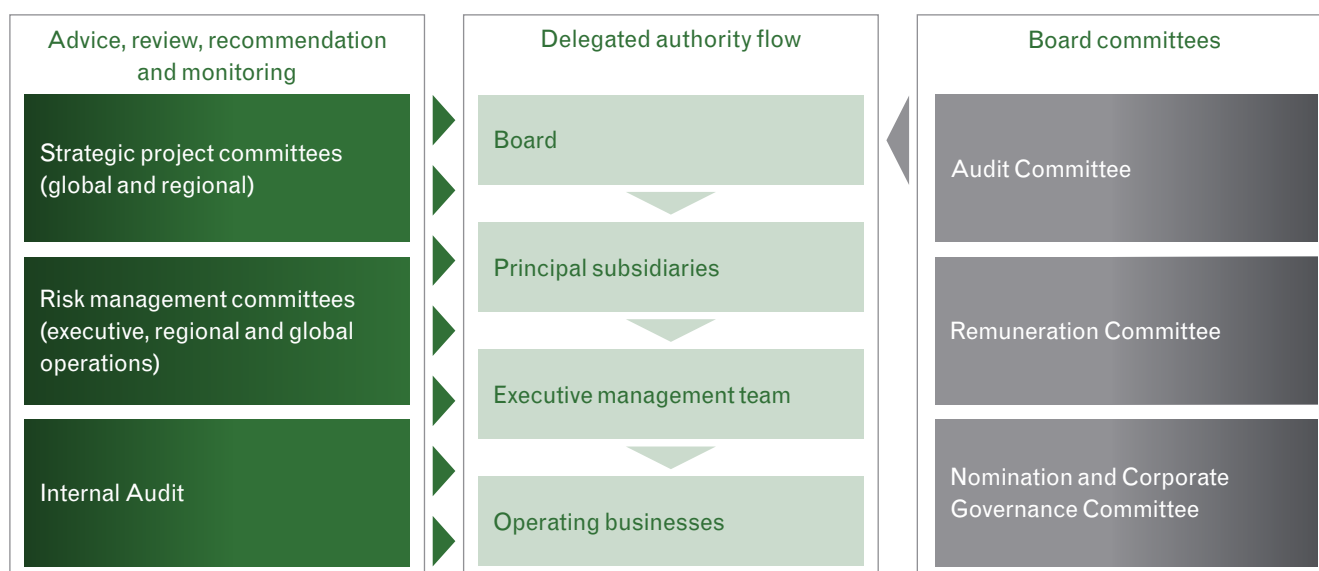
Shareholder feedback is always welcome and if you have any particular comments or observations about this corporate governance statement, please feel free to email [governance@experian.com](mailto:governance@experian.com).

**John Peace**  
Chairman

## Compliance statement

It is the Board's view that the Company has been compliant with the provisions set down in Section 1 of the Combined Code on Corporate Governance published by the UK Financial Reporting Council in 2008 throughout the year ended 31 March 2010. This statement, together with the diagram below, explains how the Company has applied the principles and complied with the provisions of the Combined Code during the year.

## Experian's governance framework





## Board and committee structure

To support the principles of good governance, the Board and its committees operate as described below.

### Role of the Board

The Board sets Experian's strategic goals and ensures that the necessary financial and human resources are in place to achieve the goals. The Board reviews management and financial performance against those goals. It is accountable to shareholders for delivering financial performance and long-term shareholder value. To achieve this, the Board directs and monitors the Group's affairs within a framework of controls which enable risk to be appraised and managed effectively through clear and robust procedures and delegated authorities.

### Composition

The Board currently comprises the Chairman, three executive directors, five independent non-executive directors, with a further two independent non-executive directors joining the Board on 1 June 2010. The Board considers that its composition is appropriate to oversee the Group's businesses and is suitably diverse in background to address the challenges of the areas in which Experian operates. Biographical details of the directors, including details of any other major directorships, are set out on pages 52 and 53.

Following Laurence Danon's resignation from the Board at the end of 2009 and the previously disclosed intention to appoint an additional non-executive director at an appropriate time, during the year the Nomination and Corporate Governance Committee concluded its search for additional non-executive directors. This is more fully reported in the Nomination and Corporate Governance Committee section of this statement and the case study above.



### Appointments of Judith Sprieser and Paul Walker

As one of its primary roles, the Nomination and Corporate Governance Committee keeps under review the structure, size and composition of the Board. Following previous resignations, it was desirable to appoint additional non-executive directors and, in September 2009, the Committee determined that the search process should be undertaken in parallel with the search process for a new chairman. At that meeting, the Committee agreed the timeframe for the appointment of the new non-executive directors; the attributes and areas of experience and expertise which would be desirable to supplement existing Board membership; and the identity of the search firm. At its meetings in November 2009 and January 2010, the Committee received updates on the search process and reviewed the CVs of, and results of meetings held with, shortlisted candidates identified by the chosen search firm. In March 2010, the Committee recommended to the Board the appointment of Judith Sprieser and Paul Walker as non-executive directors and, at its meeting in March 2010, the Board appointed both with effect from 1 June 2010. An induction programme has been developed for the new directors and, as provided by the articles of association of the Company, both will retire at the annual general meeting in July 2010 and submit themselves for election.

### Chairman and Chief Executive Officer

There is a clear separation of the roles of the Chairman and the Chief Executive Officer and the division of responsibilities between the two is clearly established and set out in writing. During the year under review, the Nomination and Corporate Governance Committee took the opportunity to update and refresh the written division of responsibilities to ensure it remained appropriate and the Board approved the updated division.

The Chairman's priority is the leadership of the Board and he is responsible for ensuring that the Board as a whole plays a full and constructive part in the development and determination of the Group's strategy and overall commercial objectives. The Chairman's expected maximum commitment to Experian is an average of one to two days per week and his main external interests are set out in his biographical details.

The Chief Executive Officer's key responsibilities include running the Group's businesses, proposing and developing strategy and overall commercial objectives, which he does in close consultation with the Chairman and the Board, and, with the executive team, implementing the decisions of the Board, its committees and the principal subsidiaries.

### Non-executive directors Appointment

Non-executive directors are initially appointed for a term of three years which may, subject to satisfactory performance and election/re-election by the shareholders, be extended by mutual agreement. The non-executive directors may normally serve a maximum of three terms.

## Corporate governance statement (continued)

### Meetings of non-executive directors

In addition to their attendance at Board and committee meetings, the non-executive directors normally meet as a group without the executive directors present at the end of each scheduled Board meeting. At these meetings, the non-executive directors examine and review the performance of the executive management. The non-executive directors also meet at least once a year without the Chairman present.

### Senior Independent Director

The Senior Independent Director is Sir Alan Rudge. In this role, Sir Alan is available to meet shareholders who have concerns that cannot be resolved through discussion with the Chairman, the Chief Executive Officer or the Chief Financial Officer, or where such contact is inappropriate. No such meeting took place during the year under review.

### Independence

The Board considers each of the current non-executive directors to be independent in character and judgment and also that there are no relationships or circumstances which are likely to affect (or could appear to affect) each director's judgment.

### Election and re-election

All new directors are required by the Company's articles of association to be elected by shareholders at the first annual general meeting following appointment. Subsequently, directors are subject to re-election by shareholders every three years. Each of the directors being proposed for re-election at the 2010 annual general meeting has been subject to a performance evaluation during the year ended 31 March 2010.

### Operation of the Board

#### Governance framework

The Group's key internal governance document is its Global Delegated Authorities Matrix, which draws together the schedule of matters reserved to the Board, the terms of reference of the Board committees as well as the authority levels for the Group's principal subsidiaries, directors and senior executives. For matters not reserved to the Board, the matrix prescribes the cascade of

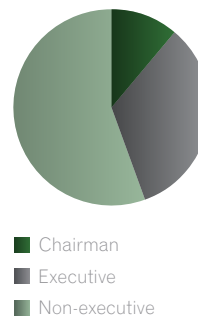
authorities delegated throughout the Group by respective Group companies, together with the monetary limits of such delegations. Included among the matters that the Board has delegated to the Group's principal subsidiaries are the approval of smaller acquisitions and disposals and the approval of capital and revenue expenditure (all within defined monetary limits). The matrix is reviewed and refreshed regularly and the Board monitors the exercise of delegations to the Group's principal subsidiaries which are reported to it at each Board meeting.

There is an agreed annual calendar of the main business to be considered at each Board meeting. For example, as well as the other proposals that may be considered at each meeting, the focus is on strategy in January, budgets in March and results in May and November. At each Board meeting, the Chief Executive Officer, the Chief Operating Officer and the Chief Financial Officer provide operational and financial updates. Depending on the nature of the proposal to be considered, senior executives are often invited to make presentations or participate in Board discussions to ensure that Board decisions are supported by a full analysis of each proposal.

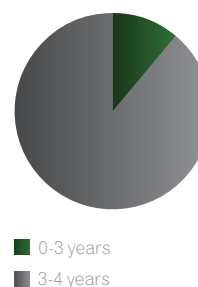
Key activities of the Board include:

- *Strategy and management*  
The Board approves and oversees Experian's long-term objectives and commercial strategy, ensuring that the necessary financial and human resources are in place to meet the objectives.
- *Management oversight*  
The Board routinely reviews operating, financial and risk performance.
- *Regulatory/statutory activity*  
This includes the approval of the Group's results, key documents and the announcement of dividends.
- *Finance/Treasury*  
The Board approves the framework for the Group's finance, banking and capital structure arrangements.

### Balance of executive and non-executive directors at 31 March 2010

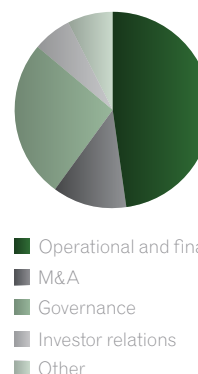


### Length of tenure of directors at 31 March 2010\*



\* Company incorporated in July 2006

### Board time usage



#### – Appointments

The Board, upon the recommendation of the Nomination and Corporate Governance Committee, approves the appointment of new directors.

#### – Approval of Group policies

The Board has approved, for example, a health and safety policy, global environmental policy and a global code of conduct.

#### Board meetings

The Board meets regularly during the year and on an ad-hoc basis as required. For each scheduled meeting, the directors normally meet over a two or three day period and Board committee meetings are also held during the time the directors are together. Structuring the Board and committee meetings in this way enhances the effectiveness of the Board and its committees. At least one overseas Board meeting is held each year, which provides management across the Group with the opportunity to present to the Board and meet the directors informally. During the year under review, overseas Board meetings were held in Beijing, China and Costa Mesa, California. These meetings provided the Board with a chance to meet, and receive business presentations from, management in those regions and appraise the Group's businesses.

The Board and committee meeting attendance record of each director is shown in the table below. During the year, the Board met formally on six occasions and, in addition, received a strategy presentation from senior management.

#### Board support

The Group Corporate Secretariat, under the leadership of the Company Secretary, is responsible for providing administrative and logistical support to the Board. The Company Secretary also provides advice and support on governance and certain compliance and regulatory matters. All directors are provided with a regular supply of financial and operational information to assist them with the discharge of their duties. This information is provided on a monthly basis and Board papers are circulated in time to allow directors to be properly briefed in advance of meetings. Directors have access to independent professional advice at the Company's expense, if considered appropriate. No director obtained any such independent professional advice during the year ended 31 March 2010.

#### Board and director evaluation

The performance and effectiveness of the Board, each of its principal committees and the directors is evaluated annually. This year, the Board and committee evaluation process was undertaken internally and reports on the findings were presented to the Board and its principal committees. In addition, the Chairman evaluated all directors in

respect of their duties, with the Senior Independent Director leading a similar process, including a separate meeting of the non-executive directors, in respect of the performance of the Chairman.

The annual evaluation process did not highlight any areas of material concern and the directors are satisfied that the Board and its principal committees operate effectively. In addition, the Chairman has concluded that each director continues to contribute effectively and demonstrates full commitment to his/her duties. Some specific Board performance highlights that were noted during the evaluation process included the continuing effective relationships (at Board level and between the Board and senior management), the progression of the risk management agenda and the role of the Board in contributing to the sound financial performance, and enhancing the effectiveness, of the Group.

#### Induction and training

Following appointment, directors receive an induction programme, which includes business presentations from senior management, site visits and receipt of information about such matters as the operating procedures and activities of the Group, the governance structure of the Group, information on the duties and responsibilities of directors and information on dealing in the Company's shares. The training process is continued throughout the directors' terms of office.

#### Attendance by individual directors at meetings of the Board and its principal committees

	Board	Nomination and Corporate Governance Committee	Remuneration Committee	Audit Committee
John Peace	6/6	5/5	n/a	n/a
Don Robert	6/6	5/5	n/a	n/a
Paul Brooks	6/6	n/a	n/a	n/a
Chris Callero	5/6	n/a	n/a	n/a
Fabiola Arredondo	5/6	4/5	4/5	3/4
Laurence Danon*	3/4	2/3	2/3	2/3
Roger Davis	6/6	5/5	5/5	4/4
Alan Jebson	6/6	5/5	5/5	4/4
Sir Alan Rudge	6/6	5/5	5/5	4/4
David Tyler	6/6	5/5	5/5	4/4

\* Laurence Danon resigned as a director on 31 December 2009

Judith Sprieser and Paul Walker have been appointed as directors with effect from 1 June 2010 – accordingly, their meeting attendance is not reflected above

## Corporate governance statement (continued)

Examples of how development is achieved include briefings on Experian's businesses and the environment in which those businesses operate. During the year, the Board directors received a number of induction and training sessions including legal and governance updates, business induction presentations, product demonstrations and business updates from relevant leaders.

### Conflicts of interest

The articles of association of the Company allow the Board to authorise conflicts, or potential conflicts, of interest. The authorisation procedure involves the issue of guidance and a questionnaire by the Company Secretary asking directors to identify any conflicts or potential conflicts, which are considered by the Board at its next meeting. Directors are also required to advise the Company Secretary of any actual or potential conflicts as soon as they arise, so that they can be considered by the Board at the next available opportunity. It is the Board's view that the procedure operated effectively during the year under review.

### Board committees

The principal Board committees are the Nomination and Corporate Governance Committee, the Remuneration Committee and the Audit Committee. The committees operate within defined terms of reference which cover the authority delegated to them by the Board. The terms of reference are available on the Experian website at [www.experianplc.com](http://www.experianplc.com) or from the Company Secretary upon request. The Company Secretary is secretary to all three principal committees.

Throughout the year, the committee chairmen provided the Board with a report of the issues considered at the meetings of the committees and the minutes of Audit Committee meetings were circulated to the Board. Reports of the activities of each of the principal Board committees follow.

### Nomination and Corporate Governance Committee report



John Peace,  
Chairman of Nomination and  
Corporate Governance Committee

#### Members

The Nomination and Corporate Governance Committee comprised the following directors during the year:

John Peace (Chairman)\*  
Don Robert  
Fabiola Arredondo  
Laurence Danon  
(resigned on 31 December 2009)  
Roger Davis  
Alan Jebson  
Sir Alan Rudge  
David Tyler

\*except in respect of any matter concerning succession to the chairmanship of the Company when the Senior Independent Director takes the chair.

#### Meetings

The Committee met five times during the year ended 31 March 2010.

#### Primary roles

- To ensure that appropriate procedures are in place for the nomination, selection, training and evaluation of directors.
- To ensure that adequate succession plans are in place.
- To review the Board structure, size, composition and succession needs, at all times keeping under consideration the balance of membership and the required balance of skills, knowledge and experience of the Board.
- To identify and nominate, for the Board's approval, suitable candidates to fill vacancies for non-executive and, with the assistance of the Chief Executive

Officer, executive directors, such appointments to be made on merit and against objective criteria to ensure that the Board maintains its balance of skills, knowledge and experience.

- To review legislative, regulatory and corporate governance developments and make appropriate recommendations to the Board.
- To ensure that the standards and disclosures required by the Combined Code are observed.

### Governance

The Committee was in place throughout the year ended 31 March 2010. Five members of the Committee (as well as the two new members, Judith Sprieser and Paul Walker, joining on 1 June 2010) are considered by the Board to be independent non-executive directors in accordance with provision A.4.1 of the Combined Code. In March 2010, the Board approved an expansion of the role of the Committee to include corporate governance matters and it was renamed as the Nomination and Corporate Governance Committee to reflect the expanded role.

The Group Human Resources Director and the Global Talent Director attend certain meetings by invitation.

### Activities

At its meetings during the year, the Committee agreed a formal process to identify a potential new chairman and monitored and received regular progress updates on the process from the Senior Independent Director. In addition, it also considered the overall structure, size and composition of the Board and its committees (taking into account views expressed in the Board and committee reviews during the year), concluded the agreed search process for new non-executive directors, reviewed the time commitment required from non-executive directors and reviewed its own performance and terms of reference.



The Committee also discussed and reviewed the succession plans for the Chief Executive Officer and senior management, keeping resources under review, and evaluated succession plans for all senior positions. This planning ensures that appropriate leadership resources are in place to achieve Experian's strategic objectives and includes strong development programmes and cross-regional development role changes.

<sup>59</sup> As illustrated in the case study appearing in this statement, there is an established process used to appoint new non-executive directors which begins with the Nomination and Corporate Governance Committee agreeing the scope of the role and engaging a specialist search company to identify potential directors. The Committee reviews the short list submitted by the search company and interviews prospective candidates who are, if thought suitable, recommended to the Board, which makes the appointment. In accordance with the articles of association of the Company, directors are subject to election at the first annual general meeting following their appointment, and thereafter they must seek re-election no more than three years from the date they were last elected or re-elected.

During the year, the Committee recommended to the Board the appointment of Judith Sprieser and Paul Walker as non-executive directors. The Board approved the recommendations and Ms Sprieser and Mr Walker have been appointed as directors with effect from 1 June 2010.

## Remuneration Committee report



Roger Davis,  
Chairman of Remuneration Committee

### Members

The Remuneration Committee comprised the following non-executive directors during the year:

Roger Davis (Chairman)  
Fabiola Arredondo  
Laurence Danon  
(resigned on 31 December 2009)  
Alan Jebson  
Sir Alan Rudge  
David Tyler

### Meetings

The Committee met five times during the year ended 31 March 2010.

### Primary roles

- To recommend to the Board Experian's senior management remuneration policy and that of the Chairman.
- To determine individual remuneration packages for executive directors and certain senior executives.
- To communicate with shareholders on remuneration policy.
- To review and recommend to the Board the design of the Group's short and long-term incentive plans.
- To oversee the Group's executive pension arrangements.

## Governance

The Remuneration Committee was in place throughout the year ended 31 March 2010. All of its members are considered by the Board to be independent non-executive directors in accordance with provision B.2.1 of the Combined Code. The Chairman and Chief Executive Officer attend meetings by invitation. They do not attend when their individual remuneration is discussed and no director is involved in deciding his or her own remuneration. Other regular attendees include the Group Human Resources Director and the Global Head of Reward. The Committee meets regularly with its independent advisers. All members of the Committee were provided with an induction in the role of the Committee and the operation of its terms of reference on first appointment.

### Activities

At its meetings during the year, the Committee concluded a shareholder consultation exercise in respect of the proposed performance measures, targets and operation of the Company's long-term incentive plans, initiated the invitation to employees to participate in the 2009 Sharesave scheme, discussed the 2009 bonus outcome and the preliminary 2010 bonus targets, agreed to make share plan awards, reviewed the fee of the Chairman and the salaries of the Chief Executive Officer, the Chief Financial Officer, the Chief Operating Officer and a number of senior executives and reviewed its own performance and terms of reference.

<sup>68</sup> The report on directors' remuneration in the annual report sets out the way in which the Company has applied corporate governance principles to directors' remuneration.

## Corporate governance statement (continued)

### Audit Committee report



Alan Jebson,  
Chairman of Audit Committee

#### Members

The Audit Committee comprised the following non-executive directors during the year:

Alan Jebson (Chairman)  
Fabiola Arredondo  
Laurence Danon  
(resigned on 31 December 2009)  
Roger Davis  
Sir Alan Rudge  
David Tyler

#### Meetings

The Committee met four times during the year ended 31 March 2010, with meetings held to coincide with key dates in the financial reporting and audit cycle.

#### Primary roles

- To monitor the integrity of the financial statements.
- To review the effectiveness of the system of internal control including the risk management systems.
- To review the effectiveness of the audit process and the independence and objectivity of the external auditors.
- To monitor and review the effectiveness of the internal audit function.
- To develop and implement policy on non-audit services to be provided by the external auditors.
- To approve the remuneration and terms of engagement of the external auditors and make recommendations in relation to their re-appointment.

### Governance

The Audit Committee was in place throughout the year ended 31 March 2010. All members of the Committee are considered by the Board to be independent non-executive directors in compliance with provision C.3.1 of the Combined Code. The Chairman and the executive directors attend meetings by invitation. Other regular attendees include the Global Executive Vice President Legal and Regulatory Risk and the Head of Global Internal Audit. The lead audit partner from PricewaterhouseCoopers LLP also attends all meetings. Other PricewaterhouseCoopers staff are invited to attend meetings where their particular expertise can be utilised. At each meeting, the Committee meets with the external auditors and the Head of Global Internal Audit without management present.

David Tyler, a committee member, provides recent and relevant financial experience and also provides an in-depth knowledge of Experian's business. The Board is confident that the collective international business experience of the Committee members enables them to act as an effective committee. The Committee has access to the financial expertise within the Group and the auditors and the Chairman of the Audit Committee is in regular contact with key members of senior management.

#### Activities

The activities of the Audit Committee during the year ended 31 March 2010 included the following:

- Reviewed the 2009 preliminary and half-year results announcements and the 2009 annual report and accounts.
- Assessed critical policies and practices and management and accounting judgments.
- Reviewed the control of financial and business risks, the nature and scope of the work performed by internal and external auditors, the results of this audit work and the responses of management.

- Assessed the resources, organisational structure and operational effectiveness of the internal audit function, together with management's response to the findings, and evaluated the performance of the internal audit function, confirming that it continued to perform effectively.
- Reviewed a variety of reports on risk, as more fully described in the internal control and risk management section of this statement.
- Reviewed the effectiveness of the Group's system of internal control, including financial, operational, compliance and risk management on an ongoing basis.
- Made a recommendation to the Board (for shareholder approval) in relation to the re-appointment of the external auditors and considered their engagement terms.
- Reviewed other services provided by the external auditors, evaluated their performance and monitored their independence, concluding that they had maintained their independence throughout the year ended 31 March 2010.
- Reviewed and recommended to the Board the treasury policy of the Group.
- Evaluated its own performance and concluded that its terms of reference remained appropriate.

### External auditors

PricewaterhouseCoopers LLP have been the Company's auditors since demerger in October 2006. The Audit Committee considers that the relationship with the auditors is working well and remains satisfied with their effectiveness. Accordingly, to date the Committee has not considered it necessary to require the auditors to tender for the audit work. There are no contractual obligations restricting the Company's choice of external auditor.

PricewaterhouseCoopers provide a range of other services to Experian and, to ensure auditor objectivity and independence, a policy has been adopted by the Company in relation to the provision of such services. The policy includes financial limits above which the Chairman of the Audit Committee must pre-approve any proposed non-audit services. The Audit Committee receives half-yearly reports containing details of assignments carried out by the external auditors in addition to their normal work, together with details of related fees. The payment of non-audit fees to the Company's auditors is capped at 100% of fees for audit and assurance services, except in exceptional circumstances, and details of all fees paid to the external auditors for the year ended 31 March 2010 are set out in note 8 to the Group financial statements. The policy in relation to the provision of non-audit services can be summarised as follows.

Provided that the provision of such services does not conflict with the external auditors' statutory responsibilities and ethical guidance, the following types of services may be assigned to the external auditors:

*Further assurance services:* where the external auditors' deep knowledge of the Group's affairs means that they may be best placed to carry out such work. This may include, but is not restricted to, shareholder and other circulars, regulatory reports and work in connection with acquisitions and divestments.

*Taxation services:* where the external auditors' knowledge of the Group's affairs may provide significant advantages which other parties would not have. Where this is not the case, the work is put out to tender.

*General:* in other circumstances, the external auditors may provide services provided that proposed assignments are put out to tender and decisions to award work are taken on the basis of demonstrable competence and cost effectiveness. However, the external auditors are specifically prohibited from performing work related to accounting records and financial statements that will ultimately be subject to external audit; management of or significant involvement in internal audit services; any work that could compromise the independence of the external auditors; and any other work that is prohibited by UK ethical guidance.

In addition to the policy summarised above, the external auditors maintain safeguards to ensure the objectivity and independence of their service teams. The safeguards include the rotation of the lead audit engagement partner and the use of separate teams, where appropriate.

### Internal control and risk management

One of the requirements of the Combined Code is that the Board, annually, reviews and reports to shareholders on the effectiveness of the Group's system of internal control – the review is required to include financial, operational and compliance controls and risk management systems.

The Board acknowledges that it has overall responsibility for maintaining the system of internal control and for reviewing its effectiveness; while management is responsible for the execution of the internal control system. The Group's system of internal control is designed to manage rather than eliminate the risk of failure to achieve business objectives and can provide reasonable, but not absolute, assurance against material financial misstatement or loss.

The Board confirms that there is an ongoing process for identifying, assessing and mitigating the significant risks faced by the Group, including those risks relating to social, ethical and environmental matters. Further details on this process can be found in the risks and uncertainties section of the business review section of the annual report. The process was in place throughout the year under review and up to the date of approval of the annual report and meets the requirements of the Combined Code. For certain joint arrangements, the Board places reliance upon the systems of internal control operating within the partners' infrastructure and the obligations upon partners' boards relating to the effectiveness of their own systems. In the Board's view, the information it received was sufficient to enable it to review the effectiveness of the Group's system of internal control in accordance with the 'Internal Control Revised Guidance for Directors' contained in the Combined Code. The Audit Committee, under delegated authority from the Board, has kept the effectiveness of the system of internal control under review and reports regularly to the Board.

The principal features of the control framework and the methods by which the Board satisfies itself that it is operating effectively are detailed below.

### Risk assessment

There is an ongoing process in place for anticipating, identifying, assessing and mitigating the significant risks faced by the Group. The process has operated throughout the year under review and up to the date of approval of the annual report.

The Group's risk management and governance framework is designed to support the anticipation, identification, assessment and mitigation of risks that are significant to the achievement of the Group's business objectives. There is a global risk management policy in place which governs the management and control of both financial and non-financial risks. The policy describes the global risk framework and defines risk management principles and expectations

## Corporate governance statement (continued)

regarding management of risk across the Group; this enables a consistent approach to the management of risk at regional and business unit level.

Management monitors the Group's risk profile on an ongoing basis. Regional risk committees oversee the management of regional risks consistent with Experian's risk appetite, strategies and objectives. Global operational related risks, including technology and project risks, are monitored by a newly formed global operations risk management committee. This committee was established in the fourth quarter of the year under review and oversees the management of operational related risks associated with the Group's shared service and data centres as well as global product development and delivery activities. The regional and global operations risk committees review summary risk assessments and internal audit results, evaluate significant exposures, make mitigation decisions and enforce mitigation progress, monitor changes in the regional/operational risk profile and escalate significant risks and issues to an executive risk management committee.

The primary responsibility of the executive risk management committee, which is comprised of senior Group executives, is to oversee the management of global risks. The regional, global operations and executive risk committees operate to a synchronised quarterly cycle as part of an enterprise risk management process – this ensures relevant risk information flows from the regional and global operations risk committees to the executive risk management committee and from the executive risk management committee to the Board and/or Audit Committee, as appropriate.

### Control environment

The Group has an established framework, which includes the following key features:

- Terms of reference for the Board and each of its committees.
- A clear organisational structure, with well documented delegation of authority from the Board to principal subsidiaries and regular reporting to the Board in respect of the exercise of the delegations.

- Principles, policies and standards to be adhered to throughout the business. These include risk management policy, accounting policies, treasury policy, information security policy and policy on fraud and whistleblowing.
- Defined review and approval procedures for major transactions, capital expenditure and revenue expenditure.
- Regional and global strategic project committees comprised of senior executives responsible for reviewing and evaluating all significant business investments, developments and divestments, prior to submission of relevant cases for the approval of the Board or relevant principal operating subsidiary (depending on the size of the investment) – risk assessment is an integral component of the evaluation process.
- Appropriate strategies to deal with each significant risk that has been identified, including internal controls, insurance and specialised treasury instruments.

### Information and communication

The Board, as part of the comprehensive system of budgetary control in the Group, receives a monthly finance report, which includes a Group financial summary, Group results, forecasts and sales trends and an investor relations analysis. The report also includes detailed business trading summaries and provides the Board with information required for decision-making and management review purposes. More detailed monthly performance reviews take place at a regional level.

The Audit Committee receives global risk management reports during the year which are generated through the facilitated, quarterly contribution of managers in each area of Experian's business; including facilitated contributions from key governance functions such as Information Security, Business Continuity, Legal, Government Affairs, Compliance, Finance, Group Corporate Secretariat, Internal Audit and Technology Services. All risk assessment information is consistently captured and centrally held in a series of risk registers. Any risks inherent in material litigation cases are also specifically drawn to the Audit

Committee's attention to enable a more detailed consideration. During the year, the Audit Committee received a presentation on IT/technology risk which dealt with the current global environment, Experian's major IT platforms, governance, controls and risk issues.

On a monthly basis, the achievement of business objectives, both financial and non-financial, is assessed using a range of performance indicators. These indicators are regularly reviewed to ensure they remain relevant and reliable. In addition, the global risk management policy provides for the ongoing identification and escalation of new and emerging risks to management and the Board as appropriate.

There are fraud and whistleblowing procedures in place in the Group for employees to report suspected improprieties and the Audit Committee receives regular reports on this area from the Head of Global Internal Audit.

### Monitoring

The Group has a well-developed system of planning, incorporating Board approval of Group strategy and budgets. Performance against the agreed plan is subsequently monitored and reported to the Board each time it meets.

The Audit Committee has delegated responsibility from the Board for the annual review of the effectiveness of the Group's system of internal control and receives an annual report on the controls over relevant risks (including risks arising from social, ethical and environmental matters). The Committee also reviews a variety of reports on risk, including material risk reports, material litigation reports, information security reports and regulatory and compliance reports.

Each business unit is responsible for the day-to-day management of risk and for ensuring that risk exposure remains within established limits. The global risk management policy outlines, for business units, the expectations in relation to escalation of identified risks, control weaknesses or gaps. In addition, certificates are provided annually by each business unit and key function to confirm compliance with the Group's



system of internal control, Group policies, and corporate governance and corporate responsibility processes.

The Group's internal audit function provides independent testing and verification of risk management policies, processes and practices across the Group and reports to the Audit Committee on the effectiveness of the system of internal control. The internal audit programme and methodology is aligned to the risk categories and risk assessment parameters established by the global risk management function and makes use of risk assessment information at a business level in planning and conducting its audits.

### Engagement with shareholders and others

The Company places considerable importance on communication and maintaining good relationships with shareholders and makes every effort to ensure that shareholders are kept informed of significant Group developments.

To assist members of the Board to gain an understanding of the views of institutional shareholders, at each of its meetings the Board receives an investor relations and media report, which covers a wide range of matters including a commentary on the perception of the Company and views expressed by the investment community, media reports, share price performance and analysis. In addition, the Board consults with shareholders in connection with specific issues where it considers appropriate. For example, the Chairman of the Remuneration Committee consulted

with major institutional shareholders in 2009 regarding the proposed performance measures, targets and operation of the Company's executive long-term incentive arrangements going forward.

There is also an ongoing programme of dialogue and meetings between the Chief Executive Officer, the Chief Financial Officer and institutional investors and analysts. At these meetings a wide range of relevant issues including strategy, performance, management and governance are discussed within the constraints of information already made public. The announcement of the annual and half-year results, interim management statements and trading updates provide opportunities for the Company to answer questions from analysts covering a wide range of topics.

The Company's website is a very important method of communication with shareholders and all material information reported to the regulatory news services, together with copies of annual and half-year results, interim management statements and trading updates, is published on the Company's website so that all shareholders can have full access promptly to Company announcements.

The Board is also committed to ensuring that any concerns of private shareholders are dealt with and, on its behalf, the Company Secretary oversees communication with these shareholders. A 'Shareholder Questions' card is issued with the shareholder documentation for the

annual general meeting and the Company receives numerous questions from private shareholders using the card. The Company Secretary ensures that the Company responds to shareholders directly, as appropriate, at or following the annual general meeting.

The annual general meeting is an important event in Experian's corporate calendar and provides a valuable opportunity for the Board to communicate with shareholders and meet with them on an informal basis before the main business of the meeting. All directors, including the chairmen of the Audit, Remuneration and Nomination and Corporate Governance committees, attend the annual general meeting.

Experian's 2010 annual general meeting will take place on Wednesday 21 July 2010 and shareholders are encouraged to attend the meeting and use the opportunity to ask questions. However, given the size and geographical diversity of the Company's shareholder base, attendance may not always be practical and shareholders are encouraged to use proxy voting on the resolutions put forward. Every vote cast, whether in person or by proxy, is counted, because votes on all matters except procedural issues are taken by a poll.

In line with the Combined Code, details of proxy voting by shareholders, including votes withheld, are made available on request and placed on the Company's website following the meeting. In 2009, voting levels at the annual general meeting showed an increase to 63% of the issued share capital of the Company, compared with 56% in 2008.

### Experian website

Additional information relevant to corporate governance at Experian can be found on the Experian website at [www.experianplc.com](http://www.experianplc.com). There you will find:

- Terms of reference of the principal Board committees
- The schedule of matters reserved to the Board
- The memorandum and articles of association of the Company
- Details of annual general meeting proxy voting by shareholders, including votes withheld
- Contact details for any questions



# Report on directors' remuneration

The report has been drawn up in line with the Combined Code on Corporate Governance, Schedule 8 of the Large and Medium sized Companies and Groups (Accounts and Reports) Regulations 2008 and the UK Listing Authority Listing Rules.

## The Remuneration Committee: members, role and frequency of meetings

**63** Details of the Committee members, the scope of their role and frequency of meetings can be found in the corporate governance statement.

## Working with advisers

In making its decisions, the Committee consults with the Chairman, the Chief Executive Officer, the Group HR Director and the Global Head of Reward who are invited to attend meetings of the Committee as appropriate. The Chief Financial Officer is also consulted in respect of performance conditions attaching to short and long-term incentive arrangements. No executives are present when their own remuneration arrangements are being discussed.

The Committee has access to independent consultants to ensure that it receives objective advice. In 2007, Deloitte LLP ('Deloitte') were appointed by the Committee as independent advisers and they continued to act during the year under review. Deloitte also provided unrelated advisory and tax services to the Group during the year. Kepler Associates ('Kepler') were also appointed by the Committee in 2007 and, during the year under review, provided advice and valuation data for Experian's current and proposed executive remuneration arrangements and also provided advice on target calibration for the short and long-term incentive plans. Kepler do not provide any other services to the Group. Linklaters LLP provided legal advice in respect of incentive plan design and interpretation.

## Remuneration philosophy

Experian's remuneration philosophy is that reward should be used to drive long-term, sustainable business performance. In this regard, the Remuneration Committee aims to have in place a remuneration policy for Experian which is consistent with its business objectives and is designed to:

- pay market-competitive base salary levels;
- provide competitive performance-related compensation which influences performance and helps attract and retain executives by providing the opportunity to earn commensurate rewards for outstanding performance, leading to long-term shareholder value creation;
- apply demanding performance conditions to deliver sustained profitable growth in all our businesses, thereby aligning incentives with shareholders' interests, setting these conditions with due regard to actual and expected market conditions;
- provide a balanced portfolio of incentives - both cash and share-based - which align both short-term (one-year) and longer-term (three-year) performance such that sustainable growth and value are delivered for our shareholders;
- drive accountability and transparency and align remuneration with the interests of shareholders; and
- deliver competitive benefits to underpin the other components of the remuneration package.

Consistent with the policy, the Committee compares the Experian remuneration arrangements with those of other relevant organisations and companies of similar size and scope to Experian. The remuneration arrangements are also reviewed in light of changing market conditions, which have continued to be challenging over the year under review. Performance-related incentives are targeted at upper quartile levels for outstanding performance to produce a highly leveraged package but only if the Group's stretching growth objectives are attained. Experian is committed to performance-related pay at all levels within the organisation and the Committee takes into consideration the remuneration arrangements throughout Experian when determining those for the executive directors.

## Summary of remuneration arrangements for 2010/11

Each year the Committee reviews remuneration arrangements to ensure they remain suitable in the light of both internal and external factors. This year, the Committee concluded that the key elements of our arrangements remain aligned with the core principles of remuneration policy and long-term strategy, but that it was appropriate to make certain changes to ensure all elements of the package effectively incentivise executives to drive long-term performance and create shareholder value. The main changes to remuneration arrangements are summarised below.

The Remuneration Committee has reviewed the overall quantum of the remuneration package for executive directors relative to relevant market benchmarks and has concluded that no grants will be made to executive directors under the Experian share option plan in 2010. This plan remains part of the suite of long-term incentives which the Committee may choose to use in subsequent years, if circumstances warrant this. The Committee has also considered again the performance measures used across all incentive plans and decided to include cumulative operating cash flow as an additional performance measure for the co-investment plan ('CIP'). Performance targets for awards to be made in 2010 have been increased from those for the awards made in 2009 to reflect the improving economic climate. The revised arrangements will reduce the proportion of incentives which are determined with reference to profit based performance measures.

Further details of how remuneration arrangements were operated during 2009/10 and are intended to be operated going forward are set out in the following pages.

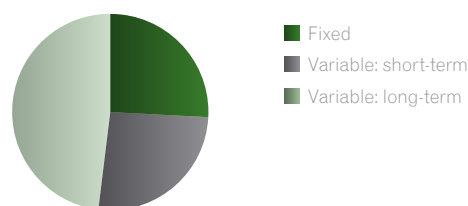
### Service contracts

Each executive director has a rolling service contract which can be terminated by the Group giving twelve months' notice. In the event of termination of the director's contract, any compensation payment is calculated in accordance with normal legal principles, including the application of mitigation to the extent appropriate in the circumstances of the case. Further details are provided in the section titled 'Executive directors' service contracts'.

### Remuneration of executive directors

Each element of reward is important and has a specific role in achieving the aims of the remuneration philosophy. The combined potential remuneration from annual bonus and share-based incentives outweighs the other elements and is subject to performance conditions, thereby placing much of it at risk. In fair value terms, the proportion of the executive directors' total remuneration (excluding pension and benefits) which is variable is approximately 74%, as illustrated.

#### Fair value of executive director remuneration



### Fixed remuneration

#### Base salary and benefits

To assess the appropriate market salary for a role, external remuneration consultants provide benchmark data to the Remuneration Committee. Executive directors' salaries are benchmarked against the mid-market of executive directors from the companies in the FTSE 100 Index and other global comparators, reflecting the markets from which Experian recruits talent. These include, but are not limited to, international companies of a similar size and geographic scope, companies in the financial services and related industries and companies with significant operations in the same markets as Experian (for example, North America). Before making a final decision on individual salary awards, the Committee assesses each director's contribution to the business to reflect individual performance and experience as well as the average pay increase awarded for other employees in the Group.

The Chief Executive Officer ('CEO') has not received an increase in base salary since 1 April 2007 and the other executive directors last received a base salary increase on 1 April 2008. The Committee reviewed salaries in early 2010 and, taking into account the factors described above, approved increases as detailed below:

	Salary to 31 March 2010	Salary from 1 April 2010
Don Robert	US\$1,400,000	US\$1,450,000
Paul Brooks	£460,000	£475,000
Chris Callero	US\$900,000	US\$930,000

In addition to base salary, executive directors receive certain benefits-in-kind including a car or car allowance, private health cover and life assurance. These are set at market norms for each role.

## Report on directors' remuneration (continued)

### Summary of remuneration

The Remuneration Committee selects performance measures that are designed to be aligned with the Group's strategic goals and that are transparent to directors and shareholders. Each element of remuneration is designed to support the achievement of different corporate objectives, as outlined in the following table.

Element	Purpose and link to remuneration philosophy	Delivery	Key features
Base salary	<ul style="list-style-type: none"> <li>– Reflects the competitive market salary level for the individual and their role</li> <li>– Takes account of personal contribution and performance</li> </ul>	<ul style="list-style-type: none"> <li>– In cash</li> <li>– Pensionable</li> </ul>	<ul style="list-style-type: none"> <li>– Based on individual contribution</li> <li>– Reviewed annually</li> </ul>
Annual bonus	<ul style="list-style-type: none"> <li>– Rewards the achievement of annual financial targets</li> </ul>	<ul style="list-style-type: none"> <li>– In cash</li> <li>– Not pensionable</li> </ul>	<ul style="list-style-type: none"> <li>– Performance measure is Benchmark PBT<sup>1</sup></li> </ul>
Experian co-investment plan	<ul style="list-style-type: none"> <li>– Participants are eligible to invest their annual bonus in Experian shares with the opportunity to earn matching shares.</li> <li>– Aligns with shareholder interests through delivery of shares</li> <li>– Clearly links pay and performance and encourages long-term commitment</li> </ul>	<ul style="list-style-type: none"> <li>– Deferred shares</li> <li>– Matching shares, subject to performance conditions</li> <li>– Not pensionable</li> </ul>	<ul style="list-style-type: none"> <li>– Performance measures for matching shares are: <ul style="list-style-type: none"> <li>• Growth in Benchmark PBT<sup>1</sup> over a three-year period ; and</li> <li>• Cumulative operating cash flow performance over a three-year period.</li> </ul> </li> </ul>
Experian performance share plan	<ul style="list-style-type: none"> <li>– Aligns with shareholder interests through delivery of shares</li> <li>– Rewards sustained growth in shareholder value and out-performance relative to market</li> <li>– Acts as a retention tool</li> </ul>	<ul style="list-style-type: none"> <li>– Shares, subject to performance conditions</li> <li>– Not pensionable</li> </ul>	<ul style="list-style-type: none"> <li>– Performance measures are: <ul style="list-style-type: none"> <li>• Total shareholder return out-performance measured over a three-year period;</li> <li>• Growth in Benchmark PBT<sup>1</sup> over a three-year period; and</li> <li>• Vesting subject to achieving satisfactory Return on Capital Employed ('ROCE') performance</li> </ul> </li> </ul>
Experian share option plan <sup>2</sup>	<ul style="list-style-type: none"> <li>– Direct link to value creation through share price growth</li> <li>– Aligns with shareholder interests through delivery of shares</li> <li>– Acts as a retention tool</li> </ul>	<ul style="list-style-type: none"> <li>– Shares under option, subject to performance conditions</li> <li>– Not pensionable</li> </ul>	<ul style="list-style-type: none"> <li>– Performance measure is Benchmark EPS<sup>1</sup> growth over a three-year period, subject to satisfactory ROCE performance</li> </ul>
Sharesave (or equivalent)	<ul style="list-style-type: none"> <li>– Opportunity to invest in Experian shares over a three or five year savings period</li> </ul>	<ul style="list-style-type: none"> <li>– Shares under option bought with accumulated savings at the end of the savings period</li> </ul>	<ul style="list-style-type: none"> <li>– Must be in employment on a qualifying date in order to participate</li> </ul>
Pension	<ul style="list-style-type: none"> <li>– To provide market competitive post-retirement benefits</li> </ul>	<ul style="list-style-type: none"> <li>– Post retirement payments</li> </ul>	<ul style="list-style-type: none"> <li>– Defined benefit</li> <li>– Defined contribution including US 401k arrangements</li> </ul>

1. All subsequent references in the report on directors' remuneration to PBT or EPS refer to Benchmark PBT or Benchmark EPS respectively.

2. No grants are being made under this plan in 2010.

## Pensions

The pension age is 60 for directors with defined benefit arrangements which broadly provide a pension of two thirds of final salary, ill health and dependants' pensions in addition to life assurance cover during the period of employment. Incentive payments (such as annual bonuses) are not pensionable.

The Group has had arrangements in place for a number of years which were designed to ensure that UK directors who were affected by the 1989 HM Revenue and Customs earnings cap were placed in broadly the same position as those who were not. With the agreement of the trustees of the pension scheme, the Group decided to retain a notional earnings cap for its existing and future employees, with the exception of new senior executives who are pensioned on full basic salary up to the Lifetime Allowance. The Experian Pension Scheme was closed to new members on 31 December 2008, subject only to exceptions approved by the Remuneration Committee on a case by case basis.

The Group has put security in place for the unfunded pension entitlements of UK executives affected by the earnings cap, by establishing Secured Unfunded Retirement Benefits Schemes ('SURBS'). Further details are provided under the disclosure of the arrangements for each director.

In the US, Experian provides a Personal Investment Plan (401k) which all US employees, including directors, are eligible to join. This is a defined contribution arrangement to which participants are able to contribute up to 50% of salary, up to a maximum salary and participant contribution limit established by the IRS, each calendar year.

## Variable remuneration

### Annual bonus plan and co-investment plan

Annual bonuses are awarded for achieving profit growth targets. The Committee believes that linking incentives to profit growth helps to reinforce Experian's growth strategy. The maximum bonus opportunity for executive directors is 200% of base salary. However, this level of annual bonus is only payable if Experian's financial performance surpasses stretching financial targets designed to deliver exceptional results to shareholders. During the year, Kepler advised on the calibration of these targets using benchmarks that reflect stretching internal and external expectations. The benchmarks used include: broker earnings estimates; earnings estimates for competitors; straight-line profit growth consistent with median/upper quartile shareholder returns over the next three to five years; latest projections for the current year; budget; strategic plan; and long-term financial goals.

From 2009 onwards, executive directors have been offered the opportunity to defer receipt of between 50% and 100% of their bonus and invest it in Experian shares ('invested shares') under the Experian co-investment plan ('CIP'). The invested shares are matched with an additional award of shares ('matching shares') with the maximum match being calculated on a 2:1 basis. The maximum matching opportunity is determined by the Committee at the time the matching share awards are made, taking into account overall company performance and the fair value of total remuneration. The release of invested shares and matching shares is deferred for three years and the release of the matching shares is subject to performance conditions which are measured over a three-year period. Dividend equivalents accrue on these awards. If a participant resigns during the three-year period they will forfeit the right to the matching shares and the associated dividends, although they would be entitled to retain any invested shares.

### 2008/09 CIP awards

The executive directors elected to defer 100% of their annual bonus earned in respect of the 2008/09 financial year into the CIP and were given the opportunity to match their deferral on a 1:1 basis. Details of the awards made are given in the table titled 'GUS and Experian co-investment plans and Experian reinvestment plans'. The release of the matching shares awarded in June 2009 is subject to the achievement of growth in PBT of 3% per annum on average, measured over a three-year period. The Committee selected PBT as the performance metric for the matching shares in order to incentivise participants to drive sustained profit growth in line with the long-term business strategy.



## Report on directors' remuneration (continued)

### 2009/10 bonus

The Remuneration Committee set stretching targets for the annual bonus in 2009/10 which required broadly upper quartile levels of performance in order for maximum bonus to be earned. In what continued to be an extremely challenging business environment for both Experian and our clients, the performance of the Group exceeded the stretching performance targets set by the Committee. In the light of this excellent achievement, in uncertain and testing market conditions, maximum bonus is payable to the executive directors in respect of 2009/10.

The executive directors have all elected to defer 100% of their bonus earned in respect of the 2009/10 financial year into the CIP. For this year, the Committee has determined that matching shares will be awarded on a 2:1 basis. It is intended that the release of 50% of the matching share awards will be subject to the achievement of a growth in PBT performance condition and will vest as shown in the table below. The Committee considers growth in PBT to be an appropriate measure as this represents one of the key drivers of the business and is aligned with Experian's core growth strategy.

Average annual growth in PBT over three years	Percentage of award vesting
Less than 5%	0%
5%	25%
11%*	100%
Between 5% and 11%	Between 25% and 100% pro rata
*This level of growth in PBT is expected by the Committee to be broadly equivalent to upper quartile performance	

In order to broaden the success factors against which long-term performance is assessed, it is intended that the other 50% of the matching share awards will vest subject to the achievement of a stretching three-year cumulative operating cash flow target. This target has been calibrated to be similarly stretching as the growth in PBT ranges shown above and is based on a cash conversion rate of at least 90% on average, representing what is expected by the Committee to be broadly equivalent to upper quartile performance. The Committee considers cumulative operating cash flow to be an appropriate measure as it is a key metric for the business, particularly in the more challenging economic climate.

### 2010/11 bonus

It is intended that annual bonus arrangements and the operation of the CIP for executive directors will remain unchanged for the 2010/11 financial year. The final performance conditions and targets for matching shares awarded under the CIP will be determined shortly before the awards are made in June 2011 and will be disclosed at the appropriate time. However, the Committee undertakes to ensure that any targets, whilst they must be seen as achievable to retain and motivate executives during the deferral period, must be sufficiently stretching to deliver significant shareholder value.

### Experian performance share plan ('Experian PSP')

The Experian PSP was approved by GUS plc shareholders at the Extraordinary General Meeting ('EGM') held on 29 August 2006. Performance shares are Experian shares for which no exercise price is payable. Shares are allocated subject to performance conditions, which are measured over a three-year performance period, with any vesting occurring three years from the date of grant. Performance conditions for awards under the Experian PSP will be determined by the Committee in advance of grant. Dividend equivalents accrue on these awards.

### 2009/10 Experian PSP awards

80 Details of Experian PSP awards made to executive directors in June 2009 are given in the table titled 'Performance share plans'. 75% of these awards are subject to a growth in PBT performance condition measured over a three-year period as shown in the table below. The Committee considers growth in PBT to be an appropriate measure as this represents one of the key drivers of the business and is aligned with Experian's core growth strategy.

Average annual growth in PBT over three years	Percentage of award vesting
Less than 4%	0%
4%	25%
8%*	100%
Between 4% and 8%	Between 25% and 100% pro rata
*This level of growth in PBT was expected by the Committee to be broadly equivalent to upper quartile performance, at the time of grant	

The remaining 25% of the awards made in June 2009 is subject to a total shareholder return ('TSR') performance condition, with vesting according to the percentage extent to which Experian's TSR outperforms the TSR of the FTSE 100 Index, as shown in the table below. The Remuneration Committee determined that TSR was an appropriate performance measure as it represents value delivered for our shareholders relative to our peers.

TSR of Experian over three years	Percentage of award vesting
Below that of FTSE 100 Index	0%
Equal to that of FTSE 100 Index	25%
At least 25% above that of FTSE 100 Index	100%
Between equal to and 25% above that of FTSE 100 Index	Between 25% and 100% pro rata

In addition, vesting of these awards will be subject to satisfactory ROCE performance, to ensure that earnings growth is delivered in a sustainable and efficient way.

#### 2010/11 Experian PSP awards

For awards to be made in 2010/11, it is intended that 75% of any award will be subject to a growth in PBT performance condition and will vest as shown in the table below:

Average annual growth in PBT over three years	Percentage of award vesting
Less than 5%	0%
5%	25%
11%*	100%
Between 5% and 11%	Between 25% and 100% pro rata
*This level of PBT growth is expected by the Committee to be broadly equivalent to upper quartile performance	

It is intended that the remaining 25% of any award will be subject to the same relative TSR performance condition as applied to the awards made in June 2009 (see above).

In addition, vesting of any awards made in 2010/11 will be subject to satisfactory ROCE performance.

#### Experian share option plan

The Experian share option plan was approved by GUS plc shareholders at the EGM held on 29 August 2006. Grants were made to executive directors under this plan in June 2009. However, following a review of the remuneration package for the executive directors, the Committee has concluded that no grants will be made under this plan in the coming financial year. Use of the Experian share option plan in the future will remain under review by the Committee.

#### 2009/10 Experian share option plan grants

<sup>79</sup> Details of Experian share option plan grants made to executive directors in June 2009 are given in the table titled 'Share options'. Vesting of these options is subject to the achievement of the following growth in EPS performance condition:

Average annual growth in EPS over three years	Percentage of option grant vesting
Less than 4%	0%
4%	25%
8%*	100%
Between 4% and 8%	Between 25% and 100% pro rata
*This level of performance was expected by the Committee to be broadly equivalent to upper quartile performance, at the time of grant	

In addition, vesting of these grants will be subject to satisfactory ROCE performance.

For each of the long-term incentive plans, external consultants will be used to calculate whether, and the extent to which, the performance conditions have been met.

## Report on directors' remuneration (continued)

### Experian sharesave plans

All executive directors and employees of the Company, and any participating subsidiaries in which sharesave or a local equivalent is operated, are eligible to participate if they are employed by the Group at a qualifying date. The UK sharesave plan provides an opportunity for employees to save a regular monthly amount, over either three or five years which, at the end of the savings period, may be used to purchase Experian shares for up to 20% below market value at the date of grant.

### Outcome of performance testing determined in 2009/10

#### GUS performance share plan

In June 2006, executive directors received a share award under the GUS performance share plan with a face value of one times salary. On the demerger of Experian and Home Retail Group from GUS plc in October 2006 ('demerger') these awards were automatically exchanged for equivalent awards over Experian shares. The performance condition for these awards was TSR over the period from demerger to 31 March 2009 relative to the comparator group adopted by Experian at demerger (see below). A threshold level of vesting of 40% of the award was available if Experian's TSR was at the median of the comparator group, rising on a straight-line basis to 100% of the award vesting for upper quartile performance or better. The Committee tested the performance condition at the end of the period and determined that Experian's TSR was at the 65th percentile of the comparator group and, as a result, 76% of these awards vested in June 2009. Details of the number of shares which were released to the directors are given in the table titled 'Performance share plans'.

#### Experian performance share plan

At demerger, executive directors received a share award under the Experian PSP with a face value of two times salary. The vesting of 50% of these awards was subject to achievement against a sliding scale of growth in PBT performance condition. A threshold level of vesting of 25% of this part of the award was available for average growth in PBT of 7% per annum over a three-year period, rising on a straight-line basis to 100% of this part of the award vesting for average PBT growth of 14% per annum.

The vesting of the remaining 50% of these awards was subject to the performance of Experian's TSR relative to the following group of comparator companies (as set at the award date):

Axciom	Fair Isaac	Harte-Hanks
Alliance Data Systems	Fidelity National Financial	IAC/Interactive Corp
Bisys Group	Fimalac	Moodys
Capita Group	First American	Reuters Group
Choicepoint	First Data	Thomson
Dun & Bradstreet	Fiserv	Total System Services
Equifax	Global Payments	

A threshold level of vesting of 25% of this part of the award was available if Experian's TSR over a three-year period was at the median of the comparator group, rising on a straight-line basis to 100% of this part of the award vesting for upper quartile performance or better.

The Committee tested the two performance conditions at the end of the performance periods and determined that:

- Experian's average annual growth in PBT over the performance period was 13.2% and as a result 91.4% of the awards subject to this performance condition will vest; and
- Experian's TSR over the performance period was at the 65th percentile relative to the comparator group and as a result 70% of the awards subject to this performance condition will vest.

The vesting date for these awards is 11 October 2011. Details of the number of shares which will be released to the executive directors on this date are given in the table titled 'Performance share plans'.

### Experian reinvestment plan

Awards to executive directors under the 2004 and 2005 cycles of the GUS co-investment plan and North America co-investment plan were reinvested in awards under the Experian reinvestment plan and North America reinvestment plan at demerger to ensure that directors remained fully aligned with the performance of the demerged business. Matching awards of shares were made under these plans, the release of which is subject to the achievement of performance conditions, the retention of reinvested shares and continued employment. The vesting of 50% of these awards was subject to achievement against a sliding scale of growth in PBT performance condition. A threshold level of vesting of 30% of this part of the award was available for average growth in PBT of 7% per annum over a three-year period, rising on a straight-line basis to 100% of this part of the award vesting for average PBT growth of 14% per annum. This part of the matching award will vest in two equal tranches on the fourth and fifth anniversaries of grant. The remaining 50% of the matching award vested as to 50% on the third anniversary of grant and vests as to 25% on each of the fourth and fifth anniversaries of grant.

The Committee tested the PBT performance condition, at the end of the performance period, and determined that Experian's average annual growth in PBT over the performance period was 13.2% and as a result 92% of the awards subject to this performance condition will vest on the applicable vesting dates. Details of the number of shares which will be released to the executive directors are given in the table titled 'GUS and Experian co-investment plans and Experian reinvestment plans'.

### GUS executive share option scheme

Options granted in June 2006 under the GUS executive share option scheme were automatically exchanged for equivalent options over Experian shares on demerger. Vesting of these options was subject to Experian's average annual growth in EPS exceeding the UK Retail Price Index by at least 4% per annum over a three-year performance period. The Committee tested this performance condition, at the end of the performance period, and determined that it was achieved and so these options vested in June 2009. Details of the number of shares under option held by the directors are given in the table titled 'Share options'.

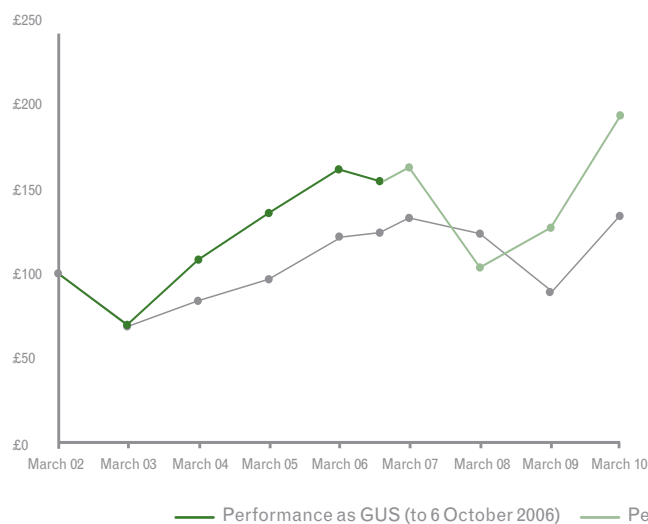
The Committee considers that the outcome of the various performance conditions described above is appropriate given the overall performance of the Group since demerger.

## Report on directors' remuneration (continued)

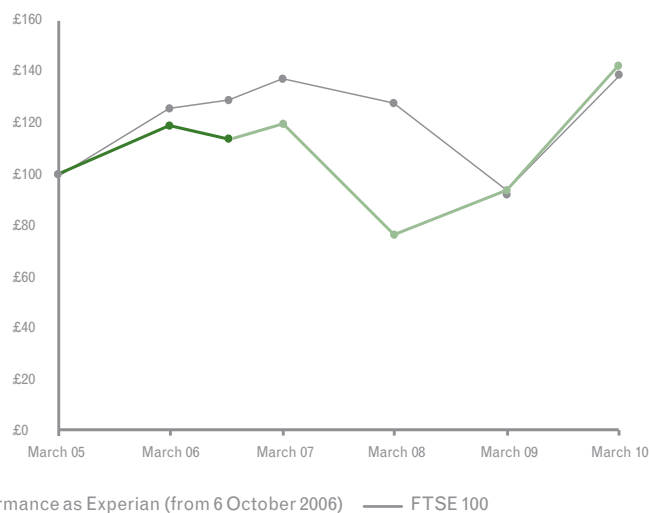
### Performance graph

The Committee has chosen to illustrate the TSR for GUS plc until demerger and Experian plc for the period since listing on 11 October 2006 to 31 March 2010 against the FTSE 100 Index. The FTSE 100 Index is the most appropriate index against which TSR should be measured as it is a widely used and understood index of leading UK companies.

Value of £100 invested in GUS/Experian and the FTSE100 on 31 March 2002



Value of £100 invested in GUS/Experian and the FTSE100 on 31 March 2005



The above graphs show that, at 31 March 2010, a hypothetical £100 invested in GUS, and subsequently Experian, would have generated a total return of £193 compared with a return of £134 if invested in the FTSE 100 Index on 31 March 2002, and a total return of £142 compared with a return of £138 if invested on 31 March 2005.

With respect to Responsible Investment Disclosure, the Committee is satisfied that environmental, social and governance risks are not raised by the incentive structure for senior management and do not inadvertently motivate irresponsible behaviour.

### Meeting obligations under share-based incentives

Obligations under Experian's employee share plans may be met using either shares purchased in the market or, except for rolled-over awards under certain GUS schemes, newly issued shares. The current policy is that, where possible, all awards will be satisfied by the purchase of shares, or from shares previously purchased, by the employee trusts. The policy will remain under regular review. The rules of the Experian share plans are in line with the guidelines set out by the ABI regarding dilution.

### Shareholding guideline

The Committee believes that it is important that executives should build a significant shareholding to align their interests with those of shareholders. Therefore, the Committee has established guidelines under which the CEO should hold the equivalent of two times his base salary in Experian plc shares and other executive directors one times their base salary, including shares held under the CIP and the reinvestment plan. Each of the executive directors meets these guidelines.



### Remuneration of non-executive directors

The Board's policy on non-executive directors' remuneration is that:

- Fees should reflect individual responsibilities and membership of board committees;
- Remuneration should be in line with recognised best practice and be sufficient to attract, motivate and retain high calibre non-executives;
- Remuneration should be a combination of cash fees (paid quarterly) and Experian shares (bought annually in the first quarter of the financial year until the non-executive director's individual shareholding requirement is met (see below));
- Experian shares should be included in the non-executive director package to help align the interests of non-executive directors with those of shareholders;
- Non-executive directors do not receive any benefits-in-kind with the exception of the Chairman who has the use of a company car and private healthcare.

The fees of the non-executive directors were initially set in November 2006, following demerger. The first review of these took place in late 2009 taking into account market practice in FTSE 100 companies, anticipated number of days worked, tasks and responsibilities. As a result of this review non-executive directors' fees were increased, with effect from 1 October 2009, to the amounts detailed below.

	Non-executive directors' fees from 1 October 2009
Base fee	€120,000
Plus additional fees for:	
Senior Independent Director	€22,000
Chair of Audit Committee	€35,000
Chair of Remuneration Committee	€27,000

The Chairman's terms have been amended to recognise that Experian is no longer his primary chairmanship and consequently his annual fee has been reduced to £350,000 with effect from 1 April 2010.

Experian requires its non-executive directors to build up a holding in the Company's shares equal to their annual fee. One quarter of their net annual fee is used to purchase shares in the Company each year until they reach this holding; such shares are included in the table titled 'Directors' interests'. Any tax liability arising from these arrangements is the responsibility of the individual director. Non-executive directors do not participate in any Experian share plans. Non-executive directors do not have service contracts but each has a letter of appointment with no provision for any termination payment. Each appointment is for a renewable three-year term but may be terminated by either party on one month's written notice (six months' notice in the case of the Chairman).

The information set out in the remainder of this report has been subject to audit.

## Report on directors' remuneration (continued)

### Annual remuneration

The following table shows an analysis of the emoluments of the individual directors for the year ended 31 March 2010. Annual bonuses shown relate to the year ended 31 March 2010.

	Salary and fees <sup>(1)</sup> '000s	Annual bonus '000s	Benefits <sup>(2)</sup> '000s	Total 2010 '000s	Total 2009 '000s
<b>Chairman</b>					
John Peace <sup>(3)</sup>	£450	–	£18	£468	£468
<b>Executive directors</b>					
Don Robert <sup>(4)(5)</sup>	US\$1,400	US\$2,800	US\$757	US\$4,957	US\$4,788
Paul Brooks <sup>(4)</sup>	£460	£920	£25	£1,405	£1,264
Chris Callero <sup>(4)(6)</sup>	US\$900	US\$1,800	US\$48	US\$2,748	US\$2,482
<b>Non-executive directors <sup>(7)</sup></b>					
Fabiola Arredondo	€138	–	–	€138	€131
Laurence Danon	€90	–	–	€90	€119
Roger Davis	€145	–	–	€145	€143
Alan Jebson	€177	–	–	€177	€162
Sir Alan Rudge	€140	–	–	€140	€138
David Tyler	€120	–	–	€120	€119

The following shares were purchased for the non-executive directors on 30 June 2009 in line with the shareholding guidelines for non-executive directors described above. The non-executive directors not listed below already met the shareholding guidelines. The value, at date of purchase, shown below is included within the remuneration reported in the above table.

	No of shares	Value £'000s
Laurence Danon	3,204	14
Sir Alan Rudge	3,708	17

#### Notes:

- For the period 1 April 2009 to 30 September 2009 non-executive directors received an additional fee of €5,981 per trip to attend board meetings where such attendance involved inter-continental travel from their home location. This fee was increased to €6,000 from 1 October 2009.
- Benefits to executive directors include life insurance, private healthcare, company car and fuel allowance where applicable. Don Robert also received an annual expatriate allowance which was reduced from £550,000 to £250,000 during the course of the year.
- John Peace is not eligible for a performance bonus, pension contributions or further long-term incentive awards but continues to receive a company car benefit and coverage under the Group's private healthcare arrangements.
- Experian plc pays directors' fees to Don Robert, Paul Brooks and Chris Callero of €106,154 per annum in respect of their services as directors of Experian plc. Such fees form part of, and are not additional to, the remuneration set out in the table. Don Robert has the choice to receive some or all of his salary in sterling at an agreed exchange rate of US\$2: £1 (which is currently a beneficial rate for the Company).
- Don Robert served as a non-executive director of First Advantage Corporation until 11 November 2009 for which he received a fee of US\$39,500 in respect of the period under review (2009: US\$69,000). In addition, certain long-term incentives awarded during the period since his appointment in 2003 vested during the period under review as a result of the acquisition of First Advantage Corporation by The First American Corporation. Mr Robert was appointed as a non-executive director of Compass Group plc on 8 May 2009, for which he received a fee of £62,641 in respect of the period under review.
- Chris Callero was appointed as an executive director of Experian plc on 1 April 2009.
- Laurence Danon resigned on 31 December 2009.

## Share options

Details of options granted to directors under the Experian share option plan and the GUS executive share option schemes are set out in the table below.

	Date of grant	Number of options at 1 April 2009	Exercise price	Granted	Exercised	Market price on day of exercise	Lapsed	Total number of options at 31 March 2010	Date from which exercisable/ expiry date
<b>Chairman</b>									
John Peace <sup>(1)</sup>	06.06.02	176,882	367.5p	–	176,882	493.0p	–		
	19.06.03	176,251	380.1p	–	176,251	493.0p	–		
	01.06.04	166,894	455.4p	–	166,894	475.0p	–		
	31.05.05	166,625	483.1p	–	–	–	166,625		
	02.06.06	167,912	521.1p	–	–	–	167,912		
								–	
<b>Executive directors</b>									
Don Robert <sup>(2)</sup>	01.06.04	239,699	455.4p	–	–	–	–		11.10.06 – 30.05.10
	31.05.05	132,091	483.1p	–	–	–	–		31.05.08 – 30.05.15
	02.06.06	133,184	521.1p	–	–	–	–		02.06.09 – 01.06.16
	18.06.09	–	464.0p	552,453	–	–	–		18.06.12 – 17.06.19
								1,057,427	
Paul Brooks	31.05.05	59,368	483.1p	–	–	–	–		31.05.08 – 30.05.15
	02.06.06	54,883	521.1p	–	–	–	–		02.06.09 – 01.06.16
	18.06.09	–	464.0p	198,275	–	–	–		18.06.12 – 17.06.19
								312,526	
Chris Callero	01.06.04	120,150	455.4p	–	120,150	589.0p	–		
	31.05.05	142,862	483.1p	–	–	–	–		11.10.06 – 30.05.11
	02.06.06	153,675	521.1p	–	–	–	–		02.06.09 – 01.06.12
	18.06.09	–	464.0p	236,765	–	–	–		18.06.12 – 17.06.19
								533,302	
<b>Non-executive directors</b>									
David Tyler <sup>(3)</sup>	06.06.02	103,407	367.5p	–	103,407	599.0p	–		
	19.06.03	102,595	380.1p	–	102,595	597.5p	–		
	01.06.04	103,212	455.4p	–	103,212	615.0p	–		
	31.05.05	103,494	483.1p	–	103,494	635.5p	–		
	02.06.06	104,585	521.1p	–	–	–	–		02.06.09 – 01.06.16
								104,585	

### Notes:

- John Peace ceased to be an employee of the Group on 31 March 2007. Under the GUS Unapproved Executive Share Option Scheme rules, he had six months from this date to exercise his options, excluding any periods during which he was restricted from dealing in the Group's shares. John Peace's unexercised options lapsed on 7 June 2009.
- Options granted to Don Robert prior to his date of appointment to the board of GUS plc in April 2005 were granted under the GUS North America Stock Option Plan. The 2005 and 2006 grants were made under the GUS Executive Share Option Scheme.
- Options were granted to David Tyler in respect of his role as an executive director of GUS plc. On demerger, he was eligible to exchange his options for equivalent options over Experian shares on the same basis as other participants in the relevant GUS plans except that he was not eligible to participate in the Experian reinvestment plan.
- Options granted in 2006 or earlier were originally granted under the GUS executive share option schemes. Options which were granted before 2005 were exchanged for equivalent options over Experian plc shares on demerger. Unvested options granted in 2005 and 2006 (other than options granted under the GUS 1998 Approved Executive Share Option Scheme) were automatically exchanged for equivalent options over Experian plc shares. The performance condition for options granted to all directors, with the exception of Chris Callero, in 2005 and 2006 was based on the growth of Experian's earnings per share in excess of the UK Retail Price Index from the date of demerger. The options granted to Chris Callero prior to 2009 were granted under the GUS North America Stock Option Plan. Vesting of these options was not subject to performance conditions.
- Option grants made in June 2006 were subject to the performance condition described in the section titled 'Outcome of performance testing determined in 2009/10'. This performance condition was achieved and so these options vested on 2 June 2009.
- The market price of Experian plc shares at the end of the financial year was 648.5p; the highest and lowest prices during the financial year were 661p and 433p respectively.

## Report on directors' remuneration (continued)

### Performance share plans

Details of awards made to directors under the Experian PSP and GUS PSP are set out in the table below.

	Date of award	Plan shares held at 1 April 2009 <sup>(1)</sup>	Plan shares awarded during the year	Plan shares vested during the year <sup>(4)</sup>	Plan shares lapsed during the year	Experian share price on date of award	Total plan shares at 31 March 2010	Normal vesting date
<b>Chairman</b>								
John Peace <sup>(2)</sup>	02.06.06	46,574	–	35,396	11,178	560.0p	–	
<b>Executive directors</b>								
Don Robert	02.06.06	133,184	–	101,219	31,965	560.0p		
	11.10.06	246,698	–	–	47,614	560.0p		11.10.11
	18.06.09	–	552,453	–	–	464.0p		18.06.12
							751,537	
Paul Brooks	02.06.06	27,440	–	20,854	6,586	560.0p		
	11.10.06	132,837	–	–	25,639	560.0p		11.10.11
	18.06.09	–	198,275	–	–	464.0p		18.06.12
							305,473	
Chris Callero	02.06.06	38,419	–	29,198	9,221	560.0p		
	11.10.06	142,325	–	–	27,470	560.0p		11.10.11
	18.06.09	–	236,765	–	–	464.0p		18.06.12
							351,620	
<b>Non-executive directors</b>								
David Tyler <sup>(3)</sup>	02.06.06	104,585	–	79,484	25,101	560.0p	–	

#### Notes:

1. On demerger, GUS PSP awards made in 2006 were replaced with equivalent awards over Experian shares.
2. John Peace ceased to be an employee of the Group on 31 March 2007. Under the rules of the GUS PSP all outstanding awards were time pro-rated to 31 March 2007 and the pro-rated figures are shown in the table above.
3. David Tyler's awards were rolled over on the basis described in note 3 to the share option table.
4. Awards made in June 2006 were subject to the performance condition described in the section titled 'Outcome of performance testing determined in 2009/10'. The outcome of this performance condition was such that 76% of the shares awarded in June 2006 vested on 12 June 2009 when the Experian share price was 472.5p. Dividend equivalents were paid to Paul Brooks, Chris Callero, John Peace, Don Robert and David Tyler on their vested shares. They received £7,221, US\$18,259, £12,227, US\$63,298 and £27,521 respectively.
5. Awards made in October 2006 were subject to the performance conditions described in the section titled 'Outcome of performance testing determined in 2009/10'. The outcome of this performance condition was such that 80.7% of the shares awarded in October 2006 will vest on 11 October 2011.
6. The performance period in respect of the awards made in June 2009 runs from 1 April 2009 to 31 March 2012 and the performance conditions attached to this award are detailed in the section titled 'Experian performance share plan'.

## GUS and Experian co-investment plans and Experian reinvestment plans

Details of awards made to directors under the GUS and Experian co-investment plans and the Experian reinvestment plans are set out in the table below.

	Invested shares at 1 April 2009	Matching shares at 1 April 2009	Reinvested matching award at 1 April 2009	Special reinvested award at 1 April 2009	Co- investment plan invested shares awarded	Co- investment plan matching shares awarded	Invested and matching shares released	Matching shares lapsed	Experian share price on date of release	Experian share price on date of award	Total plan shares at 31 March 2010	Final vesting date
<b>Chairman</b>												
John Peace <sup>(1)(2)</sup>												
11.06.04	72,394	295,436	–	370,386	–	–	738,216	–	537.0p	560.0p		
13.06.05	75,712	308,976	–	387,361	–	–	772,049	–	537.0p	560.0p	–	
<b>Executive directors</b>												
Don Robert <sup>(1)</sup>												
11.06.04	139,516	279,032	837,096	–	–	–	627,822	33,485	537.0p	560.0p		11.10.11
13.06.05	147,685	295,371	886,112	–	–	–	664,584	35,445	537.0p	560.0p		11.10.11
12.06.06	121,689	243,378	–	–	–	–	365,067	–	472.5p	560.0p		
29.06.07	74,340	106,307	–	–	–	–	–	–	–	630.0p		29.06.10
18.06.09	–	–	–	–	311,768	311,768	–	–	–	464.0p		18.06.12
											2,027,659	
Paul Brooks <sup>(1)</sup>												
11.06.04	51,910	103,820	311,460	–	–	–	233,595	12,459	537.0p	560.0p		11.10.11
13.06.05	53,003	106,005	318,016	–	–	–	238,512	12,721	537.0p	560.0p		11.10.11
12.06.06	55,215	110,432	–	–	–	–	165,647	–	472.5p	560.0p		
29.06.07	44,544	63,999	–	–	–	–	–	–	–	630.0p		29.06.10
18.06.09	–	–	–	–	99,177	168,098	–	–	–	463.3p		18.06.12
											822,745	
Chris Callero <sup>(1)</sup>												
11.06.04	82,782	160,788	487,140	–	–	–	365,355	19,486	537.0p	560.0p		11.10.11
13.06.05	90,193	180,388	541,162	–	–	–	405,872	21,647	537.0p	560.0p		11.10.11
12.06.06	131,612	263,223	–	–	–	–	394,835	–	472.5p	560.0p		
29.06.07	85,777	122,662	–	–	–	–	–	–	–	630.0p		29.06.10
18.06.09	–	–	–	–	200,422	200,422	–	–	–	464.0p		18.06.12
											1,339,376	
<b>Non-executive directors</b>												
David Tyler <sup>(1)(4)</sup>												
12.06.06	13,742	37,043	–	–	–	–	50,785	–	472.5p	560.0p	–	

1. In line with the rules of the Experian co-investment plan, invested shares for John Peace, David Tyler and, from 2009, Paul Brooks were purchased with their bonus net of tax. In line with the rules of the Experian North America co-investment plan, invested shares for Don Robert, Paul Brooks (until 2007) and Chris Callero were calculated with reference to the gross bonus. The matching share awards are made on a gross basis and are taxed at the point of vesting.

2. John Peace was not eligible to participate in the reinvestment plan. He was granted a special reinvestment award over Experian shares which vested on 11 October 2009. Details of this award were disclosed in the circular to GUS plc shareholders dated 26 July 2006.

3. Release of matching shares under the reinvestment plan is subject to the retention of reinvested shares, continued employment and the performance condition described in the section titled 'Outcome of performance testing determined in 2009/10'. The outcome of this performance condition was such that 92% of the shares subject to the performance condition, awarded in October 2006, will vest on the applicable vesting dates. Reinvested shares and 50% of the matching shares which vest subject to time, vested on 12 October 2009 when the Experian share price was 537.0p. Dividend equivalents were paid to Paul Brooks, Chris Callero, John Peace and Don Robert on their vested shares. They received £260,160, US\$726,142, £414,096, and US\$1,219,437 respectively. No further awards will be made under the reinvestment plan.

4. David Tyler's 2006 GUS co-investment plan awards were rolled over on the basis described in note 3 to the share options table.

5. Awards to directors under the 2004 and 2005 cycles of the GUS co-investment plan and North America co-investment plan were reinvested in awards under the Experian reinvestment plan and North America reinvestment plan at demerger.

6. Awards under the 2006 cycle of the GUS co-investment plan were automatically rolled over into equivalent awards over Experian shares under the rules of the GUS co-investment plan. Vesting of the matching awards made in 2006 was subject to the retention of invested shares and continued employment and occurred on 12 June 2009 when the Experian share price was 472.5p. Dividend equivalents were paid to Paul Brooks, Chris Callero, Don Robert and David Tyler on their vested shares. They received £57,354, US\$246,912, US\$228,297 and £12,826 respectively.

7. Awards made in 2007 were made under the GUS co-investment plan. Matching shares will be released subject to the retention of invested shares and continued employment.

8. Awards made in 2009 were made under the Experian co-investment plan to Paul Brooks (at the share price invested shares were purchased at) and Experian North America co-investment plan to Chris Callero and Don Robert (based on the average share price for the three days prior to grant). Release of matching shares under these plans is subject to the achievement of performance conditions as detailed in the section titled 'Annual bonus plan and co-investment plan', the retention of the invested shares and continued employment.



## Report on directors' remuneration (continued)

### Executive directors' annual pension

Don Robert is provided with benefits through a Supplementary Executive Retirement Plan ('SERP') which is a defined benefit arrangement in the US. The figures below are in respect of his SERP entitlement. He is also entitled to participate in the US defined contribution arrangement (401k Plan). The employer contributions to this arrangement during the year were nil (2009: US\$8,507).

Paul Brooks is a member of the registered Experian UK pension scheme. His benefits are restricted by an earnings cap. However, benefits in excess of this cap are provided for through the Experian Limited SURBS. The pension figures below reflect both his registered and non-registered entitlement.

Chris Callero is a participant in the US defined contribution arrangement (401k Plan) and during the year the employer contributions to this arrangement were nil (2009: US\$11,553).

The table below provides the disclosure of the above directors' pension entitlements in respect of benefits from registered and non-registered defined benefit schemes and arrangements.

	Accrued pension at 31 March 2010 per annum (1) US\$'000 pa	Accrued pension at 31 March 2009 per annum (2) US\$'000 pa	Transfer value at 31 March 2010 (3) US\$'000	Transfer value at 31 March 2009 (4) US\$'000	Change in transfer value (less director's contributions) (5) US\$'000	Additional pension earned to 31 March 2010 (net of inflation) per annum (6) US\$'000 pa	Transfer value of the increase (less director's contributions) (7) US\$'000
Don Robert	432	376	6,802	6,503	317	56	882
	£'000 pa	£'000 pa	£'000	£'000	£'000	£'000 pa	£'000
Paul Brooks	166	132	3,306	2,181	1,116	34	671

Five former directors of Experian Finance plc (formerly GUS plc) receive unfunded pensions from the Company. Four of the former directors are paid under the SURBS. The total unfunded pensions paid to the former directors was £600,330 (2009: £566,734).

#### Notes:

Columns (1) and (2) represent the deferred pension to which the director would have been entitled had he left the Group at 31 March 2010 and 2009 respectively.

Column (3) is the transfer value of the pension in column (1) calculated as at 31 March 2010 based on factors supplied by the actuary of the relevant Group pension scheme in accordance with version 8.1 of the UK actuarial guidance note GN11.

Column (4) is the equivalent transfer value, but calculated as at 31 March 2009 on the assumption that the director left service at that date.

Column (5) is the change in transfer value of accrued pension during the year net of contributions by the director.

Column (6) is the increase in pension built up during the year, recognising (i) the accrual rate for the additional service based on the pensionable salary in force at the year end, and (ii) where appropriate the effect of pay changes in "real" (inflation adjusted) terms on the pension already earned at the start of the year.

Column (7) represents the transfer value of the pension in column (6).

The disclosures in columns (1) to (5) are equivalent to those required by the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008 and those in columns (6) and (7) are those required by the UK Financial Services Authority's Listing Rules.

### Executive directors' service contracts

Don Robert has a service agreement with Experian Services Corporation ('ESC') dated 7 August 2006. This provides that, if his employment is terminated by ESC without cause, he is entitled to the following severance payments: continued payment of monthly salary for 12 months from the termination date; 12 months' participation in welfare benefit plans in which he participated during his employment; and an annual bonus based on a 100% achievement of objectives payable in equal monthly instalments for 12 months. The same amounts are payable by ESC if Don Robert terminates the contract: (i) following material breach by ESC; or (ii) for Good Reason following a change of control of ESC. Good Reason means, during the six month period following a change of control, a material and substantial adverse reduction or change in Don Robert's position. These terms are in line with US practice.

Don Robert's service agreement also provides for the following payments to be made if the agreement terminates in the event of Don Robert's death (in addition to payments due but unpaid before death): a pro rata annual bonus for the bonus year to the termination date based on ESC's performance in that bonus year; and a lump sum equal to 12 months' base salary to be paid no later than 90 days after the date of death. If the employment is terminated due to Don Robert's disability, he is entitled to the bonus as described immediately above (in addition to payments due but unpaid before the termination). Any deferred compensation obligations will be governed in accordance with the relevant plan rules. This is consistent with US employment practice.

In his service agreement dated 2 April 2007, upon termination of employment, at the absolute discretion of Experian Limited, Paul Brooks may be paid base salary alone, pension contributions and benefits-in-kind (excluding bonus or incentive payments unless the company in its absolute discretion determines otherwise) in lieu of six months' notice (where notice is given by Paul Brooks) or 12 months' notice (where notice is given by Experian Limited).

Chris Callero has a service agreement, dated 11 June 2009, with ESC which is terminable by 12 months' notice either from ESC or from Chris Callero.

Save for the benefits described above, the service contract of each of the executive directors does not provide for any benefits on the termination of employment.

Our policy on service contracts for new executive directors is to follow the Combined Code guidelines.

### Combined Code

The constitution and operation of the Remuneration Committee are in accordance with the principles of good governance and the Combined Code on Corporate Governance published by the UK Financial Reporting Council.

### Directors' interests

The interests of the directors (and their connected persons) in the ordinary shares of the Company are shown below. Share options granted to directors, awards under the performance share plan and the contingent interests in matching shares under the co-investment and reinvestment plans are shown in the relevant tables. The directors have no interests in the debentures of the Group or in any shares or debentures of the Group's subsidiaries.

	Shares held in Experian plc 31 March 2010 <sup>(1)</sup>
<b>Chairman</b>	
John Peace	1,732,783
<b>Executive directors</b>	
Don Robert <sup>(2)</sup>	392,750
Paul Brooks <sup>(2)</sup>	172,664
Chris Callero <sup>(2)</sup>	287,553
<b>Non-executive directors</b>	
Fabiola Arredondo	29,315
Roger Davis	110,000
Alan Jebson	42,597
Sir Alan Rudge	22,226
David Tyler	381,713

#### Notes:

- For regulatory purposes, as at 19 May 2010, there had been no changes in the above interests.
- The number of Experian shares for Don Robert, Paul Brooks and Chris Callero reflects 386,108, 44,544 and 286,199 shares respectively awarded to them under the legacy GUS North America co-investment plan and the Experian North America co-investment plan in lieu of annual bonus as shown in the table which details these plans, in addition to their personal beneficial shareholding. Don Robert, Paul Brooks and Chris Callero have an unconditional right to receive Experian shares at the end of the relevant three-year deferral period. Where these shares were awarded under the North America plans, they do not carry dividend or voting rights prior to receipt.

On behalf of the Remuneration Committee  
Charles Brown  
Company Secretary  
19 May 2010

# Statement of directors' responsibilities

The directors are responsible for preparing the annual report and the Group financial statements in accordance with applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union, and for preparing the Company financial statements and the report on directors' remuneration in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

The directors are responsible for preparing financial statements for each financial year which give a true and fair view, in accordance with IFRSs as adopted for use in the European Union, of the state of affairs of the Group and the profit or loss of the Group and a true and fair view, in accordance with UK Generally Accepted Accounting Practice, of the state of affairs and of the profit or loss of the Company for that period.

The directors consider that in preparing the financial statements, appropriate accounting policies have been consistently applied, supported by reasonable and prudent judgments and estimates, that the Group financial statements comply with IFRSs as adopted for use in the European Union and that, with regard to the Company's financial statements, all accounting standards which they consider applicable have been followed.

The directors are responsible for ensuring that proper accounting records are kept which disclose, with reasonable accuracy, at any time, the financial position of the Group and the Company and which enable them to ensure that the Group financial statements comply with applicable law and Article 4 of the International Accounting

Standards Regulation and the Company financial statements and the report on directors' remuneration comply with the Companies (Jersey) Law 1991 as applicable. They are also responsible for safeguarding the assets of the Company and the Group and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Company has a website which contains up to date information on Group activities and published financial results. The directors are responsible for the maintenance and integrity of statutory and audited information on the Company's website. Jersey legislation and United Kingdom regulation governing the preparation and dissemination of financial statements may differ from requirements in other jurisdictions.

The directors as at 19 May 2010 (whose names and functions are included on pages 52 and 53) confirm that, to the best of their knowledge, the financial statements are prepared in accordance with the applicable set of accounting standards, give a true and fair view of the assets, liabilities, financial position and profit or loss of the Company and the Group taken as a whole; and the management report includes a fair review of the development and performance of the business and the position of the Company and the Group taken as a whole, together with a description of the principal risks and uncertainties that they face.

By order of the Board  
Charles Brown  
Company Secretary  
19 May 2010

# Report of the auditors: Group financial statements

## Independent auditors' report to the members of Experian plc

We have audited the Group financial statements of Experian plc for the year ended 31 March 2010 which comprise the Group income statement, the Group statement of comprehensive income, the Group balance sheet, the Group statement of changes in total equity, the Group cash flow statement and the related notes. These Group financial statements have been prepared under the accounting policies set out therein.

We have reported separately on the parent company financial statements of Experian plc for the year ended 31 March 2010.

## Respective responsibilities of directors and auditors

The directors' responsibilities for preparing the annual report and the Group financial statements in accordance with applicable law and International Financial Reporting Standards ('IFRSs') as adopted by the European Union are set out in the statement of directors' responsibilities.

Our responsibility is to audit the Group financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland). This report, including the opinion, has been prepared for and only for the Company's members as a body in accordance with Article 113A of the Companies (Jersey) Law 1991 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the Group financial statements give a true and fair view and are properly prepared in accordance with the Companies (Jersey) Law 1991 and Article 4 of the IAS Regulation. We report to you whether in our opinion the information given in the directors' report is consistent with the Group financial statements. The information given in the directors' report includes that specific information presented in the business review that is cross referred from the directors' report. We also report to you if, in our opinion, the Company has not kept proper accounting records or if we have not received all the information and explanations we require for our audit.

We review whether the corporate governance statement reflects the Company's compliance with the nine provisions of the Combined Code (2008) specified for our review by the Listing Rules of the United Kingdom Financial Services Authority, and we report if it does not. We are not required to consider whether the board's statements on internal controls cover all risks and controls, or form an opinion on the effectiveness of the Group's corporate governance procedures or its risk and control procedures.

We read the other information contained in the annual report, and consider whether it is consistent with the audited Group financial statements. The other information comprises only the directors' report, the chairman's statement, the business review, the board of directors, the unaudited part of the report on directors' remuneration, the corporate governance statement and all of the other information listed on the contents listing. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the Group financial statements. Our responsibilities do not extend to any other information.

## Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the Group financial statements. It also includes an assessment of the significant estimates and judgments made by the directors in the preparation of the Group financial statements, and of whether the accounting policies are appropriate to the Group's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the Group financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the Group financial statements.

## Opinion

In our opinion:

- the Group financial statements give a true and fair view, in accordance with IFRSs as adopted by the European Union, of the state of the Group's affairs as at 31 March 2010 and of the Group's profit and cash flows for the year then ended;
- the Group financial statements have been properly prepared in accordance with the Companies (Jersey) Law 1991 and Article 4 of the IAS Regulation; and
- the information given in the directors' report is consistent with the Group financial statements.

Andrew Kemp  
for and on behalf of PricewaterhouseCoopers LLP  
Chartered Accountants  
London, United Kingdom  
19 May 2010

# Group income statement

for the year ended 31 March 2010

	Notes	2010 US\$m	2009 US\$m
<b>Revenue</b>	6	<b>3,880</b>	3,873
Cost of sales		(1,889)	(1,824)
<b>Gross profit</b>		<b>1,991</b>	2,049
Distribution costs		(419)	(387)
Administrative expenses		(879)	(1,049)
Operating expenses		(1,298)	(1,436)
<b>Operating profit</b>		<b>693</b>	613
Finance income		196	182
Finance expense		(286)	(259)
Net finance costs	11	(90)	(77)
Share of post-tax profits of associates		58	42
<b>Profit before tax</b>	6	<b>661</b>	578
Group tax expense	12	(17)	(84)
<b>Profit after tax for the year from continuing operations</b>		<b>644</b>	494
(Loss)/profit for the year from discontinued operations	13	(8)	12
<b>Profit for the year</b>		<b>636</b>	506
<b>Attributable to:</b>			
Owners of Experian plc		600	486
Minority interests		36	20
<b>Profit for the year</b>		<b>636</b>	506

		US cents	US cents
<b>Earnings per share</b>			
Basic	14	59.0	48.0
Diluted	14	58.1	47.5
<b>Earnings per share from continuing operations</b>			
Basic	14	59.8	46.8
Diluted	14	58.9	46.3
<b>Full year dividend per share</b>	15	23.0	20.0



# Group statement of comprehensive income

for the year ended 31 March 2010

	2010 US\$m	2009 US\$m
<b>Profit for the year</b>	<b>636</b>	506
<b>Other comprehensive income:</b>		
Fair value gains/(losses) – available for sale financial assets	5	(8)
Actuarial losses – defined benefit pension plans	(20)	(146)
Currency translation differences	209	(428)
Reclassification of cumulative fair value losses – available for sale financial assets	5	-
Reclassification of cumulative exchange gain – divestments	-	(3)
<b>Total other comprehensive income for the year, net of tax (note 12(d))</b>	<b>199</b>	(585)
<b>Total comprehensive income for the year, net of tax</b>	<b>835</b>	(79)
<b>Attributable to:</b>		
Owners of Experian plc	760	(55)
Minority interests	75	(24)
<b>Total comprehensive income for the year, net of tax</b>	<b>835</b>	(79)

## Non-GAAP measures – reconciliation of profit before tax to Benchmark PBT

	Notes	2010 US\$m	2009 US\$m
<b>Profit before tax</b>	6	<b>661</b>	578
exclude: exceptional items	10	72	117
exclude: amortisation of acquisition intangibles	10	140	132
exclude: goodwill adjustment	10	-	1
exclude: charges in respect of the demerger-related equity incentive plans	10	28	32
exclude: financing fair value remeasurements	10	9	(19)
exclude: tax expense on share of profits of associates	6	-	2
<b>Benchmark PBT – continuing operations</b>	6	<b>910</b>	843

<b>Benchmark earnings per share from continuing operations</b>		2010 US cents	2009 US cents
Basic	14	<b>67.1</b>	62.3
Diluted	14	<b>66.1</b>	61.6

# Group balance sheet

at 31 March 2010

	Notes	2010 US\$m	2009 US\$m
<b>Non-current assets</b>			
Goodwill	16	3,412	3,125
Other intangible assets	17	1,233	1,189
Property, plant and equipment	18	451	479
Investments in associates	19	243	332
Deferred tax assets	31(a)	176	13
Trade and other receivables	21(a)	8	5
Available for sale financial assets	26(a)	33	26
Other financial assets	27(a)	88	61
		<b>5,644</b>	5,230
<b>Current assets</b>			
Inventories	20	3	4
Trade and other receivables	21(a)	800	738
Current tax assets		4	17
Other financial assets	27(a)	27	21
Cash and cash equivalents	22	175	129
		<b>1,009</b>	909
Assets classified as held for sale	37	25	-
		<b>1,034</b>	909
<b>Current liabilities</b>			
Trade and other payables	23	(1,062)	(995)
Loans and borrowings	24(a)	(17)	(314)
Current tax liabilities		(154)	(91)
Provisions	32	(59)	(66)
Other financial liabilities	27(a)	(20)	(22)
		<b>(1,312)</b>	(1,488)
Liabilities classified as held for sale	37	(12)	-
		<b>(1,324)</b>	(1,488)
<b>Net current liabilities</b>		<b>(290)</b>	(579)
<b>Total assets less current liabilities</b>		<b>5,354</b>	4,651
<b>Non-current liabilities</b>			
Trade and other payables	23	(14)	(42)
Loans and borrowings	24(a)	(1,834)	(2,003)
Deferred tax liabilities	31(a)	(213)	(135)
Provisions	32	(14)	(15)
Retirement benefit obligations	30	(88)	(58)
Other financial liabilities	27(a)	(754)	(499)
		<b>(2,917)</b>	(2,752)
<b>Net assets</b>		<b>2,437</b>	1,899
<b>Equity</b>			
Share capital	33	102	102
Share premium	33	1,453	1,449
Retained earnings	34	16,591	16,251
Other reserves	34	(15,860)	(16,017)
Attributable to owners of Experian plc		<b>2,286</b>	1,785
Minority interests		<b>151</b>	114
<b>Total equity</b>		<b>2,437</b>	1,899

The financial statements on pages 86 to 148 were approved by the Board on 19 May 2010 and were signed on its behalf by:

**John Peace**  
Director

# Group statement of changes in total equity

for the year ended 31 March 2010

	Share capital (Note 33)	Share premium (Note 33)	Retained earnings (Note 34)	Other reserves (Note 34)	Attributable to owners of Experian plc US\$m	Minority interests US\$m	Total equity US\$m
At 1 April 2009	102	1,449	16,251	(16,017)	1,785	114	1,899
<b>Comprehensive income:</b>							
<b>Profit for the year</b>	-	-	600	-	600	36	636
<b>Other comprehensive income:</b>							
Fair value gains – available for sale financial assets	-	-	5	-	5	-	5
Actuarial losses - defined benefit pension plans	-	-	(20)	-	(20)	-	(20)
Currency translation differences	-	-	-	170	170	39	209
Reclassification of cumulative fair value losses - available for sale financial assets	-	-	5	-	5	-	5
<b>Total other comprehensive income</b>	-	-	(10)	170	160	39	199
<b>Total comprehensive income</b>	-	-	590	170	760	75	835
<b>Transactions with owners:</b>							
Employee share incentive plans:							
– value of employee services	-	-	67	-	67	-	67
– proceeds from shares issued	-	4	-	-	4	-	4
Exercise of share options	-	-	(103)	151	48	-	48
Purchase of own shares by employee trusts	-	-	-	(164)	(164)	-	(164)
Liability on put option over minority interests	-	-	(8)	-	(8)	-	(8)
Minority interests arising on business combinations	-	-	-	-	-	4	4
Dividends paid during the year	-	-	(206)	-	(206)	(42)	(248)
<b>Transactions with owners</b>	-	4	(250)	(13)	(259)	(38)	(297)
<b>At 31 March 2010</b>	<b>102</b>	<b>1,453</b>	<b>16,591</b>	<b>(15,860)</b>	<b>2,286</b>	<b>151</b>	<b>2,437</b>

	Share capital (Note 33)	Share premium (Note 33)	Retained earnings (Note 34)	Other reserves (Note 34)	Attributable to owners of Experian plc US\$m	Minority interests US\$m	Total equity US\$m
At 1 April 2008	102	1,442	16,065	(15,653)	1,956	161	2,117
<b>Comprehensive income:</b>							
<b>Profit for the year</b>	-	-	486	-	486	20	506
<b>Other comprehensive income:</b>							
Fair value losses - available for sale financial assets	-	-	(8)	-	(8)	-	(8)
Actuarial losses - defined benefit pension plans	-	-	(146)	-	(146)	-	(146)
Currency translation differences	-	-	-	(384)	(384)	(44)	(428)
Reclassification of cumulative exchange gain - divestments	-	-	(3)	-	(3)	-	(3)
<b>Total other comprehensive income</b>	-	-	(157)	(384)	(541)	(44)	(585)
<b>Total comprehensive income</b>	-	-	329	(384)	(55)	(24)	(79)
<b>Transactions with owners:</b>							
Employee share incentive plans:							
– value of employee services	-	-	57	-	57	-	57
– proceeds from shares issued	-	7	-	-	7	-	7
Exercise of share options	-	-	(11)	20	9	-	9
Minority interests arising on business combinations	-	-	-	-	-	2	2
Disposal of minority interests	-	-	-	-	-	(1)	(1)
Dividends paid during the year	-	-	(189)	-	(189)	(24)	(213)
<b>Transactions with owners</b>	-	7	(143)	20	(116)	(23)	(139)
<b>At 31 March 2009</b>	<b>102</b>	<b>1,449</b>	<b>16,251</b>	<b>(16,017)</b>	<b>1,785</b>	<b>114</b>	<b>1,899</b>

# Group cash flow statement

for the year ended 31 March 2010

	Notes	2010 US\$m	2009 US\$m
<b>Cash flows from operating activities</b>			
Cash generated from operations	35(a)	1,157	1,102
Interest paid		(107)	(157)
Interest received		39	29
Dividends received from associates		41	28
Tax paid		(48)	(39)
<b>Net cash inflow from operating activities</b>		<b>1,082</b>	<b>963</b>
<b>Cash flows from investing activities</b>			
Purchase of property, plant and equipment		(58)	(75)
Purchase of other intangible assets	35(c)	(256)	(230)
Sale of property, plant and equipment		30	-
Purchase of investments in associates		(7)	(29)
Disposal of other financial assets and investments in associates	19	118	-
Acquisition of subsidiaries, net of cash acquired	35(d)	(41)	(179)
Disposal of subsidiaries	35(e)	(11)	191
<b>Net cash flows used in investing activities</b>		<b>(225)</b>	<b>(322)</b>
<b>Cash flows from financing activities</b>			
Issue of ordinary shares		4	7
Receipt of share option proceeds		60	9
Purchase of own shares by employee trusts and in respect of employee share incentive plans		(178)	-
New borrowings	35(f)	692	71
Repayment of borrowings	35(f)	(1,217)	(278)
Capital element of finance lease rental payments		(2)	(3)
Net receipts/(payments) from derivative financial instruments held to manage currency profile		33	(160)
Net receipts/(payments) from equity swaps		14	(11)
Payment into bank deposit		(14)	(29)
Dividends paid		(248)	(213)
<b>Net cash flows used in financing activities</b>		<b>(856)</b>	<b>(607)</b>
<b>Exchange and other movements</b>		<b>35</b>	<b>(37)</b>
<b>Net increase/(decrease) in cash and cash equivalents – continuing operations</b>		<b>36</b>	<b>(3)</b>
Net decrease in cash equivalents – discontinued operations	13	-	(17)
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b>36</b>	<b>(20)</b>
Cash and cash equivalents at 1 April		127	147
<b>Cash and cash equivalents at the end of the year</b>	35(g)	<b>163</b>	<b>127</b>

# Notes to the Group financial statements

for the year ended 31 March 2010

## 1. Corporate information

Experian plc (the 'Company'), which is the ultimate parent company of the Experian group of companies ('Experian' or the 'Group'), is incorporated and registered in Jersey under Jersey Companies Law as a public company limited by shares and is resident in Ireland. The address of its registered office is 22 Grenville Street, St Helier, Jersey JE4 8PX. The Company's shares are traded on the London Stock Exchange's Regulated Market. Experian is a global information services group.

The consolidated financial statements of Experian plc and its subsidiary undertakings were approved by the Board on 19 May 2010.

## 2. Basis of preparation

The Group financial statements are prepared in accordance with International Financial Reporting Standards ('IFRS' or 'IFRSs') as adopted for use in the European Union (the 'EU') and International Financial Reporting Interpretations Committee ('IFRIC') interpretations applicable to companies reporting under IFRS. Although the Company is incorporated and registered in Jersey, the Group financial statements are designed to include disclosures sufficient to comply with those parts of the UK Companies Act 2006 applicable to companies reporting under IFRS.

The Group financial statements are presented in US dollars, as this is the most representative currency of the Group's operations, and they are rounded to the nearest million. They are prepared under the historical cost convention, as modified for the revaluation of available for sale financial assets and certain other financial assets and financial liabilities including derivatives. The principal exchange rates used in preparing the Group financial statements are set out in note 7.

In compliance with the requirements for companies whose shares are traded on the London Stock Exchange's Regulated Market, the financial statements of the Company are included within the Group annual report and are set out on pages 150 to 158. These financial statements, prepared under UK accounting standards, are now also prepared and presented in US dollars as the US dollar is the currency of the primary economic environment in which the Company operated during the year.

## 3. Recent accounting developments

### *Significant accounting developments*

There have been three significant developments in financial reporting which became effective for Experian at the start of the current financial year and these have been taken into account in the presentation of the Group financial statements. With these exceptions, the Group financial statements have been prepared on a basis consistent with that adopted for the year ended 31 March 2009. These three developments are:

#### *IAS 1 'Amendment – Presentation of Financial Statements'*

This revised standard requires that the Group statement of changes in total equity is now presented as a primary statement. The standard also prohibits the presentation of items of income and expense within this statement and requires such 'non-owner changes in equity' to be presented separately from 'owner changes in equity'. Accordingly the standard requires that all 'non-owner changes in equity' are shown in a performance statement and, as permitted by the standard, the Group has elected to comply with this requirement by presenting a Group income statement and a Group statement of comprehensive income. Items in the Group statement of comprehensive income and Group statement of changes in total equity are shown net of related tax.

#### *IFRS 7 'Improving Disclosures about Financial Instruments'*

This amendment requires enhanced disclosures about fair value measurement and liquidity risk.

#### *IFRS 8 'Operating Segments'*

Segment information is now prepared in accordance with the requirements of IFRS 8, with further information thereon given in note 6.

### *Other accounting developments*

The following accounting standards, amendments and interpretations issued by the IASB and the IFRIC are effective for the Group's accounting periods beginning on or after 1 April 2009 but have had no material effect on the results or financial position of the Group disclosed within these financial statements:

- Amendment to IFRS 2 – 'Share-Based Payments'
- Amendment to IAS 23 – 'Borrowing Costs'
- Amendments to IAS 32 and IAS 1 – 'Puttable Financial Instruments and Obligations Arising on Liquidation'
- Amendments to IAS 39 and IFRS 7 – 'Reclassification of Financial Instruments'
- Improvements to IFRSs (May 2008)
- IFRIC 13 – 'Customer Loyalty Programmes'
- IFRIC 15 – 'Agreements for the Construction of Real Estate'
- IFRIC 16 – 'Hedges of a Net Investment in a Foreign Operation'



## Notes to the Group financial statements (continued)

### 3. Recent accounting developments (continued)

At the balance sheet date, a number of new standards, amendments and interpretations were in issue but are not yet effective for the Group and have not been early adopted:

- Amendment to IAS 27 – 'Consolidated and Separate Financial Statements'
- Amendment to IAS 39 – 'Eligible Hedged Items'
- Amendment to IFRS 2 – 'Group Cash-Settled Share-Based Payment Transactions'
- Revision to IFRS 3 – 'Business Combinations'
- Improvements to IFRSs (April 2009)
- Amendments to IFRIC 9 and IAS 39 – 'Embedded Derivatives'
- IFRIC 17 – 'Distributions of Non-Cash Assets to Owners'
- IFRIC 18 – 'Transfers of Assets from Customers'

The amendments to IAS 27 and IFRS 3 will impact the accounting treatment of acquisitions in the Group financial statements. If they had been adopted, the other new standards, amendments or interpretations would have had no material effect on the results or financial position of the Group disclosed within these financial statements although a number would lead to additional or revised disclosures.

### 4. Significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to both years presented, unless otherwise stated.

#### *Basis of consolidation*

##### *Subsidiaries*

Subsidiaries are fully consolidated from the date on which control is transferred to the Group. They cease to be consolidated from the date that the Group no longer has control. As required by IFRS 3, all business combinations are accounted for using the purchase method.

Intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

Accounting policies of subsidiaries and segments are consistent with the policies adopted by the Group for the purposes of the Group's consolidation. The Group financial statements incorporate the financial statements of the Company and its subsidiary undertakings for the financial year ended 31 March 2010. A list of the significant subsidiaries is given in note Q to the parent company financial statements.

##### *Minority interests*

The Group applies a policy of treating transactions with minority interests as transactions with parties external to the Group. Disposals to minority interests result in gains and losses for the Group that are recorded in the Group income statement. Purchases from minority interests result in goodwill, being the difference between any consideration paid and the relevant share acquired of the carrying value of the net assets of the subsidiary.

##### *Associates*

Associates are entities over which the Group has significant influence but not control, generally achieved by a shareholding of between 20% and 50% of the voting rights. The equity method is used to account for investments in associates and investments are initially recognised at cost.

The Group's share of net assets of its associates and loans made to associates are included in the Group balance sheet. The Group's share of its associates' post-acquisition after tax profits or losses is recognised in the Group income statement, and its share of post-acquisition movements in equity is recognised in the Group's statement of changes in total equity. The cumulative post-acquisition movements are adjusted against the carrying amount of the investment. The carrying amount of an investment in an associate is tested for impairment by comparing its recoverable amount to its carrying amount whenever there is an indication that the investment may be impaired.

#### 4. Significant accounting policies (continued)

##### *Revenue recognition*

Revenue represents the fair value of consideration receivable on the sale of goods and services to external customers, net of value added tax and other sales taxes, rebates and discounts, including the provision and processing of data, subscriptions to services, software and database customisation and development and the sale of software licences, maintenance and related consulting services.

Revenue in respect of the provision and processing of data is recognised in the year in which the service is provided. Subscription revenues, and revenues in respect of services to be provided by an indeterminate number of acts over a specified period of time, are recognised on a straight line basis over those periods. Customisation, development and consulting revenues are recognised by reference to the stage of completion of the work. Revenue from software licences is recognised upon delivery. Revenue from maintenance agreements is recognised on a straight line basis over the term of the maintenance period.

Where a single arrangement comprises a number of individual elements which are capable of operating independently of one another, the total revenues are allocated amongst the individual elements based on an estimate of the fair value of each element. Where the elements are not capable of operating independently, or reasonable measures of fair value for each element are not available, total revenues are recognised on a straight line basis over the contract period.

Sales are generally invoiced in the geographic area in which the customer is located and accordingly the geographic location of the invoicing undertaking is used as the basis for attributing revenue to individual countries.

##### *Foreign currency translation*

###### *Transactions and balances*

Transactions in foreign currencies are recorded in the functional currency of the relevant Group undertaking at the exchange rate prevailing on the date of the transaction. At each balance sheet date, monetary assets and liabilities denominated in foreign currencies are retranslated at the exchange rate prevailing at the balance sheet date. Translation differences on monetary items are taken to net finance costs in the Group income statement except when deferred in equity, as qualifying net investment hedges or cash flow hedges.

Translation differences on non-monetary available for sale financial assets are reported as part of the fair value gains or losses in other comprehensive income.

###### *Group undertakings*

The results and financial position of Group undertakings whose functional currencies are not US dollars are translated into US dollars as follows:

- Assets and liabilities are translated at the closing exchange rate at the balance sheet date;
- Income and expenses are translated at the average exchange rate for the year (unless this average is not a reasonable approximation of the cumulative effect of the rates prevailing on the transaction dates, in which case income and expenses are translated at the rates on the dates of the transactions); and
- All resulting exchange differences are recognised as a separate component of equity.

On consolidation, exchange differences arising from the translation of the net investment in Group undertakings whose functional currency is not the US dollar, and of borrowings and other currency instruments, primarily foreign exchange contracts, designated as hedges of such investments, are recognised in other comprehensive income. Tax charges and credits attributable to those exchange differences are taken directly to other comprehensive income. When such an undertaking is sold, these exchange differences are recognised in the Group income statement as part of the gain or loss on sale. Goodwill and fair value adjustments arising on the acquisition of such entities are treated as assets and liabilities of the entities and are translated into US dollars at the closing exchange rate.

##### *Discontinued operations*

A discontinued operation is a component of the Group's business that represents a separate geographic area of operation or a separate major line of business. Classification as a discontinued operation occurs upon disposal or earlier, if the operation meets the criteria to be classified as held for sale under IFRS 5.

##### *Share-based payments*

The Group has a number of equity settled, share-based employee incentive plans. These include awards in respect of shares in the Company made at or after the demerger of Experian and Home Retail Group from GUS plc in October 2006, together with awards previously made in respect of shares in GUS plc which were rolled over into awards in respect of shares in the Company at demerger. The fair value of options and shares granted is recognised as an expense in the Group income statement on a straight line basis over the vesting period, after taking into account the Group's best estimate of the number of awards expected to vest. The Group revises the vesting estimate at each balance sheet date. Non-market performance conditions are included in the vesting estimates. Expenses are incurred over the vesting period. Fair value is measured at the date of grant using whichever of the Black-Scholes model, Monte Carlo model and closing market price is most appropriate to the award. Market-based performance conditions are included in the fair value measurement on grant date and are not revised for actual performance.

## Notes to the Group financial statements (continued)

### 4. Significant accounting policies (continued)

#### *Goodwill*

Goodwill is the excess of the fair value of the consideration payable for an acquisition over the fair value of the Group's share of identifiable net assets of a subsidiary or associate acquired at the date of acquisition. Fair values are attributed to the identifiable assets, liabilities and contingent liabilities that existed at the date of acquisition, reflecting their condition at that date. Adjustments are made where necessary to align the accounting policies of acquired businesses with those of the Group.

Goodwill on acquisitions of subsidiaries is separately recognised in the Group balance sheet. Goodwill on acquisitions of associates is included in the carrying amount of the investment. Goodwill is stated at cost less any impairment. Goodwill is not amortised but is tested annually for impairment. An impairment charge is recognised for any amount by which the carrying value of goodwill exceeds its recoverable amount.

Goodwill is allocated to cash generating units ('CGUs') and monitored for internal management purposes by operating segment. The allocation is made to those CGUs or groups of CGUs that are expected to benefit from the business combination in which the goodwill arose. Where the recoverable amount of the CGU is less than its carrying amount, including goodwill, an impairment loss is recognised in the Group income statement.

Gains and losses on the disposal of an undertaking include the carrying amount of goodwill relating to the undertaking sold, allocated where necessary on the basis of relative fair value.

#### *Other intangible assets*

Intangible assets acquired as part of an acquisition of a business are capitalised separately from goodwill, if those assets are identifiable, separable or arise from legal rights and their fair value can be measured reliably. Intangible assets acquired separately from the acquisition of a business are capitalised at cost. Certain costs incurred in the developmental phase of an internal project are capitalised as intangible assets provided that a number of criteria are satisfied. These criteria include the technical feasibility of completing the asset so that it is available for use or sale, the availability of adequate resources to complete the development and to use or sell the asset and how the asset will generate probable future economic benefit.

The cost of other intangible assets with finite useful economic or contractual lives is amortised over those lives. The carrying values of intangible assets are reviewed for impairment when events or changes in circumstances indicate that the carrying values may not be recoverable. If impaired, the carrying values are written down to the higher of fair value less costs to sell, and value-in-use which is determined by reference to projected future income streams using assumptions in respect of profitability and growth.

Research expenditure is charged in the Group income statement in the year in which it is incurred.

#### *Databases and computer software*

##### *Databases*

Capitalised databases comprise the fair value of databases acquired as part of a business combination or the data purchase and data capture costs of internally developed databases. Databases are held at cost and are amortised on a straight line basis over three to seven years.

##### *Computer software*

Acquired computer software licences for internal use are capitalised on the basis of the costs incurred to acquire and bring into use the specific software. These costs are amortised on a straight line basis over three to ten years.

Costs that are directly associated with the production of identifiable and unique software products controlled by the Group, and that will generate economic benefits beyond one year, are recognised as intangible assets. These internally generated software costs are amortised on a straight line basis over three to ten years.

Other costs associated with developing or maintaining computer software programmes are recognised as an expense as incurred.

#### *Acquisition intangibles*

##### *Customer and advertiser relationships*

Contractual and non-contractual customer and advertiser relationships acquired as part of a business combination are capitalised at fair value on acquisition and amortised on a straight line basis over three to eighteen years, based on management's estimates of the average lives of such relationships.

##### *Trademarks and licences*

Trademarks and licences acquired as part of a business combination are capitalised at fair value on acquisition and are amortised on a straight line basis over their contractual lives, up to a maximum period of 20 years.

##### *Trade names*

Legally protected or otherwise separable trade names acquired as part of a business combination are capitalised at fair value on acquisition and amortised on a straight line basis over three to fourteen years, based on management's expectations to retain trade names within the business.

#### 4. Significant accounting policies (continued)

##### *Completed technology*

Completed technology acquired as part of a business combination is capitalised at fair value on acquisition and amortised on a straight line basis over three to eight years, based on the expected life of the asset.

##### *Property, plant and equipment*

Property, plant and equipment is held at cost less accumulated depreciation and any impairment in value.

Land is not depreciated and equipment on hire or lease is depreciated over the lower of the useful life and period of the lease.

Depreciation is provided on other property, plant and equipment at rates calculated to depreciate the cost, less estimated residual value based on prices prevailing at the balance sheet date, of each asset evenly over its expected useful life as follows:

- Freehold properties are depreciated over 50 years;
- Leasehold properties with lease terms of 50 years or less are depreciated over the remaining period of the lease; and
- Plant, vehicles and equipment are depreciated over two to ten years according to the estimated life of the asset.

##### *Financial assets*

The Group classifies its financial assets in four categories: loans and receivables, derivatives used for hedging, assets at fair value through profit and loss and available for sale. The classification is determined at initial recognition and depends on the purpose for which the financial assets are acquired.

##### *Loans and receivables*

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They are included in current assets, except for maturities more than one year after the balance sheet date which are classified as non-current assets. The Group's loans and receivables comprise trade and other receivables and cash and cash equivalents.

##### *Derivatives used for hedging*

Derivative financial assets used for hedging are included in current assets, except for maturities more than one year after the balance sheet date which are classified as non-current assets. Derivatives utilised by the Group include interest rate swaps, cross currency swaps, foreign exchange contracts and equity swaps.

##### *Assets at fair value through profit and loss*

Assets at fair value through profit and loss comprise non-hedging derivative financial instruments.

##### *Available for sale financial assets*

Available for sale financial assets are non-derivative financial assets that are either designated to this category or not classified in the other financial asset categories.

Available for sale financial assets are carried at fair value and are included in non-current assets unless management intends to dispose of the assets within one year of the balance sheet date. Purchases and disposals of such assets are accounted for at settlement date. Unrealised gains and losses on available for sale financial assets are recognised directly in other comprehensive income. On disposal or impairment of such assets, the gains and losses in equity are reclassified through the Group income statement. Gains and losses recognised on disposal exclude dividend and interest income.

At each balance sheet date, the Group assesses whether there is objective evidence to suggest that available for sale financial assets are impaired. In the case of equity securities, a significant or prolonged decline in the fair value of the security below its cost is considered in determining whether the security is impaired. If any such evidence exists, the cumulative loss is removed from equity and recognised in the Group income statement. Impairment losses recognised in the Group income statement on equity instruments are not subsequently reversed through the Group income statement.

##### *Trade receivables*

Trade receivables are initially recognised at fair value (original invoice amount) and subsequently measured at this value less any provision for impairment. Where the time value of money is material, receivables are carried at amortised cost less any provision for impairment.

A provision for impairment of trade receivables is established when there is objective evidence that the Group will not be able to collect all amounts due according to the original terms of receivables. Such evidence is based primarily on the pattern of cash received compared to the terms upon which the trade receivable is contracted. The amount of the provision is the difference between the carrying amount and the value of estimated future cash flows. Any charge or credit in respect of such provisions is recognised in the Group income statement within administrative expenses. The cost of any irrecoverable trade receivables not included in the provision is recognised in the Group income statement immediately within administrative expenses. Subsequent recoveries of amounts previously written off are credited in the Group income statement within administrative expenses.

## Notes to the Group financial statements (continued)

### 4. Significant accounting policies (continued)

#### *Cash and cash equivalents*

Cash and cash equivalents include cash in hand, term and call deposits held with banks and other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown within borrowings in current liabilities on the Group balance sheet. For the purposes of the Group cash flow statement, cash and cash equivalents are as defined above, net of bank overdrafts.

#### *Borrowings and borrowing costs*

Borrowings are recognised initially at fair value, net of any transaction costs incurred. Borrowings are subsequently stated at amortised cost except where they are hedged by an effective fair value hedge, in which case the carrying value is adjusted to reflect the fair value movements associated with the hedged risk.

Borrowings are classified as non-current to the extent that the Group has an unconditional right to defer settlement of the liability for at least one year after the balance sheet date.

Incremental transaction costs which are directly attributable to the issue of debt are capitalised and amortised over the expected life of the borrowing using the effective interest rate method. All other borrowing costs are expensed in the year in which they are incurred.

#### *Accounting for derivative financial instruments and hedging activities*

The Group uses derivative financial instruments to manage its exposures to fluctuations in foreign exchange rates, interest rates and certain obligations, including social security obligations, in respect of share-based payments. Derivative instruments utilised by the Group include interest rate swaps, cross currency swaps, foreign exchange contracts and equity swaps. These are recognised as assets or liabilities as appropriate.

Derivative financial instruments are recognised at cost, being the fair value at the date a contract is entered into, and are subsequently remeasured at their fair value. Depending on the type of the derivative financial instrument, fair value calculation techniques include, but are not limited to, quoted market value, present value of estimated future cash flows (of which the valuation of interest rate swaps is an example) and exchange rates at the balance sheet date (of which the valuation of foreign exchange contracts is an example). The method of recognising the resulting gain or loss depends on whether the derivative is designated as a hedging instrument and, if so, the nature of the hedge relationship. The Group designates certain derivatives as:

- Fair value hedges - hedges of the fair value of recognised assets or liabilities or a firm commitment; or
- Cash flow hedges - hedges of a particular risk associated with a recognised asset or liability or a highly probable forecast transaction; or
- Net investment hedges - hedges of net investments in operations whose functional currency is not the US dollar.

The Group documents the relationship between hedging instruments and hedged items at the hedge inception, as well as its risk management objective and strategy for undertaking various hedge transactions. The Group also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions are highly effective in offsetting changes in fair values of hedged items. This effectiveness testing is performed at every reporting date throughout the life of the hedge to confirm that the hedge has remained and will continue to remain highly effective.

Hedge accounting is discontinued when the hedging instrument expires or is sold, terminated or exercised or no longer qualifies for hedge accounting.

Derivative assets and liabilities are classified as non-current unless they mature within one year after the balance sheet date.

Amounts payable or receivable in respect of interest rate swaps are taken to net finance costs over the period of the contracts, together with the interest differentials reflected in foreign exchange contracts.

#### *Fair value hedges*

Changes in the fair value of derivatives that are designated and qualify as fair value hedging instruments are recorded in the Group income statement, together with any changes in the fair value of the hedged asset or liability that are attributable to the hedged risk. The ineffective portion of a fair value hedge is recognised in net finance costs in the Group income statement.

#### *Cash flow hedges*

The effective portion of changes in the fair value of derivatives that are designated and qualify as cash flow hedges is recognised in other comprehensive income. The gain or loss relating to the ineffective portion is recognised immediately within cost of sales or operating expenses, as appropriate, in the Group income statement.

Amounts accumulated in equity are reclassified in the Group income statement in the period when the hedged item impacts the Group income statement. However, when the forecast transaction that is hedged results in the recognition of a non-financial asset or liability, the gains and losses previously deferred in equity are transferred from equity and included in the initial measurement of the cost of the asset or liability. When a hedging instrument expires or is sold, or when a hedge no longer meets the criteria for hedge accounting, any cumulative gain or loss included in equity at that time remains in equity and is recognised when the forecast transaction is ultimately recognised in the Group income statement. When a forecast transaction is no longer expected to occur, the cumulative gain or loss that was included in equity is transferred immediately to the Group income statement.



#### 4. Significant accounting policies (continued)

##### *Net investment hedges*

Any gain or loss on the hedging instrument relating to the effective portion of the hedge of a net investment in an undertaking whose functional currency is not the US dollar is recognised in other comprehensive income; the gain or loss relating to the ineffective portion is recognised immediately in net finance costs in the Group income statement. Gains and losses accumulated in equity are included in the Group income statement when the undertaking is disposed of.

##### *Non-hedging derivatives*

Changes in the fair value of any derivative instrument that does not qualify for hedge accounting are recognised immediately in the Group income statement. Costs in respect of derivatives entered into in connection with social security obligations on employee share incentive plans, other than those of a financing nature, are charged as an employment cost; other costs and changes in fair value on such derivatives are charged within financing fair value remeasurements in the Group income statement.

Derivatives embedded in other financial instruments or other host contracts are treated as separate derivatives when their risks and characteristics are not closely related to those of host contracts, and the host contracts are not carried at fair value with unrealised gains or losses reported in the Group income statement.

##### *Impairment of non-financial assets*

Assets that are not subject to amortisation are tested annually for impairment. Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell, and value-in-use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows, which are CGUs.

##### *Trade payables*

Trade payables are recognised initially at fair value. Where the time value of money is material, payables are carried at amortised cost.

##### *Contingent consideration*

Where part or all of the amount of purchase consideration is contingent on future events, the cost of the acquisition initially recorded includes a reasonable estimate of the fair value of the contingent amounts expected to be payable in the future. The cost of the acquisition is adjusted when revised estimates are made, with corresponding adjustments made to goodwill until the ultimate outcome is known.

Where part or all of the amount of disposal consideration is contingent on future events, the disposal proceeds initially recorded include a reasonable estimate of the fair value of the contingent amounts expected to be receivable and payable in the future. The proceeds are adjusted when revised estimates are made, with corresponding adjustments made to debtors and creditors as appropriate, and profit and loss on disposal, until the ultimate outcome is known.

##### *Current and deferred tax*

The tax expense for the year comprises current and deferred tax. Tax is recognised in the Group income statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In such cases the tax is recognised in other comprehensive income or directly in equity as appropriate.

The current income tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the balance sheet date in the countries where the Group operates and generates taxable income.

Deferred tax is provided in full on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the Group financial statements. However, if the deferred tax arises from initial recognition of an asset or liability in a transaction other than a business combination that at the time of the transaction affects neither accounting nor taxable profit or loss, it is not accounted for. Deferred tax assets and liabilities are calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled, based on the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax assets are recognised to the extent that it is probable that future taxable profit will be available against which the temporary differences can be utilised.

Deferred tax is provided on temporary differences arising on investments in subsidiaries and associates, except where the timing of the reversal of the temporary difference is controlled by the Group and it is probable that the temporary difference will not reverse in the foreseeable future.

##### *Provisions*

Provisions are recognised when:

- The Group has a present legal or constructive obligation as a result of past events; and
- It is more likely than not that an outflow of resources will be required to settle the obligation; and
- The amount has been reliably estimated.

## Notes to the Group financial statements (continued)

### 4. Significant accounting policies (continued)

If the effect of the time value of money is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognised as an interest expense.

Where the Group expects a provision to be reimbursed, the reimbursement is recognised as a separate asset when the reimbursement is virtually certain.

#### *Leases*

##### *Finance leases*

Leases of property, plant and equipment where the Group has substantially all the risks and rewards of ownership are classified as finance leases. Such leases are capitalised at the lease's inception at the lower of the fair value of the leased asset and the present value of the minimum lease payments. Each lease payment is allocated between the liability and finance charges. The rental obligations, net of finance charges, are included in loans and borrowings. The interest element of the lease payment is charged in the Group income statement over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each year.

##### *Operating leases*

Leases in which a significant portion of the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged in the Group income statement on a straight line basis over the period of the lease. Incentives from lessors are recognised as a systematic reduction of the charge over the period of the lease.

#### *Employee benefits*

##### *Defined benefit pension arrangements – funded plans*

The retirement benefit obligations recognised in the Group balance sheet in respect of funded plans comprise the fair value of plan assets of funded plans less the present value of the related defined benefit obligation at the balance sheet date, together with adjustments for past service costs. The defined benefit obligation is calculated annually by independent qualified actuaries using the projected unit credit method.

The present value of the defined benefit obligation is determined by discounting the estimated future cash outflows using market yields available at the assessment date on high-quality corporate bonds that are denominated in the currency in which the benefits will be paid, and that have terms to maturity consistent with the estimated average term of the related pension liability.

Actuarial gains and losses arising from experience adjustments, and changes in actuarial assumptions, are recognised immediately in the Group statement of comprehensive income.

Past service costs are recognised immediately in the Group income statement, unless the changes to the pension plan are conditional on the employees remaining in service for a specified period of time (the vesting period). In this case, the past service costs are amortised on a straight line basis over the vesting period.

The pension cost recognised in the Group income statement comprises the cost of benefits accrued plus interest on the defined benefit obligation less the expected return on the plan assets over the year. The operating and financing costs are recognised separately in the Group income statement.

##### *Defined benefit pension arrangements – unfunded plans*

Unfunded pension obligations are determined and accounted for in accordance with the principles used in respect of the funded arrangements.

##### *Defined contribution pension arrangements*

The assets of defined contribution plans are held separately from those of the Group in independently administered funds. The pension cost recognised in the Group income statement represents the contributions payable by the Group to these funds in respect of the year.

##### *Post-retirement healthcare obligations*

Obligations in respect of post-retirement healthcare plans are calculated annually by independent qualified actuaries using an actuarial methodology similar to that for the funded defined benefit pension arrangements.

Actuarial gains and losses arising from experience adjustments, and changes in actuarial assumptions, are recognised in the Group statement of comprehensive income. The pension cost recognised in the Group income statement only comprises interest on the defined benefit obligation.

#### 4. Significant accounting policies (continued)

##### *Minority interests*

The minority interests in the Group balance sheet represent the share of net assets of subsidiary undertakings held outside the Group. The movement in the year comprises the profit attributable to such interests together with any dividends paid, movements in respect of corporate transactions and related exchange differences.

Where put/call option agreements are in place in respect of shares held by the minority shareholders, the put element of the liability is measured in accordance with the requirements of IAS 39 'Financial Instruments: Recognition and Measurement' and is stated at the net present value of the expected future payments. In accordance with the requirements of IAS 32 'Financial Instruments: Disclosure and Presentation' this liability is shown as a non-current financial liability in the Group balance sheet. The change in the net present value of such options in the year is recognised in the Group income statement within net finance costs.

##### *Critical accounting estimates and judgments*

###### *Critical accounting estimates and assumptions*

In preparing the Group financial statements, management is required to make estimates and assumptions that affect the reported amount of revenues, expenses, assets and liabilities and the disclosure of contingent liabilities. The resulting accounting estimates, which are based on management's best judgment at the date of the Group financial statements, will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

##### **Taxes**

The Group is subject to taxes in numerous jurisdictions. Significant judgment is required in determining the related provision for income taxes as there are transactions in the ordinary course of business and calculations for which the ultimate tax determination is uncertain. The Group recognises liabilities based on estimates of whether additional taxes will be due. Where the final tax outcome of these matters is different from the amounts that were initially recognised, such differences will impact on the results for the year and the respective income tax and deferred tax assets or provisions in the year in which such determination is made.

##### **Pension benefits**

The present value of the defined benefit assets and obligations depends on factors that are determined on an actuarial basis using a number of assumptions. The assumptions used in determining the defined benefit assets and obligations and net pension costs include the expected long-term rate of return on the plan assets and the discount rate. Any changes in these assumptions may impact on the amounts disclosed in the Group financial statements.

The expected return on plan assets is calculated by reference to the plan investments at the balance sheet date and is a weighted average of the expected returns on each main asset type based on market yields available on these asset types at the balance sheet date.

The Group determines the appropriate discount rate at the end of each year. This is the interest rate used to calculate the present value of estimated future cash outflows expected to be required to settle the defined benefit obligations. In determining the discount rate, the Group has considered the prevailing market yields of high-quality corporate bonds that are denominated in the currency in which the benefits will be paid, and that have terms to maturity consistent with the estimated average term of the related pension liability. In determining the discount rate, management has accordingly derived an appropriate discount rate by consideration of the average annualised yield on medium and longer term AA rated corporate bonds in the UK as published by iBoxx, together with consideration of the average yields from Euro Sterling AA, Financial AA and Bank AA indices.

Other key assumptions for defined benefit obligations and pension costs are based in part on market conditions at the relevant balance sheet dates and additional information is disclosed in note 30.

##### **Fair value of derivatives and other financial instruments**

The fair value of derivatives and other financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined using valuation techniques. The Group uses its judgment to select a variety of methods and makes assumptions that are mainly based on market conditions existing at each balance sheet date.

The assumptions in respect of the valuation of the put option associated with the remaining 30% stake of Serasa are set out in note 5.

##### **Goodwill**

Goodwill is allocated to CGUs and monitored for internal management purposes by operating segment. The allocation is made to those CGUs or groups of CGUs that are expected to benefit from the business combination in which the goodwill arose.

The Group tests goodwill for impairment annually or more frequently if events or changes in circumstances indicate that the goodwill may be impaired. The recoverable amount of each CGU is generally determined on the basis of value-in-use calculations which require the use of cash flow projections based on financial budgets approved by management, looking forward up to five years. Management determines budgeted gross margin based on past performance and its expectations for the market development. Cash flows are extrapolated using estimated growth rates beyond a five year period. The growth rates used do not exceed the long-term average growth rate for the markets in which the segment operates. The discount rates used reflect the segment's weighted average cost of capital ('WACC').

## Notes to the Group financial statements (continued)

### 4. Significant accounting policies (continued)

The key assumptions used for value-in-use calculations are:

CGU	2010		2009	
	Pre-tax WACC	Long term growth rate	Pre-tax WACC	Long term growth rate
North America	12.2%	2.3%	11.6%	2.3%
Latin America	15.4%	6.4%	17.0%	8.0%
UK & Ireland	10.5%	2.3%	11.5%	2.3%
EMEA	9.8%	4.3%	12.1%	4.3%
Asia Pacific	11.6%	4.8%	13.5%	4.8%

At 31 March 2010, the recoverable amount of the Latin America CGU exceeds the carrying value by approximately US\$500m and an increase in the pre-tax WACC of 2.6% or a reduction of 4.4% in the long-term growth rate would reduce the value-in-use of its goodwill to an amount equal to its carrying value. At 31 March 2010, the recoverable amount of the Asia Pacific CGU exceeds the carrying value by approximately US\$100m and an increase in the pre-tax WACC of 3.4% or a reduction of 5.8% in the long-term growth rate would reduce the value-in-use of its goodwill to an amount equal to its carrying value.

#### Share-based payments

The Group has a number of equity settled share-based employee incentive plans. The assumptions used in determining the amounts charged in the Group income statement include judgments in respect of performance conditions and length of service together with future share prices, dividend and interest yields and exercise patterns.

#### Critical judgments

Management has made certain judgments in the process of applying the Group's accounting policies set out above that have a significant effect on the amounts recognised in the Group financial statements. The accounting policy descriptions indicate where judgment needs exercising and these judgments include the classification of transactions between the Group income statement and the Group balance sheet.

The most significant of these judgments is in respect of intangible assets where certain costs incurred in the developmental phase of an internal project are capitalised if a number of criteria are met. Management has made certain judgments and assumptions when assessing whether a project meets these criteria, and on measuring the costs and the economic life attributed to such projects. On acquisition, specific intangible assets are identified and recognised separately from goodwill and then amortised over their estimated useful lives. These include such items as brand names and customer lists, to which value is first attributed at the time of acquisition. The capitalisation of these assets and the related amortisation charges are based on judgments about the value and economic life of such items. The economic lives for intangible assets are estimated at between three and ten years for internal projects, which include databases, internal use software and internally generated software, and between two and twenty years for acquisition intangibles.

#### Use of non-GAAP measures in the Group financial statements

The Group has identified certain measures that it believes will assist understanding of the performance of the business. The measures are not defined under IFRS and they may not be directly comparable with other companies' adjusted measures. The non-GAAP measures are not intended to be a substitute for, or superior to, any IFRS measures of performance but management has included them as they consider them to be important comparables and key measures used within the business for assessing performance.

The following are the key non-GAAP measures identified by the Group:

#### Benchmark profit before tax ('Benchmark PBT')

Benchmark PBT is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, financing fair value remeasurements, tax and discontinued operations. It includes the Group's share of associates' pre-tax profit.

#### Earnings before interest and tax ('EBIT')

EBIT is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, net finance costs, tax and discontinued operations. It includes the Group's share of associates' pre-tax profit.

#### Benchmark earnings

Benchmark earnings represents Benchmark PBT less attributable tax and minority interests. Benchmark earnings attributable to minority interests represents that portion of Benchmark earnings that relate to minority interests. Benchmark PBT less attributable tax is designated as overall benchmark earnings.

#### Benchmark earnings per share ('Benchmark EPS')

Benchmark EPS represents Benchmark earnings divided by the weighted average number of shares in issue, and is disclosed to indicate the underlying profitability of the Group.

#### 4. Significant accounting policies (continued)

##### *Exceptional items*

The separate reporting of non-recurring exceptional items gives an indication of the Group's underlying performance. Exceptional items are those arising from the profit or loss on disposal of businesses, closure costs of major business units or costs of significant restructuring programmes. All other restructuring costs are charged against EBIT in the segments in which they are incurred.

##### *Operating cash flow*

Operating cash flow is calculated as cash generated from operations adjusted for outflows in respect of the purchase of property, plant and equipment and other intangible assets and adding dividends from associates but excluding any cash inflows and outflows in respect of exceptional items. It is defined as EBIT less changes in working capital, plus depreciation/ amortisation, less capital expenditure, less profit retained in associates.

##### *Net debt*

Net debt is calculated as total debt less cash and cash equivalents and other highly liquid bank deposits with original maturities greater than three months. Total debt includes loans and borrowings (and the fair value of derivatives hedging loans and borrowings), overdrafts and obligations under finance leases. Accrued interest is excluded from net debt.

#### 5. Financial risk management

##### *Financial risk factors*

The Group's activities expose it to a variety of financial risks: market risk (including foreign exchange risk, interest rate risk and price risk), credit risk and liquidity risk. The Group's financial risk management focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the Group's financial performance. The Group seeks to reduce its exposure to financial risks and uses derivative financial instruments to hedge certain risk exposures. The Group also ensures surplus funds are managed and controlled in a prudent manner which will protect capital sums invested and ensure adequate short-term liquidity, whilst maximising returns.

##### *Market risk*

##### **Foreign exchange risk**

The Group operates internationally and is exposed to foreign exchange risk from future commercial transactions, recognised assets and liabilities and investments in, and loans between, undertakings with different functional currencies. In 2010, the Group managed such risk, primarily within undertakings whose functional currencies are the US dollar, by borrowing in the relevant foreign currencies and using forward foreign exchange contracts. The principal transaction exposures in 2010 were to sterling and the euro. In 2009, the Group managed such risk primarily within undertakings whose functional currencies were sterling and the principal transaction exposures were to the US dollar and the euro.

On the basis of the profile of foreign exchange transaction exposures, and an assessment of reasonable possible changes in such exposures, the Group's sensitivity to foreign exchange risk can be quantified as follows with all other variables held constant:

Foreign exchange exposure	2010	2009
Sterling against US dollar:		
Currency strengthening/weakening	10%	9%
Effect on profit for the year	US\$60m higher/lower	US\$nil
Effect on other comprehensive income and other components of equity	US\$nil	US\$nil
Euro against US dollar:		
Currency strengthening/weakening	10%	n/a
Effect on profit for the year	US\$7m higher/lower	n/a
Effect on other comprehensive income and other components of equity	US\$nil	n/a
Euro against sterling:		
Currency strengthening/weakening	n/a	8%
Effect on profit for the year	n/a	US\$2m higher/lower
Effect on other comprehensive income and other components of equity	n/a	US\$nil



## Notes to the Group financial statements (continued)

### 5. Financial risk management (continued)

The Group has investments in undertakings with other functional currencies, whose net assets are exposed to foreign exchange translation risk. In order to reduce the impact of currency fluctuations on the value of such entities, the Group has a policy of borrowing in US dollars and euros, as well as in sterling, and of entering into forward foreign exchange contracts in the relevant currencies. The sensitivity reported in respect of sterling against the US dollar is wholly attributable to such net exposures. Otherwise the above analysis excludes the impact of foreign exchange risk on the translation of the net assets of such undertakings.

#### Interest rate risk

The Group's interest rate risk arises principally from its net debt and the portions thereof at variable rates which expose the Group to such risk.

The Group has a policy of normally maintaining between 30% and 70% of net debt at rates that are fixed for more than one year. The Group's interest rate exposure is managed by the use of fixed and floating rate borrowings and by the use of interest rate swaps and cross currency interest rate swaps to adjust the balance of fixed and floating rate liabilities. The Group also mixes the duration of its borrowings to smooth the impact of interest rate fluctuations.

On the basis of the profile of net debt and an assessment of reasonably possible changes in the principal interest rates, the Group's sensitivity to interest rate risk can be quantified as follows with all other variables held constant:

Interest rate exposure	2010	2009
On US dollar denominated net debt:		
Interest rate movement	<b>1.7% higher</b>	1.6% higher
Effect on profit for the year *	<b>US\$15m higher</b>	US\$4m higher
On sterling denominated net debt:		
Interest rate movement	<b>2.0% higher</b>	1.0% higher
Effect on profit for the year *	<b>US\$3m higher</b>	US\$4m higher
On Brazilian real denominated net debt:		
Interest rate movement	<b>1.4% higher</b>	2.9% higher
Effect on profit for the year	<b>US\$nil</b>	US\$1m higher
On euro denominated net debt:		
Interest rate movement	<b>1.7% higher</b>	1.0% higher
Effect on profit for the year **	<b>US\$3m lower</b>	US\$2m higher

\* primarily as a result of higher interest income on interest rate swaps offset by higher interest expense on floating rate borrowings.

\*\* primarily as a result of higher interest expense on loans in 2010 (and higher interest income on interest rate swaps in 2009).

#### Price risk

The Group is exposed to price risk in connection with investments classified on the balance sheet as available for sale financial assets. Such investments are primarily held to provide security in connection with unfunded pension obligations and are managed by independent fund managers who seek to mitigate such risk by diversification of the portfolio.

At 31 March 2010, if the relevant stock market and other indices had been 10% higher/lower with all other variables held constant, no further significant gains/losses would have been recognised in the Group statement of comprehensive income.

#### Credit risk

In the case of derivative financial instruments, deposits and trade receivables, the Group is exposed to credit risk, which results from the non-performance of contractual agreements on the part of the contracted party.

## 5. Financial risk management (continued)

This credit risk is minimised by a policy under which the Group only enters into such contracts with banks and financial institutions with strong credit ratings, within limits set for each organisation. Dealing activity is closely controlled and counterparty positions are monitored regularly. The general credit risk on derivative financial instruments utilised by the Group is therefore not considered to be significant. No credit limits were exceeded during the year and the Group does not anticipate that any losses will arise from non-performance by these counterparties.

At the balance sheet date trade receivables with financial institutions accounted for some 45% (2009: 37%) of total trade receivables in the UK and some 20% (2009: 33%) of total trade receivables in the USA. The remaining balances are distributed across multiple industries and geographies. The Group has implemented policies that require appropriate credit checks on potential customers before granting credit. The maximum credit risk in respect of such financial assets is the carrying value of the assets.

### Liquidity risk

The Group maintains long-term committed facilities to ensure it has sufficient funds available for operations and planned expansions. The Group monitors rolling forecasts of projected cash flows to ensure that it will have adequate undrawn committed facilities available.

Details of the facilities available to the Group and their utilisation at the balance sheet date are given in note 24. The maturity analysis of financial liabilities is given in note 28.

### Capital risk management

The Group's objectives in managing capital are to safeguard its ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure and cost of capital.

In order to maintain or adjust the capital structure, the Group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce net debt. As part of its internal reporting processes the Group monitors capital employed by operating segment. For this purpose, capital employed excludes net debt and tax balances and at 31 March 2010 the Group's capital employed was US\$4,251m (2009: US\$4,205m). The Group manages its working capital in order to meet its target to convert at least 90% of EBIT into operating cash flow and the conversion percentage for the year ended 31 March 2010 was 98% (2009: 99%).

### Fair value estimation

The fair value of derivative financial instruments and other financial assets and liabilities is determined by using market data and established estimation techniques such as discounted cash flow and option valuation models. The fair value of foreign exchange contracts is based on a comparison of the contractual and year end exchange rates. The fair values of other derivative financial instruments are estimated by discounting the future cash flows to net present values using appropriate market rates prevailing at the year end.

The following table presents an analysis of the Group's financial assets and financial liabilities that are measured at fair value at 31 March 2010 by level, as required and defined by IFRS 7 'Improving Disclosures about Financial Instruments':

	Level 1 US\$m	Level 2 US\$m	Level 3 US\$m	Total US\$m
<b>Assets</b>				
Loans and receivables	-	44	-	44
Derivatives used for hedging	-	43	-	43
Financial assets at fair value through profit and loss	-	19	9	28
Available for sale	33	-	-	33
<b>Total assets</b>	<b>33</b>	<b>106</b>	<b>9</b>	<b>148</b>
<b>Liabilities</b>				
Derivatives used for hedging	-	35	-	35
Financial liabilities at fair value through profit and loss	-	70	669	739
<b>Total liabilities</b>	<b>-</b>	<b>105</b>	<b>669</b>	<b>774</b>
<b>Net financial assets/(liabilities)</b>	<b>33</b>	<b>1</b>	<b>(660)</b>	<b>(626)</b>

Valuations that are based on unadjusted quoted prices in active markets for identical assets and liabilities are classified as Level 1 in the above analysis. Inputs other than quoted prices included in Level 1, that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices), are classified as Level 2. Inputs for assets or liabilities that are not based on observable market data are classified as Level 3.

## Notes to the Group financial statements (continued)

### 5. Financial risk management (continued)

The following table presents an analysis of the changes in Level 3 financial assets and liabilities for the year ended 31 March 2010 which comprise put and call options associated with corporate transactions:

<b>Financial assets/(liabilities) classified as Level 3</b>	Serasa put option US\$m	Other derivatives US\$m	<b>Total US\$m</b>
At 1 April 2009	(424)	-	<b>(424)</b>
Additions in the year	-	(8)	<b>(8)</b>
Valuation gains and losses recognised in income statement (note 11)	(113)	9	<b>(104)</b>
Currency translation gains and losses recognised in other comprehensive income	(124)	-	<b>(124)</b>
<b>At 31 March 2010</b>	<b>(661)</b>	<b>1</b>	<b>(660)</b>

The put option associated with the remaining 30% stake in Serasa is valued at the higher of 95% of the equity value of Serasa or the value of Serasa based on the P/E ratio of Experian and the latest earnings of Serasa. A Monte Carlo simulation has been used to calculate the liability. The key assumptions in arriving at the value of the put are the equity value of Serasa, the future P/E ratio of Experian at the date of exercise, the respective volatilities of Experian and Serasa and the risk free rate in Brazil. It is also assumed that the put may be exercised in June 2012. Gains and losses in respect of the valuation of the put option since acquisition in June 2007 have been recorded as financing fair value remeasurements. Movements in the year ended 31 March 2010 primarily relate to an increase in the equity value of Serasa.

### 6. Segmental information

Under IFRS 8 'Operating Segments', an operating segment is a component of an entity:

- that engages in business activities from which it may earn revenues and incur expenses (including revenues and expenses relating to transactions with other components); and
- whose operating results are regularly reviewed by the chief operating decision maker to assess its performance and make decisions about resources to be allocated to the segment; and
- for which discrete financial information is available.

Experian is organised into, and managed on a worldwide basis over, the following five operating segments, based on geographic areas, supported by its central Group functions:

- North America;
- Latin America;
- UK and Ireland;
- Europe, Middle East and Africa ('EMEA'); and
- Asia Pacific.

The chief operating decision maker, identified in accordance with the requirements of IFRS 8, assesses the performance of the above operating segments on the basis of EBIT, as defined in note 4.

## 6. Segmental information (continued)

The 'All other segments' category required to be disclosed under IFRS 8 has been captioned in these financial statements as EMEA/Asia Pacific. This combines information in respect of the EMEA and the Asia Pacific segments as, on the basis of their share of the Group's results and net assets, neither of these operating segments is individually reportable under IFRS 8. Accordingly the information given in respect of this category is comparable to that previously disclosed under IAS 14 in respect of EMEA/Asia Pacific.

Experian separately presents information equivalent to segment disclosures in respect of the costs of its central Group functions under the caption of 'Central Activities', as management believes that the reporting of this information is helpful to users of the financial statements. Information disclosed under Central Activities includes costs arising from finance, treasury and other global functions.

Inter-segment transactions are entered into under the normal commercial terms and conditions that would also be available to unrelated third parties. There is no material impact from inter-segment transactions on the Group's results.

Segment assets consist primarily of property, plant and equipment, intangible assets including goodwill, inventories, derivatives designated as hedges of future commercial transactions, and receivables. They exclude tax assets, cash, investments and derivatives designated as hedges of borrowings.

Segment liabilities comprise operating liabilities including derivatives designated as hedges of future commercial transactions. They exclude tax liabilities, borrowings and related hedging derivatives.

Capital expenditure comprises additions to property, plant and equipment and intangible assets, excluding additions resulting from acquisitions through business combinations.

Information presented to meet the requirements of IFRS 8 additionally includes analysis of the Group's revenues over groups of service lines. This is supplemented by additional voluntary disclosure of the profitability of those same groups of service lines, and is equivalent to disclosures previously provided of segmental information analysed by business segment under IAS 14. For ease of reference, Experian continues to use the term 'business segments' when discussing the results of groups of service lines and the four business segments for Experian are:

- Credit Services;
- Decision Analytics;
- Marketing Services; and
- Interactive.

Credit Services acquires, processes and manages large and complex databases containing the credit histories of consumers and businesses.

Decision Analytics builds on the Credit Services database information and helps clients by applying analytical tools and software to convert data held internally and other data into usable business information.

Marketing Services helps clients to acquire new customers and to manage their relationships with existing customers. By appending hundreds of characteristics to the credit and marketing data held in databases, Marketing Services provides clients with information designed to assist them in matching the right offer or product to the relevant customer using the most appropriate communication channels.

Interactive helps customers to understand and manage their own financial information and assets as well as to make more informed purchasing decisions in areas such as financial services, shopping and education and to connect them with companies over the internet.

The North America and the UK and Ireland operating segments derive revenues from all of the Group's business segments. The Latin America, EMEA and Asia Pacific segments currently do not derive revenue from the Interactive business segment.

Segment information for the full year provided to the chief operating decision maker, and reportable under IFRS 8, is set out in section (a) below:

## Notes to the Group financial statements (continued)

### 6. Segment information (continued)

#### a) Segment information (GAAP disclosures)

##### (i) Income statement

Year ended 31 March 2010	Continuing operations <sup>1</sup>					
	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>3</sup>	Total operating segments	Total continuing operations
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue from external customers<sup>2</sup></b>	2,068	559	792	461	<b>3,880</b>	<b>3,880</b>
<b>Reconciliation from EBIT to profit/(loss) before tax – continuing operations</b>						
<b>EBIT</b>	623	166	212	52	<b>1,053</b>	<b>991</b>
Net interest (note 11(b))	-	-	-	-	-	(81)
<b>Benchmark PBT</b>	623	166	212	52	<b>1,053</b>	<b>910</b>
Exceptional items (note 10)	(45)	-	(10)	(11)	<b>(66)</b>	<b>(72)</b>
Amortisation of acquisition intangibles	(48)	(39)	(39)	(14)	<b>(140)</b>	<b>(140)</b>
Charges in respect of the demerger-related equity incentive plans	(11)	-	(7)	(2)	<b>(20)</b>	<b>(28)</b>
Financing fair value remeasurements	-	-	-	-	-	(9)
<b>Profit/(loss) before tax</b>	519	127	156	25	<b>827</b>	<b>661</b>

Year ended 31 March 2009	Continuing operations <sup>1</sup>					
	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>3</sup>	Total operating segments	Total continuing operations
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue from external customers<sup>2</sup></b>	2,083	462	902	426	<b>3,873</b>	<b>3,873</b>
<b>Reconciliation from EBIT to profit/(loss) before tax – continuing operations</b>						
<b>EBIT</b>	616	118	213	49	<b>996</b>	<b>939</b>
Net interest (note 11(b))	-	-	-	-	-	(96)
<b>Benchmark PBT</b>	616	118	213	49	<b>996</b>	<b>843</b>
Exceptional items (note 10)	(49)	-	(30)	(22)	<b>(101)</b>	<b>(117)</b>
Amortisation of acquisition intangibles	(48)	(38)	(34)	(12)	<b>(132)</b>	<b>(132)</b>
Goodwill adjustment	(1)	-	-	-	<b>(1)</b>	<b>(1)</b>
Charges in respect of the demerger-related equity incentive plans	(14)	-	(9)	(3)	<b>(26)</b>	<b>(32)</b>
Financing fair value remeasurements	-	-	-	-	-	19
Tax expense on share of profits of associates	(2)	-	-	-	<b>(2)</b>	<b>(2)</b>
<b>Profit/(loss) before tax</b>	502	80	140	12	<b>734</b>	<b>578</b>

1. In the year ended 31 March 2010, a loss before tax of US\$8m arose in respect of discontinued operations, which comprised the Group's transaction processing activities in France. In the year ended 31 March 2009, additional revenue from external customers of US\$201m and profit before tax of US\$26m arose in respect of these discontinued operations. Further information on discontinued operations is shown in note 13.

2. Revenue from external customers arose principally from the provision of services. There is no material inter-segment revenue.

3. EMEA/Asia Pacific represents all other operating segments.



## 6. Segment information (continued)

### (ii) Balance sheet

At 31 March 2010	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>1</sup>	Segment assets and liabilities US\$m	Central Activities and other <sup>2</sup> US\$m	Total Group US\$m
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Goodwill	1,531	1,017	570	294	3,412	-	3,412
Investments in associates	216	-	-	27	243	-	243
Other assets	915	704	415	348	2,382	641	3,023
Total assets	2,662	1,721	985	669	6,037	641	6,678
Total liabilities	(449)	(155)	(345)	(216)	(1,165)	(3,076)	(4,241)
<b>Net assets/(liabilities)</b>	<b>2,213</b>	<b>1,566</b>	<b>640</b>	<b>453</b>	<b>4,872</b>	<b>(2,435)</b>	<b>2,437</b>

At 31 March 2009	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>1</sup>	Segment assets and liabilities US\$m	Central Activities and other <sup>2</sup> US\$m	Total Group US\$m
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Goodwill	1,534	789	544	258	3,125	-	3,125
Investments in associates	313	-	-	19	332	-	332
Other assets	1,012	567	432	299	2,310	372	2,682
Total assets	2,859	1,356	976	576	5,767	372	6,139
Total liabilities	(444)	(123)	(268)	(225)	(1,060)	(3,180)	(4,240)
<b>Net assets/(liabilities)</b>	<b>2,415</b>	<b>1,233</b>	<b>708</b>	<b>351</b>	<b>4,707</b>	<b>(2,808)</b>	<b>1,899</b>

Central Activities and other comprise:	2010			2009		
	Assets US\$m	Liabilities US\$m	Net assets/(liabilities) US\$m	Assets US\$m	Liabilities US\$m	Net assets/(liabilities) US\$m
Central Activities – total segment assets	203	-	203	143	-	143
Central Activities – total segment liabilities	-	(163)	(163)	-	(221)	(221)
Central Activities – net assets/(liabilities)	203	(163)	40	143	(221)	(78)
Net present value of put option in respect of Serasa minority interest	-	(661)	(661)	-	(424)	(424)
Net debt	258	(1,885)	(1,627)	199	(2,309)	(2,110)
Tax	180	(367)	(187)	30	(226)	(196)
<b>Central Activities and other</b>	<b>641</b>	<b>(3,076)</b>	<b>(2,435)</b>	<b>372</b>	<b>(3,180)</b>	<b>(2,808)</b>

1. EMEA/Asia Pacific represents all other operating segments.

2. Net assets/(liabilities) for Central Activities comprise corporate head office balances including retirement benefit obligations and derivative assets and liabilities.

## Notes to the Group financial statements (continued)

### 6. Segment information (continued)

#### (iii) Other segment financial information

Year ended 31 March 2010	Continuing operations <sup>1</sup>						
	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>2</sup>	Total operating segments	Central Activities	Total Group
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Benchmark PBT is stated after charging:							
Depreciation of property, plant and equipment	42	13	19	8	82	3	85
Amortisation of intangible assets (other than acquisition intangibles)	96	47	28	17	188	1	189
Benchmark PBT includes:							
Share of profits of associates	57	-	-	1	58	-	58
Capital expenditure	133	65	54	38	290	24	314

Year ended 31 March 2009	Continuing operations <sup>1</sup>						
	North America	Latin America	UK & Ireland	EMEA/ Asia Pacific <sup>2</sup>	Total operating segments	Central Activities	Total Group
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Benchmark PBT is stated after charging:							
Depreciation of property, plant and equipment	45	9	24	9	87	3	90
Amortisation of intangible assets (other than acquisition intangibles)	114	41	32	11	198	-	198
Benchmark PBT includes:							
Share of profits of associates	48	-	-	(4)	44	-	44
Capital expenditure	126	69	52	38	285	20	305

1. In the year ended 31 March 2009, additional depreciation of US\$8m, amortisation of US\$8m and capital expenditure of US\$23m arose in respect of discontinued operations, which comprised the Group's transaction processing activities in France (2010: US\$nil). Further information on discontinued operations is shown in note 13.

2. EMEA/Asia Pacific represents all other operating segments.

## 6. Segment information (continued)

### (iv) Revenue by country – continuing operations

	2010 US\$m	2009 US\$m
USA	2,064	2,079
UK	784	893
Brazil	556	457
Other	476	444
<b>Total</b>	<b>3,880</b>	<b>3,873</b>

1. No single customer accounted for 10% or more of the Group's revenue from external customers in the year ended 31 March 2010 and the year ended 31 March 2009.
2. The Company is resident in Ireland. Revenue with Irish external customers represents less than 1% of the Group's revenue from external customers and accordingly all the Group's revenue is attributable to foreign countries.

### (v) Revenue by business segment – continuing operations

The analysis by business segment of revenue from external customers is given within note 6(b).

### (vi) Non-current assets by country

	2010 US\$m	2009 US\$m
USA	2,340	2,541
UK	751	779
Brazil	1,593	1,265
Other	550	490
Segment non-current assets	5,234	5,075
Central Activities	234	142
Deferred tax	176	13
<b>Total</b>	<b>5,644</b>	<b>5,230</b>

1. Non-current assets for Central Activities and deferred tax have been excluded from the analysis by country to add clarity to the presentation of this information.
2. The Group has no significant non-current assets located in Ireland.

## Notes to the Group financial statements (continued)

### 6. Segment information (continued)

#### (b) Information on business segments (including non-GAAP disclosures)

Year ended 31 March 2010	Continuing operations <sup>1</sup>						
	Credit Services	Decision Analytics	Marketing Services	Interactive	Total business segments	Central Activities	Total continuing operations
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue from external customers<sup>2</sup></b>	1,669	441	734	1,036	<b>3,880</b>	-	<b>3,880</b>
<b>Reconciliation from EBIT to profit/(loss) before tax - continuing operations</b>							
<b>EBIT</b>	605	119	86	243	<b>1,053</b>	(62)	<b>991</b>
Net interest (note 11(b))	-	-	-	-	-	(81)	<b>(81)</b>
<b>Benchmark PBT</b>	605	119	86	243	<b>1,053</b>	(143)	<b>910</b>
Exceptional items (note 10)	(20)	(5)	(33)	(8)	<b>(66)</b>	(6)	<b>(72)</b>
Amortisation of acquisition intangibles	(57)	(6)	(45)	(32)	<b>(140)</b>	-	<b>(140)</b>
Charges in respect of the demerger-related equity incentive plans <sup>3</sup>	-	-	-	-	-	(28)	<b>(28)</b>
Financing fair value remeasurements	-	-	-	-	-	(9)	<b>(9)</b>
<b>Profit/(loss) before tax</b>	528	108	8	203	<b>847</b>	(186)	<b>661</b>

Year ended 31 March 2009	Continuing operations <sup>1</sup>						
	Credit Services	Decision Analytics	Marketing Services	Interactive	Total business segments	Central Activities	Total continuing operations
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Revenue from external customers<sup>2</sup></b>	1,666	487	770	950	<b>3,873</b>	-	<b>3,873</b>
<b>Reconciliation from EBIT to profit/(loss) before tax - continuing operations</b>							
<b>EBIT</b>	554	142	88	212	<b>996</b>	(57)	<b>939</b>
Net interest (note 11(b))	-	-	-	-	-	(96)	<b>(96)</b>
<b>Benchmark PBT</b>	554	142	88	212	<b>996</b>	(153)	<b>843</b>
Exceptional items (note 10)	(41)	(16)	(23)	(9)	<b>(89)</b>	(28)	<b>(117)</b>
Amortisation of acquisition intangibles	(54)	(6)	(40)	(32)	<b>(132)</b>	-	<b>(132)</b>
Goodwill adjustment	-	-	(1)	-	<b>(1)</b>	-	<b>(1)</b>
Charges in respect of the demerger-related equity incentive plans <sup>3</sup>	-	-	-	-	-	(32)	<b>(32)</b>
Financing fair value remeasurements	-	-	-	-	-	19	<b>19</b>
Tax expense on share of profits of associates	(2)	-	-	-	<b>(2)</b>	-	<b>(2)</b>
<b>Profit/(loss) before tax</b>	457	120	24	171	<b>772</b>	(194)	<b>578</b>

1. In the year ended 31 March 2010, a loss before tax of US\$8m arose in respect of discontinued operations, which comprised the Group's transaction processing activities in France. In the year ended 31 March 2009, additional revenue from external customers of US\$201m and profit before tax of US\$26m arose in respect of these discontinued operations. Further information on discontinued operations is shown in note 13.

2. Revenue from external customers arose principally from the provision of services. There is no material inter-segment revenue.

3. No allocation by business segment is made for charges in respect of the demerger-related equity incentive plans as the underlying data is maintained only to provide an allocation by operating segment.

## 7. Foreign currency

The principal exchange rates used in these financial statements are as follows:

	Average		Closing		
	2010	2009	2010	2009	2008
Sterling : US dollar	<b>1.58</b>	1.69	<b>1.52</b>	1.43	1.99
US dollar : Brazilian real	<b>1.88</b>	1.96	<b>1.79</b>	2.30	1.75
Euro : US dollar	<b>1.41</b>	1.41	<b>1.35</b>	1.33	1.58

Assets and liabilities of undertakings whose functional currency is not the US dollar are translated into US dollars at the exchange rates ruling at the balance sheet date. Their income statements are translated into US dollars at average exchange rates (unless these averages are not a reasonable approximation of the cumulative effect of the rates prevailing on the transaction dates, in which case income and expenses are translated at the rates on the dates of the transactions). An indication of the sensitivity of the Group's results to foreign exchange risk is given in note 5.

## 8. Profit before tax

Profit before tax is stated after charging:

(i) Expenses by nature	2010 US\$m	2009 US\$m
Net operating lease rental expense	<b>51</b>	59
Depreciation of property, plant and equipment	<b>85</b>	90
Amortisation of intangible assets	<b>329</b>	330
Write down on disposal of property, plant and equipment and intangibles	<b>3</b>	1
Other losses on disposal of property, plant and equipment and intangibles	<b>1</b>	-
Employee benefit costs (note 9)	<b>1,430</b>	1,428

Amortisation of intangible assets is charged to administrative expenses, except for the amortisation of databases which is charged to cost of sales.

(ii) Fees payable to the Company's auditor	2010 US\$m	2009 US\$m
Audit and assurance services:		
Audit of the parent company and Group financial statements	<b>1</b>	1
Audit of the financial statements of the Group's subsidiaries, pursuant to legislation	<b>3</b>	3
Other assurance services, including the review of the Group's half-yearly financial report	<b>1</b>	1
	<b>5</b>	5
Other services:		
Taxation services	<b>4</b>	5
Services in respect of the demerger	<b>-</b>	4
	<b>4</b>	9
<b>Total fees payable to the Company's auditor and its associates</b>	<b>9</b>	14

The guidelines covering the use of the Company's auditor for non-audit services are set out in the corporate governance statement.



## Notes to the Group financial statements (continued)

### 9. Employee benefit costs and employee numbers

#### Aggregate employee costs for the continuing operations of the Group

	Notes	2010 US\$m	2009 US\$m
Wages and salaries		1,158	1,163
Social security costs		165	165
Share-based payments	29	63	55
Pension costs - defined benefit plans	30	10	10
Pension costs - defined contribution plans		34	35
<b>Total continuing operations</b>		<b>1,430</b>	<b>1,428</b>

#### Average number of employees (including executive directors) in the continuing operations of the Group

	2010			2009		
	Full time	Part time	Full time equivalent	Full time	Part time	Full time equivalent
North America	5,480	145	5,553	5,768	302	5,919
Latin America	2,548	82	2,589	2,355	228	2,469
UK & Ireland	3,389	157	3,468	3,549	99	3,599
EMEA/Asia Pacific	2,938	99	2,988	2,575	104	2,627
Total operating segments	14,355	483	14,598	14,247	733	14,614
Central Activities	90	3	92	85	3	87
<b>Total continuing operations</b>	<b>14,445</b>	<b>486</b>	<b>14,690</b>	<b>14,332</b>	<b>736</b>	<b>14,701</b>

#### Remuneration of key management personnel

	2010 US\$m	2009 US\$m
Salaries and short-term employee benefits	12	12
Retirement benefits	1	1
Share-based payments	13	13
<b>Total continuing operations</b>	<b>26</b>	<b>26</b>

Key management personnel comprises the board of directors. The amount included in respect of share-based payments includes operating and exceptional costs for previous GUS awards and the one-off demerger awards. Further details of directors' remuneration are given in the audited part of the report on directors' remuneration.

### 10. Exceptional and other non-GAAP measures

	2010 US\$m	2009 US\$m
<b>Exceptional items</b>		
Restructuring costs	41	92
Loss arising in connection with arrangements with FARES	4	-
Cessation of bureau activities	3	15
Loss on disposal of businesses	24	3
Demerger and related restructuring costs	-	7
<b>Total exceptional items</b>	<b>72</b>	<b>117</b>
<b>Other non-GAAP measures</b>		
Amortisation of acquisition intangibles	140	132
Goodwill adjustment	-	1
Charges in respect of the demerger-related equity incentive plans	28	32
Financing fair value remeasurements (note 11)	9	(19)
<b>Total other non-GAAP measures</b>	<b>177</b>	<b>146</b>

Exceptional items and other non-GAAP measures are in respect of continuing operations. Exceptional items are charged to administrative expenses.

## 10. Exceptional and other non-GAAP measures (continued)

### *Exceptional items*

Expenditure of US\$41m (2009: US\$92m) arose in the year in connection with the Group's strategic programme of cost efficiency measures. Of this US\$21m (2009: US\$51m) related to redundancy, US\$17m (2009: US\$34m) related to offshoring activities, infrastructure consolidations and other restructuring activities and US\$3m (2009: US\$7m) related to asset write-offs.

During the year, Experian recognised a loss of US\$4m in connection with arrangements with FARES primarily as a result of the reclassification through the Group income statement of earlier losses in respect of holdings of First Advantage Corporation Class A common stock.

During the year ended 31 March 2010, and as previously announced, the Group completed the closure of its Canadian credit bureau and terminated its joint venture bureau in Japan. Charges associated with the closure of the bureaux in the year ended 31 March 2009 included US\$13m of fixed asset write-offs, including the related investment in associate, and a further US\$2m of closure costs.

The loss on disposal of businesses in the year ended 31 March 2010 primarily arose as a result of the disposal of the National Business Database in North America.

Demerger and related restructuring costs in the year ended 31 March 2009 comprised legal and professional fees, together with costs in connection with the cessation of a number of subsidiaries of the former GUS plc.

Cash outflows in respect of exceptional items are analysed in note 35(h).

### *Other non-GAAP measures*

IFRS requires that, on acquisition, specific intangible assets are identified and recognised separately from goodwill and then amortised over their useful economic lives. These include items such as brand names and customer lists, to which value is first attributed at the time of acquisition. The Group has excluded amortisation of these acquisition intangibles from its definition of Benchmark PBT because such a charge is based on judgments about their value and economic life.

A goodwill adjustment of US\$1m arose in the year ended 31 March 2009 under IFRS 3 'Business Combinations' on the recognition of previously unrecognised tax losses on prior years' acquisitions. The corresponding tax benefit reduced the tax charge for that year by US\$1m.

Charges in respect of demerger-related equity incentive plans relate to one-off grants made to senior management and at all staff levels at the time of the demerger, under a number of equity incentive plans. The cost of these one-off grants is being charged to the Group income statement over the five years from flotation in October 2006, but excluded from the definition of Benchmark PBT. The cost of all other grants is being charged to the Group income statement and included in the definition of Benchmark PBT.

An element of the Group's derivatives is ineligible for hedge accounting under IFRS. Gains or losses on these derivatives arising from market movements, together with gains and losses on put options in respect of acquisitions, are credited or charged to financing fair value remeasurements within finance income and finance expense in the Group income statement.

## Notes to the Group financial statements (continued)

### 11. Net finance costs

	2010 US\$m	2009 US\$m
<b>(a) Net finance costs</b>		
Interest income:		
Bank deposits and money market funds	17	16
Interest differential on derivatives	2	12
Expected return on pension plan assets	47	69
Interest income	66	97
Financing fair value gains:		
Fair value gains on borrowings attributable to currency risk	16	-
Gains on interest rate swaps - fair value hedges	3	53
Fair value gains on non-hedging derivatives	53	-
Foreign exchange transaction gains	58	11
Movement in fair value of Serasa put option (note 5)	-	21
Financing fair value gains	130	85
Finance income	196	182
Interest expense:		
Bank loans and overdrafts	19	41
Eurobonds and notes	41	61
Commitment and facility utilisation fees	2	1
Unwind of discount on provisions	5	6
Interest differential on derivatives	31	30
Finance lease interest expense	1	2
Interest expense on pension plan liabilities	48	52
Interest expense	147	193
Financing fair value losses:		
Fair value losses on borrowings attributable to interest rate risk	4	51
Losses on cross currency swaps - fair value hedges	22	-
Fair value losses on non-hedging derivatives	-	15
Movement in fair value of Serasa put option (note 5)	113	-
Financing fair value losses	139	66
Finance expense	286	259
<b>Net finance costs</b>	<b>90</b>	<b>77</b>
<b>(b) Net interest expense included in Benchmark PBT</b>		
Net finance costs	90	77
Financing fair value remeasurements	(9)	19
<b>Net interest expense included in Benchmark PBT</b>	<b>81</b>	<b>96</b>
<b>(c) Financing fair value remeasurements included in net finance costs</b>		
Financing fair value gains	(130)	(85)
Financing fair value losses	139	66
<b>Charge/(credit) in respect of financing fair value remeasurements</b>	<b>9</b>	<b>(19)</b>

An indication of the sensitivity of the Group's results to interest rate risk is given in note 5.

**12. Tax expense**

	2010 US\$m	2009 US\$m
<b>(a) Analysis of tax expense in the Group income statement</b>		
Current tax:		
UK corporation tax on income for the year	-	-
Adjustments in respect of prior years	1	(28)
	1	(28)
Non-UK tax:		
Tax on income for the year	108	54
Adjustments in respect of prior years	10	-
	118	54
Total current tax charge for the year	119	26
Deferred tax:		
Origination and reversal of temporary differences	(98)	61
Adjustments in respect of prior years	(4)	(3)
Total deferred tax (credit)/charge for the year	(102)	58
<b>Total tax expense in the Group income statement</b>	<b>17</b>	<b>84</b>
The total tax expense comprises:		
UK tax	(103)	(43)
Non-UK tax	120	127
<b>Total tax expense in the Group income statement</b>	<b>17</b>	<b>84</b>
<b>(b) Tax reconciliations</b>		
	2010 US\$m	2009 US\$m
<b>(i) Reconciliation of the tax expense in the Group income statement</b>		
Profit before tax	661	578
Add: tax expense on share of profits of associates	-	2
Adjusted profit before tax	661	580
Adjusted profit before tax multiplied by the standard rate of corporation tax in the UK of 28%	185	162
Effects of:		
Other adjustments to tax charge in respect of prior years	7	(31)
Income not taxable	(30)	(25)
Expenses not deductible	38	53
Adjustment in respect of previously unrecognised tax losses	(105)	1
Tax expense on share of profits of associates	-	(2)
Effect of different tax rates in non-UK businesses	(78)	(74)
<b>Total tax expense in the Group income statement</b>	<b>17</b>	<b>84</b>

The effective rate of tax, after adjusting for the net income from associates, is 2.6% (2009: 14.5%), based on the profit before tax for the year ended 31 March 2010 of US\$661m (2009: US\$578m) and the associated tax charge of US\$17m (2009: US\$84m). The effective tax rate for the year is lower than the standard rate of corporation tax in the UK of 28% and the differences are explained above.

## Notes to the Group financial statements (continued)

### 12. Tax expense (continued)

	2010 US\$m	2009 US\$m
<b>(ii) Reconciliation of the tax expense in the Group income statement to the Benchmark tax charge</b>		
Group tax expense	17	84
Add: one-off tax credit	105	20
Add: tax relief on exceptional items	33	25
Add: tax relief on other non-GAAP measures	29	53
Tax expense on share of profits of associates	-	2
<b>Tax on Benchmark PBT</b>	<b>184</b>	<b>184</b>

The effective rate of tax based on Benchmark PBT of US\$910m (2009: US\$843m) and the associated tax charge of US\$184m (2009: US\$184m), excluding the effect of a one-off tax credit of US\$105m (2009: US\$20m), is 20.2% (2009: 21.8%). The one-off deferred tax credit in the year ended 31 March 2010 involves UK entities that are still part of the Group but is excluded from the calculation of the effective rate of tax based on Benchmark PBT in view of the size and the non-recurring nature of this benefit. The one-off corporation tax credit in the year ended 31 March 2009 was excluded from the calculation of the effective rate of tax based on Benchmark PBT as it related to arrangements involving entities no longer part of the Group. A further tax credit of US\$24m arose in the year ended 31 March 2010 following resolution of historic positions and the tax expense of US\$17m in the Group income statement and the tax on Benchmark PBT of US\$184m are both stated after this credit.

#### (c) Factors that may affect future tax charges

In the foreseeable future, the Group's tax charge will continue to be influenced by the profile of profits earned in the different countries in which the Group's businesses operate and could be affected by changes in tax law.

#### (d) Tax recognised in other comprehensive income

Year ended 31 March 2010	Charge/ (credit) before tax US\$m	Deferred tax US\$m	Charge/ (credit) after tax US\$m
Fair value gains - available for sale financial assets	(7)	2	(5)
Actuarial losses - defined benefit pension plans	28	(8)	20
Currency translation differences	(218)	9	(209)
Reclassification of cumulative fair value losses - available for sale financial assets	(5)	-	(5)
<b>Other comprehensive income</b>	<b>(202)</b>	<b>3</b>	<b>(199)</b>

Year ended 31 March 2009	Charge before tax US\$m	Deferred tax US\$m	Charge after tax US\$m
Fair value losses - available for sale financial assets	8	-	8
Actuarial losses - defined benefit pension plans	202	(56)	146
Currency translation differences	428	-	428
Reclassification of cumulative exchange gain - divestments	3	-	3
<b>Other comprehensive income</b>	<b>641</b>	<b>(56)</b>	<b>585</b>

#### (e) Tax credit recognised in equity on transactions with owners

In the year ended 31 March 2010, tax relating to employee share incentive plans of US\$12m (2009: US\$4m) was recognised in equity and reported as appropriate within transactions with owners. This amount comprised current tax of US\$4m (2009: US\$1m) and deferred tax of US\$8m (2009: US\$3m).



### 13. Discontinued operations

The Group disposed of its transaction processing activities in France on 31 October 2008 and the results and cash flows of that business are accordingly classified as discontinued.

#### Results for discontinued operations

	2010 US\$m	2009 US\$m
Revenue	-	201
Cost of sales	-	(147)
Gross profit	-	54
Distribution costs	-	(6)
Administrative expenses	-	(49)
Operating expenses	-	(55)
Loss for discontinued operations	-	(1)
(Loss)/profit on disposal of discontinued operations:		
(Loss)/profit on disposal	(8)	27
Tax charge in respect of (loss)/profit on disposal	-	(14)
(Loss)/profit after tax on disposal of discontinued operations	(8)	13
<b>(Loss)/profit for the year from discontinued operations</b>	<b>(8)</b>	<b>12</b>

There was a net cash inflow on the disposal of the transaction processing activities in France of US\$191m in the year ended 31 March 2009 on the completion of the sale and a further cash outflow of US\$17m in the year ended 31 March 2010 on the settlement of additional related costs. These cash flows are disclosed within net cash flows used in investing activities from continuing operations in the Group cash flow statement.

#### Cash flows attributable to discontinued operations

	2010 US\$m	2009 US\$m
From operating activities	-	(10)
From investing activities	-	(10)
Exchange and other movements	-	3
<b>Net decrease in cash equivalents in discontinued operations</b>	<b>-</b>	<b>(17)</b>

## Notes to the Group financial statements (continued)

### 14. Basic and diluted earnings per share

Basic earnings per share is calculated by dividing the earnings attributable to ordinary shareholders of the Company by the weighted average number of ordinary shares in issue during the year (excluding own shares held in employee trusts, which are treated as cancelled).

The calculation of diluted earnings per share reflects the potentially dilutive effect of employee share incentive plans. The earnings figures used in the calculations are unchanged for diluted earnings per share.

<b>Basic earnings per share:</b>	<b>2010 US cents</b>	<b>2009 US cents</b>
<b>Continuing and discontinued operations</b>	<b>59.0</b>	<b>48.0</b>
Discontinued operations	0.8	(1.2)
<b>Continuing operations</b>	<b>59.8</b>	<b>46.8</b>
Add back of exceptional and other non-GAAP measures, net of tax	7.3	15.5
Benchmark earnings per share from continuing operations (non-GAAP measure)	67.1	62.3
<b>Diluted earnings per share:</b>	<b>2010 US cents</b>	<b>2009 US cents</b>
<b>Continuing and discontinued operations</b>	<b>58.1</b>	<b>47.5</b>
Discontinued operations	0.8	(1.2)
<b>Continuing operations</b>	<b>58.9</b>	<b>46.3</b>
Add back of exceptional and other non-GAAP measures, net of tax	7.2	15.3
Benchmark diluted earnings per share from continuing operations (non-GAAP measure)	66.1	61.6
<b>Earnings attributable to owners of Experian plc:</b>	<b>2010 US\$m</b>	<b>2009 US\$m</b>
<b>Continuing and discontinued operations</b>	<b>600</b>	<b>486</b>
Discontinued operations	8	(12)
<b>Continuing operations</b>	<b>608</b>	<b>474</b>
Add back of exceptional and other non-GAAP measures, net of tax	73	157
Benchmark earnings attributable to owners of Experian plc (non-GAAP measure)	681	631
<b>Earnings attributable to minority interests:</b>	<b>2010 US\$m</b>	<b>2009 US\$m</b>
<b>Continuing and discontinued operations</b>	<b>36</b>	<b>20</b>
Add back of amortisation of acquisition intangibles attributable to the minority, net of tax	9	8
Benchmark earnings attributable to minority interests (non-GAAP measure)	45	28
<b>Reconciliation of benchmark earnings to profit for the year:</b>	<b>2010 US\$m</b>	<b>2009 US\$m</b>
Overall benchmark earnings (non-GAAP measure)	726	659
(Loss)/profit from discontinued operations	(8)	12
Loss from exceptional and other non-GAAP measures	(82)	(165)
Profit for the year	636	506
<b>Weighted average number of ordinary shares:</b>	<b>2010 m</b>	<b>2009 m</b>
Weighted average number of ordinary shares in issue during the year	1,015	1,013
Dilutive effect of share incentive awards	15	12
Diluted weighted average number of ordinary shares	1,030	1,025

## 15. Dividends

	2010		2009	
	US cents per share	US\$m	US cents per share	US\$m
Amounts recognised and paid during the year:				
First interim - paid in January 2010 (2009: January 2009)	7.00	71	6.75	68
Second interim - paid in July 2009 (2009: July 2008)	13.25	135	12.00	121
Ordinary dividends paid on equity shares	20.25	206	18.75	189
Full year dividend for the year ended 31 March	23.00		20.00	203

A dividend of 16 US cents per ordinary share will be paid on 23 July 2010 to shareholders on the register at the close of business on 25 June 2010 and is not included as a liability in these financial statements. This dividend, together with the first interim dividend of 7 US cents per ordinary share paid in January 2010, comprises the full year dividend for the year ended 31 March 2010 of 23 US cents.

Unless shareholders elect by 25 June 2010 to receive US dollars, their dividends will be paid in sterling at a rate per share calculated on the basis of the exchange rate from US dollars to sterling on 2 July 2010.

Pursuant to the Income Access Share arrangements put in place as part of the demerger of Experian and Home Retail Group in October 2006, shareholders in the Company can elect to receive their dividends from a UK source (the 'IAS election'). Shareholders who held 50,000 or fewer Experian shares (i) on the date of admission of the Company's shares to listing on the London Stock Exchange and (ii) in the case of shareholders who did not own shares at that time, on the first dividend record date after they become shareholders in the Company, unless they elect otherwise, will be deemed to have elected to receive their dividends under the IAS election arrangements. Shareholders who hold more than 50,000 shares and who wish to receive their dividends from a UK source must make an IAS election. All elections remain in force indefinitely unless revoked. Unless shareholders have made an IAS election, or are deemed to have made an IAS election, dividends will be received from an Irish source and will be taxed accordingly.

The employee trusts waived their entitlements to dividends of US\$2m (2009: US\$2m).

## 16. Goodwill

	2010 US\$m	2009 US\$m
At 1 April	3,125	3,605
Differences on exchange	278	(521)
Additions through business combinations (note 36(a))	11	101
Reduction in goodwill relating to tax losses (note 10)	-	(1)
Disposals	(2)	(59)
<b>At 31 March</b>	<b>3,412</b>	<b>3,125</b>

Additions through business combinations are stated after a decrease in goodwill of US\$5m (2009: increase of US\$11m) in respect of adjustments to contingent consideration on prior year acquisitions.

There have been no impairments of goodwill in the current or prior years and, at the balance sheet date, goodwill has been allocated to CGUs as follows: North America US\$1,531m (2009: US\$1,534m), Latin America US\$1,017m (2009: US\$789m), UK & Ireland US\$570m (2009: US\$544m), EMEA US\$254m (2009: US\$227m) and Asia Pacific US\$40m (2009: US\$31m). Further details of the principles used in determining the basis of allocation and annual impairment testing are given in note 4.

## Notes to the Group financial statements (continued)

### 17. Other intangible assets

	Databases	Internal use software	Internally generated software	Acquisition intangibles	Total
	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Cost</b>					
At 1 April 2009	855	145	195	1,062	<b>2,257</b>
Differences on exchange	57	6	7	129	<b>199</b>
Additions through business combinations (note 36(a))	-	1	1	20	<b>22</b>
Other additions	168	43	45	-	<b>256</b>
Disposal of businesses	(34)	-	(4)	(8)	<b>(46)</b>
Other disposals	(128)	-	(67)	-	<b>(195)</b>
Transfer in respect of assets held for sale (note 37)	-	-	-	(60)	<b>(60)</b>
<b>At 31 March 2010</b>	<b>918</b>	<b>195</b>	<b>177</b>	<b>1,143</b>	<b>2,433</b>
<b>Amortisation and impairment losses</b>					
At 1 April 2009	498	83	120	367	<b>1,068</b>
Differences on exchange	29	4	5	25	<b>63</b>
Charge for the year	142	22	25	140	<b>329</b>
Disposal of businesses	(16)	-	(4)	(7)	<b>(27)</b>
Other disposals	(128)	-	(61)	-	<b>(189)</b>
Transfer in respect of assets held for sale (note 37)	-	-	-	(44)	<b>(44)</b>
<b>At 31 March 2010</b>	<b>525</b>	<b>109</b>	<b>85</b>	<b>481</b>	<b>1,200</b>
Net Book Value at 31 March 2009	357	62	75	695	<b>1,189</b>
<b>Net Book Value at 31 March 2010</b>	<b>393</b>	<b>86</b>	<b>92</b>	<b>662</b>	<b>1,233</b>

Acquisition intangibles includes the net book value of customer and advertiser relationships of US\$386m together with other assets which comprise trademarks and licences, trade names and completed technology.

	Databases	Internal use software	Internally generated software	Acquisition intangibles	Total
	US\$m	US\$m	US\$m	US\$m	US\$m
<b>Cost</b>					
At 1 April 2008	887	169	251	1,200	2,507
Differences on exchange	(113)	(26)	(52)	(189)	(380)
Additions through business combinations	2	-	-	61	63
Other additions	153	41	44	-	238
Disposal of businesses	-	(18)	(41)	(1)	(60)
Other disposals	(74)	(21)	(7)	(9)	(111)
At 31 March 2009	855	145	195	1,062	2,257
<b>Amortisation and impairment losses</b>					
At 1 April 2008	504	99	143	288	1,034
Differences on exchange	(72)	(13)	(33)	(44)	(162)
Charge for the year	139	30	34	132	335
Disposal of businesses	-	(13)	(18)	(1)	(32)
Other disposals	(73)	(20)	(6)	(8)	(107)
At 31 March 2009	498	83	120	367	1,068
Net Book Value at 31 March 2008	383	70	108	912	1,473
Net Book Value at 31 March 2009	357	62	75	695	1,189

Acquisition intangibles includes the net book value of customer and advertiser relationships of US\$487m together with other assets which comprise trademarks and licences, trade names and completed technology.

## 18. Property, plant and equipment

	Freehold properties US\$m	Short leasehold properties US\$m	Plant and equipment US\$m	Total US\$m
<b>Cost</b>				
At 1 April 2009	272	123	523	<b>918</b>
Differences on exchange	17	-	24	<b>41</b>
Additions through business combinations (note 36(a))	-	-	2	<b>2</b>
Other additions	3	1	54	<b>58</b>
Disposal of businesses	-	-	(3)	<b>(3)</b>
Other disposals	(36)	(1)	(80)	<b>(117)</b>
Transfer in respect of assets held for sale (note 37)	-	-	(4)	<b>(4)</b>
<b>At 31 March 2010</b>	<b>256</b>	<b>123</b>	<b>516</b>	<b>895</b>
<b>Depreciation</b>				
At 1 April 2009	67	31	341	<b>439</b>
Differences on exchange	2	-	11	<b>13</b>
Charge for the year	7	6	72	<b>85</b>
Disposal of businesses	-	-	(2)	<b>(2)</b>
Other disposals	(10)	(1)	(78)	<b>(89)</b>
Transfer in respect of assets held for sale (note 37)	-	-	(2)	<b>(2)</b>
<b>At 31 March 2010</b>	<b>66</b>	<b>36</b>	<b>342</b>	<b>444</b>
<b>Net Book Value at 31 March 2009</b>	<b>205</b>	<b>92</b>	<b>182</b>	<b>479</b>
<b>Net Book Value at 31 March 2010</b>	<b>190</b>	<b>87</b>	<b>174</b>	<b>451</b>

	Freehold properties US\$m	Short leasehold properties US\$m	Plant and equipment US\$m	Total US\$m
<b>Cost</b>				
At 1 April 2008	335	122	680	1,137
Differences on exchange	(64)	-	(97)	(161)
Additions through business combinations	-	-	1	1
Other additions	1	2	74	77
Disposal of businesses	(2)	-	(96)	(98)
Other disposals	(1)	(1)	(36)	(38)
Transfers	3	-	(3)	-
At 31 March 2009	272	123	523	918
<b>Depreciation</b>				
At 1 April 2008	68	26	439	533
Differences on exchange	(9)	-	(64)	(73)
Charge for the year	8	6	80	94
Disposal of businesses	-	-	(83)	(83)
Disposals	-	(1)	(31)	(32)
At 31 March 2009	67	31	341	439
<b>Net Book Value at 31 March 2008</b>	<b>267</b>	<b>96</b>	<b>241</b>	<b>604</b>
<b>Net Book Value at 31 March 2009</b>	<b>205</b>	<b>92</b>	<b>182</b>	<b>479</b>

The net book value of assets held under finance lease agreements and capitalised in plant and equipment is US\$8m (2009: US\$9m). At the end of such agreements the Group has the option to purchase the equipment at a beneficial price.

## Notes to the Group financial statements (continued)

### 19. Investments in associates

	2010 US\$m	2009 US\$m
Cost		
At 1 April	332	295
Differences on exchange	(1)	(1)
Additions	7	29
Share of profit after tax	58	42
Dividends received	(41)	(28)
Disposal of assets by FARES	(112)	-
Write-down of investment in Japan	-	(5)
<b>At 31 March</b>	<b>243</b>	<b>332</b>

Investments in associates at 31 March 2010 include goodwill of US\$237m (2009: US\$224m). The Group's share of cumulative retained profits of associated undertakings at 31 March 2010 is US\$172m (2009: US\$155m).

#### FARES

The Group's principal interest in associated undertakings is a 20% holding of FARES, which is incorporated in the USA. The balance of the capital of FARES is held by The First American Corporation ('FAC'). At 31 March 2010, the Group's share of the assets of FARES amounted to US\$383m (2009: US\$500m) and its share of liabilities is US\$176m (2009: US\$202m). The Group's share of the revenue of FARES for the year ended 31 March 2010 is US\$263m (2009: US\$237m) and its share of profit after tax is US\$56m (2009: US\$46m).

In October 2009, the Group announced the following arrangements in respect of FARES and in respect of FADV, an associate of FARES:

- Following an offer by FAC to acquire the issued and outstanding shares of FADV Class A common stock in consideration for shares in FAC, Experian has elected to tender its direct and indirect holdings in FADV Class A common stock for shares in FAC. Experian directly and indirectly holds some 3.8m shares of FADV Class A common stock with a value of approximately US\$69m and, on exchange and conversion, will hold some 2% of the total issued share capital of FAC.
- Experian has agreed in principle that FARES will dispose of its interests in two business assets (the plant management and imaged documents businesses) to FAC with Experian receiving a cash consideration on completion of US\$48m.
- Experian and FAC have agreed in principle to amend the buy-out arrangements governing Experian's 20% interest in the balance of FARES (excluding the FARES interest in FADV and the two business assets disposed of to FAC). Under the amended terms, if the buy-out is exercised in 2010, cash consideration of some US\$314m will be payable to Experian by 31 December 2010. Thereafter the consideration payable for Experian's 20% interest in FARES will revert to a set valuation multiple, consistent with the current terms.

In connection with these arrangements:

- Experian received cash of US\$70m from the sale during the year of all the shares in FAC which it received in exchange for its direct and indirect holdings in FADV Class A common stock.
- FARES disposed of its interests in the two business assets and Experian received cash consideration of US\$48m in the year ended 31 March 2010.
- Experian received notice from FAC in respect of the exercise of its buy-out option on 22 April 2010 and will accordingly report the results of FARES as a discontinued operation in the Group financial statements for the year ending 31 March 2011. Any gain on disposal will also be reported in the Group financial statements for that year.
- Experian recognised an exceptional loss of US\$4m primarily as a result of the reclassification through the Group income statement of earlier losses in respect of the holdings of FADV Class A common stock and a fair value gain of US\$9m on the FAC option which is reported within financing fair value remeasurements (note 11).

Cash inflows of US\$118m in respect of the transactions completed in the year ended 31 March 2010 are disclosed within net cash flows used in investing activities from continuing operations in the Group cash flow statement.

#### Other associates

The Group's interests in other associated undertakings are not individually material. The additions of US\$7m during the year ended 31 March 2010 are principally in respect of the arrangements with seven of India's leading financial services institutions to operate a credit information bureau in India. As part of the application process, Experian can only hold a maximum of 49% of the equity of the licensed entity and this has been a key factor in classifying this investment as an associate.



**20. Inventories**

	2010 US\$m	2009 US\$m
Work in progress	1	2
Finished goods	2	2
	3	4

**21. Trade and other receivables**

(a) The analysis of trade and other receivables reported in the Group balance sheet is as follows:

	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
Trade receivables	589	-	546	-
Less: provision for impairment of trade receivables	(38)	-	(25)	-
Less: other provisions in respect of trade receivables	(13)	-	(17)	-
Trade receivables - net	538	-	504	-
Amounts owed by associates	4	-	2	-
VAT recoverable	4	-	1	-
Other prepayments and accrued income	254	8	231	5
	800	8	738	5

The accounting policies for loans and receivables set out in note 4 have been applied to financial instruments of US\$613m (2009: US\$590m) within the above items. VAT recoverable of US\$4m (2009: US\$1m) and prepayments of US\$191m (2009: US\$152m) are not regarded as financial instruments.

There is no material difference between the fair value of trade and other receivables and the book value stated above. All non-current trade and other receivables are due within five years from the balance sheet date.

(b) The carrying amounts of the Group's trade and other receivables are denominated in the following currencies:

	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
US dollar	294	5	312	4
Sterling	198	-	177	-
Brazilian real	126	-	89	-
Euro	100	-	93	-
Other	82	3	67	1
	800	8	738	5

(c) Trade receivables of US\$340m (2009: US\$366m) were neither past due nor impaired and these are further analysed as follows:

	Current 2010 US\$m	Current 2009 US\$m
New customers (of less than six months' standing)	31	24
Existing customers (of more than six months' standing) with no defaults in the past	308	336
Existing customers (of more than six months' standing) with defaults in the past which were fully recovered	1	6
	340	366

None of these trade receivables has been renegotiated in the year (2009: US\$nil).

## Notes to the Group financial statements (continued)

### 21. Trade and other receivables (continued)

(d) Trade receivables of US\$182m (2009: US\$134m) were past due but not considered impaired and these are further analysed as follows:

	Current 2010 US\$m	Current 2009 US\$m
Up to three months	159	108
Three to six months	15	20
Over six months	8	6
	<b>182</b>	<b>134</b>

(e) Trade receivables of US\$54m (2009: US\$29m) were considered partially impaired and provided for and these are further analysed as follows:

	Current 2010 US\$m	Current 2009 US\$m
Up to three months	12	9
Three to six months	15	9
Over six months	27	11
	<b>54</b>	<b>29</b>
Impairment provision	<b>(38)</b>	<b>(25)</b>
	<b>16</b>	<b>4</b>

The other classes within trade and other receivables at the balance sheet dates do not include any impaired assets.

(f) Movements in the impairment provision are as follows:

	2010 US\$m	2009 US\$m
At 1 April	25	24
Differences on exchange	2	(3)
Provision for receivables impairment	29	13
Provision utilised in respect of debts written off	(12)	(6)
Unused amounts reversed	(6)	(3)
<b>At 31 March</b>	<b>38</b>	<b>25</b>

The impairment provision has been determined by reference to the age of the receivable and an assessment of the portion of the receivable expected to be recovered. Amounts charged and credited to the Group income statement in respect of this provision are included in administrative expenses. Other provisions in respect of trade receivables mainly comprise credit note provisions.

## 22. Cash and cash equivalents

(a) The analysis of cash and cash equivalents reported in the Group balance sheet is as follows:

	2010 US\$m	2009 US\$m
Cash at bank and in hand	175	127
Short-term investments	-	2
	175	129

The accounting policies for loans and receivables set out in note 4 have been applied to the above items.

The effective interest rate for cash and cash equivalents at 31 March 2010 is 4.8% (2009: 6.6%). There is no material difference between the fair value of cash and cash equivalents and the book value stated above.

(b) Cash and cash equivalents are further analysed by external credit rating where the balance with a counterparty is greater than US\$2m:

	2010 US\$m	2009 US\$m
A rated	86	66
B rated	69	54
Counterparty holding of more than US\$2m	155	120
Counterparty holding of less than US\$2m	20	9
	175	129

The above analysis does not include bank deposits of US\$44m (2009: US\$29m) being amounts held with an A rated counterparty as collateral against derivative contracts and which are reported within other financial assets (see note 27(a)).

## 23. Trade and other payables

	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
Trade creditors	110	-	104	-
VAT and other taxes payable	31	-	32	-
Social security costs	95	-	78	-
Accruals and deferred income	767	8	751	17
Other creditors	59	6	30	25
	1,062	14	995	42

The accounting policies for other financial liabilities set out in note 4 have been applied to financial instruments of US\$773m (2009: US\$480m) within the above items. VAT and other tax payable of US\$31m (2009: US\$32m), social security costs of US\$95m (2009: US\$78m) and accruals and deferred income of US\$177m (2009: US\$447m) are not regarded as financial instruments.

There is no material difference between the fair value of trade and other payables and the book value stated above. All the non-current trade and other payables are due within five years from the balance sheet date.

## 24. Loans and borrowings

(a) The analysis of loans and borrowings reported in the Group balance sheet is as follows:

	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
£203m 6.375% Eurobonds 2009	-	-	308	-
£334m 5.625% Euronotes 2013	-	552	-	518
€500m 4.75% Guaranteed notes 2020	-	681	-	-
Bank loans	-	598	-	1,480
Bank overdrafts	12	-	2	-
Finance lease obligations	5	3	4	5
	17	1,834	314	2,003

## Notes to the Group financial statements (continued)

### 24. Loans and borrowings (continued)

The accounting policies for financial instruments set out in note 4 have been applied to the above items. There is no material difference between the carrying values of the Group's loans and borrowings and their fair values.

During the year ended 31 March 2010, the Group issued 4.75% Guaranteed notes 2020 with a nominal value of €500m at an issue price of 99.914%. During the year ended 31 March 2010, 6.375% Eurobonds 2009 with a par value of £203m were redeemed at their date of maturity (2009: £147m).

The effective interest rate for the bonds and notes approximates to the nominal rate indicated above. The effective interest rate for overdrafts at 31 March 2010 is 1.5% (2009: 2.0%).

Other than finance lease obligations, all the borrowings of the Group shown above are unsecured. Finance lease obligations are effectively secured as the rights to the leased assets revert to the lessor in the event of default.

(b) Analysis of loans and borrowings by contractual repricing dates:

	2010 US\$m	2009 US\$m
Less than one year	615	1,794
One to two years	3	3
Two to three years	-	2
Three to four years	552	-
Four to five years	-	518
Over five years	681	-
	<b>1,851</b>	<b>2,317</b>

(c) Analysis of loans and borrowings by currency:

	2010 US\$m	2009 US\$m
US dollar	941	1,480
Sterling	561	827
Brazilian real	7	9
Euro	342	1
	<b>1,851</b>	<b>2,317</b>

The above analysis takes account of forward foreign exchange contracts and cross currency swaps.

(d) Finance lease obligations - minimum lease payments due:

	2010 US\$m	2009 US\$m
In less than one year	5	5
In two to five years	4	6
Total minimum lease payments	9	11
Future finance charges on finance leases	(1)	(2)
<b>Present value of finance leases</b>	<b>8</b>	<b>9</b>
The present value of finance leases falls due:		
In less than one year	5	4
In two to five years	3	5
<b>Present value of finance leases</b>	<b>8</b>	<b>9</b>

(e) Borrowing facilities

At 31 March 2010, the Group had undrawn committed borrowing facilities of US\$1,932m (2009: US\$1,050m) which expire more than two years after the balance sheet date. These facilities are in place for general corporate purposes, including the financing of acquisitions.

**25. Analysis of net debt (non-GAAP measure)**

	2010 US\$m	2009 US\$m
Cash and cash equivalents (net of overdrafts)	163	127
Bank deposits with maturity greater than three months	44	29
Derivatives hedging loans and borrowings	(2)	28
Debt due within one year	-	(295)
Finance leases	(8)	(9)
Debt due after more than one year	(1,824)	(1,990)
<b>Net debt</b>	<b>(1,627)</b>	<b>(2,110)</b>
Net debt by balance sheet caption:		
Cash and cash equivalents	175	129
Loans and borrowings (current)	(17)	(314)
Loans and borrowings (non-current)	(1,834)	(2,003)
Net debt by balance sheet caption	(1,676)	(2,188)
Bank deposits within financial assets	44	29
Accrued interest	7	21
Derivatives hedging loans and borrowings	(2)	28
<b>Net debt</b>	<b>(1,627)</b>	<b>(2,110)</b>

**26. Available for sale financial assets**

(a) Available for sale financial assets reported in the Group balance sheet comprise:

	2010 US\$m	2009 US\$m
Listed equity securities - UK (sterling denominated)	32	21
Listed equity securities - North America (US dollar denominated)	1	5
	<b>33</b>	<b>26</b>

The accounting policies for available for sale financial assets set out in note 4 have been applied to the above items.

(b) Movements on available for sale financial assets are as follows:

	2010 US\$m	2009 US\$m
At 1 April	26	42
Differences on exchange	2	(8)
Net disposals	(2)	-
Fair value gains/(losses)	7	(8)
<b>At 31 March</b>	<b>33</b>	<b>26</b>

## Notes to the Group financial statements (continued)

### 27. Other financial assets and liabilities

(a) Analysis of other financial assets and liabilities reported in the Group balance sheet:

Assets	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
Bank deposits	-	44	-	29
Derivative financial instruments:				
Fair value hedge of borrowings - interest rate swaps	-	43	14	32
Derivatives used for hedging	-	43	14	32
Non-hedging derivatives - equity swaps	16	1	-	-
Non-hedging derivatives - foreign exchange contracts	2	-	7	-
Assets at fair value through profit and loss	18	1	7	-
Derivative financial instruments	18	44	21	32
Other derivatives	9	-	-	-
<b>Total other financial assets</b>	<b>27</b>	<b>88</b>	<b>21</b>	<b>61</b>

The bank deposits included above comprise amounts held with an A rated counterparty as collateral against derivative contracts (see note 22).

Liabilities	Current 2010 US\$m	Non-current 2010 US\$m	Current 2009 US\$m	Non-current 2009 US\$m
Derivative financial instruments:				
Fair value hedge of borrowings - cross currency swaps	-	35	-	-
Derivatives used for hedging	-	35	-	-
Non-hedging derivatives - equity swaps	-	-	1	1
Non-hedging derivatives - foreign exchange contracts	5	-	12	-
Non-hedging derivatives - interest rate swaps	15	50	9	74
Liabilities at fair value through profit and loss	20	50	22	75
Derivative financial instruments	20	85	22	75
Put option in respect of Serasa minority interest	-	661	-	424
Put option in respect of other minority interests	-	8	-	-
<b>Total other financial liabilities</b>	<b>20</b>	<b>754</b>	<b>22</b>	<b>499</b>

The accounting policies for financial instruments set out in note 4 have been applied as appropriate to the above items. Amounts recognised in the Group income statement in connection with the Group's hedging instruments are disclosed in note 11.

There is no material difference between the fair values of these assets and liabilities and the book values stated above.

There are put and call options associated with the shares held by the minority shareholders in Serasa and these are exercisable for a period of five years from June 2012.

(b) The fair value and notional principal amounts at the balance sheet dates in respect of the Group's derivative financial instruments are as follows:

	2010				2009			
	Assets		Liabilities		Assets		Liabilities	
	Fair value US\$m	Notional US\$m	Fair value US\$m	Notional US\$m	Fair value US\$m	Notional US\$m	Fair value US\$m	Notional US\$m
Interest rate swaps	43	507	65	1,275	46	770	83	1,570
Cross currency swaps	-	-	35	707	-	-	-	-
Equity swaps	17	47	-	-	-	29	2	11
Foreign exchange contracts	2	188	5	176	7	262	12	380
	<b>62</b>	<b>742</b>	<b>105</b>	<b>2,158</b>	<b>53</b>	<b>1,061</b>	<b>97</b>	<b>1,961</b>



**27. Other financial assets and liabilities (continued)**

(c) Maturity of derivative financial liabilities - contractual undiscounted cash flows:

<b>At 31 March 2010</b>	Less than 1 year US\$m	1 to 2 years US\$m	2 to 3 years US\$m	3 to 4 years US\$m	4 to 5 years US\$m	Over 5 years US\$m	<b>Total US\$m</b>
Settled on a net basis – interest rate swaps	30	10	(7)	(14)	2	-	<b>21</b>
Settled on a gross basis:							
Outflows for foreign exchange contracts	363	-	-	-	-	-	<b>363</b>
Inflows for foreign exchange contracts	(364)	-	-	-	-	-	<b>(364)</b>
Outflows for cross currency swaps	13	14	14	14	14	776	<b>845</b>
Inflows for cross currency swaps	(31)	(31)	(31)	(31)	(31)	(817)	<b>(972)</b>
Settled on a gross basis	(19)	(17)	(17)	(17)	(17)	(41)	<b>(128)</b>
Cash outflows/(inflows)	11	(7)	(24)	(31)	(15)	(41)	<b>(107)</b>
<b>At 31 March 2009</b>	Less than 1 year US\$m	1 to 2 years US\$m	2 to 3 years US\$m	3 to 4 years US\$m	4 to 5 years US\$m	Over 5 years US\$m	<b>Total US\$m</b>
Settled on a net basis:							
Interest rate swaps	14	22	11	-	(5)	-	42
Equity swaps	1	1	-	-	-	-	2
Settled on a net basis	15	23	11	-	(5)	-	44
Settled on a gross basis:							
Outflows for foreign exchange contracts	642	-	-	-	-	-	642
Inflows for foreign exchange contracts	(650)	-	-	-	-	-	(650)
Settled on a gross basis	(8)	-	-	-	-	-	(8)
Cash outflows/(inflows)	7	23	11	-	(5)	-	36

The table above analyses the Group's derivative financial liabilities into relevant maturity groupings based on the period from the balance sheet date to the contractual maturity date. As the amounts disclosed are the contractual undiscounted cash flows, they differ from the carrying values and fair values.

## Notes to the Group financial statements (continued)

### 28. Maturity profile of financial liabilities - contractual undiscounted cash flows

<b>At 31 March 2010</b>	Less than 1 year US\$m	1 to 2 years US\$m	2 to 3 years US\$m	3 to 4 years US\$m	4 to 5 years US\$m	Over 5 years US\$m	<b>Total US\$m</b>
Loans and borrowings	60	61	681	568	32	818	<b>2,220</b>
Net settled derivative financial instruments (note 27 (c))	30	10	(7)	(14)	2	-	<b>21</b>
Gross settled derivative financial instruments (note 27 (c))	(19)	(17)	(17)	(17)	(17)	(41)	<b>(128)</b>
Put options in respect of Serasa and other minority interests	-	-	803	14	-	-	<b>817</b>
Trade and other payables	521	6	-	-	-	-	<b>527</b>
	592	60	1,460	551	17	777	<b>3,457</b>

<b>At 31 March 2009</b>	Less than 1 year US\$m	1 to 2 years US\$m	2 to 3 years US\$m	3 to 4 years US\$m	4 to 5 years US\$m	Over 5 years US\$m	<b>Total US\$m</b>
Loans and borrowings	321	32	30	1,509	522	-	2,414
Net settled derivative financial instruments (note 27 (c))	15	23	11	-	(5)	-	44
Gross settled derivative financial instruments (note 27 (c))	(8)	-	-	-	-	-	(8)
Put option in respect of Serasa minority interest	-	-	-	595	-	-	595
Trade and other payables	449	18	12	2	1	4	486
	777	73	53	2,106	518	4	3,531

Cash flows in respect of VAT, other tax payable, social security costs and accruals are excluded from the analysis for trade and other payables.

## 29. Share-based payment arrangements

The Group has a number of equity settled, share-based employee incentive plans. Option, award and share prices are disclosed in sterling as this is the currency in which the price of ordinary shares in Experian plc is quoted.

### (a) Share options

#### (i) Summary of arrangements

	Experian Share Option Plan	Experian Sharesave Plans
Nature	Grant of options	'Save as you earn' plans
Vesting conditions:		
– Service period	3 and 4 years	1 year for US plan 3 or 5 years for other plans
– Performance/Other	n/a <sup>1</sup>	Saving obligation over the vesting period
Maximum term	10 years	1, 3.5 or 5.5 years
Method of settlement	Share distribution	Share distribution
Expected departures (at grant date)	5%	1 year <sup>3</sup> - 5% 3 years <sup>3</sup> - 30% 5 years <sup>3</sup> - 50%
Option exercise price calculation <sup>2</sup>	Market price over the 3 dealing days preceding the grant	15% discount to market price on the date of grant for US plan  20% discount to market price over 3 dealing days preceding the grant for other plans

1. Options granted to directors of the Company after 1 April 2009 have been subject to performance conditions based on the growth in benchmark earnings per share.

2. Three day averages are calculated by taking middle market quotations of an Experian plc share from the London Stock Exchange daily official list.

3. The stated values for expected departures include an assumption about participants who will not meet the savings requirement of the plans.

4. In addition, fully vested options exist under The North America Stock Option Plan, a former GUS share option plan, and these had a maximum term of six years from the date of grant.

## Notes to the Group financial statements (continued)

### 29. Share-based payment arrangements (continued)

#### (ii) Information relating to option valuation techniques

For the above plans the Black-Scholes model is used to determine an appropriate value of the option grants and inputs into the model are calculated as follows:

*Expected volatility* – Calculated as an average over the expected life with an assumption made for volatility in each year of the expected life. Volatility in the first year is assumed to be the same as implied volatility on grant date. Volatility for year 4 and beyond is assumed to remain at the long run historic volatility. Linear interpolation is assumed for years 2 and 3.

*Expected dividend yield* – Yields are based on the current consensus analyst forecast figures at the time of grant. The inputs utilised are an average of the forecast over the next three financial years.

*Risk-free rate* – Rates are obtained from the UK Government Debt Management Office website which details historical prices and yields for gilt strips.

*Expected option life to exercise* – Options under the Experian Share Option Plan vest after 3 years or 4 years. The expected life is 4 years for the options that vest after 3 years and 4.85 years for the options that vest after 4 years. Options under the Experian Sharesave Plans have expected lives of either 3 or 5 years.

*Share price on grant date* – The closing price on the day the options were granted.

*Option exercise price* – Exercise price as stated in the terms of each award.

#### (iii) Weighted average estimated fair values and the inputs into the Black-Scholes models

Arrangements	Experian Share Option Plan		Experian Sharesave Plans	
	2010	2009	2010	2009
Share price on grant date (£)	<b>4.66</b>	3.29	<b>4.39</b>	3.65
Exercise price (£)	<b>4.66</b>	3.29	<b>3.51</b>	2.91
Expected volatility	<b>39.6%</b>	45.2%	<b>40.8%</b>	36.0%
Expected dividend yield	<b>2.7%</b>	3.8%	<b>2.8%</b>	3.0%
Risk-free rate	<b>2.9%</b>	3.1%	<b>3.2%</b>	5.1%
Expected option life to exercise	<b>4 years</b>	3.5 years	<b>3.8 years</b>	3.8 years
Fair value (£)	<b>1.30</b>	0.92	<b>1.54</b>	1.26

**29. Share-based payment arrangements (continued)***(iv) Movement in number of options*

	Number of options	Weighted average exercise price	Number of options	Weighted average exercise price
	2010 m	2010 £	2009 m	2009 £
Options outstanding at 1 April	33.8	4.37	30.1	4.85
New grants	12.3	4.59	10.1	3.10
Forfeitures <sup>1</sup>	(2.8)	4.67	(4.7)	3.65
Exercised options <sup>2</sup>	(7.2)	4.40	(1.4)	4.96
Expired options	(0.8)	4.38	(0.3)	4.42
Options outstanding at 31 March	35.3	4.42	33.8	4.37
Options exercisable at 31 March	8.0	4.95	6.4	4.27

1. For arrangements which are 'Save as you earn' in nature, this includes non-leavers who have not completed the savings requirement.

2. The weighted average share price of options exercised during the year was £5.69 (2009: £4.00).

*(v) Details of options outstanding*

At 31 March 2010				
Range of exercise prices  £	Number of options  m	Weighted average exercise price  £	Weighted average remaining lives	
			Expected years	Contractual years
2-3	2.4	2.91	2.1	2.5
3-4	8.0	3.25	2.1	7.8
4-5	15.9	4.64	2.4	7.4
5-6	8.0	5.39	1.0	5.2
6-7	1.0	6.12	1.4	7.2
	35.3	4.42		

At 31 March 2009				
Range of exercise prices  £	Number of options  m	Weighted average exercise price  £	Weighted average remaining lives	
			Expected years	Contractual years
2-3	2.8	2.91	3.1	3.5
3-4	10.4	3.33	2.4	7.7
4-5	8.6	4.63	0.6	4.2
5-6	10.9	5.35	1.7	5.9
6-7	1.1	6.12	2.4	8.2
	33.8	4.37		

## Notes to the Group financial statements (continued)

### 29. Share-based payment arrangements (continued)

#### (b) Share awards

##### (i) Summary of arrangements

	Experian Co-Investment Plan	Experian Reinvestment Plan	Experian Performance Share Plan	Experian Free Shares Plan and the Experian UK Approved All-Employee Plan
Nature of arrangement	Grant of shares <sup>1</sup>	Grant of shares <sup>1</sup>	Grant of shares	Grant of shares
Vesting conditions:				
– Service period	4 years	3 to 5 years	3 to 5 years	3 years
– Performance	100% - Benchmark profit performance of Group assessed against specified targets <sup>2</sup>	50% - Benchmark profit performance of Group assessed against specified targets <sup>3</sup> 50% - n/a	50% or 75% - Benchmark profit performance of Group assessed against specified targets <sup>3</sup> 50% or 25% - Distribution percentage determined by ranking Total Shareholder Return ('TSR') relative to a comparator group <sup>4</sup>	n/a
Expected outcome of meeting performance criteria (at grant date)	Benchmark profit – 100%	Benchmark profit – 92% Unconditional – 100%	Benchmark profit – 91% TSR – range from 30% to 61%	n/a
Maximum term	4 years	5 years	5 years	3.5 years
Method of settlement	Share distribution	Share distribution	Share distribution	Share distribution
Expected departures (at grant date)	5%	5%	5%	15%

1. The grant date is the start of the financial year in which performance is assessed. This is before the quantity of the shares award is determined but the underlying value of the award is known at the grant date, subject to the outcome of the performance condition. The value of awarded shares reflects the performance outcome at the date of their issue to participants.

2. The Benchmark profit performance condition for the Experian Co-Investment Plan requires Benchmark PBT growth to exceed 6%p.a. over a 3 year period for the 2008 award and 3%p.a. over a 3 year period for the 2009 award. The period of assessment commences at the beginning of the financial year of grant. This is not a 'market-based' performance condition as defined by IFRS 2 'Share-Based Payments'.

3. The Benchmark profit performance condition for the Experian Reinvestment Plan and Experian Performance Share Plan in prior years required Benchmark PBT growth to exceed 7% over a 3 year period with the condition fully satisfied if Benchmark PBT growth is 14%. In the case of Performance Share Plan Awards after 1 April 2009, the growth percentages are 4% and 8% respectively. The period of assessment commences at the beginning of the financial year of grant. This is not a 'market-based' performance condition as defined by IFRS 2.

4. The Experian Performance Share Plan TSR condition is considered a 'market-based' performance condition as defined by IFRS 2. In valuing the awarded shares, TSR is evaluated using a Monte Carlo simulation with historic volatilities and correlations for comparator companies measured over the 3 year period preceding valuation and an implied volatility for Experian plc.



## 29. Share-based payment arrangements (continued)

### (ii) Information relating to share grant valuation techniques

Share grants are valued by reference to the market price on the day of award with no modifications made for dividend distributions or other factors as participants are entitled to dividend distributions on awarded shares. Market-based performance conditions are included in the fair value measurement on grant date and are not revised for actual performance.

### (iii) Movement in number of share awards outstanding

	Number of awards 2010 m	Number of awards 2009 m
At 1 April	20.8	23.7
New grants	4.4	0.7
Forfeitures	(0.6)	(1.8)
Lapsed awards	(1.8)	(0.6)
Vesting	(6.6)	(1.2)
At 31 March	16.2	20.8

Share awards granted in the year had a weighted average fair value of £4.65 (2009: £3.69).

### (c) Cost of share-based compensation

	2010 US\$m	2009 US\$m
Share options	12	10
Share awards	46	43
Expense recognised (all equity settled)	58	53
Costs of associated social security obligations	5	2
Total expense recognised in Group income statement	63	55
Reported as follows:		
Employee cost within Benchmark PBT	32	21
Charge in respect of demerger-related equity incentive plans (excluded from Benchmark PBT)	26	32
Expense recognised (all equity settled)	58	53
Costs of associated social security obligations (included in Benchmark PBT)	3	2
Costs of associated social security obligations (excluded from Benchmark PBT)	2	-
Total expense recognised in Group income statement	63	55

The costs of the social security obligations include the costs of derivatives, in the form of equity swaps, entered into in connection with such obligations.

## Notes to the Group financial statements (continued)

### 30. Retirement benefit obligations

#### (a) Pension arrangements

The Group operates defined benefit and defined contribution pension plans in a number of countries. A defined benefit pension plan defines an amount of pension benefit that an employee will receive on retirement, usually dependent on one or more factors such as age, years of service and compensation. A defined contribution pension plan defines the amount of contributions that are paid by the Group into an independently administered fund.

The Group's principal defined benefit plan is the Experian Pension Scheme which provides benefits for certain UK employees, but was closed to new entrants in the year ended 31 March 2009. The Group provides a defined contribution plan, the Experian Money Purchase Pension Plan, to other eligible UK employees. Both plans are governed by trust deeds which ensure that their finances and governance are independent from those of the Group. In North America and Latin America, benefits are determined in accordance with local practice and regulations and funding is provided accordingly. There are no other material funded pension arrangements.

The Experian Pension Scheme has rules which specify the benefits to be paid and is financed accordingly. A full actuarial funding valuation of this plan is carried out every three years with interim reviews in the intervening years. The latest full valuation was carried out as at 31 March 2007 by independent, qualified actuaries, Towers Watson Limited, using the projected unit credit method. Under this method of valuation the current service cost will increase as members approach retirement due to the ageing active membership of the plan. There was a surplus at the date of the 2007 full actuarial valuation and accordingly no deficit repayment contributions are currently required. The next full valuation will be carried out as at 31 March 2010.

The Group has had arrangements in place for a number of years designed to ensure that certain directors and senior managers affected by the earnings cap are placed in broadly the same position as those who are not. The Group also has in place arrangements which secure such unfunded arrangements by granting charges to an independent trustee over independently managed portfolios of marketable securities owned by the Group. The amount of assets so charged is adjusted annually to keep the ratio of assets charged to the discounted value of the accrued benefits secured as close as possible to the corresponding ratio in the Experian Pension Scheme. The total value of such assets at 31 March 2010 was US\$32m (2009: US\$22m). Further details of the pension arrangements for directors appear in the audited part of the report on directors' remuneration.

#### (b) Post-retirement healthcare obligations

The Group operates plans which provide post-retirement healthcare benefits to certain retired employees and their dependant relatives. The principal plan relates to former employees in the UK and, under this plan, the Group has undertaken to meet the cost of post-retirement healthcare for all eligible former employees who retired prior to 1 April 1994 and their dependants.

#### (c) Pension disclosures

The disclosures required by IAS 19 'Employee Benefits', which relate to the Group's UK defined benefit pension arrangements and post-retirement healthcare obligations only, are as follows:

#### (i) Amounts recognised in the Group balance sheet

	2010 US\$m	2009 US\$m
Retirement benefit obligations - funded plans:		
Present value of funded plans' liabilities	860	614
Fair value of funded plans' assets	(822)	(595)
Deficit in the funded plans	38	19
Retirement benefit obligations - unfunded plans:		
Present value of unfunded pension arrangements	36	26
Liability for post-retirement healthcare	14	13
Retirement benefit obligations - unfunded plans	50	39
<b>Net retirement benefit obligations</b>	<b>88</b>	<b>58</b>

#### (ii) Movements in amounts recognised in the Group balance sheet

	2010 US\$m	2009 US\$m
At 1 April	58	(132)
Differences on exchange	3	9
Total amounts recognised in Group income statement	11	(7)
Actuarial losses recognised within other comprehensive income	28	202
Contributions paid by the Group	(12)	(14)
<b>At 31 March</b>	<b>88</b>	<b>58</b>

**30. Retirement benefit obligations (continued)****(iii) Movement in the present value of the total defined benefit obligations**

	2010 US\$m	2009 US\$m
At 1 April	653	913
Differences on exchange	28	(252)
Current service cost	10	13
Interest on plans' liabilities	48	52
Settlement or curtailment	-	(3)
Actuarial losses/(gains) on liabilities	206	(34)
Contributions paid by employees	4	4
Benefits paid	(39)	(40)
<b>At 31 March</b>	<b>910</b>	<b>653</b>

The total defined benefit obligations of US\$910m (2009: US\$653m) include US\$860m (2009: US\$614m) in respect of the Group's funded arrangements and US\$50m (2009: US\$39m) in respect of the Group's unfunded arrangements.

**(iv) Movement in the fair value of the plans' assets**

	2010 US\$m	2009 US\$m
At 1 April	595	1,045
Differences on exchange	25	(261)
Expected return on plans' assets	47	69
Actuarial gains/(losses) on assets	178	(236)
Contributions paid by the Group	12	14
Contributions paid by employees	4	4
Benefits paid	(39)	(40)
<b>At 31 March</b>	<b>822</b>	<b>595</b>

The actual return on plans' assets was a gain of US\$225m (2009: loss of US\$167m).

**(v) Expense/(income) recognised in the Group income statement**

	2010 US\$m	2009 US\$m
Administrative costs:		
Current service cost	10	13
Curtailment gain	-	(3)
Administrative costs	10	10
Net finance expense/(income):		
Interest on plans' liabilities	48	52
Expected return on plans' assets	(47)	(69)
Net finance expense/(income)	1	(17)
<b>Total charge/(credit) to Group income statement</b>	<b>11</b>	<b>(7)</b>

The curtailment gain of US\$3m in the year ended 31 March 2009 arose principally from the restructuring of continuing businesses in the UK.

**(vi) Actuarial gains and losses recognised within other comprehensive income**

	2010 US\$m	2009 US\$m
Losses/(gains) on liabilities	206	(34)
(Gains)/losses on assets	(178)	236
<b>Total losses recognised within other comprehensive income</b>	<b>28</b>	<b>202</b>

## Notes to the Group financial statements (continued)

### 30. Retirement benefit obligations (continued)

#### (vii) Amounts recognised in the Group retained earnings reserve

	2010 US\$m	2009 US\$m
Total charge/(credit) to Group income statement	11	(7)
Actuarial losses recognised within other comprehensive income	28	202
<b>Total charge to Group retained earnings reserve</b>	<b>39</b>	<b>195</b>

At the balance sheet date, cumulative actuarial losses of US\$169m (2009: US\$141m) had been recognised in the Group retained earnings reserve, of which US\$81m (2009: US\$81m) related to losses in respect of Home Retail Group plans recognised prior to the demerger.

#### (viii) Future contributions

Contributions expected to be paid to Experian defined benefit pension plans during the year ending 31 March 2011 are US\$11m by the Group and US\$4m by employees.

#### (ix) Actuarial assumptions

The valuations used at 31 March 2010 have been based on the most recent actuarial valuations, updated by Towers Watson Limited to take account of the requirements of IAS 19. The assumptions for discount rate, salary increases and mortality, used to calculate the present value of the defined benefit obligations, all have a significant effect on the accounting valuation. Changes to these assumptions in the light of prevailing conditions may have a significant impact on future valuations.

Principal actuarial assumptions:

	2010 %	2009 %
Rate of inflation	3.7	3.4
Rate of increase for salaries	4.7	5.2
Rate of increase for pensions in payment and deferred pensions	3.6	3.4
Rate of increase for medical costs	7.7	6.5
Discount rate	5.5	6.9

The principal financial assumption is the real discount rate, i.e. the excess of the discount rate over the rate of inflation. If this rate increased/decreased by 0.1%, the defined benefit obligations would decrease/increase by approximately US\$16m and the annual current service cost would remain unchanged. The discount rate is based on the market yields on high quality corporate bonds of appropriate currency and term to the defined benefit obligations. In the case of the Group's principal plan, the Experian Pension Scheme, the obligations are primarily in sterling and have a maturity of some 18 years.

Mortality assumptions - average life expectation on retirement at age 65 in normal health:

	2010 years	2009 years
For a male currently aged 65	21.3	21.3
For a female currently aged 65	24.2	24.2
For a male currently aged 50	22.2	22.2
For a female currently aged 50	25.0	25.0

The valuation assumes that mortality will be in line with the PA92 series year of use tables with medium cohort mortality improvement projections and an age rating of +1 year. This includes an explicit allowance for anticipated future improvements in life expectancy (medium cohort projections). An increase in assumed life expectancy of 0.1 years would increase the defined benefit obligations at 31 March 2010 by approximately US\$4m.

The valuation in respect of post-retirement healthcare benefits additionally assumes a rate of increase for medical costs. If this rate of increase increased/decreased by 1.0% per annum the obligation would increase/decrease by US\$1m and the current service cost and associated finance expense would remain unchanged.

**30. Retirement benefit obligations (continued)****(x) Assets of the Group's defined benefit plans at fair value**

	2010 US\$m	2010 %	2009 US\$m	2009 %
Equities	432	52	345	58
Fixed interest securities	317	39	214	36
Other	73	9	36	6
	822	100	595	100

The overall return has been determined by considering the mix of returns anticipated on the assets held in accordance with the current investment policy. Expected yields on fixed interest securities are based on gross redemption yields as at the balance sheet date. Expected returns on equities and other assets reflect the long-term real rates of return experienced in the respective markets.

**(xi) Other information**

	2010 US\$m	2009 US\$m	2008 US\$m	2007 US\$m	2006 US\$m
Present value of defined benefit obligations	910	653	913	984	1,989
Fair value of plans' assets	(822)	(595)	(1,045)	(1,069)	(2,020)
Net pension obligations/(assets)	88	58	(132)	(85)	(31)
Experience adjustment on defined benefit obligations - (gains)/losses	(1)	1	8	(5)	2
Experience adjustment on plans' assets - (gains)/losses	(178)	236	101	53	(241)

The Group's retirement benefit obligations and assets are denominated primarily in sterling.

## Notes to the Group financial statements (continued)

### 31. Deferred tax

#### (a) Net deferred tax liabilities

	2010 US\$m	2009 US\$m
At 1 April	122	144
Differences on exchange	19	(37)
Income statement (credit)/charge (note 12)	(102)	58
Business combinations (note 36(a))	5	13
Tax recognised within other comprehensive income	3	(56)
Tax recognised in equity on transactions with owners	(8)	(3)
Disposal of subsidiaries	-	3
Transfer in respect of liabilities held for sale	(4)	-
Other transfers	2	-
<b>At 31 March</b>	<b>37</b>	<b>122</b>
Net deferred tax liabilities have been presented in the Group balance sheet as follows:		
Deferred tax assets	(176)	(13)
Deferred tax liabilities	213	135
<b>At 31 March</b>	<b>37</b>	<b>122</b>

#### (b) Deferred tax assets

Movements in gross deferred tax assets, without taking into consideration the offsetting of assets and liabilities within the same tax jurisdiction, comprise:

	Accelerated depreciation US\$m	Intangibles US\$m	Share option and award plans US\$m	Asset provisions US\$m	Tax losses US\$m	Other temporary differences US\$m	Total US\$m
At 1 April 2009	22	63	22	-	17	144	268
Differences on exchange	1	3	-	-	-	10	14
Income statement credit/(charge)	(3)	(4)	9	-	101	9	112
Tax recognised within other comprehensive income	-	-	-	-	-	(3)	(3)
Tax recognised in equity on transactions with owners	-	-	8	-	-	-	8
Other transfers	-	-	-	-	-	(2)	(2)
<b>At 31 March 2010</b>	<b>20</b>	<b>62</b>	<b>39</b>	<b>-</b>	<b>118</b>	<b>158</b>	<b>397</b>

	Accelerated depreciation US\$m	Intangibles US\$m	Share option and award plans US\$m	Asset provisions US\$m	Tax losses US\$m	Other temporary differences US\$m	Total US\$m
At 1 April 2008	9	115	9	36	42	52	263
Differences on exchange	(3)	-	(3)	(14)	(20)	(2)	(42)
Income statement credit/(charge)	16	(71)	13	(22)	(53)	72	(45)
Business combinations	-	7	-	-	-	-	7
Tax recognised within other comprehensive income	-	-	-	-	-	56	56
Tax recognised in equity on transactions with owners	-	-	3	-	-	-	3
Disposal of subsidiaries	-	(3)	-	-	-	-	(3)
Transfers	-	15	-	-	48	(34)	29
<b>At 31 March 2009</b>	<b>22</b>	<b>63</b>	<b>22</b>	<b>-</b>	<b>17</b>	<b>144</b>	<b>268</b>

Deferred tax assets are recognised in respect of tax losses carried forward and other temporary differences to the extent that the realisation of the related tax benefit through future taxable profits is probable.

The Group did not recognise deferred tax assets of US\$302m (2009: US\$430m) in respect of losses that can be carried forward against future taxable income. In addition the Group did not recognise deferred tax assets of US\$16m (2009: US\$16m) in respect of capital losses that can be carried forward against future taxable gains. These losses are available indefinitely.

At the balance sheet date there were deferred tax assets expected to reverse within the next year of US\$107m (2009: US\$129m).



### 31. Deferred tax (continued)

#### (c) Deferred tax liabilities

Movements in gross deferred tax liabilities, without taking into consideration the offsetting of liabilities and assets within the same tax jurisdiction, comprise:

	Property valuations US\$m	Accelerated depreciation US\$m	Intangibles US\$m	Share option and award plans US\$m	Tax losses US\$m	Other temporary differences US\$m	Total US\$m
At 1 April 2009	-	5	243	-	-	142	390
Differences on exchange	-	1	32	-	-	-	33
Income statement charge/(credit)	-	30	86	-	-	(106)	10
Business combinations	-	-	5	-	-	-	5
Transfer in respect of liabilities held for sale	-	-	(4)	-	-	-	(4)
<b>At 31 March 2010</b>	-	36	362	-	-	36	<b>434</b>

	Property valuations US\$m	Accelerated depreciation US\$m	Intangibles US\$m	Share option and award plans US\$m	Tax losses US\$m	Other temporary differences US\$m	Total US\$m
At 1 April 2008	5	37	184	1	4	176	407
Differences on exchange	8	(2)	(48)	-	-	(37)	(79)
Income statement charge/(credit)	(13)	6	(57)	(1)	(4)	82	13
Business combinations	-	-	20	-	-	-	20
Transfers	-	(36)	144	-	-	(79)	29
At 31 March 2009	-	5	243	-	-	142	390

Deferred tax liabilities of US\$1,447m (2009: US\$2,062m) have not been recognised for the withholding tax and other taxes that would be payable on the unremitted earnings of certain subsidiaries. As the earnings are continually reinvested by the Group, no tax is expected to be payable on them in the foreseeable future. The decrease in the unrecognised liabilities in the year resulted from changes in the Group structure.

At the balance sheet date there were deferred tax liabilities expected to reverse within the next year of US\$57m (2009: US\$94m).

## Notes to the Group financial statements (continued)

### 32. Provisions

	Restructuring costs	Contingent and other liabilities	Total
	US\$m	US\$m	US\$m
At 1 April 2009	36	45	81
Differences on exchange	2	13	15
Amount charged/(released) in the year	19	(3)	16
Utilised	(40)	-	(40)
Impact of discount rate movement	1	-	1
<b>At 31 March 2010</b>	<b>18</b>	<b>55</b>	<b>73</b>
Disclosed within current liabilities	18	41	59
Disclosed within non-current liabilities	-	14	14
<b>At 31 March 2010</b>	<b>18</b>	<b>55</b>	<b>73</b>

	Restructuring costs	Contingent and other liabilities	Total
	US\$m	US\$m	US\$m
At 1 April 2008	51	60	111
Differences on exchange	(12)	(15)	(27)
Amount charged in the year	92	-	92
Utilised	(96)	-	(96)
Impact of discount rate movement	1	-	1
<b>At 31 March 2009</b>	<b>36</b>	<b>45</b>	<b>81</b>
Disclosed within current liabilities	35	31	66
Disclosed within non-current liabilities	1	14	15
<b>At 31 March 2009</b>	<b>36</b>	<b>45</b>	<b>81</b>

The restructuring provision at 31 March 2010 of US\$18m (2009: US\$35m) disclosed within current liabilities included US\$18m (2009: US\$24m) in connection with the strategic programme of cost efficiency measures and US\$nil (2009: US\$11m) in respect of obligations relating to the Group's withdrawal from large scale credit card and loan account processing in the UK. The restructuring provision at 31 March 2009 of US\$1m disclosed within non-current liabilities related to obligations connected with the latter.

Contingent and other liabilities comprise liabilities of Serasa, in connection with local legal and tax issues, which were primarily recognised at fair value on the acquisition of that company. Adjustments to the fair values are made as the exposures are concluded.

Fair values of provisions at the balance sheet dates do not materially differ from the recognised book values.

### 33. Share capital and share premium

Share capital comprises the nominal value of the Company's issued share capital. Further details relating to the share capital of Experian plc at the balance sheet dates, together with details of ordinary shares issued during the year and since 31 March 2010, are contained in note K to the parent company financial statements.

The share premium account comprises the amount received in excess of the nominal value of the shares issued (i) by way of the share offer in October 2006, net of expenses, and (ii) by way of the subsequent issue of ordinary shares in connection with employee share option plans. The balance on this account is not available for distribution.

The Group adopted a presentation currency of the US dollar in its previous sets of financial statements. As described in note B to its financial statements which are prepared under UK GAAP, the Company determined that its functional currency changed on 1 April 2009 to the US dollar from sterling. A difference between the amounts now shown in the Group and parent company financial statements in respect of share capital and the share premium account arises due to the translation of the sterling amounts into US dollars at the different exchange rates on the different translation dates. The differences for share capital and the share premium account, with the higher numbers being reported in the Group financial statements, are US\$23m and US\$329m respectively at both 31 March 2009 and 31 March 2010.

### 34. Retained earnings and other reserves

Retained earnings comprise net profits retained in the Group after the payment of equity dividends. The composition of, and movements in, other reserves are set out below. There are no significant statutory, contractual or exchange control restrictions on distributions by Group undertakings.

Year ended 31 March 2010	Own shares	Merger reserve	Hedging reserve	Translation reserve	Total other reserves
	US\$m	US\$m	US\$m	US\$m	US\$m
At 1 April 2009	(112)	(15,682)	11	(234)	(16,017)
Purchase of own shares by employee trusts	(164)	-	-	-	(164)
Exercise of share options	151	-	-	-	151
Currency translation gains recognised directly in other comprehensive income	-	-	-	170	170
<b>At 31 March 2010</b>	<b>(125)</b>	<b>(15,682)</b>	<b>11</b>	<b>(64)</b>	<b>(15,860)</b>
Year ended 31 March 2009	Own shares	Merger reserve	Hedging reserve	Translation reserve	Total other reserves
	US\$m	US\$m	US\$m	US\$m	US\$m
At 1 April 2008	(132)	(15,682)	11	150	(15,653)
Exercise of share options	20	-	-	-	20
Currency translation losses recognised directly in other comprehensive income	-	-	-	(384)	(384)
<b>At 31 March 2009</b>	<b>(112)</b>	<b>(15,682)</b>	<b>11</b>	<b>(234)</b>	<b>(16,017)</b>

At 31 March 2010, the balance on the own shares reserve represents the cost of shares in the Company held by the Experian plc Employee Share Trust and the Experian UK Approved All-Employee Share Plan to satisfy certain of the Group's obligations under its share incentive plans. During the year ended 31 March 2010, 18m (2009: nil) ordinary shares were purchased by the trusts at a cost of US\$164m (2009: US\$nil).

The merger reserve arose on the demerger in October 2006 and represents the difference between the share capital and share premium of GUS plc and the nominal value of the share capital of the Company before the global offer and subsequent share issues.

Movements on the hedging reserve and the position at the balance sheet date reflect hedging transactions which are not charged or credited to the Group income statement, net of related taxation.

Movements on the translation reserve and the position at the balance sheet date reflect foreign currency translations since 1 April 2004 which are not charged or credited to the Group income statement, net of related taxation.

## Notes to the Group financial statements (continued)

### 35. Notes to the Group cash flow statement

	2010 US\$m	2009 US\$m
<b>(a) Cash generated from operations</b>		
Profit after tax	644	494
Adjustments for:		
Tax expense	17	84
Share of post-tax profits of associates	(58)	(42)
Net financing costs	90	77
Operating profit	693	613
(Profit)/loss on sale of property, plant and equipment	(2)	6
Loss on sale of other intangible assets	3	3
Loss on disposal of businesses	24	3
Depreciation and amortisation	417	420
Goodwill adjustment	-	1
Losses in respect of associates	4	5
Charge in respect of equity incentive plans	61	52
Change in working capital (note 35(b))	(22)	7
Movement in exceptional items included in working capital	(21)	(8)
Cash generated from operations	1,157	1,102
<b>(b) Change in working capital</b>		
Decrease/(increase) in inventories	1	(2)
(Increase)/decrease in receivables	(38)	24
Increase/(decrease) in payables	18	(11)
Difference between pension cost in Group income statement and contributions paid	(3)	(4)
Change in working capital	(22)	7
<b>(c) Purchase of other intangible assets</b>		
Databases	168	153
Internally generated software	45	38
Internal use software	43	39
Purchase of other intangible assets	256	230
<b>(d) Acquisition of subsidiaries</b>		
Purchase of subsidiaries (including acquisition expenses) (note 36(a))	(41)	(124)
Net cash acquired with subsidiaries (note 36(a))	9	4
Deferred consideration settled on acquisitions made in previous years	(9)	(59)
Net cash outflow for acquisition of subsidiaries	(41)	(179)

**35. Notes to the Group cash flow statement (continued)**

	2010 US\$m	2009 US\$m
<b>(e) Disposal of subsidiaries</b>		
Disposal of transaction processing activities in France (note 13)	(17)	191
Disposal of other businesses (note 36(b))	6	-
Cash (outflow)/inflow from disposal of subsidiaries	(11)	191
<b>(f) Financing</b>		
Debt due within one year:		
Repayment of borrowings	(334)	(29)
Debt due after more than one year:		
Repayment of borrowings	(883)	(249)
New borrowings	692	71
Net cash flow from debt financing	(525)	(207)
<b>(g) Analysis of cash and cash equivalents</b>		
Cash at bank and in hand	175	127
Short-term investments	-	2
Cash and cash equivalents in Group balance sheet	175	129
Bank overdrafts	(12)	(2)
Cash and cash equivalents in Group cash flow statement	163	127
<b>(h) Cash outflow in respect of exceptional items</b>		
Total exceptional items (note 10)	72	117
Working capital movements	21	8
Asset write-offs	(3)	(15)
Losses in respect of associates	(4)	(5)
Loss on disposal of businesses	(24)	(3)
Cash outflow in respect of exceptional items	62	102
<b>(i) Reconciliation of cash generated from operations to operating cash flow (non-GAAP measure)</b>		
Cash generated from operations (note 35(a))	1,157	1,102
Purchase of property, plant and equipment	(58)	(75)
Purchase of other intangible assets (note 35(c))	(256)	(230)
Sale of property, plant and equipment	30	-
Dividends received from associates	41	28
Add back of net cash outflow from exceptional items (note 35(h))	62	102
Operating cash flow	976	927

## Notes to the Group financial statements (continued)

### 36. Acquisitions and disposals

#### (a) Acquisitions for the year ended 31 March 2010

The Group made several acquisitions during the year, none of which is considered to be individually material.

In aggregate, the acquired businesses contributed revenues of US\$12m to the Group for the periods from their respective acquisition dates to 31 March 2010. The acquired businesses contributed aggregate profit after tax of US\$1m to the Group for the periods from their respective acquisition dates to 31 March 2010. If these acquisitions had been completed on 1 April 2009, further revenues of US\$29m would have been reported. It has been impracticable to estimate the impact on Group profit after tax had the acquired entities been owned from 1 April 2009, as their accounting policies and period end dates did not accord with those of the Group prior to their acquisition.

Details of the net assets acquired at provisional fair values are as follows:

	Book value US\$m	Fair value US\$m
Intangible assets	1	22
Property, plant and equipment	2	2
Trade and other receivables	9	9
Cash and cash equivalents	9	9
Trade and other payables	(8)	(8)
Deferred tax liabilities	-	(5)
	13	29
Goodwill		16
		45
Satisfied by:		
Cash		40
Acquisition expenses		1
Recognition of minority interest		4
		45

The book values above are the carrying amounts of each class of asset and liability, determined in accordance with IFRS, immediately before the acquisition.

The fair values set out above contain certain provisional amounts which will be finalised no later than one year after the date of acquisition. Provisional amounts have been included at 31 March 2010 as a consequence of the timing of the acquisitions. Fair value adjustments in respect of acquisitions made during the year resulted in an increase in book value of US\$16m and arose principally in respect of acquisition intangibles. Goodwill represents the synergies, assembled workforce and future growth potential of the businesses acquired.

There have been no material gains, losses, error corrections or other adjustments recognised in the year ended 31 March 2010 that relate to acquisitions that were effected in the current or previous years. Contingent consideration settled during the year on acquisitions made in previous years was US\$9m.

#### (b) Disposals

During the year ended 31 March 2010, there was a loss of US\$24m on the disposal of a number of the Group's smaller businesses including the National Business Database in North America with a related cash inflow of US\$6m. Costs and cash outflows during the year ended 31 March 2010 in respect of the earlier disposal of the transaction processing activities in France are detailed in note 13.



### 37. Assets and liabilities classified as held for sale

During the year, approval was given to a number of small disposals and accordingly the assets and liabilities of the businesses involved are classified as held for sale at 31 March 2010. The transactions have been completed since the balance sheet date and the resulting gain or loss on disposal will be recognised in the year ending 31 March 2011.

	US\$m
Assets classified as held for sale:	
Other intangible assets	16
Property, plant and equipment	2
Trade receivables - net	6
Other prepayments and accrued income	1
Assets classified as held for sale	25
Liabilities classified as held for sale	
Tax liabilities	6
Accruals and deferred income	6
Liabilities classified as held for sale	12

### 38. Operating lease commitments - minimum lease payments

	2010 US\$m	2009 US\$m
Commitments under non-cancellable operating leases expiring in:		
Less than one year	48	46
Between one and five years	127	107
More than five years	87	54
	262	207

The Group leases offices and technology under non-cancellable operating lease agreements with varying terms, escalation clauses and renewal rights.

### 39. Capital commitments

	2010 US\$m	2009 US\$m
Capital expenditure for which contracts have been placed:		
Property, plant and equipment	16	3
Intangible assets	28	19
	44	22

### 40. Contingencies

There are a number of pending and threatened litigation claims involving the Group in North America and Latin America which are being vigorously defended. The directors do not believe that the outcome of any such pending or threatened litigation will have a materially adverse effect on the Group's financial position. However, as is inherent in legal proceedings, there is a risk of outcomes unfavourable to the Group. In the case of unfavourable outcomes the Group would benefit from applicable insurance recoveries.

## Notes to the Group financial statements (continued)

### 41. Related parties

The ultimate parent company of the Group is Experian plc which is incorporated in Jersey. Significant subsidiary and associate undertakings at 31 March 2010 are shown in note Q to the financial statements of that company.

The Group's only material related parties are associates and key management personnel. Transactions with such parties during the year were as follows:

#### (a) Associates

The Group made net sales and recharges, under normal commercial terms and conditions that would be available to third parties, to FARES and its associate FADV of US\$28m (2009: US\$25m). Amounts receivable from FARES are included within the amounts owed by associates in note 21. These amounts are unsecured and will be settled in cash. No guarantees have been given or received in the year in connection with the Group's trading with these entities. No provisions have been made for doubtful debts in respect of the amounts owed by associates. Other details in respect of FARES are given in note 19.

#### (b) Key management personnel

Remuneration of key management personnel is disclosed in note 9. Other than remuneration, there were no material transactions or balances between the Group and its key management personnel or members of their close families in either the current or previous year.

### 42. Events occurring after the end of the reporting period

Details of the second interim dividend approved since the end of the reporting period are given in note 15.

On 22 April 2010, Experian received notice from FAC of the exercise of its buy-out option in respect of Experian's interest in FARES (see note 19).

As indicated in note 37, the Group completed some small disposals following the balance sheet date.

# Report of the auditors: parent company financial statements

## Independent auditors' report to the members of Experian plc

We have audited the parent company financial statements of Experian plc for the year ended 31 March 2010 which comprise the parent company profit and loss account, the parent company balance sheet and the related notes. These parent company financial statements have been prepared under the accounting policies set out therein. We have also audited the information in the report on directors' remuneration that is described as having been audited.

We have reported separately on the Group financial statements of Experian plc for the year ended 31 March 2010.

## Respective responsibilities of directors and auditors

The directors' responsibilities for preparing the annual report and the parent company financial statements in accordance with applicable law and UK Accounting Standards are set out in the statement of directors' responsibilities.

Our responsibility is to audit the parent company financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland). This report, including the opinion, has been prepared for and only for the Company's members as a body in accordance with Article 113A of the Companies (Jersey) Law 1991 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the parent company financial statements give a true and fair view and are properly prepared in accordance with the Companies (Jersey) Law 1991. We report to you whether in our opinion the information given in the directors' report is consistent with the parent company financial statements. The information given in the directors' report includes that specific information presented in the business review that is cross referred from the directors' report. We also report to you if, in our opinion, the Company has not kept proper accounting records or if we have not received all the information and explanations we require for our audit.

We read the other information contained in the annual report, and consider whether it is consistent with the audited parent company financial statements. This other information comprises only the directors' report, the chairman's statement, the business review, the board of directors, the unaudited part of the report on directors' remuneration, the corporate governance statement and all of the other information listed on the contents listing. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the parent company financial statements. Our responsibilities do not extend to any other information.

## Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the parent company financial statements. It also includes an assessment of the significant estimates and judgments made by the directors in the preparation of the parent company financial statements, and of whether the accounting policies are appropriate to the Company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the parent company financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the parent company financial statements.

## Opinion

In our opinion:

- the parent company financial statements give a true and fair view, in accordance with UK Generally Accepted Accounting Practice, of the state of the parent company's affairs as at 31 March 2010 and of its loss for the year then ended;
- the parent company financial statements have been properly prepared in accordance with the Companies (Jersey) Law 1991; and
- the information given in the directors' report is consistent with the parent company financial statements.

Andrew Kemp  
for and on behalf of PricewaterhouseCoopers LLP  
Chartered Accountants  
London, United Kingdom  
19 May 2010

# Parent company profit and loss account

for the year ended 31 March 2010

	Notes	2010 US\$m	2009 (Represented) (Note B) US\$m
Administrative expenses		(26.0)	(24.8)
<b>Operating loss</b>	C	(26.0)	(24.8)
Net interest (expense)/income	D	(0.2)	0.4
Net foreign exchange gain		2.6	36.8
<b>(Loss)/profit on ordinary activities before tax</b>		(23.6)	12.4
Tax on (loss)/profit on ordinary activities	E	0.3	-
<b>(Loss)/profit for the year</b>	L	(23.3)	12.4

All amounts relate to continuing operations.

There is no material difference between the (loss)/profit on ordinary activities before tax and the (loss)/profit for the year stated above and their historical cost equivalents.

The Company has no recognised gains and losses other than those included in the profit and loss account, and therefore no separate statement of total recognised gains and losses has been presented.

# Parent company balance sheet

at 31 March 2010

	Notes	2010 US\$m	2009 (Represented) (Note B) US\$m
<b>Fixed assets</b>			
Tangible assets	G	1.6	1.8
Investments in group undertakings	H	5,618.1	5,559.7
		5,619.7	5,561.5
<b>Current assets</b>			
Debtors - amounts due within one year	I	2,858.8	2,999.1
Cash at bank and in hand		2.1	0.4
		2,860.9	2,999.5
<b>Current liabilities</b>			
Creditors - amounts due within one year	J	(94.0)	(92.6)
<b>Net current assets</b>		2,766.9	2,906.9
<b>Net assets</b>		8,386.6	8,468.4
<b>Capital and reserves</b>			
Share capital	K	78.6	78.5
Share premium	K	1,124.3	1,120.1
Profit and loss account	L	7,183.7	7,269.8
<b>Total shareholders' funds</b>	M	8,386.6	8,468.4

The financial statements on pages 150 to 158 were approved by the Board on 19 May 2010 and were signed on its behalf by:

**John Peace**  
Director

# Notes to the parent company financial statements

for the year ended 31 March 2010

## A. Corporate information

Experian plc (the 'Company') is incorporated and registered in Jersey under Jersey Companies Law as a public company limited by shares and is resident in Ireland. The principal legislation under which the Company operates is Jersey Companies Law and regulations made thereunder. The address of its registered office is 22 Grenville Street, St Helier, Jersey JE4 8PX.

The principal activity of the Company is to act as the ultimate holding company of the Experian group of companies (the 'Group') and its shares are traded on the London Stock Exchange's Regulated Market. Experian is a global information services group.

## B. Basis of preparation and significant accounting policies

### *Basis of preparation*

The separate financial statements of the Company are presented in compliance with the requirements for companies whose shares are traded on the London Stock Exchange's Regulated Market. They have been prepared on a going concern basis and under the historical cost convention, modified by the revaluation of certain financial instruments, and in accordance with the Companies (Jersey) Law 1991 and UK Generally Accepted Accounting Practice ('UK GAAP'). Although the Company is incorporated and registered in Jersey, the parent company financial statements are designed to include disclosures sufficient to comply with those parts of the UK Companies Act 2006 applicable to companies reporting under UK GAAP.

As indicated in the directors' report, with effect from 1 April 2009, the directors deemed that the currency of the primary economic environment in which the Company operates was no longer sterling and that it was more appropriate for the Company to adopt the US dollar as its functional currency and to report in US dollars. Accordingly these financial statements are presented in US dollars and comparative figures, which were originally reported in sterling, have been represented. The sterling exchange rate with the US dollar used for the purposes of the representation of the Company's assets and liabilities at 31 March 2009 was £1 = US\$1.43 and an average rate was used for the purposes of the representation of the results for the year then ended.

These financial statements comprise the profit and loss account, balance sheet and related notes. Under the terms of Financial Reporting Standard ('FRS') 1 'Cash Flow Statements', the Company is exempt from publishing a cash flow statement and, under the terms of FRS 8 'Related Party Disclosures', is also exempt from disclosing transactions with other wholly-owned members of the Group.

The Experian plc Group financial statements for the year ended 31 March 2010 contain financial instrument disclosures required by IFRS 7 'Financial Instruments: Disclosure and Presentation' and these would also comply with the disclosures required by FRS 29 'Financial Instruments: Disclosure and Presentation'. Accordingly, the Company has taken advantage of the exemption in FRS 29 and has not presented separate financial instrument disclosures.

### *Significant accounting policies*

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to both years presented.

#### *Tangible fixed assets*

Leasehold improvements are depreciated over the shorter of the estimated life of the asset and the remaining life of the lease.

#### *Leases*

Payments made under operating leases are charged in the profit and loss account on a straight line basis over the period of the lease.

#### *Investments in group undertakings*

Investments in group undertakings are stated at cost less any provisions necessary for permanent diminution in value.

#### *Impairment of fixed assets*

Where there is an indication of impairment, fixed assets are subject to review for impairment in accordance with FRS 11 'Impairment of Fixed Assets and Goodwill'. Any impairment is recognised in the year in which it occurs.

#### *Debtors and creditors*

Debtors are initially recognised at fair value and carried at the lower of cost and recoverable amount. Where the time value of money is material, debtors are carried at amortised cost. Creditors are initially recognised at fair value and carried at amortised cost if the time value of money is material.

#### *Cash at bank and in hand*

Cash at bank includes deposits held at call with banks and other short-term highly liquid investments.



## B. Basis of preparation and significant accounting policies (continued)

### *Accounting for derivative financial instruments*

The Company uses forward foreign exchange contracts to manage its exposures to fluctuations in foreign exchange rates. The interest differential reflected in forward foreign exchange contracts is taken to interest. Forward foreign exchange contracts are recognised at fair value, based on forward foreign exchange market rates at the balance sheet date. Gains or losses on forward foreign exchange contracts are taken directly to net foreign exchange gains or losses in the profit and loss account.

### *Deferred tax*

Deferred tax is provided in respect of timing differences that have originated but not reversed at the balance sheet date and is determined using the tax rates that are expected to apply when the timing differences reverse. Deferred tax assets are recognised only to the extent that they are expected to be recoverable.

### *Own shares*

The Group has a number of equity settled, share-based employee incentive plans and, in connection with these plans, shares in the Company are held by The Experian plc Employee Share Trust and the Experian UK Approved All-Employee Share Plan. The assets, liabilities and expenses of these separately administered trusts are included in the Company's financial statements as if they were the Company's own. The assets of the trusts mainly comprise shares in the Company and such shares are shown as a deduction from total shareholders' funds at cost.

### *Share-based payments*

The Group's equity settled, share-based employee incentive plans include options and awards in respect of shares in the Company made at or after demerger in October 2006 together with options and awards previously granted in respect of shares in GUS plc which were rolled over into options and awards in respect of shares in the Company at demerger.

The fair value of such options and awards granted to employees of the Company is recognised after taking into account the Company's best estimate of the number of options and awards expected to vest. The Company revises the vesting estimate at each balance sheet date and non-market performance conditions are included in the vesting estimates. Amounts are recognised over the vesting period. Fair value is measured at the date of grant using whichever of the Black-Scholes model, Monte Carlo model and closing market price is most appropriate to the award. Market based performance conditions are included in the fair value measurement on grant date and are not revised for actual performance.

The fair value of share incentives issued by the Company to employees of subsidiary undertakings is accounted for as a capital contribution and recognised as an increase in the Company's investment in group undertakings with a corresponding increase in total shareholders' funds.

## C. Operating loss

Operating loss is stated after charging:

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
Directors' fees	1.8	1.6
Wages and salaries	1.0	1.1
	2.8	2.7

Executive directors of the Company are employed by subsidiary undertakings and details of the remuneration of all directors are given in the audited part of the report on directors' remuneration. The Company had two (2009: two) employees throughout the year.

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
Audit of the Group financial statements	0.4	0.4
Audit of the Company financial statements	0.1	0.1
Other services	-	-
	0.5	0.5

## Notes to the parent company financial statements (continued)

### D. Net interest (expense)/income

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
External interest income	-	0.4
Interest expense on amounts owed by subsidiary undertakings	(0.2)	-
Net interest (expense)/income	(0.2)	0.4

### E. Tax on (loss)/profit on ordinary activities

The tax credit for the year ended 31 March 2010 represents consideration received from subsidiary undertakings in respect of 2009 tax losses surrendered.

#### (i) Reconciliation of tax credit for the year

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
(Loss)/profit on ordinary activities before tax	(23.6)	12.4
(Loss)/profit on ordinary activities multiplied by the applicable rate of tax of 25% (2009: 25%)	(5.9)	3.2
Effects of:		
Income not taxable	(0.6)	(9.1)
Tax losses not utilised	6.5	5.9
Adjustments in respect of prior year	0.3	-
Current tax credit for the year	0.3	-

#### (ii) Factors that may affect future tax charges

In the foreseeable future, the Company's tax charge will continue to be influenced by the nature of its income and expenditure and could be affected by changes in tax law.

### F. Dividends

During the year ended 31 March 2010, the Company paid interim dividends of US\$21.0m to those shareholders who did not elect to receive dividends under the Income Access Share ('IAS') arrangements. Total dividends of US\$205.7m were paid to Experian shareholders during the year with the balance of US\$184.7m paid by Experian Finance plc under the IAS arrangements.

Since the balance sheet date, the directors have announced a second interim dividend of 16 US cents per ordinary share for the year ended 31 March 2010. No part of this dividend is included as a liability in these financial statements.

Further details of Experian dividends and payment arrangements are given in note 15 to the Group financial statements.

**G. Tangible fixed assets - short leasehold properties**

	2010 US\$m	2009 (Represented) (Note B) US\$m
Cost		
<b>At 1 April and 31 March</b>	<b>2.2</b>	2.2
Depreciation		
At 1 April	0.4	0.1
Charge for the year	0.2	0.3
<b>At 31 March</b>	<b>0.6</b>	0.4
Net Book Value at beginning of year	1.8	2.1
<b>Net Book Value at end of year</b>	<b>1.6</b>	1.8

**H. Investments in group undertakings**

	2010 US\$m	2009 (Represented) (Note B) US\$m
Cost		
At 1 April	5,559.7	5,514.9
Additions	58.4	44.8
<b>At 31 March</b>	<b>5,618.1</b>	5,559.7

Additions comprise the fair value of the share incentives issued to employees of subsidiary undertakings during the year.

A list of the Company's significant subsidiary undertakings is given in note Q. The Company holds directly its interests in the whole of the issued share capital of the following undertakings:

	Country of incorporation	Principal activity
Experian Investment Holdings Limited	England and Wales	Holding company
Experian Holdings Ireland Limited	Ireland	Holding company
Experian Group Services Limited	Ireland	Administrative services
Experian Ireland Investments Limited	Ireland	Finance company
Experian Finance Holdings Limited	Ireland	Finance company

## Notes to the parent company financial statements (continued)

### I. Debtors - amounts due within one year

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
Amounts owed by subsidiary undertakings	2,856.6	2,998.7
Other prepayments and accrued income	-	0.4
Other debtors	2.2	-
	2,858.8	2,999.1

Amounts owed by subsidiary undertakings are primarily unsecured, interest free and have no fixed date for repayment.

### J. Creditors - amounts due within one year

	2010	2009 (Represented) (Note B)
	US\$m	US\$m
Bank overdraft	0.1	-
Amounts owed to subsidiary undertakings	92.4	91.0
Accruals and deferred income	1.2	1.3
Other creditors	0.3	0.3
	94.0	92.6

Amounts owed to subsidiary undertakings are unsecured, interest free and have no fixed date for repayment.

At 31 March 2010, the Company had undrawn committed borrowing facilities of US\$1,932m (2009: US\$1,257m), which expire in June 2012.

### K. Share capital and share premium

	Number of shares m	Share capital US\$m	Share premium US\$m
<b>Year ended 31 March 2010</b>			
At 1 April 2009	1,025.3	78.5	1,120.1
Allotted under share option plans	0.8	0.1	4.2
<b>At 31 March 2010</b>	<b>1,026.1</b>	<b>78.6</b>	<b>1,124.3</b>
	Number of shares m	Share capital (Represented) (Note B) US\$m	Share premium (Represented) (Note B) US\$m
<b>Year ended 31 March 2009</b>			
At 1 April 2008	1,023.4	78.4	1,114.1
Allotted under share option plans	1.9	0.1	6.0
At 31 March 2009	1,025.3	78.5	1,120.1

At 31 March 2010 and 31 March 2009, the authorised share capital of the Company was US\$200m, divided into 1,999,999,980 ordinary shares of 10 US cents each and 20 deferred shares of 10 US cents each. The ordinary shares carry the right to dividend, the right to attend or vote at general meetings of the Company and the right to participate in the assets of the Company beyond repayment of the amounts paid up or credited as paid up on them. The deferred shares carry no such rights.

At 31 March 2010, 1,026,074,681 (2009: 1,025,351,744) ordinary shares and 20 (2009: 20) deferred shares had been allotted, called up and fully paid. During the year ended 31 March 2010, some 0.8m (2009: 1.9m) ordinary shares were allotted on the exercise of share options. Since 31 March 2010, 8,060 ordinary shares have been issued on the exercise of share options. Allotments of ordinary shares have been made in connection with the Group's share-based payment arrangements, details of which are given in note 29 to the Group financial statements.

The Company's share premium account is not available for distribution.

**L. Reserves**

	Own shares	Profit and loss account	Total profit and loss account reserve US\$m
<b>Year ended 31 March 2010</b>	US\$m	US\$m	US\$m
At 1 April 2009	(78.7)	7,348.5	<b>7,269.8</b>
Loss for the year	-	(23.3)	<b>(23.3)</b>
Dividends (Note F)	-	(21.0)	<b>(21.0)</b>
Purchase of own shares by employee trusts and in respect of employee share incentive plans	(164.3)	(17.9)	<b>(182.2)</b>
Exercise of share options	150.8	(68.8)	<b>82.0</b>
Credit in respect of employee share incentive plans	-	58.4	<b>58.4</b>
<b>At 31 March 2010</b>	<b>(92.2)</b>	<b>7,275.9</b>	<b>7,183.7</b>

	Own shares (Represented) (Note B)	Profit and loss account (Represented) (Note B)	Total profit and loss account reserve (Represented) (Note B)
<b>Year ended 31 March 2009</b>	US\$m	US\$m	US\$m
At 1 April 2008	(95.3)	7,349.2	7,253.9
Profit for the year	-	12.4	12.4
Dividends (Note F)	-	(48.9)	(48.9)
Exercise of share options	16.6	(9.0)	7.6
Credit in respect of employee share incentive plans	-	44.8	44.8
<b>At 31 March 2009</b>	<b>(78.7)</b>	<b>7,348.5</b>	<b>7,269.8</b>

Own shares represent the cost of some 10.8m (2009: 10.6m) ordinary shares in the Company held, to satisfy obligations under employee share incentive plans, in two trusts:

	2010 m	2009 m
The Experian plc Employee Share Trust	<b>10.3</b>	9.8
Experian UK Approved All-Employee Share Plan	<b>0.5</b>	0.8
	<b>10.8</b>	10.6

During the year ended 31 March 2010, 18.2m (2009: nil) ordinary shares were purchased by the trusts and 18.0m (2009: 2.2m) ordinary shares were transferred from the trusts to beneficiaries of employee share incentive plans.

**M. Reconciliation of movements in total shareholders' funds**

	2010 US\$m	2009 (Represented) (Note B) US\$m
(Loss)/profit for the year	<b>(23.3)</b>	12.4
Equity dividends paid during the year	<b>(21.0)</b>	(48.9)
Purchase of own shares by employee trusts and in respect of employee share incentive plans	<b>(182.2)</b>	-
Exercise of share options	<b>86.3</b>	13.7
Credit in respect of employee share incentive plans	<b>58.4</b>	44.8
Net (decrease)/increase in total shareholders' funds	<b>(81.8)</b>	22.0
Opening total shareholders' funds	<b>8,468.4</b>	8,446.4
Closing total shareholders' funds	<b>8,386.6</b>	8,468.4

## Notes to the parent company financial statements (continued)

### N. Commitments

The Company has an annual operating lease commitment and related annual cost of US\$0.4m (2009: US\$0.5m) in respect of the corporate headquarters in Dublin and this commitment expires in more than five years. There are no significant capital commitments relating to the Company.

### O. Contingencies

The Company has guaranteed borrowings of subsidiary undertakings of US\$1,305m (2009: US\$1,481m) together with the liabilities of The Experian plc Employee Share Trust and the Experian UK Approved All-Employee Share Plan.

The Company has guaranteed the retirement benefit obligations of subsidiary undertakings that participate in the Experian Pension Scheme together with the retirement benefit obligations of a subsidiary undertaking that participates in the Pension and Life Assurance Plan of Sanderson Systems Limited, a small defined benefit pension plan.

The Company has issued a small number of other guarantees in connection with the performance of operational business contracts by subsidiary undertakings.

### P. Share options and awards

Details of options and awards in respect of the ordinary shares of the Company are given in note 29 to the Group financial statements together with a summary of the total cost of share-based compensation in respect of such plans. Details of such options and awards and the cost of share-based compensation in respect of the two employees of the Company are not separately disclosed within the Company's financial statements as the amounts involved are not material. Details of such options and awards in respect of directors of the Company are given in the audited part of the report on directors' remuneration.

### Q. Significant subsidiary and associate undertakings at 31 March 2010

	Country of incorporation
Experian Finance plc	England and Wales
Experian Holdings Limited	England and Wales
Experian Limited	England and Wales
Experian Integrated Marketing Limited	England and Wales
QAS Limited	England and Wales
Experian Holdings Ireland Limited	Ireland
Experian Ireland Investments Limited	Ireland
Hitwise Pty Ltd	Australia
Serasa SA	Brazil
Experian A/S	Denmark
Experian AS	Norway
Experian Holdings, Inc.	USA
ConsumerInfo.com Inc.	USA
PriceGrabber.com, Inc.	USA
LowerMyBills, Inc.	USA
Experian Information Solutions Inc.	USA
Experian Services Corporation	USA
Experian Marketing Solutions Inc.	USA
<b>Associate</b>	
First American Real Estate Solutions LLC	USA

The results of the above undertakings are included in the Group financial statements.

The Company holds direct or indirect interests in the whole of the issued ordinary shares of these undertakings apart from Serasa SA and First American Real Estate Solutions LLC where its interests are 70% and 20% respectively. The only undertakings listed that are held directly by the Company are Experian Holdings Ireland Limited and Experian Ireland Investments Limited.

The Company has no transactions in 2010 or 2009 with subsidiary undertakings which are not wholly-owned and which require disclosure under FRS 8.




# Shareholder information

## Analysis of ordinary shareholdings


By size of shareholding	Shareholdings		Ordinary shares	
	Number	%	Number	%
Over 1,000,000	142	0.4	823,469,895	80.2
100,001 - 1,000,000	377	1.0	133,115,432	13.0
10,001 - 100,000	883	2.4	26,765,736	2.6
5,001 - 10,000	1,158	3.1	7,896,453	0.8
2,001 - 5,000	4,677	12.7	14,233,900	1.4
1 - 2,000	29,666	80.4	20,593,265	2.0
<b>Total</b>	<b>36,903</b>	<b>100.0</b>	<b>1,026,074,681</b>	<b>100.0</b>

By nature of shareholding	Shareholdings		Ordinary shares	
	Number	%	Number	%
Corporates	8,741	23.7	986,655,843	96.2
Individuals	28,162	76.3	39,418,838	3.8
<b>Total</b>	<b>36,903</b>	<b>100.0</b>	<b>1,026,074,681</b>	<b>100.0</b>

### Experian website

 A full range of investor information is available at [www.experianplc.com](http://www.experianplc.com). Details of the 2010 annual general meeting ('AGM'), to be held at The Merrion Hotel, Upper Merrion Street, Dublin 2, Ireland at 9.30am on Wednesday 21 July 2010, are given on the website and in the notice of meeting.

### Electronic shareholder communication

 Shareholders may register for Shareview, an electronic communication service provided by Equiniti Limited on behalf of the Company's Registrars, Equiniti (Jersey) Limited. Registration is via the website, [www.experianplc.com](http://www.experianplc.com), or direct at [www.experianshareview.com](http://www.experianshareview.com).

The service enables shareholders to access a comprehensive range of shareholder services online, including dividend payment information, the ability to check shareholdings, amend address or bank details and submit AGM proxy voting instructions.

When registering for Shareview, shareholders can select their preferred communication method - email or post. All shareholders will receive a written notification of the availability on the Company's website of shareholder documents, such as the annual report unless they have elected to either (i) receive such notification via email or (ii) receive paper copies of shareholder documents where such documents are available in that format.

### Dividend Reinvestment Plan ('DRIP')

The DRIP enables those shareholders who receive their dividends under the IAS election arrangements to use their cash dividends to purchase Experian shares. Such shareholders who wish to participate in the DRIP for the first time, in respect of the second interim dividend for the year ended 31 March 2010 to be paid on 23 July 2010, should return a completed and signed DRIP mandate form to be received by the Registrars, by no later than 25 June 2010. For further details please contact the Registrars.

### Capital Gains Tax ('CGT') base cost for UK shareholders

On 10 October 2006, GUS plc separated its Experian business from its Home Retail Group business by way of demerger. Following the demerger, GUS plc shareholders at 4.30pm on 6 October 2006 were entitled to receive one share in Experian plc and one share in Home Retail Group plc for every share they held in GUS plc at that time.

The previous base cost of any GUS plc shares held at 4.30pm on 6 October 2006 is apportioned for UK CGT purposes in the following ratio: 58.235% to Experian plc shares and 41.765% to Home Retail Group plc shares (based on the closing prices of the respective shares on their first day of trading after their admission to the Official List of the London Stock Exchange on 11 October 2006).

For GUS plc shares acquired prior to the demerger of Burberry on 13 December 2005 which are affected by both the Burberry demerger and the subsequent separation of Experian and Home Retail Group, the original CGT base cost is apportioned 50.604% to Experian plc shares, 36.293% to Home Retail Group plc shares and 13.103% to Burberry Group plc shares.

### Shareholder security

Shareholders are advised to be wary of any unsolicited advice, offers to buy shares at a discount or offers of free reports about the Company. More detailed information on such matters can be found at [www.moneymadeclear.fsa.gov.uk](http://www.moneymadeclear.fsa.gov.uk). Details of any share dealing facilities that the Company endorses will be included on the Company's website or in Company mailings.

### The Unclaimed Assets Register

Experian owns and participates in The Unclaimed Assets Register, which provides a search facility for shareholdings and other financial assets that may have been forgotten. For further information, please contact The Unclaimed Assets Register, PO Box 9501, Nottingham, NG80 1WD, United Kingdom (T +44 (0) 870 241 1713), or visit [www.uar.co.uk](http://www.uar.co.uk).

## Shareholder information (continued)

### American Depositary Receipts ('ADR')

Experian has a sponsored Level 1 ADR programme, for which Bank of New York Mellon acts as Depositary. The Level 1 ADR programme is not listed on a stock exchange in the USA and trades in the over-the-counter market under the symbol EXPGY. Each ADR represents one Experian plc ordinary share. For further information please contact:

Shareholder Relations  
Bank of New York Mellon  
PO Box 358516  
Pittsburgh  
PA 15252 - 8516  
United States

T +1 201 680 6825 (from the USA: 1-888-BNY-ADRS)

### Financial calendar

Second interim dividend record date	25 June 2010
Interim management statement	15 July 2010
Annual general meeting	21 July 2010
Second interim dividend to be paid	23 July 2010
Half-yearly financial report *	17 November 2010
Interim management statement	January 2011
Preliminary announcement of results *	May 2011

\* no separate trading updates will be issued in advance of these announcements

### Contacts

#### Corporate headquarters:

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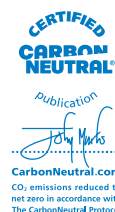
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