



“ I can see some  great  opportunities ahead of us.

But we have to  put the spotlight on how we do business, to make  sure we  maintain this level of performance,  to be really sustainable.”

Don Robert
Chief Executive Officer

What we do

Experian helps organisations to manage credit risk, prevent fraud, target marketing offers and automate decision making. We also provide credit monitoring and identity protection services to millions of consumers via the internet.

Data and Analytics

Our focus is on providing data and analytical tools across our four core business lines.

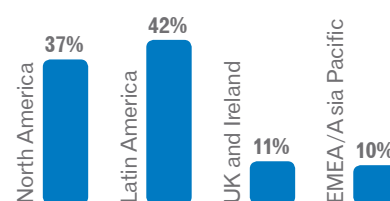
Credit Services



47%*

Credit Services provides information to organisations to help them manage the risks associated with extending credit and preventing fraud.

Revenue by region

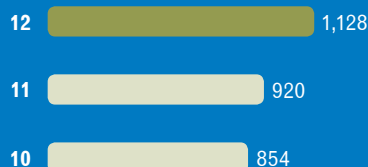


*Proportion of Group revenue

Our credentials

Benchmark profit before tax US\$1,128m

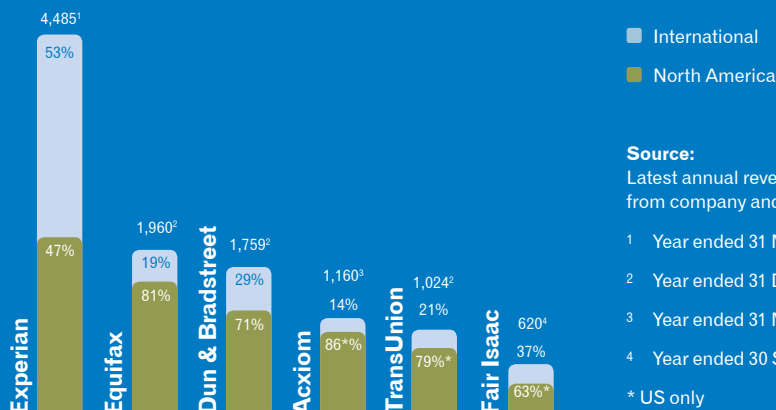
Profit before tax from continuing operations of US\$689m, up 5%, and Benchmark profit before tax of US\$1,128m, up 23%.



See note 7 to the Group financial statements in this year's Annual Report for definition of Benchmark profit before tax. 2011 restated to exclude comparison shopping and lead generation businesses in North America and UK and Ireland (now classified as discontinued operations).

We are the global market leader

Competitive position (Global revenue US\$m)



Source: Latest annual revenue, from company and SEC filings

- 1 Year ended 31 March 2012
- 2 Year ended 31 December 2011
- 3 Year ended 31 March 2011
- 4 Year ended 30 September 2011

* US only

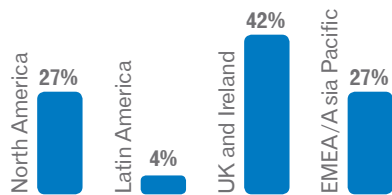
Decision Analytics



11%*

Decision Analytics applies expert consulting, analytical tools and software to help organisations make accurate and relevant decisions at each stage of their relationships with customers.

Revenue by region



*Proportion of Group revenue

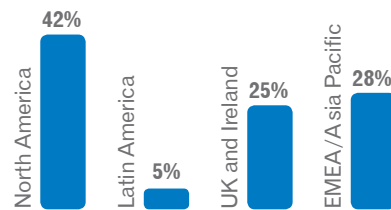
Marketing Services



21%*

Marketing Services helps organisations to target and engage their customers through sophisticated marketing strategies and to build profitable and lasting relationships.

Revenue by region



*Proportion of Group revenue

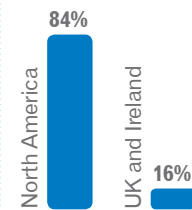
Interactive



21%*

Interactive enables consumers to monitor the accuracy of their credit report online, to check their credit score and protect themselves against identity theft.

Revenue by region



*Proportion of Group revenue

Experian employs approximately*

17,000 people globally

5,800 in North America

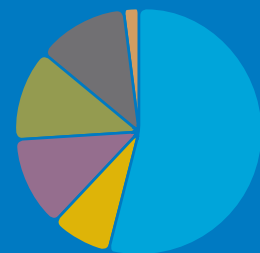
3,300 in Latin America

3,900 in UK and Ireland

4,000 across EMEA and Asia Pacific

*As at 31 March 2012

Cost profile – global % of cost



Labour 54%
Marketing 12%
IT 8%
Other 12%
Data 12%
Central Activities 2%

Our six CR responsibilities

Data

Use and protect data properly, respecting all the relevant laws, helping evolve industry guidelines and new legislation and ensuring a culture of compliance with the highest standards of integrity.

Products and Services

Create social and economic benefit through our products, services and capabilities, balancing commercial benefit with consumers' rights and needs.

Consumers

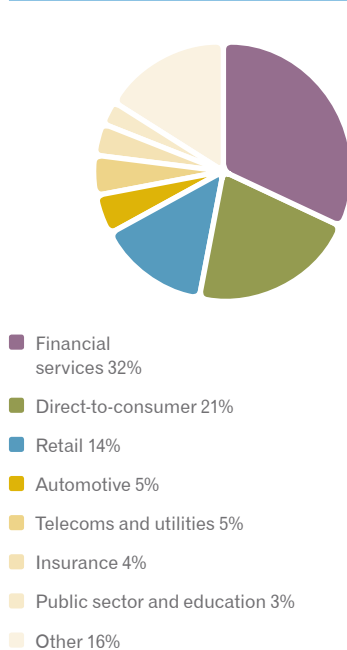
Inform and empower consumers, and ensure that those who interact directly with our Group receive fair and honest treatment.

Experian owns consumer credit bureaux in 18 countries and operates one further bureau.

Experian owns business credit bureaux in 13 countries and operates one further bureau.

Our security policies and practices are based on international standard ISO27002

Revenue by industry



We are extending our global lead through product innovation and entry into new market sectors.

See the section on our products and services for more information on their social benefit.

Number of consumer credit bureaux

The consumer credit bureaux, which hold credit application and repayment histories on consumers, are the foundation of our consumer information credit-related activities.



Please refer to our stakeholder engagement section and the section on how we treat consumers for more information.

Employer

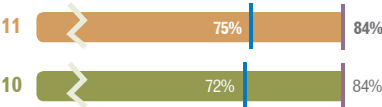
Be a good employer to all, establishing a set of expected behaviours and values, aiming to ensure that everyone working for us is treated fairly, given the maximum opportunity to fulfil their potential and that all our workplaces are safe and healthy.

Employee engagement

Driving greater employee engagement is a key objective and our aim is for Experian to be ranked among the top performing companies in the world.

We conduct an all-employee global people survey every 18 months to gather feedback from employees and to measure their engagement with the business. The results are analysed in depth and used to develop action plans that deliver sustainable improvement.

This year, for the first time, we are reporting our employee engagement results against those of top performing companies. Our latest survey showed that employee engagement improved three percentage points in 2011 to nine percent below the Towers Watson Global High Performance Companies Norm¹ benchmark.



Experian Group employee engagement
Towers Watson Global High Performance Companies Norm¹

1. The Towers Watson Global High Performance Companies Norm is based on over 500,000 employees' survey results from a cross section of 28 companies. Companies qualifying for this norm meet two criteria: superior financial performance and superior human resources practices.

Community

Play an active part in social and economic regeneration in our communities, be they local, national or global.

Community investment

Experian spent US\$2.9m this year on community investment

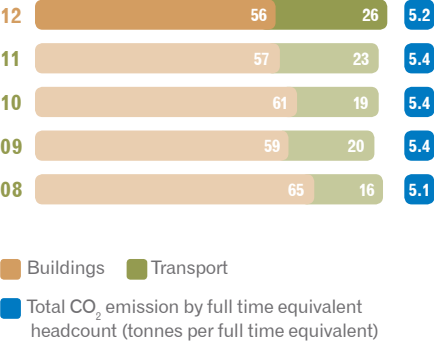
For a view of how these funds are used and the projects supported, see the regional performance section.

Environment

Minimise as far as possible the environmental impacts associated with our business and enable employee participation, with a particular concentration on the reduction of energy use and its effect on global warming.

Carbon footprint (000's tonnes)

Experian's environmental impact is largely the result of energy use in buildings, particularly its data centres, and employee travel. A policy and strategy are in place to ensure that we steadily reduce energy consumption, and hence cost, and increase the use of energy from renewable sources. Employee engagement in individually responsible behaviour is also a priority.



Data from 2009 onwards reflects increased coverage, improved measurement and estimation processes, and has been restated accordingly. The data relating to travel were previously reported as: 2009: 21,000 tonnes CO₂, 2010: 18,000 tonnes CO₂ and 2011: 20,000 tonnes CO₂.

Where emission factors have changed Experian has applied the most recent factors retrospectively.

Please refer to the environmental performance section for more detail.

Awards and third party endorsements



Dow Jones Global Sustainability Index

Experian is included in both the DJSI World and DJSI Europe indices. Experian's overall score was within 10% of the best scoring company in the World Index and 22% above the average. Experian has improved in the economic and environmental dimensions with a particular uplift in its relative environmental reporting performance. Dow Jones Sustainability Indexes track the financial performance of the leading sustainability-driven companies worldwide providing asset managers with reliable and objective benchmarks to manage sustainability portfolios.



FTSE4Good

Experian has been recognised by the FTSE4Good Index Series, following an analysis of its corporate social responsibility activities. The assessment, conducted by Experts in Responsible Investment Solutions (EIRIS) measures the ESG risk and performance of over 2,400 companies globally against key areas including environmental management, climate change, human and labour rights, supply chain labour standards and countering bribery.



Carbon Disclosure Project

The Carbon Disclosure Project is an independent not-for-profit organisation holding the largest database of primary corporate climate change information in the world.

Carbon Disclosure Leadership Index assesses the quality of reporting on climate change issues. In 2011, Experian achieved a score of 74 (out of a potential 100), which was seven points higher than the previous year and significantly better than the average score of 63 achieved by the FTSE350.

The score achieved shows that senior management at Experian understand the business issues related to climate change and are building climate related risks and opportunities into core business.



Carbon Trust Standard

The Carbon Trust is a UK mark of excellence awarded to companies in recognition of their work in measuring, managing and reducing their carbon emissions. Experian's UK business was awarded the Carbon Trust Standard in October 2010 after reducing absolute carbon emissions over the previous three years.



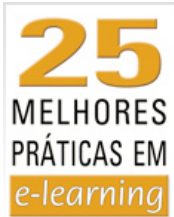
BITC Big Tick

Experian was awarded a new Big Tick for The St Ann's Project at the UK Business In The Community Awards for Excellence. These are independent and peer assessed corporate responsibility awards, run by BITC in association with the Financial Times. The awards recognise and celebrate those companies who have shown innovation, creativity and a sustained commitment to corporate responsibility. BITC is a business-led charity with a purpose to advise, support and challenge their 850 members in the UK to create a sustainable future for people and the planet and to improve business performance. Experian has been a member of BITC for over 15 years and has won 8 Big Ticks and 18 reaccreditations.



ISO14001

This is an internationally recognised environmental standard, which provides general guidelines to deliver an effective Environmental Management System. Experian is certified to ISO14001 in its six main offices in the UK accounting for the environmental impact of 60% of the UK and Ireland's office estate.



25 Best Practices in E-learning

Serasa Experian was ranked in the list of the “25 Best Practices in E-learning” in a national survey conducted by the Gestão RH magazines in the first half of 2011.



Susan G. Komen Race for the Cure

Experian has been involved with the Susan G. Komen Race for the Cure for more than ten years and was this recognised by the Orange County affiliate with the 2011 Partnership Award.



95 Best companies to work for in IT

Serasa Experian was ranked 23rd in the list of the “95 Best companies to work for in IT and Telecom” in 2011. This award was granted by Computerworld, Great Place to Work, Now!Digital Business IDG, partner of the Great Place to Work.



Awarded a Personal Finance Education Group Quality Mark

Our new teaching resource for primary school children – Values, Money and Me – has been awarded a Quality Mark by pfeg, the UK personal finance education group. The pfeg Quality Mark accreditation system ensures that resources and materials for teaching financial capability are suitable, effective and of the highest educational quality – whether for Year 1 or Year 13. To date, more than 100 carefully selected resources have been awarded the Quality Mark.



Caring Company

Experian recently received the ‘Caring Company 2011/12 Award’ from the Hong Kong Council of Social Service. The prestigious award recognises Experian’s social responsibility achievements in the city. Throughout the year, Experian Hong Kong has actively participated in charity and community services to support local children in need.

The Caring Company award acknowledges those organisations in Hong Kong which demonstrate their contribution and dedication to their community, their employees and the environment.



10 Best Companies in Corporate Citizenship 2011

100 Best Companies in Organisational Human Development 2011

Serasa Experian was ranked in the list of the “10 best companies in Corporate Citizenship 2011” and one of the “100 best companies in the Organisational Human Development Index” (IDHO) according to a national survey conducted by Gestão RH magazine, that analyses the 1,000 biggest Brazilian Companies in five aspects: human capital, corporate governance, sustainability and transparency. Inspired by the Human Development Index (HDI), used to measure the human development level in a country based on educational, health, longevity and income per capital indicators, the national survey is aimed at analysing the current stage of the companies selected as the “Best” in the country in terms of organisational human development.



One of Britain's most admired companies

Experian was highly rated in several categories in the Britain’s Most Admired Companies 2011 awards: 21st overall out of 238; 2nd in the Business Support Services category and 4th out of 238 for innovation.



Finalist in the DatacentreDynamics Datacentre Leaders Awards

The Improved Data Centre Energy Efficiency Award is sponsored by the Green Grid and recognises individual organisations that have brought existing facilities up to scratch through a process of measurement, benchmarking, analysis, recommendation and implementation. Experian was placed second for its work to improve the environmental performance of UK & EMEA data centres.

A message from our CEO Don Robert

The message throughout our Annual Report and CR Report this year and the issue at the front of my mind is our long-term growth.



Don Robert

Chief Executive Officer

We have had another successful year and I can see some great opportunities ahead of us, but I know we have to put the spotlight on how we do business to make sure we maintain this level of performance, to be really sustainable.

In May 2011 I launched a challenge to our senior executive team, asking them to help us capture what's unique about us, how we define ourselves and what we do and what we're proud of at Experian. Our corporate and social responsibilities were very much part of the mix from the start. What I'm very pleased to be able to report is that we've come up with three simple words that describe what we believe in doing. What's more, when our team defined these terms they set out clearly that of course it was to benefit our clients and shareholders, but also we do these things for the benefit of consumers, ourselves as employees and for wider society and our communities.

So, we essentially **CONNECT**, and not only do we connect businesses to consumers and consumers to their credit information, we connect to our communities. We also connect with society's wider issues and increasingly I see us having a major role in tackling some of these.

The second strand of our DNA, something we have at our core, is to **PROTECT**, to protect consumers from identity theft, clients from financial risk and increasingly we are becoming known for our role in protecting global systems, public and private, and the societies they serve, by the judicious use of the information that we hold in trust.

Throughout everything we do, we **CREATE**. We're a very innovative Group and have a reputation for creating new products, responding to our client and consumers' needs. We're also helping others create new businesses, supporting SMEs as they become established and working with the young entrepreneurs who will create the wealth of the future.

Create is really the beginning of a new chapter in our story. We can see our responsibilities to society as they translate into how we protect and connect, but the opportunities for us to really make a difference will be where we create something world changing. I'd like to be able to report on progress with that next year.

Six voices of CR – our leaders' view

Our six responsibilities were defined at the outset of our CR programme. Our business leaders champion them and here, they tell us why they feel they are important:

Data



Stephen Scharf,

Global Chief Information Security Officer

Our responsibility: Use and protect data properly, respecting all the relevant laws, helping evolve industry guidelines and new legislation and ensuring a culture of compliance with the highest standards of integrity.

<http://crreport.experianplc.com/2012/video-data>

Products and Services



Mike DeVico,

President, Experian Marketing Services & Technology

Our responsibility: Create social and economic benefit through our products, services and capabilities, balancing commercial benefit with consumers' rights and needs.

<http://crreport.experianplc.com/2012/video-products>

Consumer



Mike Dean,

President, Experian Consumer Direct

Our responsibility: Inform and empower consumers, and ensure that those who interact directly with our Group receive fair and honest treatment.

<http://crreport.experianplc.com/2012/video-consumer>

Employer



Mark Wells,

Group HR Director

Our responsibility: Be a good employer to all, establishing a set of expected behaviours and values, aiming to ensure that everyone working for us is treated fairly, given the maximum opportunity to fulfil their potential and that all our workplaces are safe and healthy.

<http://crreport.experianplc.com/2012/video-employer>

Community



Kim Hosmer,

Chief Marketing Officer

Our responsibility: Play an active part in social and economic regeneration in our communities, be they local, national or global.

<http://crreport.experianplc.com/2012/video-community>

Environment



Wilson Hogg,

Global Director of Facilities Management

Our responsibility: Minimise as far as possible the environmental impacts associated with our business and enable employee participation, with a particular concentration on the reduction of energy use and its effect on global warming.

<http://crreport.experianplc.com/2012/video-environment>

Making corporate responsibility our responsibility

The term Corporate Responsibility can be a barrier to individuals taking their own responsibility and so the focus at Experian is on:

- Embedding a concern for the social context of what we do and bringing this to the fore in business decisions;
- Focusing our community programme by giving it a business link; using our talent, skills and services to benefit society, as well as our funds;
- Innovating for social benefit, creating sustainable products that have a long term social payback; and
- Consulting with our stakeholders to ensure we are getting things right.

Embedding

Embedding awareness of our social context

This year has seen a significant step forward in embedding a concern for the social context of our business. An illustration of this has been CR function involvement in preparations for the annual global senior management conference, which is taking place in Mumbai, India. In groups of ten, all 150 delegates are taking part in an experience to provide them with a taste of the social issues our Indian business faces. They will then be challenged to see how these translate into social issues in their own regions and discuss how Experian should, or could, address them. Partnering with Common Purpose, an NGO with a history of success in transformational business and third sector engagement, will give Experian's leadership an opportunity to become agents for change in their own business areas.

A responsibility to society also infused the development of our Employee Deal, the shorthand term for the informal contract between employee and employer. Experian employees provided feedback that community engagement is an important part of what motivates them. The Head of Global CR was involved in this development work and it formed one of the six responsibility objectives.

The development of a cultural identity was a high priority for us in 2012 and the CR function also influenced this programme, called the 'Heart of Experian'. Consideration for the communities in which we're based and serve comes through in all the communications and the six wider responsibilities relate directly to the three strands of our 'Core DNA': Connect, Protect and Create.

Focusing

Focusing our community programme, using our skills, talents and services to benefit society

Our central funding to support regional community initiatives is primarily focused on projects addressing financial education and encouraging entrepreneurship, and creates projects that have a strong link to our business focus. This year 82% of our central funds allocated to the regions was spent on such projects.

Increasingly we are also looking at our community impacts: how many people do we reach through our financial education programmes, how do we measure how these projects change their lives, etc. Our North America region has become expert at large scale interactions, using webinars to reach individuals, conferences to train teachers and partnerships with consumer groups to seek out the hard to reach. Details of these projects can be found in the regional performance section of this report.

Meanwhile our Serasa Experian business is very focused on the numbers of people reached, but also measures how its smaller scale impacts are actually making a difference. Over the six months of their financial education course, they show how many people begin to make provision for themselves and save, and how many develop the means to pay off debts on a monthly basis.

Experian's community programme encourages employees to volunteer and this year saw us introduce measures to capture how much pro-bono work is done for charities, as well as the traditional type of support. This will have an increasing focus as we identify ways in which employees can support not for profit organisations using their skills and talents. Volunteering overall, including time outside normal working hours spent on Experian projects, was up by almost 3,500 hours, compared with the previous year. Regional and central business giving was down in 2012 but the available central funds have been increased for the next financial year to support the overall commitment to the community.

Innovating

Innovating for social benefit

Developing products and services with a long-term benefit to society is one of the most sustainable ways in which we can have a positive impact. Termed 'Big Ideas' such initiatives receive start-up funding from a central CR budget.

This year, Experian UK and Ireland developed a Rental Exchange service that will see landlords and tenants benefit from sharing information about rental payments. This new service will offer a safe and secure way to include a tenant's rental payment history, with their permission, into their credit history.

At the core of this development was a relationship with Big Issue Invest ('BII'), the investment arm of a major social enterprise tackling homelessness in the UK. In partnership with BII, Experian is developing a social housing element of the Rental Exchange to provide benefit specifically for the most vulnerable in this sector, with funds from the business permanently channelled into providing financial education support.

In prior years we have invested in a microfinance initiative, now set up as a joint venture called Experian Microanalytics which continues to grow. For further details on both projects see our success story in the products and services section.

Consulting

Consulting with our stakeholders

We know that 'taking account of society' has to become a practically achievable objective and this year, we have undertaken a study of our relationships with our key stakeholders to help us understand whether we are getting things right in their eyes. Our Global Code of Conduct, which we deployed in year ended March 2011, sets out clear expectations about how we conduct ourselves towards all our stakeholders. Fundamentally, we recognise that integrity is the foundation of all of Experian's relationships.

We have looked at clients, consumers, suppliers, employees and investors from a CR perspective, interviewed a cross section of relationship owners from across the business and reviewed existing policies and initiatives. We will use the findings of the research to frame our strategy for engagement on sustainability issues in the future.

General findings

The research mapped the strength of our existing relationships, identified drivers of change and produced a set of priorities for the future. However, we also learned that our needs and aspirations – and those of our stakeholders – vary greatly across the regions in which we operate. There is no one-size-fits-all approach to meaningful engagement. This means that our businesses must be given leeway to tailor their own approach and follow their own priorities. Some of the general findings from our internal stakeholder audit are outlined as follows:

Increased awareness and dedication

The value of good stakeholder engagement is increasingly recognised within our organisation. More people are spending more time engaging with external organisations across the business, especially on topics such as consumer awareness about what we do and financial literacy and learning.

Drivers

A key driver behind this development is our growth into new business areas and geographies, increasing our interface with society. A second driver is increased levels of knowledge and engagement among stakeholders, particularly on topics such as privacy and data protection. We have become more proactive and systematic in engaging on these topics, not least with regulators and consumers.

A 'bigger' conversation

Social media such as Facebook, Twitter and blogs have opened up the conversation to many people with an interest in what we do, producing both challenges and opportunities for us. On the one hand, the new channels and formats provide a means to enhance our conversation with stakeholders. On the other, given the legal constraints under which we often operate, it can be a challenge to meet evolving expectations around the transparency, speed and sheer quantity of communication. Getting the balance right is bound to be an ongoing challenge, but we will continue to make every effort to stay on top of the agenda of engaging and responding.

Success factors

While the level and nature of stakeholder engagement activities vary across the regions in which we do business, our findings suggest that the success factors for meaningful interaction are universal. Based on interviews with a set of experienced relationship owners we found that mutually enriching partnerships rest on four pillars:

- **Transparency;** mutual honesty around successes and failures is fundamental to building trust.
- **Experience;** it takes skills to establish meaningful partnerships that develop over time and these skills come with experience, both at a personal and an organisational level.
- **Process;** meaningful relationships rarely emerge out of ad-hoc arrangements, so mutual clarity around responsibilities, objectives and means of engagement is a prerequisite.
- **Personal relationships;** stakeholder engagement happens between people and personal relationships form the basis of partnerships between our business and other organisations.

Making corporate responsibility our responsibility continued

Challenges

Two key challenges presented themselves in the course of our research exercise.

- 1) We still have some work to do in raising internal awareness and support around parts of our stakeholder engagement programme. Experian is a growing business and our employees work hard to sustain that growth. However, we have to take the long term view in addition to meeting our daily operational responsibilities. We want to make sure that engaging with non-financial stakeholders – when done well – is recognised as a worthwhile activity across the business.
- 2) New stakeholders continue to emerge while the roles of others are changing. Traditionally, for example, we have emphasised the relationship with consumer groups, but these are now just one among many stakeholders. The change has happened specifically as a result of our expansion into new markets and generally because of greater societal expectations and technological change. For example, we have identified a huge potential to leverage the reach of our consumer-facing clients – such as retailers and restaurants – to raise financial literacy levels. Bloggers, industry analysts and policy elites are just a few examples of other groups we want to engage with better, on this subject and others. Who to engage with and how to engage with them is the challenge, but we are stepping up to it.

Detail regarding each stakeholder

Suppliers

Our success relies heavily on the thousands of suppliers and professional service providers that support us in running our business.

In year ended March 2012 we have taken steps to become more active in managing risks within our supply chain. We have conducted an initial mapping exercise, identifying where the primary social and environmental risks reside in our supply chain and as a matter of course we use our own business analysis tools to assess financial stability. We have also developed an overview of the proportion of SMEs amongst our suppliers. The ongoing project will be to monitor the risks regularly and work with our suppliers to minimise any negative impacts at the earliest stage possible. Likewise, when we identify suppliers who are struggling financially, we are looking at whether we can offer access to our suite of tools and services in order to bring about positive change.

We continue to promote good environmental and labour practices amongst our suppliers through our Supply Chain Principles. Based on internationally accepted CR standards, these requirements are included in the majority of our supplier contracts. Our North America region has gone a step further and actively promotes diversity and minority-owned businesses within its supply chain.

On the professional services side, we recognise that our most trusted providers are more than just vendors. Wherever possible, we use them as strategic partners; for example to make sure we get the most out of the technology solutions they provide and use their insights in brainstorming sessions. When looking for service providers, we assess them on their willingness and ability to enter into a strategic conversation with us.

Clients and customers

Whether as individuals or businesses, our customers use our tools and services to help them make the right decisions. To remain successful, we need a good understanding of their views on us and our offerings. Trust is at the core of this relationship and we endeavour never to mislead customers.

We are rigorous in how we listen and respond to the interests of the consumer as a customer. Our appointment of a Director of Customer Experience in the UK and Ireland business has driven forward our focus on achieving customer satisfaction. In particular, she has focused on putting in place satisfaction measures and managing the customer research programme. As such, she brings the voice of the customer to the top management team as a member of the UK and Ireland Executive Team.

In North America, the voice of the consumer is represented by the Experian Consumer Council, a group of 10 individuals with a license to challenge and advise us at quarterly meetings. Members include personal finance experts, representatives from industry associations, financial literacy organisations, selected consumers and others. Their input continues to give us a more rounded picture of customers' needs in regard to the products, services and credit education initiatives we offer.

Serasa Experian, our Brazilian business, operates in an emerging market, in which many consumers have only recently gained access to credit and other financial services. Between 2003 and 2010, the number of Brazilian credit cards increased by 240% to 153 million while the number of credit card transactions increased by 212% to 2.9 billion. In this rapidly changing environment, Serasa Experian has developed a suite of tools to make sure consumers build up financial literacy and avoid pitfalls. These include pop-up events on credit and debt management, organised jointly with Febraban – the Brazilian Federation of Banks – as well as setting up an online consumer portal with practical information on key topics.

During year ended March 2012, all Experian business units migrated to use a common framework to measure client loyalty and satisfaction, the Net Promoter Score (NPS). NPS is a widely used metric to measure an organisation's performance through its clients' eyes. At the end of 2011, the Experian global NPS score was significantly above the average global benchmark for business to business companies. In practical terms, this means that overall we have more satisfied and enthusiastic clients than the average global company.

We are now continuing to develop a truly global programme to measure customer satisfaction. We plan to collect all relevant data in a 'loyalty dashboard' which we will make available to decision-makers across the business. The dashboard will bring together the latest survey results as well as past performance data in a one-stop online resource.

Employees

Our employees remain one of our most important stakeholders, in their day-to-day role and as ambassadors of what we stand for at Experian. We are keen to make sure that they are given the tools and support to succeed. We are also keen to foster a culture where people can confidently 'speak up' and we are putting in place the channels for them to do so.

In Autumn 2011, we launched a new global intranet, Zoom, in a drive to promote increased internal visibility within the business. As we grow, it is important that we learn from each other across the organisation and promote two-way communication. Zoom complements our existing channels such as video messages, emails, webinars and meetings, and holds a wealth of opportunities for further development on its social media capacity. More than 15,000 employees worldwide have access to Zoom, and so far more than 5,000 users have created their own personal profiles.

We 'listen' systematically to our employees through our Global People Survey, conducted for the fourth time in November 2011. The survey, which is run every 18 months by an external company, provides valuable insights into the views of employees and their level of engagement. We achieved 88% employee participation, the same level as the last survey. This response level is recognised as 'high performing' and our objective is to maintain such high levels.

The survey measures our performance across 14 different categories. The strongest results globally were found in those areas that employees identified as a priority for improvement in the previous survey (particularly within the areas of teamwork, communication and respect and integrity). These were the focus of action plans at a global and regional level. A key finding was that our employees are experiencing greater cooperation between business units. This is not least a result of our internal 'Bureaucracy Busting' group working to streamline internal processes and eliminate unnecessary workflows. Overall, the survey results were an improvement on 2010, with 53% of items showing significant improvement (2010: 42%). Only 14% of survey items have shown significant decline against 25% in 2010.

We have put in place global and regional action plans relating to the findings with strong senior management commitment to improve our performance. We will conduct a quarterly review of business/country, regional and global progress against the action plans, all set with consistent principles, communication processes and measurement.

The fifth Global People Survey will run in spring 2013. This will be complemented by a Global Pulse Survey in September 2012, using a random sample of employees to check whether we are on course. The focus for both surveys will be to continue closing the gap between Experian's scores and those of global high performing organisations. Again, there will be a strong focus on how well we have responded to specific employee feedback.

Investors

The global investment community is increasingly interested in how companies manage environmental, social and governance (ESG) risks and opportunities¹. As a result of this, we receive a number of requests from our institutional investors, research providers and sector bodies probing our performance on and approach to ESG issues. In the past year, we have engaged with a variety of these organisations.

We remain committed to providing transparent and honest disclosures to our financial stakeholders. Internally, the communication between our Investor Relations and CR teams works seamlessly; they respond jointly to requests for information, giving a complete, knowledgeable and rounded response.

1. For example, the UN-backed Principles for Responsible Investment (UNPRI) has gone from strength to strength. UNPRI is a global association of asset managers, pension funds, other institutional investors and service providers working to mainstream good ESG practice. The initiative now has some 920 signatories from 49 countries, including many of the largest and most respected pension funds and investment managers in the world. In just five years, around 20 per cent of the world's capital – over \$30tr of assets – has signed up to the Principles.

Underpinning business growth




Experian's ability to drive sustainable, profitable growth is partly dependent on its roots in responsible business behaviour and practice. A long-term belief in doing the right thing has this year matured into a cultural identity, with a responsibility to society at its core.

Our six key responsibilities remain unchanged but they take on a new resonance as we demonstrate how we connect, protect and create and take

account of the social context of our business. Measured performance on social, ethical and environmental objectives, developed by the business, is an important way

of demonstrating how we take these responsibilities seriously.

Responsibility	2012 Objectives	Status	How achieved	Link to strategic goals
Data				
Use and protect data properly, respecting all the relevant laws, helping evolve industry guidelines and new legislation and ensuring a culture of compliance with the highest standards of integrity.	<p>Prepare and distribute training to all employees globally related to new legislation and existing requirements of the Experian Code of Conduct, tracking and monitoring to ensure complete awareness of compliance requirements.</p> <p>Follow the same model of global distribution and awareness training for the Anti-Bribery and Corruption Policy and Appropriate Use of Data Policy/Data Acquisitions Policy, integrating policy standards across all regions including EMEA/Asia Pacific.</p>		<p>Computer based training related to the Code of Conduct, Anti-Bribery/Corruption and Gifts and Hospitality was released in October 2011 and the majority of employees in the US, UK and Ireland had completed by January 2012. The training was rolled out to another ten countries by March 2012. Take up of the training is monitored and employees who have not completed it are followed up by their manager. Non-completion is a disciplinary offence.</p> <p>The Appropriate Use of Data Policy/Data Acquisitions Policy is being dealt with separately and training is embedded in the UK and Ireland, with other regions at various stages of implementation.</p>	<p>Engaging employees in new compliance responsibilities</p>  <p>Strategic goal linkage: Become global market leader in credit information and analytics</p>
Products and Services				
Create social and economic benefit through our products, services and capabilities, balancing commercial benefit with consumers' rights and needs.	<p>Establish an acceptable framework for embedding social, ethical and environmental (SEE) considerations into the investment decision process as new products and services are reviewed, developing criteria that help the business assess and evaluate the social benefit of any new development, looking particularly for opportunities, not only mitigating risks, in terms of consumer benefit, value to clients' reputation and contribution to broader economic and social development.</p>		<p>The investment decision documentation includes a stakeholder impact consideration framework. Discussions through the year have concluded that the further embedding of social considerations is not likely to be achieved by a change of wording or criteria.</p> <p>Therefore a new initiative to work with the leadership team at the global senior management conference has been established as the best way forward to improve understanding of SEE matters and follow up with regional strategic project committees is planned in the next financial year.</p>	<p>Big ideas: Innovation with a social benefit</p>  <p>Strategic goal linkage: Become global market leader in credit information and analytics Create successful businesses in new customer segments</p>
Consumer				
Inform and empower consumers, and ensure that those who interact directly with our Group receive fair and honest treatment.	<p>Continue to develop employee communications to raise awareness across the whole Experian population of the positive role of credit and credit reporting, helping employees play an active part in reaching out to consumers, particularly supporting the consumer champions in Brazil, Australia and India, as their markets and bureaux develop.</p> <p>Where community funding is used to support financial education, work with the community teams to support the use of these funds to maximum effect with the broadest range of consumers.</p>		<p>Employee communications have developed particularly in North America and Brazil. The employee ambassador programme in North America is of particular note and is featured in the Consumer success story.</p> <p>The consumer education champions in North America and UK and Ireland have been instrumental in supporting consumer developments in India and the Serasa Experian champion spent time in North America with the local team developing his expertise and knowledge.</p> <p>The North America, Latin America and UK and Ireland regions have all linked consumer education with community grants, with reach reported in the community section of this CR report.</p>	<p>Our North America volunteer ambassadors speak up to help consumers</p>  <p>Strategic goal linkage: Build large-scale operations in our major emerging consumer economies Become the most trusted consumer brand for credit information services and identity protection</p>

Responsibility	2012 Objectives	Status	How achieved	Link to strategic goals
Employer				
Be a good employer to all, establishing a set of expected behaviours and values, aiming to ensure that everyone working for us is treated fairly, given the maximum opportunity to fulfil their potential and that all our workplaces are safe and healthy.	<p>Ensure a knowledge and understanding of Experian's role as a responsible business is embedded throughout the process of the development of the Employee Value Proposition and that employees are given the opportunity to comment on the relative importance of SEE factors.</p> <p>Use their feedback to support the further development of relevant communications regarding Experian's responsibilities and employees' role in these.</p>	✓	<p>The Head of Global CR was involved in the process of the development of the Employee Value Proposition. An Employee Deal was the outcome of the consultation with employees on what they value. It sets out what Experian offers and what employees undertake to provide in return. Within the workplace Experian pledges to contribute to the community and advance the economies of the countries we serve in.</p> <p>The Global Employee Deal and regional variations will be communicated from June 2012 onwards.</p>	<p>Social Responsibility within the heart of Experian</p>  <p>Strategic goal linkage: Become the most trusted consumer brand for credit information services and identity protection</p>
Environment				
Minimise as far as possible the environmental impacts associated with our business and enable employee participation, with a particular concentration on the reduction of energy use and its effect on global warming.	Achieve a 5% reduction in utility energy consumption (normalised per US\$1,000 of revenue) over the three years 2010 - 2012 and ensure quarterly energy and travel data is received from all regions.	✓	<p>We have exceeded our three year energy saving target considerably; a 21% reduction per US\$1,000 of revenue, against the original target of 5%. This year our global utility energy consumption decreased by 1.3% and when represented per US\$1,000 of revenue, this is a 7% reduction over the last 12 months.</p> <p>Monthly energy and travel data is received from all regions and this information will feed into regional reports to give a local view of environmental impact.</p> <p>The business is now focused on managing its travel impacts and optimising its use of virtual communication channels.</p>	<p>Experian's regional environmental target setting programme</p>  <p>Strategic goal linkage: Build large-scale operations in our major emerging consumer economies</p>
Community				
Play an active part in social and economic regeneration in our communities, be they local, national or global.	Improve processes to capture information regarding all local charitable donations and develop meaningful KPIs for both regional and global performance in conjunction with regional community managers.	<p>✓</p> <p>🔄</p>	<p>Working closely with regional coordinators and the global finance team, we are now able to better understand and report all local charitable donations. This work has enabled a more detailed disclosure in the directors' report, within the Annual Report.</p> <p>The intention is to review the integrity of all regions' data and include in reporting in the 2013 CR KPIs.</p> <p>Links to Experian's culture programme are being developed and will also be included in next year's CR report.</p>	<p>Connecting one HR community</p>  <p>Strategic goal linkage: Become the most trusted consumer brand for credit information services identity protection</p>

Experian as an employer

Experian is a global organisation working across a range of business areas. To grow and be successful requires a talented, diverse and dedicated workforce, with the right skills and expertise. In return, as a responsible employer we must offer our employees opportunities to develop and fulfil their career with us, in an environment in which they are safe and can be healthy.

We employ approximately 17,000 employees located in 44 countries around the world. Of these employees, around 5,800 are based in North America, 3,300 in Latin America, 3,900 in the UK and Ireland, and 4,000 across EMEA and Asia Pacific.

To meet our commercial aims we seek to manage our people in a way that is effective and consistent. However, we must also be mindful of different cultures and norms in each country where we operate, and so be flexible enough to enable employees to be effective in their particular community.

Engaging with our employees

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

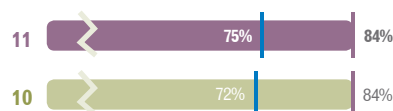
Experian's fourth global people survey in November 2011 achieved 88% employee participation, the same level as the last survey. This response level is now considered to be 'high performing' and our objective is to maintain such high levels.

More information on our employee engagement scores and the survey trends can be found in the section on consulting with our stakeholders.

The survey is only one means we use to engage with employees. We encourage regular feedback from employees and between teams, and have in place a variety of mechanisms to do this, including formal line management, as well as mentoring and coaching schemes and a variety of informal networks.

This year we implemented a global intranet site, Zoom, with many social networking facets to promote interaction between employees across all levels of seniority, business line and geography. Management teams are blogging, leaders are using video, forums and communities are thriving and nearly 5,000 people have been sufficiently engaged to set up their own personal profile.

Group Employee engagement (%)



Experian Group employee engagement
Towers Watson Global High Performance Companies Norm¹

¹ The Towers Watson Global High Performance Companies Norm is based on over 500,000 employees' survey results from a cross section of 28 companies. Companies qualifying for this norm meet two criteria: superior financial performance and superior human resources practices.

A diverse workforce

Our employees come from a wide and diverse range of backgrounds. This diversity helps to support our business, particularly as we operate in many different markets around the world. Diversity includes those of different genders, ages, disability and ethnic backgrounds.

Wherever we can legally obtain diversity information from our employees and so measure our performance, we do so. Our overall objective around diversity is to ensure that our future senior leadership team better reflects our client, investor and general employee base.

In the last financial year, 45% of our workforce was female, which is unchanged since our last report. Of our senior leadership team, 16 were women representing 19% of the leadership team. The table below outlines the current picture and highlights the progress being made.

Diversity profile of the senior leadership team

	September 2008	September 2009	September 2010	September 2011	External Benchmark (FTSE 100)
Total population	87	87	90	85	
Gender (number and % females)	11 (13%)	14 (16%)	16 (18%)	16 (19%)	17.2%
Ethnic origin (number and % non White Caucasian)	6 (7%)	4 (5%)	6 (7%)	8 (9%)	4.1%

“A sense of social responsibility and context in all we do.”

April 2012 saw us launch our 'Heart of Experian'; the results of a global initiative to further identify and define our culture. It was led by our Chief Executive Officer, Don Robert, and the aim was to celebrate and reinforce the things that make Experian a successful company and a great place to work.

The culture working party behind the initiative was drawn from the leadership across the business; individuals volunteered for the role after an inspiring session at Experian's annual growth conference. As part of the process of identifying what it is that makes Experian unique, they quickly recognised that when you look at the diverse family of business units, that all 17,000 employees are united by three common things that despite our variety of roles, we all do, every day: connect, protect, and create. We now think of these three strands as our DNA, they are the things we do that make us who we are and express what we stand for.

Our corporate, and particularly our social, responsibility was valued as a central element of the mix that makes us unique and so has been part of the programme of work streams that are now bringing the Heart of Experian to life across the business. And the theme for the 2012 senior management conference is 'Emerging Growth, Emerging Responsibilities' and we see it as an opportunity to further embed a sense of social responsibility and context in all we do.



Experian as an employer continued

Ethnic diversity US (%)

	2012	2011	2010	2009	2008
American Indian or Alaska Native	1	1	1	1	1
Asian	16	15	15	14	14
Black or African American	5	6	6	5	6
Hispanic or Latino	8	7	7	7	7
Native Hawaiian / Other Pacific Islanders	0	0	0	0	0
Two or More Races	0	1	1	0	0
White (Not Hispanic or Latino)	70	70	70	73	72

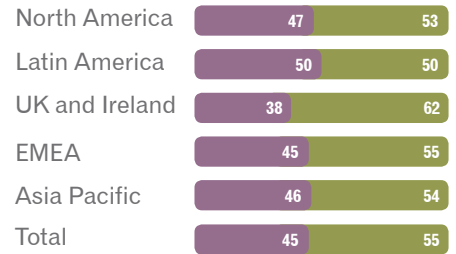
* Data received from 99.8% of US employees. Comparison data from 2000 US Census: 75% White, 4% Asian, 13% Hispanic and 12% Black (percentages do not add to 100% due to the collection process in which people may respond in more than one category).

Ethnic diversity UK (%)

	2012	2011	2010	2009	2008
White British	83	82	85	84	86
White non British	5	5	6	6	6
Asian/Asian British	6	6	6	6	5
Other	6	7	3	4	3

* Data received from 42% of UK employees. Comparison data from the UK Office of National Statistics, Population by Ethnic Group, 2001: 92% White, 4% Asian, 4% Other.

Gender diversity by region (%)



■ Female ■ Male

Gender diversity in senior leadership team (%)



■ Female ■ Male

You will find details of our Board diversity in the Corporate Governance statement in the Annual Report.

The following are some of the initiatives designed to drive sustainable change and ensure our leadership continues to evolve:

- Experian Business Network (EBN)**
 This development forum for high potential and diverse emerging talent was successfully launched in October 2008 and now runs in all major geographies, making it a truly global forum. To date, approximately 320 employees have been or are currently part of the EBN, with analysis showing that approximately 30% of participants have gained a role promotion while part of the forum. This promotion rate is three times that of the all-employee population. Of the 320 participants, 55% are female and 30% offer ethnic or cultural diversity to the membership mix.

Additionally, retention rates within the EBN are over twice that seen across the Group, indicating that the forum is achieving its objectives in terms of both the promotion and retention of diverse talent.

The EBN continues to demonstrate great strength in the promotion and retention of diverse talent. There are plans to extend the EBN concept through the development of feeder programmes.

- CEO Forum**
 This development forum is designed for senior talent with a focus on creating opportunities for exposure to the CEO and other senior executives. Members are selected from the talent pool, with diversity being actively encouraged. Analysis shows that since its creation in 2008, of the 60 participants to date, approximately 25% have received notable promotion.

A new **'Executive Success'** programme is targeted on our highest potential leaders who have participated in the CEO Forum events. The programme is designed to enhance the leadership and business strategy skills that will help them prepare for future roles in the most senior levels of management.

- FTSE 100 Cross-Company Mentoring Programme**
 We continue to participate in this mentoring programme, which pairs high-potential female executives with CEO or Chairman mentors from other, non-competing, FTSE 100 companies.
- Entry Point Hiring**
 During 2012 a project will commence to review the level of diverse talent hired at entry point, with a particular focus on graduate hires. This will be done with a view to developing external partnerships to aid the attraction of ethnically diverse graduate hires so as to feed the future leadership talent base.

Training and developing talent

Each employee has the opportunity to develop their own career development plan. The Global Performance Planning (GPP) process applies to all employees globally. It is our performance management and development system designed to ensure that everyone works with a set of clearly defined and measurable outcomes and objectives. It encourages a broader review of performance including assessment of our four global behaviours required to succeed in an increasingly challenging environment. These behaviours relate to: Driving for results; Making great decisions; Working together; and Doing it right.

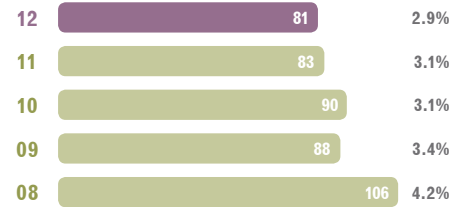
Each employee has the opportunity to discuss development formally twice a year as part of the GPP process, although we encourage informal conversations with managers, coaches, mentors or peers to review progress on an ongoing basis as a way of getting feedback and support.

We use a 70:20:10 model for training that offers a range of learning activities, which are split between on-the-job activities and assignments (70%), near the job activities such as learning through and with others (20%), and off the job activities such as formal learning (10%).

We remain committed to checking and challenging our assessments of people, in order to ensure that we are investing in their development. We took many actions this year including expansion of the global talent forums for high-potential employees, a continued focus on career planning as part of performance review discussions and the active alignment of the global mobility and talent agendas to identify individuals who will develop personally and professionally from international experience.

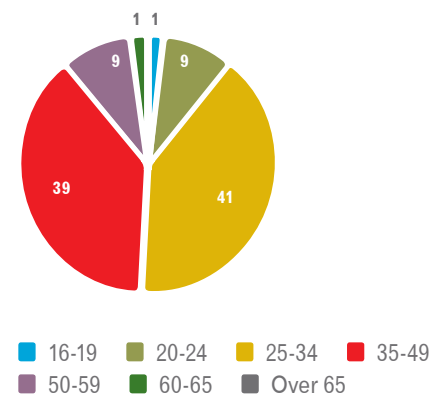
Our hiring process varies slightly from region to region, but our goal is the same – to hire the best person for the job. Interviews and assessments are designed to help us to gauge the skills and experiences relevant to an applicant’s potential role. We aim to ensure that our processes are robust, transparent, based on realistic job demands and fair to all prospective candidates.

Number of individuals in Serasa Experian with disabilities

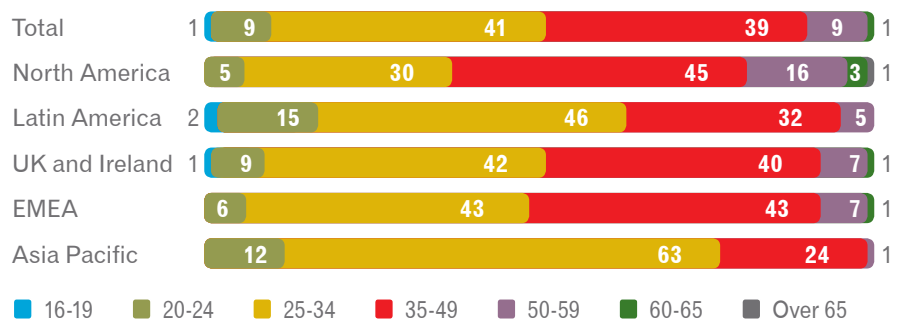


% = percentage of total employees

Total age diversity (%)



Age diversity by region (%)



Experian as an employer continued

Succession planning

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

For the broader leadership, plans are reviewed twice-yearly by our executive team. The most recent review highlighted the following:

- 71% of senior leadership appointments are internal promotions. This ratio is in line with FTSE 100 best practice.
- 11% of the senior leadership team are occupying developmental roles outside their home market and geography. This mobility of talent continues to be a key focus, especially across our biggest markets.
- Approximately 95% of senior leadership roles have successors ready to cover these roles in the short term and emergency cover, and over 60% have one or more candidates identified in medium or longer term as permanent replacements. The key focus is on developing the strength of this talent base. We continue to cascade the talent review process to increasingly junior levels of emerging talent as one way of doing this.

Health, safety and well being

It is our responsibility to make sure that we keep our employees and any visitors to our business safe by minimising the risk of them having an accident.

During 2011/12 we created a global health and safety network to raise awareness of our commitments in this area and to improve the consistency of our approach. A key part of this has been a global health and safety survey of our businesses, which has given us a better understanding of the initiatives underway and the different

Health and Safety

	With absence	No absence	Total number of accidents
North America	4	19	23
UK and Ireland	8	16	24
Latin America	25	20	45
EMEA	10	4	14

issues faced in each of the countries in which we operate. It has also enabled us to identify any potential gaps in our approach and to implement necessary action plans for improvement.

We have a robust health and safety policy and procedures that underpin our approach, including global monitoring and tracking. This year we are pleased to be able to report health and safety data covering more of our business. We are also tracking lost day data for the first time, which will be reported next year. Using this information we are able identify potential risks and trends, and take appropriate action before an incident occurs.

This year we have seen a decrease in the number of health and safety related incidents across our business. On a like for like basis covering the UK and Ireland, North America and Latin America the number of reported incidents has fallen by 18%. This excludes data from our EMEA region which we are reporting for the first time.

We also promote a number of schemes to increase the well being of our employees, including those relating to medical provision, health advice and lifestyle planning.

In North America, HealthMatters is a health and wellbeing programme that promotes employee awareness and actively encourages them to manage their health. It includes free annual on site health screening, flu vaccinations and lifestyle coaching, as well as access to an on-site HealthMatters Ambassador – a volunteer employee who is able

to provide information, support and guidance to employees on wellbeing in general.

In the UK, we have worked in partnership with Nottingham City National Health Service to increase awareness of kidney and bladder cancer. Nottingham has one of the UK's poorest five year survival rates for bladder cancer. Through a variety of activities, employees at our Nottingham locations were educated in the signs to look for and what to do should they spot one of the main symptoms of kidney and bladder cancer. By providing this information to our staff members we hope that the vital information will be passed onto family members and friends.

In our EMEA and Asia Pacific regions we offered a range of programmes depending on local issues and circumstances, including healthy eating guidance in Malaysia, smoking cessation campaigns in France, subsidised gym membership in Singapore and free fruit in Denmark.

In Latin America, we aim to enhance employees' quality of life within and outside the workplace. We offer employees a range of opportunities, for example, to be a member of a choir, learn a musical instrument or use gym facilities. As a result of this and other activities, Serasa Experian was again placed in the top 100 companies to work for in Latin America.

The impacts of our products and services

One of Experian's largest impacts on society occurs through our products and services. We aim to be an essential component of every major consumer economy, with our information and analysis generating growth and consequent economic benefit for millions. This translates to impact on individuals and communities too. Whether we are helping a small business to reach new customers quickly, or protecting a new driver from buying a stolen car, our products often lead to direct social benefits. In this section we present some examples of developments from this year.

Helping health service target treatment for lung disease

Research carried out by our Public Sector business in association with the British Lung Foundation (BLF) has shown that the South Coast and West Country will see some of the largest rises in admissions for lung disease in England over the next nine years and local healthcare organisations will need to budget for higher treatment costs.

The research, which uses new methodology and data to forecast future health needs and costs, has been conducted to help the health service deliver earlier intervention strategies and target more effective prevention messages.

The BLF used our customer insight and forecasting to target localised interventions (lung function tests) in areas where the costs and rate of increase in lung disease are predicted to be the highest. In just two years the BLF has tested over 7,200 people for abnormal lung function in England at 12 specifically targeted locations, with 19.5% of those tested being referred to their GP for further tests. When the BLF has compared its targeted approach to untargeted campaigns it has seen a 300% uplift in attendances in the

most at risk populations. Through early identification of lung disease, potential savings to the NHS from these events alone are estimated at over £300,000 per year.

Finding Finance for SMEs

Experian's SME Finance Finder is a free online service for Small and Medium-sized Enterprises (SMEs) in the UK, designed to match their particular finance needs to the most appropriate brokers and lenders. At a time when continued worries about credit availability affect lending to this key sector of the economy, this new service aims to increase efficiency and boost growth.

Many SMEs don't always understand the full range of financing options that are available to them, and certainly don't want to waste precious time shopping around or applying for finance that isn't right for their needs. The new service from Experian puts businesses in touch with those best suited to their requirements and maximises their chances of securing appropriate funding.

It allows SMEs to tap into a wide pool of potential finance options, including mortgages, invoice finance and asset finance. It saves valuable time and introduces SMEs to a range of finance options and providers that they may not have been aware of. It also enhances the chances of the application being submitted to the right provider for the right type of funding and therefore being accepted first time. By helping businesses understand their own credit profile and where appropriate, apply for the type of finance more suited to their specific requirements and situation; the product helps save time and effort and avoids SMEs making multiple unnecessary applications.

Microfinance, social compliance and digital certification products to benefit our Brazilian market

Our Brazilian business, Serasa Experian, is developing a range of products offering social and environmental benefits:

Our e-ID Digital Certification product allows companies to sign contracts digitally with legal validation, providing high levels of security while saving paper and the consequent environmental impacts. A proposed pilot in conjunction with a large Brazilian bank will aim to quantify these CO₂ benefits.

We are offering a product called Decisor de Crédito (Credit Decision) which is now available as an app for Apple and Android. By making credit decisions portable and immediately accessible in this way, the solution becomes a practical possibility for microfinance agents in the field, who daily approve microloans for individuals and communities. Microfinance can be a very powerful way to lift people out of poverty, enabling small businesses and enterprise among the very poorest.

A new Social Compliance product is planned for launch in 2012 to show information about companies' compliance with social and labour laws. This tool will be valuable to those seeking responsible partners and suppliers in the Brazilian market, providing a market reward for those companies who operate responsibly.

The impacts of our products and services

continued

Experian launches fraud prevention service in Russia

Experian has this year launched its National Hunter fraud prevention service in Russia. The system, which identifies fraudulent credit applications, has been tailored for the Russian market in partnership with the United Credit Bureau and five major Russian banks.

Optimised for banks specialising in retail lending, National Hunter provides a unique collaborative environment for organisations to identify fraud at the point of application. The system analyses the application to identify inconsistencies as well as matches with previously seen fraud activity. The more organisations using the service, the greater the pool of shared fraud intelligence against which applications can be analysed.

The economic and social benefits are clear: reduced losses from bad debt; denial of access to fraudsters; improved efficiency lenders and – importantly – speeding up the acceptance of genuine customers.

National Small Business Week in the US

In the US Experian provides a range of services to help small businesses with start-up challenges, day-to-day operations and ongoing customer relationship building including:

- Email marketing tools – Easy-to-use and customised for small business, email tools to help small businesses communicate with existing customers and reach new ones through a variety of predesigned templates and guidance on best practices.
- Business Credit Advantage – a subscription-based credit monitoring plan that provides unlimited access to commercial credit reports, enabling business owners to track business changes, manage their credit and protect their business against identity theft.
- Business Credit Facts – an online resource designed to help small-business owners gain a greater understanding of the many topics dealing with business credit.

To further support and promote these services small-business owners were able to download a free ebook during National Small Business Week in May 2011. The eBook entitled “Business Credit: What You Don’t Know Can Hurt You.” discusses the fundamentals of business credit and provides tips on managing a healthy business credit profile. Small-business owners were also able to view their company’s business credit report for free.

Big Ideas – innovation for social benefit

We also select and support new product ideas with a social or environmental angle. Our ‘Big Ideas’ fund invests in ideas which otherwise might not be developed, aiming to bring to market transformative products with clear social benefits. Not all succeed, but we have seen some notable successes.

“Encouraging business ideas that have a strong social benefit.”

Central funds are set aside for the regional businesses to bid for with the aim of encouraging business ideas that have a strong social benefit.

They may take longer than normal vision proposals to show a return and the funding is intended to help them through the initial stages of research and set up.

Lowering the cost of making and receiving micro loans

We launched our Experian MicroAnalytics (EMA) business in April 2010, after an initial 'Big Idea' research investment of US\$150,000 in 2009. The business is now well established, using mobile phone technology to deliver branchless banking through a network of introducers and field agents.

Our μ -bank solution is still unique in the market and overcomes the cost and reach barriers that have prevented traditional banks from providing tiny loans to small SMEs in developing markets, outside the catchment area of a branch network. Alternative models for building financial identities are being developed with additional, locally verified data provided by the field agents. Our clients already include a range of well known banks in the Philippines, Ghana and Indonesia and expansion plans are in place for 2013 and 2014.

Providing a new rental exchange service

This year, Experian UK and Ireland developed a Rental Exchange service that will see landlords and tenants benefit from sharing information about rental payments. This new service will offer a safe and secure way to include a tenant's rental payment history, with their permission, into their credit history.

At the core of this development was a relationship with Big Issue Invest ('BII'), the investment arm of a major social enterprise tackling homelessness in the UK. In partnership with BII, Experian is developing a social housing element of the Rental Exchange to provide benefit specifically for the most vulnerable in this sector, with funds from the business permanently channelled into providing financial education support.



Our environmental performance

Experian is a leading global information services company, supplying data and analytical tools to clients from office bases and data centres. Our most significant environmental impacts relate to the way we run our offices and data centres, particularly our use of energy and the waste we generate, plus the travel undertaken by our employees.

While our environmental impact may be less significant than many companies in other sectors, this does not negate our responsibility to work hard to minimise the impact we do have. Through better, more effective use of resources we can also improve the efficiency of our operations and contribute to our ongoing commercial success.

Our carbon footprint

In the year ended 31 March 2012, our carbon footprint was 82.8 thousand tonnes, which includes emissions from energy used in our offices, as well as from flights, rail travel and company car use. Building energy use accounted for 56.4 thousand tonnes (68% of our carbon footprint) and transport was 26.4 thousand tonnes (32%).

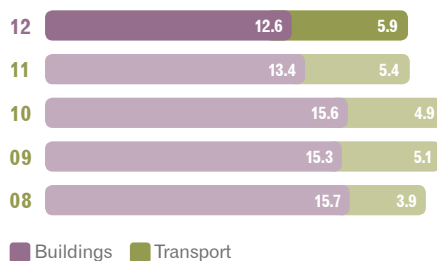
This represents an increase in our carbon footprint of 4% from 79.7 thousand tonnes in the year ended 31 March 2011. Despite this increase, we are pleased to report that we have reduced our emissions per US\$1,000 of revenue by 2% from 18.8 thousand tonnes in 2011 to 18.5 thousand tonnes in 2012. We are also gradually reducing our emissions per employee. The trend over the last three years is downwards and in the year under review it has reduced by 3.7%. So, overall, our emissions are not growing at the same pace as our business, a sign that our actions to become a more carbon efficient business are having an impact.

Business growth has partly been acquisitive, including the purchase of a significant new business in Colombia, whose buildings were included in this year's figures. While we added new buildings to our portfolio, the carbon dioxide emissions associated with building energy have remained broadly the same as last year, as we have continued to improve our energy efficiency.

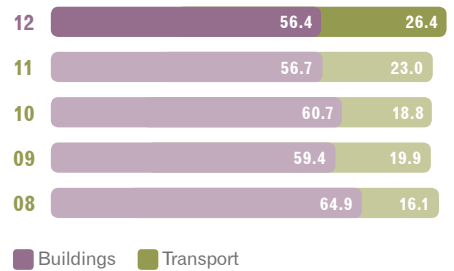
However, emissions from transport have increased from 23 to 26 thousand tonnes. This is partly due to more air travel as a result of business developments. We have also improved the quality and coverage of flight data, capturing more information by using a universal supplier. Recognising this, we have restated prior years where more accurate data was available retrospectively for our North America region.

We remain committed to improving our energy efficiency and reducing travel, and so reducing our absolute carbon emissions and have a number of initiatives in place across the business to enable this. In recognition of this commitment in our UK operations, we were ranked 26th out of 2,102 companies that participated in the UK Government's Carbon Reduction Commitment Energy Efficiency Scheme performance league table. This table ranked companies against each other in terms of their early actions to manage their energy efficiency.

CO₂ emissions by source normalised by revenue (kg CO₂ per US\$1,000)

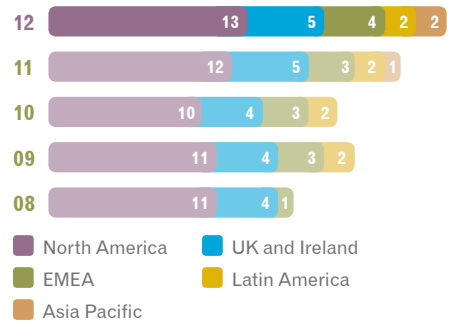


Carbon footprint (000's tonnes)



Data from 2009 onwards reflects increased coverage, improved measurement and estimation processes, and has been restated accordingly. The data relating to travel were previously reported as:
 2009: 21,000 tonnes CO₂ 2010: 18,000 tonnes CO₂ and 2011: 20,000 tonnes CO₂.
 Where emission factors have changed Experian has applied the most recent factors retrospectively.

Travel CO₂ emissions by region (000's tonnes)



Buildings Transport

North America UK and Ireland
 EMEA Latin America
 Asia Pacific

“Motivated and engaged to go the extra mile.”

Our regional environmental leaders have worked together, coordinated by our Global Environmental Adviser, to make great steps in improving our environmental performance across all Experian's regions by setting local objectives. The single thing that has made this more viable has been the formation of virtual teams across the geographies, enabling leaders and data providers to connect with each other to achieve their goals by monitoring and managing their performance and sharing best practice.

Experian has always set global objectives to reduce the carbon emissions generated across our business but enabling engaged environmental teams to set formal commitments has improved reporting performance and accuracy, encouraged more people to report actual data and proved our teams are motivated and engaged to go the extra mile.

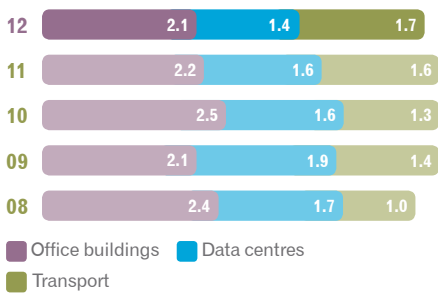
The targets vary from ambitions to achieve 95% actual data coverage to reducing electricity consumption by 2% on prior year figures. Using our online reporting tool to generate reports, we have been able to measure and analyse centrally how we are progressing against our objectives and then form action plans with the support of the environmental adviser to ensure goals are reached. So far, results have been impressive; all regions set targets, and four regions over-achieved their targets. Regional management teams will be presented with yearly and half-yearly CR reports including sections on environmental performance demonstrating financial costs, impacts and benefits at a regional level.

This achievement doesn't just speak about the quality of our data reporting but also about the motivation of our people to become part of a common global framework that contributes to higher standards of managing and reporting our carbon impacts.

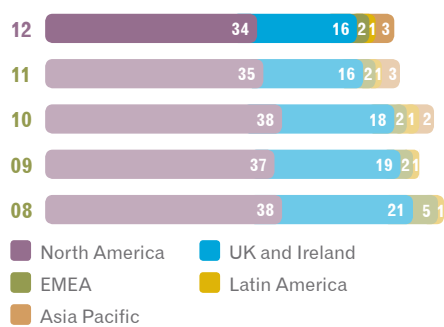


Our environmental performance continued

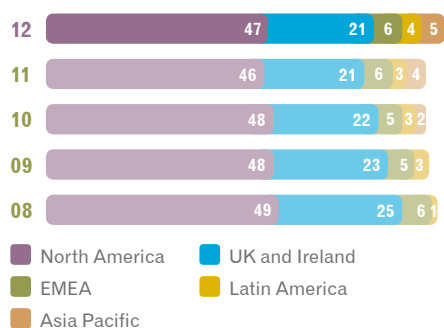
CO₂ emissions by source normalised by headcount (tonnes per full time equivalent)



CO₂ from buildings by region (000's tonnes)



Total CO₂ emissions by region (000's tonnes)



Our energy performance

Absolute energy use
Energy is used by our business to power data centres and IT infrastructure, as well as provide lighting, heating and cooling in our offices. In 2012, we used 118.4 million kilowatt hours (kWh) of energy. This is a 1% reduction compared to the previous financial year (2011: 120.0 million kWh).

Total office building energy use normalised by headcount ('000 kWh per full time equivalent)



Total office building energy use normalised by floor area (kWh per sq ft)



Despite only achieving a modest reduction in absolute energy use over the past year, we are encouraged by more substantial reductions in some regions. In particular, we have seen energy reductions of 9% in EMEA, and 5% in our UK and Ireland operations.

Energy efficiency

Our energy efficiency has improved from 28 kWh per US\$1,000 revenue in 2010/11 to 26 kWh per US\$1,000 of revenue this year, a 7% improvement. This has continued the trend of previous years.

Three years ago, we established an objective to reduce our energy consumption per US\$1,000 of revenue by 5% by 2012, compared to 2009. We are pleased to report that this objective has now been achieved, and surpassed, as our energy use per US\$1,000 revenue has improved by 21% since 2009 (from 33 to 26 kWh per US\$1,000 of revenue).

Electricity from data centres (million kWh)



Energy saving measures

We have continued to identify opportunities to reduce the energy consumed in our data centres as these account for a significant proportion of our energy consumption. Servers located in these centres – mainly in the UK, North America and Brazil – are used to process all the data handled by Experian. We have installed better building management controls and efficient cooling processes in a number of these locations. For example, in the Allen Data Centre (US) we installed a 'free cooling' system to use outside air to cool the server room, this allowed us to shut down three Liebert Air Conditioning Units saving 131,350 kWh a year.

Our commitment to general energy efficiency has been demonstrated in other parts of the business too: in the UK by investing in the replacement of air conditioning systems in two of our main buildings we have saved an estimated 570,000 kWh. Also in North America, we have replaced old fluorescent lighting with new efficient LED lighting at some of our building; and in Brazil, we have replaced cathode ray monitors with more energy efficient LCD ones, saving over 40,000 kWh of electricity a year.

Total building energy use normalised by revenue (kWh per US\$1,000)



Our travel performance

As a global business, with clients located around the world, our need to travel is unavoidable as we seek to leverage our scale, connect our business and offer a consistent range of products and services. Our travel predominantly relates to company cars and flights.

This year we have continued to improve our measurement and collation of travel information, using a universal supplier to manage and report flights in the majority of our locations. This has enabled us to report air travel by colleagues located in our offices in Singapore, Russia, Austria and Sweden for the first time.

As a result of this increased coverage, as well as business growth and greater integration between operations, we have seen an increase in air travel by employees. Short haul flights have increased by 32.5% (from 39.8 to 52.9 million miles flown) and long haul flights by 7% (from 40.5 to 43.5 million miles flown). However, we have seen a modest reduction in the fuel used in our company cars.

By investing in improving teleconferencing facilities and increasing employees' awareness, we are seeking ways to address this increase. In the year under review we have invested in improving our teleconferencing infrastructure and the business has put targets in place to ensure a return on investment and this will also result in reduced numbers of flights. These targets have been widely communicated to help influence employee behaviour.

Our waste performance

For a number of years, we have been taking actions to reduce waste and increase recycling. Collection of waste data remains challenging, owing to the variety of waste management arrangements in place across the business and the varying stages of development of national recycling infrastructure in the countries in which we operate.

For the first time this year, we are able to report waste data for the majority of our operations in the UK and Ireland. In 2012, we generated 323 thousand tonnes of waste, of which 206 thousand tonnes were recycled. This equates to a recycling rate of 64%.

In the UK, in support of our commitment to ISO 14001 we have carried out waste audits to:

- review our waste management arrangements,
- identify measures to improve,
- evaluate the performance of existing recycling initiatives.

These actions help protect our data by making sure confidential waste is disposed appropriately. We have also installed energy efficient hand driers within the toilet facilities of our buildings. This has replaced the use of an estimated 65,000 paper hand towels.

At our office in Schaumburg, North America, we introduced a programme of recycling linked to office refits and

redevelopment resulting in 8,000 square yards of carpet being recycled, along with construction materials like plasterboard. 300 existing workstations have been modified to fit the new space, with old components being re-used in preference to purchasing new.

In Costa Rica, we have joined forces with two other major companies in a common recycling programme at a shared office, which has also brought benefits for the community. Through this initiative, a local company Servicios Ecológicos makes weekly collections of material for recycling from the three companies and exchanges it for donations to schools and local communities.

Raising awareness of environmental issues

Increasing employees' awareness of environmental issues and the programmes that Experian has in place to minimise the business' impacts remains an important component of our work in this area.

In Singapore, we held a 'green day' for employees and managers to work together on environmental initiatives. We have also produced a range of awareness raising material – such as emails and posters – to inform employees about environment initiatives underway. As a result we have been able to strengthen our network of environment champions across the region, enabling better reporting and a more environmentally aware team.

In the UK, we have run similar days our offices in Nottingham, Southport and London. These events included a number of interactive demonstrations to increase the awareness of environmental issues, offering hints and advice including options for greener commuting.

In the next year we will be running a major environmental challenge on a global basis and hope to engage at least 10% of employees in changing their individual 'green' behaviour at work and home.

Managing data and compliance

“Great companies are built on integrity and on the trust that flows from this. Together we can show the world that Experian is setting the highest standards of corporate citizenship and that we are united in our commitment to always doing the right thing.”

Don Robert, Experian's Chief Executive Officer, quoted from the Global Code of Conduct.

Experian's data resources are a huge asset. We need to ensure that they are accurate, and that they are properly protected. Many of our records concern personal financial data, something which is strictly regulated in most countries of the world. We maintain a comprehensive information security programme that contains safeguards appropriate to the sensitivity of the information.

Our approach is to protect data through the entire life cycle, from creation, transformation and use, to storage and destruction. We also continually reassess our data security strategy to anticipate new threats and mitigate exposures. Our data security strategy is realised through various security policies and standards, based on the ISO27002 international standards.

Data protection is the responsibility of every employee, supported and directed by dedicated teams across the Group. We have a number of key compliance processes including;

- Regulatory requirements groups that work to ensure we stay abreast of the legal requirements in all the countries where we operate.
- A Fair and Acceptable use review before we launch any new product to make sure that its use of data complies not only with the letter of the data protection regulations but also with their spirit.
- A Global Code of Conduct updated in the year under review to include the requirements of the UK Bribery Act 2010.
- Mandatory training programmes and e-learning plus monitoring services to ensure all employees understand and follow the essential practices for data protection.
- Continual awareness-raising communications to keep this essential issue in the forefront of all our employees' minds.

Anti-corruption policies

This year has seen a major update to our Global Code of Conduct, supported by two new anti-corruption policies and a global programme of training and compliance. The new materials are being translated into the appropriate languages for colleagues around the world and are being reinforced by universal e-learning. Compliance monitoring programmes are being deployed within the functions most at risk of corruption and instances of non-compliance are reported at Board level. Enhanced procedures and internal controls are being put in place in the highest risk countries.

“Creating the right balance of information, engagement and enforcement”

2011 and 2012 saw us launch and communicate some important new policies: our global Code of Conduct, Anti-Bribery and Corruption Policy and a global Gifts and Hospitality Policy. Ensuring all our employees comply with these policies is vital but creating the right balance of information, engagement and enforcement is a challenging task across a global organisation. The Compliance team and project steering group have delivered a great mix of tools and materials to achieve this aim.

The communication roll out via global intranet announcements and email messages was only the first step. This was followed up with guidance on where to find and how to complete the computer based training course covering the Code of Conduct and two related policies. The course was informative and challenging with a quiz element that required a pass score. Dates for completion and reminders were issued via email. Managers were required to ensure their direct reports had completed the course and an automated message informed them of anyone still outstanding beyond the deadline.

The Compliance team are monitoring the roll out of the English and translated versions of the course and the degree of completion across all our regions.

Employees are required to report and seek approval for gifts, hospitality, charitable donations and sponsorships plus any incidents of potential bribery and the number of interactions per region is also being tracked. All these actions and progress are reported regularly to the Experian plc Audit Committee.



How we treat consumers

Respecting consumer rights

One of our key responsibilities is to ensure that those who interact directly with our Group receive fair and honest treatment. The scale of Experian's consumer reach is huge. We provide the credit bureau service in nineteen major economies either directly or with a joint venture partner. Together these economies include well over a billion individuals who are affected by our operations. For example:

- Our North America Bureau holds credit information on 215 million consumers – more than 93% of US households. It deals with more than 1 million credit reports and more than 60 million data updates per day.
- Our jointly-owned Credit Bureau in Brazil is the largest consumer and commercial credit bureau in that country with 161 million consumer records.
- Our business in South Africa holds more than 33 million credit account records.
- In the UK we hold more than 300 million records covering 24 million households.

Credit bureaux must balance businesses' need for information to enable profitable and responsible applicant and customer management with consumers' right to privacy. They must ensure data is accurate, and properly respect the rights of consumers to see and correct the information held on them. In all Experian's operations we have careful processes to maintain consumers' rights as defined in local law, resolving complaints as swiftly as possible; our free consumer help-desks deal with many thousands of calls a day.

Informing and empowering consumers

Our business model depends on consumers having a healthy and informed attitude to credit, something which enables them to be responsible borrowers. We have a responsibility to inform and to empower consumers; raising financial awareness, educating on topics around responsible credit and even building consumers' skills in areas like debt negotiation.

Across our major regions there is a network of dedicated individuals responsible for consumer education and financial awareness. We produce huge amounts of free educational material, striving to reach customers through as many channels as possible. Our experts make regular appearances in the press and on television and radio, every time raising awareness of financial topics and promoting responsible lending.

In recent years we have aimed to bring our community investment programme and our consumer affairs work more closely together. We support charitable organisations who share our aims, something which in turn increases our reach as we promote these essential messages.

Most of our work on this topic is managed regionally. You can find out much more about it in the regional sections of this report.

“A great example of how our employees are empowering themselves to use their talent, skills and services to benefit society.”

In 2011 Experian North America launched an exciting new programme that enables employees to volunteer as financial education ambassadors.

More than 70 employees have completed their training and are now providing financial literacy education on credit topics to consumers in the communities where they live and work and online. Armed with presentations and other financial education resources, they have the confidence to volunteer their services within community groups and schools. Sometimes they are also supporting our clients in delivering customer education events. Our ambassadors are even connecting with their online communities by hosting live discussions on Facebook. In addition to greatly increasing our outreach in financial literacy, the programme equips our employees with the knowledge they and their families need to live credit smart.

The programme is a great example of how our employees are empowering themselves to use their talent, skills and services to benefit society.



Our work with communities

Experian runs a large scale community programme with global and regional elements. Our global focus is on financial education and encouraging entrepreneurship, and this theme strongly informs much of our regional work too. Regional projects also have a local flavour, embracing volunteering and neighbourhood charities relevant to our employees.

Community investment

The table shows our overall investment in community projects, split between Experian plc's group budget and additional donations from our subsidiaries. Funds from Experian plc are largely made available to the regional businesses to support their own locally driven programmes in line with the global focus. We track the percentage of funds spent specifically on this focus and this year it was 82%.

The total given by Experian was US\$2.9m (2011: US\$3.2m) including US\$0.2m gifts in kind and US\$0.5m of employee volunteering time. This figure was raised further by the efforts of our employees; their fundraising added an additional US\$0.8m to the amount given to charities and community projects around the world.

Community investment

	2012' US\$'000s	2011' US\$'000s
Funds from Experian plc	981	1,076
Financial donations from Experian subsidiaries	941	1,196
Employee time volunteered ²	505	471
Gifts in kind	166	250
Management costs	274	217
Total from Experian	2,867	3,210
As % of Benchmark PBT	0.25%	0.34%
Employee fundraising	815	617
Total value of all giving	3,682	3,827
As % of Benchmark PBT	0.33%	0.39%

1. The community data has not been re-presented to take account of discontinued operations.
2. Excludes time volunteered outside normal working hours on Experian projects.

Within the figure for donations from subsidiaries was a significant increase in funds donated by our EMEA and Asia Pacific regions. These regions have focused on developing their community programmes and have increased their own business donations and seen a rise in volunteering hours and the number of organisations supported.

The trend in our other regions (North America, Latin America and UK and Ireland) has been to support employees in their fundraising and volunteering activities, wherever possible providing matched funding and project leads. Our North American colleagues raised almost US\$180,000 over the year compared with US\$32,000 in the prior year and our teams in the UK and Ireland raised US\$629,000 which was US\$59,000 more than the prior year. Regional and central business giving was down in 2012 but the available central funds have been increased for the next financial year to support the overall commitment to the community.

Another central development has been the opportunity to align the community programme with the Heart of Experian culture initiative. The ability to connect with local communities and use our skills and talents to the benefit of wider society, as well as contributing funds, will be a focus. We'll also be looking harder at tracking our impacts. Increasing employee engagement is important but the difference we make in the communities where we work is the benefit our external stakeholders look for.

The details of our community projects, with all the colour and detail of our specific impacts can be found in the regional reports.

“The powerful contribution one team can make in resolving the challenges facing society.”

On 10 June 2011, more than 270 colleagues from our HR teams across the globe took part in the 'One HR day'. United by one goal to connect with their local communities and each other, HR teams used their skills to improve their local communities, supporting a wide range of organisations.

To make the most of this opportunity and really connect with each other, teams agreed to all volunteer on the same day and to share their experiences and pictures via a global intranet site.

Partnering with 19 NGOs across the globe, teams spent their days tackling contrasting social issues, from working in food kitchens feeding the homeless in Minneapolis, Paris and Melbourne, to helping care for orphans in China and Bulgaria.

In Latin America, CBN, the main news radio station in Brazil praised the HR team for helping assist 180 unemployed people get back into the workplace. Working with a government institution, the HR team used their skills to run resume writing workshops, individual interview training sessions and one to one career sessions.

The day has proved a great success with rewarding results echoed across the regions; not only has it built bridges between teams that couldn't be geographically further apart, it has also given people the opportunity to see firsthand the powerful contribution one team can make in resolving the challenges facing society.



North America



Community

A strong commitment to community support and investment has been a defining characteristic of Experian’s operations in North America for many years.

We invest in and support organisations ranging from financial literacy outreach to local schools to human services that build stronger families and more vibrant communities.

Employee-driven councils are established in Costa Mesa, CA; Los Angeles, CA; Allen, TX; Schaumburg, IL; San Francisco, CA; Van Buren, AR; Carmel, IN; Lincoln, NB; Oakland, CA and New York, NY with the specific aim of agreeing donations to (and partnerships with) local community organisations and charities.

In recent years there has been a conscious strategy to focus community activity around issues of financial capability and capacity, and many of our community initiatives cross-over with our work to educate consumers, which we have reflected in the three examples below.

The Susan G. Komen 2011 Partnership Award

Experian has been a long-standing supporter of the Susan G Komen Race for the Cure. At this year’s event, on 25 September 2011, more than 125 Experian employees, their families and friends came out to race and show support. Experian sponsored the KidZone, a large activity zone at the race that has fun activities for families, including a disc jockey, face painting, airbrush tattoo artists and a photo booth. Twenty of our volunteers ran the activities, games and prize booths for the children.

With employee support, Experian raised more than US\$50,000. These donations will help to fund much-needed research to find the cure for breast cancer, support early detection education and awareness, and provide services for the many women and men who confront this disease each year. We were proud that our involvement and commitment to the Susan G Komen Race for the Cure, was recognised by the presentation of the 2011 Partnership Award.

Experian public education leader elected to Jump\$tart Coalition

The Jump\$tart Coalition for Personal Financial Literacy recently elected Experian to its national board of directors, with Maxine Sweet, Experian’s Vice President of Public Education, as its representative. The Jump\$tart Coalition was founded in late 1995 by a committee of educators and financial services industry leaders who were committed to improving the quality and extent of personal finance education in the nation’s schools.

Maxine served on the founding committee, and from the very beginning has helped guide the coalition from concept to reality. She sees this latest step as a very positive reflection on Experian’s commitment to financial literacy and consumer education and commented “Seeing the coalition grow to more than 150 organisations that share Experian’s passion for financial literacy is one of my proudest accomplishments.”

Experian North America grants

In our North America business we award a number of grants each year to organisations promoting financial literacy and credit education. More than US\$350,000 was provided to multiple organisations to help reach consumers with important financial knowledge. Recipients this year were:

- The Institute for Socio-Economic Studies to develop a website with tools employers can use to educate their employees about credit reporting and credit scoring.
- The National Bankers Association (NBA) to provide financial literacy programmes to consumers served by its member banks and targeting the students of historically black colleges and universities. NBA members are primarily minority- and women-owned banks.
- The Annie E. Casey Foundation to develop a series of financial literacy webinars covering a range of topics, including financial tools for low- and moderate-income families, women and credit, and managing finances during a recession.
- The InCharge Institute to develop education materials about credit and other financial topics for potential homeowners to aid them in making a sound home buying decision.
- Institute for Financial Literacy to develop a credit report and credit score training and certification programme for financial counsellors. The grant includes funds to train military counsellors using the newly developed programme materials.

Consumer

Experian North America has been a pioneer of consumer education, recognising that financial capability and awareness provide both important social benefits and resonate with Experian's core expertise and business models. We were the first in our industry to

establish a dedicated public education programme, and have a history of working with partners to increase our reach.

This year we worked with the National Foundation for Credit Counselling (NFCC), the largest and longest-serving national non-profit credit counselling organisation in the US to develop a Spanish language version of their online assessment of overall consumer financial health and behaviours. This is offered on the homepage of the NFCC and will reach people in a low-and-moderate income category to help them determine whether they are in any kind of financial trouble, and if so, what level of problem they have.

We supported the third Jump\$tart national conference in Washington, DC, which attracted more than 250 classroom educators from 46 states. The conference is a true collaborative effort: more than 30 Jump\$tart Coalition partners supported the event as sponsors, exhibitors, and volunteers – including Experian clients and the National Education Association, which served as the educational partner. As well as financial support, Experian served in an advisory capacity during conference planning and execution and provided subject matter expertise in the development of the content.

Another partner is the University of Arizona's Take Charge America Institute, with whom we sponsored a professional development training programme in personal finance for high school and middle school teachers. The programme was created by teachers, for teachers, with the objective of raising skills and confidence in teaching personal finance in their classrooms. The centrepieces of the training programme were four multi-day training conferences in Arizona, Iowa, Missouri and Maryland. The project created a series of online videos for teachers; two national webcasts featuring Dr. Michael Staten, a prominent academic researcher and expert on financial services and their impact on consumer lives; and discussion forums,

all designed to guide teachers on taking concepts into the classroom.

Our clients are important partners in this endeavour, many of them reaching millions of consumers through their products and services. Our team produces a number of public education materials its clients may use to support their work with consumers. We provide training via webcast to clients on consumer issues, including credit report basics, credit scoring, and identity theft. Where appropriate, we conduct in-person training programmes for clients, as well.

Experian North America's national consumer assistance centre is featuring a new service which is receiving positive reviews from consumers and lenders. Credit Educator is a fee based service in which consumers receive expert coaching on what is in their credit reports, what their credit scores mean and, most importantly, what they can do to change their situation. Lenders refer their customers who can't qualify for their best rates and are delighted when Experian helps them understand exactly why and what they can change about the way they manage credit. 97.6% of consumers find the service helpful and 96.4% confirm they are likely to act on the knowledge received. This enhanced consumer service is another way that Experian North America helps consumers learn to live credit smart.

Finally, Experian's high-profile Consumer Council brings together experts from academia, the business world, consumer organisations and not-for-profits to consider ways to improve credit education, to identify and address consumer needs, and anticipate key issues and concerns related to credit as they arise. The council meets quarterly, by call or in person, and all ten members from its first year agreed to continue their service into a second term.

North America continued

Environment

In North America our principal environmental impacts stem from the energy we use in our buildings; our offices and state-of-the-art data centres. We set ourselves the target of reducing total electricity consumption by 2% this year; and although we achieved a 7% reduction during the first half of the year, total consumption remained almost level with the previous year. We were very successful in our data centres, reducing electricity consumption by 6%, but electricity consumption in offices increased by around 4% in comparison with last year.

Savings in the data centres in Texas have been the result of a number of planned projects, each defined with an energy saving target. These projects included:

Allen

- Shutting down an under-used Power Distribution Unit; target saving 8,000 kWh p.a.
- Installing a barrier under the raised floor to redirect the flow of existing cool air and allowing us to shut down one cooling unit; target saving 60,000 kWh p.a.
- Installing a 'free cooling' system to allow us to use outside air to cool the building, allowing us to shut down three cooling units when it is in use; target saving 130,000 kWh p.a.
- Replacing 32W fluorescent lights with 15W LED equivalents; target saving 20,000 kWh p.a.

McKinney

- Installing variable speed drives on the cooling tower fans; target saving 90,000 kWh p.a.

We have also looked at other impacts for the first time this year, including waste and water. In our Schaumburg office we have seen an extensive recycling drive linked to office refits and redevelopment. Eight thousand square yards of carpet have been recycled, along with construction materials. Three hundred existing workstations have been modified to fit the new space, with old components being re-used in preference to purchasing new and all paints and carpet glues used were low in Volatile Organic Compounds. To target water wastage, our external lawn irrigation systems are being fitted with water sensors, targeting a 30% reduction in water use.

As a small means of encouraging responsible energy consumption by employees, we have installed two electric charging stations in our Costa Mesa offices and two electric charging stations in our Allen offices to enable colleagues to charge their electric vehicles, encouraging this low-emission technology where we can.

In Costa Rica, which is managed as part of the North American Region, a project is underway with the objective of measuring the location's carbon footprint to to the ISO 14064-1 standard. This core activity is supplemented by a range of working groups driving change in employees' behaviours. These sub-projects include recycling; water use; the use of sustainable products and tree planting.

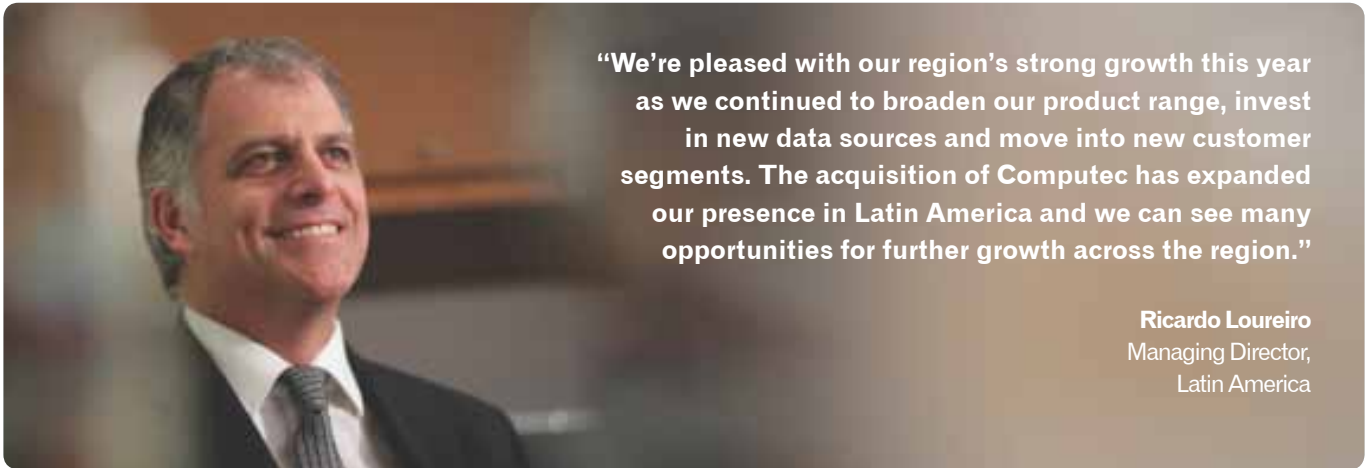
Employer

Experian in North America began creating a culture of health in 2005, with the launch of HealthMatters, a health and well-being programme that promotes employee awareness and provides financial rewards to employees for actively managing their health. Through HealthMatters, employees may take advantage of free annual onsite health screenings, flu injections, lifestyle coaching, 24/7 nurseline assistance, health advocacy, employee assistance programme services and other health-related resources. The programme includes online interactive exercises to encourage healthier lifestyles, alongside local initiatives administered by employee volunteers – HealthMatters Ambassadors.

Highlights this year include an expansion of the flu injection programme and health screenings throughout the United States. Many of our major facilities now offer fresh fruit on a weekly basis. The Walk to Wellness programme logged 48,964 miles with 24% employee participation throughout the US. Our Health Ambassadors sponsored 15 local initiatives including the Drink Water campaign (distributing water bottles to all employees), Stretching workshops, and Biggest Loser weight loss programme. We also introduced RetireWise to help employees prepare for their retirement.

In our largest locations throughout North America we held Experian Expos which brought together the entire executive leadership team in North America with all employees in the location to learn about our business strategy and progress. Employees had the opportunity to meet and spend time with the executives, learn more about the different businesses and products across the Group, and participate in Employee Fairs that highlighted our employee offerings in training and development, benefits and employee extras.

Latin America



“We’re pleased with our region’s strong growth this year as we continued to broaden our product range, invest in new data sources and move into new customer segments. The acquisition of Computec has expanded our presence in Latin America and we can see many opportunities for further growth across the region.”

Ricardo Loureiro
Managing Director,
Latin America

Community

Our community activities across Latin America support a culture which encourages employees to use their skills and knowledge to contribute to their local communities. The concept of good corporate citizenship is a core value to the business and one which is promoted across our Latin American operations.

Volunteering is a key way in which employees are able to support their communities. In particular, Serasa Experian runs an annual Volunteering Day, through which employees, their families, and our business partners join together to undertake community projects. This year over 800 employees took part throughout Brazil, working with more than 50 beneficiary institutions.

In 2011, we launched the Cidadania em Rede Portal (Network for Citizenship Portal), a social network that fosters collaboration between volunteers and people interested in taking part in social causes or projects. It is a skill-based volunteering programme, and by registering at the portal, employees can find activities to get involved in supporting ongoing campaigns promoted by the Group or other users. It is also possible to communicate with other volunteers and establish citizenship networks. So far more than 600 participants have registered on the portal, leading to more than 400 voluntary actions with more than 80 social entities benefitting.

We have also continued to support our Sonhos Reais (or Real Dreams) programme. This aims to help people enjoy a healthy financial status, avoid indebtedness and stimulate interest in entrepreneurship through training sessions on financial education. Volunteers from Serasa Experian are trained to share their expertise of credit information to promote financial awareness with local schools and their surrounding poor communities in São Paulo. This social initiative aims to provide a strong benefit to society while at the same time reinforcing our strategy. Our volunteers each receive 80 hours of training, covering issues such as budgeting, savings, debt management, banking and money management. So far, 30 volunteers have graduated from the course and are delivering financial education sessions in 18 participating schools. 370 students, partners and teachers have directly benefited from these sessions, with an estimated 1,480 indirectly benefiting from the shared learning.

Latin America continued

Consumer

Economies across Latin America, and particularly Brazil, are experiencing high levels of growth at the current time, which is offering many consumers easier access to credit. At the end of 2010 the Positive Credit Bureau (Cadastro Positivo) regulation was approved in Brazil, paving the way for consumers to be more active in their management of their credit relations. Although beneficial, it is also very important to ensure that consumers understand what they are signing up to and are aware of the potential pitfalls. Serasa Experian's aim is to provide advice that will enable them to borrow sensibly and sustainably.

Our brand, Serasa Experian is popular and well-known among Brazilian consumers, having credibility based not least on our professional attitude to data protection and integrity. We are developing a new consumer focused business and its goals include the dissemination of financial education materials, teaching debt negotiation and raising awareness of the new bureau, which will include positive credit information. Examples of current developments include:

- A consumer portal to allow an exclusive space to communicate with consumers.
- "Meu Bolso em dia" (Money in my Pocket) caravans organised by Febraban – the Brazilian Federation of Banks – to bring the topic of financial education to the poor via mobile exhibit space and help desks. Serasa Experian provides support with content and answering consumer queries. Three events have been held so far in Fortaleza, Brasilia and Teresina. Together these events reached around 10,000 consumers directly and many more via coverage on local TV, radio and newspapers.

- Debt negotiation events, piloted so far in Salvador in conjunction with the local retailing association (called Confederação dos Dirigentes Logistas – CDL).

The new unit will continue to expand this programme in the year ahead, with plans including free online access to financial education courses, more debt negotiation events, digitising our Sonhos Reais (Real Dreams) content and the creation of a Brazilian Financial Education index.

Serasa Experian meanwhile has continued with its established consumer programme, maintaining a range of services that offers guidance to consumer as well as several financial education-oriented initiatives. These include the provision of basic money management information and tips and tools to enable consumers to make the best use of credit when making purchases. One of these tools is an online budgeting tool that allows consumers to identify and itemise their spending and so better manage their finances.

In addition, Serasa Experian has produced 'How to be a good consumer' guidance that explains the principles of good planning and cost control, and how this relates to a consumer's credit score and the availability of credit.

Environment

This year our carbon emissions from building energy use and travel increased by 20% from 3.11 thousand tonnes to 3.73 thousand tonnes across the region. This was mainly due to a 15% increase in air travel as a result of business expansion, including the acquisition of Computec in Colombia.

In terms of energy use, there was an increase of 25% of our overall electricity consumption, which can be attributed to the introduction of Computec in our reporting. However, efforts to reduce our energy consumption remain a priority. The business has been focused on reducing its environmental footprint by changing current systems, for example, replacing traditional servers in data centres with new blade servers. This is a new technology that saves around 15% of our energy consumption by efficiently concentrating the processing in a single rack.

Due to the context of the region, our businesses in Latin America have always been focused on the environmental impacts of water usage. This year we set an objective to reach a 40% saving in water consumption in the Antonio Carlos building, by changing 137 regular taps to electronic versions.

We also focused on waste recycling with a very simple measure: we placed 150 new containers to collect recyclables within our office buildings in Sao Paulo. These containers are made of recyclable material and collect over 800 pounds of reusable waste, helping us measure what we collect.

In 2011 we acquired a building management software system, developed by Siemens, which will more precisely control the electricity charges and water consumption of our Sao Paulo headquarters. We hope to achieve a 10% reduction in consumption as a result of this investment.

Employer

In Latin America we believe that happy employees are more engaged, collaborative and innovative, and so are better able to serve clients and support business growth. Our culture is one that values individual's contributions – a people-oriented organisation that is genuinely interested in people.

We seek to align our people and commercial strategies, and invest in actions that are linked to the development of people, as individuals as well as professionals. This is our Employee Value Proposition: the belief that there is a link between the employee growth and happiness, and the business' growth and financial performance. Our approach is represented by a framework of six processes that guide us in this area. It includes:

- People management: the way that we attract, recruit, reward and manage our people.
- Corporate education: developing employees in a continual and broad way; technically, culturally and artistically. We offer employees the opportunity to enhance their business skills, study languages or further their formal education.

- Corporate citizenship: enabling employees to fulfill their role as good corporate citizens and to participate in social actions at the local communities in which they work.
- Quality of life: believing that health and well-being are critical components of business success we try to enhance our employees' life quality inside and outside the workplace.
- Leadership development: we have initiatives to recognise talent and develop future leaders.
- Corporate culture management: we manage our culture by constantly bringing our values to our everyday decisions and activities.

Serasa Experian was placed 46th in the top 100 companies to work for in Latin America, based on 11 National Best Workplaces studies in Latin America covering more than 1,900 companies, representing 2.8 million employees in the region.

UK and Ireland



“The UK and Ireland was Experian’s second fastest growing region despite little help from the economy. We won new contracts in financial services and in sectors such as telecommunications and utilities, where clients are increasingly looking for sophisticated customer management tools. Our direct-to-consumer business was the star performer, growing organically by 30%.”

Craig Boundy
Managing Director,
UK and Ireland

Community

Across the UK and Ireland volunteers spent over 11,000 hours taking part in local community activities, equating to almost £270,000 of community investment across 56 different projects.

In 2008, Experian began a successful partnership with Teach First, a charity established to address educational disadvantage by transforming exceptional graduates into effective, inspirational teachers and leaders. Experian’s support, as the founding partner of the East Midlands programme, has enabled 64 of the region’s most talented graduates to become teachers in the past two years in 25 schools in Nottingham, Derby and Leicester. As a result over 9,600 school children have been taught and over 80% of Teach First teachers achieved their teacher training qualification in the top two categories of ‘good’ or ‘outstanding’. 87.5% of those teachers taking part in the scheme are still in teaching, much higher than the national average of 65%. Furthermore, 36 Teach First teachers in the region have been able to complete a Master’s degree level leadership development programme that prepares the teachers to lead classrooms, lead people and lead organisations.

Experian provides Teach First with a wide range of resources including office space, financial support, leadership development, employee volunteering, as well as marketing and legal advice. The relationship has consolidated Experian’s reputation as an employer committed to the development of the East Midlands region with a specific focus on the educational attainment of its young people.

Building on this commitment, in November 2011 we launched an innovative education partnership between Experian, Greenfields Community School, Nottingham and The University of Nottingham, designed to help some parents of the school improve and develop their conversational English skills. More than 75% of the children at Greenfields Community School come from ethnic minority communities. Seventy per cent of the children have English as an additional language and more than 25 languages are spoken within the school. With some parents speaking little or no English, they often have difficulties in communicating with teachers and engaging in their children’s education.

Students from the School of Education and the School of Cultures, Languages and Area Studies at the University of Nottingham teach parents conversational English for free, in a series of five classes, lasting two hours each and spanning

five weeks. At the end of the course participants receive a certificate from The University of Nottingham. Experian was able to provide both resource and project management support for the scheme.

Experian has also promoted entrepreneurship and the development of vocational skills amongst young people. For example, Experian’s Artisan Food Scholarships provide students who are in most need of financial assistance the opportunity gain the skills and qualifications they need to take their place as producers in a growing sector of the food economy. The programme offers up to seven scholarships annually to eligible students, who also learn basic business skills such as making a business plan, cash flows, budgeting, monitoring, stock control, logistics, marketing and distribution.

In last year’s report we described our Values, Money and Me programme, which aims to help children aged between 5-11 years (and those with special needs) to explore the world of money within the context of personal and ethical values. Children will begin to appreciate the, sometimes complex, emotional and moral dilemmas that we all face in relation to money.

In the year ended 31 March 2012, we launched a new interactive website – www.valuesmoneyandme.co.uk – which provides online resources for teachers and children. Financial capability works best when the learning is planned within the curriculum, and so lesson plans and classroom materials link to a variety of subject areas, including Personal Social and Health Education, Citizenship, Mathematics, English and History. It also incorporates an evaluation tool to measure the knowledge gained by its recipients. A recent assessment by the Personal Finance Education Group (pfeg) has given this resource a Quality Mark which is awarded when a resource is suitable for delivery in all schools throughout the UK.

Experian's Chairman, Sir John Peace, was appointed as High Sheriff of Nottinghamshire in 2011, and has decided to use his tenure to focus on the problem of youth unemployment. Nearly 20% of young people in the UK are currently not in employment, education or training, something with enormous social and economic costs. The Sir John Peace Youth Unemployment Fund is an initiative to battle against youth unemployment, raising £100,000 (US\$159,500) to provide bursaries for young people aged 16-24 to work with eight local employers. The scheme focuses on those facing particular problems from difficult family backgrounds, drug or alcohol abuse or behavioural problems. Candidates receive the support of a dedicated counsellor, and eighteen young adults are now in employment as a result of the fund.

Consumers

We seek to provide our consumers with the information they need to make the right credit decisions. Our consumer education programme in the UK aims to raise public awareness of the role credit reference agencies play in the credit-granting process and to help people understand and look after their credit reports. We produce a range of guidance that relates to specific times in a consumer's life when they may need advice, for example if moving home or when made redundant.

Importantly, we seek to offer help and advice to consumers that are the unfortunate victims of identity fraud. Our aim is to help them understand what to do if this does happen, as well as take steps to reduce the risk of becoming a victim. This year we have offered support for 10,000 victims of identity fraud, with over 90% of customers stating they were satisfied or better with assistance they received.

In particular, we endeavour to educate young consumers. We aim to help young people develop the knowledge and skills they need to manage money and credit sensibly. As well as supporting initiatives like Young Consumer of the Year and the Consumer Challenge Quiz, we produce a number of resources, including our teaching pack *Getting Credit: A Beginner's Guide* and a 3D computer adventure game called *Credibility*. We also support the All Party Parliamentary Group on Financial Education for Young People, which is pressing government to mandate personal finance classes in English and Welsh schools.

In 2008, we launched our online credit-advice column 'Ask James'. This year has reached a new landmark by featuring its 250th question. In the monthly column, James Jones, Experian's Head of Consumer Affairs, helps consumers with general advice on credit, credit reports, credit

decisions and identity fraud. The questions answered in the column are chosen by our experts from the issues and questions consumers are raising with our Customer Support Centre. Around six questions are answered each month from up to 200 submissions.

The 'Ask James' column has undergone some recent search-engine-optimisation to help extend its reach and increase its impact. As a result, page views on Ask James have increased by 21% and average dwell time is up by 17%. In October 2011, the @ExperianJames Twitter feed was launched to help engage consumers, media and other stakeholders in our consumer education activities through social media.

We seek to regularly engage with consumers through other popular media, such as internet forums including a well known TV money advice expert's site: moneysavingexpert.com, providing advice and guidance on credit report-related issues. In May 2011, we took part in a live question and answer session on The Times website and later in the year worked with Channel 4 television to create a credit report makeover feature for their *Superscrimpers* programme broadcast this year. As a result of this show, the number of visits to our website for further advice increased significantly.

Experian is also long-standing supporter of Consumer Credit Counselling Service (CCCS), which continues to provide a vital lifeline for many thousands of consumers each year. Through our work with CCCS, and other debt advice charities such as the Money Advice Trust and Citizens Advice, Experian helps ensure that consumers for whom debt has become problematic have access to free, confidential and impartial help. In the last 12 months, we have provided 40,000 free credit reports for clients of debt advice charities.

UK and Ireland continued

Environment

During the year under review we reduced the carbon emissions from our building energy use and travel by 1% from 21.18 thousand tonnes to 21 thousand tonnes.

During the year, Experian has participated in the UK Government's Carbon Reduction Commitment Energy Efficiency Scheme. This aims to encourage large public and private sector organisations to improve their energy efficiency and to cut emissions. In the first league table published by the Environment Agency last year, which benchmarked participant's early action to manage their energy efficiency, Experian ranked in the top 2% of participants.

Much of our focus this year has continued to be on reducing the energy consumption in our buildings, particularly in data centres. We have undertaken a series of energy audits across the business to identify opportunities for energy savings, as well as ensure accurate reporting of management data. We have also run a number of road shows for our employees looking specifically at energy use.

One of the key areas for energy reduction relates to the heating and cooling of our buildings. Replacement or maintenance of inefficient equipment driven by our Group Building Services Manager has led to some significant savings across the business. For example, addition of better control systems and the replacement of air conditioning systems in two of our data rooms in our large offices in Nottingham has reduced the buildings' annual energy consumption by 9% (over 150,000 kWh). A similar scheme in a nearby office has saved around 20% (over 420,000 kWh). We have also upgraded a number of electrical metering systems to give us better control of how energy is used and to identify potential inefficiencies.

Work has continued to improve the power usage effectiveness (PUE) of our data centres. This year our principal UK data centre has achieved a PUE of 1.53, which is seen as industry best practice.

In October 2011, we also switched our energy supplier and now use electricity generated by biomass for 90% of our UK estate.

We encourage our employees to think about alternative ways to travel, particularly as they commute to and from our offices. In April 2011, we ran a Bike4Work scheme which provided over £58,400 (US\$93,157) of vouchers for employees to use to purchase bicycles. We have also continued to sponsor some public transport services, particularly around our main office locations in Nottingham, which employees can use to travel free of charge.

We have carried out a series of waste audits to review our waste management arrangements, identify measures to improve, as well review the performance of existing recycling initiatives. As a result we have developed a waste management plan which is being rolled out across the region. Results so far are encouraging: comparing year on year performance, in the Nottingham portfolio, the quantity of waste sent to landfill went down by 45%; in balance the quantity of waste recycling is up 28%. This performance can be attributed to installing new bins, the removal of hand towels, waste audits and greater staff awareness. One of the projects already undertaken has been to install energy efficient hand driers within the toilet facilities of our buildings. This has replaced the use of an estimated 65,000 paper hand towels.

During 2011, we have run a number of Green Days at our offices in Nottingham, Southport and London. These events included interactive demonstrations to increase the awareness of environmental issues, offering hints and advice around options for greener commuting with our Season Ticket Loan scheme.

Employer

Our UK and Ireland business has spent a lot of time listening and taking note of employee input this year. As well as the employee survey and the resultant consultation and action planning, we have strengthened and developed the role of the 'People Forum' our employee consultation group. We have recruited more members and made sure it is representative of the whole business and that its voice is heard. In conjunction with the implementation of the new intranet, Zoom, some effective communications and consultations have taken place during the year, including one which altered the implantation of a new sick pay policy.

We have also invested in modernising the workplace environment, making it a more fun and dynamic space, with facilities to help people relax and take time out when they need a break, including access to virtual games, table football and indoor golf as well as redeveloped restaurant areas.

Learning and development opportunities have been improved with an emphasis on soft skill development with downloadable books and videos to support learning for everything from communication techniques to environmental awareness. The e-learning is not only supporting work focused development, it has broadened to encompass things such as emotional intelligence and courses of general interest including web design, all of which are free to employees.

Down time activity during the year including all-hands sports days and trips to fun theme parks, complete the picture of a business looking at the whole employee experience.

Asia Pacific and EMEA



“We made excellent progress in Asia Pacific this year, with exceptionally strong demand for our digital marketing products, which we’re continuing to roll out across the region. We also saw good growth coming from our credit bureaux in China and Singapore, and we’re excited about the new bureau we’re building in Australia.”

Ken Sansom
Managing Director,
Asia Pacific

Community

The community programmes in these regions, across a wide range of countries, have seen a real improvement this year, with employee volunteering hours and engagement up on prior year’s figures.

In October 2011, our Asia Pacific region undertook a survey of employees to help get a better understanding and insight into employees’ attitudes and likely participation in community related initiatives. The survey listed a number of options, including environmental related activities such as beach cleaning and planting trees, as well as community related activities. The results were positive and this has led to the development of a more structured community investment programme within the region. The focus of this will be an annual ‘Care to Share’ Day and the rolling out of a community volunteering initiative, with a community project being undertaken every two months.

‘One HR Day’ was one such initiative: our Human Resources teams in the region donated one day of their time to work in local community groups in the summer of 2011. In China volunteers worked at the Hui Xin Children’s House with young children suffering from brain paralysis, as well as with the Changing Young Lives Foundation helping underprivileged young people; in Singapore, a team worked with the Asian Women Welfare Association Day Care Centre and children suffering from autism, physical and intellectual challenges; in Australia a team tested their culinary skills and prepared food for a non-profit organisation, Fairshare, supplying food to those in need; and in Malaysia volunteers decorated a community hall used by RACTAR, a non-profit organisation providing a home for orphans and poor girls from all over the country.

Our business in Australia has continued to support the Room to Read initiative, a charity which partners with local communities throughout the developing world to establish libraries, create local language children’s literature and construct new schools. This year we have been pleased to support the construction of a new library at the Peam Chi Laing Primary School in Cambodia, in addition to our work in Laos described in last year’s report.

In Singapore, we have shared our expertise and knowledge at a two day training session to help develop skills and basic credit processes for a microfinance organisation, Vision Fund based in Jakarta, Indonesia.

In an attempt to alleviate some of the suffering of the people affected by the recent floods in Thailand, Experian Singapore also donated THB 308,000 (approximately US\$10,000) to the Thai Red Cross.

In India, Experian supports the Dharavi School, educating 228 children in the Dharavi slum area of Mumbai. Our support this year has included investment in ‘Educomp smartclass’ for all classrooms. This is a digital initiative by Educomp, adopted by over 5,500 schools in India and is intended to change the way students learn. Other Experian funds have been used to fit anodised windows and to buy writing desks for students. Five Experian employees ran the Mumbai Marathon, collecting donations to further support the school.

Asia Pacific and EMEA continued

In EMEA we have also continued our programme of activities, providing local community groups with both expertise and resources. In Turkey, we supported a project to raise the financial awareness of young people in partnership with Youth Association for Habitat (see the section below). Other projects underway include those in Italy working with RomaAltruista, a volunteering network set up to encourage volunteering at community projects across Rome. In Monaco, we have worked with Secours Populaire Francais to provide financial awareness training for disadvantaged people. In Spain, we have supported the charity ADISLI enabling them to offer a personal development programme for individuals with mild intellectual disabilities helping them to better integrate into society. And in South Africa, we have worked with the Amazing Grace Children's Home to provide educational funding to children living there.

Our community activities in Bulgaria concentrate on supporting a home for orphans – No 7 St Ivan Rilski – catering for children between three and seven years old. A group of staff from Experian's Bulgaria office volunteers at the home, organising parties and activities for the kids as well as fundraising events which allow a wider group of colleagues to contribute. This year a donation has funded additional speech and social therapy, access to professional psychologists, and art and yoga courses.

Consumers

Experian's Indian business is rapidly establishing an active programme of consumer education and training on matters relating to financial literacy, debt and credit. In the final months of the year, eight events were held across Mumbai and Pune, reaching over 300 delegates. The courses aim to teach delegates about the credit granting process, explaining the role of the

different participants and stressing the importance of effective management of credit. Audiences so far have included college students (Bachelor of Commerce degree at Jai Hind College, students at the Genesis Institute of Business Management and the Father C Rodriguez Institute of Management Studies), credit counsellors (Moneylife Foundation, Disha Financial Counselling), and staff in companies (Igate Patni, Intelenet and ICICI Bank regional managers).

Feedback from delegates has been very positive, with all delegates finding the events informative and useful. "I understood the importance of being responsible with "plastic money" and personally I believe my dreams of education and the future is now a bit closer to reality" said one. Another added "Next time when I will think of a loan, I would first go for credit information and also regularly pay off my loans."

In Turkey, the Manage Your Future Now project aims to raise the financial awareness of young people, using the knowledge of Experian, young volunteers and young facilitators. The project, which has been in development during the year under review, was launched formally in April 2012 and is a partnership between Experian Turkey, the UNDP, the Turkish Ministry of Development and the Habitat Centre for Development and Governance. E-learning methods will be used, alongside face to face seminars in universities and community centres across ten cities, to reach 2,000 young people between the ages of 15-30.

Meanwhile our consumer education programme in South Africa has totalled up thirty campaign days and reached an estimated three million consumers. Working through clients and directly via local radio adverts and online editorial, Experian has spread its key messages of responsible finance and credit awareness. Experian's presence at the Soweto festival – in the festival booklet

and via on-site activities – spoke to an estimated 30,000 festival goers.

Environment

The environmental impact of our offices in Asia Pacific is small compared with other regions. For example, the carbon footprint is ten times smaller than in North America. However, it is important that we remain efficient and uphold our commitment to minimising the resources that we use. Across our different offices in the region we have been working hard to increase awareness of environmental issues and the role our employees can play in improving environmental performance.

In Singapore, we held a 'green day' for employees and managers to work together on environmental initiatives. We have also produced a range of awareness raising material, including emails and posters, to inform employees about environment initiatives underway. As a result we have been able to strengthen our network of environment champions across the region, enabling better reporting and a more environmentally aware team.

Our EMEA region comprises around 20 different countries. Over recent years we have made great progress in ensuring that accurate environmental data is collected relating to energy consumption and travel. We are pleased to report that we have achieved more than 80% coverage this year, reducing our reliance on estimated data. This has been done by increasing the level of engagement and employee awareness of these issues, providing training for environmental data providers located in each country on how to collect and report relevant data, as well as encouraging different initiatives.

Despite a particularly cold winter across many countries within this region, we reduced our energy consumption by 9% this year, mainly through consolidation of different sites, better monitoring and targeting of energy within our offices.

“We made good progress this year in the emerging markets of Eastern Europe, in new segments such as telecommunications and in the sale of digital marketing products. All of this helped offset the challenging economic conditions in our Western European markets. We’re continuing to invest in our services and infrastructure to ensure we can support our clients’ strategies for enhanced growth and cost reduction.”

Chris Clark
Managing Director,
EMEA



In Monaco, a Green Committee is trialling new ideas and educating colleagues in more sustainable choices. So far they have tested LED lights, fitted water saving devices to taps, and communicated with colleagues via Sharepoint and notice boards. Their communications have set out clearly the cost, time and carbon emission implications of different travel choices, focussing on the commute from Nice to Monaco.

Our employees in Bulgaria have also demonstrated a great sense of commitment towards Experian environmental behaviours by participating in initiatives such as: planting willow trees, supporting a tortoise conservation centre and involving children from their charity programme in the development of a bio garden and so helping to educate a new environmentally aware generation. These and other initiatives were championed by an environment committee, encouraging all employees to take part in some way.

While we have been collecting and reporting data for a number of years, we will be undertaking a series of environmental assessments across the EMEA and Asia Pacific businesses to help us to identify potential areas of good practice and issues to be addressed.

Employer

Experian Hong Kong was pleased to be awarded a Caring Company award. This is a welcome recognition for much positive work to support and promote employee wellbeing in the region. Activities have included the daily provision of fruit, milk and healthy drinks for employees, subsidised gym facilities, and health awareness projects.

The region is also entered for awards based on its overall focus on CR.

Many of the Asia Pacific region's community activities have promoted communications raising awareness of CR, including 'Movember' a sponsored moustache growing campaign run by the Singapore office during November. This led to employees raising over US\$5,000 for the Singapore Cancer Society but also raising awareness of prostate cancer with employees. The 'Care to Share' community day being organised in Singapore is designed to bring management and general employees together to improve engagement and will be rolled out across Asia Pacific if successful.

Engagement has been the focus in EMEA too. There are many specific examples and they include:

- Increasing the number of holiday days in Morocco.
- Workshops on gender equality in France.
- Moving offices from Roubaix to Lille in France to improve safety.
- Potential office moves in Dusseldorf and Madrid and Rome following employees' suggestions.
- Harmonisation of our working times and conditions for all our employees in France.
- Cross business breakfast sessions once a month in several countries such as France and Spain.
- Monthly Director-HR and all employee communication meetings in Monaco.
- Bulletin boards and suggestion schemes in Spain.

Independent Assurance Report to the Directors of Experian plc

We have been engaged by the directors of Experian plc (Experian) to perform a limited independent assurance engagement in respect of information set out below and contained in Experian's Corporate Responsibility Report 2012 for the year ended 31 March 2012.

What we did and our conclusions

We planned and performed our limited assurance work, summarised below, to obtain the evidence we considered necessary to reach our assurance conclusion on the Selected Information (as defined below). The scope of our work was restricted to the Selected Information for the year ended 31 March 2012 and does not extend to information in respect of earlier periods or to any other information in the Corporate Responsibility Report 2012.

What we are assuring ("Selected Information")

The data ("Selected Information") which has been subject to the limited assurance has been presented together in the section entitled "Selected Information subject to independent limited assurance engagement" and consists of:

- Carbon dioxide emissions;
- Charitable donations and community investments;
- Employee diversity;
- Health and safety data; and
- Employee engagement figures.

How the information is assessed ("Reporting Principles")

Experian's Reporting Principles and Methodologies¹ set out how the Selected Information is prepared and reported.

Professional standards applied² and Level of assurance³

ISAE3000 and ICAEW Code of Ethics.
Limited assurance.

Understanding reporting and measurement methodologies

There is not yet generally established practice for evaluating and measuring the Selected Information. The range of different, but acceptable, techniques used can result in materially different reporting outcomes that may affect comparability with other organisations. It is therefore important to read and understand the Reporting Principles and Methodologies that Experian has used to evaluate and prepare the Selected Information.

Work done

We performed the following activities:

- Making enquiries of relevant Experian management;
- Evaluating the design of the key processes and controls for managing, recording and reporting the Selected Information. This did not extend to testing that the controls operated as intended for the period under review;
- Limited substantive testing on a selective basis of the Selected Information;
- Making enquiries of the third party provider of Experian's employee survey and agreement of employee engagement results to reports from that third party provider;
- Agreement of Benchmark Profit before Tax with that reported in Experian's Annual Report; and
- Assessing the disclosure and presentation of the Selected Information.

¹ The maintenance and integrity of Experian's website is the responsibility of the directors; the work carried out by us does not involve consideration of these matters and, accordingly, we accept no responsibility for any changes that may have occurred to the reported Selected Information or Reporting Principles when presented on Experian's website.

² We comply with International Standard on Assurance Engagements 3000 – 'Assurance Engagements other than Audits and Reviews of Historical Financial Information' issued by the IAASB, and with the applicable independence and competency requirements of the Institute of Chartered Accountants in England and Wales (ICAEW) Code of Ethics. To comply with those standards, our work was carried out by an independent and multi-disciplinary team of sustainability and assurance specialists.

³ Assurance, defined by the International Auditing and Assurance Standards Board (IAASB), gives the user confidence about the subject matter assessed against the reporting criteria. Reasonable assurance gives more confidence than limited assurance, as a limited assurance engagement is substantially less in scope in relation to both the assessment of risks of material misstatement and the procedures performed in response to the assessed risks.

Experian's responsibilities

The directors of Experian are responsible for:

- Designing, implementing and maintaining internal controls over information relevant to the preparation of the Selected Information that is free from material misstatement, whether due to fraud or error;
- Establishing objective assessment and Reporting Principles and Methodologies for preparing the Selected Information;
- Measuring Experian's performance based on the Reporting Principles and Methodologies; and
- The content of the Corporate Responsibility Report 2012.

Our responsibilities

We are responsible for:

- Planning and performing the engagement to obtain limited assurance about whether the Selected Information is free from material misstatement, whether due to fraud or error;
- Forming independent conclusions, based on the procedures we have performed and the evidence we have obtained; and
- Reporting our conclusions to the directors of Experian.

Our conclusions

As a result of our procedures nothing has come to our attention that indicates the Selected Information for the year ended 31 March 2012 has not been prepared in all material respects with the Reporting Principles and Methodologies.

This report, including our conclusions, has been prepared solely for the directors of Experian plc as a body in accordance with the agreement between us, to assist the directors in reporting Experian's sustainability performance and activities. We permit this report to be disclosed in the Corporate Responsibility Report 2012 for the year ended 31 March 2012, to enable the directors to show they have addressed their governance responsibilities by obtaining an independent assurance report in connection with the Selected Information. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the directors as a body and Experian for our work or this report except where terms are expressly agreed between us in writing.

PricewaterhouseCoopers LLP,
Chartered Accountants, London
9 May 2012

Selected Information subject to independent limited assurance engagement

The following tables present the Selected Information subject to limited assurance contained in the Experian plc's Corporate Responsibility Report for the year ended 31 March 2012.

All data refers to the year ended 31 March 2012 unless otherwise stated. The Reporting Principles and Methodologies used in preparation of the Selected Information are set out at the end of this report.

CO₂ emissions

	Kilo tonnes	Kilograms per US\$1,000 revenue
Buildings	56.4	12.6
Transport	26.4	5.9
Total	82.8	18.5

Community investment

	2012 ¹ US\$'000s
Funds from Experian plc	981
Financial donations from Experian subsidiaries	941
Employee time volunteered²	505
Gifts in kind	166
Management costs	274
Total from Experian	2,867
As % of Benchmark PBT	0.25%
Employee fundraising	815
Total value of all giving	3,682
As a % of Benchmark PBT	0.33%

1. The community data has not been re-presented to take account of discontinued operations.

2. Excludes time volunteered outside normal working hours on Experian projects.

Gender diversity by region (%)

	2012 Male	2012 Female
North America	53	47
Latin America	50	50
UK and Ireland	62	38
EMEA	55	45
Asia Pacific	54	46
Total (average)	55	45

Age diversity by region (%)

	16-19 years	20-24 years	25-34 years	35-49 years	50-59 years	60-65 years	Over 65 years
Asia Pacific	0	12	63	24	1	0	0
EMEA	0	6	43	43	7	1	0
Latin America	2	15	46	32	5	0	0
North America	0	5	30	45	16	3	1
UK and Ireland	1	9	42	40	7	1	0
Total (average)	1	9	41	39	9	1	0

Ethnic diversity US (%)

	2012
American Indian or Alaska Native	1
Asian	16
Black or African American	5
Hispanic or Latino	8
Native Hawaiian / Other Pacific Islanders	0
Two or More Races	0
White (Not Hispanic or Latino)	70

* Data received from 99.8% of US employees.

Ethnic diversity UK (%)

	2012
White British	83
White non British	5
Asian/Asian British	6
Other	6

* Data received from 42% of UK employees. Comparison data from the UK Office of National Statistics, Population by Ethnic Group, 2001: 92% White, 4% Asian, 4% Other.

Disabilities – Serasa Experian

	Number of individuals
Total	81

Health and Safety by region

	Injuries with absence	Injuries with no absence	Total number of injuries
North America	4	19	23
UK and Ireland	8	16	24
Latin America	25	20	45

Employee engagement (%)

	2011*
Total	75

* The employee engagement survey was conducted in November 2011.

Experian’s reporting principles and methodologies

This document sets out the principles and methodologies we use in reporting the data relating to our corporate responsibilities in our annual CR report.

Our general reporting principles

We endeavour to ensure that:

- the reported information reflects our performance and serves the decision-making needs of all users
- the data is meaningful and is consistent with the stated definitions, scope and boundaries
- any specific exclusions are stated clearly and explained. We use consistent methodologies wherever possible to allow for comparisons over time and that if we make any changes they are transparent to all users
- we describe openly any assumptions we make and our accounting and calculation methods
- we aim for sufficient transparency to enable users to have confidence in the integrity of our report.

Uncertainty and estimates

Every effort has been made to capture all relevant data, but it is not feasible or practical to capture everything. Where we have made estimates to cover such occasions we make this clear in the criteria and where we deviate from this we will give a further explanation in the relevant section of the report.

Re-statement of reported data

Where information is available, we will restate figures in prior years to make data as comparable between years as possible. Please see the section below on carbon emission reporting for full details of changes due to emission factors.

Reporting Boundaries

- Our business is managed and reported on a regional basis. We therefore manage, gather and report CR data either for Experian as a whole or on a regional basis. We do not report on a legal entity basis.
- The Experian Group is comprised of 5 regions: UK & Ireland, North America, Latin America, EMEA and Asia Pacific. Unless otherwise stated, for CR reporting purposes, the North America region includes Costa Rica and Chile – this is consistent with Financial Reporting.

- Where we have the controlling stake in an acquired business but not the whole entity, we state actual or estimated figures for the whole of the entity.

Reporting specifics and methodology

Employee diversity

Parameter: Headcount

- Definition: The total number of employees on the last day of the financial year.
- Scope: All employees in each region – excludes contractors.
- Units: Number of employees.
- Method: Sum of employees per region. Each employee is treated as one person regardless of the contractual hours worked (i.e. part time staff member is treated as a whole individual).
- Source: Reported from HR database systems.

Parameter: Gender split

- Definition: The percentage of male or female employees per region, on the last day of the financial year.
- Scope: All employees in each region – excludes contractors. Calculated for all regions.
- Units: Percentage (%).
- Method: Percentage – calculated as number of employees for specified gender divided by total number of employees (calculated on a headcount basis – refer to definition of headcount above).
- Source: Reported from HR database systems.

Parameter: Women in senior management positions

- Definition: The number of women in senior management positions, on the last day of the financial year. A senior management position is defined as being either a senior grade or being a position on the executive management team of a region’s main business unit.

- Scope: All employees in each region – excludes contractors. Calculated for all regions.
- Units: Number of employees or percentage (%).
- Methods: Number of employees – sum of women in senior management positions. Percentage – calculated as number of women in senior management positions divided by total number of senior management positions. Calculated on a headcount basis – refer to definition of headcount above.
- Source: Reported from HR database systems and with reference to organisational charts.

Parameter: Age profile

- Definition: The percentage of employees belonging to specific age groups per region, on the last day of the financial year. Age groups are defined as follows: 16–19, 20–24, 25–34, 35–49, 50–59, 60–65 and Over 65 Years.
- Scope: All employees in each region – excludes contractors. Calculated for all regions.
- Units: Percentage (%).
- Method: Percentage – calculated as number of employees for specified age group divided by total number of employees (calculated on a headcount basis – refer to definition of headcount above).
- Source: Reported from HR database systems.

Parameter: Ethnic diversity

- Definition: The percentage of employees belonging to specific ethnic groups, on the last day of the financial year. There is no standard global definition of ethnic groups – as such, distinct ethnic groups have been defined for the reporting countries.
- Scope: All employees – excludes contractors. Calculated and reported for UK and US only. Due to the voluntary nature of ethnic identity disclosure by employees, there is a proportion of the employee population whose ethnic grouping is unknown.
- Units: Percentage (%).
- Method: Percentage – calculated as number of employees for specified ethnic group divided by total number of employees (calculated on a headcount basis – refer to definition of headcount above).
- Source: Reported from HR database systems.

Parameter: Numbers of employees with disabilities

- Definition: The number of employees declaring themselves as disabled, on the last day of the financial year. The following categories of disability are recognised: physical, hearing, visual and learning difficulties.
- Scope: All employees – excludes contractors. Calculated and reported for Brazil only.
- Units: Number of employees.
- Method: Sum of employees per disability category. Calculated on a headcount basis – refer to definition of headcount above.
- Source: Reported from HR database systems.

Health and safety

Parameter: Injuries with absence / with no absence

- Definition: Reported injuries leading to absence from work / no absence from work.
- Scope: All employees – excludes contractors. Reported for UK and Ireland and North America only for injuries that have occurred in the workplace. Reported for Brazil for injuries that have occurred in the workplace, and injuries that have occurred on a journey to or from the workplace.
- Units: Number of injuries leading to absence from work / no absence from work.
- Method: Reported by Health & Safety officers as follows:
 1. UK and Ireland: Injuries with absence are comprised of injuries that result in a period of absence from the workplace, as per HR database systems. Injuries without absence are comprised of all other injuries, as reported through a health and safety reporting tool.
 2. North America: Injuries with absence are comprised of injury claims that involve a period of absence from the workplace. Injuries without absence are comprised of all other injury claims. All workers' compensation claims for the US and Canada are managed by external insurance providers. Injuries in Chile and Costa Rica are reported by local site managers.
 3. Brazil: All injuries are reportable to the State Department of Labour, including those that occur on a journey to or from the workplace. Injuries leading to absence from work are reported as Injuries with absence. Injuries with no absence from work are comprised of the remainder injuries reported to the State Department of Labour.

Employee engagement

Parameter: Percentage of employees deemed to be engaged with the company

- Definition: Employee engagement is determined based on employee responses to eight questions in a wider employee survey, where employees are requested to state level of their agreement with a statement. The specific statements/questions are:
 1. I would recommend Experian to my friends and family as a great place to work.
 2. It would take a lot to make me look for another employer.
 3. Experian energises me to go the extra mile.
 4. I am willing to work beyond what is required in my job in order to help Experian succeed.
 5. I believe strongly in the goals and objectives of Experian.
 6. I am proud to be associated with Experian.
 7. I understand how I can help Experian achieve its goals.
 8. At the present time, are you seriously considering leaving Experian?
- Scope: All employees with at least three months' service at November 2011 (including contractors paid through an Experian payroll).
- Units: Percentage of employees giving a favourable response (agree or tend to agree).
- Method: Survey sent to 14,558 employees, analysed by a third party, Towers Watson.

Community Investment

Parameter: Funds from Experian plc

- Definition: Donations made by Experian plc, taking any of the following forms:
 1. Direct donations to regional charity or not-for-profit organisation; or
 2. Monetary transfers to an Experian subsidiary for onward donation to relevant local charity or not-for-profit organisation (includes internal support costs of delivering a charitable project); or
 3. Monetary transfers to an Experian subsidiary to invest in a 'Big Idea' (a project of social value).

- Scope: Monetary donations incurred by Experian plc. Donations are recognised from the point of instructing the Finance department to carry out the transaction. Recognised donations include funds transferred to an Experian subsidiary for onward donation but accrued.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).

Parameter: Financial donations from Experian subsidiaries

- Definition: Monetary donations from an Experian subsidiary towards local community projects/charities as defined by the subsidiary's regional giving policy (largely comprised of not-for-profit organisations, local government programmes and local charities). Recognised donations include matched-funding (monies donated to a charity by an Experian subsidiary to match funds raised by an employee) and funds to support education (scholarships) for young people identified through local programmes as especially needy. Also includes donations supporting education initiatives e.g. sponsorship of financial literacy events.
- Scope: Monetary donations incurred by Experian subsidiaries. Donations are recognised once the transaction has been executed.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).

Parameter: Employee time volunteered

- Definition: Monetary value of employee time spent volunteering on community initiatives during working hours. Community initiatives are defined as activities to benefit not-for-profit organisations, local government programmes and charities.
- Scope: Employee volunteering taking place during working hours for the reporting period. Employee volunteering includes time spent on setting up community initiatives.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).
- Method: Employee volunteer time multiplied by the average employee salary. The average employee salary is defined as the average salary of the subsidiary's employees or the local "value of volunteer time" as determined by a recognised charitable organisation.

Experian's reporting principles and methodologies continued

Parameter: Gifts in kind

- Definition: Monetary value of physical assets, products or services donated by Experian subsidiaries for community initiatives. Community initiatives are defined as activities to benefit not-for-profit organisations, local government programmes and charities.
- Scope: Gifts in kind donations taking place within the reporting period. Recognised donations exclude monetary donations and employee time volunteered, but include use of Experian products.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).
- Method: Valued as the cost to Experian subsidiaries (for example, written down cost of fixed asset, internal management charges and internal cost).

Parameter: Management costs

- Definition: Monetary value of staff time spent managing the Group's involvement in community initiatives and in developing and coordinating volunteering opportunities for employees. Community initiatives are defined as activities to benefit not-for-profit organisations, local government programmes and charities.
- Scope: Management costs relate to time spent by employees committed towards managing and developing activities as described above within the reporting period. Excludes employee time volunteered.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).
- Method: Employee time multiplied by employee hourly salary.

Parameter: Employee fundraising

- Definition: Funds raised and donated by Experian employees for local community projects/charities as defined by the subsidiary's regional giving policy (largely comprised of not-for-profit organisations, local government programmes and local charities).
- Scope: Funds raised are recognised for the reporting period and include payroll giving. Employee fundraising is identified when employees request match-funding. Also includes amounts raised to support disaster relief appeals.
- Units: Reported in US Dollars (all translations to USD are carried out at the Group's defined average exchange rate for the reporting period).

Carbon emissions reporting

Purpose – why we measure carbon

- To identify and understand material sources of emissions.
- To establish a transparent and robust approach to carbon reporting.
- To create a reliable basis on which to develop a coherent emission reduction strategy.
- To demonstrate to stakeholders a methodical and transparent approach to tackling climate change.

Definition

The amount of carbon dioxide (CO₂) emitted during a financial year (1 April to 31 March) as a result of operational activities undertaken by our Group. By this we mean all operations under management control of the Group. Where operations are not wholly owned but are controlled by the Group we report on 100% of the emissions for that operation. CO₂ is the only greenhouse gas that we measure in our carbon footprint.

Frameworks and principles:

- We have adopted a methodology that is based on well established frameworks. These include the UK Government's Greenhouse Gas Reporting Guidelines (DEFRA, August 2011) and internationally recognised guidelines such the WRI/WBCSD Greenhouse Gas Protocol (GHG Protocol).
- As our approach to carbon measurement becomes more established and the operational scope of reporting expands, we will seek to align our reporting with the guidelines set out in the GHG Protocol Corporate Standard, in accordance with recommended good practice.

Coverage:

We report two main sources of CO₂ emissions:

- Emissions from buildings (namely, electricity, gas and oil used in offices and other premises).
- Emissions from transport (namely, business air travel and petrol and diesel used by company owned vehicles).

We report on the above for each of the regions we operate in (UK & Ireland, North America, Latin America, EMEA and Asia Pacific). Unless otherwise stated, for reporting purposes, the North America region includes Costa Rica and Chile – this is consistent with Financial Reporting.

We apply the following measurement and estimation processes for our carbon footprint:

- We aim to collate data from at least 75% of the Group as defined by floor space area of our offices and data centres, across the total of all our geographic locations.
- In order to represent the impact of the whole Group, a scaling factor is applied to the measured emissions based on representative data collected from each region and the floor space area. The aim is to account for the impact of the offices from which data was not collated.
- We are gradually increasing the amount of data being collated and therefore reported emissions are becoming more robust. This can affect the trends reported between years.
- Data centres are high energy consumers and are not representative of our general office usage. Data centres are excluded prior to applying a scaling factor and are subsequently added back. We have also continued this year to apply a scaling factor based on floor space area rather than headcount as per periods prior to FY10. We have been unable to apply these improved methodologies retrospectively, making it less easy to judge our performance against years prior to FY10.
- The floor space area data used in determining the scaling factor is adjusted to exclude the following: land, property owned by Experian but leased to 3rd party (i.e. not occupied by Experian) and empty sites. These are expected to have minimal contribution to Experian's carbon footprint.
- Floor space in respect of acquired businesses is included in the scaling calculation from the point that Experian takes control of the business. No travel data has been included in respect of acquisitions in the year.
- In the period following the reporting date, the Group announced its intention to dispose of its comparison shopping and lead generation businesses. These were classified as discontinued operations in the Group financial statements; no adjustment has been made to carbon data in respect of these operations.

There are a number of sources of emissions that are excluded:

- Other business travel: Includes travel by employees in their own cars, hire cars, rail journeys and taxi journeys.
- Refrigerants: A significant volume of refrigerants are used for air conditioning and cooling, particularly within data centre facilities. These are closed systems and emissions of greenhouse gases are considered to be negligible and are not measured. The lifetime impact and carbon credentials of hardware and building systems are considered at point of purchase.

- **Supply chain and outsourced activities:** Experian acknowledges that it can influence suppliers to take action to reduce their carbon emissions. We also recognise there are difficulties gathering accurate and reliable data, particularly as our suppliers are generally substantial and provide services to a number of other companies. Carbon dioxide equivalent emissions from these activities are not currently measured.
- **Waste:** Emissions arising from waste generated by Experian are not taken into account or included within the company's carbon footprint.

Baseline:

- We do not report our carbon footprint against a baseline year, instead favouring an approach that reports year-on-year performance on an absolute (i.e. total emissions) and normalised basis (i.e. as a function of turnover and average full-time employee numbers) to take into account growth and other changes to the business.
- For significant changes in the Group's composition, emissions associated with the operation acquired or disposed of are separately identified to enable users of the data to identify trends on a like-for-like basis with historical data. Significant change is defined as one that changes the workforce by +/- 10%.

Emissions calculation methodology:

Our carbon emissions are calculated by multiplying publically available emission factors by collated energy and travel data. Data collated is comprised of power and fuel usage (electricity, natural gas and fuel oil) for energy in buildings and distance travelled for air and road business travel.

Emission factors are derived from the UK Government's 2011 Guidelines to Defra / DECC's GHG Conversion Factors for Company Reporting. Key assumptions in using the Defra factors are as follows:

- **Grid electricity:** We have applied the UK, US and Brazil electricity emissions factors for the UK & Ireland, North America and Latin America regions, respectively. For EMEA and Asia Pacific, we have applied the EU-27 and China electricity emissions factors. These represent best fits from the list of available emissions factors from the Defra guidelines.
- Distance travelled is used to calculate emissions for company owned and leased vehicles, using the 'average' factor for vehicles of each fuel type.
- Distance travelled is used to calculate emissions for passenger air travel. Short haul is defined as flights up to 3,700km; long haul as flights over 3,700km, using an 'average' factor for a class of travel.

While we recognise there is some variation in the emissions associated with different fuel types in different countries, owing to the specific local composition of the fuel, such as the proportion of bio-fuel in vehicle fuel, for the purposes of carbon reporting, a consistent approach using the same factor for each fuel is currently adopted globally for most activities.

Where possible, fuel or energy use is based on purchase invoices or actual mileage data; in other cases it has been necessary to obtain estimations. Specific estimations have been made for fuel oil use based on expenditure.

Prior year adjustments and restatements for changes in conversion factors:

Where information is available, prior year figures have been restated to comply with the current year reporting policy.

- The most recent set of chosen emission factors is used and applied retrospectively to historical data.



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