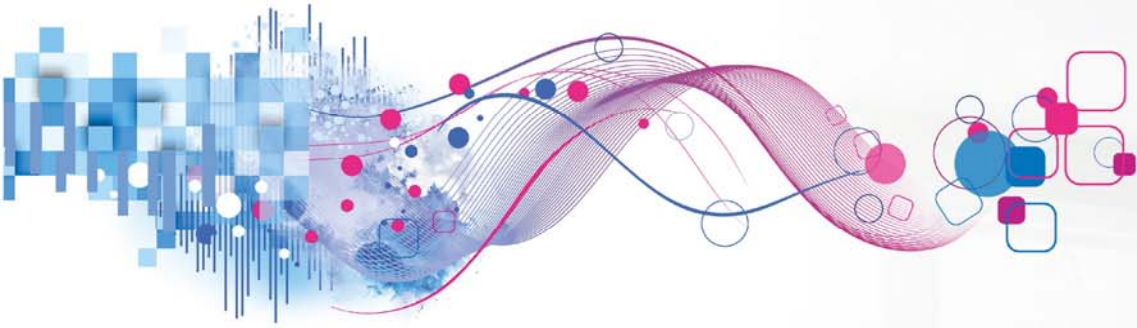


Preliminary results for the year ended 31 March 2017

18 May 2017





Strategic and operational overview

Brian Cassin, Chief Executive Officer



FY17 summary

Financial progress

- Organic revenue growth 5% (4% pre CCM)
 - Quality of growth improving
 - Further earnings progression
-

Strategic progress

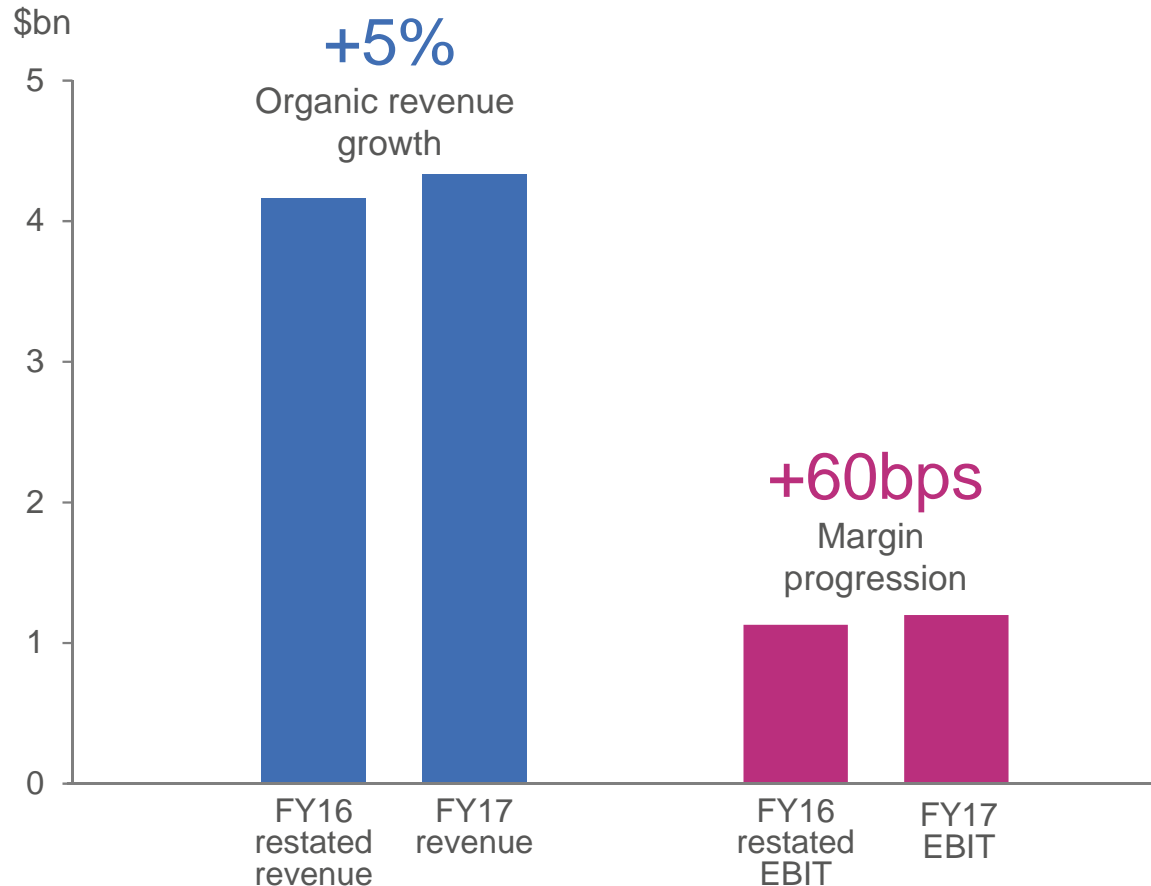
- B2B revenue growth of 7%, reflecting investment in data and innovation
 - Repositioning B2C; generating scale in free memberships
 - Further portfolio focus following agreed sale of CCM
-

Shareholder returns

- Returned over US\$700m in FY17 through dividends and share repurchases
- Full-year dividend increased by 4%
- US\$600m share repurchase programme in FY18

Revenue growths are stated on a constant currency basis.

Financial progress



FY16 revenue restated for the divestment of email/cross-channel marketing (CCM).

© Experian public

- Organic revenue growth 5% (4% pre CCM)
- EBIT margin up 60bps to 27.7% (pre CCM, flat at constant currency)
- Benchmark EPS growth +5%
- Cash conversion of 96%



Regional highlights

North America



- Premium B2B performance; repositioning B2C
- Margin uplift while sustaining significant investment
- New initiatives driving growth:
 - DAAS
 - Business Information
 - Health
 - Digital marketing

Latin America



- Regulatory changes and economic recovery have potential to drive new opportunities
- Expanding B2B; ambition to lead B2C
- Introducing several new services for consumers, including SerasaScore

UK and Ireland



- Breadth of capabilities creates advantage
- B2B expansion across Fintech, price comparison, wealth and pension
- B2C
 - Score proliferation drives 1.7m free members
 - Encouraging performance in CreditMatcher
 - FY19 target for stabilisation

EMEA/Asia Pacific



- Becoming accretive to revenue growth
- More and larger new customer wins
- Making progress to profitability, even as we continue to invest

In 2014, we set a clear plan of action



- Simplified our portfolio
- Growth has returned to our target range
- Considerably improved performance in Brazil and Marketing Services
- Executing on a strategic repositioning of our relationship with consumers
- Driven substantial efficiencies from our business, and used the funds to invest
- Innovation is accelerating
- Rigorous approach to capital allocation



We have enhanced our foundations to drive better performance at lower cost

Superior technology

- Open systems
- Cloud computing
- API Hub
- Agile development

- Greater speed, accuracy and flexibility
- Improved time to market with new products
- Enhancing client access to our data
- Scaling our technology platforms across markets

Operating excellence across core functions

- Transformed call centres
- Introduced new standards for customer service
- Investment in our people

- Enhanced consumer experience
- Higher client and employee retention



Unmatched global footprint and offering

Defining the path ahead: our growth objectives



Broaden and deepen our data assets



Extend our lead in analytics and software solutions



Exploit the breadth of our capabilities



Accelerate pace of innovation



Scale in targeted verticals and geographies



Transform engagement with consumers

Building engagement with consumers in North America

The screenshot displays the Experian website interface. The top navigation bar includes links for Reports & Scores, Identity Theft Protection, Credit Cards & Loans, Support, and Education, along with a Sign In button and a search icon. The main heading reads "Find the best credit card for you" with a sub-heading "Select the type of credit card you are interested in". Below this are four filter buttons: Best Rewards, Best Cash Back, Best for Bad Credit, and Best for Fair Credit. A second screenshot shows the "Best rewards credit cards" section, where users can select their FICO Score range (Poor, Fair, Good, Very Good, Exceptional, or Not sure?) to view offers. A table of offers is shown below, with columns for Filter, 10 Offers, APR, Fee, Rewards, and an Apply button. Two offers are visible: Chase Sapphire Preferred® Card and Chase Freedom Unlimited™.

Filter	10 Offers	APR	Fee	Rewards	Apply
Review featured offers from our partners below. Advertiser Disclosure		16.74%-23.74% Variable Intro APR: None	\$0 intro for first year, then \$95	2x Points on Dining 2x Points on Travel 1x Points on Everyday	Apply
States Alabama	Chase Sapphire Preferred® Card			Intro Bonus Worth: \$625	on JP Morgan Chase's secure website
Credit Risk 740-799 (Very Good)		15.74%-24.49% Variable Intro APR: 0% Intro APR for 15 months on purchases	No annual fee	1.5% Cash Back	Apply
Rewards	Chase Freedom Unlimited™			Intro Bonus Worth: \$150	on JP Morgan Chase's secure website

LendingWorks

- 9m free members, growing 0.5m per month; accelerate through free FICO offer
- Shifting further to new revenue models during FY18
- LendingWorks:
 - Over 200 card and personal loan products and growing
 - Serves up the best offer for consumers
 - Prescreens using lenders' exact credit criteria

www.experian.com

Building engagement with consumers in North America



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Now you can better help to safeguard your personal information and your credit with identity theft protection from Experian.

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Experian CreditLock now included with Experian IdentityWorks™.

Lock your Experian credit file instantly, right from your desktop or mobile device. Prevent unauthorized credit inquiries - and unlock your file just as fast. The key is control. And it's at your fingertips.

Unlocking

Protect yourself now >

IdentityWorks

- Combines capabilities of Experian and CSID
 - Best-in-class features
 - Lower price point
 - Proven market demand

www.experian.com

Delivering innovation to meet growing new customer needs

B2B customer needs

- Deliver fast, efficient services in the digital ecosphere
- Undertake checks in real time to ensure a smooth customer experience while managing risks
- Counter risks from fraud while authenticating people quickly
- Make sense of data across their whole organisation, to get a single view of their customer
- Know why a customer has missed a loan payment or is late paying a bill and deliver a better collections experience

Experian innovation

Data

- Data ingestion engine
- Alternative sources of data, including positive data
- Targeted digital advertising
- Pandora

Platforms

- CrossCore
- PowerCurve Collections

Analytics


- North America Credit Services DaaS
- Decision Analytics SaaS

Services

- SerasaConnecta
- Digital Credit Marketing
- Universal Master Patient Index (UMPI)
- Text To Credit

Case study: digital credit marketing update

SocialStop Email: Password: [Log In >](#)



Create an account
Fill out the fields below.

SocialStop Search SocialStop...

TOP PALS

- Sarah Cloven
- Bob Knowles
- Kato Lowzor
- John Clawm
- Tim Portland
- Greg Snolin
- Corey Stern
- Missy Chawlin
- Joss Knox
- Laura Tracy

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 **APR** 18.9% - 19.8% **Special Feature** 1% cash back on all purchases and 50% bonus on the cash back you earn every year [Select & Apply >](#)

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Unlimited Cash Back Card

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Annual Fee \$0

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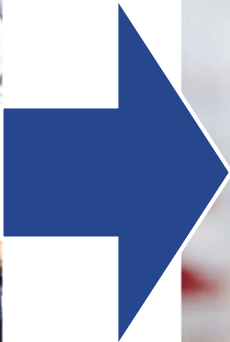


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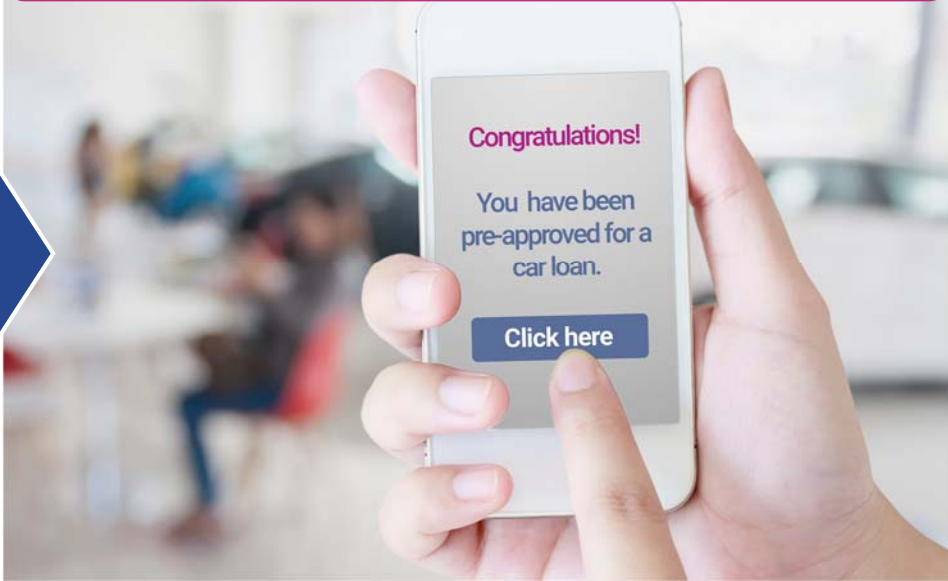
FAV Page

Case study: Text for Credit

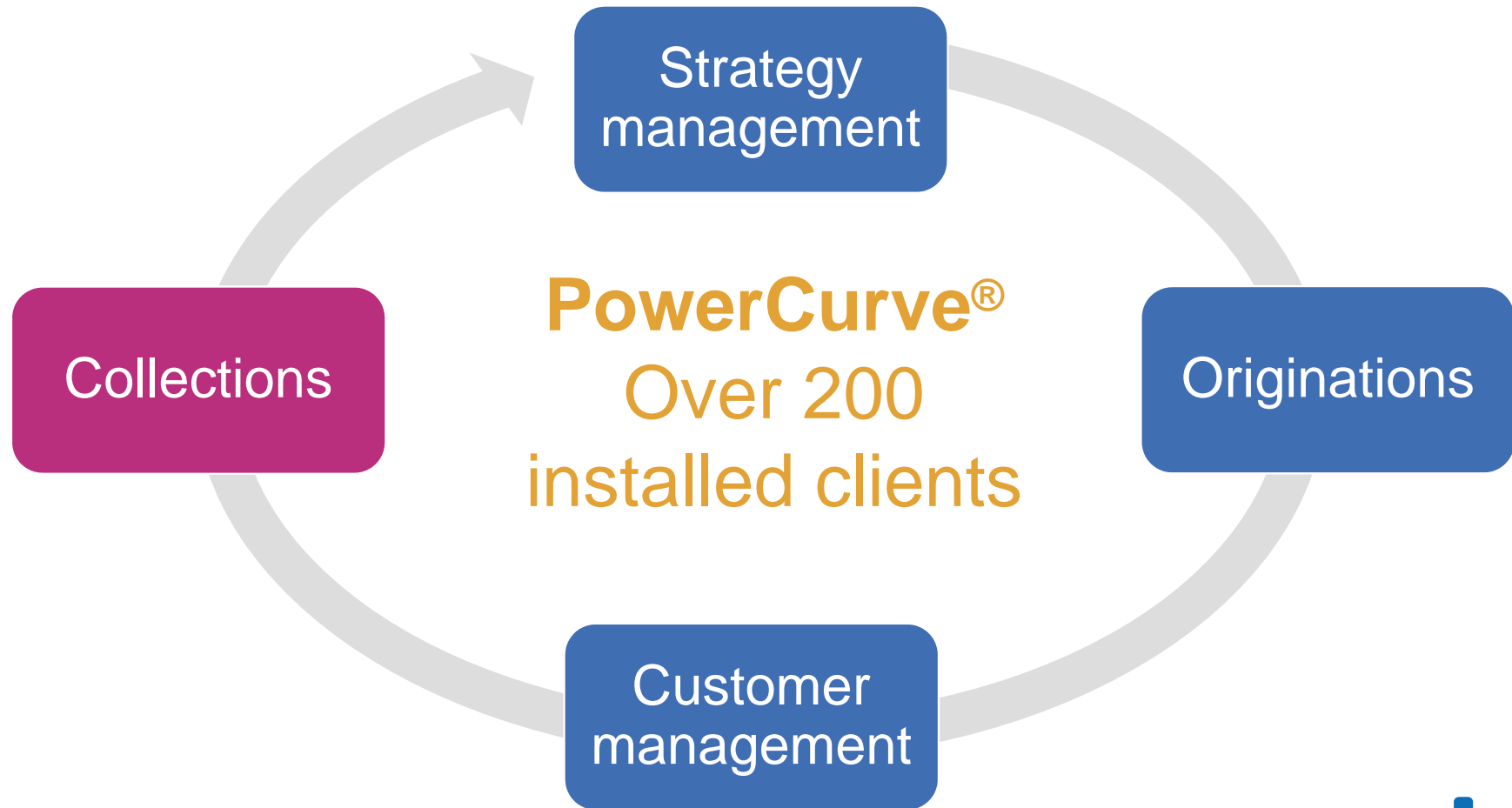
Current process



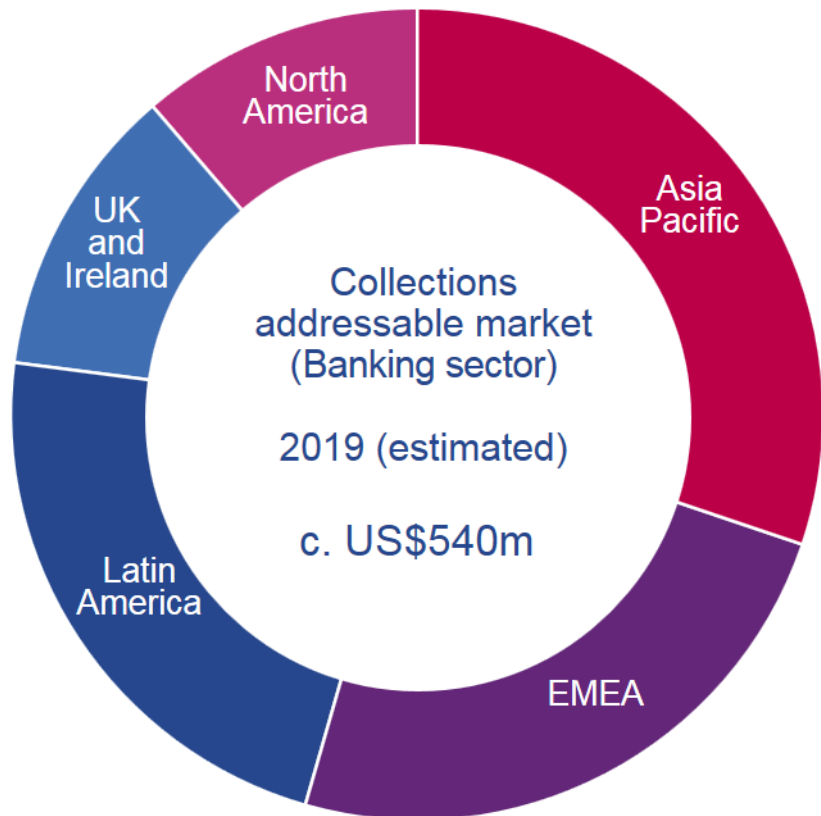
Text for credit option



PowerCurve: better decisions, faster



Case study: PowerCurve Collections: a growing and sizeable opportunity



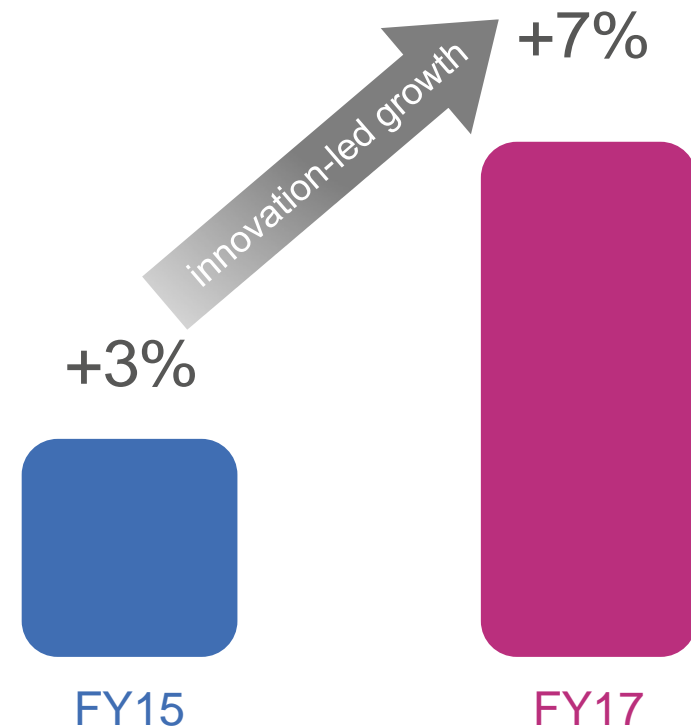
- Significant global opportunity
- Banking sector market c. US\$0.5bn, plus telco, utilities
- Signed major Tier 1 bank in Australia as early adopter
- Pipeline growing and engagement across all regions

Source: IDC Banking IT Spending Guide H2 2014 (Custom Dataset for Experian), November 2014

Innovation summary



B2B organic revenue growth

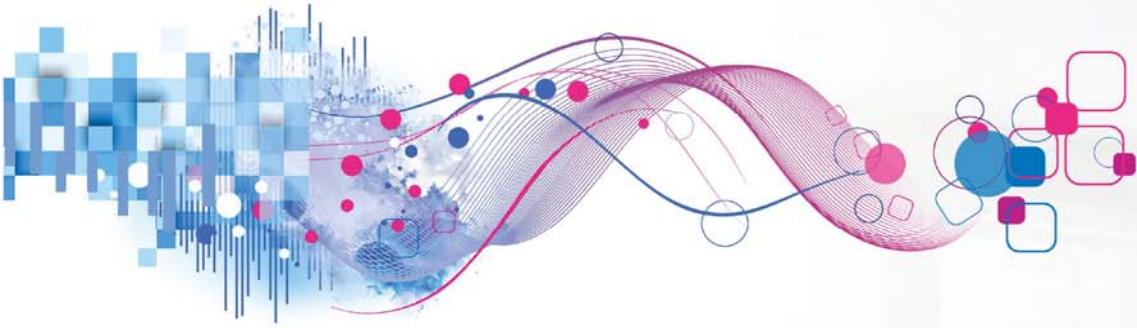


Organic revenue growths for all prior periods are as reported and have not been restated for subsequent divestments
B2B defined as Credit Services, Decision Analytics and Marketing Services

Summary

- Good progress
 - Delivery on strategy
 - Organic revenue growth within target range
- B2B growing strongly; important steps taken in B2C
- Investments position Experian to capitalise on significant growth trends



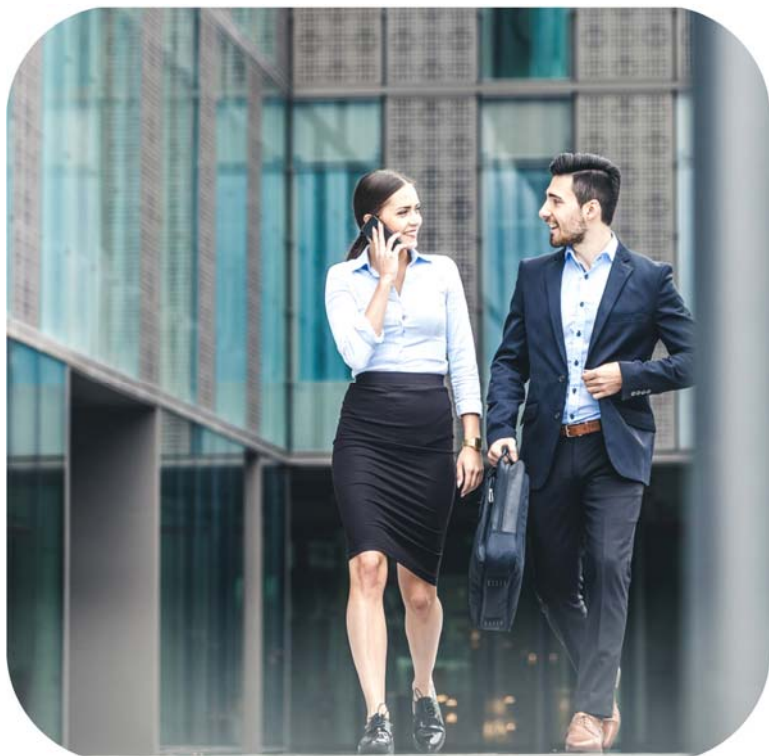


Financial review

Lloyd Pitchford, Chief Financial Officer



Financial overview



- A year of good strategic and financial progress
- Agreed sale of 75% equity stake in email/cross channel marketing
 - Cash proceeds and loan note
 - Retained 25% associate stake
- CCM impacts results in FY17
 - Held for sale and reported as a discontinued operation

Impact of discontinued operations

Year ended 31 March	2017 as reported	CCM	2017 including CCM
Revenue (US\$m)	4,335	308	4,643
Total revenue growth ¹ (%)	6		6
Organic revenue growth ¹ (%)	5		4
Continuing EBIT (US\$m)	1,199	54	1,253
EBIT margin (%) <i>Margin change vs FY16¹</i>	27.7 +30 bps		27.0
Benchmark EPS (US cents)	88.4	4.0	92.4

¹ Shown at constant currency

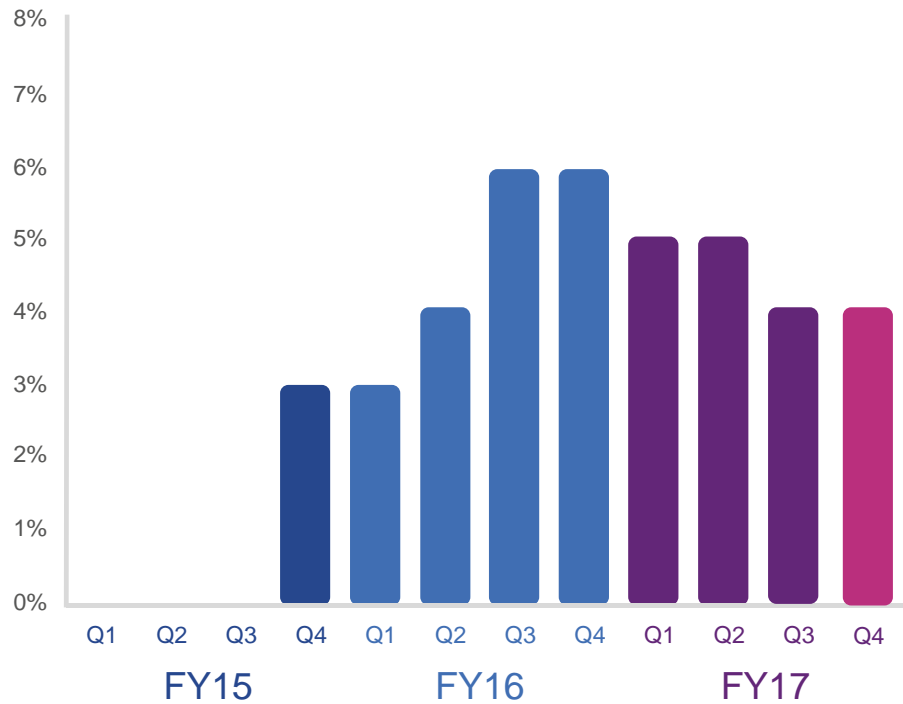
Highlights – FY17 post CCM divestment

		Constant rates	Actual rates
Revenue Growth	Total revenue growth	6%	4%
	Organic revenue growth	5%	
EBIT	Benchmark EBIT margin		27.7%
	<i>Margin progression</i>	+30 bps	+60 bps
Earnings	Benchmark EPS growth	5%	5%
Operating cash flow	Benchmark operating cash conversion		96%
Dividend	DPS growth		4%

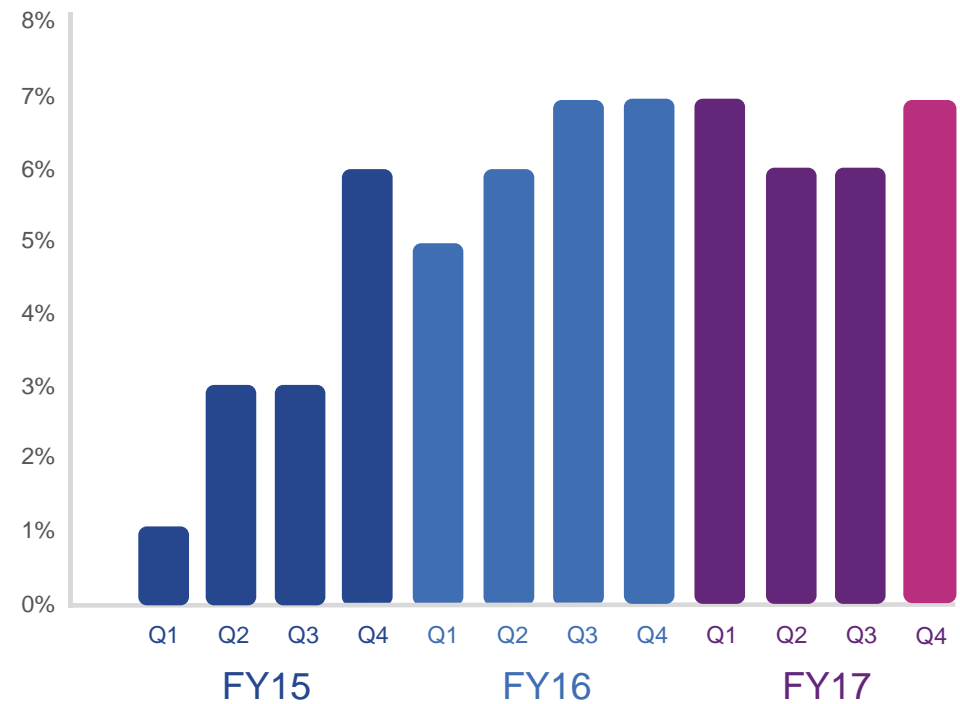
Certain financial data have been rounded within this presentation. As a result of this rounding, the totals of data presented may vary slightly from the arithmetic totals of such data. Revenue, Benchmark EBIT growths and Benchmark EBIT margin are on an ongoing activities basis.

Recent trends

Organic revenue growth continues to be in our target mid-single digit organic revenue growth range...

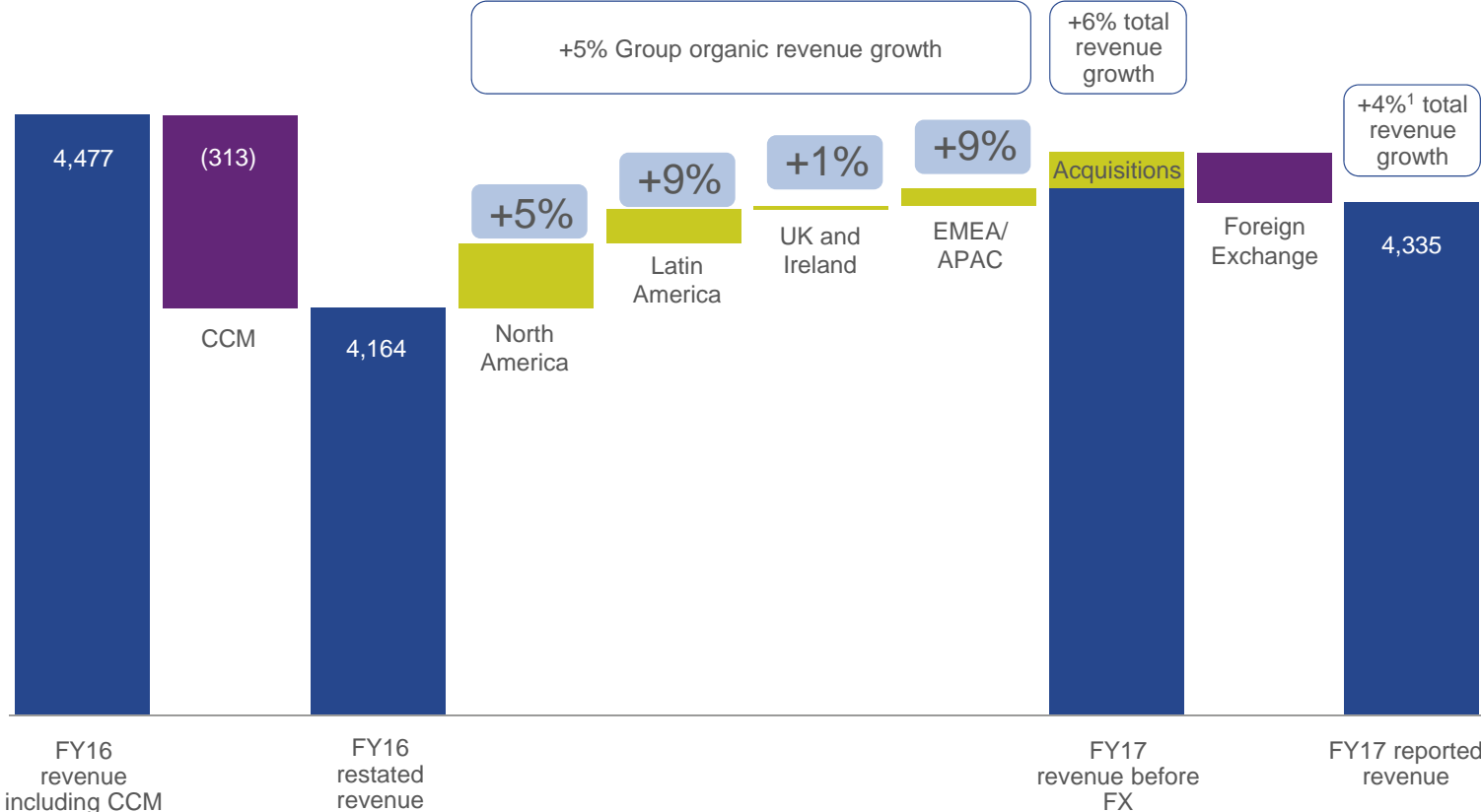


...with high-single digit B2B growth



Organic revenue growths for all prior periods are as reported and have not been restated for subsequent divestments
B2B defined as Credit Services, Decision Analytics and Marketing Services

Revenue walkthrough

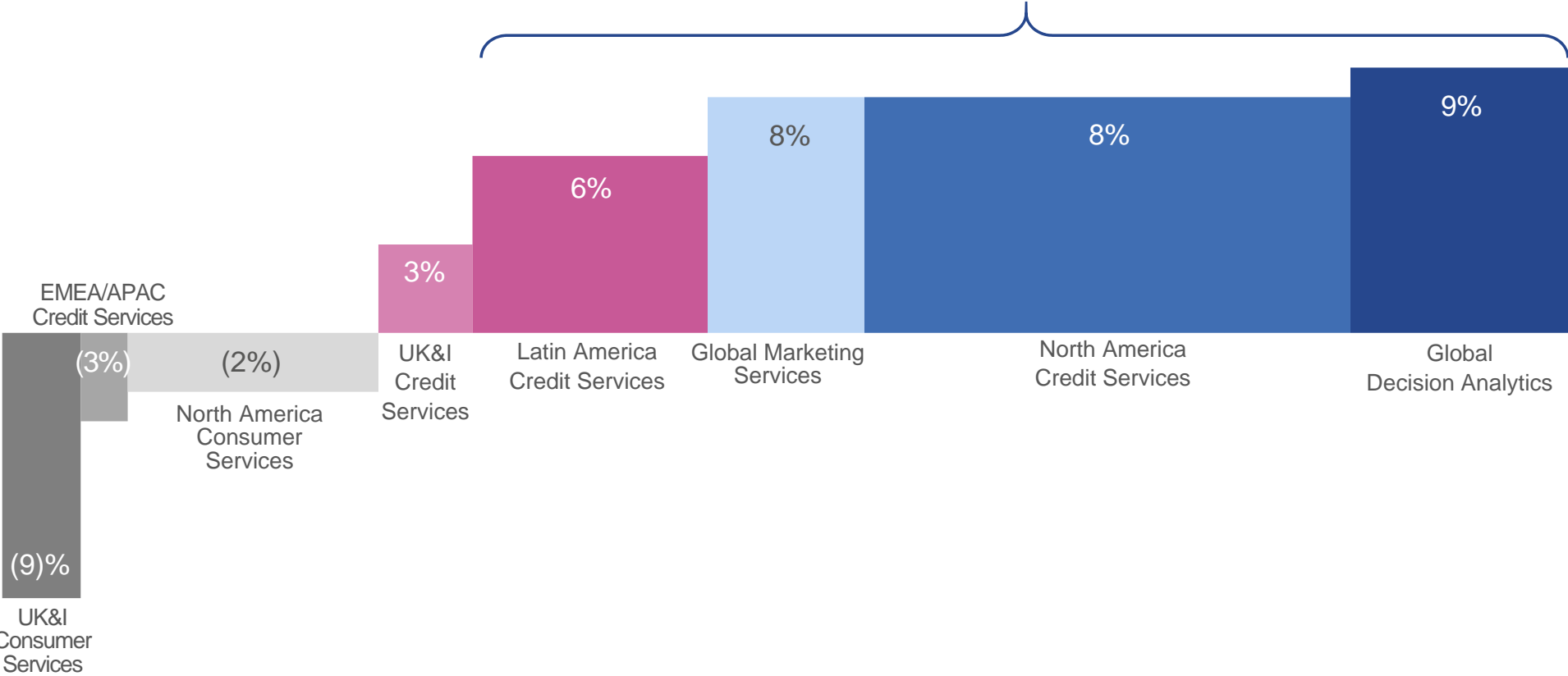


¹ At actual FX rates

Summary of portfolio performance

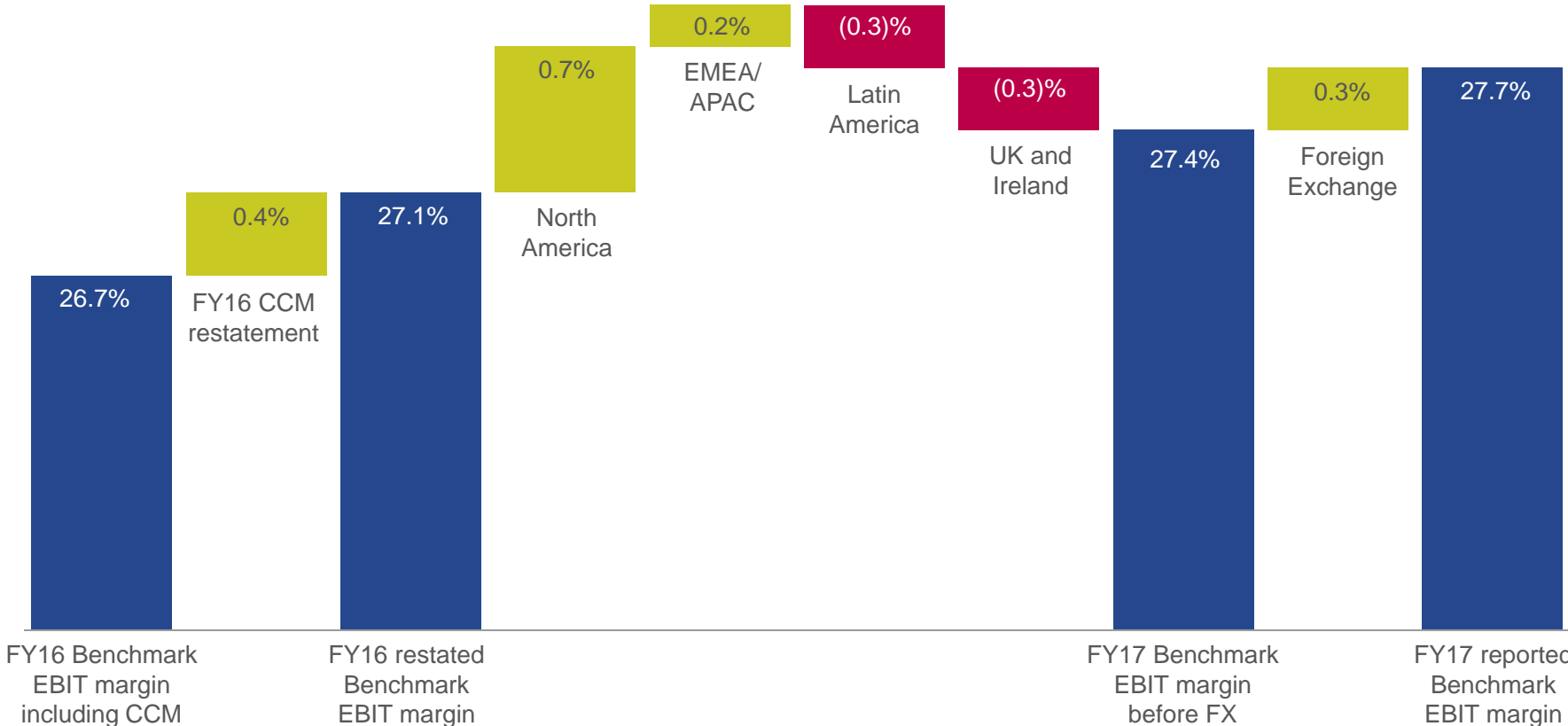
FY17: +5% organic growth

Two thirds of the portfolio growing in mid-high single digit



Horizontal axis indicates share of revenue excluding CSIdentity and vertical axis indicates organic revenue growth.

Benchmark EBIT margin walkthrough



EBIT margins calculated on an ongoing activities basis.

North America

Twelve months ended 31 March
US\$million

Revenue	2017	2016	Total growth	Organic growth
Credit Services	1,341	1,237	8%	8%
Decision Analytics	162	161	0%	0%
Marketing Services	215	200	8%	8%
Business-to-Business	1,718	1,598	8%	8%
Consumer Services	739	696	6%	(2)%
Total revenue	2,457	2,294	7%	5%
Benchmark EBIT – ongoing activities	781	704	11%	
Benchmark EBIT margin	31.8%	30.7%		

All results are Benchmark figures and are on an ongoing activities basis.
Growth at constant exchange rates

Latin America

Twelve months ended 31 March
US\$million

Revenue	2017	2016	Total growth	Organic growth
Credit Services	658	579	6%	6%
Decision Analytics	48	36	34%	34%
Marketing Services	24	16	39%	39%
Total revenue	730	631	9%	9%
Benchmark EBIT – ongoing activities	251	226	3%	
Benchmark EBIT margin	34.4%	35.8%		

All results are Benchmark figures and are on an ongoing activities basis.
Growth at constant exchange rates

UK and Ireland

Twelve months ended 31 March
US\$million

Revenue	2017	2016	Total growth	Organic growth
Credit Services	246	275	3%	3%
Decision Analytics	214	234	5%	5%
Marketing Services	145	160	5%	5%
Business-to-Business	605	669	4%	4%
Consumer Services	202	255	(9)%	(9)%
Total revenue	807	924	1%	1%
Benchmark EBIT – ongoing activities	246	297	(4)%	
Benchmark EBIT margin	30.5%	32.1%		

All results are Benchmark figures and are on an ongoing activities basis.
Growth at constant exchange rates

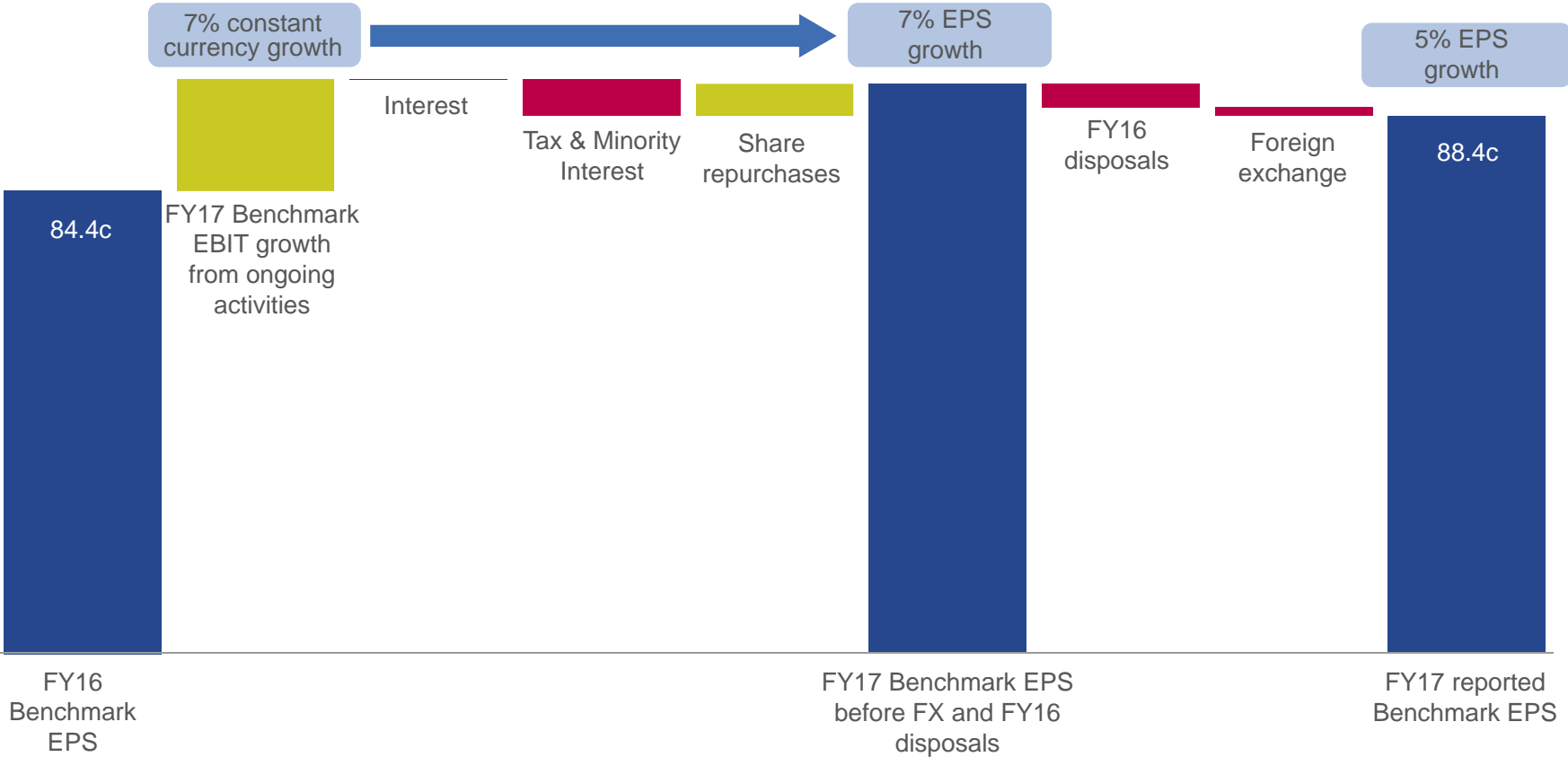
EMEA/Asia Pacific

Twelve months ended 31 March
US\$million

Revenue	2017	2016	Total growth	Organic growth
Credit Services	144	149	(3)%	(3)%
Decision Analytics	160	135	21%	21%
Marketing Services	37	31	16%	16%
Total revenue	341	315	9%	9%
Benchmark EBIT – ongoing activities	(3)	(15)	47%	
Benchmark EBIT margin	(0.9)%	(4.8)%		

All results are Benchmark figures and are on an ongoing activities basis.
Growth at constant exchange rates

Benchmark EPS

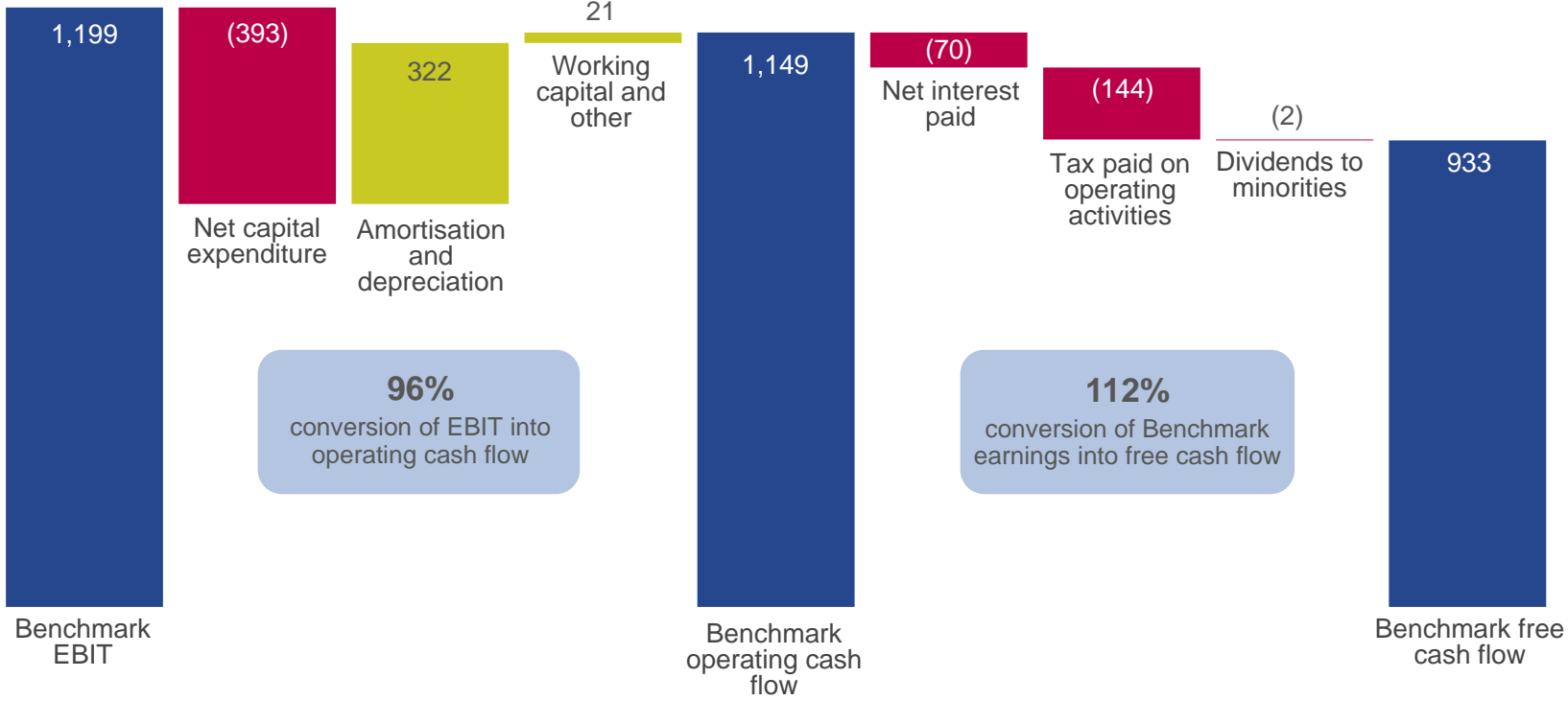


Reconciliation of Benchmark to statutory PBT

Twelve months ended 31 March
US\$million

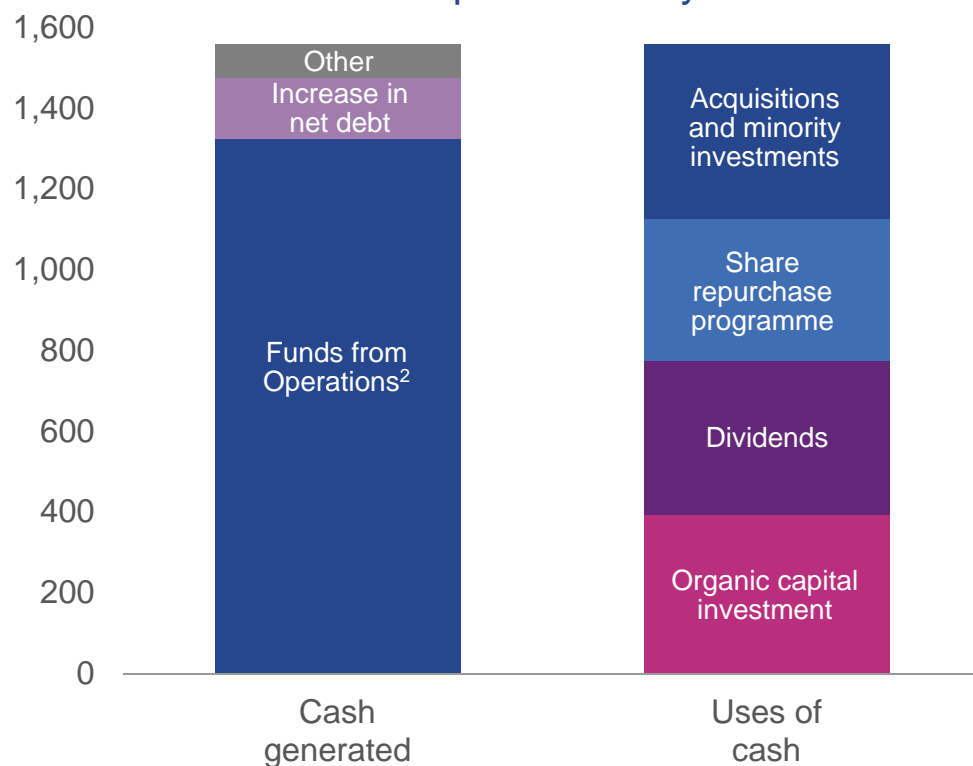
	2017	2016	Growth (actual rates)	Growth (constant rates)
Benchmark profit before tax	1,124	1,071	5%	6%
Exceptional items	-	37		
Amortisation of acquisition intangibles	(104)	(115)		
Acquisition expenses and adjustment to contingent consideration	(16)	(6)		
Financing fair value remeasurements	67	(21)		
Statutory profit before tax	1,071	966	11%	

Benchmark cash flow performance



Capital framework

Capital summary



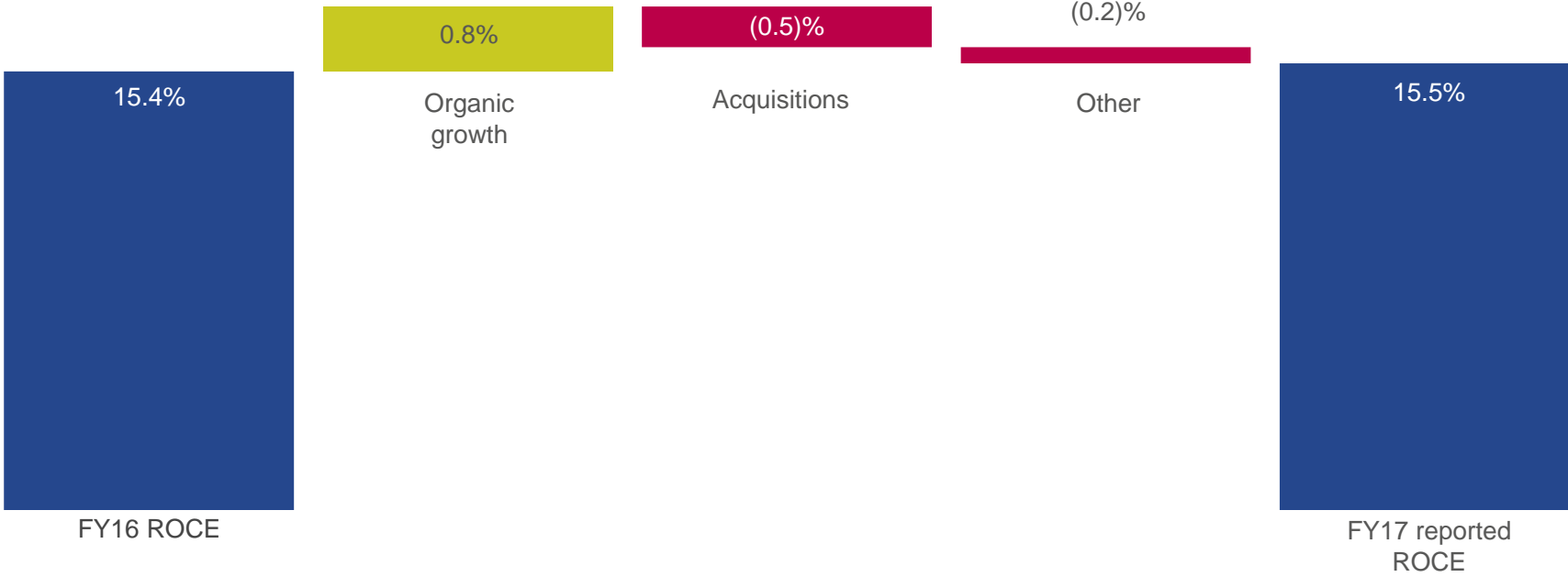
¹ Share repurchases as at 31 March 2017.

² Funds from Operations is defined as Benchmark free cash flow plus organic capital investment (capital expenditure).

Capital allocation

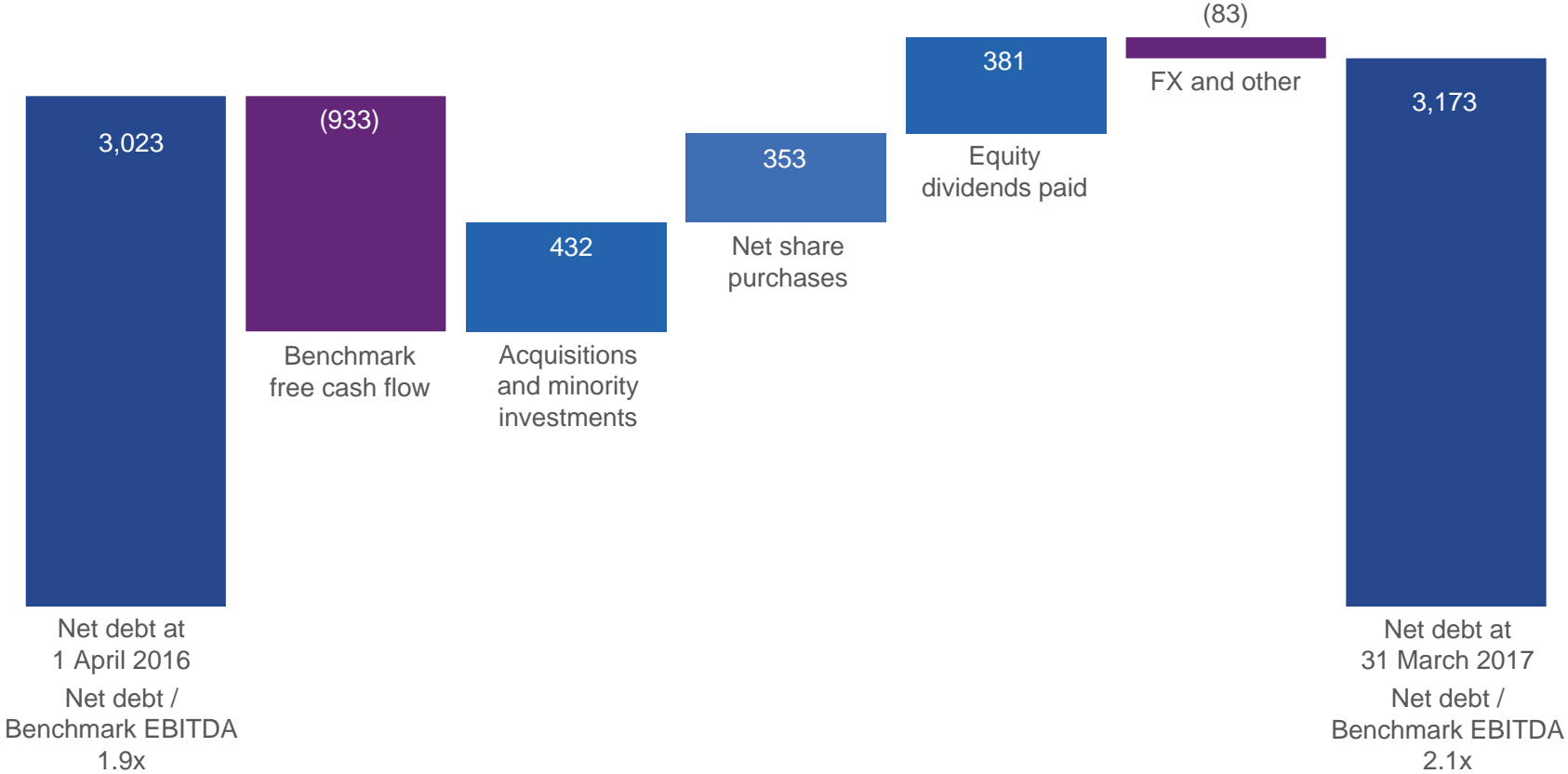
- Organic innovation investment
- Signed agreement for the sale of CCM
- FY17 shareholder returns:
 - Dividend growth of 4%
 - US\$353m¹ net share repurchases completed during the year
- Expect to make US\$600m of share repurchases in FY18.

Post tax Return on Capital Employed (ROCE)



Post Tax ROCE is defined as Benchmark EBIT less tax at the Benchmark rate divided by a 3 point average of capital employed over the period, adjusted for non-controlling interests. CCM net assets have been removed from average capital employed.

Net debt reconciliation



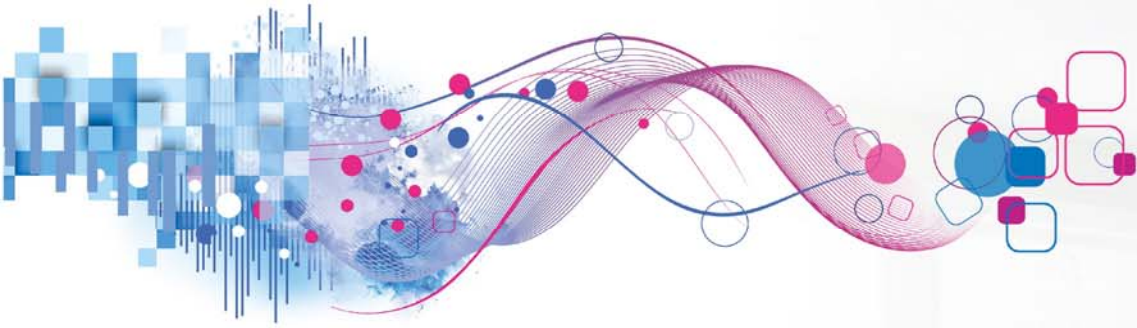
Modelling considerations for FY18

Net interest	<ul style="list-style-type: none">Expected to be in the range of US\$80m to US\$85m
Tax	<ul style="list-style-type: none">Benchmark tax rate between 26% and 27%.
Foreign exchange	<ul style="list-style-type: none">Based on recent rates, expect foreign exchange to be neutral across FY18
Capital expenditure	<ul style="list-style-type: none">Capital expenditure of 8-9% of revenue
Share repurchases	<ul style="list-style-type: none">Full year WANOS expected to be in the region of 920m shares.

Summary and outlook



- Good financial and strategic progress in the past year
- Outlook for FY18
 - Mid single-digit organic revenue growth; H2 weighted
 - Stable margins at constant currency
 - Benchmark earnings per share growth
 - Continued focus on strategic initiatives and capital framework



Closing summary

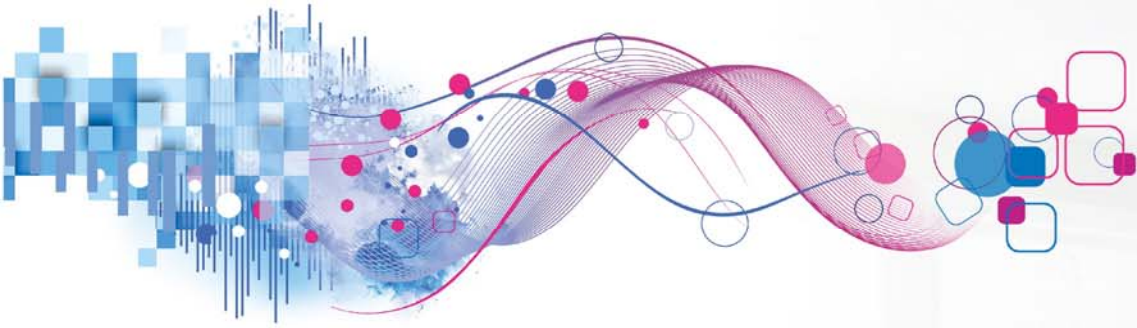
Brian Cassin, Chief Executive Officer



Investing in the growth of the future



Investing for a **better** and **stronger** business,
well positioned for **future growth**



Preliminary results for the year ended 31 March 2017

18 May 2017

