

# Annual General Meeting 2025

**This document is important and requires your immediate attention.**

If you are in any doubt about what you should do, we recommend that you immediately obtain financial advice from your stockbroker, bank manager, solicitor, accountant or other independent professional adviser authorised under Part VI of the UK Financial Services and Markets Act 2000, or, if you are in a territory outside the UK, from another appropriately authorised independent financial adviser.

If you have sold or otherwise transferred all your Experian plc ordinary shares, please send this document, together with the accompanying documents, as soon as possible to the purchaser or transferee or to the stockbroker, bank or other person through whom you sold or transferred the shares, so they can be passed on to the purchaser or transferee.

# Highlights

"FY25 was a strong year for Experian, with significant strategic and financial progress across both Consumer Services and Business-to-Business. At constant currency and from ongoing activities, revenue was up 8% with organic revenue growth of 7%. We delivered constant currency EBIT growth of 11%, with margin expansion above our guidance range. Benchmark earnings per share increased by 11% at constant currency, and 8% at actual rates.

For FY26, we expect total revenue growth of 9-11%, with organic revenue growth of 6-8%. We expect margin expansion in line with our Medium-Term Framework, in the range of 30-50 basis points. All measures are at constant exchange rates and on an ongoing basis.

While we are mindful of the outlook for the broader global economy, we have a broad and resilient portfolio with a strong track record of growth, and we are confident of another good year of growth in FY26."

Brian Cassin  
Chief Executive Officer

Financial highlights				
Statutory	Growth % at actual rates	Benchmark	Growth % at actual rates	Growth % at constant rates
Revenue		Revenue – ongoing activities		
US\$7,523m (2024: US\$7,097m)	+6%	US\$7,507m (2024: US\$7,046m)	+7%	+8%
Operating profit		Benchmark EBIT <sup>1</sup>		
US\$1,793m (2024: US\$1,694m)	+6%	US\$2,107m (2024: US\$1,944m)	+8%	+11%
Profit before tax		Benchmark profit before tax		
US\$1,549m (2024: US\$1,551m)	0%	US\$1,926m (2024: US\$1,789m)	+8%	+10%
Basic EPS		Benchmark EPS		
USc127.6 (2024: USc131.3)	-3%	USc156.9 (2024: USc145.5)	+8%	+11%

1 From ongoing activities.  
Revenue from ongoing activities and Benchmark EBIT for the year ended 31 March 2024 have been re-presented for the reclassification to exited business activities of certain Business-to-Business (B2B) businesses.

# Letter from the Chair

6 June 2025

To holders of ordinary shares

## Dear Shareholder

### Annual General Meeting: 16 July 2025

I am writing with details of our Annual General Meeting (AGM), which will be held on Wednesday 16 July 2025 at 9.30am at The Merrion Hotel, Upper Merrion Street, Dublin 2, D02 KF79, Ireland.

We regard the AGM as an important forum for engaging with shareholders, particularly private shareholders, and we welcome your questions. If you cannot attend in person, you may submit questions about the AGM's business in advance, by email to [agmquestions@experianplc.com](mailto:agmquestions@experianplc.com) or on the reply paid question card attached to the proxy form. We will consider all questions and, if appropriate, address them at the AGM, via Experian's website ([experianplc.com](http://experianplc.com)) or individually.

The notice of meeting and notes are set out on pages 4 to 8 of this document. An explanation of the resolutions being proposed at the meeting is set out in Appendix 1. Voting will be taken on a poll, except for any procedural resolution which may be taken on a show of hands. I encourage you to use your vote by attending in person, voting electronically online or completing and returning a proxy form by post. You may place your proxy form in an envelope addressed to the Company's share registrars. **A postage stamp is not needed if you post the form in the UK and, should shareholders wish, proxy forms may be placed in an envelope and addressed to the Company's registrars.** You should return your completed form as soon as possible but it must arrive **no later than 9.30am on Monday 14 July 2025**. Returning a proxy form or voting electronically will not prevent you from attending the meeting in person. If you wish to vote electronically, you can do so by registering for the MUFG Share Portal service, at [experianplc.com/shares](http://experianplc.com/shares), or as otherwise outlined in this notice of meeting.

Further details of how to vote are included in the 'Information for shareholders' section at the end of this document. Shareholders entitled to attend, speak and vote at the AGM may appoint a proxy to exercise their rights in their place. You may appoint more than one proxy, provided that you appoint each proxy to exercise the rights attached to different shares.

The directors have announced a second interim dividend of 43.25 US cents per ordinary share, to be paid on 18 July 2025 to holders of the Company's ordinary shares on 20 June 2025. To ensure that certain UK shareholders have the same tax treatment on their dividend as if the Company was based in the UK, we have Income Access Share arrangements in place. The mechanics of these arrangements make it impractical to submit a proposed dividend for approval at the AGM, but the Board has no plans to announce any additional dividend in respect of the year ended 31 March 2025.

The directors consider that all the resolutions to be put to the AGM are in the best interests of the Company and its shareholders as a whole. Accordingly, the directors unanimously recommend that you vote in favour of all resolutions, as they intend to do in respect of their own beneficial shareholdings.

Yours faithfully

**Mike Rogers**  
Chair

## Notice of Meeting

Notice is hereby given that the 2025 Annual General Meeting of Experian plc (the Company) will be held at The Merrion Hotel, Upper Merrion Street, Dublin 2, D02 KF79, Ireland on Wednesday 16 July 2025 at 9.30am.

Explanatory notes regarding the resolutions set out below are contained in Appendix 1.

You will be asked to consider and, if thought fit, pass the following resolutions.

### Ordinary resolutions

1. To receive the Annual Report and financial statements of the Company for the year ended 31 March 2025, together with the report of the auditor.
2. To approve the Report on directors' remuneration (excluding the Directors' remuneration policy set out on pages 145 to 148 of the report) contained in the Annual Report and financial statements of the Company for the year ended 31 March 2025.
3. To elect Eduardo Vassimon as a director of the Company.
4. To re-elect Alison Brittain as a director of the Company.
5. To re-elect Brian Cassin as a director of the Company.
6. To re-elect Kathleen DeRose as a director of the Company.
7. To re-elect Caroline Donahue as a director of the Company.
8. To re-elect Jonathan Howell as a director of the Company.
9. To re-elect Esther Lee as a director of the Company.
10. To re-elect Lloyd Pitchford as a director of the Company.
11. To re-elect Mike Rogers as a director of the Company.
12. To re-appoint KPMG LLP as auditor of the Company to hold office until the conclusion of the next Annual General Meeting of the Company.
13. To authorise the directors to determine the remuneration of the auditor.
14. That the authority conferred on the directors by article 10.2 of the Company's articles of association be renewed and for this purpose the directors be generally and unconditionally authorised to exercise all the powers of the Company to allot shares or to grant rights to subscribe for or to convert any security into shares in the Company up to an aggregate nominal amount of US\$30,605,746 (being the Authorised Allotment Amount for the purposes of the articles of association of the Company), and the Allotment Period (as defined in the articles of association of the Company) shall be the period commencing on 16 July 2025 and ending on the conclusion of the Annual General Meeting to be held in 2026 or, if earlier, 15 October 2026, unless previously renewed, varied or revoked by the Company in general meeting except that the Company may before such expiry make an offer or agreement which would or might require shares to be allotted or rights to subscribe for or to convert any security into shares to be granted after such expiry and the directors may allot shares or grant rights to subscribe for or convert any security into shares in pursuance of such an offer or agreement as if the authority conferred hereby had not expired.

15. That

- (i) the rules of the Experian Performance Share Plan, including the separate plan established for California participants annexed as Schedule 2 to the rules, the key features of which are summarised in Appendix 3 to this notice of meeting and a copy of which is produced to the meeting (for the purposes of identification having been initialled by the Chair), be approved, and the board of directors be authorised to make such modifications to the Experian Performance Share Plan as they may consider necessary and to adopt the Experian Performance Share Plan as so modified and do all acts and things necessary or desirable to operate the Experian Performance Share Plan; and
- (ii) the board of directors be authorised to establish such further plans for the benefit of employees overseas based on the Experian Performance Share Plan subject to such modifications as may be necessary or desirable to take account of overseas securities laws, exchange control and tax legislation provided that any ordinary shares of the Company made available under such further plans are treated as counting against any limits on individual participation or overall participation in the Experian Performance Share Plan. In approving the Experian Performance Share Plan, approval is also being given for the separate plan established for California participants (annexed as Schedule 2 to the rules) which incorporates the rules and modifies them in respect of awards made in the state of California which constitute an offer or sale of securities in that state, to take account of securities law requirements in California.

16. That

- (i) the rules of the Experian Co-Investment Plan, including the separate plan established for California participants annexed as Schedule 2 to the rules, the key features of which are summarised in Appendix 3 to this notice of meeting and a copy of which is produced to the meeting (for the purposes of identification having been initialled by the Chair), be approved, and the board of directors be authorised to make such modifications to the Experian Co-Investment Plan as they may consider necessary and to adopt the Experian Co-Investment Plan as so modified and do all acts and things necessary or desirable to operate the Experian Co-Investment Plan; and
- (ii) the board of directors be authorised to establish such further plans for the benefit of employees overseas based on the Experian Co-Investment Plan subject to such modifications as may be necessary or desirable to take account of overseas securities laws, exchange control and tax legislation provided that any ordinary shares of the Company made available under such further plans are treated as counting against any limits on individual participation or overall participation in the Experian Co-Investment Plan. In approving the Experian Co-Investment Plan, approval is also being given for the separate plan established for California participants (annexed as Schedule 2 to the rules) which incorporates the rules and modifies them in respect of awards made in the state of California which constitute an offer or sale of securities in that state, to take account of securities law requirements in California.

## Notice of Meeting continued

### 17. That

- (i) the rules of the Experian UK Tax-Qualified Sharesave Plan, the key features of which are summarised in Appendix 3 to this notice of meeting and a copy of which is produced to the meeting (for the purposes of identification having been initialled by the Chair), be approved, and the board of directors be authorised to make such modifications to the Experian UK Tax-Qualified Sharesave Plan as they may consider necessary and to adopt the Experian UK Tax-Qualified Sharesave Plan as so modified and do all acts and things necessary or desirable to operate the Experian UK Tax-Qualified Sharesave Plan; and
- (ii) the board of directors be authorised to establish such further plans for the benefit of employees overseas based on the Experian UK Tax-Qualified Sharesave Plan subject to such modifications as may be necessary or desirable to take account of overseas securities laws, exchange control and tax legislation including a US Tax-Qualified Employee Share Purchase Plan which is intended to qualify under section 423 of the US federal tax code (maximum shares issuable thereunder being five percent of the ordinary shares of the Company) provided that any ordinary shares of the Company made available under such further plans are treated as counting against any limits on individual participation or overall participation in the Experian UK Tax-Qualified Sharesave Plan. In approving the Experian UK Tax-Qualified Sharesave Plan, approval is also being given for the US Tax-Qualified Employee Share Purchase Plan, including the separate plan established for California participants (annexed as Attachment 1 to the rules) which incorporates the rules and modifies them in respect of awards made in the state of California which constitute an offer or sale of securities in that state, to take account of securities law requirements in California.

### 18. That

- (i) the rules of the Experian UK Tax-Qualified All-Employee Plan, the key features of which are summarised in Appendix 3 to this notice of meeting and a copy of which is produced to the meeting (for the purposes of identification having been initialled by the Chair), be approved, and the board of directors be authorised to make such modifications to the Experian UK Tax-Qualified All-Employee Plan as they may consider necessary and to adopt the Experian UK Tax-Qualified All-Employee Plan as so modified and do all acts and things necessary or desirable to operate the Experian UK Tax-Qualified All-Employee Plan; and
- (ii) the board of directors be authorised to establish such further plans for the benefit of employees overseas based on the Experian UK Tax-Qualified All-Employee Plan subject to such modifications as may be necessary or desirable to take account of overseas securities laws, exchange control and tax legislation provided that any ordinary shares of the Company made available under such further plans are treated as counting against any limits on individual participation or overall participation in the Experian UK Tax-Qualified All-Employee Plan.

### 19. That

- (i) the rules of the Experian Employee Share Purchase Plan, the key features of which are summarised in Appendix 3 to the notice of meeting and a copy of which is produced to the meeting (for the purposes of identification having been initialled by the Chair), be approved, and the board of directors be authorised to make such modifications to the Experian Employee Share Purchase Plan as they may consider necessary and to adopt the Experian Employee Share Purchase Plan as so modified and do all acts and things necessary or desirable to operate the Experian Employee Share Purchase Plan; and
- (ii) the board of directors be authorised to establish such further plans for the benefit of employees overseas based on the Experian Employee Share Purchase Plan subject to such modifications as may be necessary or desirable to take account of overseas securities laws, exchange control and tax legislation provided that any ordinary shares of the Company made available under such further plans are treated as counting against any limits on individual participation or overall participation in the Experian Employee Share Purchase Plan.

### Special resolutions

#### 20. Subject to the passing of resolution 14, and for the period referred to in resolution 14, that:

- (a) the authority conferred on the directors by article 10.3 of the Company's articles of association shall be renewed and for this purpose the Non-pre-emptive Amount (as defined in the articles of association of the Company) shall be US\$9,181,724; and
- (b) in addition to the authority conferred on the directors by article 10.3 of the Company's articles of association, the directors be authorised to allot equity securities (as defined in the articles of association of the Company) and/or to sell ordinary shares held by the Company as treasury shares wholly for cash pursuant to the authority conferred by resolution 14 as if article 11 of the articles of association of the Company did not apply to any such allotment or sale, provided that such allotments or sales are: (i) made otherwise than pursuant to article 10.3 of the Company's articles of association; and (ii) limited to an aggregate nominal amount equal to 20% of any allotment of equity securities (or sale of treasury shares) made from time to time under article 10.3(b) of the Company's articles of association, such authority to be used only for the purposes of making a follow-on offer which the directors determine to be of a kind contemplated by paragraph 3 of section 2B of the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the UK Pre-Emption Group prior to the date of this notice,

such authority to expire at the end of the Allotment Period specified in resolution 14 except that the Company may, in each case, before such expiry, make offers and enter into agreements which would or might require equity securities to be allotted (and treasury shares to be sold) after such expiry and the directors may allot equity securities (and sell treasury shares) in pursuance of any such offer or agreement as if the authority conferred hereby had not expired.

## Notice of Meeting continued

21. Subject to the passing of resolution 14, that the directors be authorised, in addition to any authority granted under resolution 20 to allot equity securities (as defined in the articles of association of the Company) wholly for cash pursuant to the authority conferred by resolution 14 and/or to sell ordinary shares held by the Company as treasury shares for cash as if article 11 of the articles of association of the Company did not apply to any such allotment or sale, such authority to be limited to allotment of equity securities or sale of treasury shares up to an aggregate nominal amount of US\$9,181,724 such authority to be:

- (a) used only for the purposes of financing (or refinancing, if the authority is to be used within twelve months after the original transaction) a transaction which the directors determine to be either an acquisition or a specified capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the UK Pre-Emption Group prior to the date of this notice; and
- (b) otherwise than under paragraph (a) of this resolution 21, allotments of up to an aggregate nominal amount equal to 20% of any allotment (or sale of treasury shares) made from time to time under paragraph (a) of this resolution 21, such authority to be used only for the purposes of making a follow-on offer which the directors determine to be of a kind contemplated by paragraph 3 of section 2B of the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the UK Pre-Emption Group prior to the date of this notice,

such authority to expire at the end of the Allotment Period specified in resolution 14 except that the Company may, in each case, before such expiry, make offers and enter into agreements which would or might require equity securities to be allotted (and treasury shares to be sold) after such expiry and the directors may allot equity securities (and sell treasury shares) in pursuance of any such offer or agreement as if the authority conferred hereby had not expired.

22. To authorise the Company, generally and unconditionally:

- (a) pursuant to Article 57 of the Companies (Jersey) Law 1991, to make market purchases of ordinary shares in the capital of the Company on the London Stock Exchange on behalf of the Company on such terms and in such manner as the directors may from time to time determine, provided that:
  - (i) the maximum number of ordinary shares which may be purchased under this authority is 91,817,240 ordinary shares of 10 US cents each;
  - (ii) the minimum price (not including expenses) which may be paid for each ordinary share is 10 US cents;

- (iii) the maximum price (not including expenses) which may be paid for each ordinary share is an amount equal to the higher of: (a) 105% of the average market value of the Company's ordinary shares as derived from The London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the relevant share is purchased; and (b) the higher of the price of the last independent trade and the highest current independent bid for an ordinary share on the exchange on which the purchase is to be carried out; and
- (iv) the authority hereby conferred shall expire on the earlier of 15 October 2026 and the conclusion of the Annual General Meeting of the Company to be held in 2026 (except that the Company shall be entitled, at any time prior to the expiry of this authority, to make a contract to purchase which would or might be executed wholly or partly after such expiry and to purchase shares in accordance with such contract as if the authority conferred had not expired) unless such authority is renewed prior to such time; and
- (b) pursuant to Article 58A of the Companies (Jersey) Law 1991, and if approved by the directors, to hold as treasury shares any ordinary shares purchased pursuant to the authority conferred by paragraph (a) of this resolution.

### By order of the Board

**Charles Brown**  
Company Secretary  
6 June 2025

### Corporate headquarters:

2 Cumberland Place  
Fenian Street  
Dublin 2  
D02 HY05  
Ireland

### Registered office:

22 Grenville Street  
St Helier  
Jersey  
JE4 8PX  
Channel Islands



## Notes

1. The Company, pursuant to the Companies (Uncertificated Securities) (Jersey) Order 1999, specifies that only those persons entered on the register of members of the Company as at close of business on 14 July 2025 shall be entitled to attend or vote at the meeting in respect of the number of shares registered in their name at that time. Changes to entries on the register of members after close of business on 14 July 2025 shall be disregarded in determining the rights of any person to attend or vote at the meeting. If the meeting is adjourned to a time not more than 48 hours after the specified time applicable to the original meeting, that time will also apply for the purpose of determining the entitlement of members to attend and vote (and for the purpose of determining the number of votes they may cast) at the adjourned meeting. If, however, the meeting is adjourned for a longer period then, to be so entitled, members must be entered on the Company's register of members at close of business on the day two days prior to the adjourned meeting or, if the Company gives notice of the adjourned meeting, at the time specified in that notice. Changes to entries in the register of members after close of business on the relevant date shall be disregarded in determining the rights of any person to attend or vote at the meeting.
2. The following documents will be available for inspection at the Company's registered office (22 Grenville Street, St Helier, Jersey, JE4 8PX, Channel Islands) and at the offices of Linklaters LLP (One Silk Street, London, EC2Y 8HQ, United Kingdom) during normal business hours on weekdays (Saturdays and public holidays excluded) up to and including the date of the Annual General Meeting and at the place of the Annual General Meeting from 9.15am on the day of the meeting until its conclusion:
  - (i) copies of the service contracts of the executive directors;
  - (ii) copies of the letters of appointment of all directors;
  - (iii) the Experian Performance Share Plan;
  - (iv) the Experian Co-Investment Plan;
  - (v) the Experian UK Tax-Qualified Sharesave Plan, together with three related plans (the Experian North America Tax-Qualified Employee Share Purchase Plan, the Experian Irish Approved Sharesave Plan and the Experian International Sharesave Plan) based on this plan for use in relation to employees based outside the UK);
  - (vi) the Experian UK Tax-Qualified All-Employee Plan; and
  - (vii) the Experian Employee Share Purchase Plan.
3. A member entitled to attend and vote at the meeting may appoint a proxy or proxies to attend and, on a poll, to vote in their place. A proxy need not be a member of the Company. If shareholders want their proxy to speak on their behalf, they must appoint someone other than the Chair as their proxy. A shareholder may appoint more than one proxy, provided that the total number of such proxies shall not exceed the total number of shares carrying an entitlement to attend such meeting held by such member. The appointment of a proxy will not preclude members entitled to attend and vote at the meeting (or at any adjournment(s) of the meeting) from doing so in person if they so wish. Unless otherwise indicated on the Form of Proxy, CREST, Proxymity or any other electronic voting instruction, the proxy will vote as they think fit or, at their discretion, withhold from voting.
4. A shareholder which is a corporation and which wishes to be represented at the meeting by a person with authority to speak and vote (a 'corporate representative') must appoint such a person by resolution of its directors or other governing body. A corporate representative has the same powers on behalf of the corporation they represent as that corporation could exercise if it was an individual member of the Company.
5. Any person to whom this notice is sent who is a person nominated to enjoy information rights (a 'nominated person') may, under an agreement between themselves and the shareholder by whom they were nominated, have a right to be appointed (or to have someone else appointed) as a proxy for the meeting. Alternatively, if a nominated person has no such right, or does not wish to exercise it, they may, under any such agreement, have a right to give instructions to the relevant shareholder as to the exercise of voting rights.
6. The statement of the rights of shareholders in relation to the appointment of proxies in paragraph 3 above does not apply to nominated persons. The rights described in that paragraph can only be exercised by shareholders of the Company.
7. To be valid, an appointment of proxy must be returned using one of the following methods:
  - (i) by sending a proxy form (together, if appropriate, with the power of attorney or other written authority under which it is signed or a certified copy of such power or authority) to MUFG Corporate Markets (Jersey) Limited, c/o MUFG Corporate Markets, PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL, United Kingdom; or
  - (ii) in the case of members who have registered for the MUFG Share Portal service with the Company's registrars, by logging onto their portfolio at [experianplc.com/shares](https://experianplc.com/shares), and following the voting instructions, shareholders will be able to register their proxy online. If requested, the Company's registrars will send an acknowledgement that the online proxy appointment has been lodged with them; or
  - (iii) electronically via the Company registrar's app Vote+ app. Vote+ is a free app for smartphone and tablet provided by MUFG Corporate Markets (Jersey) Limited (the Company's registrar). It offers shareholders the option to submit a proxy appointment quickly and easily online, as well as real-time access to their shareholding records. The app is available to download on both the Apple App Store and Google Play.
  - (iv) in the case of CREST members, by utilising the CREST electronic proxy appointment service; or
  - (v) institutional investors may be able to appoint a proxy electronically via the Proxymity platform, a process which has been approved by the registrars. For further information regarding Proxymity, please go to [proxymity.io](https://proxymity.io). Your proxy must be lodged by 9.30am on 14 July 2025 in order to be considered valid or, if the meeting is adjourned, by the time which is 48 hours before the time of the adjourned meeting. Before you can appoint a proxy via this process you will need to have agreed to Proxymity's associated terms and conditions. It is important that you read these carefully as you will be bound by them and they will govern the electronic appointment of your proxy,and in each case the appointment of proxy (together with any relevant power/authority) must be received (or, in the case of the appointment of a proxy through CREST, retrieved by enquiry to CREST in the manner prescribed by CREST) by the Company's registrar not later than 48 hours before the time appointed for holding the meeting. An electronic proxy appointment via the Proxymity platform may be revoked completely by sending an authenticated message via the platform instructing the removal of your proxy vote.

## Notes continued

8. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the meeting and any adjournment(s) thereof by using the procedures described in the CREST Manual available at **euroclear.com**. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor(s) or voting service provider(s), who will be able to take the appropriate action on their behalf. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a 'CREST Proxy Instruction') must be properly authenticated in accordance with Euroclear UK & International Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual available at **euroclear.com**. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID RA10) by the latest time(s) for receipt of proxy appointments specified in this notice of meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time, any change of instructions to proxies appointed through CREST should be communicated to the appointee by other means. CREST members and, where applicable, their CREST sponsors or voting service provider(s) should note that Euroclear UK & International Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that their CREST sponsor(s) or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service provider(s) are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
9. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Article 34 of the Companies (Uncertificated Securities) (Jersey) Order 1999.
10. When two or more valid but differing proxy appointments are received in respect of the same share for use at the same meeting or poll, the one which is last received (regardless of its date or of the date of its signature) shall be treated as replacing and revoking the others as regards that share. If the Company is unable to determine which was last received, none of them shall be treated as valid in respect of that share.
11. As at 23 May 2025 (being the last practical day prior to publication of the notice of meeting), the Company's issued share capital consisted of 972,988,416 ordinary shares of 10 US cents each with voting rights and 20 deferred shares of 10 US cents each which have no voting rights. As at 23 May 2025, the Company held 54,816,013 shares in treasury. Therefore, the total voting rights in the Company as at 23 May 2025 was 918,172,403.
12. Any member attending the meeting has the right to ask questions. The Company must cause to be answered any such question relating to the business being dealt with at the meeting but no such answer need be given if (a) to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information, (b) the answer has already been given on a website in the form of an answer to a question, or (c) it is undesirable in the interests of the Company or the good order of the meeting that the question be answered. Any member may submit questions about the AGM's business in advance, by email to **agmquestions@experianplc.com** or on the reply paid question card attached to the proxy form. We will consider all questions and, if appropriate, address them at the AGM, via Experian's website (**experianplc.com**) or individually.
13. A copy of this notice and other relevant shareholder information can be found at **experianplc.com**.



# Appendix 1

## Explanatory notes in relation to the resolutions to be proposed at the Annual General Meeting.

Resolutions 1 to 19 will each be proposed as an ordinary resolution that will be passed if more than 50% of the votes cast are in favour of the resolution. Resolutions 20, 21 and 22 will each be proposed as a special resolution that will be passed if not less than two-thirds of the votes cast are in favour of the particular resolution.

### Resolution 1

The directors are required to present to the meeting the Annual Report and financial statements of the Company for the year ended 31 March 2025 together with the report of the auditor.

### Resolution 2

Resolution 2 is an advisory shareholder vote on the Report on directors' remuneration contained in the Annual Report (excluding the Directors' remuneration policy set out on pages 145 to 148 of the Annual Report) and financial statements of the Company for the year ended 31 March 2025, to provide shareholder feedback to the Board.

### Resolutions 3 to 11

In accordance with the UK Corporate Governance Code, and having been appointed as a director since 1 March 2025, Eduardo Vassimon will put himself forward for election at the Annual General Meeting. All remaining members of the Board, with the exception of Luiz Fleury and Louise Pentland, will retire and, being eligible, will offer themselves for re-election.

As previously announced, Luiz Fleury and Louise Pentland will retire from the Board at the conclusion of the Annual General Meeting.

As more fully described in the Corporate governance report in the Annual Report and financial statements of the Company for the year ended 31 March 2025, an internal performance review of the Board was carried out during the year ended 31 March 2025. As part of the Board's agreed performance review cycle, an internal Board performance review was conducted during the year. As well as reviewing the progress on the Board's published focus areas, the Board and each principal Board committee discussed their performance during the year and, having concluded among other things that the Board and committees were operating effectively, the Board agreed new focus areas for the year ahead. There were also separate meetings between each director proposed for re-election and the Chair in relation to their individual performance. The Senior Independent Director evaluated the Chair, taking into account the input from other directors.

The Board concluded that it and the committees were operating effectively, and the Board agreed new focus areas for FY26. The Board is satisfied that each of the directors retiring and submitting themselves for election or re-election at the Annual General Meeting contributes effectively and is important to the long-term sustainable success of the Company. Biographical details of the directors proposed for election or re-election, including details of their skills and experience, are set out in Appendix 2.

### Resolution 12

An auditor has to be appointed at each Annual General Meeting. KPMG LLP has advised of its willingness to stand for re-appointment as the auditor of the Company.

### Resolution 13

The remuneration of the auditor may be fixed by the directors or the Company in general meeting. The usual practice is for shareholders to resolve at the Annual General Meeting that the directors decide on such remuneration.

### Resolution 14

The purpose of resolution 14 is to renew the directors' authority to allot new shares and other relevant securities, this year up to an aggregate nominal value of US\$30,605,746, which is equivalent to approximately one-third of the total issued ordinary share capital of the Company, exclusive of treasury shares, as at 23 May 2025.

At 23 May 2025, the Company held 54,816,013 ordinary shares in treasury.

The authority sought in resolution 14 is in substitution for all existing authorities, granted in the Company's articles of association or otherwise, and without prejudice to previous allotments made under such existing authorities. The authority will expire at the conclusion of the Annual General Meeting to be held in 2026 or, if earlier, 15 October 2026.

### Resolutions 15 to 19

The directors believe that employee share ownership forms a vital part of the culture and incentive structure of the business. Historically, Experian has therefore offered shares to a significant portion of all employees worldwide.

Experian operates in a globally competitive environment for management talent, not just from competitor employers but also from private equity funds offering significant investment opportunities. To support the achievement of the business plan and offer executive management the opportunity to commit to the business in the medium-term, Experian promotes a culture and remuneration structure which is very strongly performance-related, with annual participation by senior management in performance share and co-investment plans.

In addition, employees generally are encouraged to participate in Experian as shareholders through all-employee share plans.

The directors believe Experian's current employee share plan arrangements have served, and continue to serve, Experian well. Accordingly, Experian is proposing to renew all but three of its suite of employee share plans and to introduce one new share plan. Experian has not operated the Experian Share Option Plan and the Experian Free Share Plan in the last 10 years and does not intend to use them in the future so will not seek to renew them. Experian also does not intend to renew the Experian Thank You Award 2021 plan as it facilitated a special one-off recognition award to all employees below senior management for their efforts and commitment in FY21.

The plans for renewal are:

- the Experian Performance Share Plan (the "PSP");
- the Experian Co-Investment Plan (the "CIP, and together with the PSP, the "Discretionary Plans");
- the Experian UK Tax-Qualified Sharesave Plan (the "UK Sharesave") and similar plans to operate outside the UK (including the Experian Tax-Qualified Employee Share Purchase Plan (the "US ESPP")); and
- the Experian UK Tax-Qualified All-Employee Plan (the "UK SIP").

## Appendix 1 continued

The plans for renewal are in substantially the same form as when reapproved in 2015, save for minor updates to reflect changes in legislation, corporate governance and current best practice. These changes include a discretion for the Remuneration Committee (as defined below) to delay the vesting of awards or to adjust the vesting level of awards under the Discretionary Plans where it considers appropriate to do so.

In light of recent revisions to investor guidelines in relation to remuneration, the Company has determined that all plans will be subject to an overall plan limit, limiting the number of awards capable of being satisfied with new issue or treasury shares which may be granted in any rolling ten-year period to 10% of the share capital. However, the Company has determined that the plans will not be subject to a 5% limit. The Company intends to maintain careful control over share plan grants and is very aware of the need to ensure appropriate control of dilution for shareholders, but also is mindful of the need for flexibility in the way the plans are operated, for the benefit of shareholders through incentivising and retaining key staff, over the coming life of the new plans.

Shareholders are also asked to approve the adoption of a new plan – the Experian Employee Share Purchase Plan (the “**ESPP**”). The ESPP is intended to replace, over time, the Experian International Sharesave Plan (the “**International Sharesave**”), which to date has been operated as a sub-plan of the UK Sharesave and will continue to be so operated for a period of time after it is renewed at this Meeting. The Company has been facing certain operational challenges when offering the International Sharesave in some jurisdictions and has designed the ESPP in a way to ensure that it delivers similar economic benefits to employees while avoiding the difficulties associated with a savings-based arrangement. The ESPP will allow Experian to continue to incentivise and retain staff globally through share-based awards by providing employees with the opportunity to purchase Company shares while receiving a conditional right to acquire free matching shares at the end of a holding period. It is designed to encourage long-term investment in the Company and to reward employees for their continued employment and engagement.

Together, the plans above are referred to as the “Experian Employee Share Plans”, the key features of which are summarised in Appendix 3.

### Resolutions 20 and 21

The UK Pre-Emption Group’s Statement of Principles, as updated in November 2022, supports the annual disapplication of pre-emption rights in respect of allotments of shares and other equity securities, and sales of treasury shares for cash, representing no more than 10% of issued ordinary share capital (exclusive of treasury shares), without restriction as to the use of proceeds of those allotments.

Accordingly, the purpose of limb (a) of resolution 20, which is conditional on the passing of resolution 14 and will be proposed as a special resolution, is to authorise the directors to allot equity securities (as defined in the Company’s articles of association) wholly for cash, or sell treasury shares for cash, without first offering those equity securities or treasury shares pro rata to existing shareholders, up to an aggregate nominal amount of US\$9,181,724, representing approximately 10% of the Company’s issued ordinary share capital, exclusive of treasury shares (and 9.44% of the Company’s issued ordinary share capital, inclusive of treasury shares), as at 23 May 2025, the latest practical date before publication of this notice.

The UK Pre-Emption Group’s Statement of Principles also supports the annual disapplication of pre-emption rights in respect of allotments of shares and other equity securities, and sales of treasury shares for cash, representing no more than an additional 10% of issued ordinary share capital (exclusive of treasury shares), to be used only in connection with an acquisition or specified capital investment. The UK Pre-Emption Group’s Statement of Principles defines “specified capital investment” as meaning one or more specific capital investment related uses for the proceeds of an issue of equity securities, in respect of which sufficient information regarding the effect of the transaction(s) and (where appropriate) the profits attributable to them, is made available to shareholders to enable them to reach an assessment of the potential return.

Accordingly, the purpose of limb (a) of resolution 21, which is conditional on the passing of resolution 14 and will be proposed as a special resolution, is to authorise the directors to allot equity securities (as defined in the Company’s articles of association) wholly for cash, or sell treasury shares for cash, without first offering those equity securities pro rata to existing shareholders, up to a further nominal amount of US\$9,181,724, representing approximately 10% of the Company’s issued ordinary share capital, exclusive of treasury shares (and 9.44% of the Company’s issued ordinary share capital, inclusive of treasury shares), as at 23 May 2025, the latest practical date before publication of this notice, only in connection with an acquisition or specified capital investment which is announced contemporaneously with the allotment or sale, or which has taken place in the preceding twelve-month period and is disclosed in the announcement of the issue. If the authority given in resolution 21 is used, the Company will publish details of the placing in its next Annual Report.

The UK Pre-Emption Group’s Statement of Principles published in November 2022 introduces the concept of “follow-on” offers to help existing and retail investors to participate in equity issues. This is in line with the recommendations for improving capital raising processes which were made by the UK Secondary Capital Raising Review in July 2022.

The purpose of limb (b) of Resolution 20 and limb (b) of Resolution 21 is to give the directors the flexibility to make a follow-on offer.

The features of follow-on offers which are set out in the Statement of Principles (in section 2B, paragraph 3) include an individual monetary cap of not more than £30,000 per ultimate beneficial owner, limits on the number of equity securities allotted (or treasury shares sold) in any follow-on offer (not more than 20% of the number of equity securities allotted (or treasury shares sold) in the original offer), and limits on the price (equal to, or less than, the offer price in the original offer). The directors intend to adhere to the provisions in the UK Pre-emption Group’s Statement of Principles for any follow-on offers made, as far as practicable.

The maximum nominal amount of equity securities which can be allotted (or treasury shares sold) in a follow-on offer is US\$3,672,689. This amount is in addition to the amounts authorised for the general use authority and the authority for acquisitions and specified capital investments described above, and, in total, is equivalent to 4% of the total issued ordinary share capital of the Company excluding treasury shares and approximately 3.77% of the total issued ordinary share capital of the Company including treasury shares, as at 23 May 2025.

The Board confirms that it intends to follow the shareholder protections set out in section 2B of the UK Pre-Emption Group’s Statement of Principles and, for any follow-on offer made, the expected features set out in paragraph 3 of section 2B of the UK Pre-Emption Group’s Statement of Principles.

## Appendix 1 continued

If granted, the authorities in resolutions 20 and 21 will expire on the earlier of 15 October 2026 and the conclusion of the Annual General Meeting to be held in 2026.

The Board considers that it is in the best interests of the Company and its shareholders generally that the Company should have the flexibility conferred by resolutions 20 and 21 to make small issues of shares for cash, as suitable opportunities arise. Resolutions 21 and 22 have been drafted in line with the template resolutions published by the UK Pre-Emption Group in November 2022.

It should be noted that the articles of association of the Company empower the directors to allot equity securities (as defined in the articles of association of the Company) wholly for cash in connection with a pre-emptive issue (as defined in the articles of association of the Company).

### Resolution 22

The purpose of resolution 22, which will be proposed as a special resolution, is to put in place a new authority to enable the Company to make market purchases of up to 91,817,240 ordinary shares, being approximately 10% of the issued ordinary share capital of the Company, exclusive of treasury shares, as at 23 May 2025. The Company's exercise of this authority is subject to the stated upper and lower limits on the price payable which reflect the requirements of the UK Financial Conduct Authority's Listing Rules and the provisions of Article 57 of the Companies (Jersey) Law 1991. The Company will only exercise the power of purchase after careful consideration and in circumstances where, in the light of market conditions prevailing at the time, it is satisfied that it is in the best interests of the Company and of its shareholders generally to do so and where there would be a resulting increase in earnings per share.

The Companies (Jersey) Law 1991 permits the Company to hold any shares purchased by it as treasury shares, as an alternative to immediately cancelling them. If the Company purchases any of its ordinary shares and holds them as treasury shares, the Company may sell these shares (or any of them) for cash, transfer these shares (or any of them) for the purposes of or pursuant to an employee share plan, cancel these shares (or any of them) or continue to hold them as treasury shares. Holding such shares as treasury shares allows the Company to reissue them quickly and cost effectively and provides additional flexibility in managing the Company's capital base. No dividends will be paid on, and no voting rights will be exercised in respect of, shares held as treasury shares.

As at 23 May 2025, the Company held 54,816,013 ordinary shares in treasury. If any ordinary shares are purchased by the Company, the directors intend to decide whether to cancel shares purchased pursuant to this authority or hold them as treasury shares based on the interests of the Company and its shareholders as a whole at the relevant time.

If granted, this authority will expire on the earlier of 15 October 2026 and the conclusion of the Annual General Meeting to be held in 2026.

As at 23 May 2025, there were options outstanding over 13,483,111 ordinary shares, representing 1.46% of the issued ordinary share capital of the Company, exclusive of treasury shares, at that date. If the full authority being sought under resolution 22 was utilised, so reducing the issued ordinary share capital by an equivalent amount, the figure of 13,483,111 would represent 1.63% of the issued ordinary share capital of the Company, exclusive of treasury shares, at that date.

## Appendix 2

### Biographical details of directors proposed for election or re-election at the Annual General Meeting.

#### Mike Rogers Chair

Appointed to the Board on 1 July 2017, and as Chair (and Chair of the Nomination and Corporate Governance Committee) on 24 July 2019.

**Other current roles:** Mike is the non-executive Chair of Admiral Group PLC.

**Skills and contribution:** Mike brings over 30 years of banking and financial services experience, with a reputation for strategic insight and focused execution. His current and previous board-level experience, both executive and non-executive, is of huge value to the Experian Board.

**Experience:** Mike was Group Chief Executive Officer of LV= Group from 2006 until 2016, during which time he grew the organisation into a significant player in the life and general insurance market. Before that, Mike was with Barclays plc for more than 20 years, holding a number of senior roles, most recently as Managing Director, UK Retail Banking. He was previously a non-executive director of the Association of British Insurers and NatWest Group plc and Chair of Aegon UK.

#### Brian Cassin Chief Executive Officer

Appointed to the Board as Chief Financial Officer on 30 April 2012, and as Chief Executive Officer on 16 July 2014.

**Other current roles:** Brian is a non-executive director (and the Senior Independent Director) of J Sainsbury plc. He also sits on its Audit and Nomination Committees.

**Skills and contribution:** Brian brings strong leadership, a clear view of strategic objectives and decisive management skills to this role. He has strong financial and commercial acumen and a broad range of operational competencies. His non-executive role augments his strong board-level experience.

**Experience:** Brian was previously the Chief Financial Officer of Experian and, before that, Managing Director at Greenhill & Co. He has also held various senior roles at Baring Brothers International and the London Stock Exchange.

#### Lloyd Pitchford Chief Financial Officer

Appointed to the Board as Chief Financial Officer on 1 October 2014.

**Other current roles:** Lloyd is a non-executive director of London Stock Exchange Group plc. He also sits on its Audit, Risk and Nomination Committees.

**Skills and contribution:** Lloyd is a qualified accountant and holds an MBA. He possesses deep financial, operational and strategic skills, developed through a career working in a diverse range of globally complex, growth-oriented organisations. Lloyd sponsors Experian's sustainability and employee mental health programmes.

**Experience:** Lloyd has over two decades of experience in financial and commercial leadership positions across a range of dynamic industries, including 15 years as Group Chief Financial Officer and over eight years as a non-executive director at Bunzl plc, where he also served as Chair of the Audit Committee. Before joining Experian, Lloyd held a wide portfolio of finance, technology and operational responsibilities: as Chief Financial Officer of Intertek Group plc; in senior finance roles (including Group Financial Controller) at BG Group plc; and in financial and commercial roles at Mobil Oil.

#### Alison Brittain Senior Independent Director

Appointed to the Board on 1 September 2020, and as Senior Independent Director on 21 July 2022.

**Other current roles:** Alison is Chair of English football's Premier League and Dunelm Group plc (where she chairs the Nominations Committee), a non-executive director of British Airways plc, and Chair of the King's Trust Group of charities (formerly the Prince's Trust Group).

**Skills and contribution:** Alison is a highly versatile business leader and general manager, who holds an MBA and brings considerable experience of operating in consumer-facing service environments. She has over 25 years' senior management experience in major financial institutions and consumer businesses. The Board benefits from her significant board-level experience.

**Experience:** Alison was previously CEO of Whitbread PLC, group director with Lloyds Banking Group and a board director of Santander UK PLC. She held senior roles at Barclays Bank and was a non-executive director of Marks & Spencer Group PLC. She has been a member of the UK Prime Minister's Advisory Councils, under several administrations, and was awarded a CBE in the 2019 UK New Year Honours list.

## Appendix 2 continued

### Kathleen DeRose Non-executive director

Appointed to the Board on 1 November 2022.

**Other current roles:** Kathleen is a Professor at the New York University (NYU) Stern School of Business and non-executive director of London Stock Exchange Group plc, Voya Financial, Inc. and Taxwell.

**Skills and contribution:** As well as bringing significant FinTech experience to the Experian Board, Kathleen brings financial services expertise with a focus on investment management. She also has considerable non-executive listed boardroom experience.

**Experience:** Prior to her current roles, Kathleen had an extensive career in global financial services, including at Credit Suisse, Hagin Investment Management, Bessemer Trust, Deutsche Asset Management, and Chase Manhattan Bank. Kathleen has also been the Director of the NYU Stern Fubon Center for Technology, Business and Innovation and the Director of its FinTech Initiative, and a non-executive director of Enfusion, Inc.

### Caroline Donahue Non-executive director

Appointed to the Board on 1 January 2017.

**Other current roles:** Caroline is on the Board of GoDaddy Inc., Versapay and Art on the Ave NYC.

**Skills and contribution:** Caroline brings extensive experience of international markets and technology as well as knowledge of consumer sales and marketing, innovation and consumer-centricity. The Board also benefits from her insight and extensive experience in mass-market, digital, multi-channel and Business-to-Consumer (B2C) distribution, marketing, and brand and sales management.

**Experience:** Caroline previously held roles at Intuit where she was Executive Vice President, Chief Marketing and Sales Officer; Senior Vice President, Sales and Channel Marketing; and Vice President and Director of Sales. She also held sales and channel management roles at Knowledge Adventure, NeXT Computer and Apple, Inc. Caroline was previously on the Executive Committee of Northwestern C100, the Board of the Computer History Museum, the Board of Emerge America, and a mentor for She-Can.

### Jonathan Howell Non-executive director

Appointed to the Board on 1 May 2021, and as Chair of the Audit Committee on 1 July 2022.

**Other current roles:** Jonathan chairs our Audit Committee and is the Chief Financial Officer of The Sage Group plc.

**Skills and contribution:** Jonathan has a wealth of financial, strategic, technology and regulatory expertise, encompassing both Business-to-Business (B2B) and Business-to-Consumer (B2C), which is of huge benefit to Experian. He is a highly regarded FTSE 100 Chief Financial Officer, and brings considerable executive and non-executive UK-listed boardroom experience. Jonathan's financial expertise and experience ensure effective leadership of our Audit Committee.

**Experience:** Jonathan was previously an independent non-executive director and Chair of the Audit and Risk Committee of The Sage Group plc., for five years while serving as Group Chief Financial Officer of Close Brothers Group plc for ten years until November 2018. Before that he was Group Chief Financial Officer at London Stock Exchange Group plc for nine years and has also been a non-executive director of EMAP plc and Chair of FTSE International. The early part of Jonathan's career was at Price Waterhouse where he qualified as a chartered accountant.

### Esther Lee Non-executive director

Appointed to the Board on 31 March 2023.

**Other current roles:** Esther is a non-executive director (and Chair of the Nomination and Governance Committee) of The Clorox Company and a non-executive director of Pearson plc.

**Skills and contribution:** Esther's extensive marketing expertise brings a strong consumer perspective to the Experian Board. The Board benefits from her experience and knowledge in developing consumer and customer strategies to enable growth, driving consumer-centric innovation and business transformation, and developing brands and engaging consumers. In addition, her significant executive leadership experience brings to the Board perspectives on corporate strategy, operating model, talent and culture.

**Experience:** Esther previously held several corporate executive roles. At MetLife, she was Executive Vice President and Global Chief Marketing Officer. She has also held senior leadership roles at AT&T and The Coca Cola Company. Prior to her corporate career, Esther spent several years in leadership roles in the advertising industry at global agency networks such as WPP and Havas.

## Appendix 2 continued

### **Eduardo Vassimon** Non-executive director

Appointed to the Board on 1 March 2025

**Other current roles:** Eduardo is Chair of Votorantim S.A.

**Skills and contribution:** Eduardo has spent most of his career in financial services, with deep knowledge of the Brazilian market as well as an international perspective. He has considerable experience in financial services, entrepreneurial activities/ventures and financial expertise. He has also held significant board positions in both public and private companies in Brazil. Throughout his career, Eduardo has navigated complex regulatory landscapes and overseen numerous integration and transformation projects.

**Experience:** Eduardo has held senior executive roles at Itaú Unibanco, where he was the Chief Executive Officer of Banco Itaú BBA and led the Wholesale Bank for the Group, having previously been the Group Chief Financial Officer and Group Chief Risk Officer. He was also previously Managing Partner of Fundo Pitanga, and a Board member of B3, where he chaired the Risk and Financial Committee, and of TOTVS S.A., where he chaired the nomination and corporate governance committee.



## Appendix 3 – Share plans

### 1 Introduction

This Appendix summarises the key features of the Experian Employee Share Plans, for which shareholder approval is sought under resolutions 15-19.

### 2 Key features of the Experian Employee Share Plans

#### 2.1 Common features

##### 2.1.1 Governance

The Experian plc Remuneration Committee (the “**Remuneration Committee**”) will be responsible for determining the basis on which Experian executive directors and other selected executive management participate in the Experian Employee Share Plans. Any awards to Experian executive directors under the Experian Employee Share Plans will be in accordance with Experian’s approved Directors’ remuneration policy.

##### 2.1.2 Dilution limits

Shares can be issued under any of the Experian Employee Share Plans. In any ten year period, not more than 10% of the issued ordinary share capital of Experian may be issued or committed to be issued under employee share plans operated by Experian. Treasury shares will count towards these limits as long as so required by the UK Investment Association’s guidelines.

##### 2.1.3 Timing of operation

Under the PSP and CIP, awards to executive directors will normally only be granted within 42 days of: the announcement of the results for any period; the approval of the Discretionary Plans or any Directors’ remuneration policy by shareholders, or changes to legislation affecting share plans being made. For all other employees (who are not executive directors), the Remuneration Committee may grant Awards at any time it determines, subject to there being no restrictions on dealing (“**Dealing Restrictions**”) in place.

Under the UK Sharesave, UK SIP, US ESPP and ESPP, awards to all employees (including executive directors) may be made at any time the Remuneration Committee determines, subject to there being no Dealing Restrictions in place. The UK Sharesave, UK SIP and ESPP, do not have a set expiry date and can be operated until the directors decide to terminate any of the plans.

The PSP, CIP and US ESPP will not be operated after the sixth anniversary of their approval by Experian’s shareholders.

##### 2.1.4 Amendments

The rules of the Experian Employee Share Plans may be amended by the board of directors (or its delegate). However, prior shareholder approval will be required to amend certain provisions if the amendments are to the advantage of participants. These provisions relate to: eligibility; individual and plan limits; the basis for determining entitlements to shares; rights attaching to shares; rights in the event of a variation in Experian’s share capital; and the amendment powers. Shareholder approval is not required to make minor amendments to the rules to facilitate the administration of the relevant plan, which relate to any change in legislation, or which will obtain or maintain favourable tax, exchange control or regulatory treatments for any participating company or any participant.

##### 2.1.5 PSP, CIP and US ESPP – US participants

The schedules to the PSP, CIP and US ESPP alter the provisions of the relevant plan in relation to conditional awards granted to US residents (including awards made in California) to reflect certain provisions of federal and California state securities laws. In particular, where California law applies, any conditional awards or purchase rights constituting offers or sales made in California under these plans shall

be subject to the following additional limitations, terms and conditions (which, for the purposes of compliance with California securities laws only, will each be deemed a separate plan maintained solely for offers and sales that are considered to be made in California under California securities law):

- (i) Except to the extent otherwise provided below, conditional awards shall be granted in accordance with Rule 701 of the US Securities Act 1933 (as amended) (“**Rule 701**” and “**Securities Act**”).
- (ii) The maximum number of shares that may be issued: (i) under each of the PSP or CIP is as set forth in rule 8.1 of each of the PSP and CIP, and (ii) under US ESPP is set forth in rule 2.7.

The rights of a California participant to acquire shares under the PSP, CIP or US ESPP shall be non-transferable except to the extent of a transfer by will, the laws of descent and distribution, to a revocable trust or as otherwise permitted by Rule 701.

In the event of a share split, reverse share split, share dividend, recapitalisation, combination, reclassification or other distribution of the Company’s equity securities without the receipt of consideration by the Company, or of on the Company’s class or series of shares underlying the conditional awards, the Company shall to the extent required by California securities law, proportionately adjust the number of shares allocable to any California participant.

Notwithstanding the foregoing, conditional awards and purchase rights may be granted under the plans to any California participant in accordance with any other qualification exemption permitted under the California Corporate Securities Law of 1968, as amended, or by qualification under such law, subject to such conditions as required by such law.

Options granted to a California participant under the PSP and/or CIP must have an exercise period of not more than 120 months from the date the option is granted. California participants shall have the right to exercise their vested Options: (A) in the event of termination of employment with the Company for reasons other than termination for cause or the death or disability of the California participant, until the earlier of (a) the end of the applicable exercise period, and (b) at least 30 days from the date of termination of employment; and (B) in the event of termination of employment with the Company as a result of the death or disability of the California participant, until the earlier of (a) the end of the applicable exercise period, and (b) at least six months from the date of termination of employment.

##### 2.1.6 Other provisions in the Experian Employee Share Plans

Awards under the Experian Employee Share Plans are not pensionable.

Participants will not have dividend or voting rights in respect of Experian shares under award or option until such Experian shares have been issued or transferred to them except that participants in the CIP will have dividend and voting rights in respect of Invested shares under that plan (as defined below). On the vesting of awards (including deferred share awards) under the PSP and the CIP, participants will receive a payment in cash or shares equal to the value of dividends which would have been payable on the vested shares during the vesting period. Participants in the UK SIP will also have dividend rights and, at the discretion of Experian, voting rights in respect of any shares held under the plan and may be offered the opportunity to reinvest dividends in further shares up to the maximum allowed by UK legislation (currently, £1,800 a year).

In the event of a variation in the share capital of the Company, a demerger and/or special dividend, the Remuneration Committee or the board of the Company, as appropriate, may adjust awards under the Experian Employee Share Plans as they consider appropriate.

## Appendix 3 continued

Any shares issued under the Experian Employee Share Plans will rank equally in all respects with shares of the same class in issue on the date of allotment except in respect of rights by reference to a record date prior to the date of allotment.

Under the PSP and the CIP, an award gives the participant the right to receive free Experian shares (or, in some cases, cash of an equivalent value) subject to the satisfaction of certain conditions and continued employment. An award can take the form of: (i) a conditional allocation of, or conditional right to, Experian shares which will be receivable at the end of the specified period; or (ii) a nil or nominal cost option which becomes exercisable at the end of the specified period; or (iii) an award of forfeitable Experian shares, where the participant becomes the owner of the Experian shares on allocation but subject to forfeiture if certain conditions are not met or the executive leaves employment.

### 2.2 The Experian Performance Share Plan

#### 2.2.1 Outline

The PSP gives participants the right to receive free shares subject to the satisfaction of certain conditions and continued employment. Awards will normally be made under the PSP annually, except to attract new hires, recognise promotion and for retention purposes.

#### 2.2.2 Eligibility

Awards may be made to Experian executive directors and employees of Experian plc and its subsidiaries. It is currently intended that awards will only be made to selected senior management.

#### 2.2.3 Grant and vesting of awards

The market value of Experian shares proposed to be awarded to a participant in respect of any year will be up to a maximum of 200% of their basic salary at the time of award, whilst in exceptional circumstances, the plan rules allow awards up to an absolute maximum of 400% of basic salary, or such higher limit as provided for in the Directors' remuneration policy from time to time. The normal maximum award levels in the current Directors' remuneration policy are 200% of salary and the limit for awards in exceptional circumstances is 400% of basic salary. Awards may be made subject to an appropriate performance condition determined by the Remuneration Committee at the time of operation (subject to the Directors' remuneration policy, in the case of awards to Experian executive directors). An overview of the intended performance condition structure for the operation of the Performance Share Plan in 2026 is set out in paragraph 2.2.8 below.

Awards will vest at the end of the specified vesting period, which will be at least three years, subject to satisfaction of applicable performance conditions and continued employment.

#### 2.2.4 Ability to delay or adjust vesting

The Remuneration Committee may adjust the level of vesting in respect of an Award under the PSP, including adjusting any formulaic outcome, if it considers that it is appropriate to do so, including taking into account factors such as the underlying performance of the business and the occurrence of exceptional events. The Remuneration Committee also retains a discretion to be able to delay a vesting if it determines that it is appropriate to do so.

#### 2.2.5 Leaving employment

Unvested awards will normally lapse when the participant ceases to be employed. However, if employment ends because of ill health, injury or permanent disability, retirement (excluding US employees), redundancy, the sale of the employing company or business (other than a change of control) or for other reasons specifically allowed by the Remuneration Committee, awards will vest as follows, unless the Remuneration

Committee decides otherwise. Awards will continue and will vest subject to the satisfaction of the performance condition over the performance period. The number of Experian shares vesting will be reduced on a pro-rata basis to take account of the proportion of the performance period when the participant was not in employment. The Remuneration Committee may in its discretion determine other treatment is appropriate, such as the acceleration of vesting or the full vesting of awards. If a participant dies, their awards will vest immediately and will only be pro-rated for time.

#### 2.2.6 Change of control, merger or other reorganisations

If there is a takeover, scheme of arrangement, merger or other corporate reorganisation, participants may be required, or may be allowed, to exchange their awards for equivalent awards in the acquiring company. If, on a change of control (other than an internal reorganisation), a participant's awards are exchanged and they leave employment within six months for redundancy or termination at the instigation of the employer without cause, their awards will vest immediately subject to satisfaction of the performance condition and time pro-rating as for good leavers.

If awards are not exchanged, they will immediately vest on the following basis. The performance condition will apply and the number of shares which vest will be time pro-rated to take account of the proportion of the performance period which has elapsed prior to the relevant event.

#### 2.2.7 Malus and clawback

Awards may be granted subject to malus and clawback provisions. Where such provisions apply, awards may be reduced or recovered where: (i) a material misstatement of Experian's results has occurred which caused awards to vest above the level that they should have; (ii) an individual (or someone for whose performance or conduct the individual is responsible) commits an act of serious misconduct which led, or may lead, to material, financial or reputational loss for any member of the Experian Group; (iii) there has been miscalculation or use of incorrect information by the Company or any member of the Experian Group (or any of their directors, employees or agents), as a result of which the benefit received or receivable by the participant on vesting of an award would be, is or was incorrect; or (iv) a participant owes (for any reason, including as a debt) money to the Company or any member of the Experian Group.

Experian currently intends to apply malus and clawback provisions to awards to be made to Experian's executive directors and selected other senior Experian Group employees. Malus provisions will apply until the point of vesting and clawback will apply for one further year after the normal vesting date.

#### 2.2.8 Proposed operation of the Experian Performance Share Plan in 2026

Awards, anticipated to be made around May/June 2026, will be made in accordance with Experian's approved Directors' remuneration policy. It is currently intended that awards to executive directors will be made subject to a performance condition to be measured over a three year performance period, and that the performance condition will be in two separate parts as follows. Of each award, 25% will vest based on a share-based metric (such as total shareholder return); the balance will vest based on financial performance (such as earnings per share and return on capital employed). Achievement of the relevant condition at threshold levels will result in 25% of the relevant part of the award vesting, rising on a straight-line basis to 100% for maximum levels of performance. It is also intended that vesting of awards will be subject to any applicable malus and adjustment provisions (as described in paragraphs 2.2.4 and 2.2.7 above).

## Appendix 3 continued

### 2.2.9 Employees outside the UK

Experian intends to operate similar plans for employees outside the UK. Any such plans will be based on the Experian Performance Share Plan but modified to take account of local tax, exchange control and securities law. For this purpose, the rules of the Experian Performance Share Plan include an addendum that restricts the form of awards that may be granted to employees in Canada, and how they may be settled. The rules also include a schedule that sets out the terms of awards that may be granted to participants in the US, including California – see paragraph above 2.1.5 for more details.

## 2.3 The Experian Co-Investment Plan

### 2.3.1 Outline

The CIP gives participants an opportunity to invest up to a maximum of 100% of their annual bonus in Experian shares ("**Voluntary Invested Shares**") and to receive additional matching Experian shares. Certain participants may be required to invest some or all of their annual bonus in Experian shares on a mandatory basis ("**Mandatory Invested Shares**"), whereby they would receive additional matching shares. The receipt of matching shares is subject to the satisfaction of a performance condition, retention of Invested shares / deferred shares for a period of three years (the "**Deferred Period**") and continued employment. The plan consists of two parts:

- (i) the Experian Co-Investment Plan (Rest of World ("**ROW**")) (described in paragraphs 2.3.2 – 2.3.8 below); and
- (ii) the Experian North America Co-Investment Plan (see paragraph 2.3.9 below) for eligible employees who do not participate in the Experian Co-Investment Plan (ROW).

### 2.3.2 Eligibility

Experian executive directors and employees of Experian plc and its subsidiaries may be invited to participate in the Experian Co-Investment Plan. It is currently intended that only selected senior management will be invited to participate in the plan.

### 2.3.3 Grant and vesting of matching awards

If an Experian executive director or eligible employee agrees or is required to invest all or part of their annual bonus in Experian shares under the Experian Co-Investment Plan ("**Invested shares**"), they will be granted a matching award of Experian shares. The matching award will be calculated on the basis of a maximum of two Experian shares for each Invested share (determined on a gross basis) or such lesser ratio as determined by the Remuneration Committee. In exceptional circumstances, the plan rules allow matching awards to be calculated on the basis of an absolute maximum of four Experian shares for each Invested share (determined on a gross basis).

Matching awards will vest subject to a performance condition, determined by the Remuneration Committee at the time of the grant, provided the participant remains in employment and retains their Invested shares. For the avoidance of doubt, for executive directors the maximum matching shares available under the CIP will remain as set out in the approved remuneration policy, currently a maximum of two Experian shares for each Invested share.

### 2.3.4 Ability to delay or adjust vesting

The Remuneration Committee may adjust the level of vesting in respect of an award under the CIP, including adjusting any formulaic outcome, if it considers that it is appropriate to do so, including taking into account factors such as the underlying performance of the business and the occurrence of exceptional events. The Remuneration Committee also retains a discretion to be able to delay a vesting if determines that it is appropriate to do so.

### 2.3.5 Leaving employment

Voluntary Invested Shares will be released when the participant ceases to be employed by the Experian Group. Mandatory Invested Shares will continue to be subject to the CIP and will be released to the participant on the expiry of the Deferred Period.

Unvested matching awards will normally lapse when the participant ceases to be employed. However, if employment ends because of ill health, injury or permanent disability, retirement, redundancy, the sale of the employing company or business (other than a change of control) or for other reasons specifically allowed by the Remuneration Committee, matching awards held by that participant will vest as follows, unless the Remuneration Committee decides otherwise. Matching awards will continue and will vest subject to the satisfaction of the performance condition over the performance period. The number of shares vesting will, unless the Remuneration Committee determines otherwise, be reduced on a pro-rata basis to take account of the proportion of the performance period during which the participant was not in employment. If a participant dies, their matching awards will vest immediately and will only be pro-rated for time.

### 2.3.6 Change of control, merger or other reorganisations

If there is a takeover, scheme of arrangement, merger or other corporate reorganisation, participants may be required, or may be allowed, to exchange their matching awards for equivalent awards over shares in the acquiring company. If, on a change of control (other than an internal reorganisation), a participant's awards are exchanged and he/she leaves employment within six months for redundancy or termination at the instigation of the employer without cause, their matching awards will vest immediately subject to satisfaction of the performance condition and time pro-rating as for good leavers.

If matching awards are not exchanged, they will immediately vest on the following basis. The performance condition will apply and the number of shares which vest will be time pro-rated to take account of the proportion of the performance period prior to the relevant event.

### 2.3.7 Malus and clawback

Awards may be granted subject to malus and clawback provisions. Where such provisions apply, Invested shares and matching awards may be reduced or recovered where: (i) a material misstatement of Experian's results has occurred which caused awards to be granted or vest above the level that they should have; (ii) an individual (or someone for whose performance or conduct the individual is responsible) commits an act of serious misconduct which led, or may lead, to material, financial or reputational loss for any member of the Experian Group; (iii) there has been miscalculation or use of incorrect information by the Company or any member of the Experian Group (or any of their directors, employees or agents), as a result of which the benefit received or receivable by the participant on vesting of an award would be, is or was incorrect; or (iv) a participant owes (for any reason, including as a debt) money to the Company or any member of the Experian Group.

Experian currently intends to apply malus and clawback provisions to Invested shares and matching awards to be made to Experian's executive directors and selected other senior Experian Group employees. For matching awards, malus provisions will apply until the point of vesting and clawback will apply for one further year. Invested shares will be subject to malus/clawback provisions for the deferral period (currently three years).

## Appendix 3 continued

### 2.3.8 Proposed operation of the Experian Co-Investment Plan in 2026

Awards, anticipated to be made around May/June 2026, will be made in accordance with Experian's approved Directors' remuneration policy. It is currently intended that matching awards will be made to the Experian executive directors and selected senior management with a maximum grant ratio of 2:1. Matching awards will vest subject to the achievement of financial performance conditions (such as earnings per share and operating cash flow). At threshold vesting, 25% of awards will vest, rising on a straight-line basis to 100% vesting for maximum levels of performance. The performance period will be three financial years. Vesting of awards will also be subject to any applicable malus and adjustment provisions (as described in paragraphs 2.3.4 and 2.3.7 above).

### 2.3.9 Experian North America Co-Investment Plan

As an alternative, Experian executive directors and employees (typically in the US business) may be invited to participate in the Experian North America Co-Investment Plan which operates in a similar way to the Experian Co-Investment Plan (ROW) except as described below.

Participants in the Experian North America Co-Investment Plan will be awarded a conditional right to receive Experian shares (rather than actual Experian shares) in lieu of the gross annual bonus they elect or are required to defer under the plan. Such rights are fully vested but, in the ordinary course, Experian shares will be released to the participant only at the end of the Deferred Period. These rights will be considered "non-qualified deferred compensation" under section 409A of the US Internal Revenue Code. Accordingly, certain features of the Experian North America Co-Investment Plan have been modified from the Experian Co-Investment Plan (ROW) to comply with section 409A. In particular, (i) in the case of termination of employment of an executive who qualifies as a "key employee" under section 409A, the Experian shares underlying the executive's conditional right will not be released until six months after termination of employment, and (ii) in the case of a termination of employment of any employee, such termination also constitutes a "separation from service" under section 409A. In addition, in the context of a change of control, merger or reorganisation of Experian, the Experian shares underlying the right will only be released to the participant if the change of control, merger or reorganisation event qualifies as a permissible distribution event for the purposes of section 409A.

Matching awards under the Experian North America Co-Investment Plan are expected to be exempt from the requirements of section 409A. The rules also include a schedule that sets out the terms of awards that may be granted to participants in the US, including California – see paragraph 2.1.5 above for more details.

## 2.4 The Experian UK Tax-Qualified Sharesave Plan

### 2.4.1 Outline

The Experian UK Tax-Qualified Sharesave Plan is an all-employee plan under which employees may be invited to apply for options to acquire Experian shares. The number of shares over which an option may be granted is determined by the amount which the employee commits to save under a savings contract. The Experian UK Tax-Qualified Sharesave Plan is a tax-qualified plan for UK tax purposes.

### 2.4.2 Eligibility

All Experian executive directors and employees of Experian plc and any participating subsidiaries are eligible to participate in the Experian UK Tax-Qualified Sharesave Plan if they have been employed for a qualifying period (which will not normally exceed one year). Other Group employees may be invited to participate on a discretionary basis.

### 2.4.3 Grant and exercise of options

The option price must not be less than 80% of the market value of an Experian share, calculated as either the price on the business day before the date of invitation or the date specified in the invitation or the average price over the three previous business days. The savings contract may run over a period of three or five years and must not permit savings of more than the maximum allowed by UK legislation (currently, £500 per month).

Options are normally exercisable during the six months after the end of the savings contract.

### 2.4.4 Leaving employment

Options will normally lapse when the participant ceases to be employed. However, if employment ends because of ill health, injury or disability, redundancy or the sale of the employing company or business, or in the event of a change in control of Experian, options immediately become exercisable to the extent of the related savings. Options will normally remain exercisable for six months and then lapse (but may be exercisable for a shorter period in some circumstances).

### 2.4.5 Employees outside the UK

Experian intends to operate similar plans for employees outside the UK, including the Experian North America Tax-Qualified Employee Share Purchase Plan, the Experian Irish Approved Sharesave Plan and the Experian International Sharesave Plan (which includes: an addendum to allow tax-qualified options to be granted to French employees; an addendum that modifies how options may be satisfied for Canadian employees; and a schedule that allows options to be settled in cash). These plans are based on the Experian UK Tax-Qualified Sharesave Plan but modified to take account of local tax, exchange control and securities law (or, in the case of the international plan, provide appropriate flexibility).

## 2.5 The Experian Employee Share Purchase Plan

### 2.5.1 Outline

Participants in the ESPP can choose to use some of their salary or bonus (or other remuneration received) to acquire Experian shares at market value ("Investment Shares") which are normally held in the plan by a nominee (but Experian can operate the ESPP on a cash basis). The maximum contribution a participant can make to the plan in any 12-month period is capped at the local currency equivalent of £5,000.

When the Investment Shares are acquired, the participant is granted a "Matching Award" which entitles them to additional free "Matching Shares" if the participant keeps the Investment Shares in the plan for a set "Holding Period".

### 2.5.2 Eligibility

All directors and employees of Experian plc, any subsidiaries or associated companies are eligible to participate in the ESPP at the discretion of Experian. It is currently intended that, whenever the ESPP is operated, substantially all employees of participating employers, as determined by Experian, will be invited to participate.



## Appendix 3 continued

### 2.5.3 Invitations

The invitation will set out (among other things):

- the length of the Holding Period;
- the maximum amount of salary or bonus the participant can use to acquire Investment Shares; and
- the matching ratio which will determine the number of Matching Shares received on vesting of the Matching Award for each Investment Share held (which will normally be 1 Matching Share for each 4 Investment Shares but will not be more than 1:1).

### 2.5.4 Investment Shares

The participant can withdraw any of the Investment Shares acquired with their contributions from the ESPP at any time by instructing the nominee to sell or transfer such shares. If the participant decides to withdraw the Investment Shares before the end of the Holding Period, the Matching Award will generally lapse in full.

The participant will have all the rights of a shareholder in respect of the Investment Shares, but:

- any dividends or other cash amounts received will automatically be used to acquire additional Investment Shares;
- additional shares or other securities received in respect of Investment Shares will either be treated as Investment Shares or sold and the proceeds used to acquire additional Investment Shares (except to the extent the participant has funded the shares or securities themselves);
- Investment Shares will not normally be voted unless the Company decides that instructions will be sought from participants, in which case, the nominee will vote on the Investment Shares in accordance with the participant's instructions.

### 2.5.5 Matching Awards

At the end of the Holding Period, the Matching Award vests and the relevant number of Matching Shares is issued or transferred to the participant. Alternatively, instead of issuing or transferring the Matching Shares, Experian can decide to pay a cash amount equal to the value of those Matching Shares.

### 2.5.6 Leaving employment

If a participant leaves employment, they can retain (or withdraw) their Investment Shares but cannot make any further contributions or buy any more Investment Shares.

Any unvested Matching Awards will normally lapse in full on leaving. But if the participant leaves for reasons such as: disability, ill-health or injury, death, redundancy, retirement, sale of their employer, or in other exceptional circumstances as determined by Experian, the Holding Period will be treated as ending on the date they leave and they will receive the appropriate number of Matching Shares, based on the number of Investment Shares acquired up to that point.

### 2.5.7 Takeovers or other corporate events

#### *Investment Shares*

If there is a takeover, Experian will decide whether:

- any cash consideration due to the participant will be paid to the participant and/or used by the nominee to acquire shares in the acquiring company which will be treated as Investment Shares for the purposes of the ESPP; and/or
- any consideration in the form of securities will be treated as Investment Shares for the purposes of the ESPP and/or will be sold and the relevant proceeds paid or transferred to the participant.

#### *Matching Shares*

If there is a takeover, Experian will decide whether:

- the Holding Period will be treated as ending on the date of a takeover and the participant will receive the appropriate number of Matching Shares, based on Investment Shares acquired to that point; and/or
- the participant will be required to exchange their Matching Awards for equivalent awards over shares in the acquiring company.

### 2.5.8 Operation of the ESPP in 2025

The ESPP was adopted by the directors of Experian on 7 May 2025 and the first invitations under the plan were sent to eligible participants in Brazil shortly thereafter. The invitations were made on the basis that (i) no directors of Experian were invited to participate and (ii) Investment Shares were to be acquired on-market and the Matching Awards would only be settled on vesting using market purchase shares unless and until shareholder approval for the ESPP was obtained at this Meeting.

Shareholders are asked to approve the ESPP on the basis that grants made in 2025 prior to the date of the Meeting may also be settled using newly issued or treasury shares (within the 10% limit described above).

## 2.6 Experian Tax-Qualified Employee Share Purchase Plan

### 2.6.1 Invitations and eligibility

All employees of any participating subsidiaries must be invited to participate in any offering under the US ESPP (other than anybody holding 5% or more of the voting power or value of Experian or the employer) but the Company may decide to invite other Group employees. All employees must be invited on substantially the same terms but the terms may vary by reference to the employee's remuneration.

### 2.6.2 Purchase Rights

Under the US ESPP, employees are granted a right to purchase Experian shares (a "Purchase Right") at the end of an offering period set by the Company which must be no more than 27 months from the date of grant.

Employees who choose to participate in an offering save by deduction from salary during the offering period and the savings are used to exercise the Purchase Right at the end of the offering period. The price at which shares can be purchased under the Purchase Right is set by the Company for each offering but must not be less than 85% of the lower of the market value of a share on the date of grant of the Purchase Right and at the end of the offering period.

### 2.6.3 Leaving employment

If a participant leaves Experian during an offering period, their Purchase Rights lapse and amounts they have saved are returned to them.

### 2.6.4 Limits

The Company will set minimum and maximum contribution rates for each offering period but no person may be granted a Purchase Right which permits their rights to purchase shares under the US ESPP (and Experian plans subject to the same tax regime) to accrue at a rate which exceeds US\$25,000 of the fair market value of such shares (determined at the time the Purchase Right is granted) for each calendar year in which such Purchase Right is outstanding at any time.

Shares can be issued or transferred from treasury under the US ESPP. In any ten year period, not more than 10% of the issued ordinary share capital of Experian may be issued or committed to be issued under the US ESPP and all other employee share plans operated by Experian. Treasury shares will count towards this limit as long as so required by the UK Investment Association's guidelines. Any shares issued pursuant to Purchase Rights will rank equally with shares in issue on the date of allotment except in respect of rights arising by reference to a prior record date. No more than 5% of the ordinary shares of the Company may be purchased under the US ESPP during its six year life.

## Appendix 3 continued

### 2.6.5 General

No Purchase Rights may be granted after 16 July 2031.

If there is a variation in the equity share capital of the Company, including a capitalisation or rights issue, sub-division, consolidation or reduction of share capital, the number of shares which can be purchased under each Purchase Right and the price at which they can be purchased will be adjusted. The adjusted total purchase price must be as near as possible to, and must not exceed, the expected contributions during the offering period.

Purchase Rights cannot be transferred except to a participant's personal representatives or designated beneficiary on their death and, subject to local law, are not pensionable.

All outstanding Purchase Rights are exercised immediately before (and conditional upon) a change in control of the Company (as defined in the US ESPP) or if a new holding company is put on top of the Company, Purchase Rights may be exchanged for equivalent rights over shares in the holding company.

The rules also include a schedule that sets out the terms of Purchase Rights that may be granted to participants in California – see paragraph above 2.1.5 for more details.

## 2.7 The Experian UK Tax-Qualified All-Employee Plan

### 2.7.1 Outline

The UK Tax-Qualified All-Employee Plan operates through a UK resident trust. It allows employees to be awarded free Experian shares and to use savings deducted from salary to buy shares, on the basis that the shares are held in trust. It is a UK tax-qualified plan.

There is no current intention to operate the plan. The required UK resident trust will not be established until such time as the plan is to be operated.

### 2.7.2 Eligibility

All Experian executive directors and employees of Experian plc and any participating subsidiaries may participate in the plan, subject to a qualifying period of service which must not be more than 18 months. When the plan is operated, all eligible employees must be invited to participate.

### 2.7.3 Free shares

The maximum value of free shares which may be awarded to employees is the maximum allowed by UK legislation (currently, £3,600 each year) ("**free shares**"). Free shares must be offered to all eligible employees on the same terms, but the number of free shares awarded can vary by reference to the eligible employee's remuneration, or other criteria. Participants may not generally withdraw free shares from the plan for three years and will suffer income tax and national insurance charges if they withdraw them within five years of the award date.

### 2.7.4 Partnership shares

The plan allows eligible employees to be offered the opportunity to purchase shares using money deducted from their pre-tax salary ("**partnership shares**"). The amount deducted must not exceed the maximum allowed by UK legislation (currently, £1,800 or 10% of salary, if lower) in any tax year. Partnership shares can be withdrawn from the plan at any time, but income tax and national insurance charges will apply if they are withdrawn within five years of the purchase date.

### 2.7.5 Matching shares

The plan provides that where employees acquire partnership shares, they may be awarded additional free shares ("**matching shares**") on the basis of a maximum of two matching shares from the plan for one partnership share. Employees may not generally withdraw the matching shares for three years, and will suffer income tax and national insurance charges if they withdraw them within five years of the award date.

### 2.7.6 Leaving employment

Experian shares allocated to a participant whose employment terminates must be withdrawn from the plan immediately. Shares will be forfeited where employment ceases before the third anniversary of the award date unless the participant leaves by reason of death, injury, disability, redundancy, retirement or the sale of the business or subsidiary for which the participant works. Charges to income tax and national insurance will apply unless the participant leaves for a reason set out above or the shares have been retained in the plan for at least five years.



# Information for shareholders

## Time and location of the meeting

Registration will begin at 9.00am on Wednesday 16 July 2025 at The Merrion Hotel and the Annual General Meeting will start promptly at 9.30am. Tea, coffee and pastries will be available prior to the meeting.

If you are planning to attend the Annual General Meeting, The Merrion Hotel is in the centre of Dublin city. A map showing the location is on the back of your attendance card.

## Attendance at the meeting

Please bring the attendance card attached to the proxy form with you if you attend the meeting. It will authenticate your right to attend, speak and vote and will speed up your admission to the meeting.

## Shareholders with disabilities

There will be facilities for shareholders who are in a wheelchair. Anyone accompanying a shareholder in need of assistance will be admitted to the meeting as a guest of that shareholder.

## Questions

If you are unable to attend the Annual General Meeting, but would like to ask a question, you can do so by using the shareholder question card attached to the proxy form or by submitting a question via email to [agmquestions@experianplc.com](mailto:agmquestions@experianplc.com).

## Voting arrangements

Except for any procedural resolution, which may be taken on a show of hands, each of the resolutions to be put to the Annual General Meeting will be taken on a poll rather than on a show of hands. The results of the poll will be announced via a regulatory information service as soon as practicable following the conclusion of the meeting and will also be published on the Company's website at [experianplc.com](http://experianplc.com).

The Company has included on the proxy form a 'Vote withheld' option, so shareholders can abstain on any particular resolution. However, it should be noted that a 'Vote withheld' is not a vote in law and will not be counted in calculating the proportion of votes 'For' or 'Against' the particular resolution.

## Information rights

A shareholder who holds shares on behalf of another person may nominate that person (a 'nominated person') to have information rights to receive all communications sent by the Company to its shareholders. Any shareholder wishing to make such a nomination should apply to the Company's registrars, MUFG Corporate Markets (Jersey) Limited, at the address below giving details of the nominated person including their relationship to them.

## Action to be taken

If you are unable to attend the meeting or wish to register your proxy votes now in relation to the resolutions proposed, you should complete a proxy form(s) and return it to the Company's registrars, MUFG Market Services (Jersey) Limited, at the address shown on the proxy form, to be received by no later than 9.30am on Monday 14 July 2025. **A postage stamp is not required for the proxy form if posted in the UK and, should shareholders wish, proxy forms may be placed in an envelope and addressed to the Company's registrars.** Returning a completed form of proxy will not prevent you from subsequently attending in person and voting at the meeting.

## Electronic proxy voting

You may, if you wish, register the appointment of a proxy and/or voting instructions for this meeting online by registering for the MUFG Share Portal service, at [experianplc.com/shares](http://experianplc.com/shares). Full details of the procedures are set out on this website. Alternatively, you can use Vote+. Shareholders can submit proxy votes as the Vote+ app is integrated with the MUFG Share Portal service.

Institutional investors may be able to appoint a proxy electronically via the Proximity platform, a process which has been approved by the registrars. For further information regarding Proximity, please go to [proximity.io](http://proximity.io).

The proxy appointment and/or voting instructions must be received by MUFG Market Services (Jersey) Limited by no later than 9.30am on Monday 14 July 2025.

Please note that any electronic communication sent to the Company or the Company's registrars that is found to contain a computer virus will not be accepted.

CREST members who wish to appoint or instruct a proxy or proxies via the CREST electronic proxy appointment service should refer to the notes to this notice of Annual General Meeting where there is information on how to proceed.

## Completing the form of proxy

Notes on completing the form of proxy can be found on the form and in the notice of meeting and should be read carefully before the form is completed.

## General enquiries

MUFG Corporate Markets (Jersey) Limited maintains the Company's register of members. They provide a telephone helpline service (telephone number + 44 800 141 2952 (or 0371 664 9245 for calls within the UK)). Calls are charged at the standard geographic rate and will vary by provider. Calls outside the UK will be charged at the applicable international rate. Lines are open between 8.30am and 5.30pm (UK time) Monday to Friday excluding public holidays in England and Wales. If you have any queries about the Annual General Meeting or about your shareholding, please contact MUFG Corporate Markets (Jersey) Limited at the following address:

MUFG Corporate Markets (Jersey) Limited  
12 Castle Street  
St Helier  
Jersey  
JE2 3RT  
Channel Islands

## Information for shareholders continued

### Experian Share Portal

Manage your shareholding wherever, whenever, on the Experian Share Portal

The Experian Share Portal is a secure online site where you can

- **Sign up** for electronic communications
- **View** your holdings and get an indicative value
- **View** your dividend payment history
- **Get** copies of your dividend tax vouchers
- **Choose** to receive your dividend direct to your bank account
- **Update** your address details
- **Buy** and sell shares
- **Register** your AGM proxy votes.

It only takes a few minutes to register, just visit [experianplc.com/shares](https://experianplc.com/shares). Remember to have your 11-digit Investor Code to hand.

### Contact details

Visit the Experian Share Portal

[experianplc.com/shares](https://experianplc.com/shares)

By email

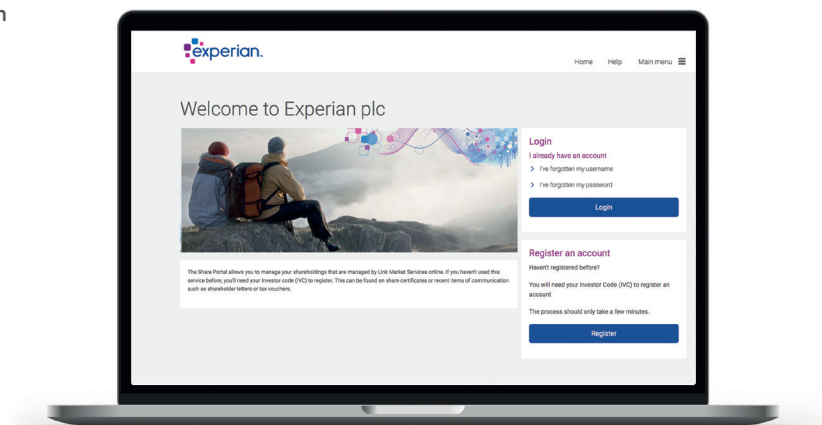
[experian@cm.mpms.mufg.com](mailto:experian@cm.mpms.mufg.com)

By post

Experian Shareholder Services  
MUFG Corporate Markets (Jersey) Limited  
12 Castle Street, St Helier, Jersey,  
JE2 3RT, Channel Islands

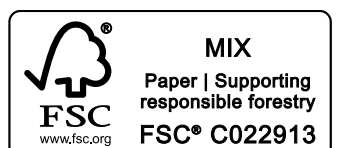
By telephone

Call +44 800 141 2952 (or 0371 664 9245 for calls within the UK).  
Calls are charged at the standard geographic rate and will vary by provider. Calls from outside the UK will be charged at the applicable international rate. Lines are open between 8.30am and 5.30pm (UK time) Monday to Friday excluding public holidays in England and Wales.



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