



Tax Report 2025

Year ended 31 March 2025

Welcome to our Tax Report

“Improving financial health is at the heart of Experian’s strategy.

We help millions of people gain access to financial services and better protect themselves against fraud and identity theft.

This report sets out our Tax Policy and explains how we manage our tax affairs. Our approach to managing our tax affairs is aligned with our sustainable business strategy.”

Lloyd Pitchford
Chief Financial Officer

We understand that transparency around tax affairs continues to be important to all of our stakeholders, and maintaining that transparency remains high on our agenda. We have welcomed feedback from a range of our stakeholders on how we can continue to provide information which is informative and helpful.

Our Tax Report includes our Tax Policy, which explains how we approach our tax affairs and which we have published for several years. Our Tax Report also includes other information on how we manage taxes, including information on our approach to tax governance and explanations of how tax fits into Experian’s broader sustainability agenda. We also provide information on both our regional corporate tax contributions and the total tax contributions we make in our key countries.

During FY25, we made a total tax contribution of over US\$1.3bn (FY24: over US\$1.3bn). Our significant tax contribution is one of the many ways in which we make a key contribution to the societies in which we operate as part of our broader sustainability agenda. We understand that not only the taxes we pay and collect, but also the support we provide to the governments and authorities who seek to implement a fair and consistent global tax system, are all important aspects of our overall tax contribution.

Contents

- 03 Experian at a glance
- 04 Our sustainable business strategy
- 05 Our Tax Policy
- 06 Our approach to tax governance
- 07 Our tax contribution
- 08 Abbreviations, definitions and useful links

Experian at a glance

Our purpose

Our purpose is the driving force behind everything we do. Millions of people worldwide are still excluded from accessing fair and affordable credit because they're invisible to the financial system. We aim to break these barriers and create a better tomorrow for consumers, businesses, our people and society.

Our mission

It is our mission to improve financial inclusion. By improving access to financial services, we empower people to unlock opportunities and transform their lives.

Our business activities

Business-to-Business

We empower businesses to make faster, smarter decisions by transforming complex data into actionable insights. From credit risk assessment to fraud prevention and market analysis, our solutions help organisations innovate and grow with confidence.

Consumer Services

We provide individuals with tools and resources to take control of their financial health and achieve their goals. Through personalised offers, monitoring services and identity protection, we help people build brighter financial futures.

Our global footprint

We organise and manage ourselves across four regions: North America, Latin America, UK and Ireland, and EMEA and Asia Pacific.

We show below our FY25 revenue in each of these regions.

Revenue from ongoing activities

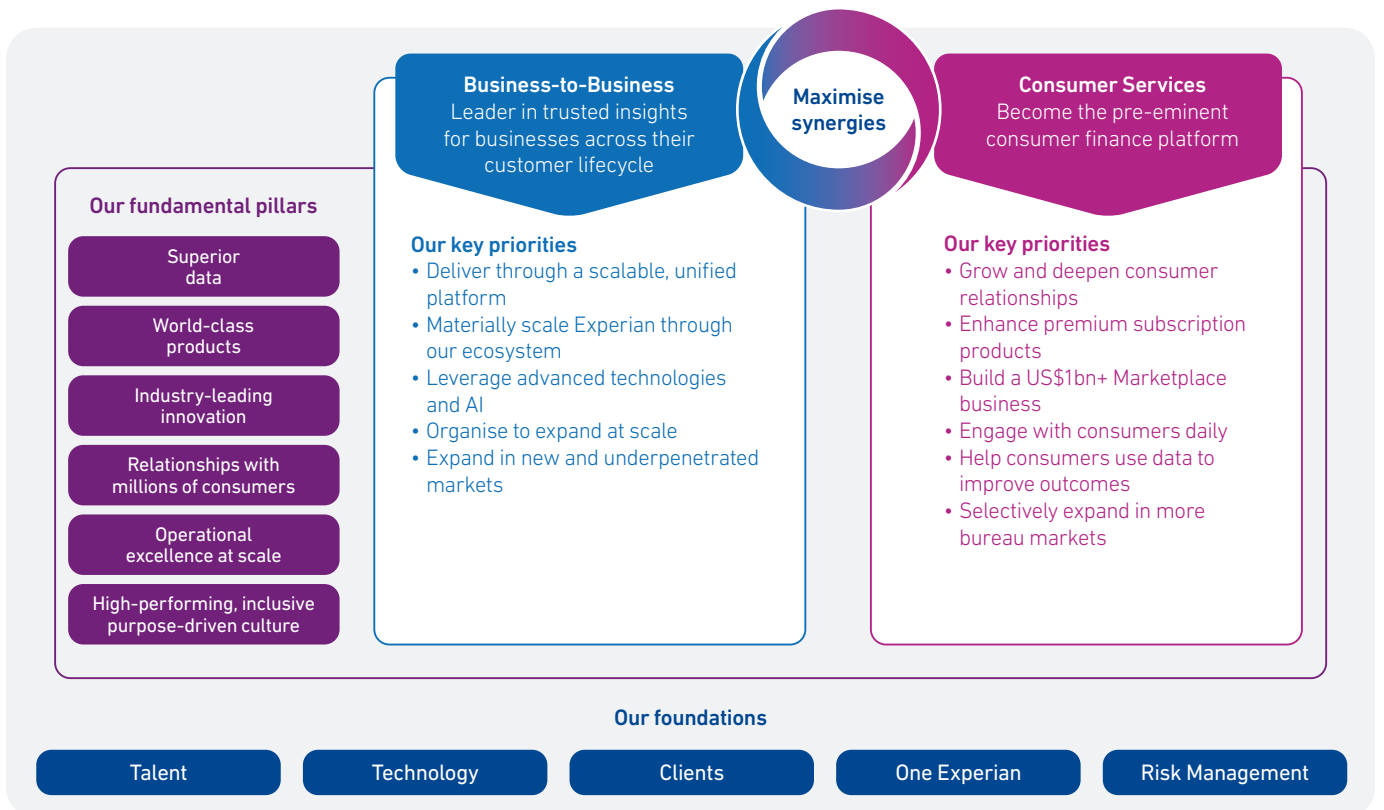
	US\$m	% split
North America	5,046	67%
Latin America	1,066	14%
UK and Ireland	869	12%
EMEA and Asia Pacific	526	7%
Total	7,507	100%

Since the establishment of Experian plc in 2006, our corporate headquarters has been in Dublin, Ireland. Our Irish operations include some of our Group functions, such as Corporate Secretariat, Treasury and part of Tax, alongside our Irish business operations that provide business services, such as credit risk management and marketing services, to client organisations in Ireland.

Our Irish business is registered as an Account Information Service Provider by the Central Bank of Ireland, which paves the way for us to provide regulated Open Banking services across the EU and European Economic Area markets.

Our strategy

Create a better tomorrow – for consumers, businesses, our people and society



Our sustainable business strategy

Sustainability at Experian

Our approach to tax is aligned with our broader approach to sustainability. Our sustainability strategy is informed by an assessment of our most material sustainability opportunities and risks. Regular engagement with stakeholders helps us refine our priorities.

We can add the most value to society by improving financial health for all and we are using our products and services to amplify this positive social impact while supporting long-term revenue growth for our business.

Our sustainable business strategy

One of our core beliefs is that how we work is as important as what we do, and our strategy is built on a strong culture of corporate responsibility.

Working with integrity is one of our core values and supports our sustainable business strategy as detailed on pages 58-71 of the Experian [Annual Report](#).

Managing our tax affairs with integrity

Our commitment to doing business responsibly and working with integrity includes our approach to tax. We understand that tax transparency is important to all our stakeholders, including our clients and consumers, our communities, our people, our shareholders, our suppliers and governments.

Our Global Code of Conduct – [Our Global Code of Conduct](#), available in several languages, sets out clear guidance to help everyone at Experian make the right decisions. It is supported by detailed policies on specific topics such as anti-corruption, gifts and hospitality, fraud management, procurement, fair treatment of vulnerable consumers, the environment, whistleblowing and tax.

Our Tax Policy is one of the many policies which support our [Global Code of Conduct](#), and is provided on the next page.

Operations across the globe – We are a global technology group, with operations in 32 countries. We have global reach and the capability to constantly innovate to fulfil new and emerging needs.

We currently have a business in Panama, which the EU categorises as a 'non-cooperative' jurisdiction. Our 70% shareholding in this business was acquired in FY23. APC Buró, founded in 1957, is the only credit bureau in Panama, supporting the banks, co-operatives, telecommunications operators, and retailers. The operations of APC Buró are fully aligned with Experian's businesses across the globe and are subject to the same rigorous governance procedures and policies that apply to all Experian Group entities, including conduct policies, which are detailed in the Experian [Annual Report](#).

Working with governments – We pursue open and co-operative working relationships with tax authorities and governments. In some cases, governments offer tax incentives and exemptions, which are often designed to encourage investment in certain aspects of the economy. Where these incentives are properly legislated and in line with policy objectives and best practice, we make use of those incentives appropriately. We do not use any company-specific incentives or any rulings that are not available to all companies in any given region, or that are not specified within legislation. In FY25, the most material incentives that Experian qualified for were those linked to our Research and Development expenditure in the USA and the UK.

Where appropriate, we provide input into government consultations and pilot programmes, to assist with the development of global tax policy.

Our positive approach to working with tax authorities includes discussions about our systems, approach to tax compliance and governance arrangements for tax matters.

Our sustainability strategy



Our Tax Policy

Experian is a global business, operating in 32 countries. We require every Experian business to operate lawfully and responsibly. Every employee has a responsibility to act at all times with honesty and integrity in all business dealings, which includes complying with the Group's Tax Policy. We do not tolerate tax evasion or assisting any third party to carry out tax evasion.

The two overriding objectives of this Policy are:

1. To comply fully with all applicable laws, rules and regulations, in line with our Global Code of Conduct and stakeholders' expectations.
2. To manage our tax affairs, to protect value for the Group, in line with our broad fiduciary duties.

The principles that guide our approach to tax

Compliance with tax laws

Our policy is to comply with all relevant tax laws, regulations and tax reporting requirements in all jurisdictions in which we operate, including utilising available tax allowances and incentives. When assessing compliance with tax legislation, we consider the tax legislation itself together with any relevant published statements of practice or guidance. We aim to file returns on time and pay tax in accordance with relevant legislation.

Relationships with tax authorities

We pursue open and co-operative working relationships with tax authorities. We will discuss and consult on our interpretation of the law with relevant tax authorities as required and we will seek to resolve potential areas of contention or uncertainty. Where appropriate, we will seek tax clearances and rulings prior to undertaking transactions. We will participate in relevant consultations around tax issues, to assist with the development of global tax policy.

Tax impact of business decisions

As a large, growing business we face choices in how we manage our business operations. As we approach these decisions, we ensure everything we do is aligned with our commercial operations and has appropriate economic substance. This ensures that our business grows and develops in a sustainable manner. We will therefore make decisions that we believe will be of overall benefit to the Group and its stakeholders: this includes utilising reliefs and incentives made available by relevant governments where appropriate. We do not engage in contrived or artificial tax planning.

Risk management

We evaluate risks broadly, including financial, reputational, commercial and other risks, against the potential benefits of any tax arrangement or filing position. We therefore seek to minimise uncertainty over any position, and obtain external advice and engage with tax authorities, as necessary. We monitor and review tax risks regularly in accordance with our Enterprise Risk Management Policy.

Governance

Tax governance procedures, including accountabilities, responsibilities and delegations of authority, are clearly defined through documented expected standards of conduct, which set out how tax activities are carried out within the Group. The Group's Tax Policy is established by the Board of Experian plc, which retains oversight as part of the Group's governance procedures. The Board is regularly updated on matters relating to tax, with the Group's Chief Financial Officer (CFO) taking responsibility for all tax matters, including the Tax Policy, at Board level.

Our approach to tax governance

Our Tax Policy, on the previous page, provides an overview of our tax governance procedures. As mentioned in the Tax Policy, the Group CFO takes responsibility for tax at Board level.

Governance around our tax affairs is aligned with our overall risk management governance structure, which is illustrated below. The Tax and Treasury Committee is a key part of our tax risk governance process.

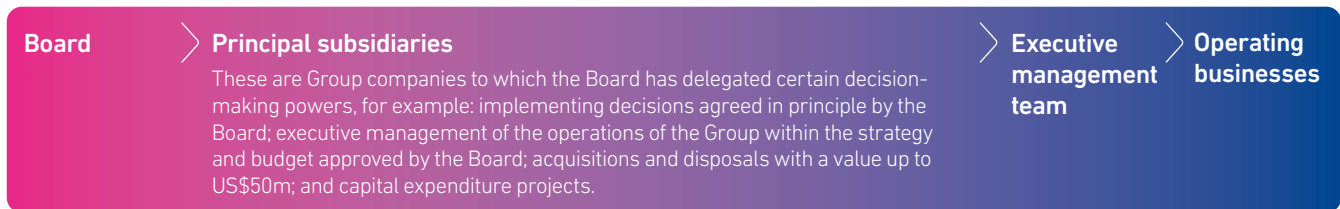
Regular training and self-assessments which cover our tax governance procedures are managed by Group Tax, with oversight from the Group's Tax and Treasury Committee.

The Global Head of Corporate Finance chairs the Tax and Treasury Committee and leads Experian's Group Tax team. The Group Tax team comprises suitably qualified tax and accounting professionals. Each individual has relevant experience and undergoes regular training appropriate to their role.

Further detail on our risk management processes can be found in the Strategic report section of the Experian [Annual Report](#).

All Experian employees are required to follow both the Tax Policy and the [Global Code of Conduct](#). Our [Global Code of Conduct](#) states that we do not tolerate tax evasion or assist any third party to carry out tax evasion.

Delegated authority flow



Board committees

Nomination and Corporate Governance Committee

Audit Committee

Remuneration Committee

Executive committees/functions

Group Operating Committee (OpCo)

The OpCo comprises the most senior executives from the Group. Its remit includes identifying, debating and achieving consensus on issues involving strategy, growth, people and culture, and operational efficiency. It also focuses on ensuring strong communication and co-operative working relationships among the top team. Its meetings tend to be issues oriented and focus on selected Group issues worthy of debate.

Risk management committees (executive and regional)

The **Executive Risk Management Committee (ERMC)** comprises senior Group executives, including the executive directors and the Company Secretary. Its primary responsibility is to oversee the management of global risks (including tax).

The regional risk management committees oversee the management of regional risks, consistent with Experian's risk appetite, strategies and objectives, and are comprised of senior regional leaders.

The **Security and Continuity Steering Committee (SCSC)** is a sub-committee of the ERMC. The SCSC's primary responsibility is to oversee management of global information security, physical security, and security continuity risks, consistent with Experian's risk appetite, strategies and objectives.

Tax and Treasury Committee (TTC)

This committee comprises senior executives with financial and tax expertise and includes the Chief Financial Officer. The TTC oversees the management of financial risk, including tax, liquidity, funding, market and currency risks.

Sustainability Steering Committee

The Sustainability Steering Committee comprises senior executives from a wide range of areas throughout the Group, and is chaired by the Chief Financial Officer. The purpose and primary duty of the Sustainability Steering Committee is to support the definition, approval and integrated delivery of the Group's sustainability strategy. Our Global Head of Corporate Finance is a member of the Committee.

Strategic Project Committees (global and regional)

These committees comprise the most senior global and regional executives. Their remit is to oversee a process to ensure that all strategic projects are appropriately resourced, risk assessed and commercially, financially and technically appraised. A similar body, the Investment Committee, performs the same function for proposals regarding minority investments. The in-house Tax team advise on tax issues on strategic projects and investment decisions to ensure compliance with the Global Tax Policy. Depending on the outcome of the discussions, the committees' conclusions are then considered by the board of the relevant Group company for approval.

Global Internal Audit (GIA)

GIA conducts a range of independent audit reviews throughout the Group during the year and is represented at each Audit Committee meeting. GIA's plans, results and key findings are presented to, and discussed with, the Audit Committee. The internal audit programme and methodology are aligned to the risk categories and risk assessment parameters established by Group Risk Management. GIA also makes use of risk assessment information at a business level, in planning and conducting its audits and consults with the in-house Tax team when planning its finance audits.

Our tax contribution

Experian organises its operations across four regions – with North America, Latin America, and UK and Ireland being the largest.

Our total tax contribution:

Experian makes significant contributions across several taxes. We pay taxes which are a cost to us as we do business, such as corporation taxes, employer payroll taxes and irrecoverable VAT. We also collect taxes on behalf of governments, such as employee payroll taxes, sales taxes and net VAT.

During FY25, we earned over 90% of our revenue across our top three countries – the USA, Brazil and the UK. In these countries, we paid over US\$0.6bn in taxes which represent a cost to Experian and collected around US\$0.7bn of taxes on behalf of governments – a total contribution of over US\$1.3bn.

Our corporate tax contribution by region:

During FY25, we paid US\$447m of corporate tax globally, which represents a cash tax rate of 23.2%. The chart on the right shows how this compares to the revenue and Benchmark PBT in each region.

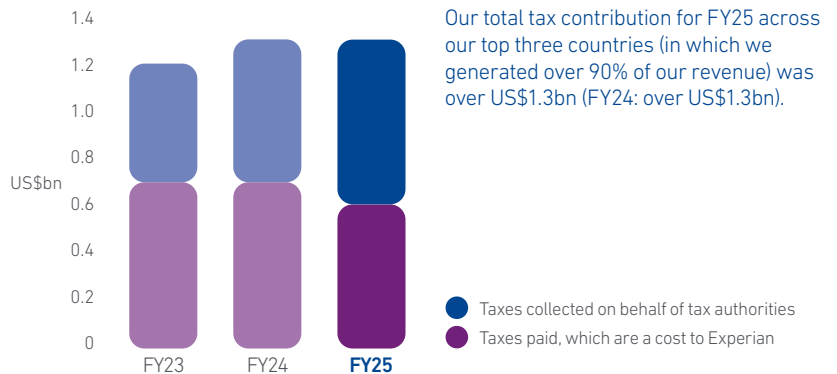
We continue to pay our most significant corporate tax contributions in the markets in which we generate most of our revenues. Our cash tax rate is influenced by a number of factors, including underlying profits, timing differences between the recognition of income and expense items for tax purposes compared to accounting purposes, tax relief on goodwill amortisation, and the utilisation of losses. In FY25 our cash tax rate reduced due to the phasing of tax payments following agreement of prior year tax positions. We anticipate that our cash tax rate will align more closely to our Benchmark tax rate over the medium term, as timing differences unwind.

The Group is subject to the global minimum top-up tax under OECD Pillar Two tax legislation. As previously reported, the impact of this legislation does not materially impact the Group's effective tax rate in the current period, nor is it expected to materially impact in future periods. In FY25, the Group recognised a current tax expense of US\$7m (2024: nil), which is levied on Experian plc.

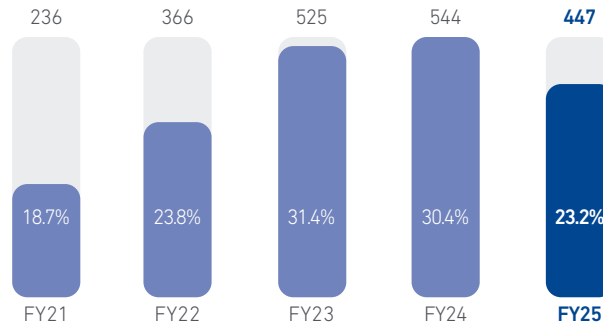
The EU public country-by-country reporting rules will also apply to the Group from the coming year, FY26, and we are working towards compliance with the related requirements.

We apply appropriate transfer pricing policies to ensure that we report our profits in the countries where they arise. This means that our related entities trade with each other as if they were unrelated, and arm's length pricing is applied. In determining arm's length pricing, we comply with relevant international standards. We ensure that we adhere to transfer pricing documentation requirements as set out either by the OECD or by national governments.

Our total tax contribution across our top three countries – the USA, Brazil and the UK



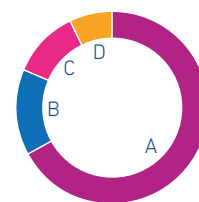
Corporate tax paid (US\$m) and cash tax rate (%) FY21-FY25



Revenue, Benchmark PBT and corporate tax paid by region (US\$m)

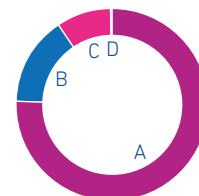
Revenue from ongoing activities

A. North America	5,046
B. Latin America	1,066
C. UK and Ireland	869
D. EMEA and Asia Pacific	526
Total	7,507



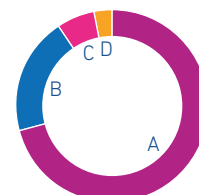
Benchmark PBT (the chart excludes Central Activities, which had negative PBT in FY25)

A. North America	1,683
B. Latin America	335
C. UK and Ireland	206
D. EMEA and Asia Pacific	1
E. Central Activities	(299)
Total	1,926



Corporate tax paid

A. North America	317
B. Latin America	89
C. UK and Ireland	28
D. EMEA and Asia Pacific	13
Total	447



We paid US\$447m of corporate tax in FY25. This represents a cash tax rate of 23.2%. The cash tax rate is corporate tax paid as a proportion of Benchmark PBT.

Abbreviations, definitions and useful links

AI	Artificial Intelligence
Arm's length pricing	The valuation principle commonly applied to transactions between related parties, meaning they are valued as if they had been carried out between unrelated parties, each acting in their own interest
Benchmark effective tax rate	The Benchmark effective rate of tax is calculated by dividing the Benchmark tax charge by Benchmark PBT
Benchmark PBT	Profit before amortisation and impairment of acquisition intangibles, impairment of goodwill, acquisition expenses, adjustments to contingent consideration, Exceptional items, financing fair value remeasurements, tax (and interest thereon) and discontinued operations. It includes the Group's share of continuing associates' Benchmark post-tax results
Benchmark tax charge	The Benchmark tax charge is the tax charge applicable to Benchmark PBT. It differs from the tax charge by tax attributable to Exceptional items and other adjustments made to derive Benchmark PBT, and exceptional tax charges
Cash tax rate	The cash tax rate is calculated by dividing corporate tax paid by Benchmark PBT
CFO	Chief Financial Officer
EMEA	Europe, Middle East and Africa
ERMC	Executive Risk Management Committee
EU	European Union
Exceptional items	Those arising from the profit or loss on disposal of businesses, closure costs of significant operations (including associated onerous global support costs), costs of significant restructuring programmes, and other financially significant one-off items
FY25 and FY26	Our financial years ending on 31 March 2025 and 2026
Group	Experian plc and its subsidiaries
OECD	Organisation for Economic Co-operation and Development
OpCo	Group Operating Committee
PBT	Profit before tax
Related parties	Refers to a party which is a subsidiary or associate of Experian plc
SCSC	Security and Continuity Steering Committee
TTC	Tax and Treasury Committee
UK	The United Kingdom of Great Britain and Northern Ireland
USA	The United States of America
VAT	Value-added tax

Extracts from the Experian Annual Report

A financial review of taxation, cash tax reconciliation, tax charge analysis, deferred and current tax analysis and details of contingencies is available in the notes to our 2025 [Annual Report](#) and Accounts which has been audited by KPMG. KPMG's audit report is included on pages 154 to 166 of the [Annual Report](#).