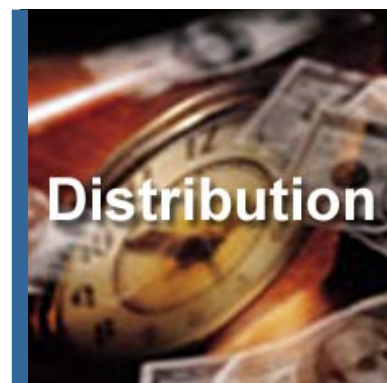
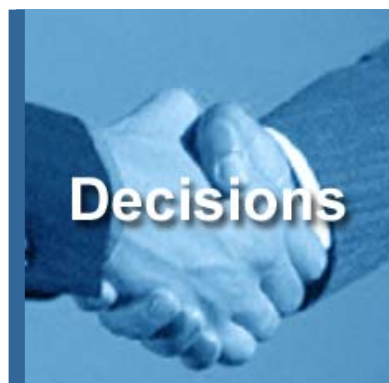


# JP Morgan Global Internet Conference



**12 March 2007**

# Agenda

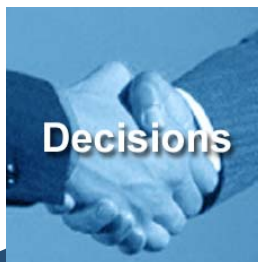


1. Overview of Experian
2. Experian Interactive
3. PriceGrabber.com

# Key to understanding our business



**Proprietary ownership of and access to vast consumer and commercial databases all over the world**



**Turning data into critical decisions for clients and consumers**



**A broad range of products and services delivered to consumers and businesses across many vertical sectors and geographies**

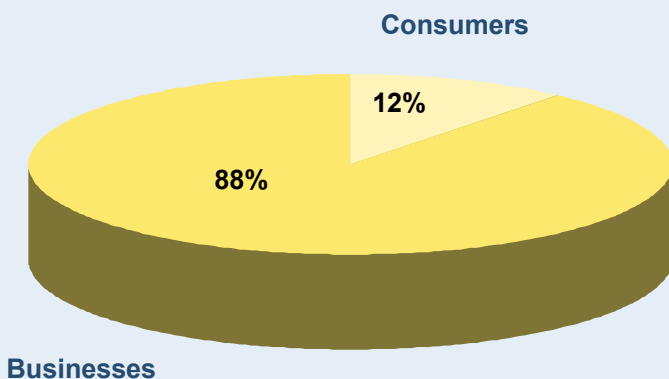


# Distribution – global and diversified offer



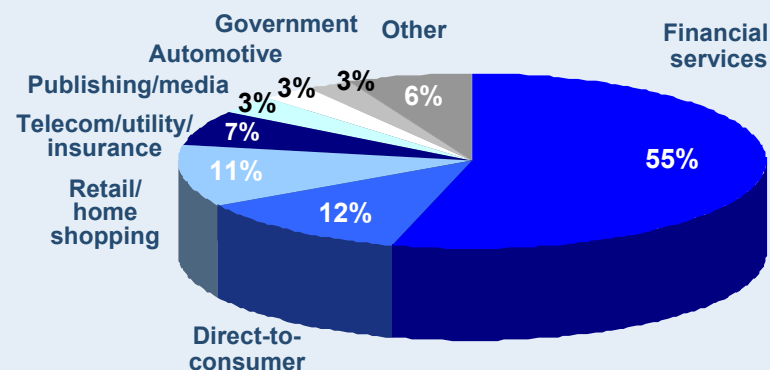
By customer

FY06 revenue



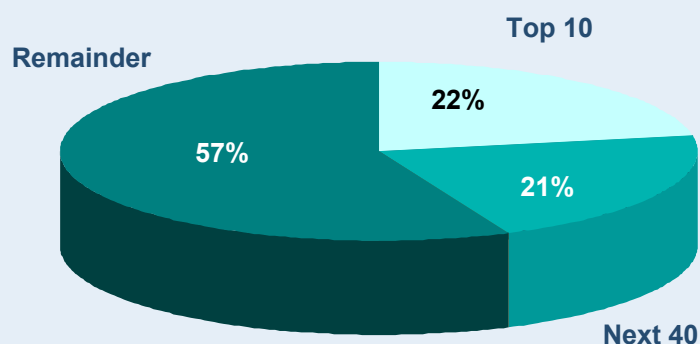
By sector

FY06 revenue



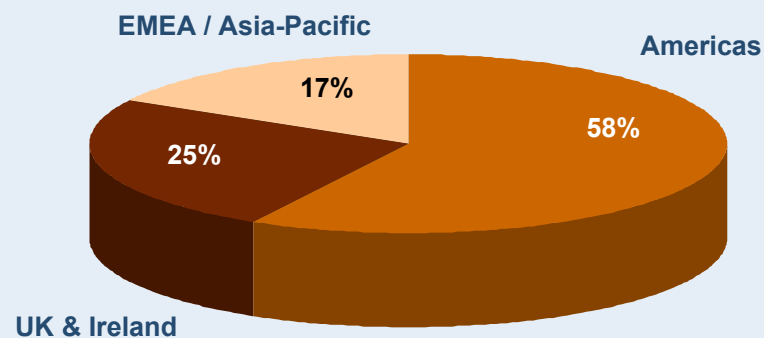
By client

FY06 revenue



By geography

FY06 revenue



Not overly dependent on any one geography, sector or client

# Our principal activities



## Credit Services

Help clients lend profitably to businesses and consumers, maximizing revenue and minimizing risk

Experian average  
organic growth  
2004-06

7%

## Decision Analytics

Help clients with specialist software and analytics to make business critical decisions in credit area

12%

## Marketing Solutions

Help clients to acquire new customers and develop and manage relationships with existing customers

6%

## Interactive

Help consumers connect with companies over the Internet to sell products from our clients or from Experian

31%

**Balanced growth portfolio**

# Executing on our growth plans

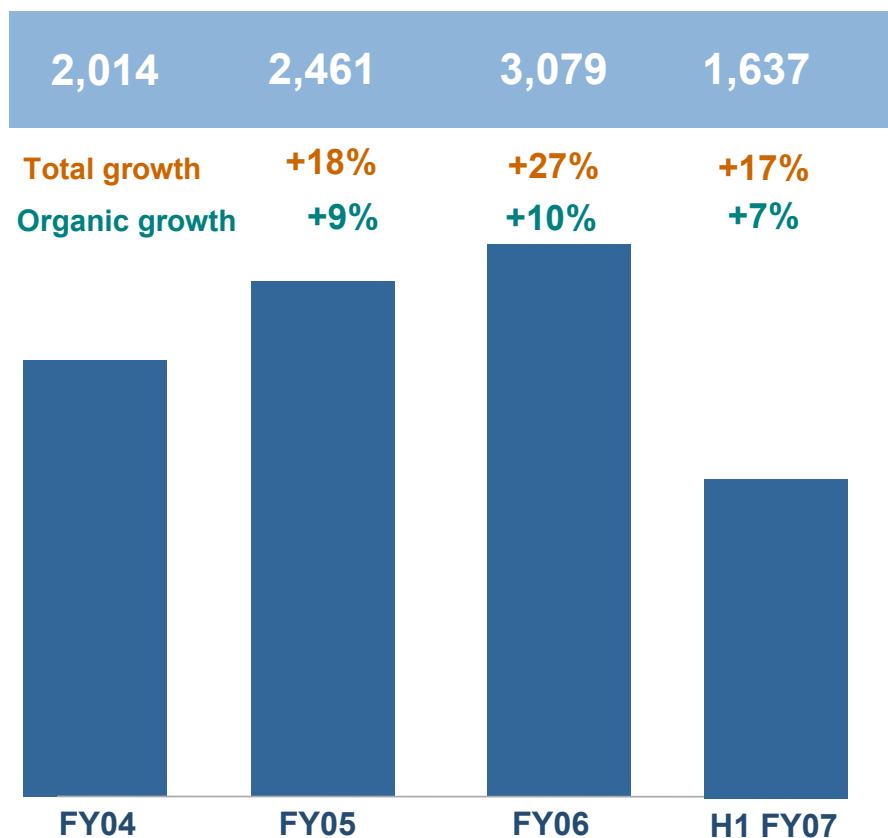


- **Driving organic growth**
  - Deeper client relationships
  - Geographic expansion
  - Product innovation
  - Vertical expansion
- **Growth accelerated via complementary acquisitions**
- **Delivering operating leverage to maintain or improve margins**

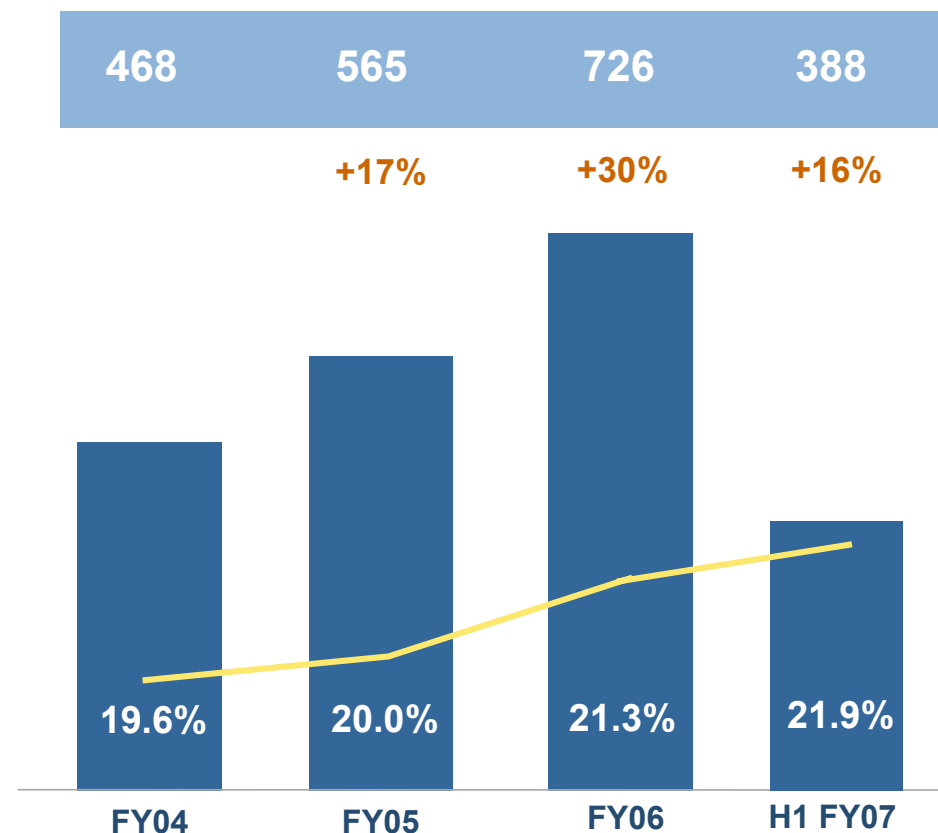
# Strong sales and profit growth



## Revenue \$m



## EBIT \$m and margin



### Notes:

FY05 onwards under IFRS

Global continuing revenue and EBIT only

Growth rates at constant currency and for continuing activities only

FY07 excludes results from Metareward and UK account processing (included in all other years)

# Experian Interactive

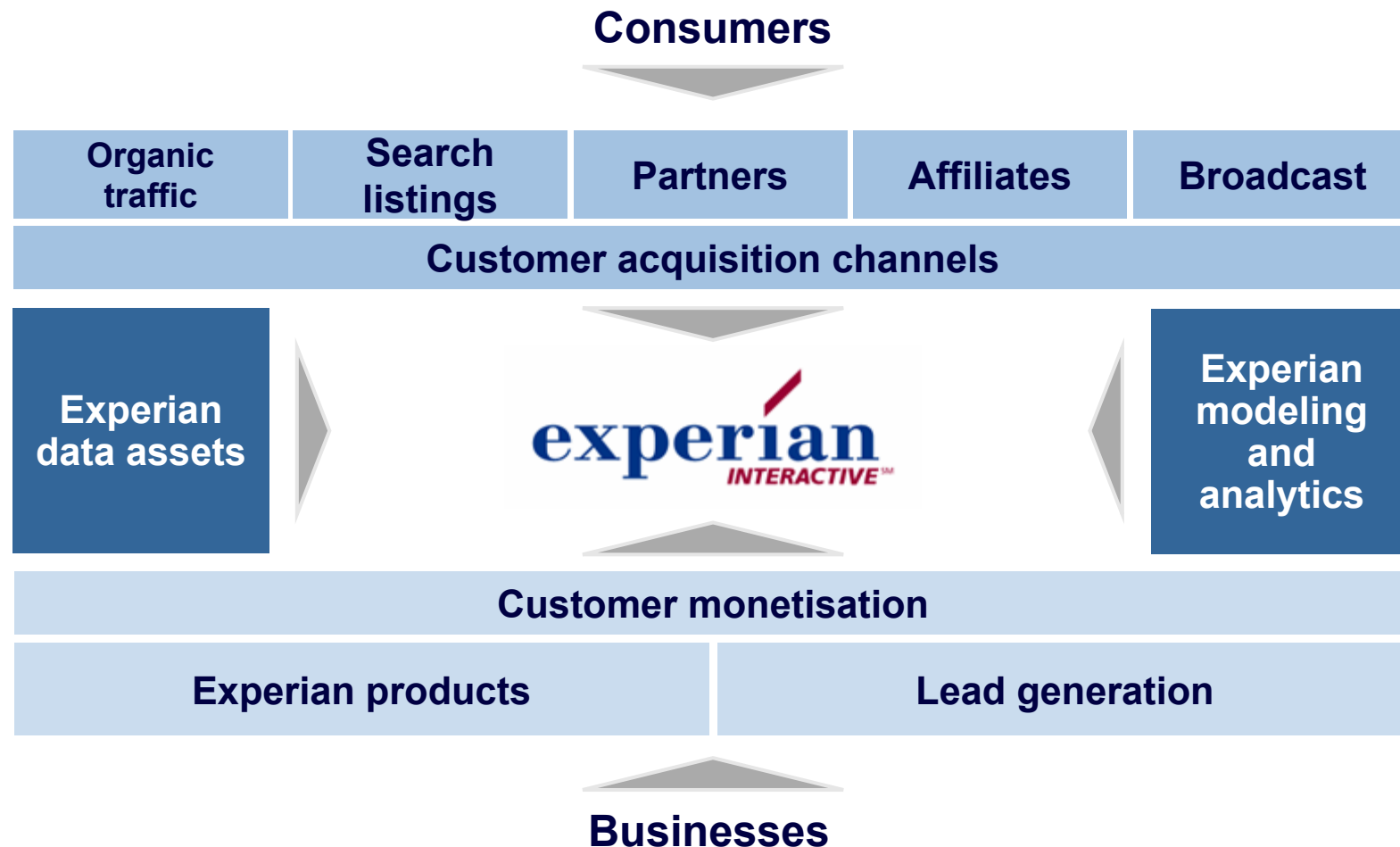


# Interactive – connecting consumers to companies over the Internet



**A leading position as a trusted information source for consumers about key financial and purchasing decisions to lower the daily cost of living**

# Interactive business model – our competitive advantage



**Connecting consumers with businesses, maximizing client  
returns on marketing spend**

# Interactive – key growth drivers



## Driving organic growth

- Secular channel switch to Internet continues
- Improving retention in Consumer Direct
- Improving conversion rates in lead generation

**CreditExpert**  
from Experian®

## Operating leverage

- Driving synergies within Interactive and within Experian
  - Using scale and expertise to increase returns from customer acquisition spend

**LowerMyBills.com**  
an Experian company

## Geographic expansion

- Success of UK CreditExpert
- Increasing investment in PriceGrabber UK

**PriceGrabber.com**

**classesUSA®**

# **PriceGrabber.com**

**Kamran Pourzanjani**

# Agenda



1. Overview of PriceGrabber
2. Driving growth
3. Strong financial model
4. Fit with Experian

# PriceGrabber – overview

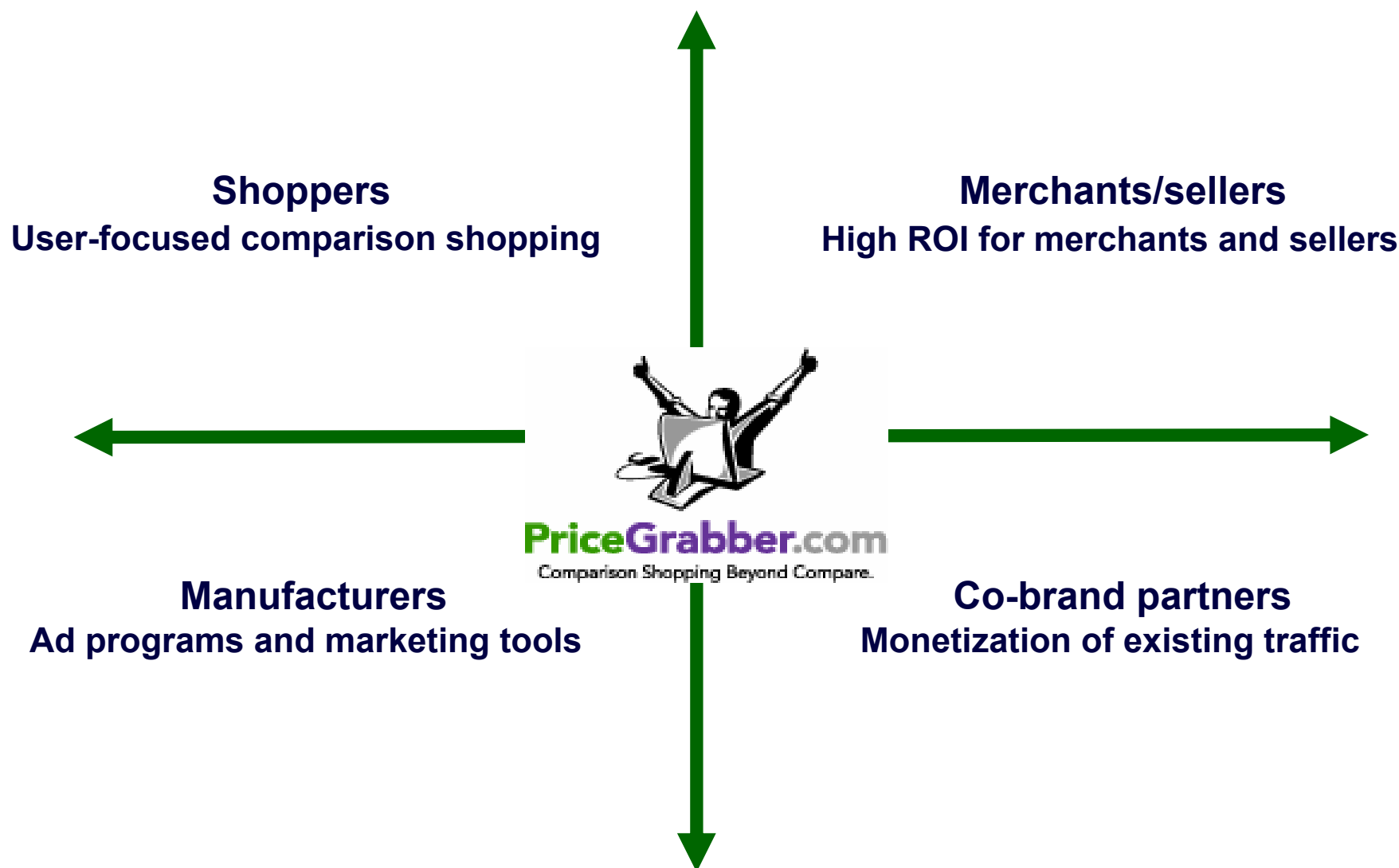


- **Founded in February 1999**
- **Headquartered in Los Angeles, California, with office in London**
- **20 channels and over 32 million products**
- **Greatest number of active web shoppers among comparison shopping sites\***
  - c.24 million unique users across the PriceGrabber network of sites\*\*
- **Over 11,000 merchants and sellers, including**
  - Best Buy, Wal-Mart, Buy.com, Saks Fifth Ave., Office Depot, Overstock.com, RitzCamera.com, CDW and Orbitz
- **Partnering with or powering over 300 shopping sites including**
  - MSN, About.com, Ask.com, Comcast, Terra, Bell South, and PC World
- **\$52 bn in merchant referral value in 2006**
- **131 million merchant referrals in 2006**

\* Source: Forrester, October 2006. Active web shoppers are those who spent more than \$500 online in the past three months

\*\* December 2006

# PriceGrabber – serving four key segments



# PriceGrabber – driving growth



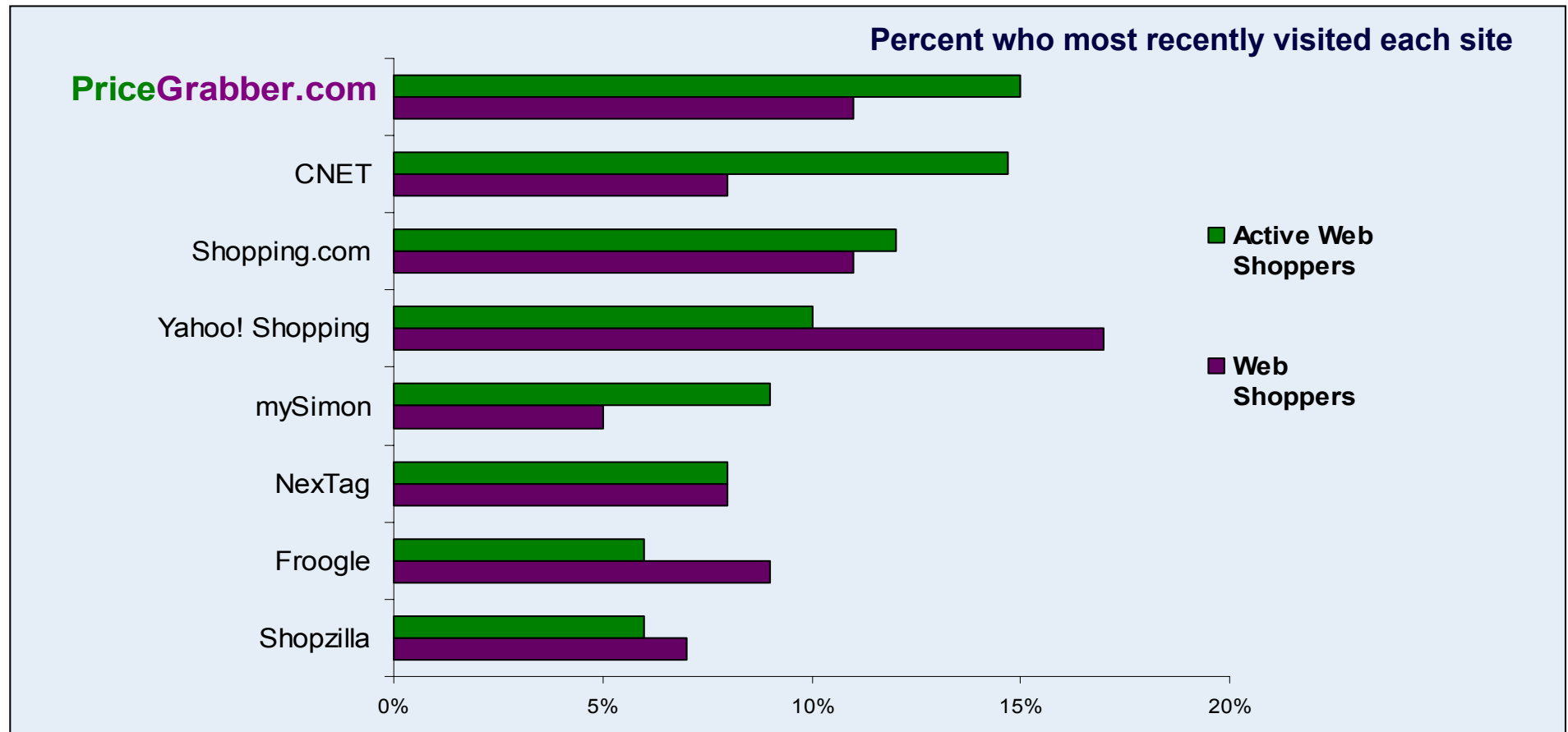
- **Leading comparison shopping service in a large and growing market**
  - Increased broadband adoption, e-commerce growth and shift of advertising dollars online are driving comparison shopping market growth
- **Consumer- centric service attracts a strong, loyal community of users**
  - Culture and track record of innovation – easier use and highly satisfactory consumer experience
  - Drives repeat business and word-of-mouth referrals – high percentage of merchant referrals from organic site traffic
- **Consumer satisfaction leads to higher conversion rates**
  - Industry leading ROI for merchants resulting in high CPCs



# PriceGrabber – driving growth



Active web shoppers use PriceGrabber more than any other comparison shopping site\*

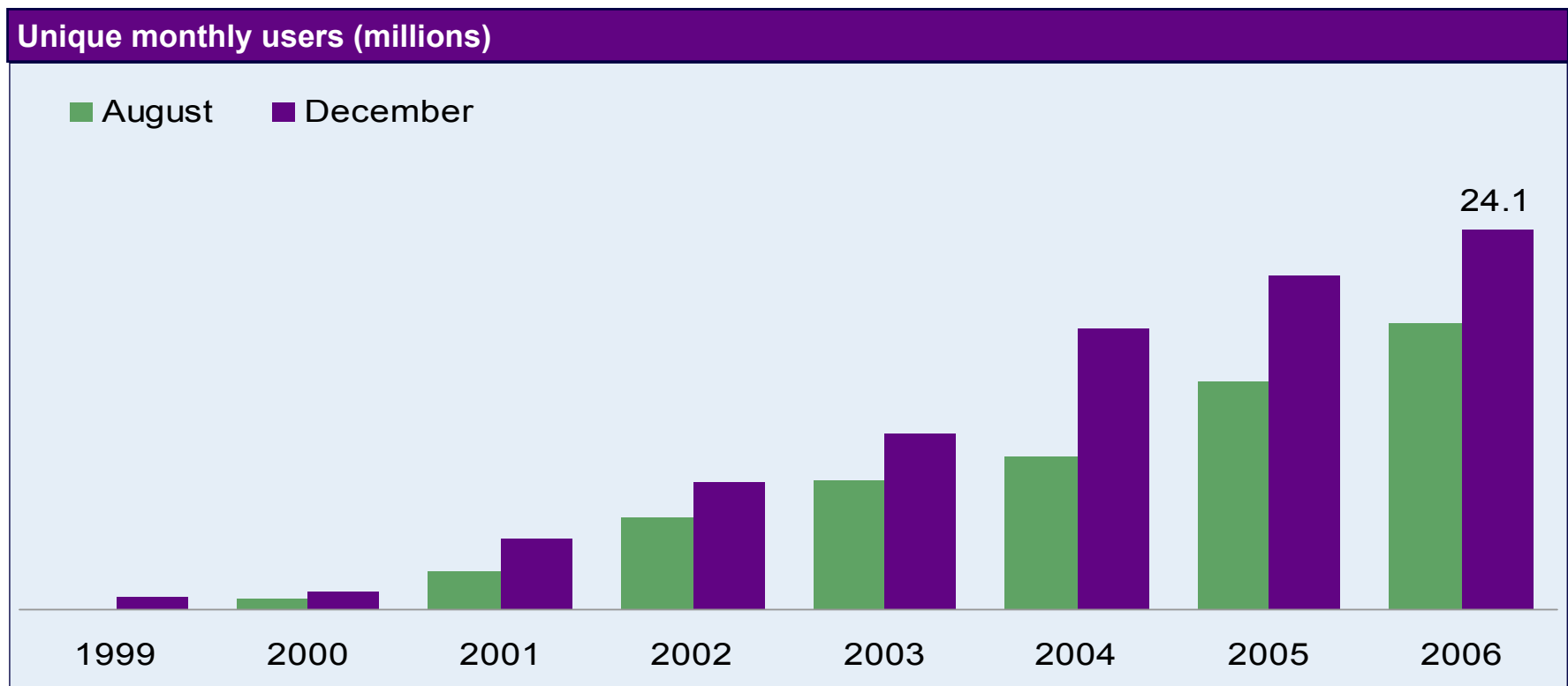


\* Source: Forrester "US eCommerce: Five-Year Forecast And Data Overview", October 2006. Active Web Shoppers are defined as those who have spent more than \$500 online in the past three months, whereas Web Shoppers have merely made a purchase in the last three months

# PriceGrabber – driving growth



**Traffic growth – 24.1 million unique users across the PriceGrabber network of sites in December 2006**



# PriceGrabber – strong financial model



- **PriceGrabber has more stable revenue growth and margins due to less reliance on search engine traffic**
  - Highest industry brand recognition
  - Lowest number of keyword buys of the major comparison shopping engines
  - Largest amount of traffic from distribution or cobrand partners in the industry
- **Over 80% of PriceGrabber's traffic is free (such as bookmarked, URL-typed, distribution partnerships and free search)**
- **Over 60% of the company's merchant referral revenue comes from non-search engine sources**
- **PriceGrabber derives a lower share of total revenue and has a much lower dependence on ad network relationships, resulting in higher margins**

# PriceGrabber – fit with Experian



- High growth business in a fast growing market
- Further expands Experian's relationship with retailers – third largest vertical market behind financial services and direct-to-consumer
- Leverages scale of Experian Interactive
- Targets offers on other Experian Interactive sites
- PriceGrabber is a highly trusted consumer brand – reinforcing Experian's position as a trusted source to consumers
- UK operation delivering strong growth; further opportunities for geographic expansion over time

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