KBW Diversified Financials Conference

4 June 2008

Overview

Experian investment highlights

- Unique combination of data and analytics
- Balanced portfolio by geography and business line
- Investment for growth: new products, new geographies, new verticals
- Strong financial performance, even in challenging times

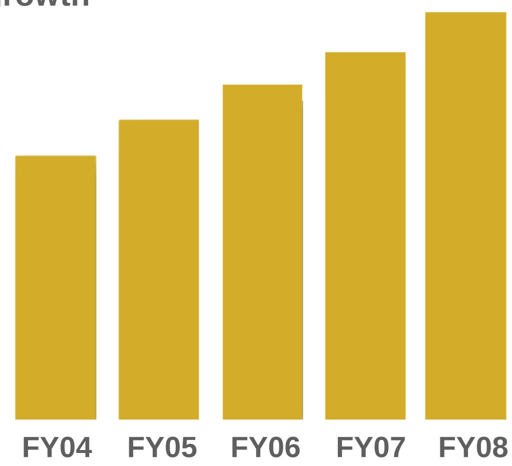
Experian

Overview

Five year track record

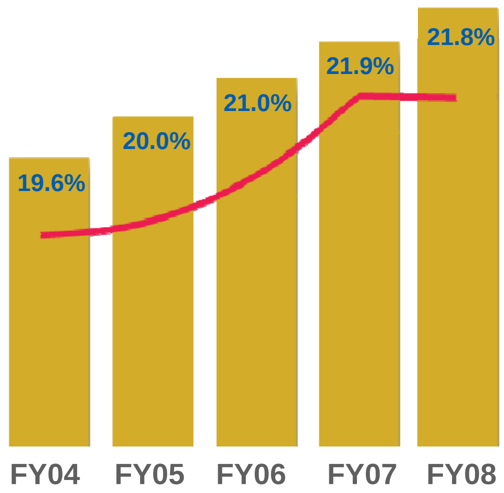
Revenue US$m

	FY04	FY05	FY06	FY07	FY08
Revenue	2,014	2,461	2,930	3,407	4,059
Total growth		+18%	+30%	+14%	+14%
Organic growth		+9%	+12%	+8%	+4%



EBIT US$m and margin

	FY04	FY05	FY06	FY07	FY08
EBIT	468	565	685	808	938
Total growth		+17%	+28%	+15%	+13%



Performance in 2008

- Revenue growth from continuing activities of 14%
- EBIT margin of 21.8%
- Cash conversion of 95%
- Full year dividend of 18.5 US cents, up 9%

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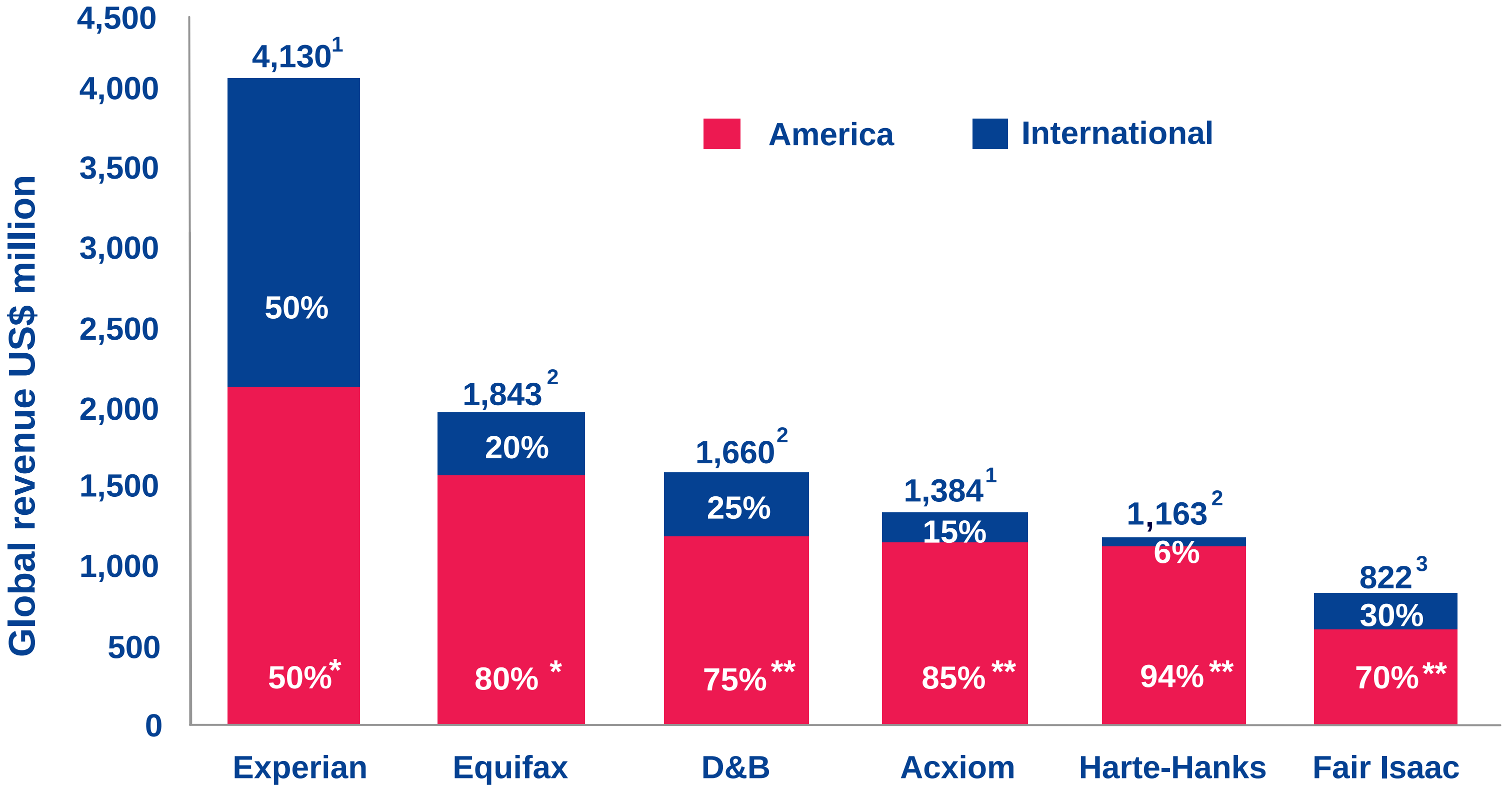
FY05 onwards under IFRS
Global continuing sales and EBIT only
Growth at constant exchange rates and for continuing activities
EBIT margin excluding FARES
FY06, FY07 and FY08 adjusted to exclude MetaReward and UK account processing, FY07 and FY08 adjusted to exclude Loyalty Solutions

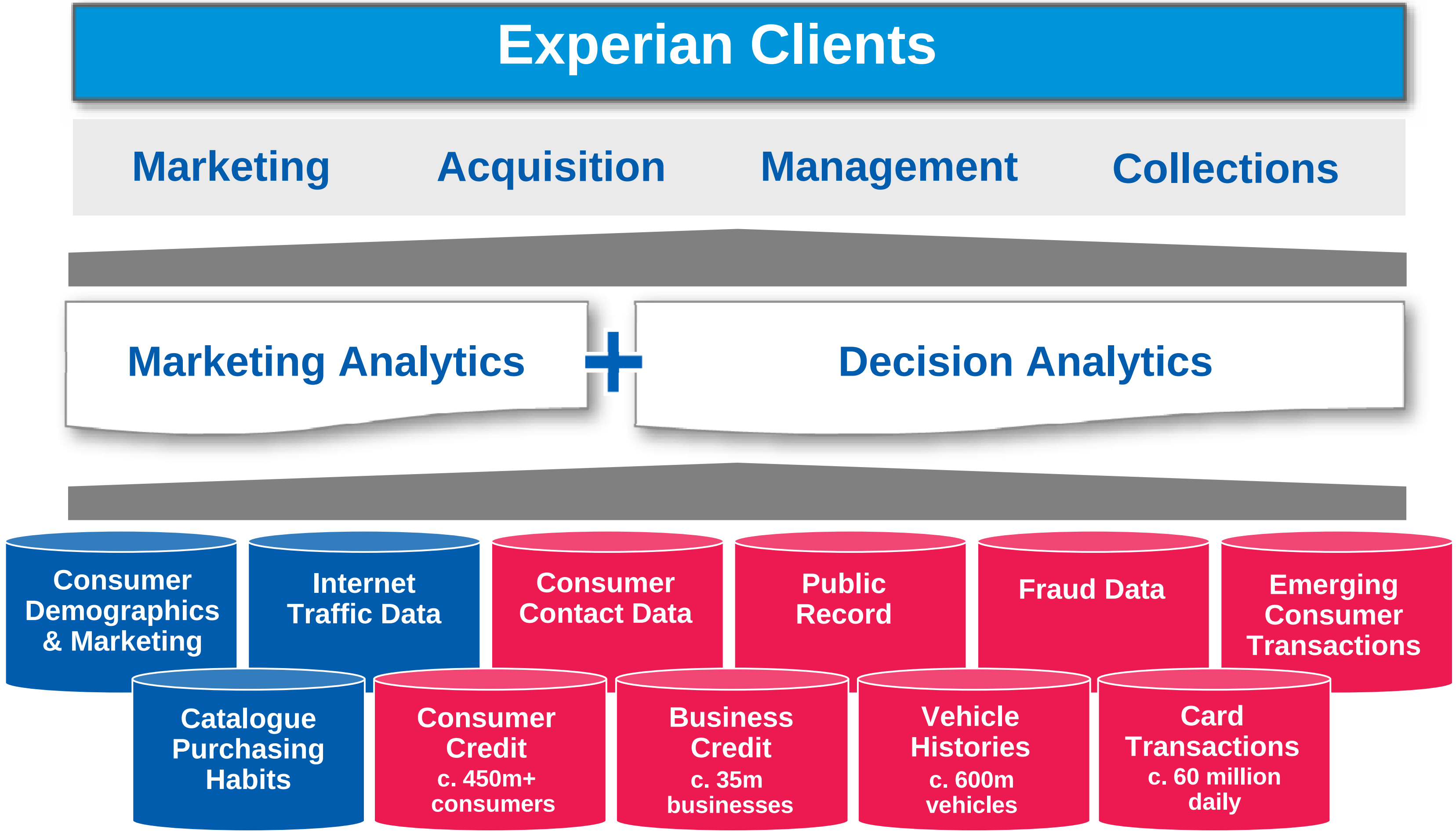
Overview
Competitive distinction



Double the size of our closest competitor, with broader geographic reach

* North America only
** US only
1 Year ended 31 March 2008
2 Year ended 31 December 2007
3 Year ended 30 September 2007
Source: Latest full year revenue, company 10K

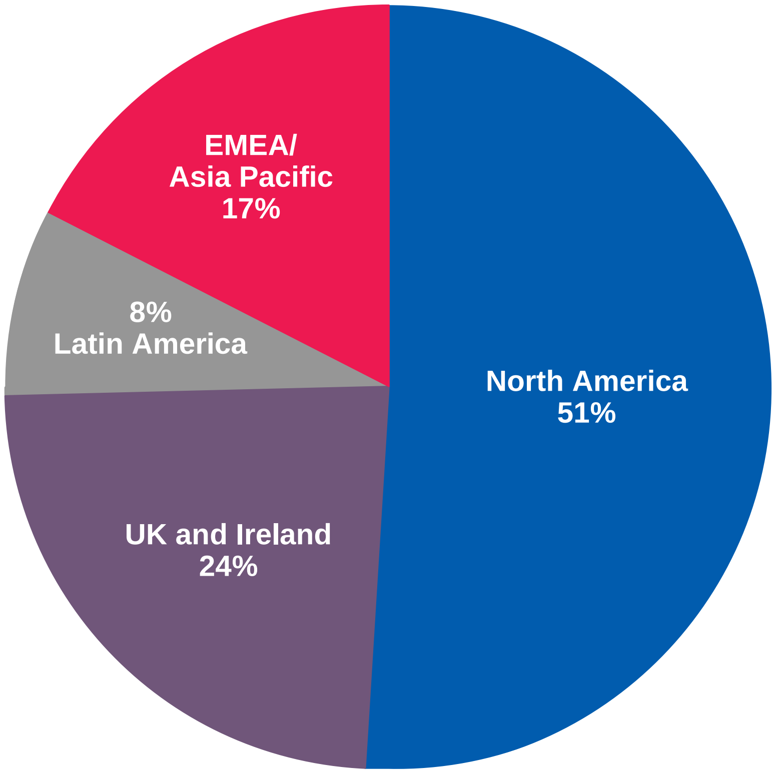
Overview
How we do it: the Experian model



Overview

Portfolio balance: geographic footprint

Experian 2008 revenue by geography[1]



- **US and UK financial services clients are cautious**
- **Strong growth in other markets**

1 Revenue excludes discontinuing activities

Overview

Portfolio balance: strong growth in many areas

- Strong growth globally in Decision Analytics, particularly in emerging markets
- Business information benefits from synergies with consumer bureaux and Decision Analytics
- Strong growth in Consumer Direct
- Excellent progress in new media marketing activities
- High demand for countercyclical services, such as fraud prevention

Evolving our strategy: our framework for success

Focus on data and analytics

+

Drive profitable growth

+

Optimise capital efficiency

Drive growth in shareholder value

Strategy
Focus on data and analytics

Focus on data and analytics

\+

Drive profitable growth

\+

Optimise capital efficiency

DATA → ANALYTICS

DATA

- Global leader in consumer and commercial database management
- We control mission critical data
- Scale and integrity provide competitive advantage

ANALYTICS

- Proprietary analytics and software turns data into value-added insight
- Enables segmentation and measurement in marketing campaigns
- Enables nimble entry into new markets

Strategy

Drive profitable growth: strategic action plan

Focus on data and analytics	Expand our global reach	▪ Establish bureaux and analytics opportunities ▪ Expand high RoI marketing services globally ▪ Extend our capabilities into new vertical markets
+ Drive profitable growth	Innovate to stay ahead	▪ Ingrain innovation into the Experian DNA ▪ Invest in new sources of data and enhanced analytics ▪ Expand capabilities in new marketing channels
+ Optimise capital efficiency	Drive operational excellence	▪ Leverage global scale: development, technology and infrastructure ▪ Adapt global product lines for swift entry into new markets

Strategy

Drive profitable growth: organic investment

Focus on data and analytics + **Drive profitable growth** + Optimise capital efficiency		

2007	2008	2009
▪ Asia Pacific development ▪ Canadian bureau	▪ Asia Pacific development ▪ Canadian bureau ▪ Indian bureau ▪ Eastern Europe development ▪ Serasa integration ▪ Data centre consolidation	▪ Asia Pacific development ▪ Japan joint venture ▪ Canadian bureau ▪ Indian bureau ▪ Eastern Europe development ▪ Launch new Consumer Direct products ▪ Marketing initiatives

P&L investment stepped up in 2008 and plan to invest at a similar rate in 2009

Strategy

Strong progress at Serasa

- Serasa exceeds our expectations
- Strong demand for credit in Brazil
- Becoming an integral part of Experian
- Revenue of US$305m in nine months
- Pro forma revenue growth in high teens

Back office integration

Excellent management team

Optimised salesforce

Identified product transfers

Leverage Latin America opportunity

Winning new business

Strategy

Capital allocation

Focus on data and analytics

+

Drive profitable growth

+

Optimise capital efficiency

- Committed to maintaining a strong but efficient balance sheet
- Expect to return within target debt range in current financial year
- Continue to assess our capital structure
- Look at returning surplus capital within the framework of maintaining a strong but efficient balance sheet
- Dividend policy remains unchanged

Financial management
Cost control

- Focus on maximising profit and cash
- Swift and deliberate cost actions
    - Additional efficiency opportunities identified
    - Cost savings target raised from US$80m to US$110m annualised, for increased charge
- Continue to invest for growth

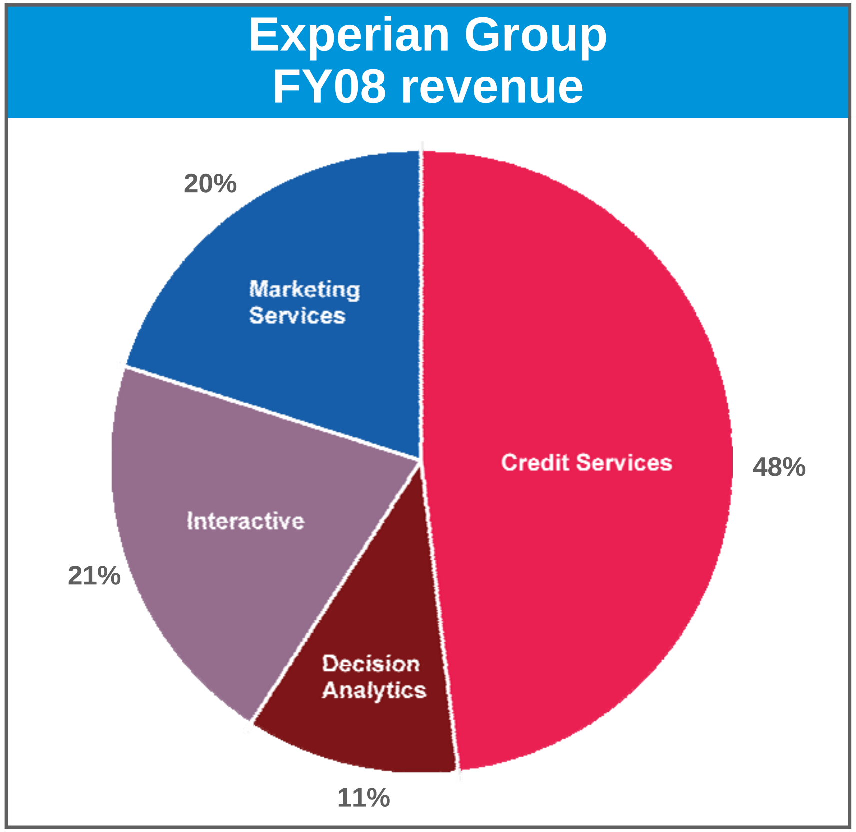
Summary
What distinguishes Experian competitively

Experian's competitive distinction

Geographic scale	✓
Commitment to innovation	✓
Portfolio diversity	✓
Unique combination of data and analytics	✓+

Appendix

Appendix
Business split



Global continuing revenue to 31 March 2008, including pro forma Serasa revenue

Appendix
Revenue and EBIT by geography

Twelve months to 31 March
US$million

Revenue	2008	2007	Total growth	Organic growth
North America	2,061	1,985	4%	3%
Latin America	324	5	>100%	43%
UK and Ireland	965	843	8%	3%
EMEA/Asia Pacific	710	574	13%	7%
Total revenue	**4,059**	**3,407**	**14%**	**4%**
EBIT before central activities	941	794	15%	
Central activities	(57)	(47)	(15)%	
EBIT - direct business	**883**	**746**	**15%**	
FARES	54	61	(11)%	
EBIT – continuing activities	**938**	**808**	**13%**	
EBIT margin	**21.8%**	**21.9%**		

- **Organic revenue growth across all regions**
- **Direct EBIT growth of 15%**
- **Central activities reflects full year run rate and adverse FX**
- **Tough US mortgage market for FARES**

All figures above on continuing basis
Growth at constant exchange rates
Latin America total growth was 5,232% at constant exchange rates
EBIT margin excluding FARES

Appendix
Group benchmark earnings

Twelve months to 31 March
US$million

	2008	2007
EBIT – continuing activities	**938**	**808**
Discontinuing activities	7	18
EBIT	**945**	**825**
Net interest	(126)	**Not comparable due to demerger**
Benchmark PBT[1]	**819**	
Benchmark taxation	(190)	
Benchmark profit after tax	**629**	
Benchmark minority interest	(21)	
Benchmark earnings	**608**	
Weighted average number of shares	1,009	
Benchmark EPS, US cents	60.3	

- **Central activities reflect post-demerger run rate**
- **UK account processing now subcontracted**
- **Net interest charge reflects acquisition funding**
- **Tax rate of 23.2%**
- **Minority interest arises mainly from Serasa**

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[1] Benchmark PBT is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, financing fair value remeasurements and taxation. It includes Experian's share of pre-tax profits of associates.

Appendix

Credit Services

Twelve months to 31 March
US$million

Revenue	2008	2007	Total growth	Organic growth
North America	807	804	-	-
Latin America	305	-	n/a	n/a
UK and Ireland	293	266	4%	1%
EMEA/Asia Pacific	495	433	4%	3%
Total revenue	**1,901**	**1,503**	**19%**	**1%**
EBIT – direct business	531	419	21%	
Serasa integration charge	(11)	-	n/a	
Total EBIT – direct business	**520**	**419**	**19%**	
FARES	54	61	(11)%	
Total EBIT	**574**	**481**	**15%**	
EBIT margin	**27.4%**	**27.9%**		

- **Mortgage and pre-screen offset by growth in countercyclical products, business information and automotive**
- **Strong Serasa performance, revenue in line with buy plan and EBIT ahead of buy plan**
- **UK and Ireland benefited from business information and new verticals**
- **Strong credit bureaux performances across EMEA**

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All figures above on continuing basis
Growth at constant exchange rates
EBIT margin excluding FARES

Appendix

Decision Analytics

Twelve months to 31 March
US$million

Revenue	2008	2007	Total growth	Organic growth
North America	82	77	7%	7%
Latin America	8	5	43%	43%
UK and Ireland	247	215	8%	-
EMEA/Asia Pacific	132	95	28%	20%
Total revenue	**469**	**392**	**13%**	**7%**
EBIT	**154**	**136**	**7%**	
EBIT margin	**32.8%**	**34.7%**		

- **Good growth against strong comparatives in North America**
- **Lower revenue from application processing balanced by growth in fraud prevention and risk management in UK**
- **Broad-based growth across EMEA/Asia Pacific**
- **Margin dilution due to acquisition mix and regional mix**

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All figures above on continuing basis
Growth at constant exchange rates

Appendix

Marketing Services

Twelve months to 31 March
US$million

Revenue	2008	2007	Total growth	Organic growth
North America	380	353	8%	2%
Latin America	10	-	n/a	n/a
UK and Ireland	356	329	2%	(3)%
EMEA/Asia Pacific	83	46	67%	11%
Total revenue	**830**	**728**	**10%**	**1%**
EBIT	**78**	**65**	**18%**	
EBIT margin	**9.4%**	**8.9%**		

- **Good progress in new media activities in North America**
- **Cutbacks in UK financial services spending**
- **Good growth in EMEA/Asia Pacific**
- **Acquisitions performing well**
- **Margin improvement of 50bp, reflects favourable mix**

All figures above on continuing basis
Growth at constant exchange rates

Appendix

Interactive

Twelve months to 31 March
US$million

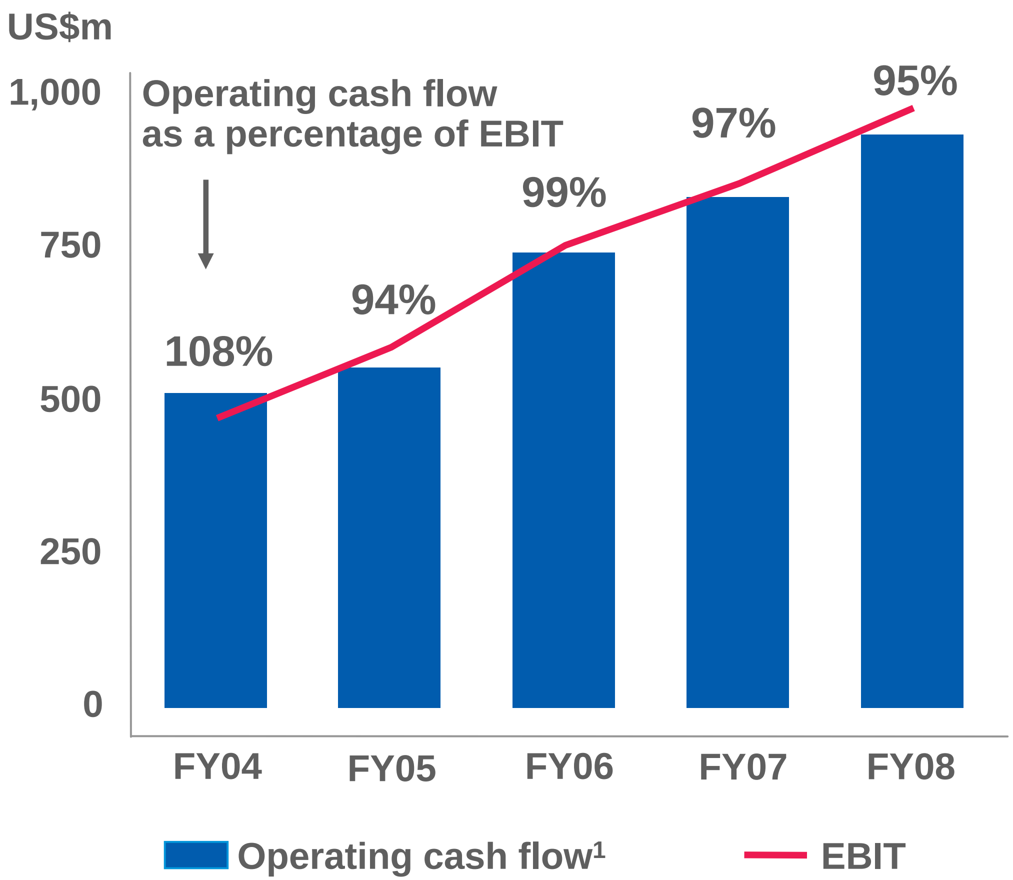
Revenue	2008	2007	Total growth	Organic growth
North America	791	751	5%	5%
UK and Ireland	68	33	95%	95%
Total revenue	**859**	**784**	**9%**	**9%**
EBIT	**189**	**173**	**9%**	
EBIT margin	**22.0%**	**22.1%**		

- **Growth at North America Consumer Direct in excess of 20%**
- **PriceGrabber performed well**
- **Weakness at LowerMyBills**
- **Excellent performance in the UK**
- **Margins maintained**

All figures above on continuing basis
Growth at constant exchange rates

Appendix

Highly cash generative



- **Attractive financial characteristics**
  - **Recurring revenue**
  - **High margins**
  - **Low capital intensity**
- **Goal is to convert at least 85% of EBIT to cash**

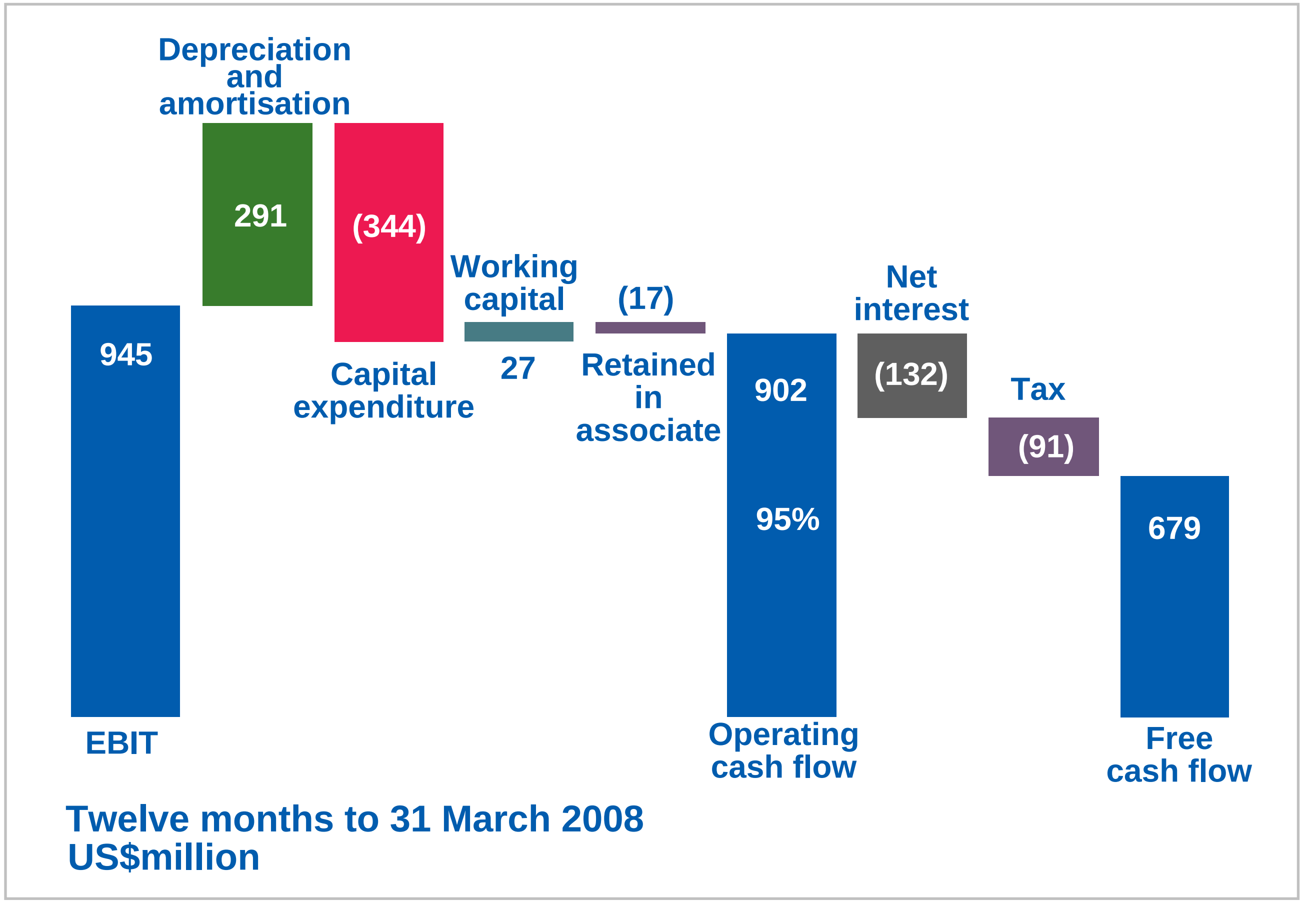
[1] Operating cash flow is defined as EBIT less changes in working capital, add depreciation/amortisation, less capital expenditure and less profit retained in associate

Appendix
Operating cash flow

Twelve months to 31 March US$million	2008	2007
EBIT	**945**	**825**
Depreciation and amortisation	291	237
Capital expenditure	(344)	(275)
Change in working capital	27	39
Retained in associate	(17)	(22)
Operating cash flow	**902**	**804**
Operating cash flow %	95%	97%

Appendix

Strong cash flow conversion



- Continued strong cash flow conversion
- Capital expenditure includes approximately US$50m from Serasa
- Cash tax payable at 11% of benchmark PBT
- Free cash flow conversion of 108% of Group benchmark profit after tax

Appendix
Cost efficiency programme

- Off-shoring/outsourcing
- Organisational streamlining
- Facilities consolidation
- Global IT infrastructure integration

	Exceptional charge[1]	Cost savings
FY08	US$(60)m	-
FY09	US$(40)m+US$(40)m	US$50m
FY10 onwards	-	US$110m annualised

Set to deliver annualised savings of US$110m from FY10

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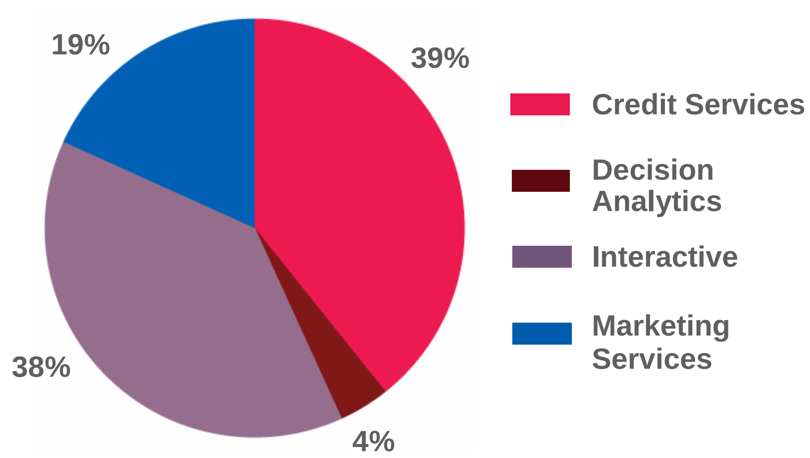
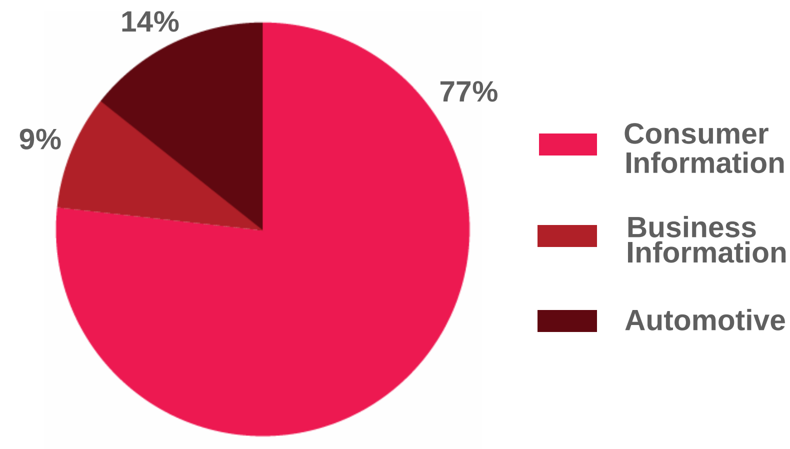
[1] Included in non-benchmark items

Appendix
North America financial summary

North America Total FY08 revenue mix



North America Credit Services FY08 revenue mix



Credit Services and Decision Analytics comprise 43% of total NA revenue

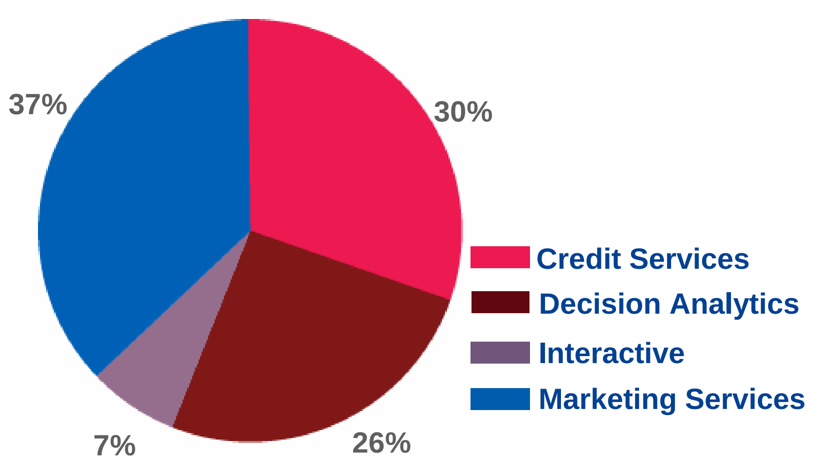
Approximate % of NA Credit Services

- Pre-screen <15%
- Account management and collections >20%
- Mortgage <10%

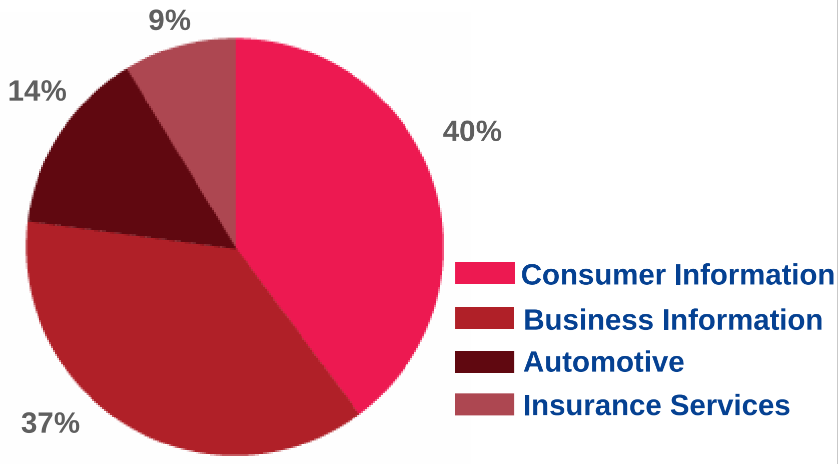
Appendix

UK and Ireland financial summary

UK Total FY08 revenue



UK Credit Services FY08 revenue



Balanced spread of revenues

Appendix

FY09 modelling considerations

EBIT	▪ Cost savings of US$50m in second half
Central activities	▪ Costs estimated to be c.US$60m
Net interest	▪ Net interest in the region of US$130-140m, after c.US$20m net pension credit
Exceptional items	▪ Restructuring charge of US$80m, exceptional cash cost of c.US$100m
Tax	▪ Benchmark tax rate of c.23%, cash tax rate similar to FY08
Capital expenditure	▪ Capital expenditure expected to be between US$360m and US$390m

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Event calendar

10 July 2008	Interim management statement, first quarter
16 July 2008	Annual General Meeting
15 October 2008	Trading update, first half
19 November 2008	Half-yearly announcement

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