

KBW European Financials Conference

16 September 2008

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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**

Overview

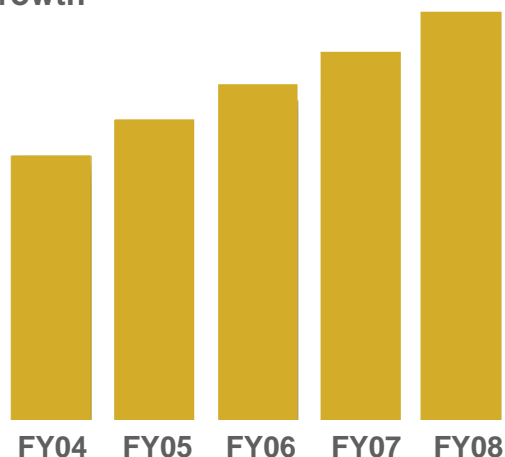
Five year track record

Revenue US\$m

2,014	2,461	2,930	3,407	4,059
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Total growth +18% +30% +14% +14%

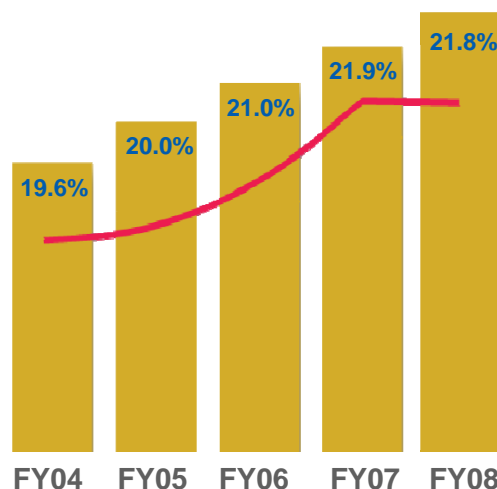
Organic growth +9% +12% +8% +4%



EBIT US\$m and margin

468	565	685	808	938
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+17% +28% +15% +13%



Performance in FY08

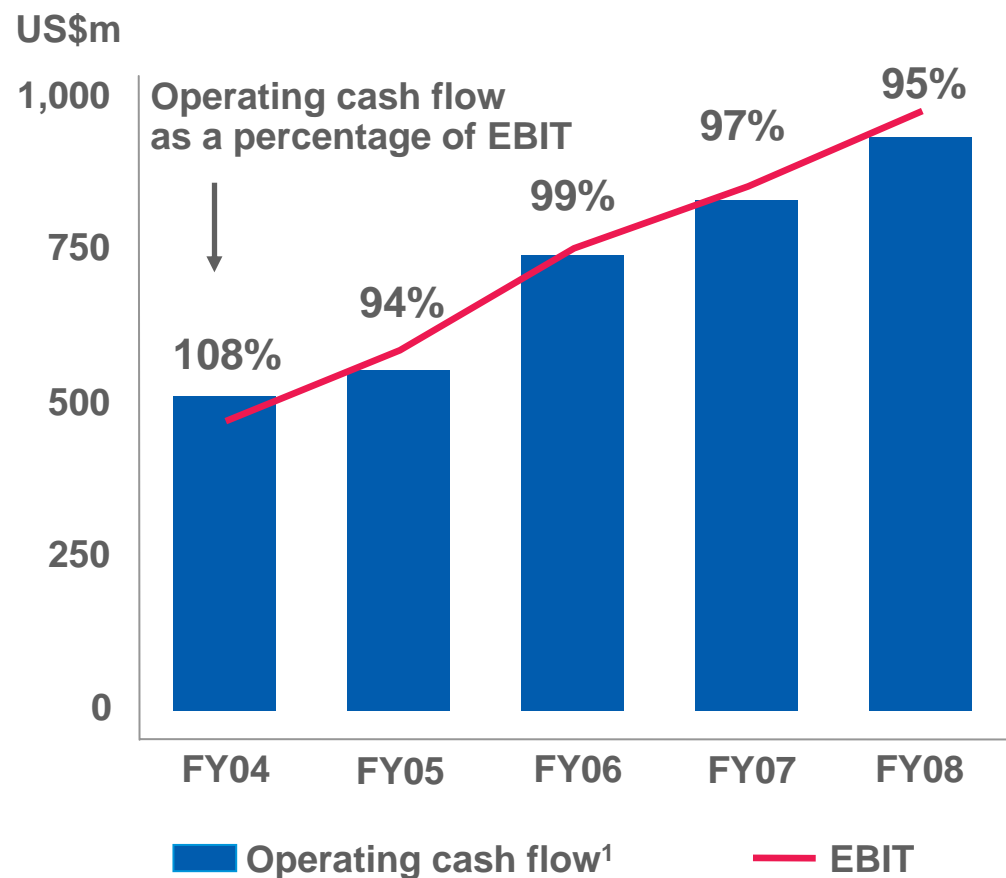
- Revenue growth from continuing activities of 14%
- EBIT margin of 21.8%
- Cash conversion of 95%

Performance in Q1 FY09

- Revenue growth from continuing activities of 16%
- Organic revenue growth from continuing activities of 1%

Overview

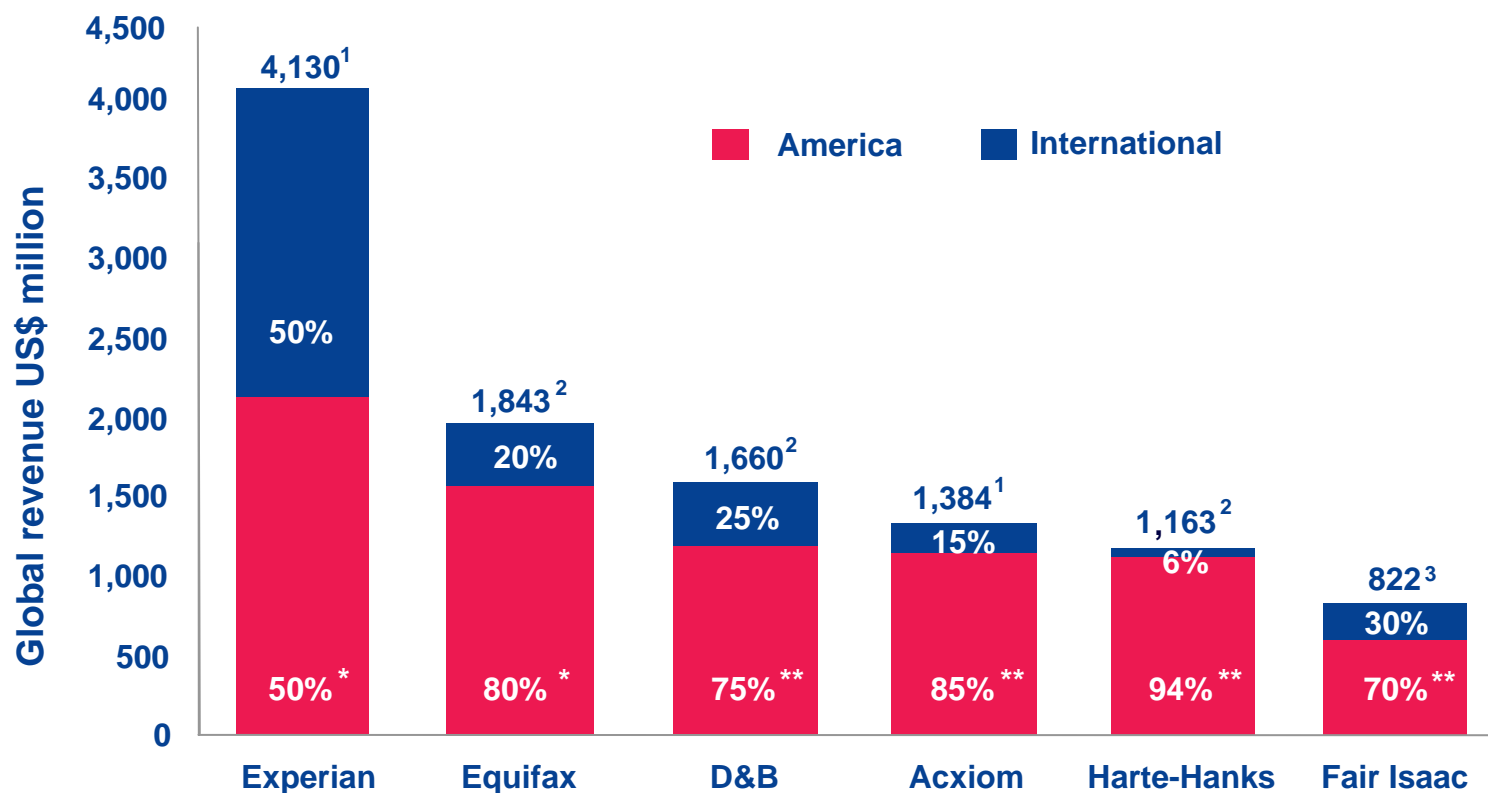
Highly cash generative



- **Attractive financial characteristics**
 - Recurring revenue
 - High margins
 - Low capital intensity
- Goal is to convert at least 85% of EBIT to cash
- FY08 free cash flow conversion of 108% of Group benchmark profit after tax

Overview

Competitive distinction



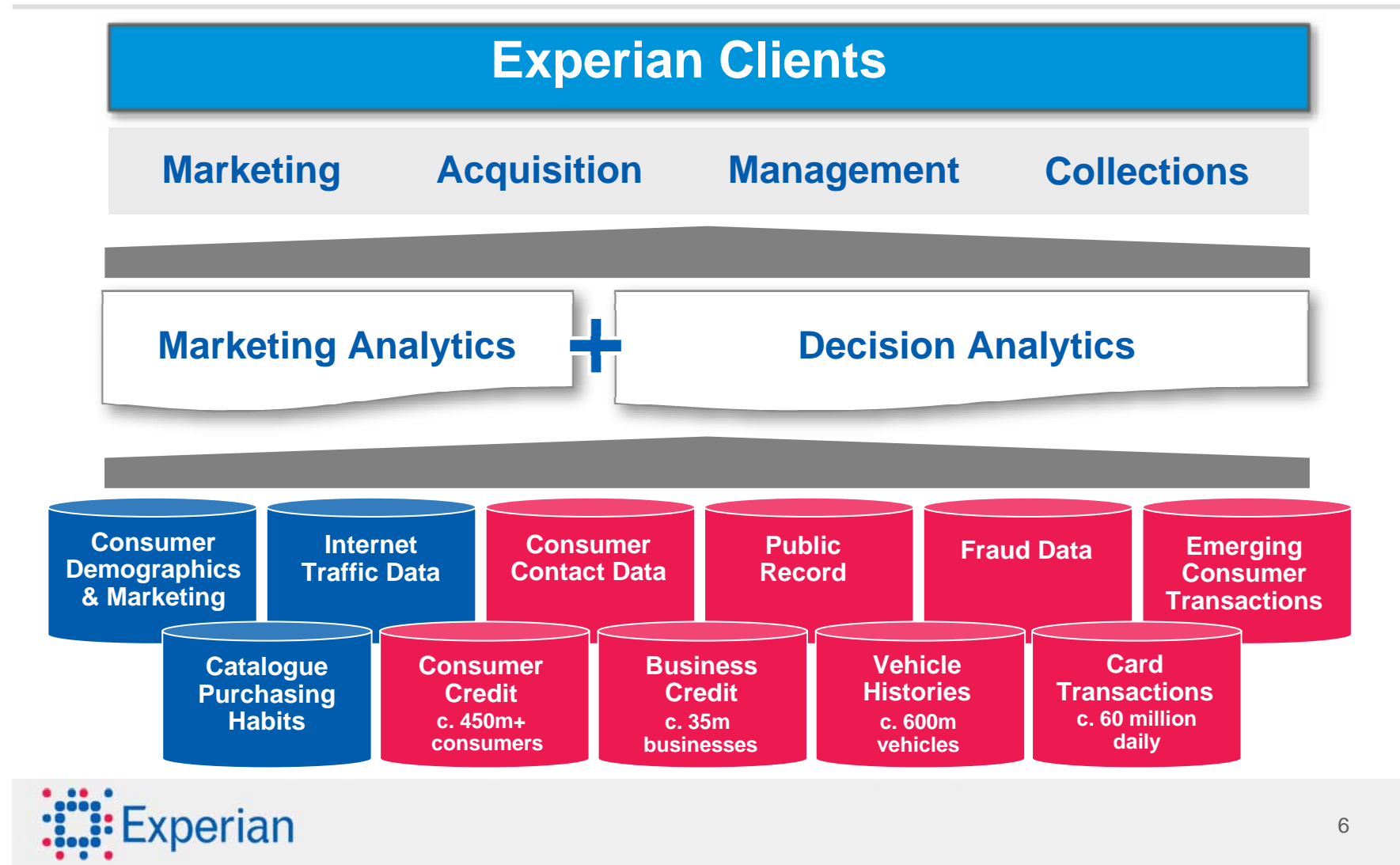
Double the size of our closest competitor, with broader geographic reach



* 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

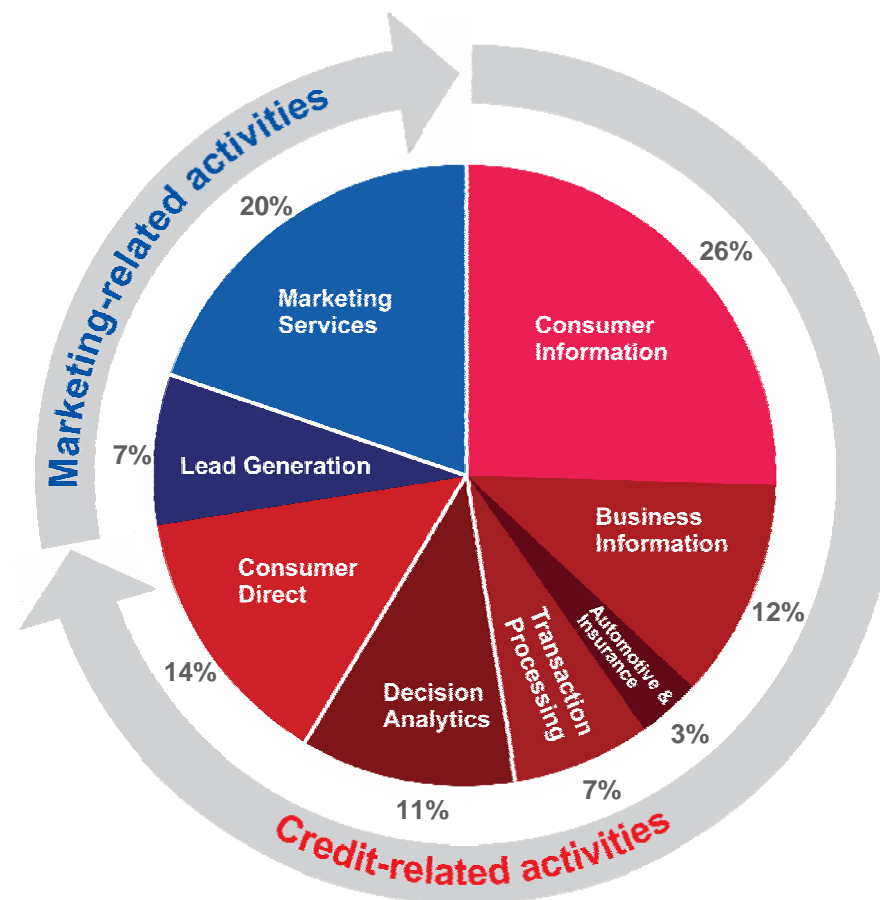
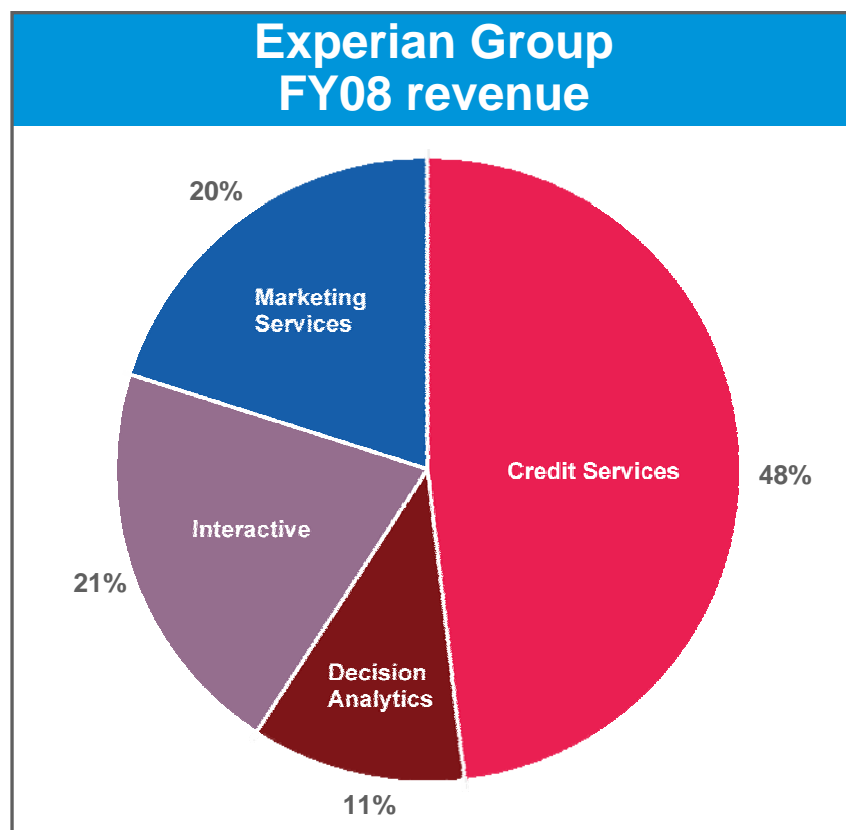
Overview

How we do it: the Experian model



Overview

Business split

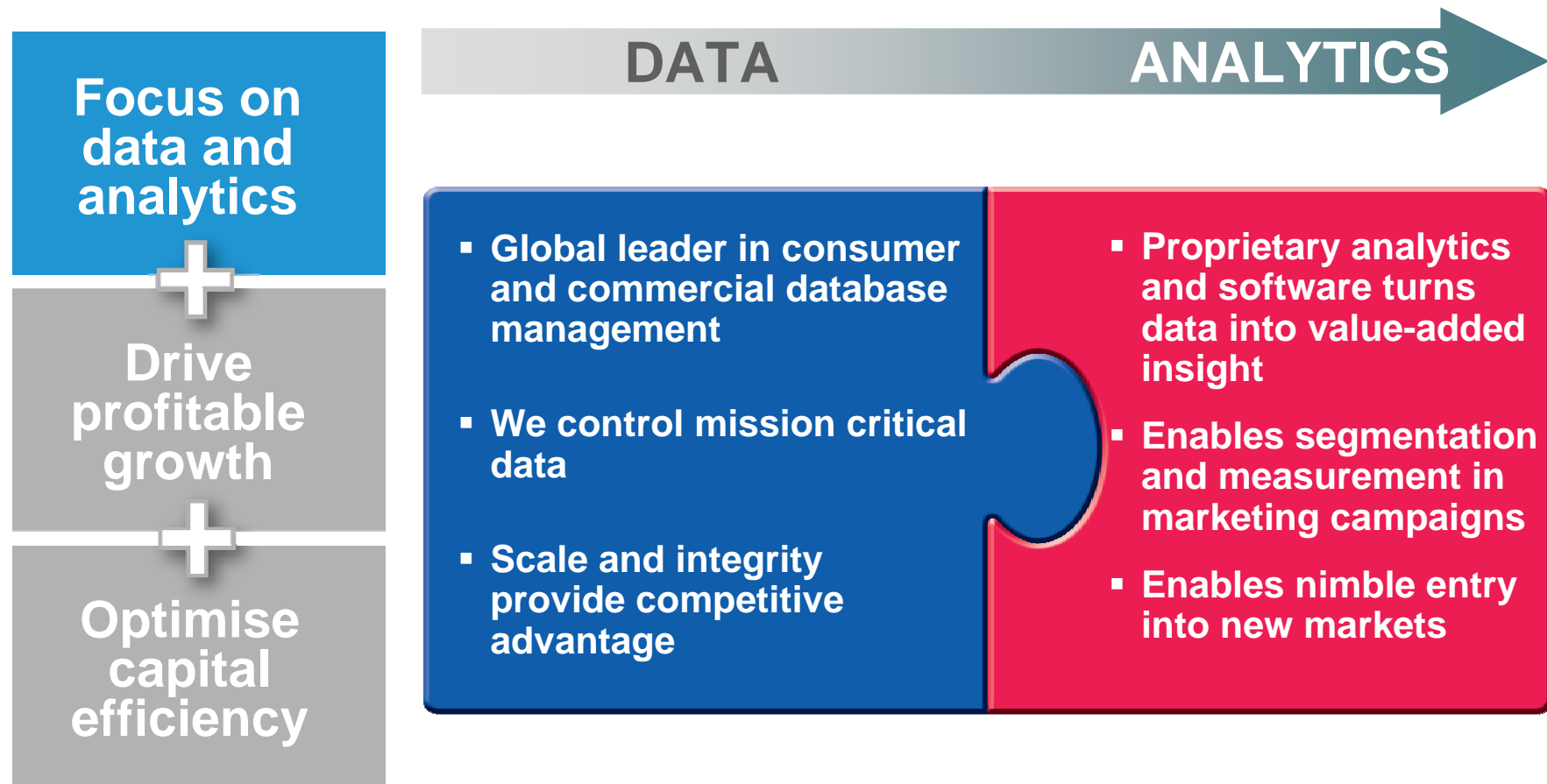


Strategy

Evolving our strategy: our framework for success



Focus on data and analytics



Strategy

Drive profitable growth: strategic action plan



Strategy

Drive profitable growth: organic investment

<div>Focus on data and analytics</div> <div>+</div> <div>Drive profitable growth</div> <div>+</div> <div>Optimise capital efficiency</div>	2007	2008	2009
	<ul style="list-style-type: none">▪ Asia Pacific development▪ Canadian bureau	<ul style="list-style-type: none">▪ Asia Pacific development▪ Canadian bureau▪ Indian bureau▪ Eastern Europe development▪ Serasa integration▪ Data centre consolidation	<ul style="list-style-type: none">▪ Asia Pacific development▪ Japan joint venture▪ Canadian bureau▪ Indian bureau▪ Middle East bureau▪ Eastern Europe development▪ Launch new Consumer Direct products▪ New messaging platforms
	P&L investment stepped up in 2008 and plan to invest at a similar rate in 2009		

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Implementation: balanced results from global strategies



Innovation

- Global validation of individual identity
- Portfolio optimisation

Client value

- Industry solution focus
- Global strategic account focus

Geographic expansion

- Global solution delivery

Operational excellence

- Shared services
- Standardising platforms

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Implementation: balanced results from global strategies



Innovation

- Well-known high street bank brand protecting customers from over-committing

Client value

- Industry solution focus
- Global strategic account focus

Geographic expansion

- Global solution delivery

Operational excellence

- Shared services
- Standardising platforms

Innovation: enabling responsible lending

*A leading UK
retail bank*

Challenge

- Needed greater insight to ensure responsible lending
- Respond to FSA anti-money laundering, Basel II, third party data and other regulatory requirements

Solution

- Web services application processing system
- Integrated authentication index, credit risk score, indebtedness index and application fraud check

Results

- Millions £s of bad debt and fraud losses avoided
- Full compliance with regulatory requirements at minimal incremental cost

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Implementation: balanced results from global strategies



Innovation

- Global validation of individual identity
- Portfolio optimisation

Client value

- Customer portfolio management with a leading pay TV provider

Geographic expansion

- Global solution delivery

Operational excellence

- Shared services
- Standardising platforms

Client value: customer portfolio management

*A leading pay
TV provider*

Challenge

- Aggressive acquisition, churn and contribution targets
- Lack of insight on consumer behaviour drivers and P&L impact
- Need to differentiate and personalise propositions

Solution

- Delivered outsourced acquisition solution
- Consumer view from 33 different sources
- Optimising acquisition, retention and cross-selling across multiple channels
- Included building a 'next best offer' capability for all centres

Results

- Used insight to deep dive into causes of customer churn and identify how to address the problem
 - Put strategic planning engine in place to support business decisions e.g. broadband roll-out
 - Developed understanding of how to drive customer contribution
- Cost-per-acquisition reduced by 60%
 - Call centre conversion rates increased by 30%
 - Over 25% reduction in churn

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Geographic expansion: reducing transactional fraud



Challenge

- Need for a real-time verification of Direct Debits
- Errors with Direct Debit and Direct Credit transactions are costing UK industry around £3 billion p.a.

Solution

- Bank Wizard Absolute – account verification in real-time
- Confirms the account exists and matches the account to the correct owner

Results

- Analysis for a leading high street lender resulted in 10% reduction in failed transactions
- £10 repair cost avoided per transaction plus resulting fraud avoidance

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Geographic expansion

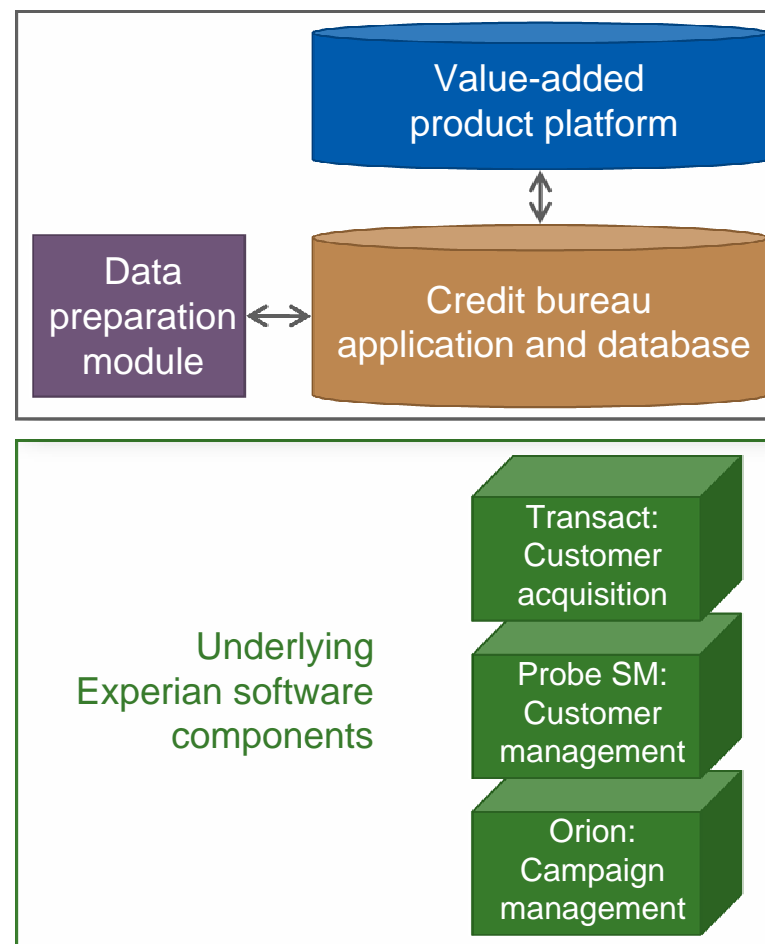
- Global solution delivery

Operational excellence

- Emerging markets credit bureau implementation

Operational excellence: global bureau system

- **Mid-tier bureau platform**
 - **Standardised technology**
 - **Leverages core Decision Analytics capabilities**
 - **Consistent, high quality credit bureau development**



Summary

What distinguishes Experian competitively



Experian's competitive distinction

Geographic scale



Commitment to innovation



Portfolio diversity / client value



Unique combination of data and analytics



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