

Investor seminar 29 & 30 January 2008



Agenda

- Strategic overview **Don Robert**
- The power of combined credit data and analytics **Phil Cotter**
- A focus on North America Credit Services **Kerry Williams**
- Coffee break
- Credit bureau development in new markets **Luciano Manzo**
- The internet as a marketing channel for our data and analytics **Ty Taylor**
- Q&A

Global leadership through distinction

Strategic overview

Don Robert, Group Chief Executive Officer



Agenda

Strategic overview



- **Introduction**
- **Environmental influences**
- **Navigating the short-term**
- **Our competitive edge**
- **Growth strategy**

Introduction

Our vision

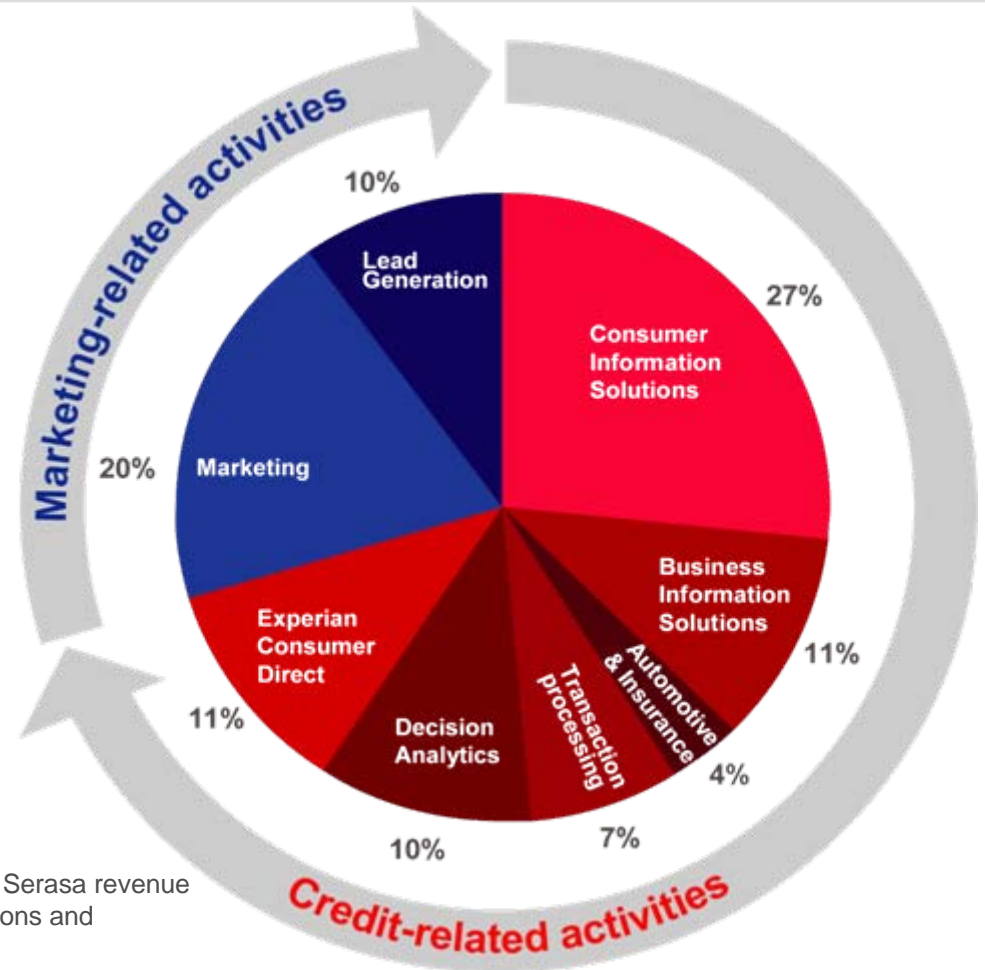
For our people, data and technology to become a necessary part of every major consumer economy around the world



Introduction

Credit risk management is at the heart of what we do

- High barriers to entry
- Group-wide synergies
- Attractive financial model
 - recurring revenue
 - high margins
 - strong cash generation



Global continuing revenue to 31 March 2007, including pro forma Serasa revenue
Serasa revenue split 60:40 between Consumer Information Solutions and Business Information Solutions

Environmental influences

Good credit reporting creates economic and social benefits



Comprehensive data and analytics in emerging markets leads to:

- Better lending decisions
- Increased private lending
- Fairer lending practices
- Economic benefits
- Increased GDP growth

Our data and analytics are proven to support global economic growth

Environmental influences

A client driven strategy



Navigating the short term

Adjusting to the cyclical downturn



- Sales of defensive products
- Focusing on clients
- Investing for long-term growth
- Implementing cost efficiency measures
- Maximizing profitability

Delivering short-term profit expectations while positioning the business for long-term growth

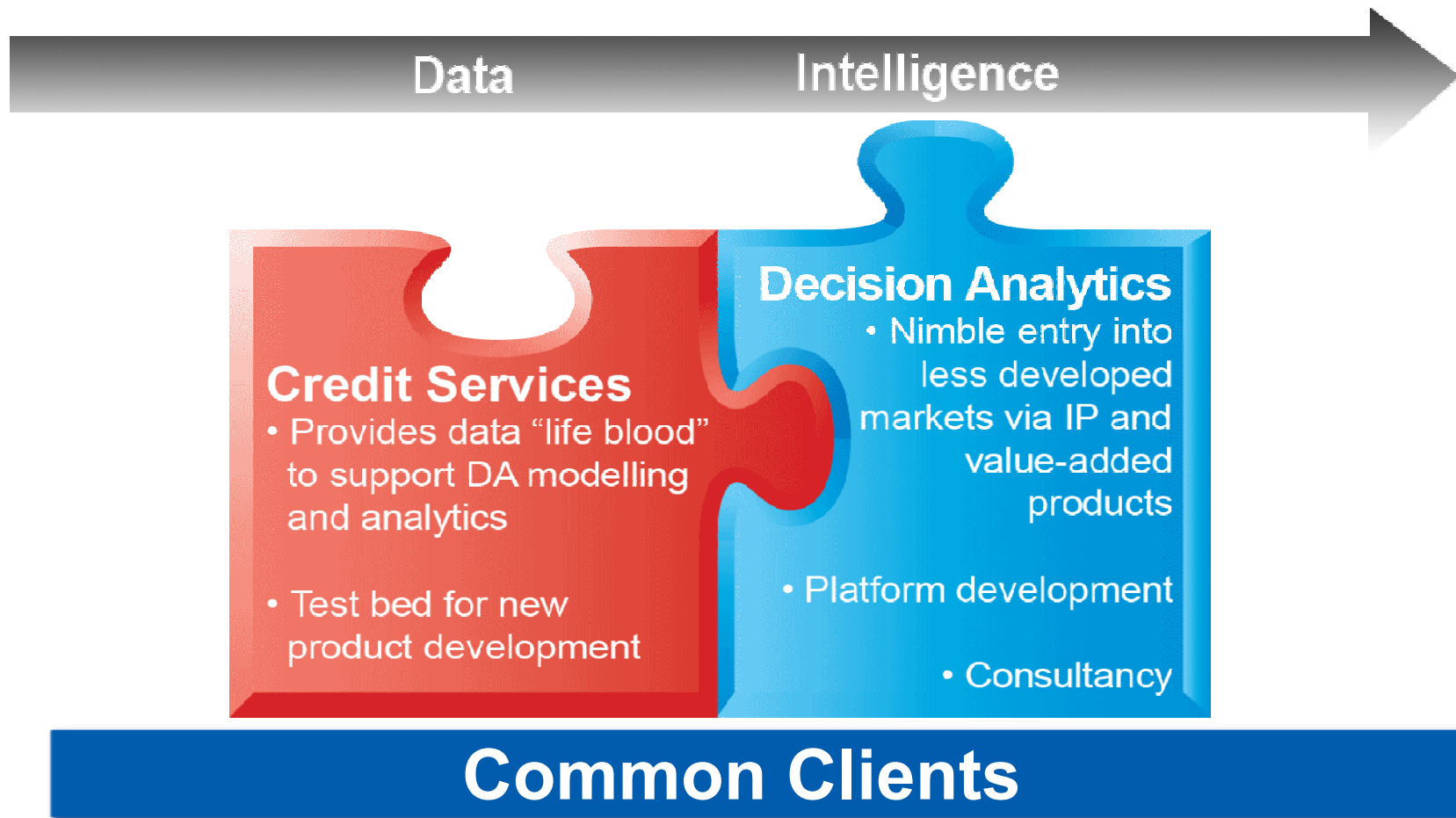
Our competitive edge

Credit-related activities



- **Data & Analytics**
- **Scale**

Our competitive edge
Superior predictive performance



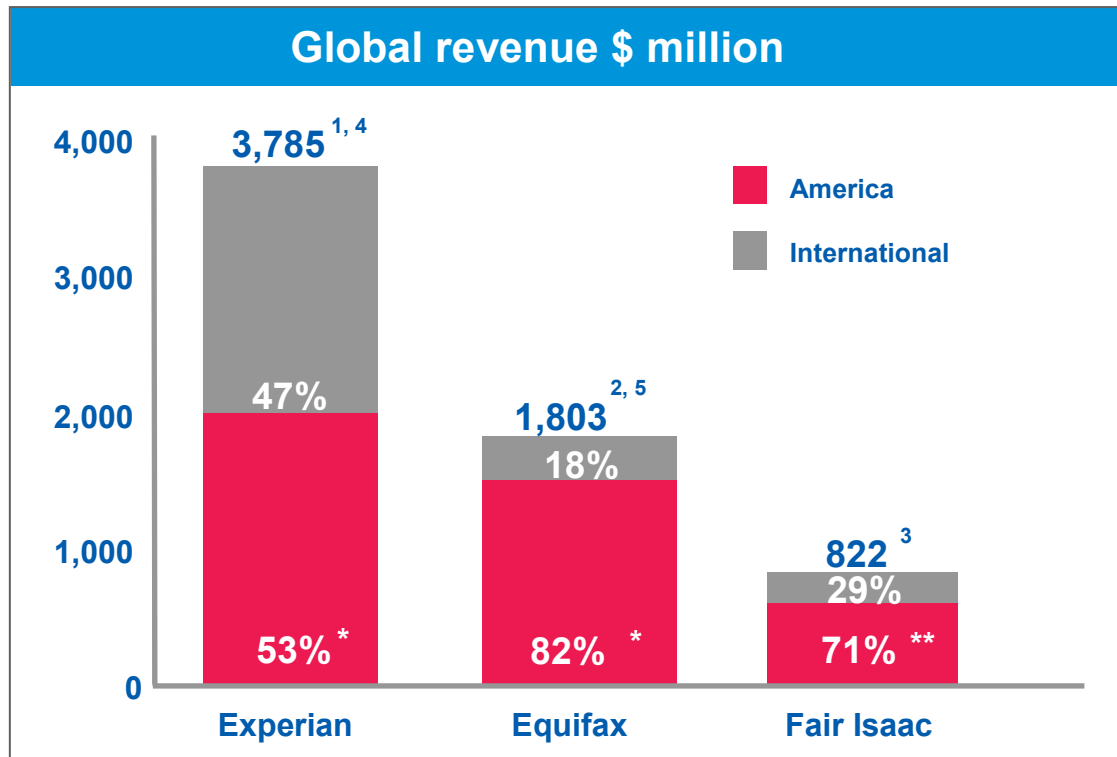
Our competitive edge

Clear global market leaders



Our competitive edge

Clear global market leader



Notes:

* North America only
** US only

1. Year ended 31 March 2007

2. Year ended 31 December 2006

3. Year ended 30 September 2007

4. Includes revenues for Serasa, pro forma to March 2007, under Brazilian GAAP at historical average rates (FX R\$:\$2.15)

5. EFX adjusted to include TALX pro forma revenues of \$257m in 2006 in the Equifax S-4 filing

Source: Latest full year revenue, company 10K

- Nearly 50% of revenue is from outside North America

- The relative gap has increased

Growth strategy

Credit-related activities



- **Core markets**
- **Emerging markets**

Growth strategy – core markets

Many opportunities to drive growth



- Expand depth and usefulness of data
- Further develop countercyclical revenue streams
- Develop world-class direct-to-consumer products
- Grow business information activities
- Further expansion into new verticals
- Decision Analytics share gain in US

Growth strategy – core markets

Spotlight on Experian Consumer Direct



- Clear market leaders in US and UK
 - Revenues in excess of \$0.5bn
 - Delivering double-digit growth

- Leveraging breadth of Experian data and analytics

- Clear growth strategy
 - Leverage marketing expertise
 - Product innovation
 - Focus on membership retention
 - Geographic expansion

Growth strategy – emerging markets

A lot of “vacant land” still to capture



- Growth in affluence
 - Growth of the bankable population
 - Demographic factors
 - Size of population
 - Age of population
 - Regulatory change creating new opportunities
 - Multinational banks entering the market
- We weight c. 20 factors to identify best near-term geographic bureau opportunities
 - Target 6-8 additional countries over the next 3 years

Growth strategy – emerging markets

Bureau market entry strategy



Acquire/partner

Fastest way in

- Gain access to data and relationships
- Rapid market penetration
- High RoI on value-added products
- Generate synergies through deployment of Experian products

Indicative
IRR

>10%



Build

Build or licence

- Slower market penetration
- 3-5 years to profitability
- Significantly higher RoI

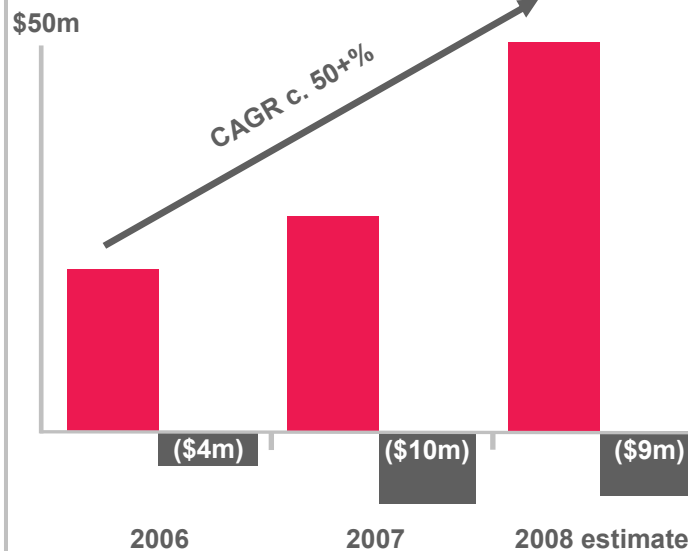
>20%

Growth strategy – emerging markets

Analytics and software lead the way – Asia case study



Asia Pacific revenue and EBIT



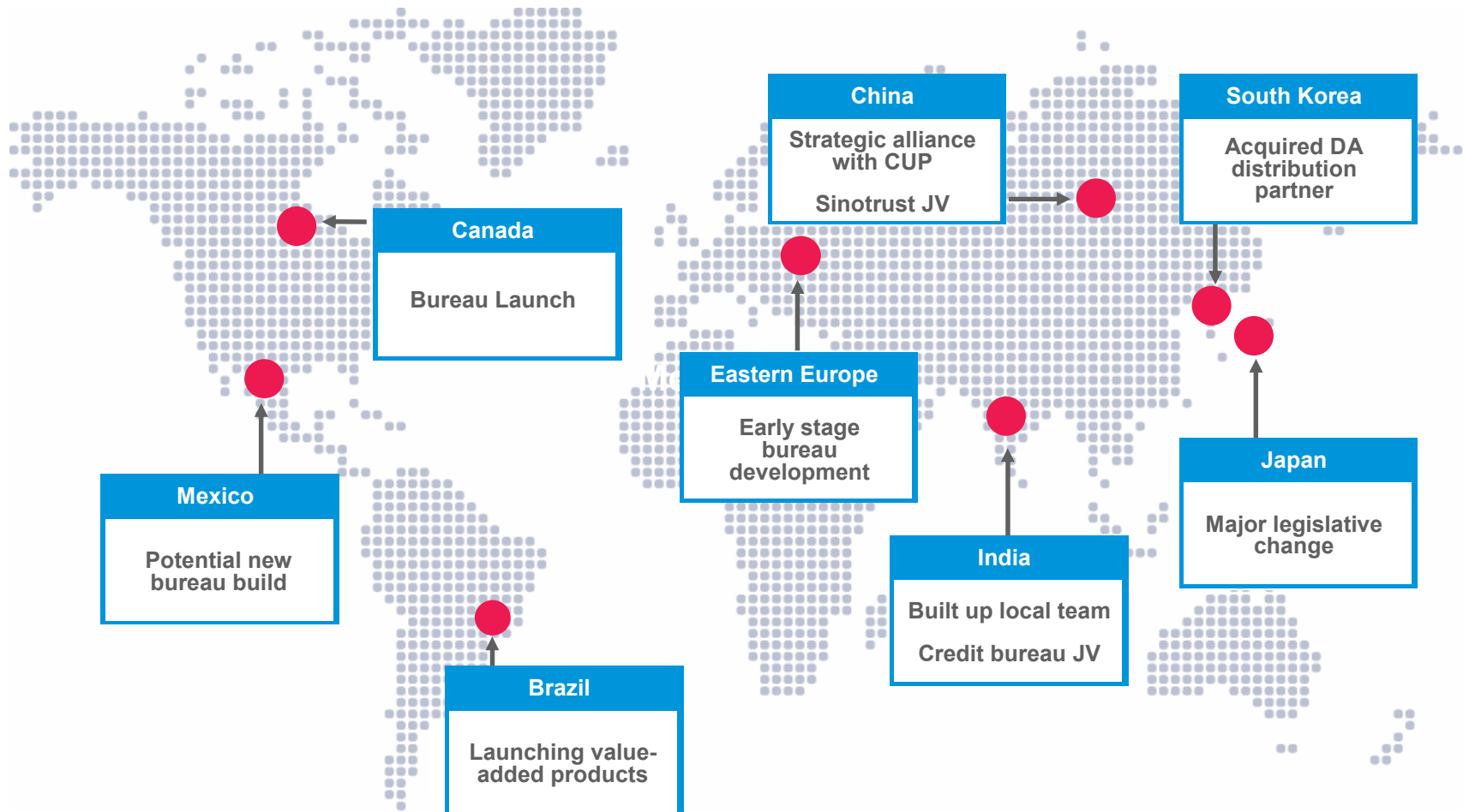
Asia Pacific continuing revenue and EBIT for the year ended 31 March

- No wholly-owned bureau
- Strong sales growth
- Start-up losses reducing
- Built core infrastructure
- Gaining reputation with clients

Provides faster-to-market means for building credit bureau

Growth strategy

Top organic development priorities



Top credit-related growth opportunities



- **Grow core markets**
 - New verticals: e.g. UK Public Sector
 - New products: e.g. Bankruptcy Predictor
- **Expand in emerging markets**
 - Pursue new bureau and analytics opportunities
 - Latin America, Eastern Europe and Asia Pacific
- **Consumer Direct: sustain and expand our leadership position**

To be the supplier of choice for credit risk services around the world

Global leadership through distinction

The power of combined credit data & analytics

Phil Cotter, Managing Director, Information Solutions, UK



Agenda

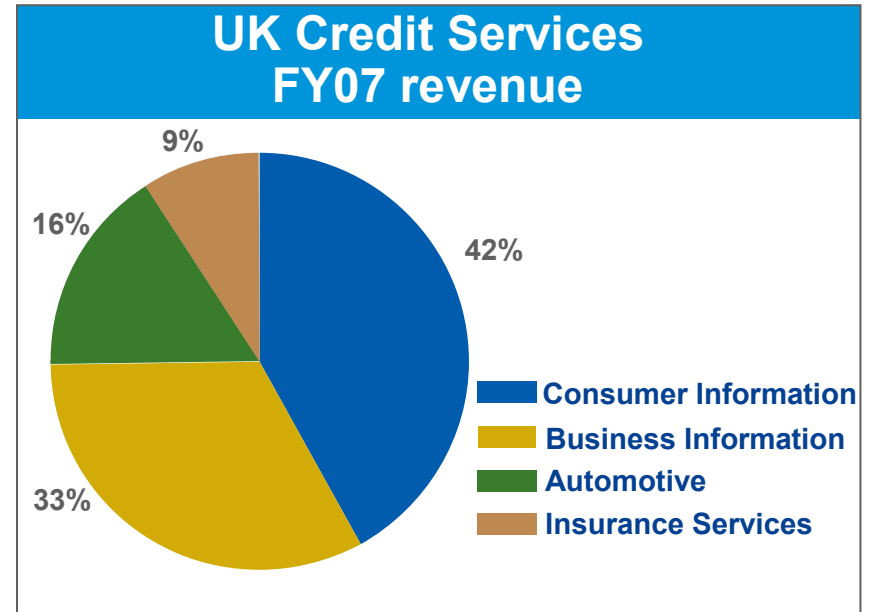
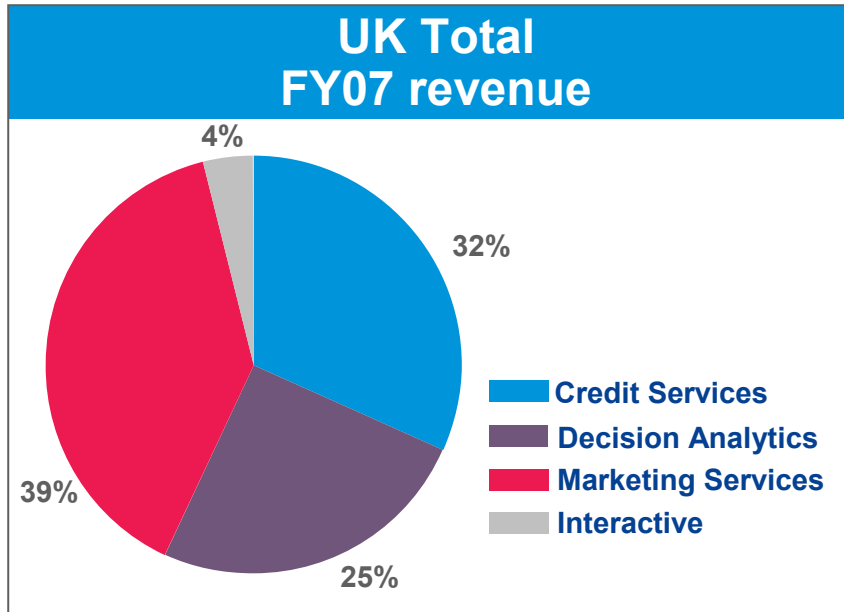
The power of combined credit data and analytics



- **Overview of UK activities**
- **Our core credit solutions**
- **Client case studies**
- **A strong future**

Overview

Understanding its financial importance



Balanced spread of revenues

Strong leadership position in the UK market



Our UK market position

- No.1 provider of credit risk data on consumers and businesses
- No.1 provider of credit risk and reward analytics
- The only end-to-end provider across the credit life cycle
- Significant and growing opportunity in business information

KPIs

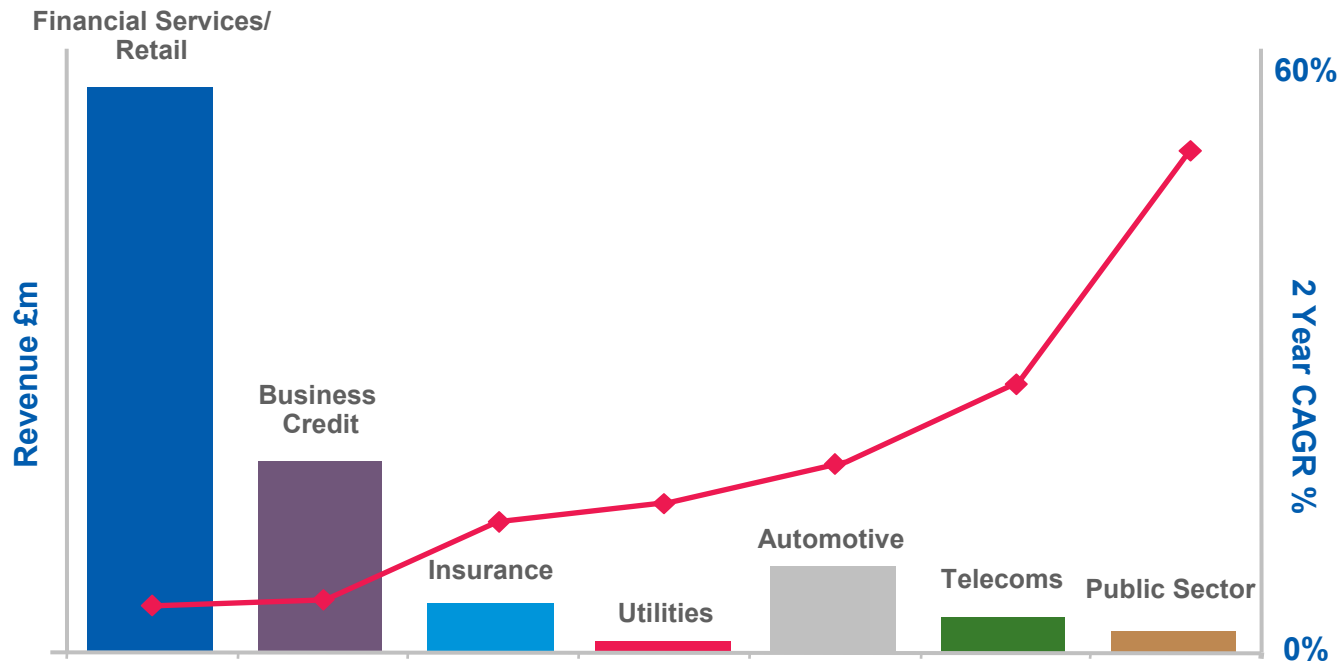
- c. 67% market share in UK Financial Services sector with similar share across other vertical sectors
- Client contract renewal rate of over 90%
- On average our strategic clients have been with us for more than 10 years

Achieved by:

- Best credit data and analytics combined
- Integrated operational solutions
- Demonstrable value to customers
- Deep partnerships with clients

Balanced portfolio of revenue and growth





FY07 revenue and growth by vertical market



UK Credit Services and Decision Analytics revenue for the year ended 31 March 2007

Overview

Embedded across the credit life cycle

	Data	Customer Acquisition			Fraud and Authentication			Customer Management			Collections and Tracing	Consulting & Decisioning and Optimisation		
	Consumer Credit History	Application Processing	Bureau Risk Scores	Consumer Indebtedness Scores	Consumer Authentication	Origination Fraud Prevention	Bank A/C and Card Verification	Bureau Scores and Screening	Triggers	Behavioural Score Decision Systems	Customer Tracing	Debt Collections Services	Consultancy Services	Decision Optimisation Services
 Experian A world of insight	●	●	●	●	●	●	●	●	●	●	●	●	●	●
 EQUIFAX	◐	◐	◐		◐	◐		◐			◐		◐	◐
 Callcredit	◑	◑	◑	◑	◑	◑	◑	◑	◑	◑	◑		◑	◑
 Fair Isaac		◑	◑	◑		◑				◑		◑	◑	◑

Experian assessment of relative market position

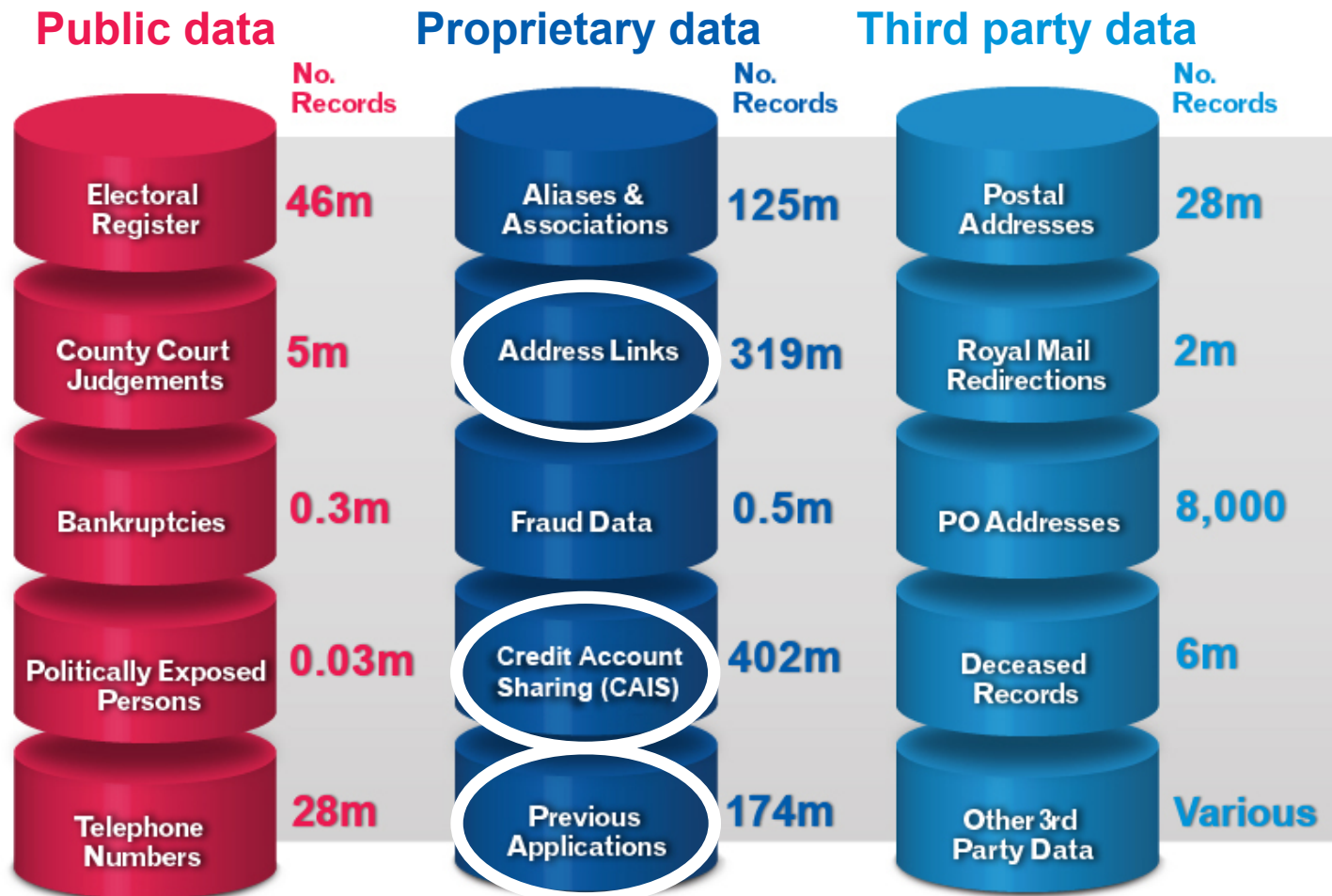
Overview

Deep strategic partnerships across many vertical markets

Automotive	Banking	Mortgages	Credit & store cards	Public Sector	Telecoms
   TOYOTA  	   The Royal Bank of Scotland  HSBC  	      With you one hundred percent	    Inspire the Next 	  Driver and Vehicle Licensing Agency   	    

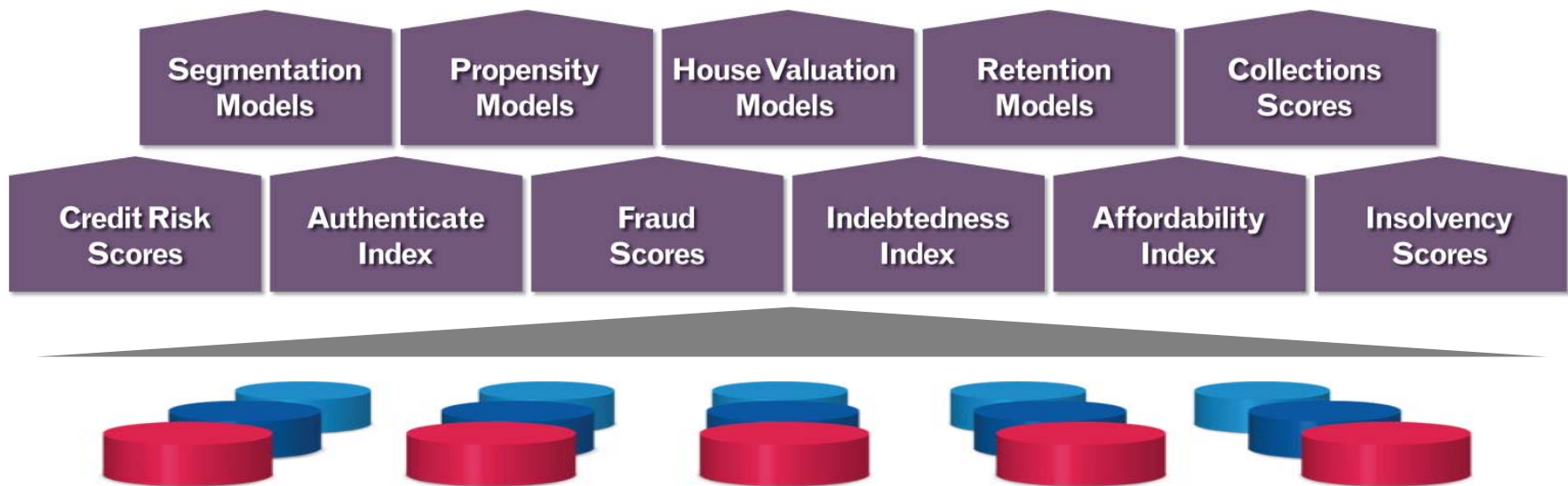
Our core credit solutions

Starting with the most powerful data available



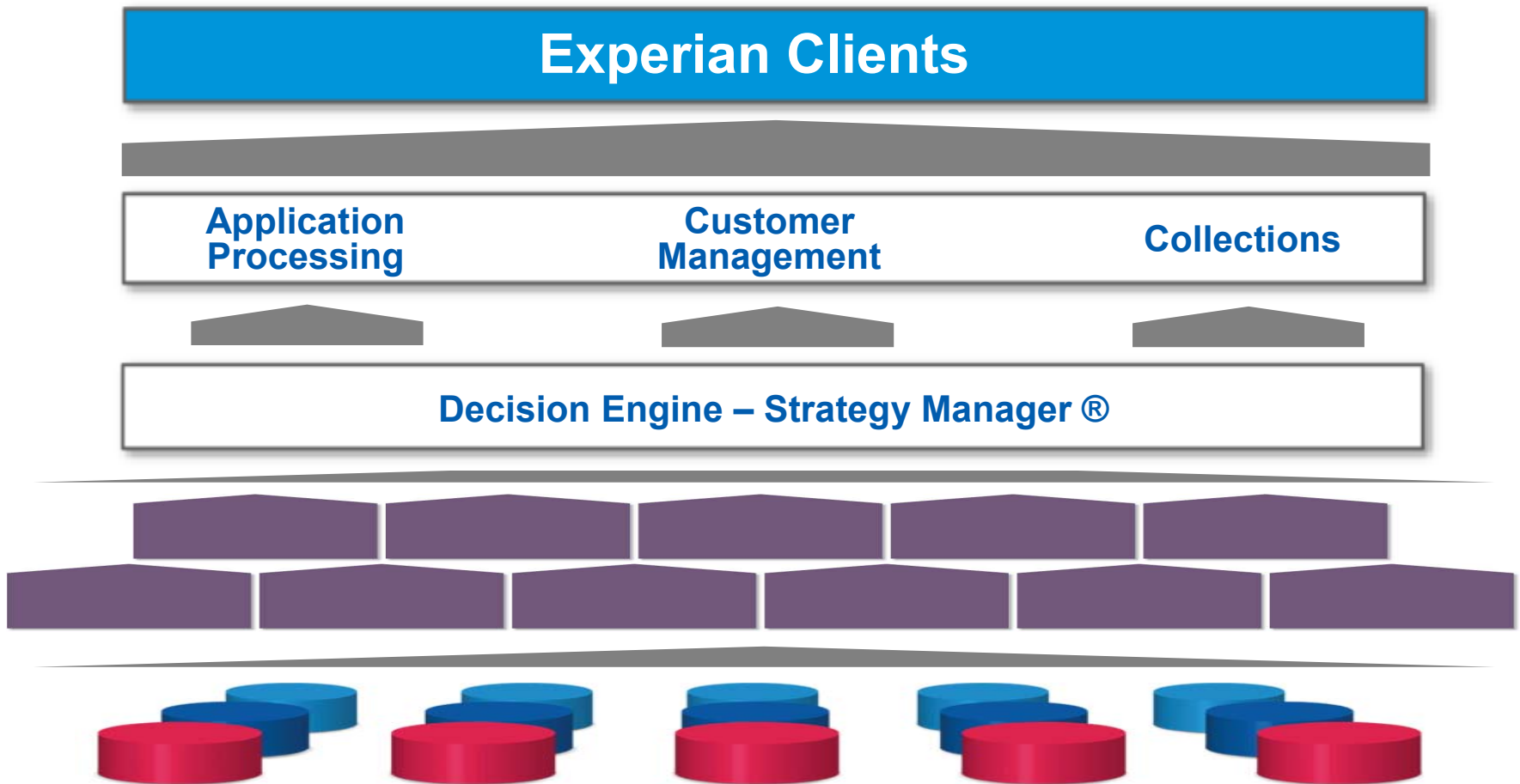
Our core credit solutions

Combined with the market's leading data analytics



Our core credit solutions

The Experian model: integrated mission critical solutions



Our core credit solutions

Combined data and analytics equals strong financial model

**Implementation
fee**



- One-off plus ongoing enhancements
- Time and materials

Licence fee



- Habitually recurring - monthly
- High renewal rates > than 90%

Scoring fees



- Transactional based
- Tiered pricing

**Application fees
(inc. data)**



- Habitually recurring

Data + Analytics = robust pricing model

Enabling responsible lending in the Banking sector

A leading UK retail bank

- One of the world's largest retail banks
- Strategic partnership for over 10 years

Challenge



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

Solution



- Web services application processing system
- Integrated authentication index, credit risk score, indebtedness index and application fraud check and strategy management decision engine software

Results



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

Reducing online application fraud in the Telco sector



- c.17 million customers in the UK
- Strategic partnership for over 10 years

Challenge



- In-store and online sales under attack by fraudsters
- Orange needed robust fraud/authentication checking for real-time decisions and to automate manual processes

Solution



- Application fraud prevention solution
- Screened applications using online detection rules
- Authentication service to prove applicant's identity

Results



- Reduced fraud losses by 88% for online applications due to real-time and accurate fraud detection
- Reduced the costs associated with manual checking

Managing SME risk in the Energy sector



- c.7 million consumer and business customers in the UK
- Strategic partnership for over 7 years

Challenge



- npower needed to reduce bad debt and risk exposure
- Whilst reducing the cost of processing applications

Solution



- Integrated commercial credit risk scoring
- Blending both consumer and business data
- Automated commercial credit application processing

Results



- Significant reductions in bad debt
- Reduced operational costs and processing time of new applications

A strong future

In-fill acquisitions to extend our core capability



FY08 Acquisitions



N4Solutions
An Experian company



An Experian company

Tallyman

- 'Point of sale' software for mortgages
- Can now offer 'end-to-end' mortgage solution
- New FSA regulation
- Business to business marketing analytics
- Can now provide full credit risk and marketing analytics to clients
- Revenue management and collections software
- Can now offer market's most comprehensive collections service

A strong future

Focus on data quality and staying close to customers



Investing in the basics

Data quality

- Ever increasing breadth, depth and quality
 - New data sources
 - New data architecture

Deep client partnerships

- Strategic client programme
- Mission critical systems
- Embedded in client environment
- Co-creation of new solutions to tackle industry issues

A strong future

Strong and healthy innovation pipeline



New product development

Highlights to market FY08

- BankWizard Absolute
- Collections Information Service
- Risk Management Triggers
- TrendView
- Indebtedness and Insolvency scores

Pipeline for FY09

- Healthy pipeline with over 50 projects in the UK

A strong future

Accelerated penetration into new vertical markets



Vertical market penetration

Focus in FY08

- Mortgages and secured lending
- Public Sector
- Telecommunications

Focus for FY09

- Accelerate drive in Public Sector
- Wealth management
- Utilities

Summary

Data + Analytics = Insight ...and profitable actions

Unique market position

- High barriers to entry and end-to-end capability

Strong client proposition

- Deliver demonstrable value to customers
- Build mission critical partnerships with clients

Strong financial model

- High recurring revenues
- High renewal rate

Good growth opportunities

- New product innovation with strong pipeline
- New vertical penetration

Replicable model in emerging markets

- e.g. India, Japan, China, Spain and Italy

Winning Formula

$$\begin{array}{c} \text{Data} \\ + \\ \text{Analytics} \\ = \\ \text{Insight} \end{array}$$

...and profitable actions

Global leadership through distinction

The power of combined credit data and analytics

Appendix



Reducing transactional fraud and error costs for UK plc



- Errors with Direct Debit and Direct Credit transactions are costing UK industry around £3bn per annum with volumes set to reach c.7bn by 2015

Challenge



- There is a need for a real-time verification of Direct Debits and Direct Credits
- Without the need for costly manual intervention

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

Enabling e-Government in the Public Sector



Driver and Vehicle
Licensing Agency

Challenge



- The Driver and Vehicle Licensing Agency
- Strategic partnership for over 10 years
- Multi-faceted relationship

- Pressure to deliver on the e-Government agenda
- Vehicle licence evasion was a major issue fuelling millions £s of vehicle fraud per annum

Solution



- Fully compliant online Electronic Vehicle Re-licensing (EVL) system
- Combined Experian hosted Motor Insurance Data, MOT data and DVLA proprietary data

Results



- Award winning e-Government transformational project
- Enhanced service providing a 'one-stop shop' for citizens and reducing vehicle licence evasion

Global leadership through distinction

A focus on North America Credit Services

Kerry Williams, Group President, Credit Services and Decision Analytics



Agenda

North America Credit Services

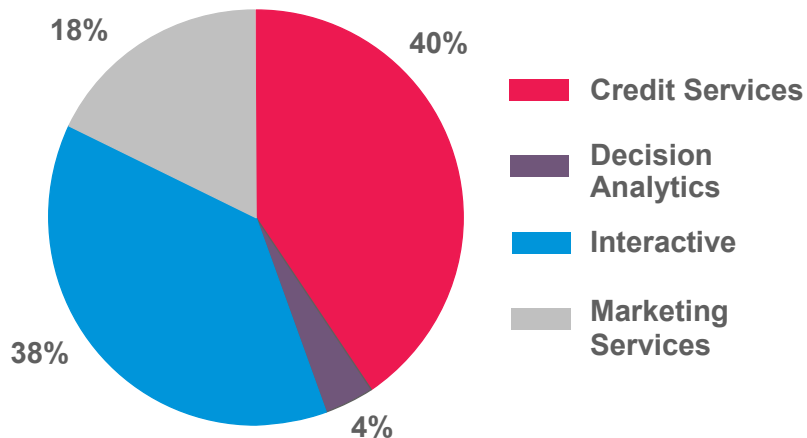


- Overview
- Client case study
- Credit cycles
- Strategic priorities

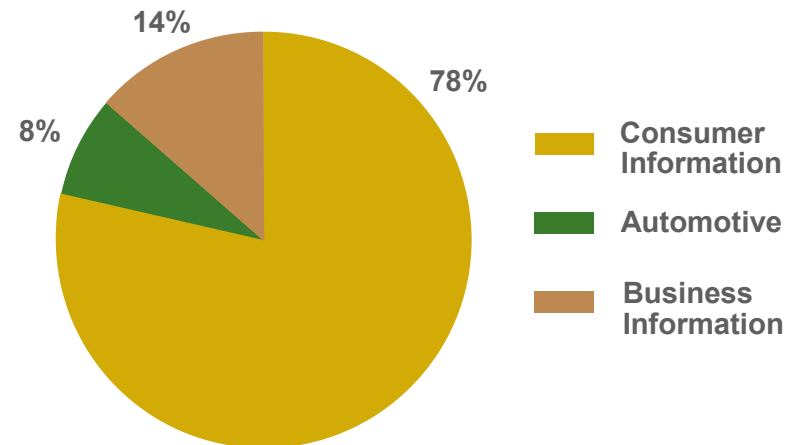
Overview

Credit Services and Decision Analytics financial summary

**NA Total
FY07 revenue mix**



**NA Credit Services
FY07 revenue mix**



Credit Services and Decision Analytics comprise 45% of total NA revenue

Approximate % of NA Credit Services

- Prescreen 15%
- Account management and collections 20%
- Mortgage 10%

Strong leadership position in the US market



Our US market position

- Market leader in provision of credit data to the financial services market
- A preferred provider of integrated credit data and decision analytics
- Competitive strength includes data quality and freshness

KPIs

- Very high habitually recurring revenue
- Largest clients buy 14 different products on average

Achieved by:

- Commitment to client needs
- Strong analytical backbone
- Integrated sales force
- Leveraging group capabilities

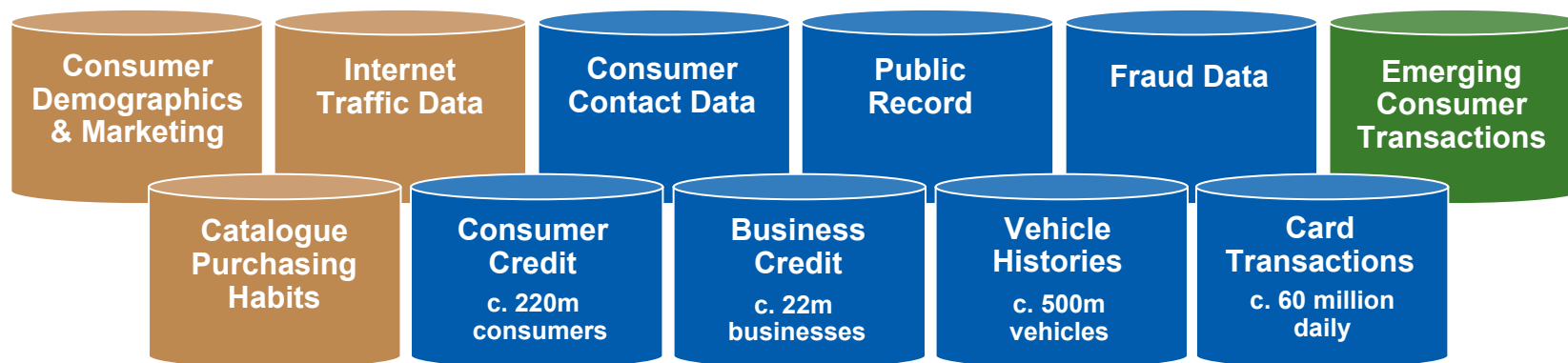
Overview

Serving clients in diverse industries

Retail banking	Resellers	Credit cards	Retail	Vertical markets
    	  	   	   	Automotive Collections Credit Unions Government Utilities Telecom

Overview

Data at the core of our business



Key Metrics:

- 2 million credit inquiries daily
- 1.3 billion transaction updates each month
- Over 99.9% system availability
- 1.3 second response rate

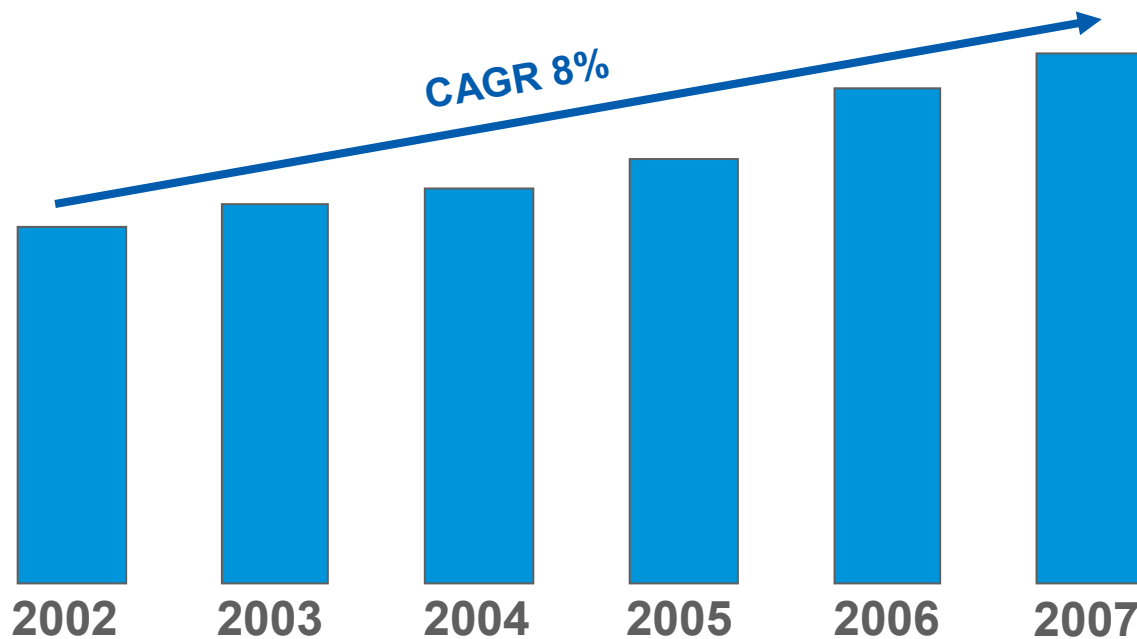
Superior Data Quality:

- 100% of updates submitted electronically
- 83% data to file in one day
- Proprietary consumer identification capabilities (Experian PIN)

Overview

Data + analytics = strong growth

NA Credit Services and Decision Analytics revenue



NA Credit Services and Decision Analytics revenue for the year ended 31 March 2007

Overview

Providing solutions across the lending cycle

Objective	Prospect ➡ Grow customer base	Acquire ➡ Make appropriate offer	Manage ➡ Maximize customer value	Collect ➡ Improve return on delinquencies
	Data... comprehensive source Segmentation... robust capabilities Delivery... multi channel options	Verify... determine if they are who they say they are Assess... determine credit worthiness Offers ...set terms and conditions appropriately	Risk... monitor performance across lenders Retention... proactive and reactive actions to minimize attrition Cross-sell... organic growth	Prioritize... score and segment accounts Contact... locate debtors Monitor... new contact and new credit activity

Client case study

Retail banking client

	Prospect ➡	Acquire ➡	Manage ➡	Collect ➡
Auto	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools
Card	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools
Mortgage	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools

Client case study

Retail banking client ~ \$20 million relationship

	Prospect - \$5m	Acquire - \$6m	Manage - \$9m	Collect - \$0.3m
Auto	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools
Card	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools
Mortgage	In The Market Models Instant Prescreen Prescreen Prospect Triggers Prospect Navigator	Authentication AutoCount Risk Business Credit Data Credit Reports & Scores	Account Management Archived Data Event-Based Alerts Portfolio Benchmarking Trendview	Collection Reports Collection Advantage Collection Triggers Skip Tracing Tools

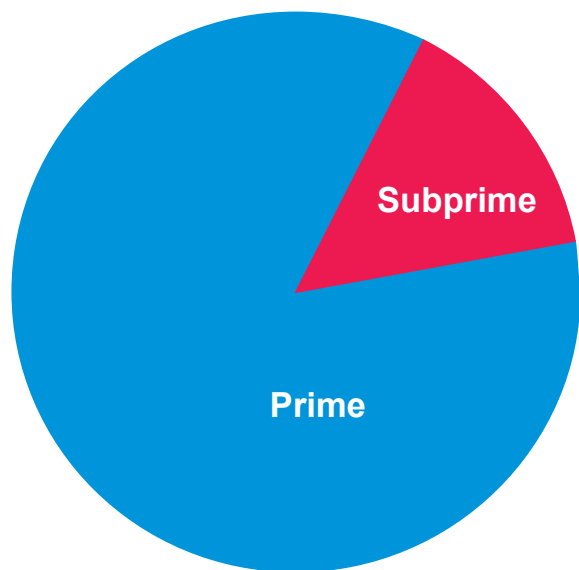
Credit cycles

US market issues



- **Mortgage market**
- **Credit contraction**
- **Financial institution profitability pressures**

Mortgage market – impact felt across the board



6 million subprime mortgages

- 1.0 million (16%) delinquent

35 million prime-rate mortgages

- 1.1 million (3%) delinquent

2007 was a challenging year:

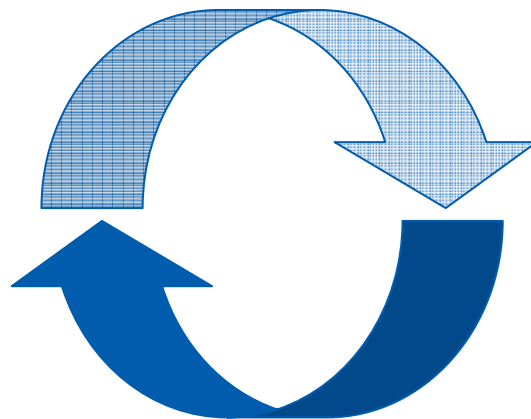
- **212 less mortgage companies**
- **86,000 mortgage jobs cut**
- **Homeowners lost \$160bn in home net equity from Q1 to Q3**
- **Delinquency rates rose for both subprime and prime portfolios**

Credit contraction and profitability pressures



Impact on our clients

Prospecting & acquisition efforts slow...



...while risk management and collection activities increase

Defer spend on new technology platforms

Focus is on risk mitigation and retention, knowing your customer and triggering events

Credit cycles

Position ourselves for growth



Opportunities emerge from credit cycles

Marketing spend ramps up...



**...while portfolio management
and collection issues are still
being worked**

**Opportunity for
improved risk
control
solutions in the
future**

**Funding for new
platforms opens
back up**

Our response in challenging times



Stay laser focused on our strategic priorities

Deep client relationships

Partnerships

Operational efficiencies

Vertical markets

Product innovation

New geographies

Superior data quality is always our underlying priority

Strategic priorities

Deep client relationships



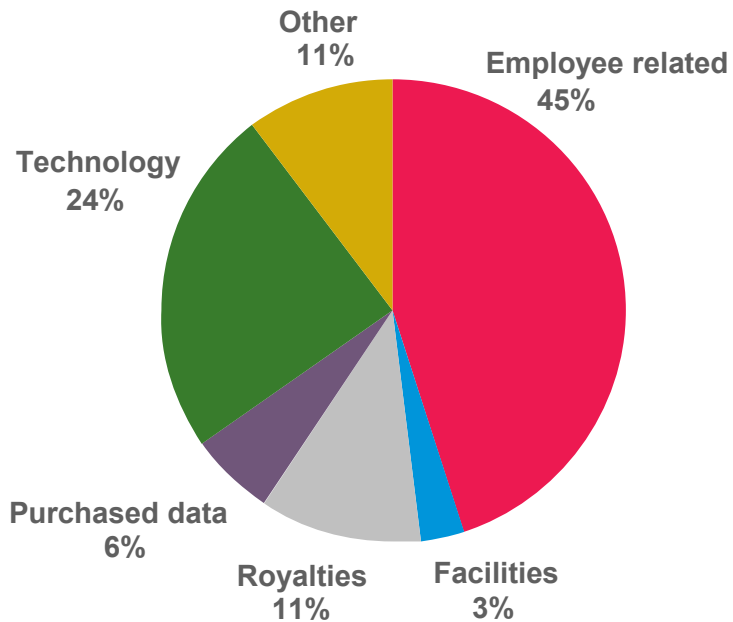
Integrated approach to client management

- Single relationship manager
- Dedicated vertical sales teams
- Expert consultants
- Strategic account focus

Strategic priorities

Operational efficiencies

NA Credit Services and Decision Analytics cost profile



Efficiency program includes

Employee related:

- Organization restructure
- Santiago near-shoring

Technology:

- More efficient Prospecting and Portfolio Services platform
- Data center consolidation

Facilities:

- Rationalizing facilities



Leveraging the breadth of Experian capabilities

Credit Services and Decision Analytics

- Business Owner Profile
- VantageScore
- End-to-end account management
- Scoreright

New product development

- Accounts for 10+% of revenue
- Healthy pipeline with over 147 new products

Strategic priorities

Partnerships



Best in class partners

- **BankruptcyPredict[®]** – enhanced bankruptcy prediction utilizing card transaction data
- **Financial Personalities[®]** – unique segmentation tools for improved marketing efforts
- **ConnectOne[®]** – automated contact solutions

Strategic priorities

Vertical markets



Revenue diversification

Ongoing

- Credit Unions
- Collection agencies and debt buyers
- Automotive finance
- Telecom, Energy and Cable

Emerging

- Emerging Consumers
- Healthcare

Strategic priorities

Position ourselves for growth

Developing the Canadian market

April 2008

Launch

Responding to RFPs

Created client councils

Recruited strong team

Built new technology platform*

Sept 2006

Acquired Northern Credit Bureau

A \$170 million
market

Powering growth
over the next 5
years



*Will be leveraged globally

Summary

North American Credit Services



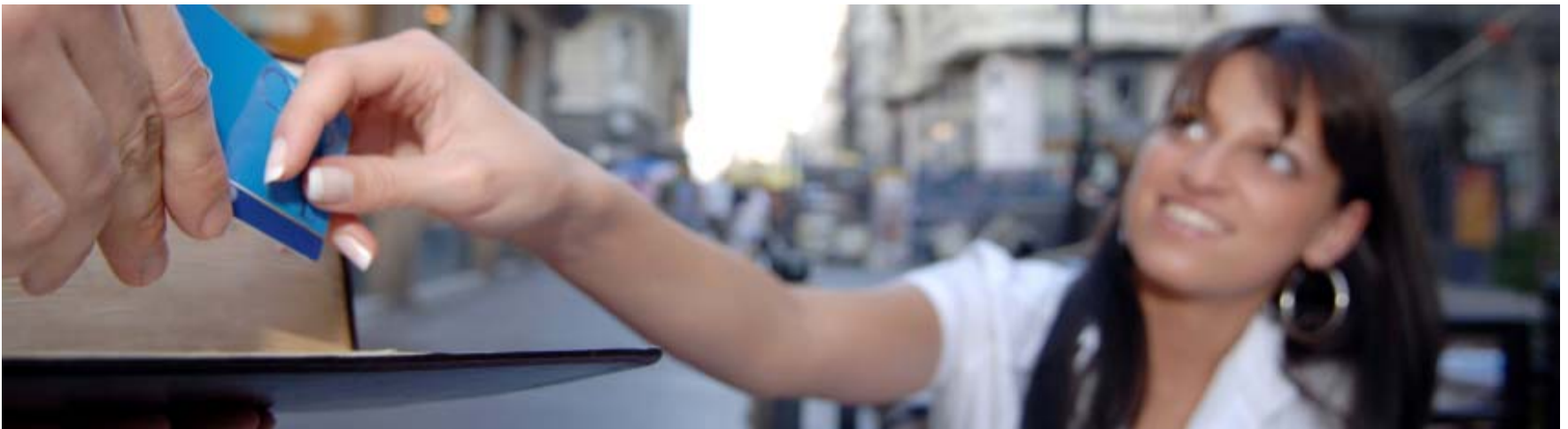
- **Strong business model**
- **Committed to our clients**
- **Positioned for growth**

The only US credit bureau to provide the full range of credit information and decision analytics

Global leadership through distinction

Credit bureaux development in new markets

Luciano Manzo, Senior Vice President, Southern Europe, South Africa & emerging markets



Agenda

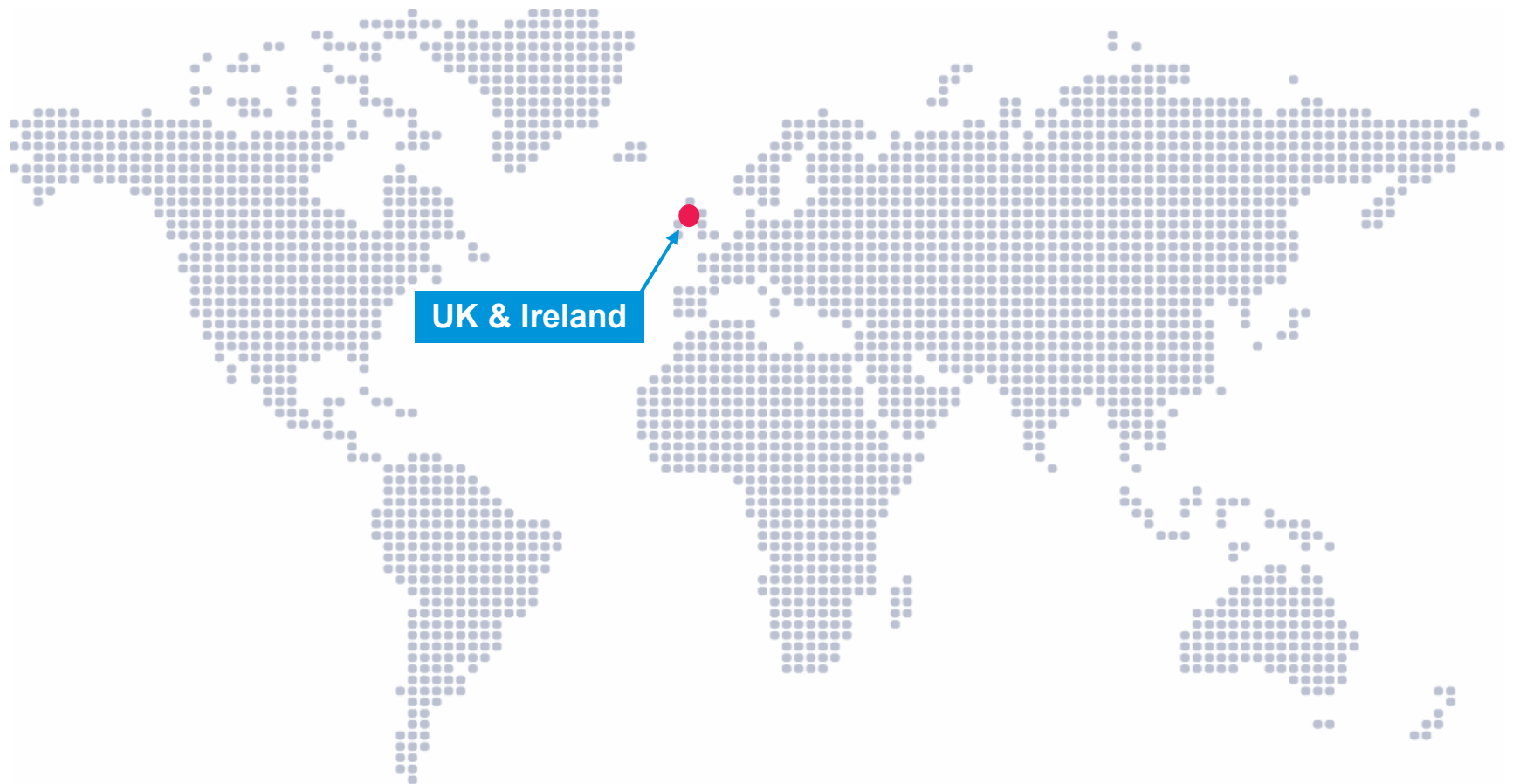
Credit bureaux development in new markets



- **A little bit of history**
- **Emerging markets strategy**
 - **What**
 - **Why**
 - **How**
- **Market case studies**
 - **Italy**
 - **Spain**

A little bit of history

Credit bureaux development in new markets: 1995



Experian consumer and business credit bureaux at 31 December 1995

A little bit of history

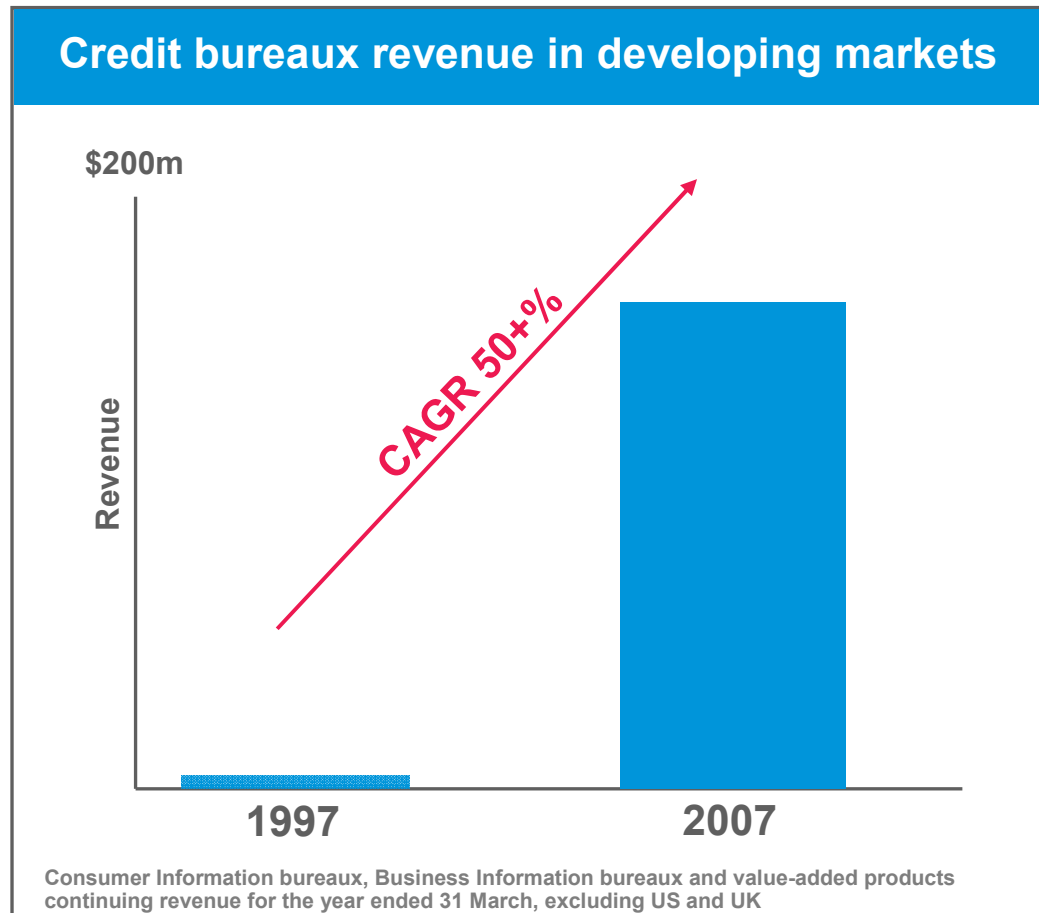
Credit bureaux development in new markets: 2007



Experian consumer and business credit bureaux at 31 December 2007

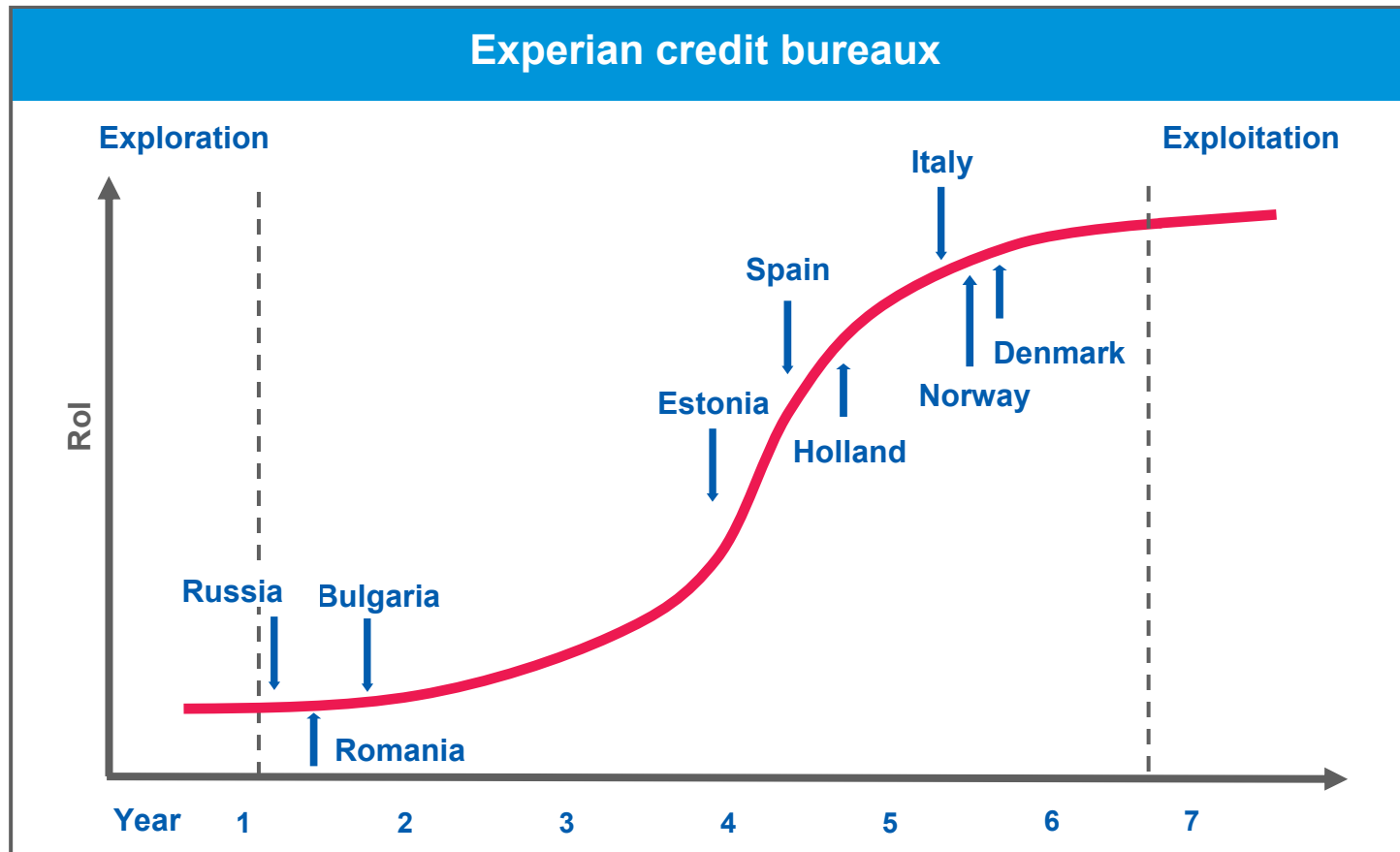
A little bit of history

Experian credit bureaux revenue in developing markets



Emerging markets strategy

Credit bureaux lifecycle



Experian consumer and business credit bureaux at 31 December 2007

Pace of development in new markets



- **Weak regulatory frameworks**
- **Willingness to share data**
- **Bank secrecy laws**
- **Generate Decision Analytics revenue**

Build strong and profitable bureaux

Emerging markets strategy

The “What” and the “Why”



What



- Enter new markets to consolidate global leadership position
- Establish credit bureaux platform
- Provide counterbalance

Why



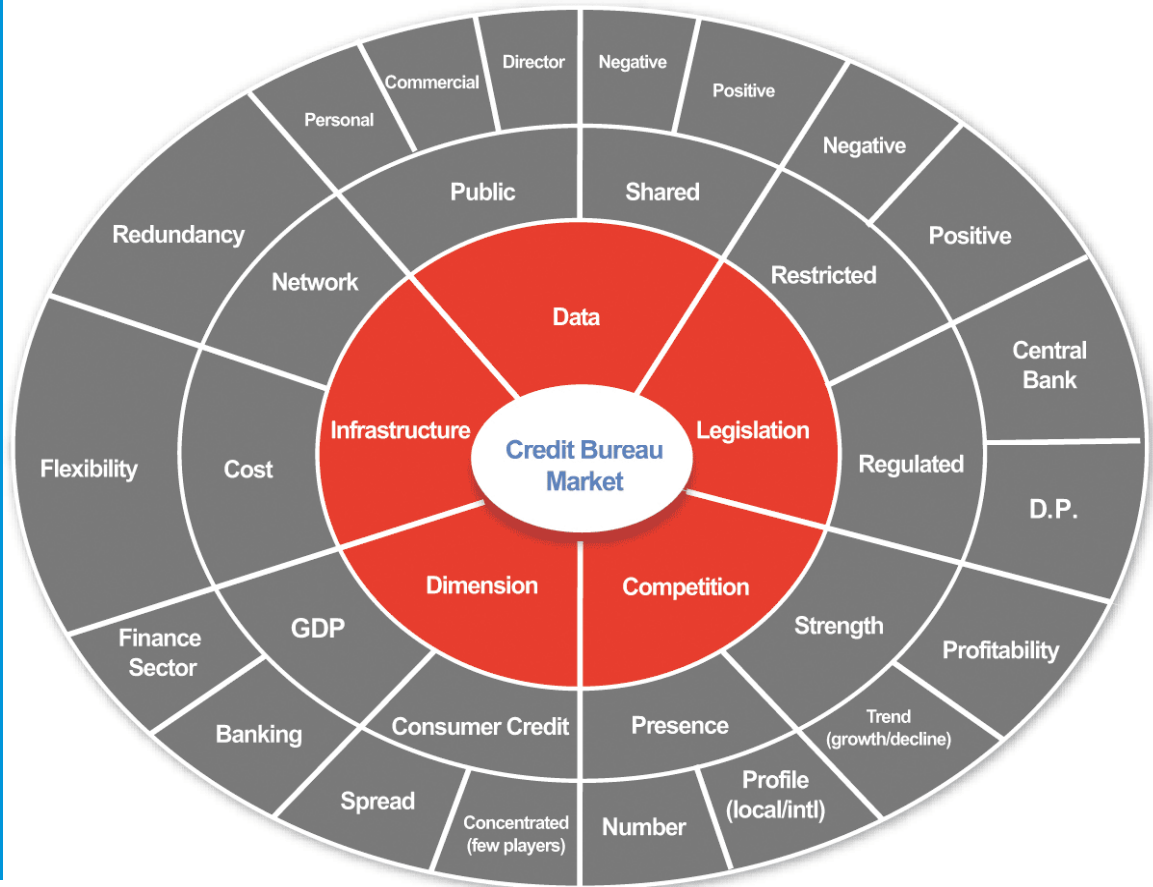
- Support international clients
- Help local clients
- Consumers becoming more credit worthy
- Better risk management

Emerging markets strategy

The “How”

The “How”

- Analyse market environments, macro-indicators, rank opportunities
- Acquire or build

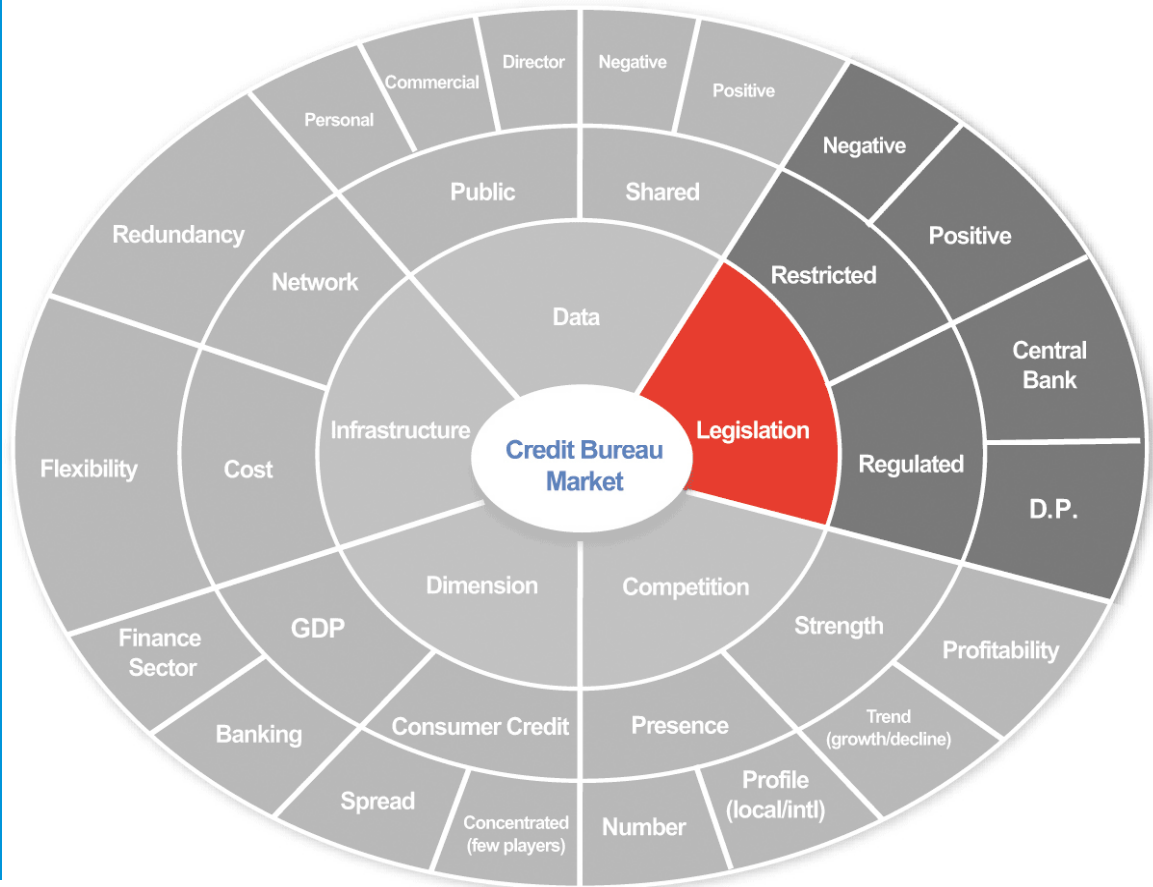


Emerging markets strategy

The legislative challenge

The legislative challenge

- Credit bureaux contribute to development of regulatory framework
- Experian actively engages with regulators, e.g.
 - We chair ACCIS
 - We developed code of conduct in Italy
- Countries are moving from negative to positive data
- Restricted markets moving towards regulated conditions

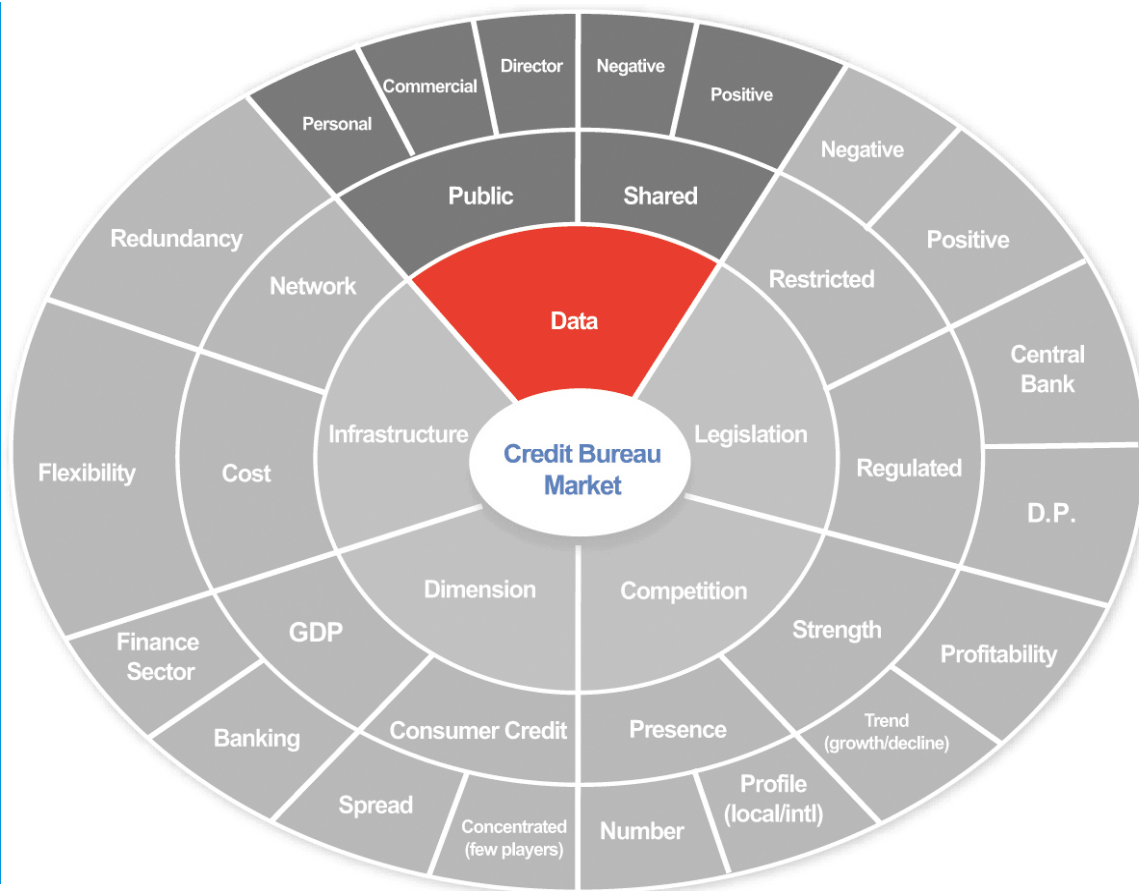


Emerging markets strategy

The data challenge

The data challenge

- The credit bureau is a data business
- Quality of data available is key to the functioning of the credit bureau
- Two pillars
 - Public data
 - Shared data
- Historical and regular updates are screened through hundreds of checks
- Superior matching routines ensure accurate retrieval of data

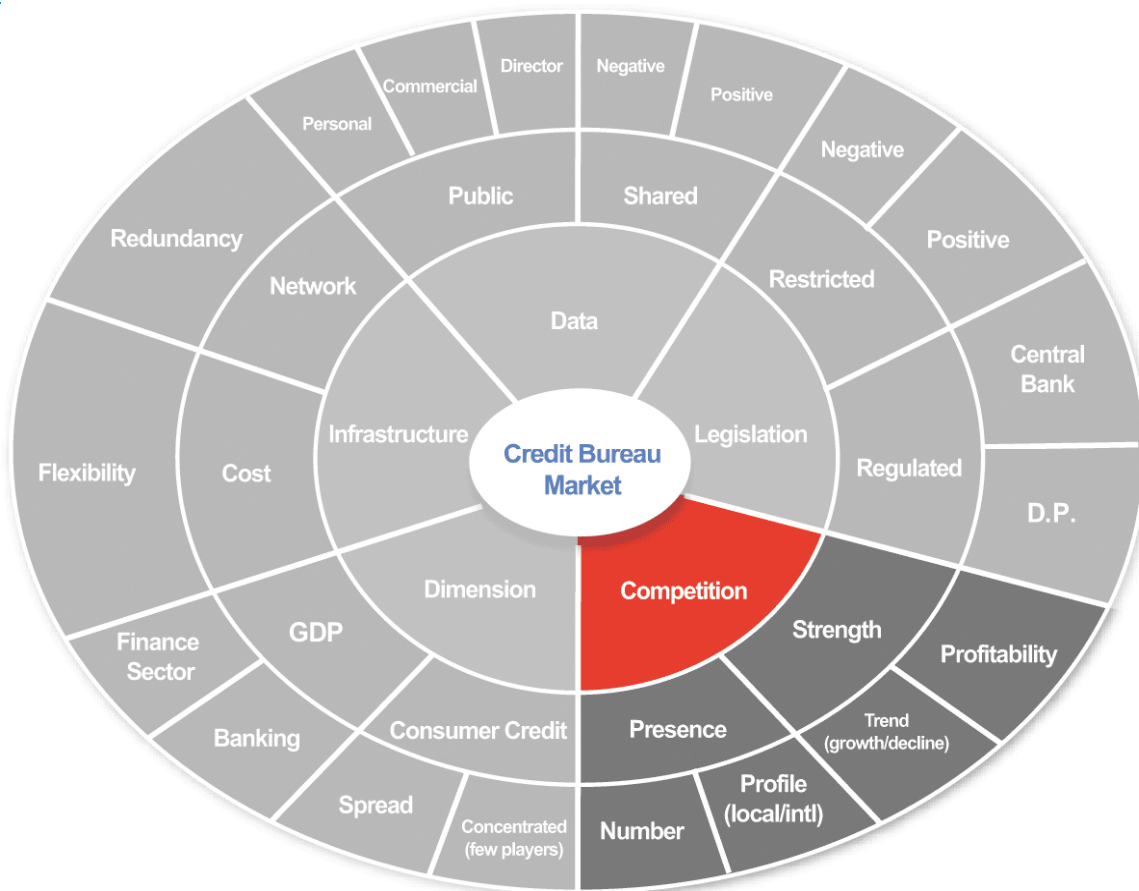


Emerging markets strategy

The competitive challenge

The competitive challenge

- Usually only one or two players per market
- Competition is instrumental to our market entry strategy
- Competition can help to open a market
- In new markets, either through organic growth or acquisition, Experian is now no.1 or no.2 partner of choice



Creating a business that allows economic prosperity



- Data quality
- Responsible lending practices
- Consumer education
- Establishing trust amongst stakeholders
- Increase level of data sharing

We have a proven track record of success

Market case studies

Italy



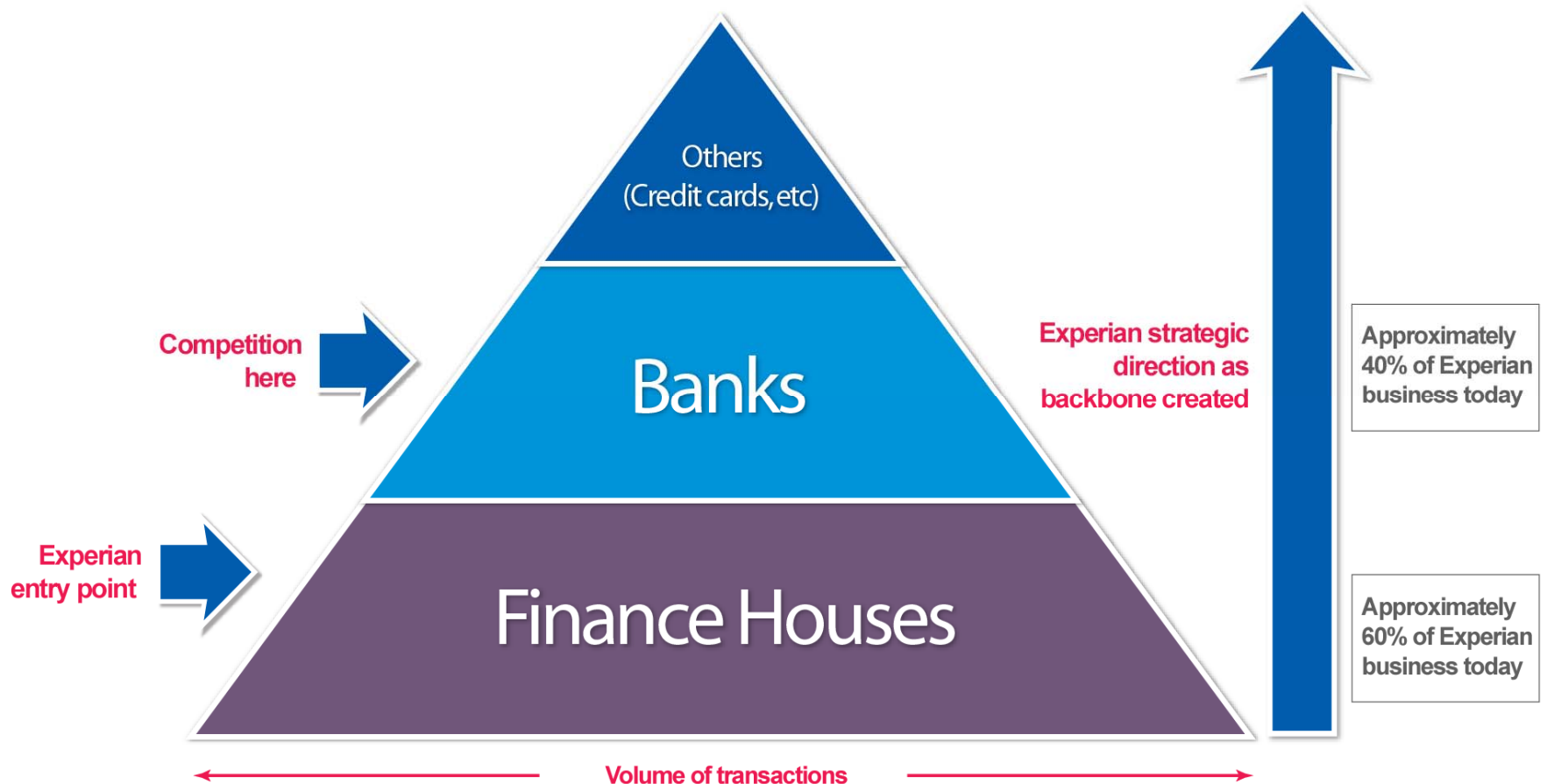
- **Market entry in 1995 – immature market**
- **Bank owned competitor**
- **Reluctance to share data**

BUT

- **Double-digit growth in consumer credit**
- **Strong presence of international players**
- **Very active finance house segment**

Market case studies

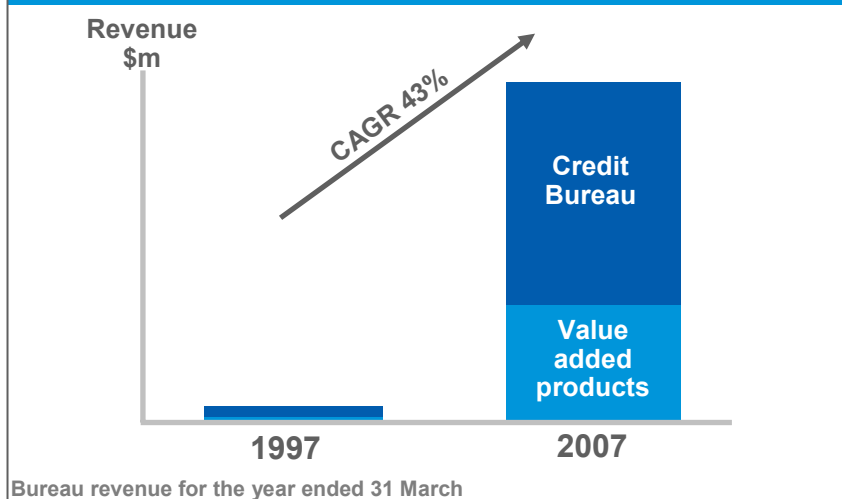
Italy



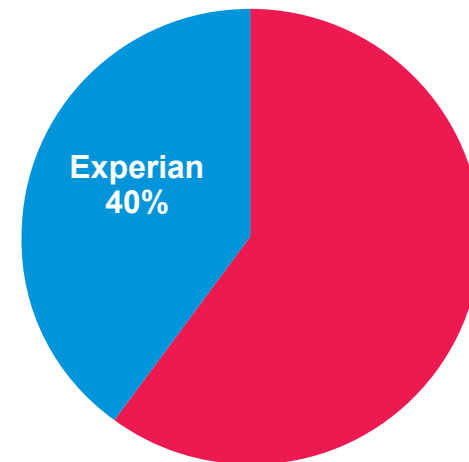
Market case studies

Italy

Experian credit bureau revenue - Italy



Market share



10 years of continuous growth through market share gain and introduction of value added products

Market case studies

Spain



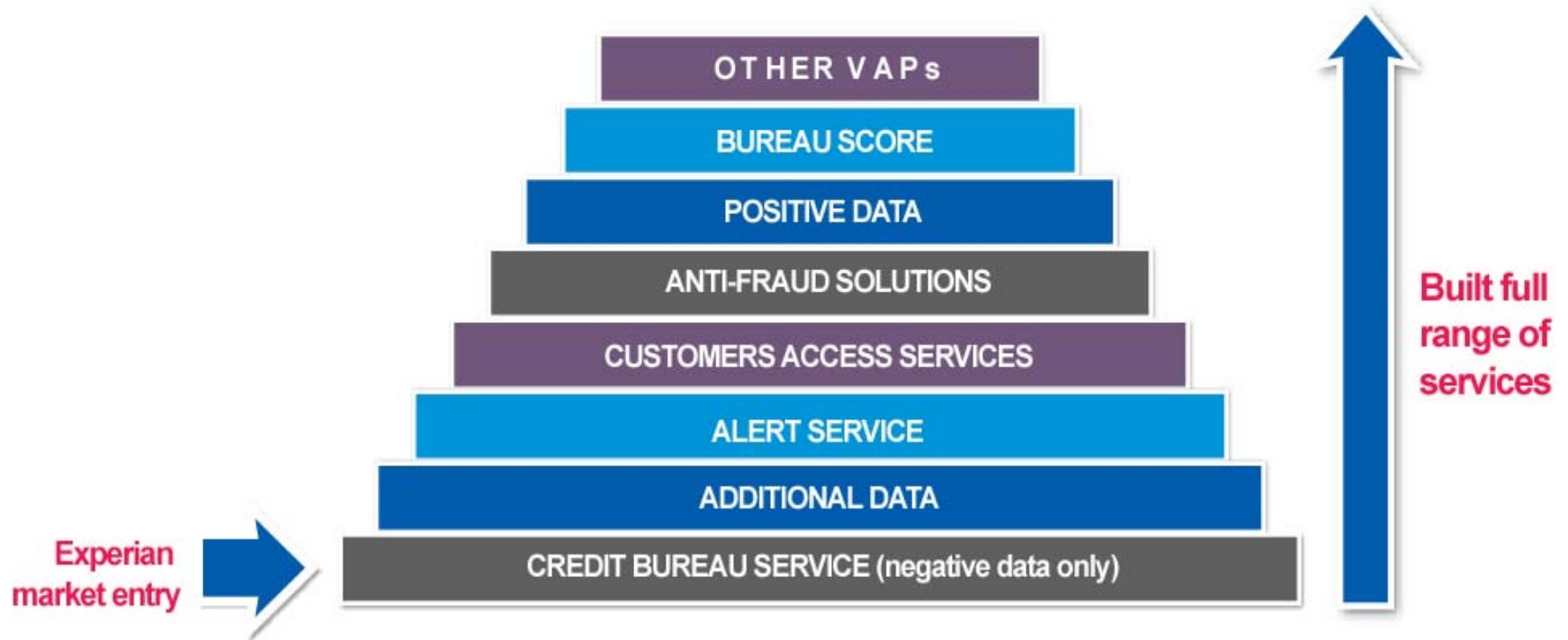
- Market entry in 2002 – negative data only
- Single market competitor in monopoly position
- Not satisfied with supplier

BUT

- Willing to change
- Growth opportunity
- Strong co-operation amongst banks

Market case studies

Spain

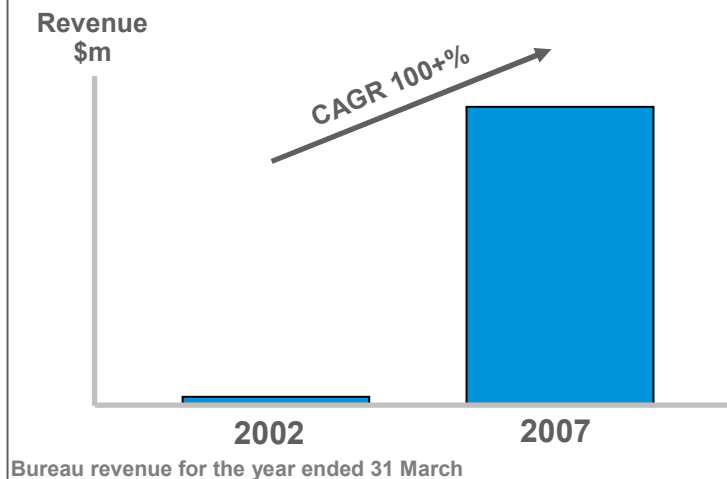


Spain: moving towards positive data

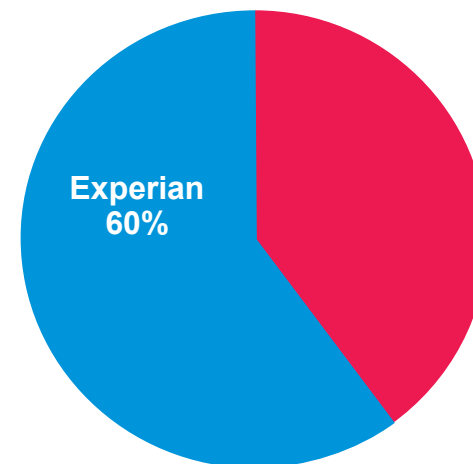
Market case studies

Spain

Experian credit bureau revenue - Spain



Market share



Now introducing a wide range of Experian businesses

Summary

Credit bureaux development in new markets



- We will continue our development in new markets
- Although requiring time, the credit bureaux business produces superior returns as it drives financial services activity
- Experian has a proven track record of creating, developing and managing credit bureaux
- Early stages of development in new regions such as Eastern Europe, and in particular markets like Russia, Bulgaria and Romania

Global leadership through distinction

The internet as a marketing channel for our data and analytics

Ty Taylor, President, Experian Consumer Direct



The power and promise of Experian Consumer Direct



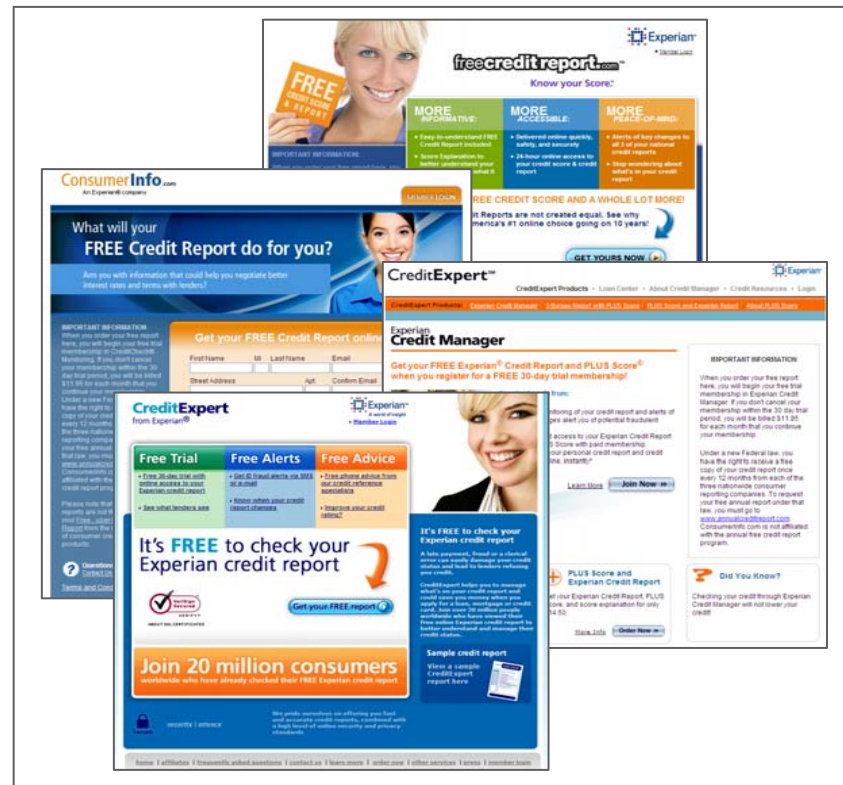
- Introduction to our business
- Achieving and sustaining market leadership
- Growth strategies

Introduction to Experian Consumer Direct Premier collection of brands and products

- Freecreditreport.com
- ConsumerInfo.com
- CreditExpert.com
- CreditExpert.co.uk
- Experian.com

Today's credit products

- ◆ Monitoring
 - ◆ Reports
 - ◆ Scores
- Revenue components
 - ◆ Membership subscriptions
 - ◆ One-off transactions



Offering solutions to consumer needs

Why consumers come to us

- Credit management
- Checking for inaccuracies
- ID theft fears
- Home or car purchase
- Credit or loan denial
- Rental or job application check
- Curiosity



- Marketing and advertising messages designed to speak to consumer needs
- Products developed to meet consumer needs within particular segments

Source: Experian proprietary research

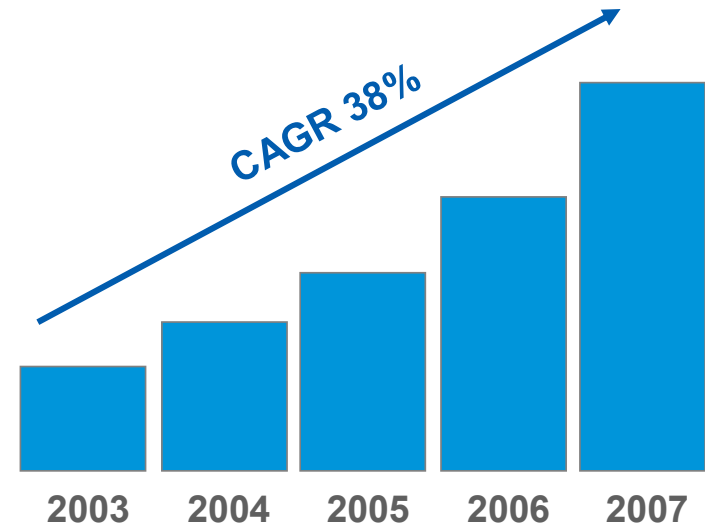
Direct-to-consumer market leader

Consistently delivering high growth

- **Critical success factors**

- **Dominant online distribution**
- **Broadcast and marketing expertise**
- **Member servicing and retention**
- **Product innovation and diversification**

Experian Consumer Direct revenue

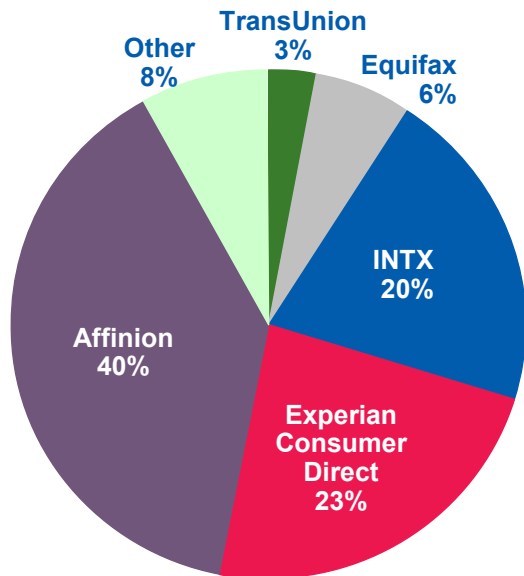


Experian Consumer Direct revenue for the 12 months ended 31 March

Experian Consumer Direct Continues to outpace market growth

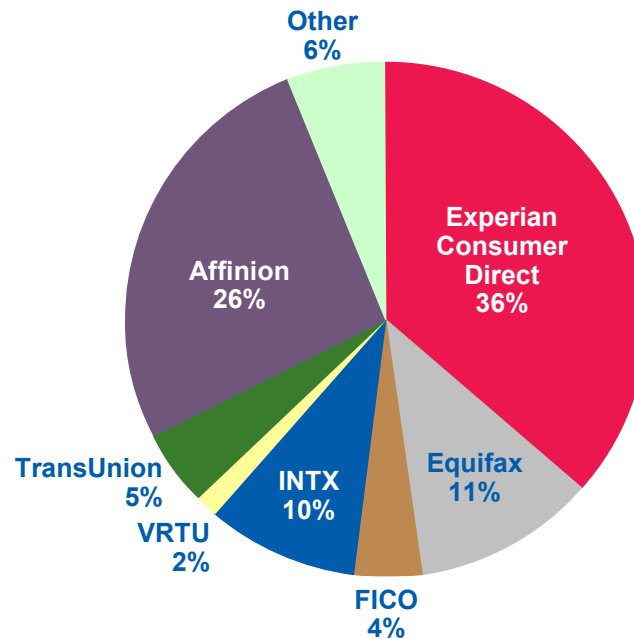
2003

\$600m global market



2007

\$1.4bn global market



- Anticipate 6-8% annual market growth over 5 year period
- Current core business growth will match market
- New segments and products will outpace the market

Source: Market size, Online Banking Report; Market share, Experian estimates

Experian Consumer Direct

Leveraging the breadth of data and analytics



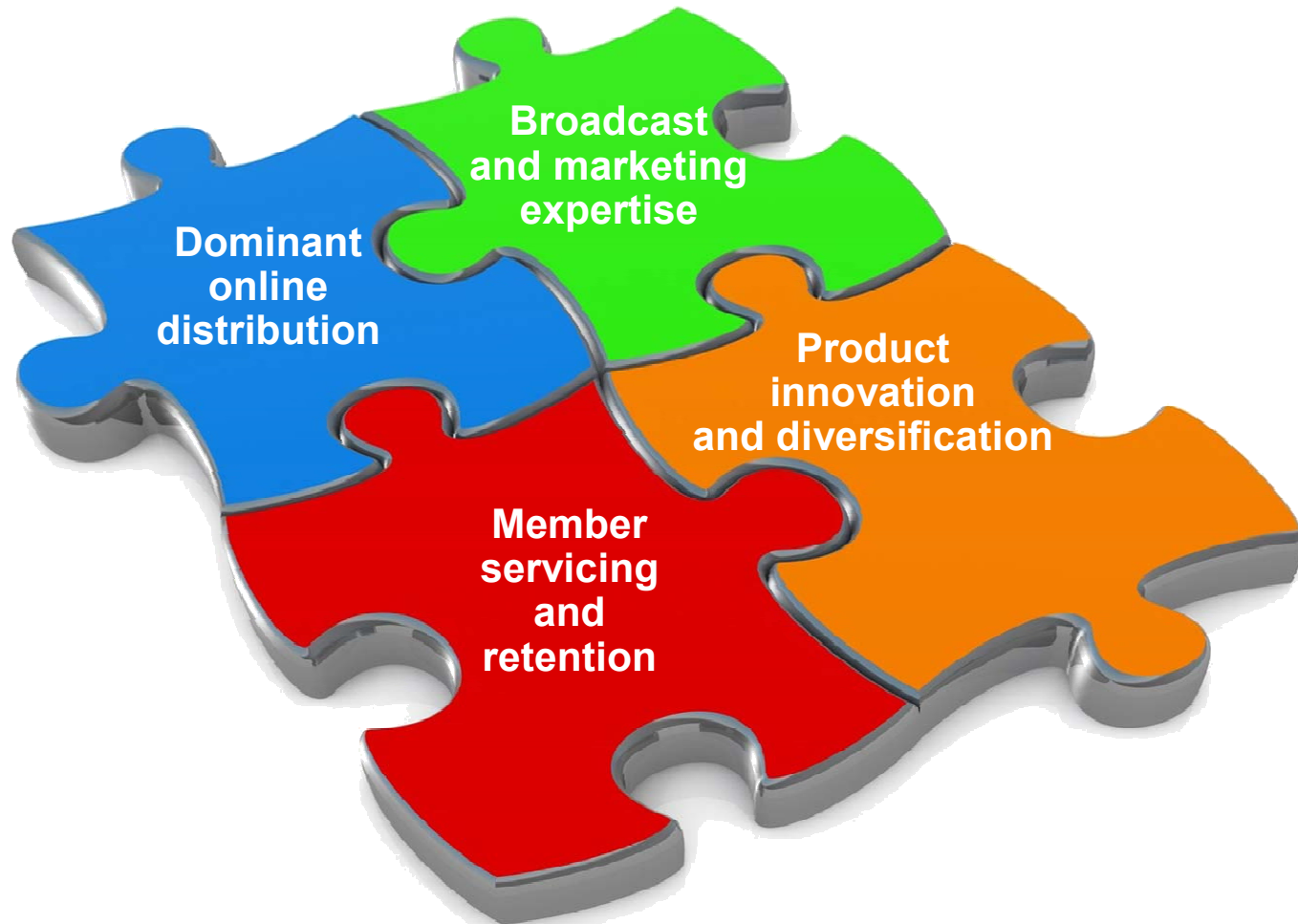
2007 Impact

- Leverage core credit bureau data
 - Sell Decision Analytics credit scores
 - Fraud Solutions products used to authenticate new customers
 - Experian Digital Marketing delivers membership retention and marketing emails
- 18 million Experian credit reports
 - 20 million credit scores
 - Over 5 million authentications
 - 350 million emails

75 million credit reports and 85 million credit scores delivered since 2003

How we achieve and sustain market leadership

Critical success factors



Dominant online distribution

We are a partner, not an advertiser



Google™

YAHOO!

ebay

orange™

msn™

amazon.co.uk™

AOL

Telegraph.co.uk

 Fool.co.uk
* Seriously good with money™

- Primary provider to the largest internet portals
- Co-branded partnerships with largest internet names
- Long-term relationships
 - High recurring revenue
 - Renewal and expansion of all major contracts
- Major source of content and revenue for our partners

 Experian

Dominant online distribution

Case study: Yahoo!



- Launched 1999
- Started as small one-off banner advertiser
- Moved to integrated text links in Yahoo! Finance channel
- Today Top 10 advertiser and deeply integrated into the site
- Daily optimization and testing of creative

Yahoo! Front Page

What's Your Credit Score?

830

FIND OUT

Experian

What's Your Credit Score?

830

FIND OUT

Experian

What's your credit score 560? 678? 720? The average US credit score is 692. See yours for \$0. By Experian.

Broadcast marketing expertise Building a household brand name



- Tremendous scale
- Long-term proposition
- Broadcast response rates drive investment and optimization efforts
- FreeCreditReport.com commercials aired more than 83,000 times in 2007
- Aided recall of our brand is 58%

FreeCreditReport.com | Free Credit Report and Credit Score Online by Experian - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Go Links

Address http://www.freecreditreport.com/

Experian
Member Login

freecreditreport.com
Know your Score.™

FREE CREDIT SCORE & REPORT

IMPORTANT INFORMATION:
When you order your free report here, you will begin your free trial membership in Triple Advantage™ Credit Monitoring. If you don't cancel your membership within the 30-day trial period, you will be billed \$14.95 for each month that you continue your membership.
Consumerinfo.com and FreeCreditReport.com are not affiliated with the annual free credit report program. Under a new Federal law, you have the right to receive a free copy of your credit report once every 12 months from each of the three nationwide consumer reporting companies. To request your free annual report under that law, you must go to www.annualcreditreport.com.
Remember, all free credit reports are not created equal. Get your Free Credit Report and Credit Score from the leading provider of consumer credit monitoring products.

MORE INFORMATIVE:
• Easy-to-understand FREE Credit Report included
• Score Explanation to better understand your credit score and what it means

MORE ACCESSIBLE:
• Delivered online quickly, safely, and securely
• 24-hour online access to your credit score & credit report

MORE PEACE-OF-MIND:
• Alerts of key changes to all 3 of your national credit reports
• Stop wondering about what's in your credit report

GET YOUR FREE CREDIT SCORE AND A WHOLE LOT MORE!
All FREE Credit Reports are not created equal. See why we've been America's #1 online choice going on 10 years!

GET YOURS NOW

JOIN OVER 20 MILLION CONSUMERS
who have already checked their FREE Experian CREDIT REPORT.

Questions?
Contact Us

3 Credit Reports & 3 Scores
in Seconds! All of your credit reports in one. Only \$39.95
[Order yours Now!](#)

Experian Credit Score & Report
Instantly! See what lenders see! Only \$14.95
[Get them Now!](#)

Sample Credit Report
[View Sample](#)

* For your protection, we must verify your identity online before providing your credit report.
Consumerinfo.com, Inc. is licensed to use the Experian trademark, other trademarks and service marks. The products on this Web site are offered by Consumerinfo.com, Inc.

BBB Online RELIABILITY PROGRAM

VeriSign Secured

Done Internet



Broadcast marketing expertise

Unmatched scale and success in advertising



2002

2004

2007

Broad appeal



Cable

Credit education



Cable and Network

Segment focused



Cable
Network
YouTube

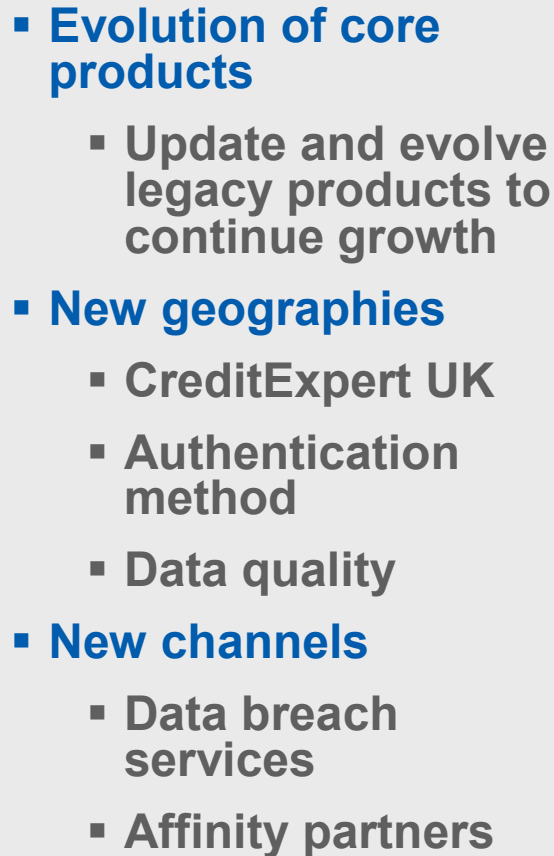
Leveraging segmentation and analytics expertise for optimization

Member servicing and retention

Investing for growth



- **Steady progress on improved retention**
 - Up 120 basis points in 3 years
- **Investment in member servicing and retention**
 - 500-seat call center
 - Faster adaptation to new partners and products
 - Reinforce value proposition
 - Cross-sell opportunities
 - Email communications



- New standard for industry
- Met a consumer need
- Large investment paid off

Product innovation

Diversifying through Fortune 500 partners



Service provider to
affinity brands

American
Express

DISCOVER
CARD



Intuit®

Why partners choose Experian

- Credit products add retention value, competitive advantage and revenue stream
 - Online expertise
 - Tightly integrated product functionality
 - Seamless user experience
- Already servicing more than 500,000 indirect memberships



Product innovation

Case study: Intuit



- Flagship and longstanding partner with two affinity brands
- First integrated into Quicken software in 1996
- Continued integration annually with each new version
- Quicken.com site placements
- Credit monitoring offered as a premium benefit in TurboTax software in 2007



Product diversification

Key strategy for growth



- **New product development**

- Broad market appeal with focus on new segments
- Criteria for investment
- Leverage existing technology

- **Leveraging dominant distribution**
- **3 new products in FY08**
- **Currently testing and optimizing**
- **Full product launch in early FY09**

Product diversification

Leveraging distribution and optimization



freecreditreport.com™
from Experian

Congratulations! You are now enrolled in CardSafeSM!

Your credit cards are now registered!

We already have your credit cards on file, so you don't need to enter them.

If you wish to add additional cards—such as your ATM or Debit cards—to your account, you may do so by visiting the "Card Details" page.

Click "Continue" to view your "Card Details" page where you may:

- Conveniently add, edit, or delete cards
- Learn how to report a lost or stolen card
- Read more about your CardSafe membership benefits

CONTINUE ►

CardSafe

- Cross-sell card registration product
- Automatic account enrollment based on credit report data
- Fraud resolution assistance
- Loss guarantee
- Segment: "ID theft concerned"
- \$19.95 per year

Product diversification

Unparalleled protection for families



■ ChildSecure

- Cross-sell product
- Monitors children's personal information for inquiries and new accounts
- Fraud resolution assistance
- Segment: "Soccer moms"
- \$6.95 per month

■ FamilySecure

- Premium identity protection product
- Credit monitoring for parents and children
- Fraud resolution assistance
- Loss guarantee
- Segment: "Affluent households"
- \$19.95 per month

freecreditreport.com
from experian

Thank you for ordering Triple Advantage™ Credit Monitoring!

Your order is now complete, and we are pleased to offer you a FREE 30-day trial to ChildSecure™ — a great new way to safeguard your children from identity theft. Simply sign in below or click "No Thanks" to access your Triple Advantage Membership.

EACH YEAR, HALF-A-MILLION CHILDREN ARE VICTIMS OF IDENTITY THEFT.

DON'T LET YOURS BE NEXT!
Safeguard your child's identity with ChildSecure™!

ChildSecure™ monitors your child's personal information and alerts you of suspicious account activity to help you catch the first signs of identity theft.

- Email alerts if someone applies for credit in your child's name
- Toll-free Fraud Resolution support
- Add all of your children for one low cost

Add ChildSecure™ to your Triple Advantage™ Membership today!
[Learn more](#)

Terms and Conditions

familySECURE.com
by Experian

Member Login

EACH YEAR, AS MANY AS **500,000** CHILDREN BECOME VICTIMS OF IDENTITY THEFT

START SAFEGUARDING YOUR FAMILY AGAINST IDENTITY THEFT FOR JUST \$19.95 PER MONTH!

Order Now!

Here's how Family Secure helps protect you and your family:

- Monitors your children's personal information for the existence of a credit file
- Email alerts if suspicious activity or signs of identity theft are detected
- Dedicated Fraud Resolution support for you or your children
- Unlimited Experian® Credit Reports & Scores to help you stay on top of your credit

GET THE FACTS
Download our FREE How Child Identity Theft Happens Education Guide!
[Download Guide](#)

PROTECT YOUR FAMILY
Family Secure combines powerful identity theft monitoring, email alerts and dedicated Fraud Resolution support to help protect your family against identity theft.
[Learn More](#)

THE NAME TO TRUST
Read what people have to say about child identity theft and why Family Secure is the name to trust when it comes to protecting your family's good name.
[Learn More](#)

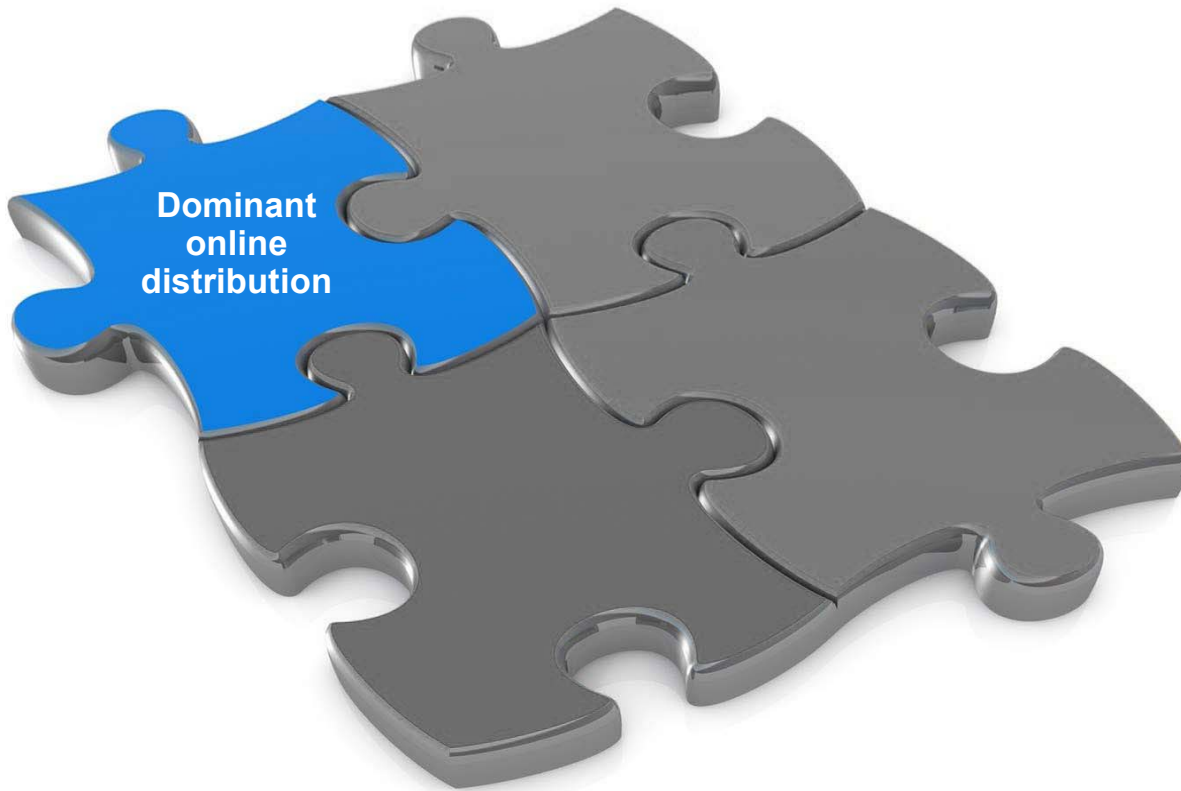
Family Secure
\$2,000,000 Guarantee!
Only Family Secure offers you a \$2 million guarantee.
[Click here for Guarantee](#)

\$2 MILLION GUARANTEE

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Drivers of future growth

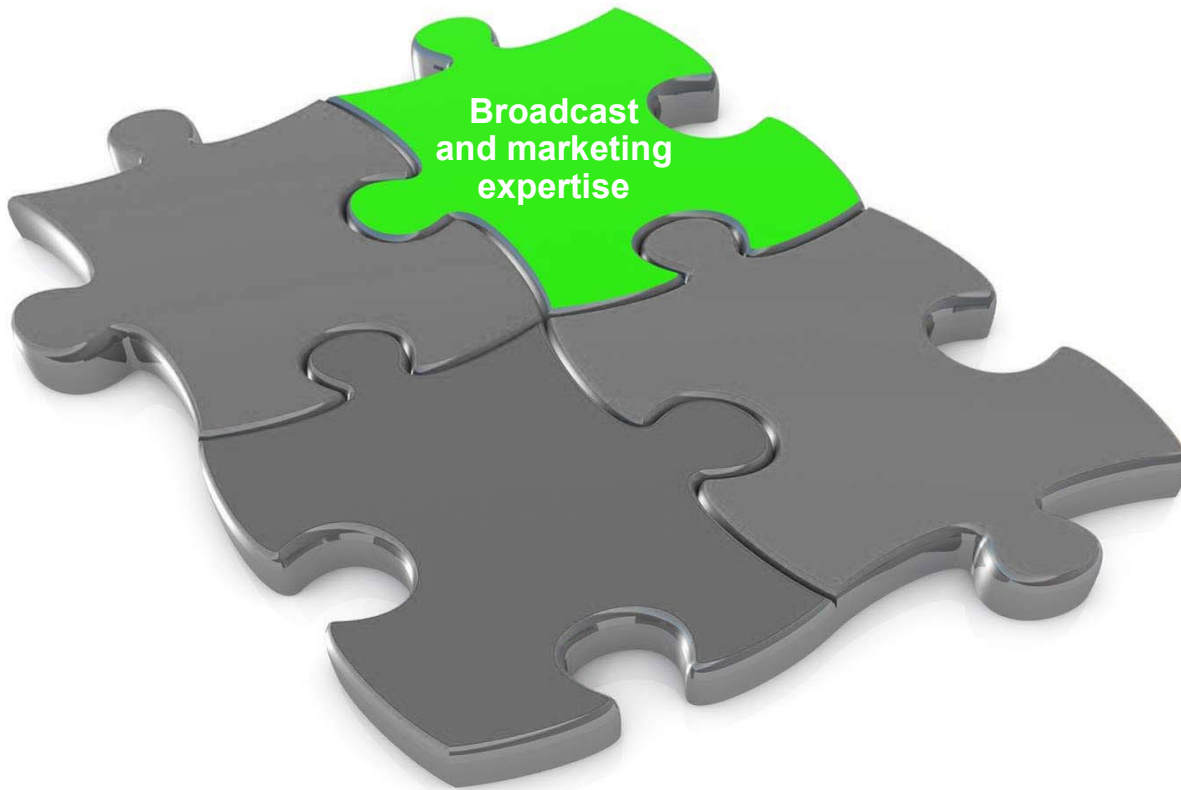
Critical success factors



- Continuous and fast optimization of content
- Leverage relationships for new product distribution

Drivers of future growth

Critical success factors



- Apply marketing expertise to new products
- Segmentation drives advertising

Drivers of future growth

Critical success factors



- Improvement in retention rates
- New products to cross-sell

Drivers of future growth

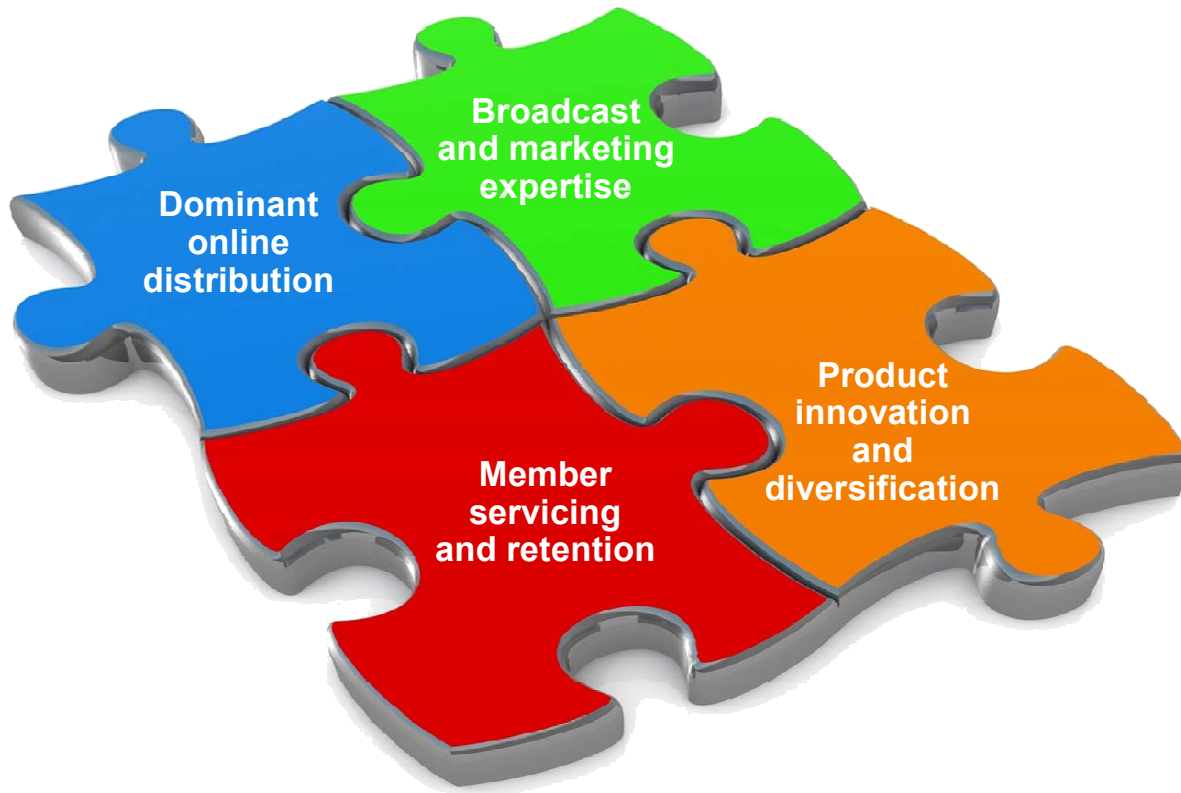
Critical success factors



- New products
- New channels
- Geographic expansion

Drivers of future growth

Critical success factors



Successful execution in these core areas will enable us to continue to outpace market growth

Bigger, faster, stronger



- **Market leader consistently delivering high growth**
- **Leveraging the breadth of Experian data and analytics**
- **Investing in innovation, member services and diversification to sustain leadership and drive growth**

Driving growth in core Experian markets

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