

KBW Diversified Financials Conference

4 June 2009



Overview

Winning in the global marketplace

Focus on
data and
analytics



Drive
profitable
growth



Optimise
capital
efficiency

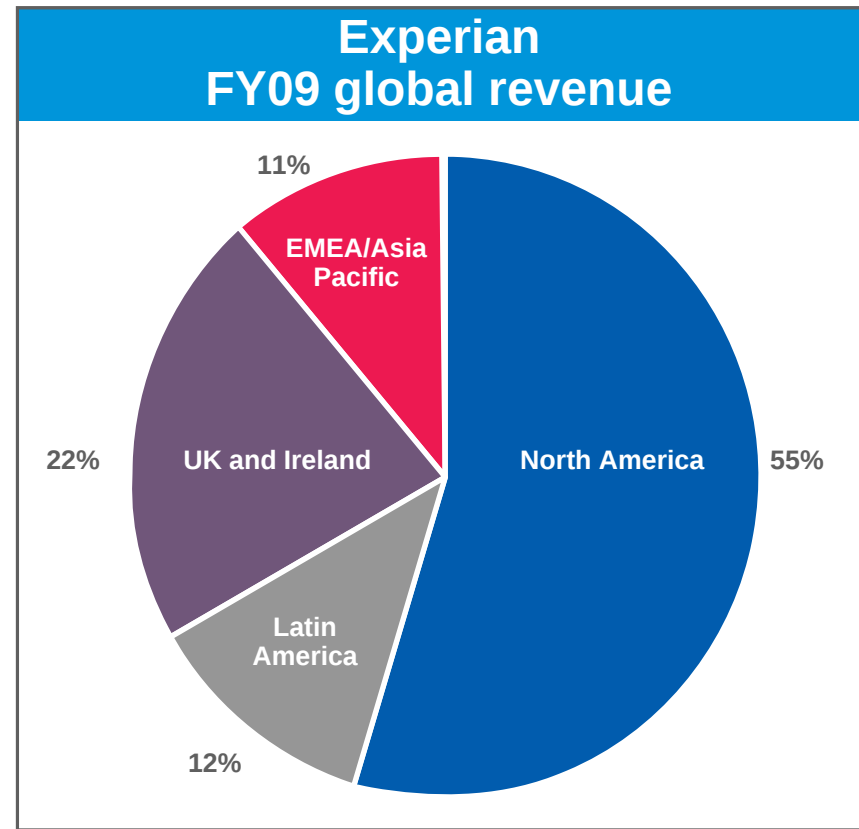
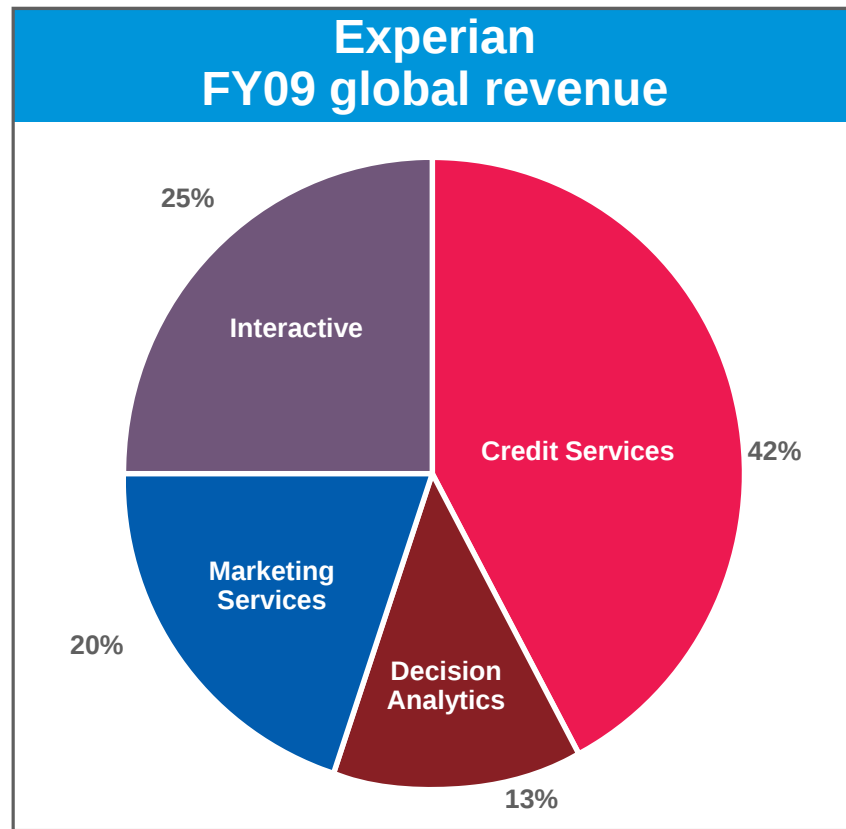
**Investing for
growth**



Drive growth in shareholder value

Overview

Business split



Overview

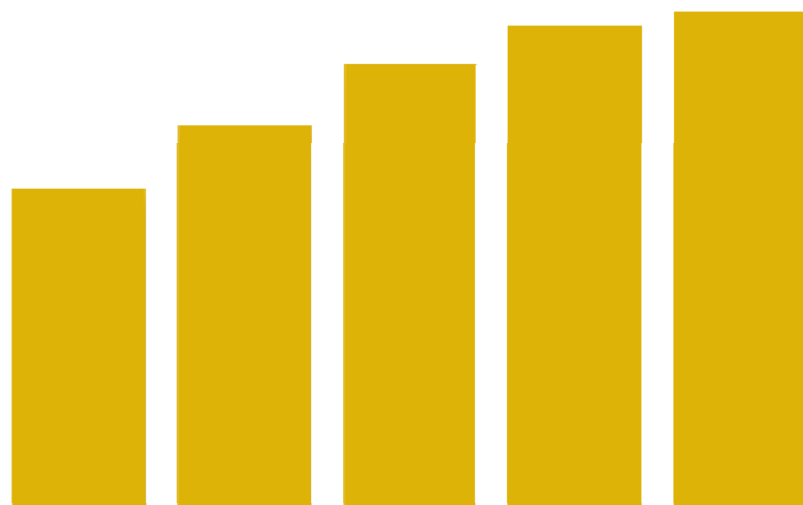
Key financials

Revenue US\$m

	2,461	2,930	3,407	3,712	3,821
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Total growth +30% +14% +14% +8%

Organic growth +12% +8% +4% +3%



FY05

FY06

FY07

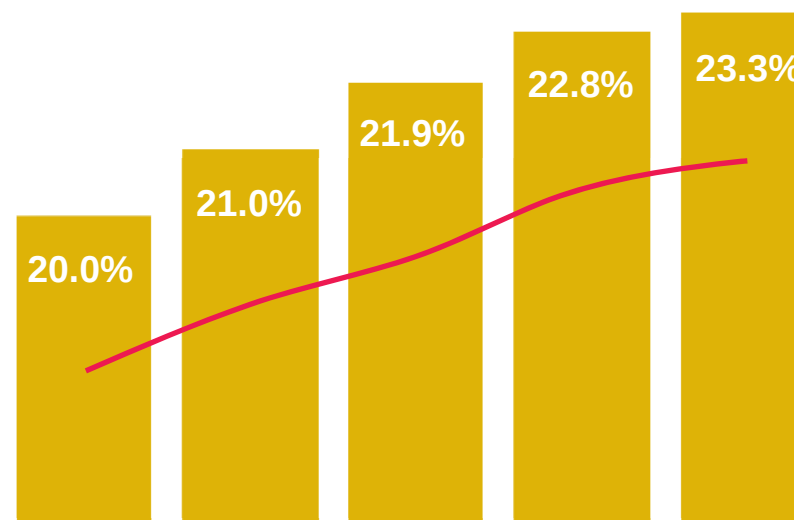
FY08

FY09

EBIT US\$m and margin

	565	685	808	902	939
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+28% +15% +13% +8%



FY05

FY06

FY07

FY08

FY09



Global continuing sales and EBIT only
Growth at constant exchange rates and for continuing activities
EBIT margin excludes FARES
FY06, FY07, FY08 and FY09 sales and EBIT adjusted to exclude MetaReward and UK account processing, FY07 and FY08 sales and EBIT adjusted to exclude Loyalty Solutions, FY08 and FY09 sales and EBIT adjusted to exclude French transaction processing activities and other smaller discontinuing activities

2009: Highlights

Sustained growth

- Portfolio balance – geographically, vertically and by line of business
- Offsets marketplace challenges in US and UK credit

Adaptation

- Countercyclical products – global initiative
- Cost efficiency programme ahead of plan

Margin progression

- EBIT margin up 50 basis points to 23.3%

Portfolio management

- Successful disposal of transaction processing activities
- Acquisition of KreditInform and SearchAmerica

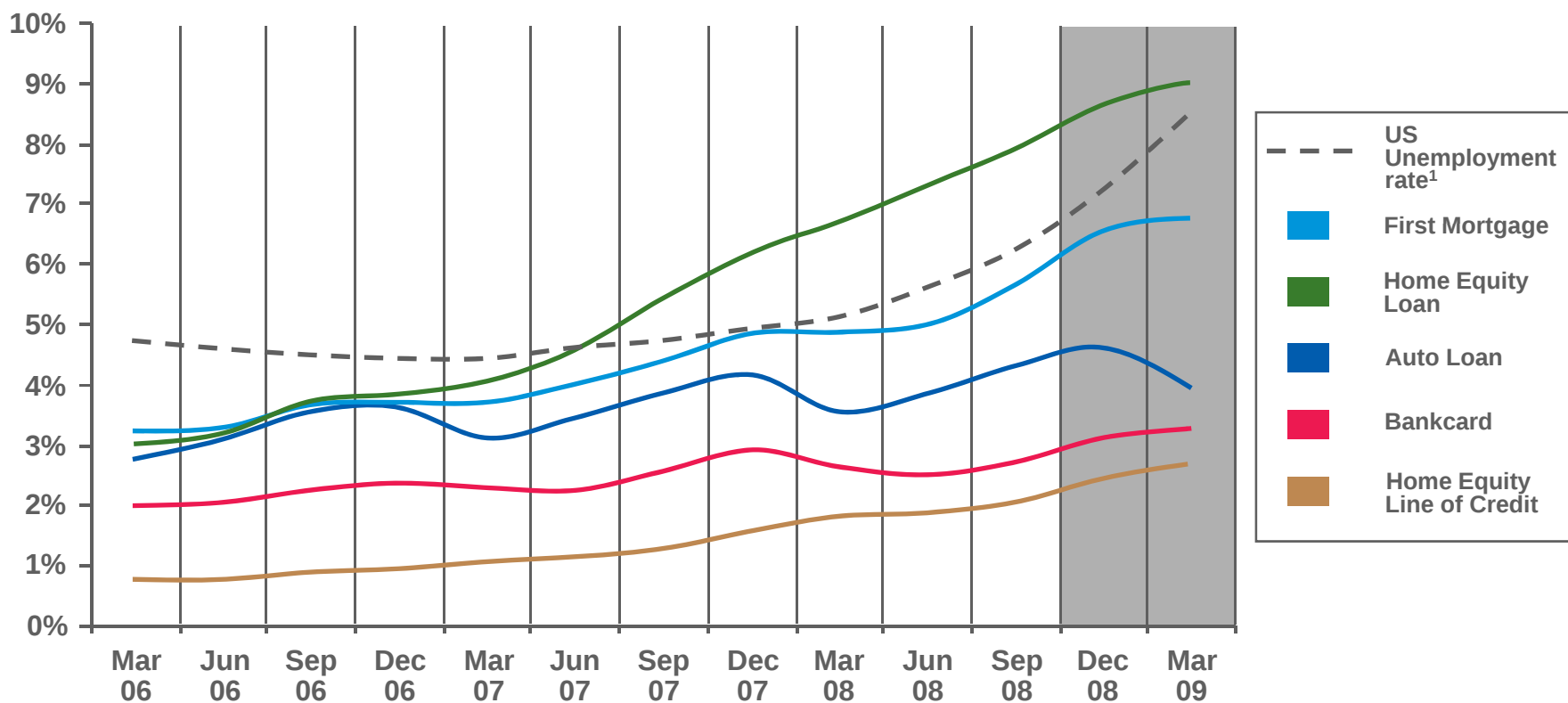
Deleveraging

- Strong cash flow leading to significant reduction in net debt

Current market conditions

US market trends: 30 day+ delinquencies

30+DPD



Stabilisation in financial services: not yet moving to growth

Current market conditions

Client trends and Experian opportunities

Current lender trends

- Focus remains on operational efficiencies and removing expenses

- Reviewing risk strategies and updating custom scorecards

- Mid-tier clients moving to robust account management processes

Experian opportunity

- Deliver high value products; sell on value, not price

- Scorecard rebuilds

- New sources of growth in account management

Current market conditions

Client trends and Experian opportunities

Current lender trends

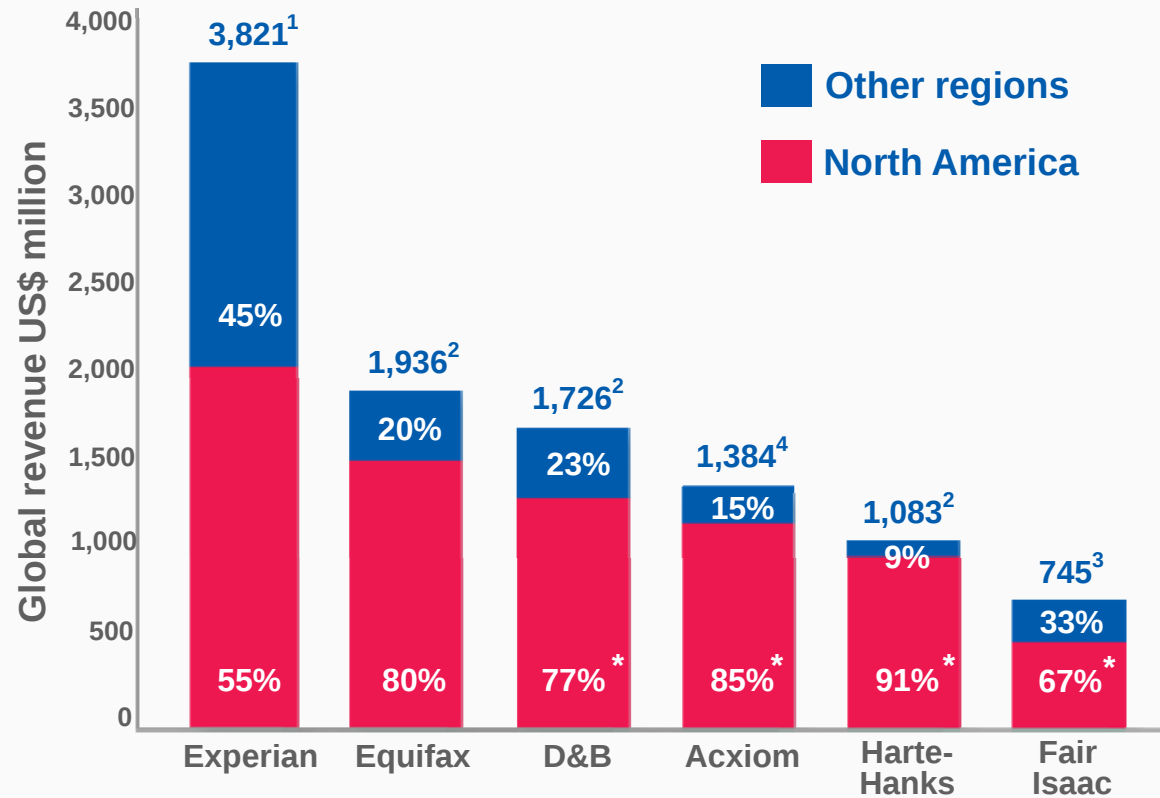
- Major banks rationalising platforms
- Heavy focus on deposit acquisition
- Some card issuers analysing opportunities to begin marketing later in the year

Experian opportunity

- Enterprise software deals
- Authentication and BustOut scores
- Consulting on segmentation, analysis and acquisition strategies

Strategic progress

Winning in the global marketplace: extending our lead



Winning in the marketplace due to:

- Customer-centric approach
- Investment in innovation
- Geographic reach



* US only
1 Year ended 31 March 2009
2 Year ended 31 December 2008
3 Year ended 30 September 2008
4 Year ended 31 March 2008

Source: Latest full year revenue, company 10K

Strategic progress

Why we're winning in the marketplace



B2B

- Excellence in sales execution
- Enterprise-wide relationships
- High RoI products
- World class delivery

B2C

- Scale in consumer marketing
- More value to customers
- New products with enhanced features

New data and analytics initiatives in past 5 years now over 20% of group revenue

Prior period investments: harvesting phase

New geographies

- Expanding business information
- Offices in 41 countries
- Critical mass in Asia and EMEA



New products

- Priority ScoreSM
- Collection Advantage StrategySM
- Delinquency Notification Service
- Collection Recovery ToolSM



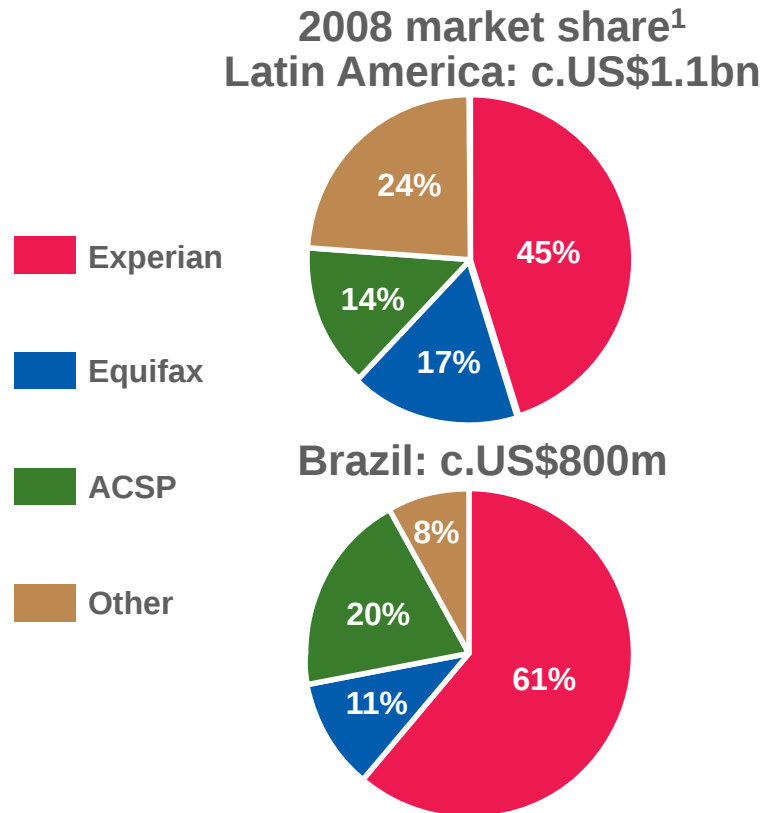
New verticals

- Diversifying beyond financial services
- Entering new segments – US healthcare payments



Spotlight on Brazil

Latin America region: overview



- Market leader in consumer and business credit information
- Over 2,500 employees
- Majority ownership of Serasa Experian (70%)
- Operate as a single company under Experian ownership
- Strong financial performance

Latin America region now 12% of global Experian revenues

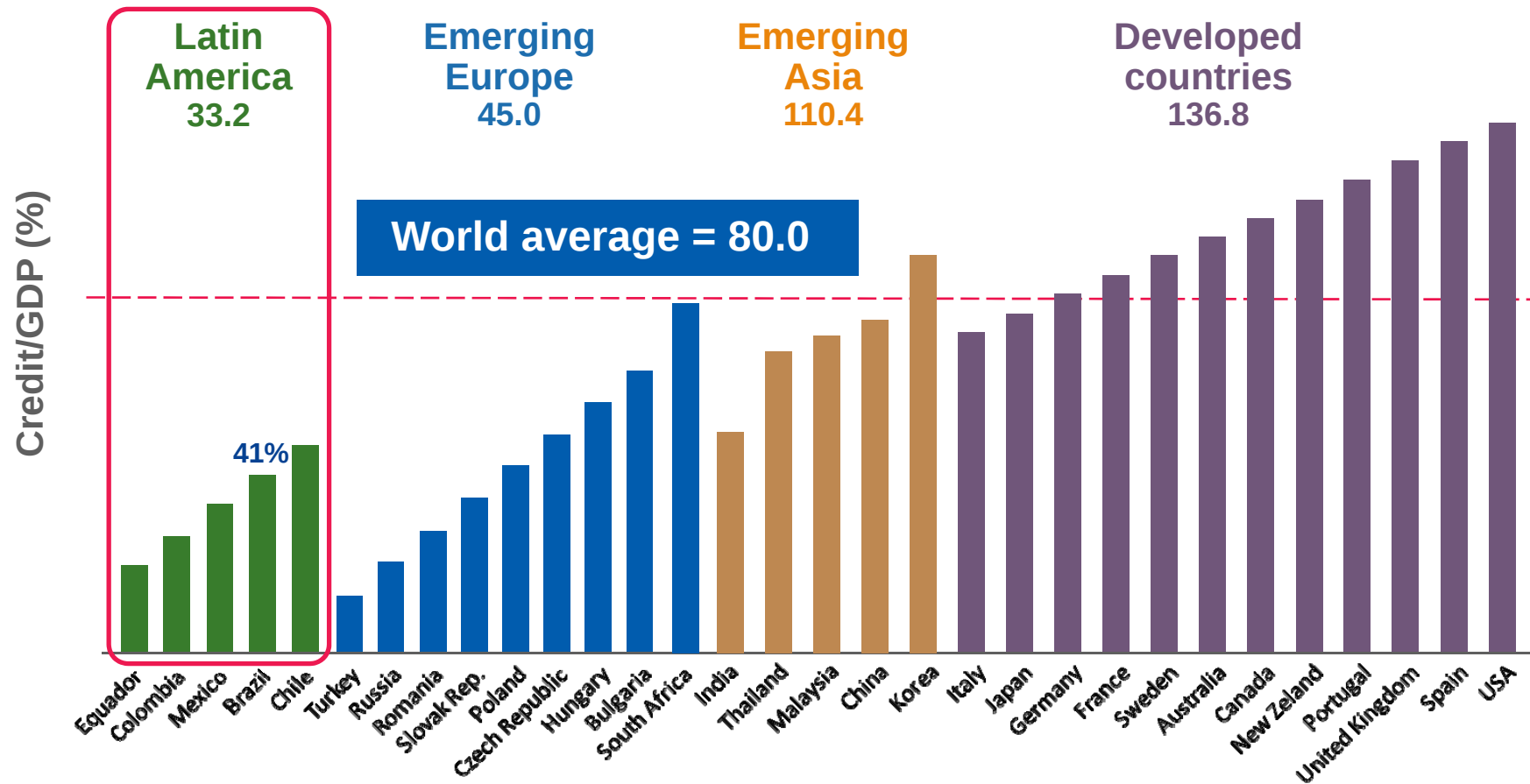
Market attractions: Brazil



- Population nearly 200m; large urban density
- Young demographic c. one third of population is under 20 years old
- Upward social mobility: growing middle class
- Low penetration of credit
- Favourable regulatory environment

Spotlight on Brazil

Mid-term market drivers: low credit penetration



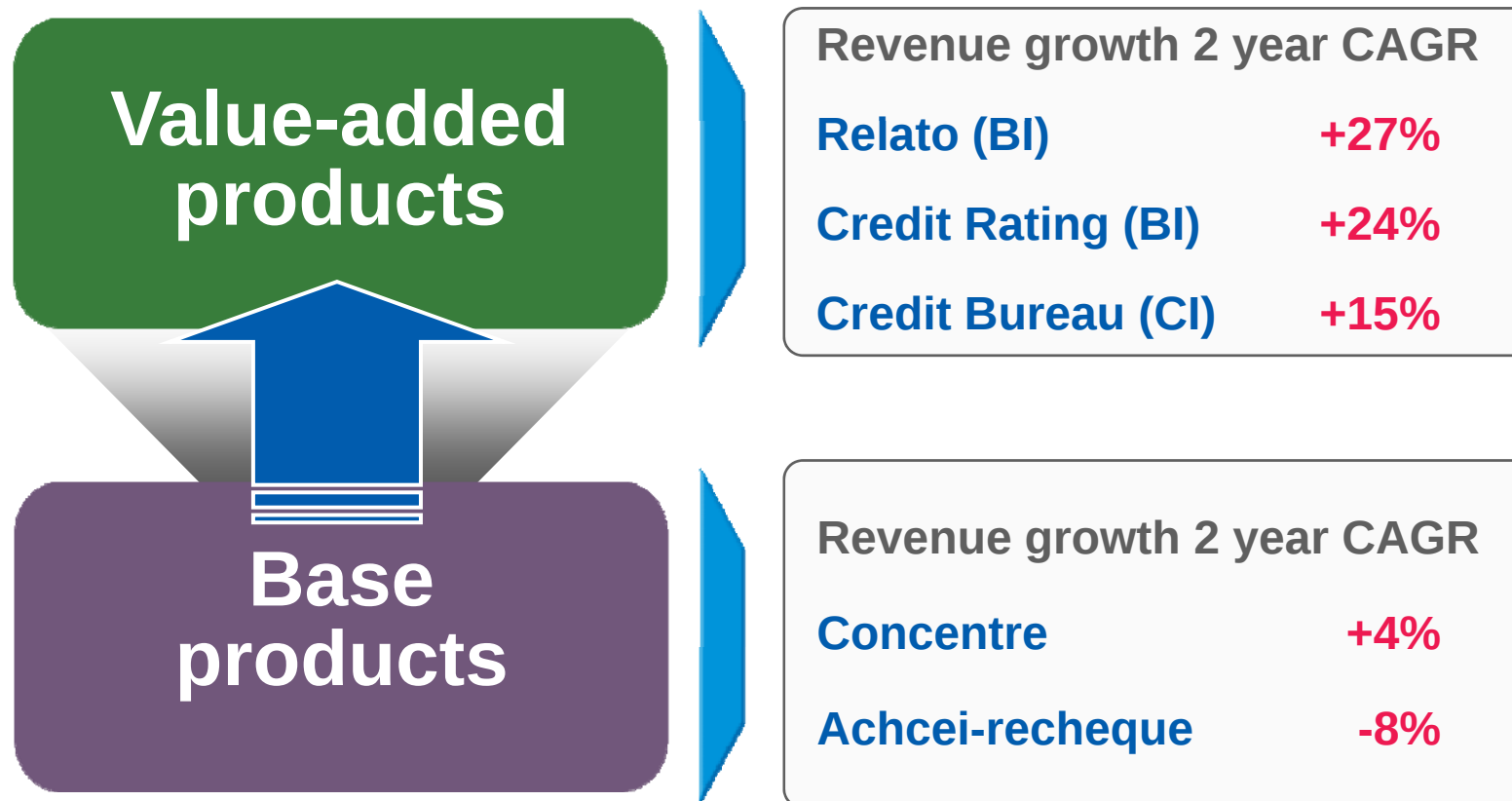
Spotlight on Brazil

Salesforce alignment

Client channel	Strategic	Corporate	SME
			
No. of clients	25	8,000	173,000
% of FY09 Experian Latin America revenue	35%	34%	31%
FY09 revenue growth	+10%	+24%	+26%

Channel segmentation provides new growth opportunities

Trading up to higher value-added products



Sales focus on migrating clients to higher value products

Trading up to higher value-added products - Consumer

Thin file

Achei-recheque:

- Reference file
- Address and phone
- Limited positive data
- Cheque data



Full file

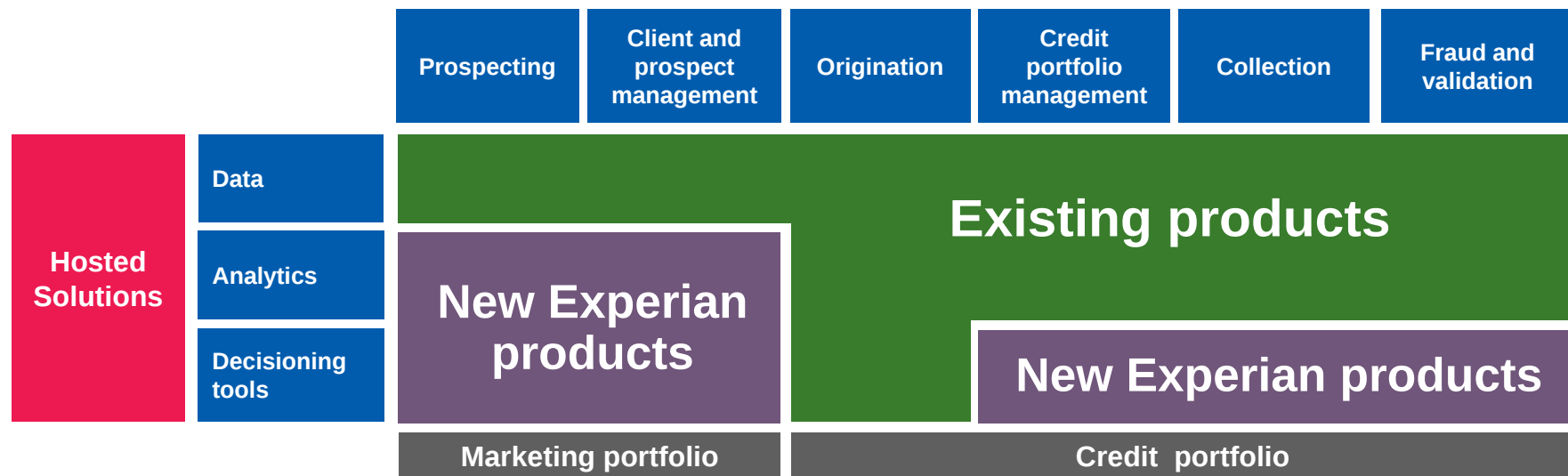
Credit Bureau:

- Reference file
- Address and phone
- Limited positive data
- Cheque data and fraud alerts
- Negative data
- Protected notes and fraud alerts
- Additional profile data
- Owner of bankrupt companies
- Civil action
- Credit score

Spotlight on Brazil

Establish portfolio across customer lifecycle

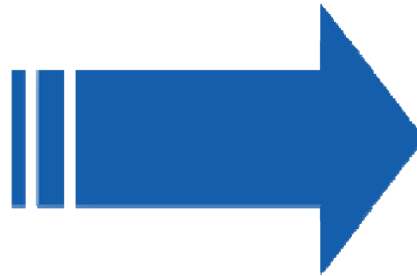
- Focus on hosted solutions to penetrate small and medium clients
- Positioned as solution providers
- Infill gaps with Experian products



Development of positive data in Brazil

- Positive data legislation was just voted by House of Representatives
- Ultimatum by President Lula: “Provisional Executive Act”
- Key issues
 - May open up postage cost issues
 - Use of credit information for marketing not permitted

**Serasa Experian
is ready to
operate positive
data**



- Premium pricing
- Incremental product opportunities
- Will help sustain above-average growth over time

Summary

Building momentum: strong foundation for future growth



- Resilient model ☒
- Financially strong ☒
- More efficient organisation ☒
- Taking share competitively ☒
- Significant prospects for growth ☒

Appendix



Appendix

2009 highlights



- Total revenue growth of 8%, organic revenue growth of 3%
- Direct continuing EBIT growth of 10%
- EBIT margin expansion of 50 basis points to 23.3%
- Benchmark PBT growth of 8%; Benchmark EPS growth of 8%
- Excellent cash flow conversion of 99%; free cash flow of US\$736m up 11%
- Excellent progress on cost efficiencies, delivering US\$80m savings in the year
- Dividend up 8% to 20.00 US cents

Appendix

Revenue and EBIT by geography

Year ended 31 March
US\$million

Revenue	2009	2008	Total growth	Organic growth
North America	2,083	2,061	1%	1%
Latin America	462	324	51%	18%
UK and Ireland	850	959	5%	3%
EMEA/Asia Pacific	426	368	19%	6%
Total revenue	3,821	3,712	8%	3%
EBIT before Central Activities	948	905	10%	
Central Activities	(57)	(57)		
EBIT - direct business	891	848	10%	
FARES	48	54	(11)%	
EBIT – continuing activities	939	902	8%	
EBIT margin	23.3%	22.8%		

- Organic revenue growth across all regions
- Direct EBIT growth of 10%
- FARES: better H2
- Adverse forex translation effect of US\$38m
- EBIT margin up 50 basis points



All figures above on continuing basis
Growth at constant exchange rates
EBIT margin is for continuing business only, excluding FARES
2008 restated to exclude French transaction processing activities (now classified as a discontinued operation)
and small discontinuing activities in UK and Ireland

Appendix

Credit Services

Year ended 31 March
US\$million

Revenue	2009	2008	Total growth	Organic growth
North America	740	771	(4)%	(5)%
Latin America	437	305	51%	17%
UK and Ireland	265	316	0%	(2)%
EMEA/Asia Pacific	172	154	14%	4%
Total revenue	1,614	1,546	10%	1%

Total EBIT – direct business	506	484	9%
FARES	48	54	(11)%
Total EBIT	554	538	7%
EBIT margin	31.4%	31.3%	

- Challenging conditions in North America and UK and Ireland
- Strong Serasa performance, significantly ahead of EBIT buy-plan
- EBIT margin improvement benefiting from cost actions and scaling of Serasa



All figures above on continuing basis
Growth at constant exchange rates
EBIT margin is for continuing business only, excluding FARES
2008 restated to exclude French transaction processing activities (now classified as a discontinued operation), small discontinuing activities in UK and Ireland and the reclassification of certain businesses between segments in North America and UK and Ireland

Appendix

Decision Analytics

Year ended 31 March
US\$million

Revenue	2009	2008	Total growth	Organic growth
North America	119	118	1%	1%
Latin America	10	8	31%	31%
UK and Ireland	227	247	9%	6%
EMEA/Asia Pacific	131	132	4%	4%
Total revenue	487	505	6%	5%
EBIT	142	160	0%	
EBIT margin	29.2%	31.7%		

- Organic revenue driven by demand for countercyclical products
- Margin dilution reflects product mix effects and emerging market investment

Appendix

Marketing Services

Year ended 31 March
US\$million

Revenue	2009	2008	Total growth	Organic growth
North America	358	360	(1)%	(2)%
Latin America	15	10	56%	56%
UK and Ireland	274	328	(2)%	(3)%
EMEA/Asia Pacific	123	83	50%	13%
Total revenue	770	781	5%	0%
EBIT	88	69	34%	
EBIT margin	11.4%	8.8%		

- Good performance in new media reflecting deeper market penetration
- Traditional media impacted by global downturn
- Strong margin performance reflecting cost initiatives and business mix

Appendix

Interactive

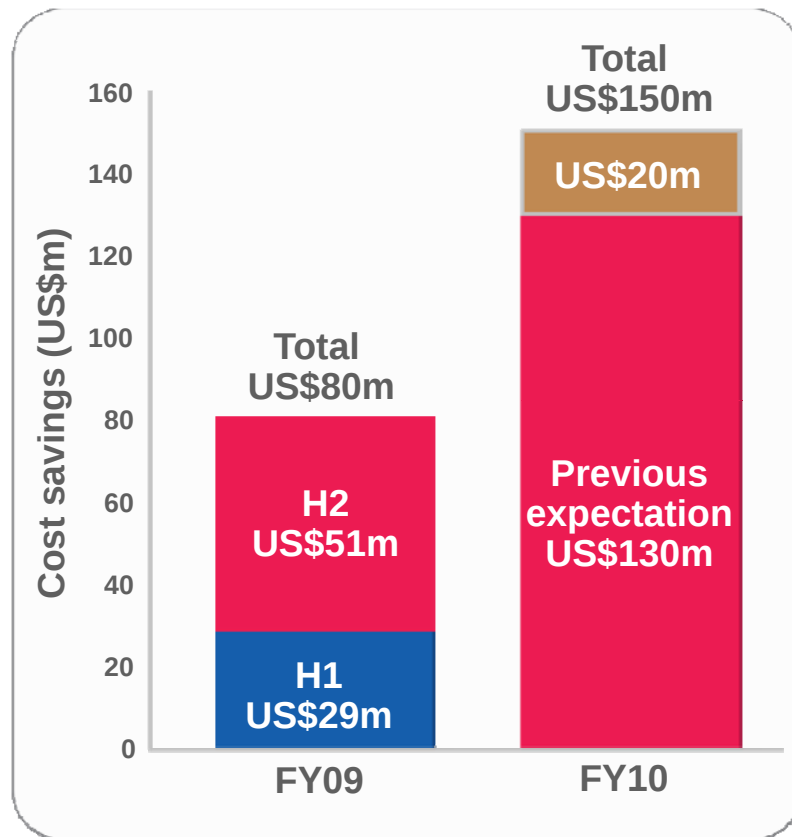
Year ended 31 March
US\$million

Revenue	2009	2008	Total growth	Organic growth
North America	866	812	7%	7%
UK and Ireland	84	68	47%	47%
Total revenue	950	880	10%	10%
EBIT	212	192	11%	
EBIT margin	22.3%	21.8%		

- Strength in Consumer Direct drives growth in North America helped by:
 - One-off data breach contracts
 - Discover migration
- Weak market conditions for mortgage lead generation
- Margin improvement driven by business mix

Appendix

Cost efficiency programme



- Programme tracking ahead of plan
- Majority of projects complete or near complete
- Exceptional charge¹
 - Total charge c.US\$170m
 - FY08 charge US\$52m
 - FY09 charge US\$92m
 - FY10 residual
- Other efficiency benefits

Appendix

Group benchmark earnings

Year ended 31 March US\$million	2009	2008	Growth
Total EBIT	939	908	3%
Net Interest	(96)	(125)	
Benchmark PBT¹	843	783	8%
Benchmark taxation	(184)	(183)	
Benchmark PAT	659	601	
Benchmark minority interest	(28)	(21)	
Benchmark earnings	631	581	9%
Weighted average number of shares	1,013	1,009	
Benchmark EPS, US cents	62.3	57.5	8%
Dividend per share, US cents	20.0	18.5	8%
Benchmark EPS, GBP pence	36.8	28.6	29%
Dividend per share, GBP pence*	13.1	9.4	40%

* Second interim dividend for FY09 calculated on US\$/£ rate of US\$1.53/£1 (actual rate will be as at 3 July 2009)



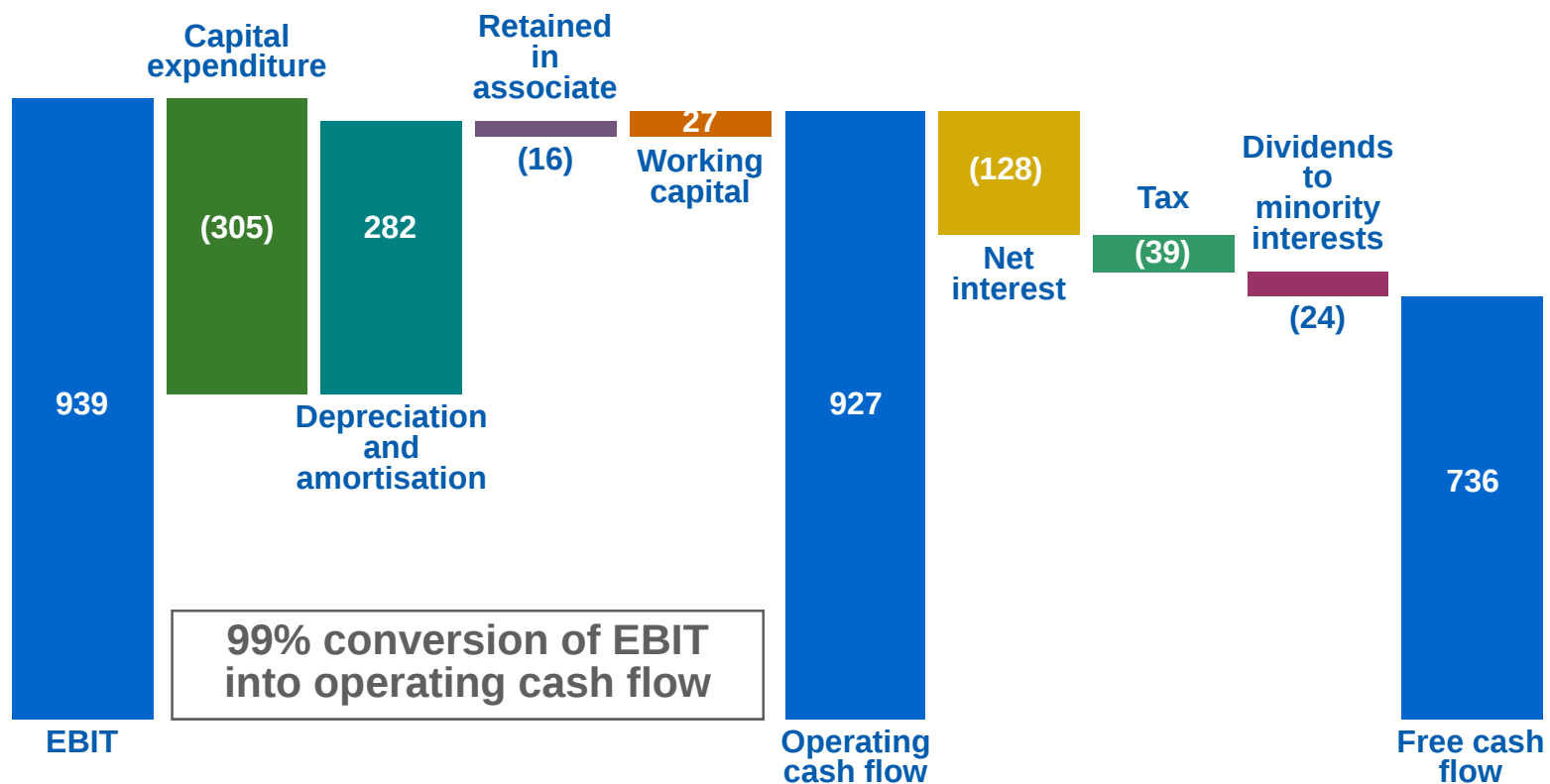
Growth at actual exchange rates

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 tax. It includes the Group's share of associates' pre-tax profit.

Appendix

Strong cash flow performance

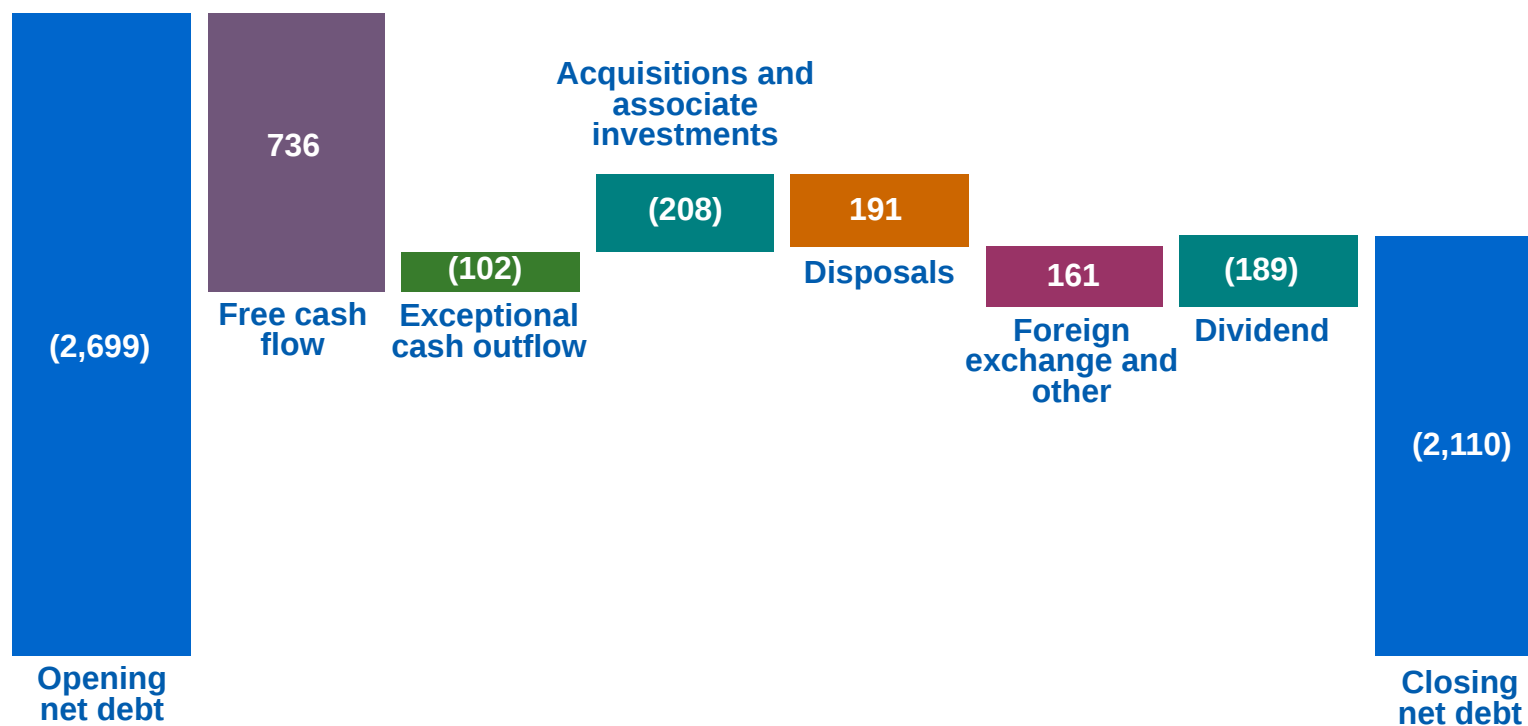
Year ended 31 March 2009
US\$million



Appendix

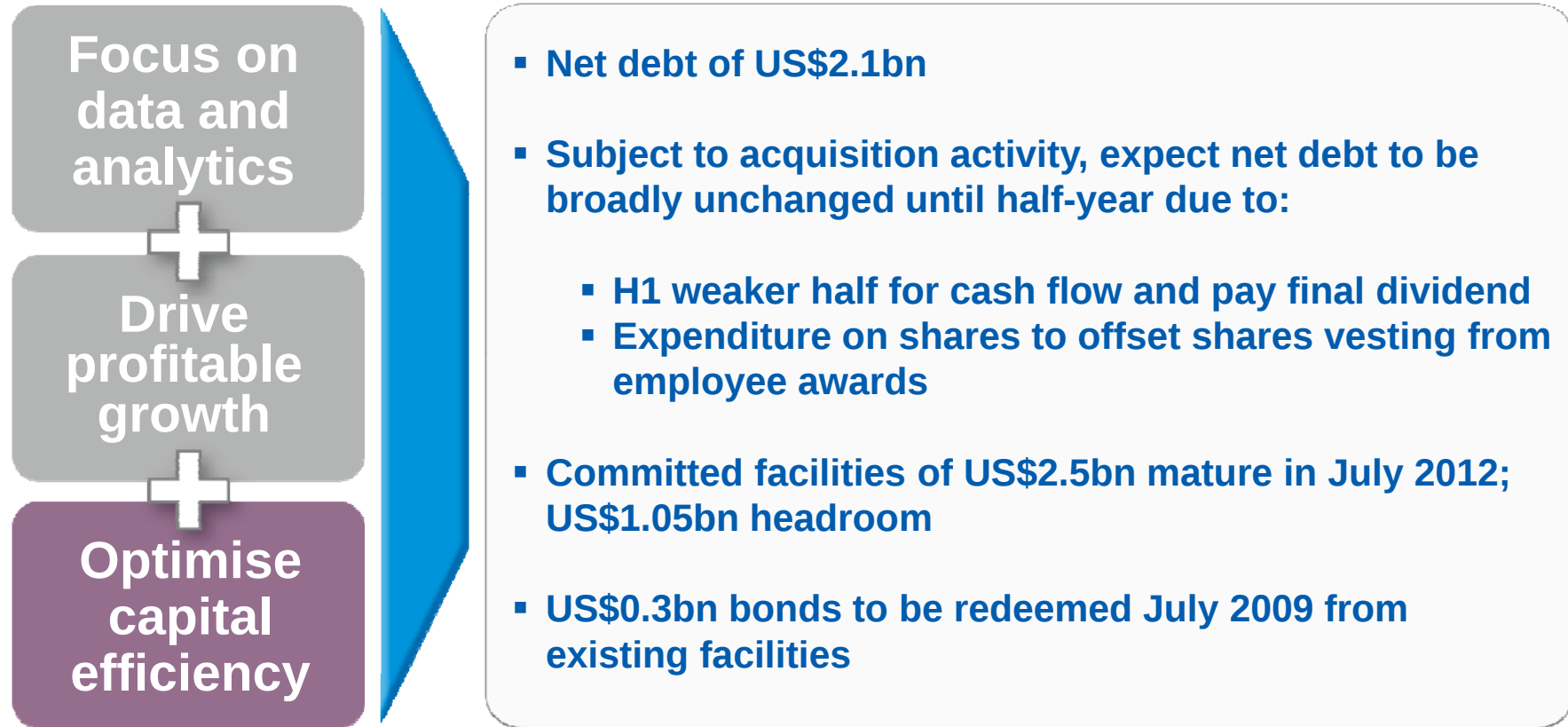
Net debt reconciliation

Year ended 31 March 2009
US\$million



Appendix

Funding position



Appendix

FY10 Modelling considerations

Foreign exchange

- If spot exchange rates prevailing at 31 March 2009 remain for the year ending 31 March 2010, the adverse foreign exchange variance to Benchmark EBIT would be c.US\$50m, relative to average rates in FY09

Net interest

- Net interest in the region of US\$80m to US\$100m, after a nominal net pension charge

Tax

- Benchmark tax rate of c.23%, cash tax rate of c.10%

Capital expenditure

- Capital expenditure expected to be between US\$310m and US\$340m

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Event calendar

13 July 2009	Interim management statement, first quarter
15 July 2009	Annual general meeting
14 October 2009	Trading update, first half
18 November 2009	Half-yearly announcement

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