

Half-yearly results for six months ended 30 September 2010

17 November 2010



Half-yearly results for six months ended 30 September 2010

Don Robert, Chief Executive Officer



Agenda

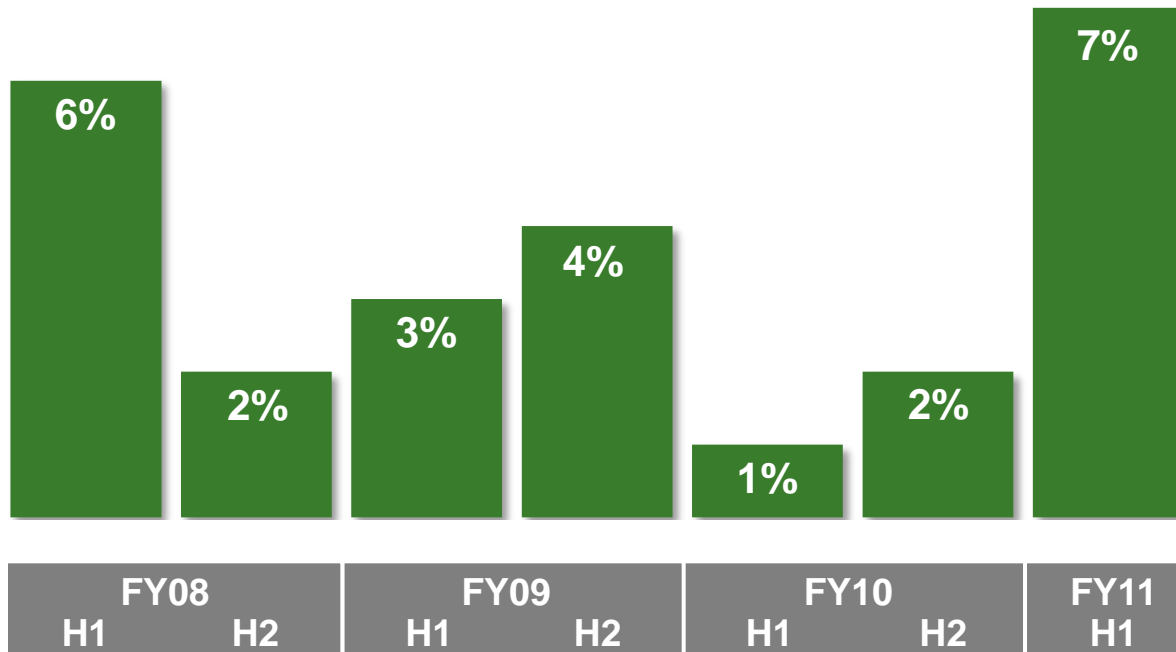


- First half highlights
- Strategic and operational review
- Financial review
- Spotlight on Marketing Services
- Summary and Q&A

First half highlights

Strong H1 performance

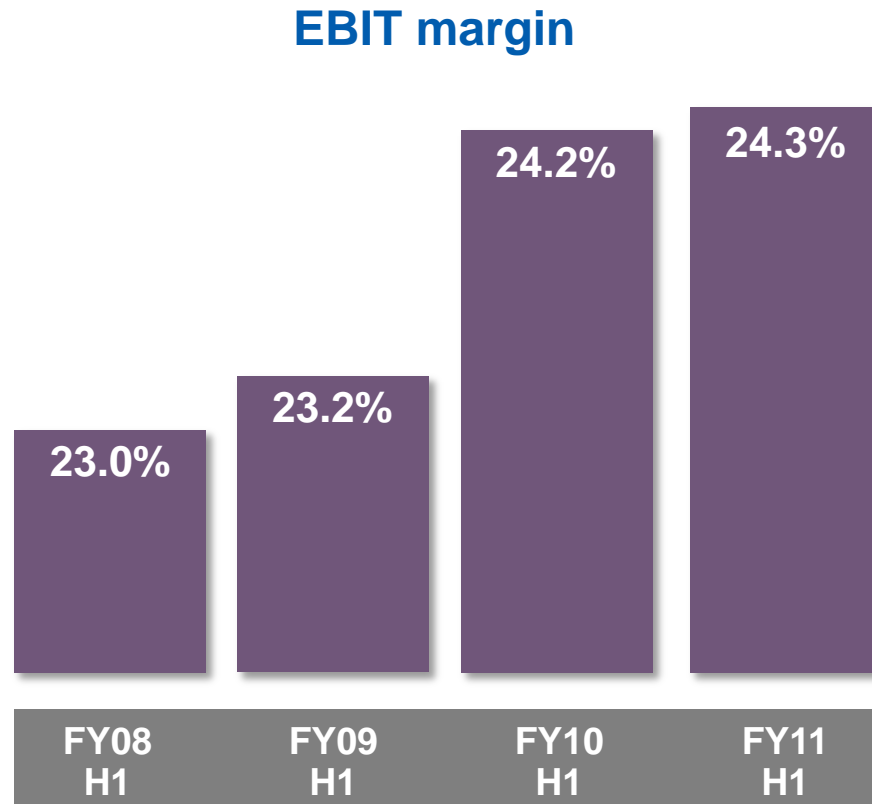
Organic revenue growth



- Total revenue growth of 8%
- Organic revenue growth of 7%
 - Q1 +6%
 - Q2 +8%

First half highlights

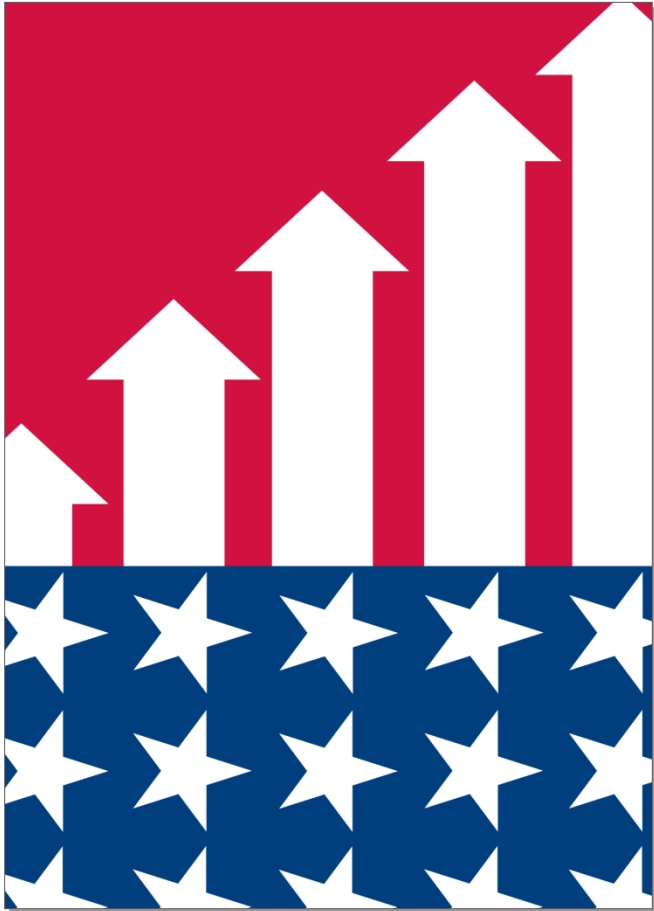
Strong H1 performance



- Continuing EBIT up 8%; margin up 10 basis points
- Benchmark EPS growth of 10%
- US\$147m share buyback expenditure
- Dividend up 29% to 9.00 US cents

First half highlights

North America: conditions slowly improving

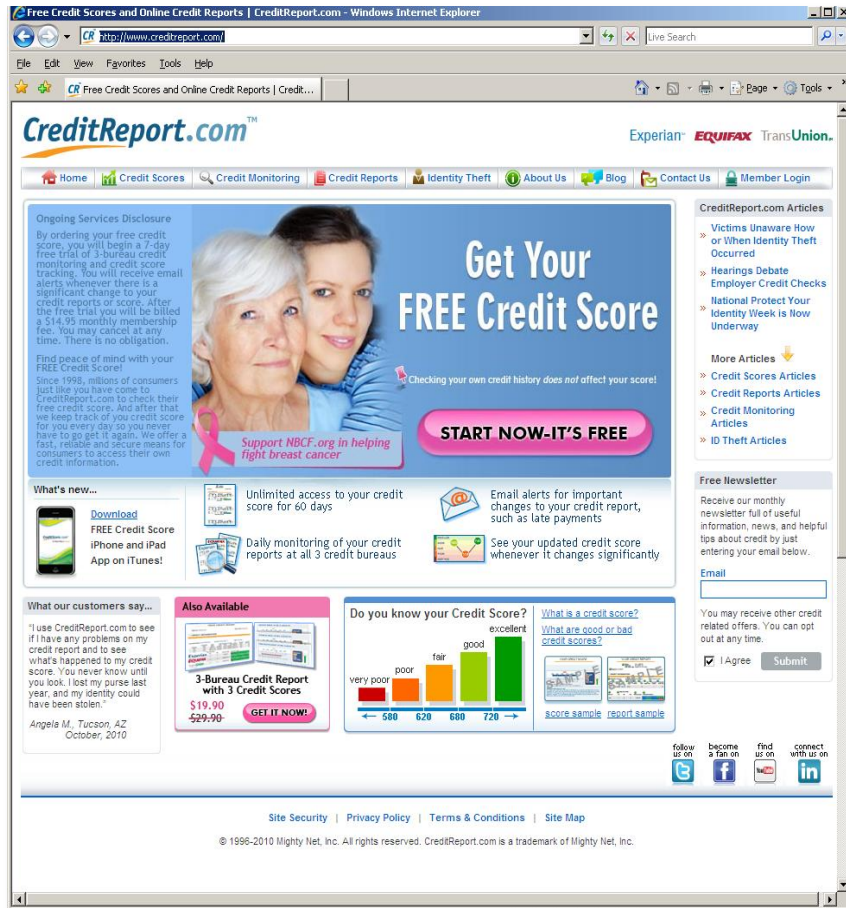


- Credit Services returned to growth in Q2
- Early stage recovery in financial services
- Some resumption of prospecting and origination activity
- Strong growth in business information, automotive and healthcare payments
- Strong growth in Marketing Services as digital marketing grows

Organic revenue +6%

First half highlights

North America: Interactive



- Strong growth in lead generation
- Consumer Direct – broadly flat
- Transition performing to plan
- Mighty Net acquisition broadens addressable market
- Strategy to operate a portfolio of consumer brands

Organic revenue +9%

First half highlights

Latin America: strong momentum



- Favourable conditions underpin growth
 - Real income increases
 - Rising demand for credit
 - New credit consumer emerging
- Growing range of Experian products in the region

Organic revenue +22%

UK and Ireland: stabilises



Lending remains depressed. Early signs some lenders may increase activity in 2011



Quality of recent vintages has improved across most credit products



Spending resumes in the marketing sector



UK government austerity package



Organic revenue flat

EMEA/Asia Pacific: strength in emerging markets



Asia Pacific

- Economies accelerate
- Traction from product roll-outs
- Experian Asia Pacific on course to deliver US\$150m revenue in FY11



EMEA

- Fairly weak economic environment
- Growing contribution from emerging markets
 - South Africa
 - Turkey

Organic revenue +4%

Strategic and operational review

Our journey since demerger



Focus on data and analytics, drive profitable growth, optimise capital efficiency

Secular drivers of long term growth



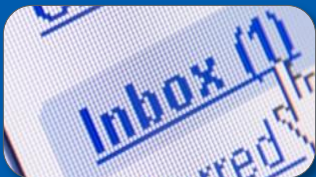
**External environment creating new opportunities
– more scrutiny and regulation for clients**



**New verticals expand addressable market for
Experian through adoption of sophisticated analytics**



**Growing need for data and analytics in fast-growth
emerging markets**



Secular shift to digital marketing accelerates



**Growing awareness by individuals of need to
protect identity and manage personal information**

Strategic and operational review

Our global growth programme

Innovation



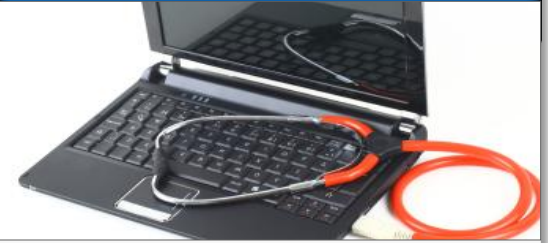
- Business information
- Investment in powerful new platforms for:
 - Marketing Services
 - Decision Analytics
- Investment in data assets
- Fraud and identity management

Expanding geographically



- Geographic product expansion
- Credit bureau footprint expansion

New customer segments

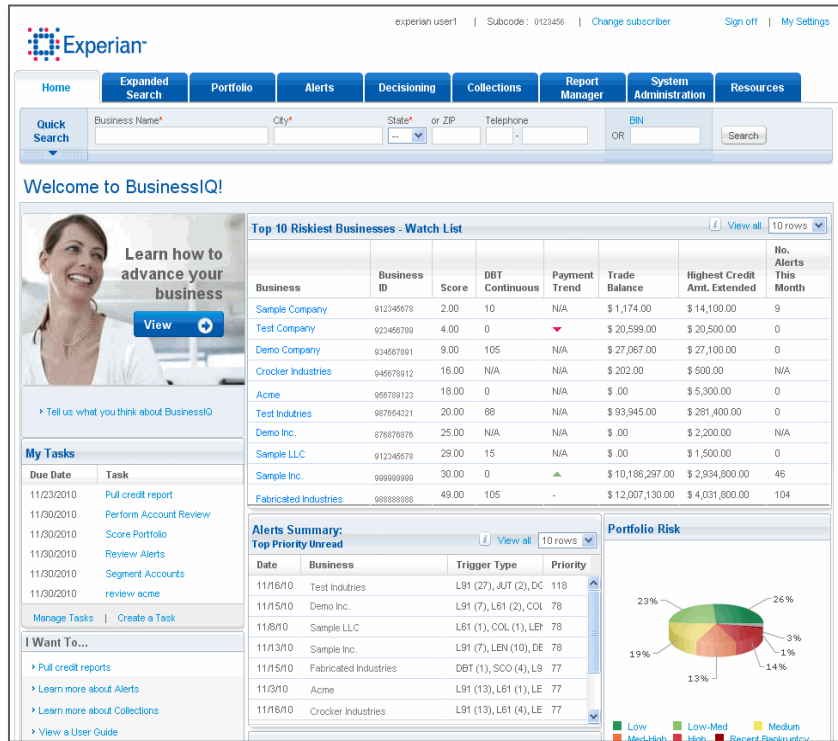


- Healthcare payments
- Public sector
- Small and Medium Enterprises
- Telecommunications
- Utilities

Now expect over 2% contribution to organic revenue growth from global growth initiatives in FY11

Strategic and operational review

Innovation: growing in business information



The screenshot displays the Experian BusinessIQ interface. At the top, there's a navigation bar with tabs: Home, Expanded Search, Portfolio, Alerts, Decisioning, Collections, Report Manager, System Administration, and Resources. Below this is a search bar with fields for Business Name, City, State, or ZIP, Telephone, and BIN. A 'Quick Search' button is also present. The main content area is titled 'Welcome to BusinessIQ!' and features a 'Learn how to advance your business' section with a 'View' button. Below this is a 'My Tasks' section with a table of tasks and their due dates. The central part of the dashboard is titled 'Top 10 Riskiest Businesses - Watch List' and contains a table with columns: Business, Business ID, Score, DBT Continuous, Payment Trend, Trade Balance, Highest Credit Amt. Extended, and No. Alerts This Month. To the right of this table is a 'Portfolio Risk' section with a pie chart showing risk distribution. At the bottom, there's an 'Alerts Summary: Top Priority Unread' section with a table of alerts.

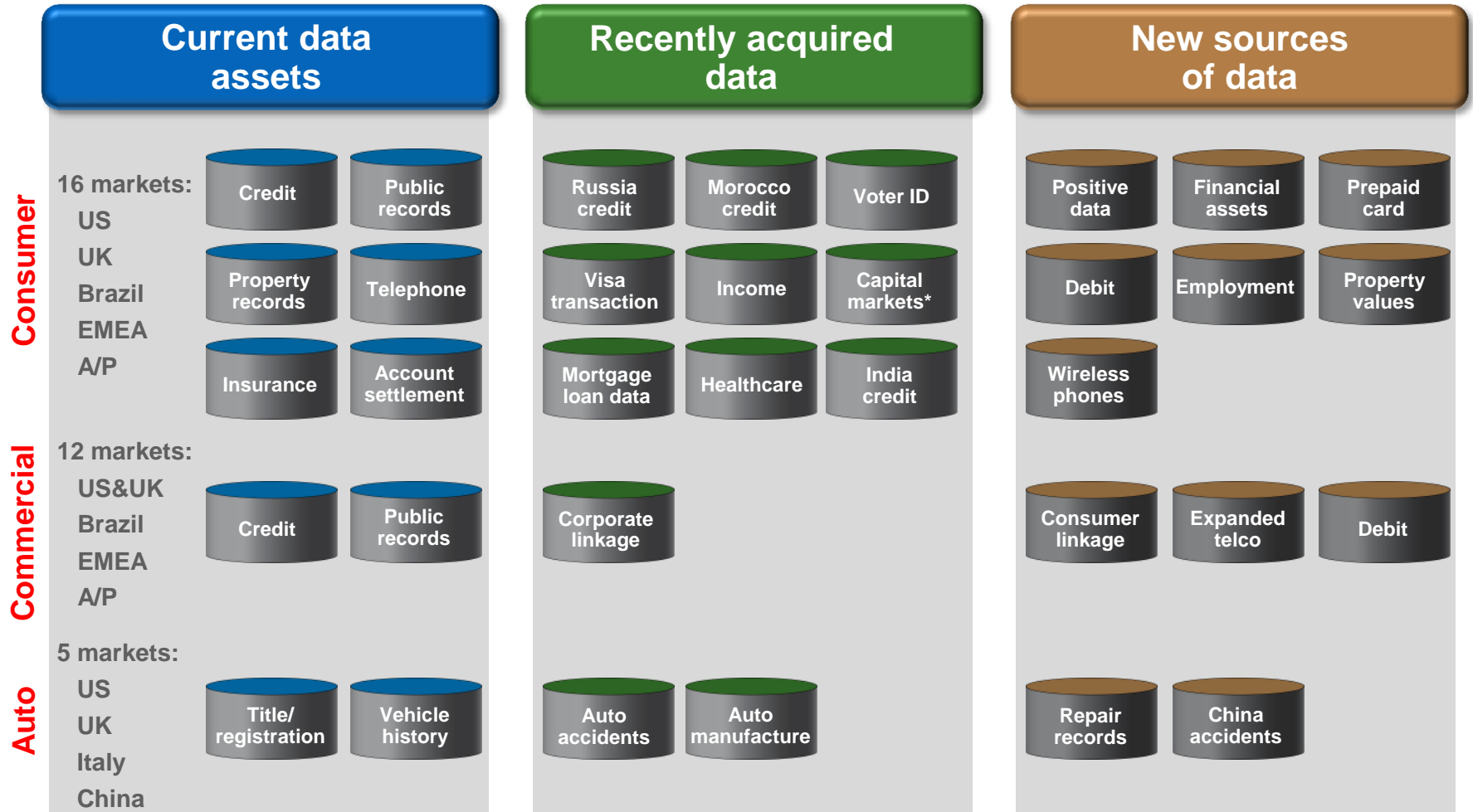
Business	Business ID	Score	DBT Continuous	Payment Trend	Trade Balance	Highest Credit Amt. Extended	No. Alerts This Month
Sample Company	912345678	2.00	10	N/A	\$ 1,174.00	\$ 14,100.00	9
Test Company	923456789	4.00	0	▼	\$ 20,599.00	\$ 20,500.00	0
Demo Company	934567891	9.00	105	N/A	\$ 27,987.00	\$ 27,100.00	0
Crocker Industries	945678912	16.00	N/A	N/A	\$ 202.00	\$ 500.00	N/A
Acme	956789123	18.00	0	N/A	\$ 0.00	\$ 5,300.00	0
Test Industries	967891234	20.00	88	N/A	\$ 93,945.00	\$ 281,400.00	0
Demo Inc.	978912345	25.00	N/A	N/A	\$ 0.00	\$ 2,200.00	N/A
Sample LLC	912345678	29.00	15	N/A	\$ 0.00	\$ 1,500.00	0
Sample Inc.	999999999	30.00	0	▲	\$ 10,186,297.00	\$ 2,934,800.00	46
Fabricated Industries	988888888	49.00	105	-	\$ 12,007,130.00	\$ 4,031,800.00	104

Date	Business	Trigger Type	Priority
11/16/10	Test Industries	L91 (27), JUT (2), DC	118
11/15/10	Demo Inc.	L91 (7), L61 (2), COL	78
11/8/10	Sample LLC	L61 (1), COL (1), LE	78
11/13/10	Sample Inc.	L91 (7), LEN (10), DE	78
11/15/10	Fabricated Industries	DBT (1), SCO (4), L9	77
11/3/10	Acme	L91 (13), L61 (1), LE	77
11/16/10	Crocker Industries	L91 (13), L61 (4), LE	77

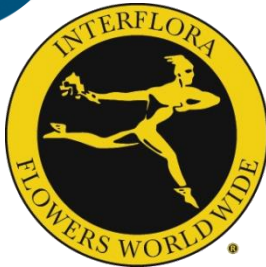
- At c.US\$500m, accounts for over 10% of Group revenue
- Experian is number 2 in the US
- Investing in new data, analytics and salesforce expansion
- Closing the gap in
 - Data superiority
 - Data linkage
 - Enhanced platform capability

Creating competitive distinction

Innovation: investing in Credit Services data and analytics



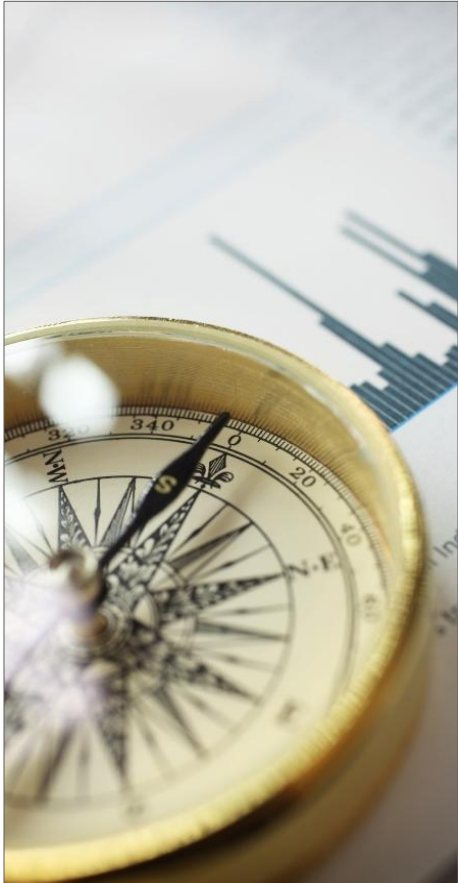
Expanding geographically: new products



- Roll-out of existing Experian products into
 - Existing geographies, e.g. Brazil
 - Newer geographies, e.g. Japan, Germany, China
- Launched Marketing Services products into eight new countries over past 18 months
 - New customer wins
 - Upsell opportunities
 - Strong growth across EMEA/Asia Pacific

Growth enabled by global scale

Global growth programme: our goals



- Focus on the big growth initiatives
- Further grow our market-leading position
- Explore global growth opportunities
- Deliver mid-high single digit organic revenue growth on a sustained basis

Grow shareholder value

Financial review

Paul Brooks, Chief Financial Officer



Financial review

Highlights



- **Total revenue growth of 8%, organic revenue growth of 7%**
- **EBIT margin up 10 basis points to 24.3%**
- **Continuing EBIT growth of 8%**
- **Benchmark PBT growth of 12%; Benchmark EPS growth of 10%**
- **Dividend up 29% to 9.00 US cents**
- **Net share repurchases of US\$147m**

Financial review

Revenue and EBIT by geography

6 months ended 30 September
US\$million

Revenue	2010	2009	Total growth	Organic growth
North America	1,067	1,010	6%	6%
Latin America	350	255	22%	22%
UK and Ireland	349	360	0%	0%
EMEA/Asia Pacific	227	205	13%	4%
Total revenue	1,993	1,830	8%	7%

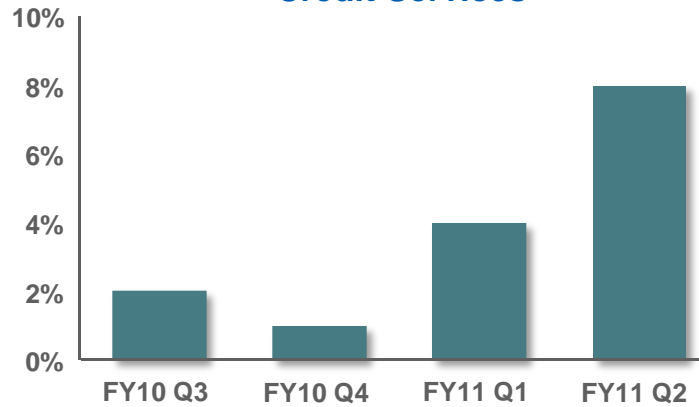
EBIT before Central Activities	509	467	7%
Central Activities	(25)	(25)	
EBIT – continuing activities	484	442	8%
EBIT margin	24.3%	24.2%	

- Organic revenue growth of 7%
- All regions trending better
- Margin increase

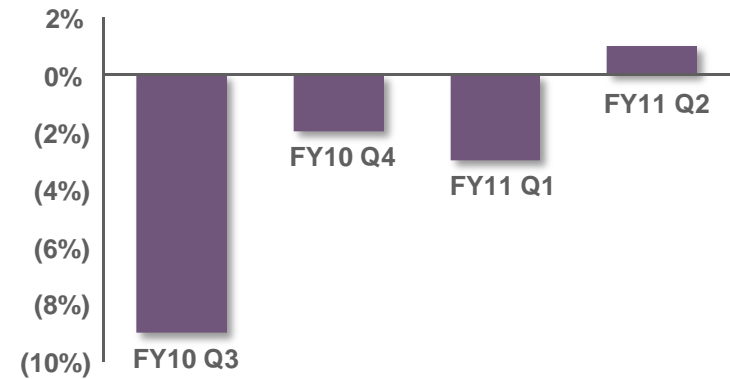
Financial review

Organic revenue growth trends by business segment

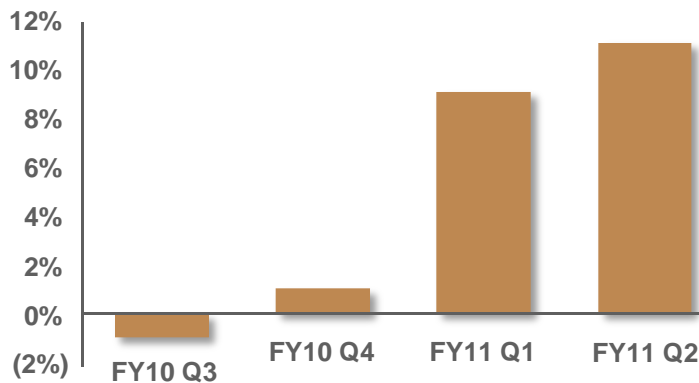
Credit Services



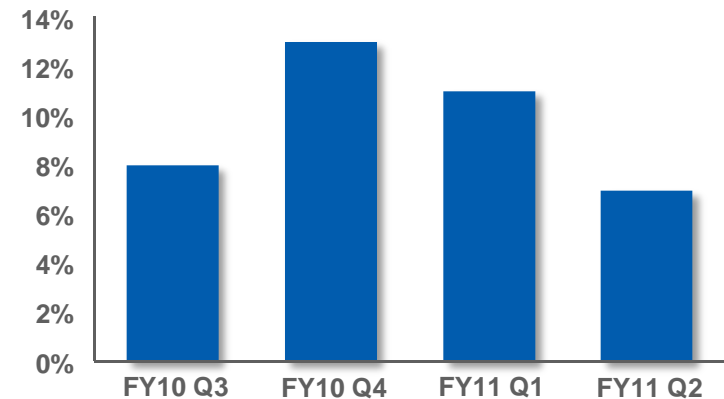
Decision Analytics



Marketing Services

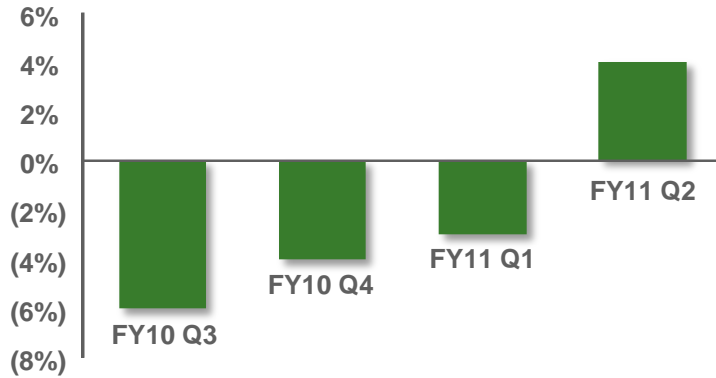


Interactive

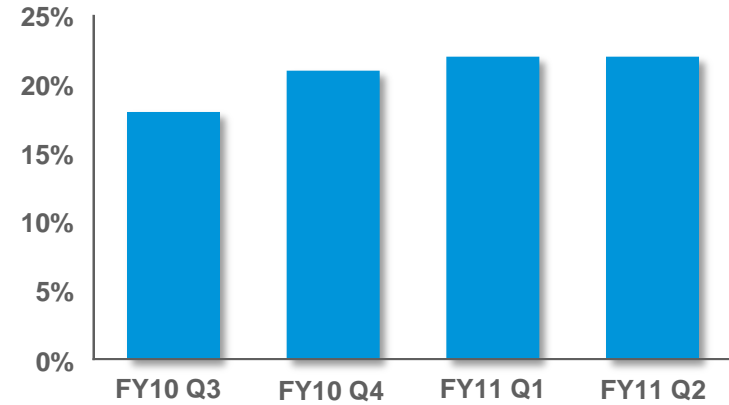


Organic revenue growth trends: Credit Services

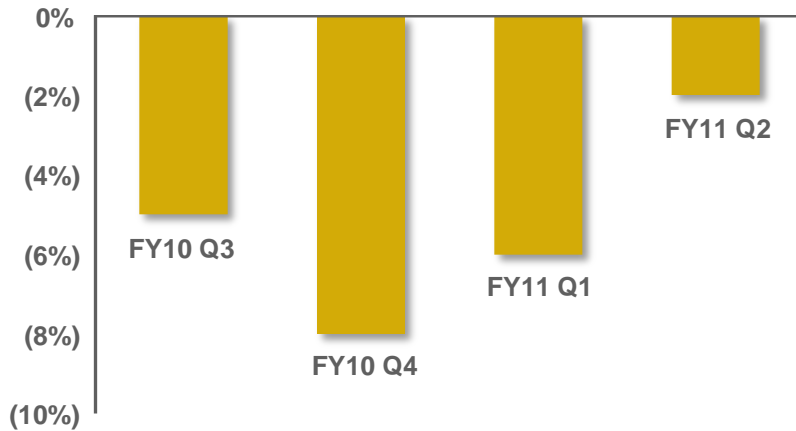
North America



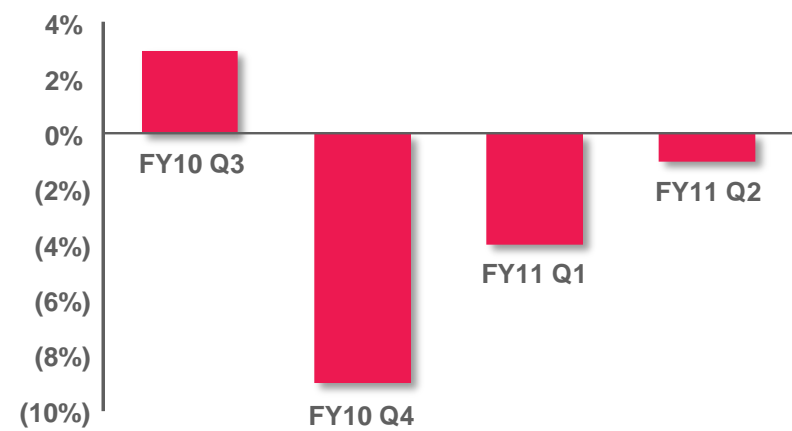
Latin America



UK and Ireland



EMEA/Asia Pacific



Financial review

Credit Services

6 months ended 30 September
US\$million

Revenue	2010	2009	Total growth	Organic growth
North America	349	348	0%	0%
Latin America	335	245	22%	22%
UK and Ireland	108	116	(4)%	(4)%
EMEA/Asia Pacific	88	93	(2)%	(2)%
Total revenue	880	802	6%	6%
EBIT	297	271	6%	
EBIT margin	33.8%	33.8%		

- Organic revenue growth of 6%
- North America returned to growth in Q2
- Margins held steady

Financial review

Decision Analytics

6 months ended 30 September
US\$million

Revenue	2010	2009	Total growth	Organic growth
North America	52	55	(5)%	(5)%
Latin America	5	4	33%	33%
UK and Ireland	82	89	(5)%	(5)%
EMEA/Asia Pacific	56	53	6%	6%
Total revenue	195	201	(1)%	(1)%
EBIT	50	53	(3)%	
EBIT margin	25.6%	26.4%		

- Growth in EMEA/Asia Pacific broadly offsets declines in US and UK
- Margin decline due to negative mix effect

Financial review

Marketing Services

6 months ended 30 September
US\$million

Revenue	2010	2009	Total growth	Organic growth
North America	175	156	12%	12%
Latin America	10	6	36%	36%
UK and Ireland	102	103	3%	3%
EMEA/Asia Pacific	83	59	42%	13%
Total revenue	370	324	15%	10%
EBIT	53	32	70%	
EBIT margin	14.3%	9.9%		

- Growth across all regions
- EBIT margin up 440 basis points
- Improvement due to positive mix effect

Financial review

Interactive

6 months ended 30 September

US\$million

Revenue	2010	2009	Total growth	Organic growth
North America	491	451	9%	9%
UK and Ireland	57	52	13%	13%
Total revenue	548	503	9%	9%
EBIT	109	111	(2)%	
EBIT margin	19.9%	22.1%		

- Consumer Direct broadly flat
- Good growth in lead generation
- EBIT margin reflects increased marketing spend and adverse mix effect

Financial review

Group benchmark earnings

6 months ended 30 September
US\$million

	2010	2009	Growth
Total EBIT	484	442	10%
Net Interest	(34)	(41)	
Benchmark PBT ¹	450	401	12%
Benchmark taxation	(98)	(81)	
Benchmark PAT	352	320	
Benchmark non-controlling interests	(25)	(20)	
Benchmark earnings	327	300	9%
Weighted average number of shares	1,008	1,015	
Benchmark EPS, US cents	32.4	29.5	10%
Dividend per share, US cents	9.00	7.00	29%

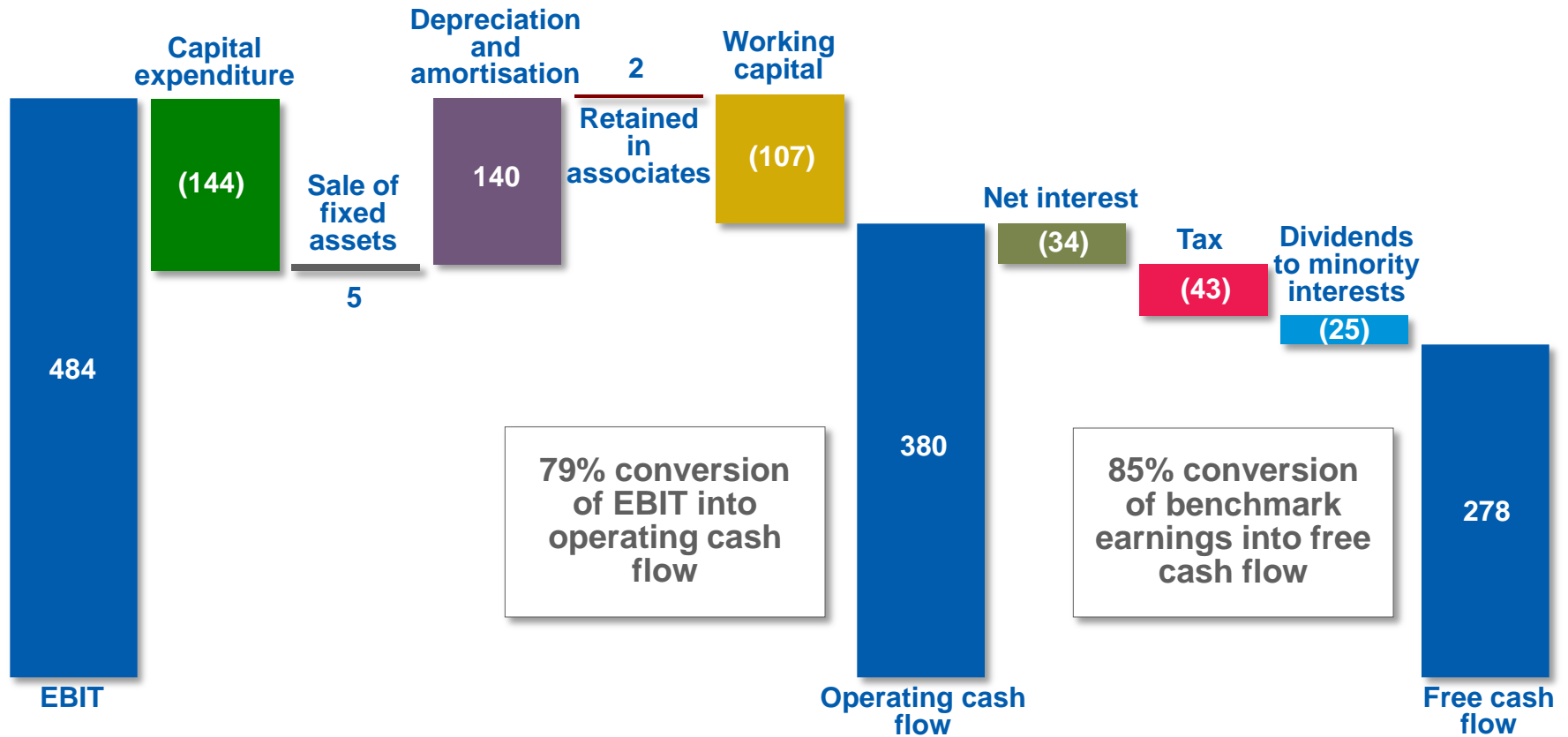


Growth at actual exchange rates. 2009 restated to exclude FARES which is now classified as a discontinued operation.
¹ Benchmark PBT is defined as profit before amortisation of acquisition intangibles, acquisition expenses, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, financing fair value remeasurements and tax. It includes the Group's share of associates' pre-tax profit.

Financial review

Cash flow performance

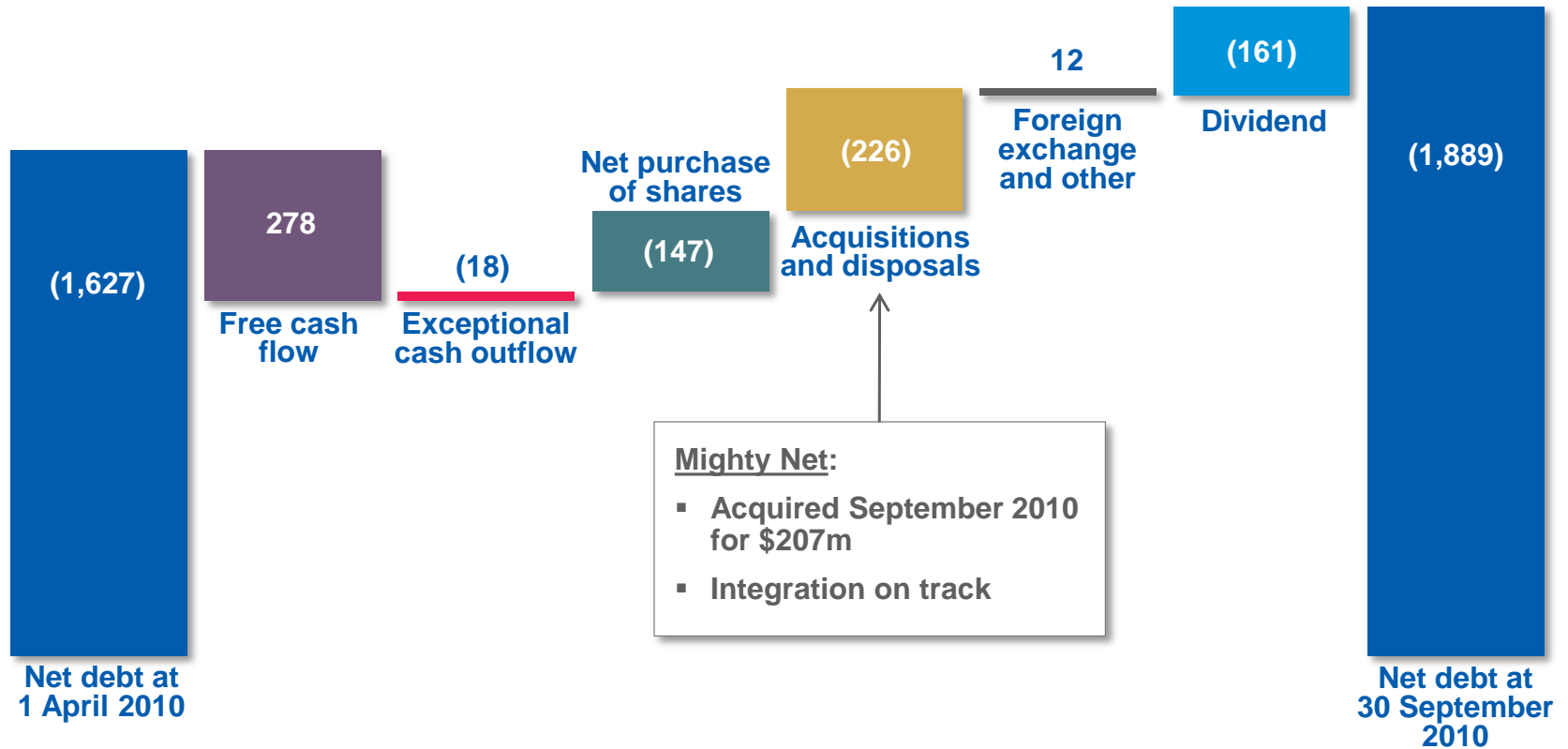
Six months ended 30 September 2010
US\$million



Financial review

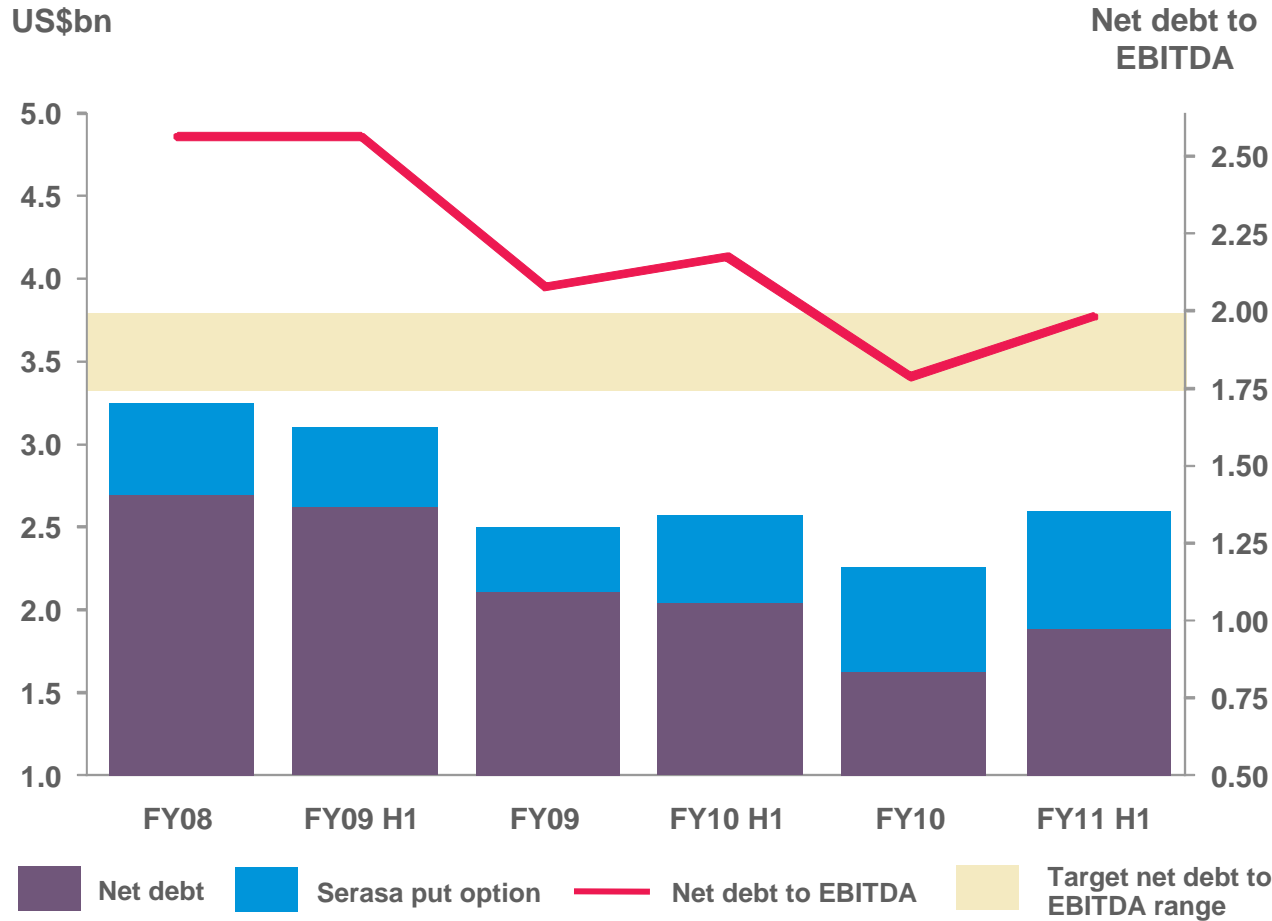
Net debt reconciliation

Six months ended 30 September 2010
US\$million



Financial review

Net debt/EBITDA



- Serasa put option value US\$733m¹
- Second half:
 - FARES net proceeds of c.US\$250m
 - Seasonally stronger cash flow
 - Lower dividend outflow

Financial review

Capital strategy



- **S&P affirmed BBB+ rating in October, with positive outlook**
- **Buyback**
 - **Net spend in H1 US\$147m**
 - **13.7m increase in shares held in Treasury & Trust**
 - **On target to complete US\$350m programme by end of FY11**
- **Refinancing strategy on track**
 - **Bank facilities – expect to sign replacement five year facility**
 - **Further bond issue planned in next 6 months**

FY11 modelling considerations

Net interest

- Net interest in the region of US\$75m to US\$85m, after a net pension credit

Tax

- Benchmark tax rate of c.23%

Number of shares

- Weighted average number of shares for full year FY11 expected to be around 1bn

Capital expenditure

- Capital expenditure expected to be between US\$340m and US\$370m, reflecting investment spend

Financial summary and outlook



- **Strong performance in the half:**
 - 7% organic revenue growth
 - Improved margins
- **Looking ahead for the full year we expect**
 - Organic revenue growth: similar to first half
 - EBIT margin: modest improvement

Spotlight on Marketing Services

Jim Hodgkins, EVP, Global Marketing Services



The new reality: customised, portable and global



“It will be very hard for people to watch or consume something that has not been tailored for them”



“The ‘Next Billion’ web users will be in BRICI countries (Brazil, Russia, India, China, Indonesia)”



“Mobile will be bigger than desktop within 5 years”



“Relationship-driven marketing is close to the holy grail”



Evolution of client needs and expectations

▶ From

- Media segments
- Offline and batch
- Fragmented by channel
- Focus on mature markets

▶ To

- Personalised to individuals
- Online and real-time
- Multi-channel
- Expand to emerging markets

Data and analytics drive digital targeting

Our business: leaders with global scale



Our business

- Products in 30+ countries
- FY10 global sales of \$731m
- Digital now c.60% of revenue
- 55% of revenue outside North America
- Scope:
 - Profiling
 - Segmentation
 - Analysis
 - Targeting
 - Delivered across multiple channels



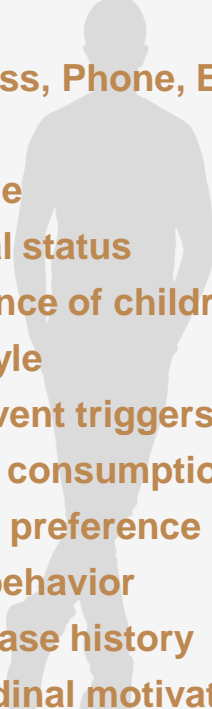
Unique offer

- Global segmentation of over 1 billion consumers in 30 countries
- Demographic data on c.500m individuals in 250m households
- Online behavior data for 25m internet users across 1m websites
- Deliver over 10bn permission-based, targeted emails monthly

Spotlight on Marketing Services

Why marketers turn to Experian

Data



Name
Address, Phone, Email
Age
Income
Marital status
Presence of children
Lifestyle
Life event triggers
Media consumption
Brand preference
Web behavior
Purchase history
Attitudinal motivators

Analytics and platforms

Email: “Open a savings account today”

Direct mail: “10% off home furnishings”

TV ad: “Take a family vacation this winter”

Website content: “Upgrade your payment plan”

ROI

Increased revenue



Greater customer loyalty



Brand evangelism



Spotlight on Marketing Services

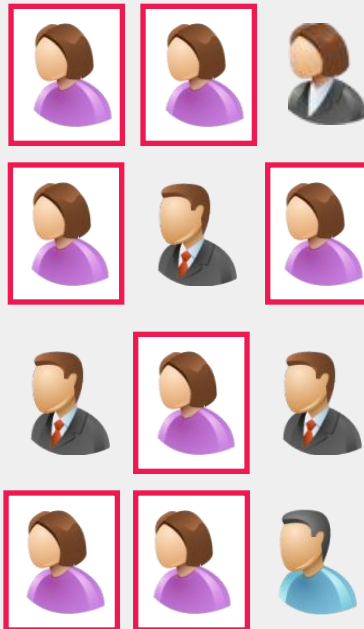
Precision targeting and engagement

Identify and
profile your
best customer



**Best
customer**

Find more of
them










Engage them in
their preferred
channels



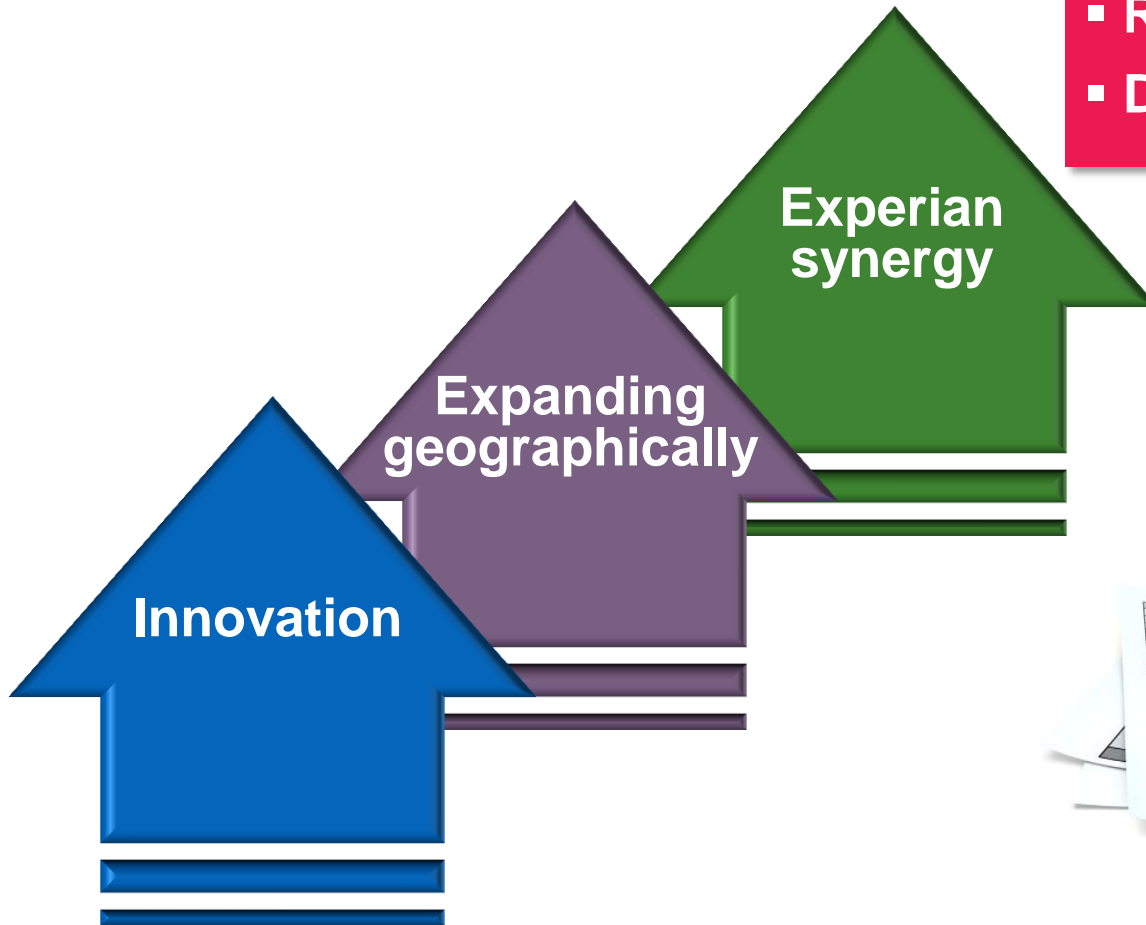
Spotlight on Marketing Services

Precise targeting enables relevant messages

Campaign	Segments	Creative	Message
	 <ul style="list-style-type: none">▪ High income▪ 35-54 years old <p>“True Green”</p>		<p>Go green with a hybrid</p>
	 <ul style="list-style-type: none">▪ Middle class income▪ 25-49 years old <p>“Penny saved, a penny earned”</p>		<p>Save money on gas</p>
	 <ul style="list-style-type: none">▪ Low to middle income▪ 19-34 years old <p>“Look at me now”</p>		<p>Stylish yet practical</p>

Spotlight on Marketing Services

Our global growth strategy



- Repositioned business
- Deliver sustained growth



Strategy: growth through innovation



Significant product development investment



Enhancements to email marketing and contact data platforms



Developing propositions for mobile and social media



Growing next-generation Digital Advertising Services

Spotlight on Marketing Services

Strategy: growth through global expansion

North America

- Digital growth

UK and Ireland

- Focus on new verticals

Latin America

- Launched Mosaic and Hitwise in Brazil

EMEA

- Focus on France, Germany, Spain
- Launched Mosaic Germany and France

Asia Pacific

- Focus on China, Japan, Korea, India
- Launched email in Singapore, Hong Kong
- Launching Mosaic, Hitwise, email in India

Spotlight on Marketing Services

Strategy: growth through Experian synergies

Marketing Data
+
Marketing Analytics
+
Marketing Platforms

Hitwise + VantageScore =
segment online



QAS + Bureau data =
authentication



Marketing Services
+
Credit Data
+
Credit Analytics

Hitwise + Mosaic =
detailed profiling



Spotlight on Marketing Services Summary



- Improved financial performance
- Tipping point in shift to digital driving industry growth
- Unique data and analytics proposition
- Global growth strategy
 - Innovation
 - Targeted global expansion
 - Driving synergies for competitive advantage

Positioned for long term, sustained growth

Half-yearly results for six months ended 30 September 2010

Don Robert, Chief Executive Officer



Summary

A strong first half

**Strong
secular
drivers**



**Improving
market
conditions**



**Global
growth
programme**



Performance

Investor seminar
SAVE THE DATE

London, 27 January 2011



New York, 28 January 2011



Half-yearly results for six months ended 30 September 2010

17 November 2010

