

Stephens Spring Investment Conference

May 25, 2011

Peg Smith, Executive Vice-President



The Experian investment case



Market leading global information company

- Unique proprietary data, coupled with value-added analytics
- Scalable business model

Strong market positions

- No. 1 or 2 position across our largest markets
- High barriers to entry

Global growth potential

- By expanding geographically, in new customer segments and through innovation

Strong financial track record

- High quality, recurring revenues
- Highly cash generative with low capital intensity

Aim to sustain mid-high single digit organic growth

Experian business segments

Credit Services

- Large databases of information, used to manage risk
- 16 consumer credit bureaux
- 12 business credit bureaux
- Automotive information

Decision Analytics

- Value-added products
- Used to convert data into valuable decisions for businesses
- Provides software, scores and analytics

Marketing Services

- Sophisticated targeted marketing
- Sell across c.30 countries
- Segmented over 2.3bn consumers
- Delivery over email, mobile, social

Interactive

- Direct to consumer credit monitoring services
- Identity theft products
- Online lead generation

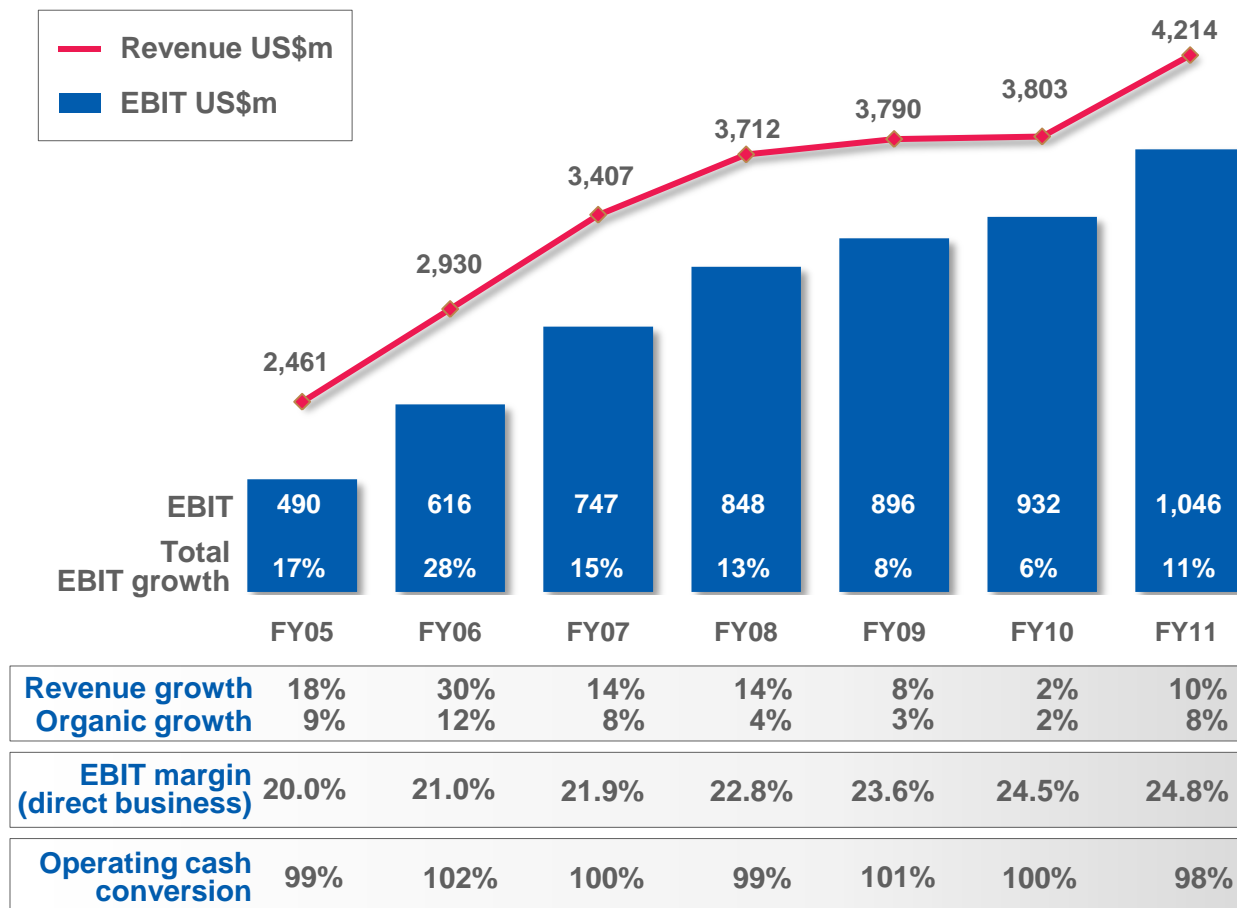
Financial highlights FY11



- **Total revenue growth of 10%, organic revenue growth of 8%**
- **EBIT margin up 30 basis points to 24.8%**
- **Continuing EBIT growth of 11%**
- **Benchmark PBT growth of 14%; Benchmark EPS growth of 10%**
- **Full year dividend up 22% to 28.0 US cents**
- **Net share repurchases of US\$349m**

Overview

Seven year revenue performance trend



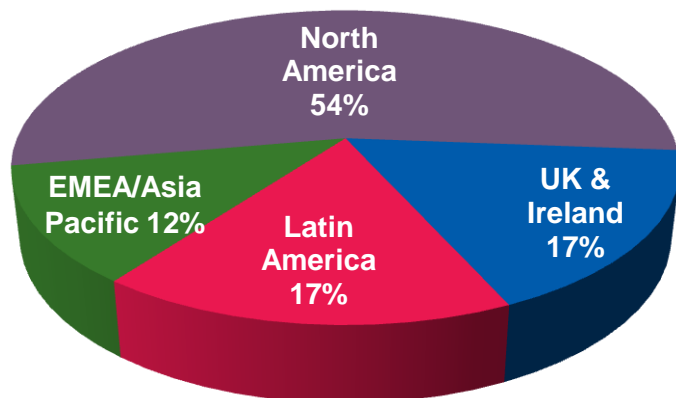
Financial objectives:

- Mid–high single digit organic revenue growth
- Maintain or improve margin
- Convert at least 90% of EBIT into operating cash

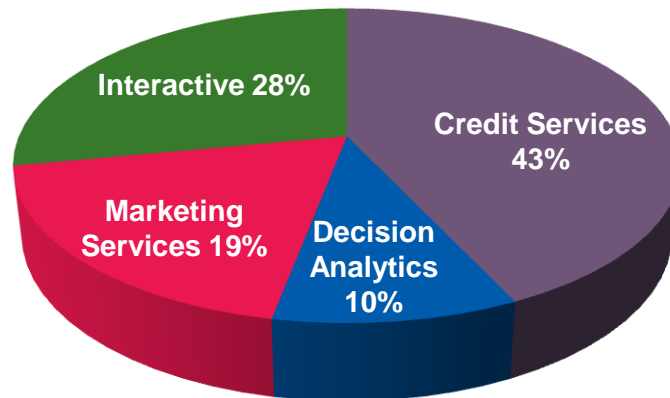
Overview

Global revenue FY11

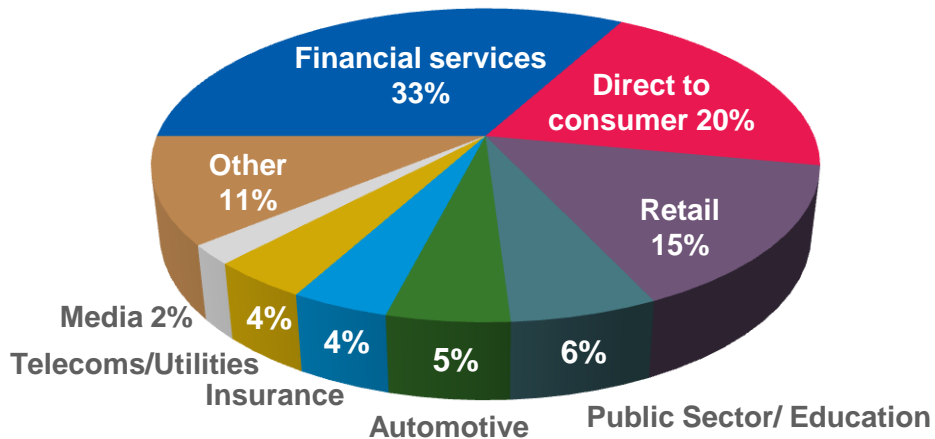
By geography



By business line



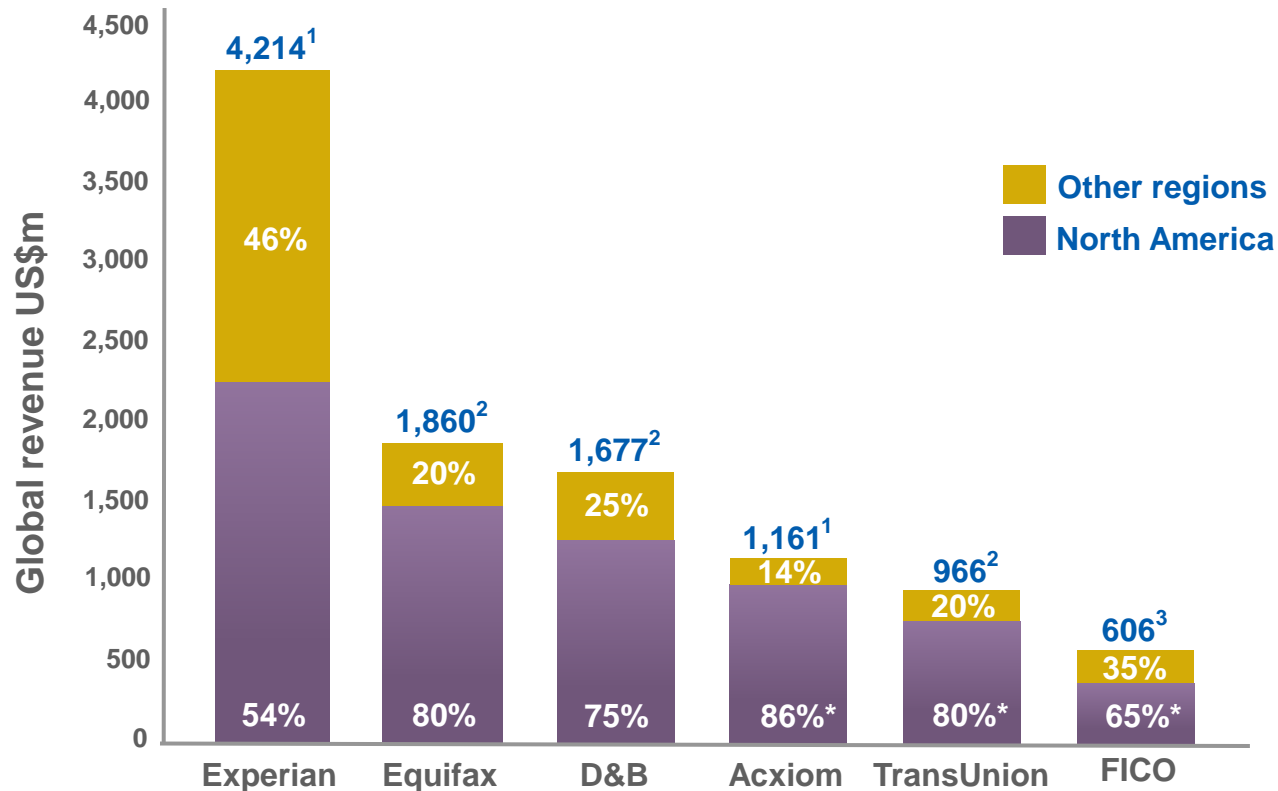
By customer segment



**Diverse portfolio by
geography, business
line, and customer
segment**

Overview

Market leader with unparalleled global reach and range



More than double the size of nearest competitor, broader range



¹ Year ended 31 March 2011
² Year ended 31 December 2010
³ Year ended 30 September 2010

*US only
Source: Latest full year revenue, company SEC filings

Overview

Major regional trends



North America

- Gradual easing in credit
- More marketing of retail credit
- Some economic headwinds
- New regulations affecting some clients
- Shift to digital channels accelerates



UK & Ireland

- Banks still cautious; some signs of revival
- New banking entrants expand addressable market
- Some renewed investment in risk management platforms and value-added products



Latin America

- Growth in credit demand
- Government action to contain inflation
- Strong structural underpinnings

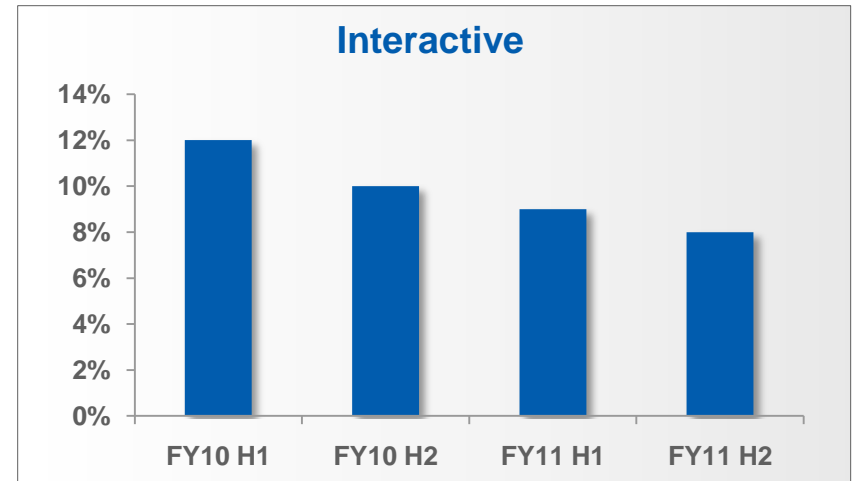
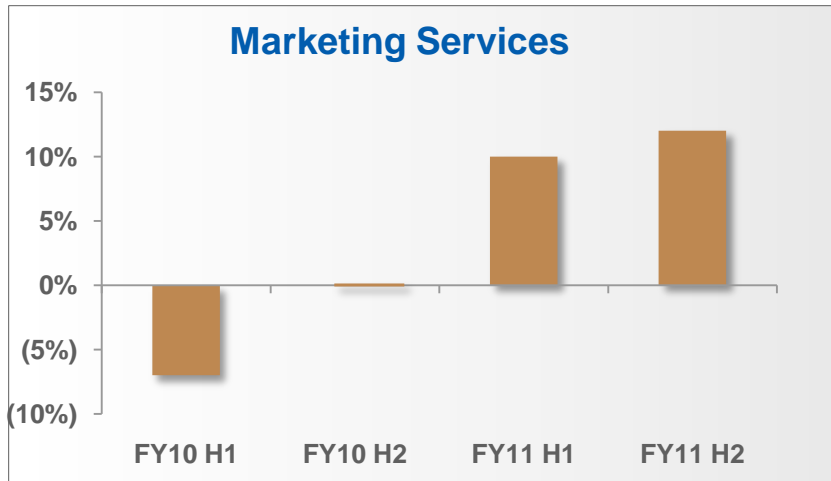
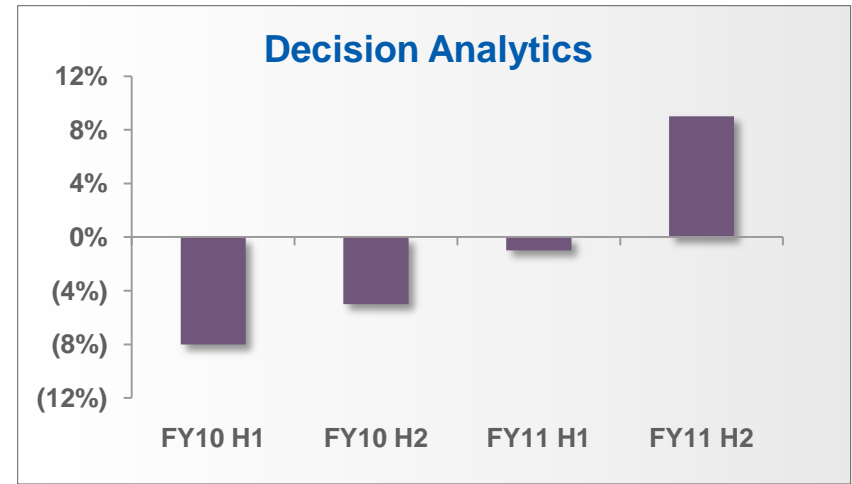
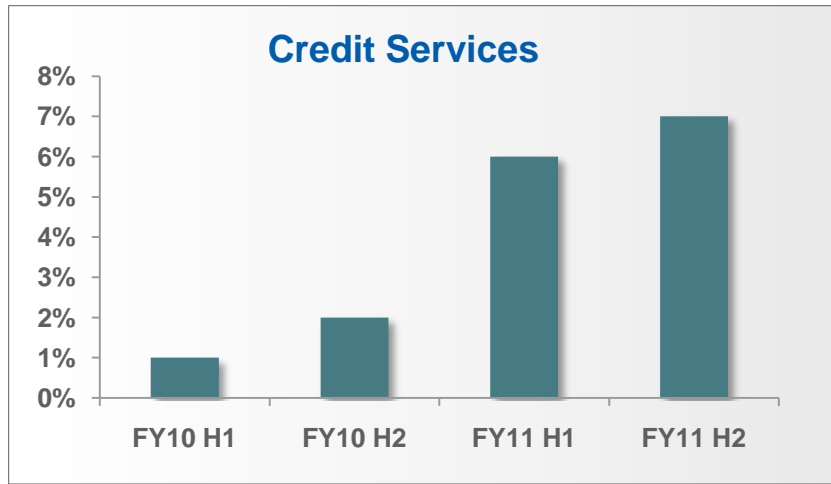


EMEA/Asia Pacific

- Rising credit penetration in emerging markets
- Growth in demand for targeted marketing
- Weak conditions in established bureau markets

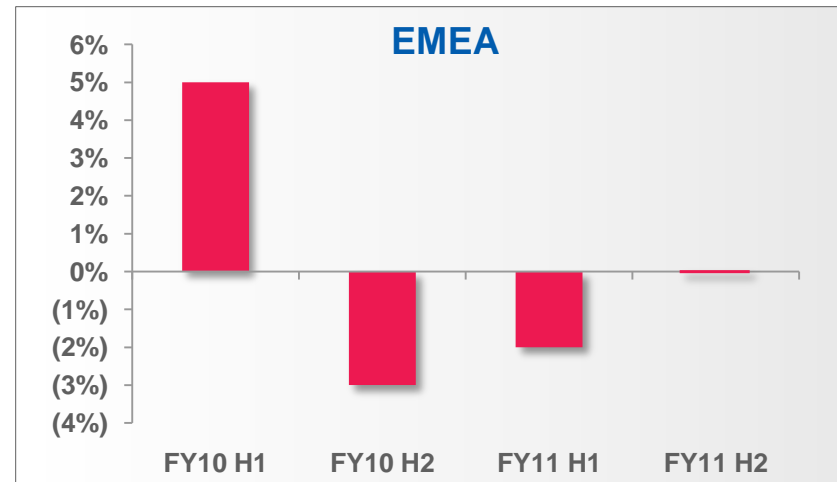
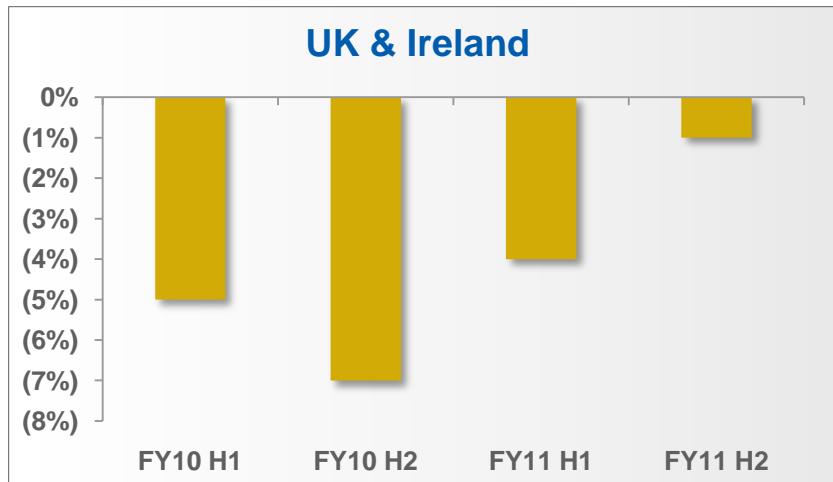
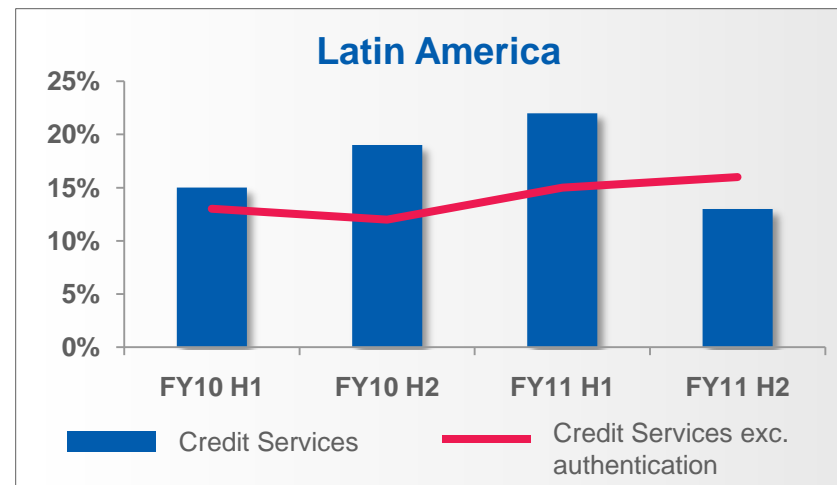
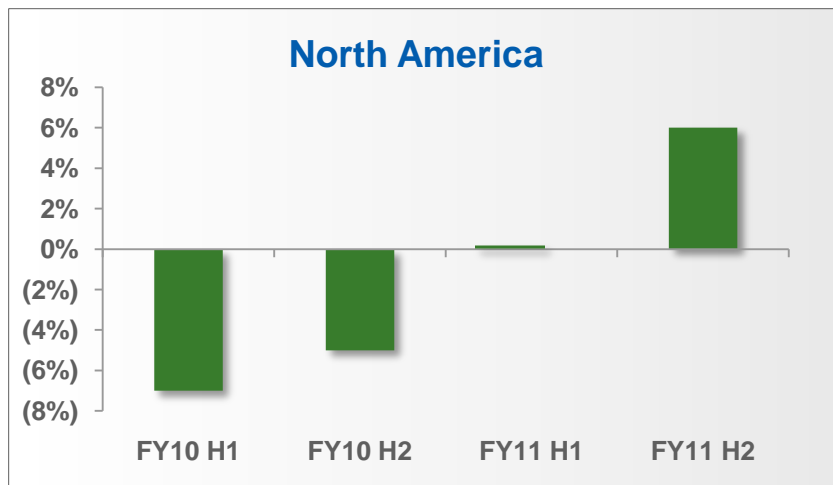
Overview

Organic revenue growth trends: business segment



Overview

Organic revenue growth trends: Credit Services



Our global strategic objectives

Extend our global lead in credit information and analytics

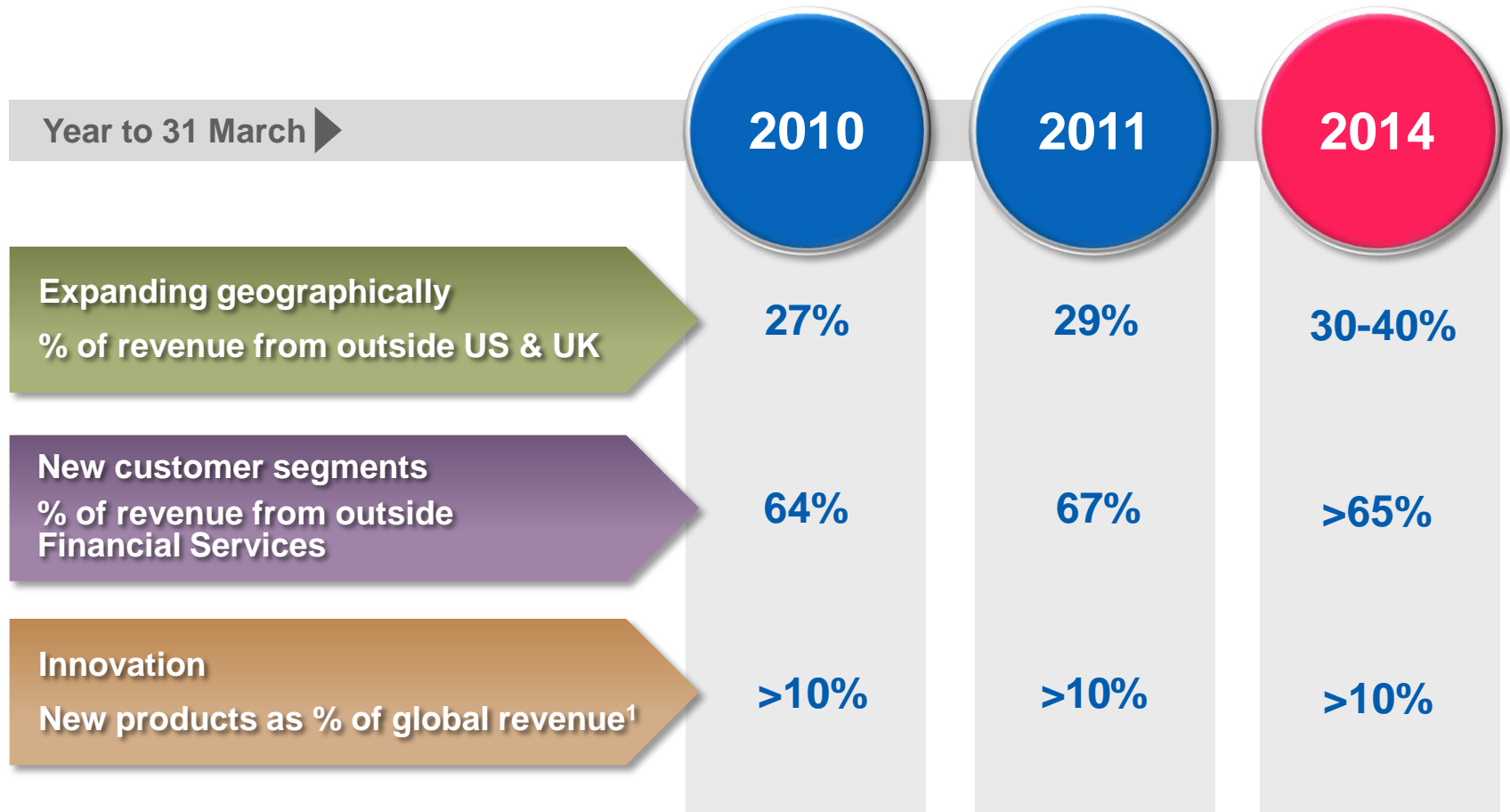
Create successful businesses in new customer segments

Build large-scale operations in major emerging consumer economies

Become the global leader in digital marketing services

Become the most trusted consumer brand for credit information and identity protection services

Delivering against our strategic metrics



Global growth programme: key initiatives



Product innovation

- North America business information products
- Next-generation bureau
- New Decision Analytics platform
- New Marketing Services platforms
- Consumer protection products



Expanding geographically

- Credit bureaux:
 - Colombia
 - India
 - Australia
- Positive data
- Marketing Services product roll-out
- Consumer Direct roll-out



New customer segments

- SME
- Healthcare payments
- Insurance
- Public sector
- Telecommunications
- Utilities

New bureau expansion: Colombia



DataCrédito*

- Definitive agreement to acquire majority stake in Computec
- Market leading bureau in Colombia, with smaller bureau operations in Peru and Venezuela
- Computec is a unique asset:
 - c. 60% share in consumer credit bureau
 - High brand recognition
 - Most extensive consumer credit data in Colombia
 - Integrated into Colombian banking sector
 - Financially strong
- Aim to leverage Experian global expertise

New bureau expansion: Australia



- Majority stake in joint venture with 6 leading Australian banks, subject to regulatory approval
- Intention to launch a credit bureau in Australia
- Australia: fourth largest economy in Asia Pacific
- Approximately 14m credit active individuals
- Positive data legislation pending
- Experian has a long track record in Australia, with critical mass

Strategic overview

North America business information

Drivers and trends

- North America market is over US\$1bn
- Market dominated by one operator
- Large SME opportunity
- Global customers seeking access to US business information data

Experian progress

- Over 2,000 clients using BusinessIQ, with growing pipeline
- Corporate linkage launched, good client response
- Consumer data linkage in beta phase
- Positioned well for recovery in small business lending



Strategic overview

Global Marketing Services

- Global leadership in email delivery
- New social media capability through Techlightenment acquisition
- New mobile delivery capabilities



Expanding delivery platforms

- Digital advertising services
 - Traction with ISPs
 - New client wins



New digital segmentation services

- Strengthened leadership
- Investment in innovation
- Uniting under a common brand



Operational focus to strengthen market proposition

Marketing forward



Global technology platforms



- Investing in best-in-class technology to support revenue growth
- Now implementing FY11 development projects
 - Value-added products platform
 - Next generation bureau platform
 - New Decision Analytics architecture
 - FY12 initiatives include new Marketing Services platforms

**Sophisticated technology + data quality
+ service excellence = client value**

Strategic overview

FY11 achievements

- Initiatives contributed 2% to organic revenue growth
- Largest contributors in FY11
 - Fraud and identity management
 - Consumer protection
 - Telecoms and utilities segments
 - Small and medium enterprise segment

**Focus on
data and
analytics**

**Drive
profitable
growth**

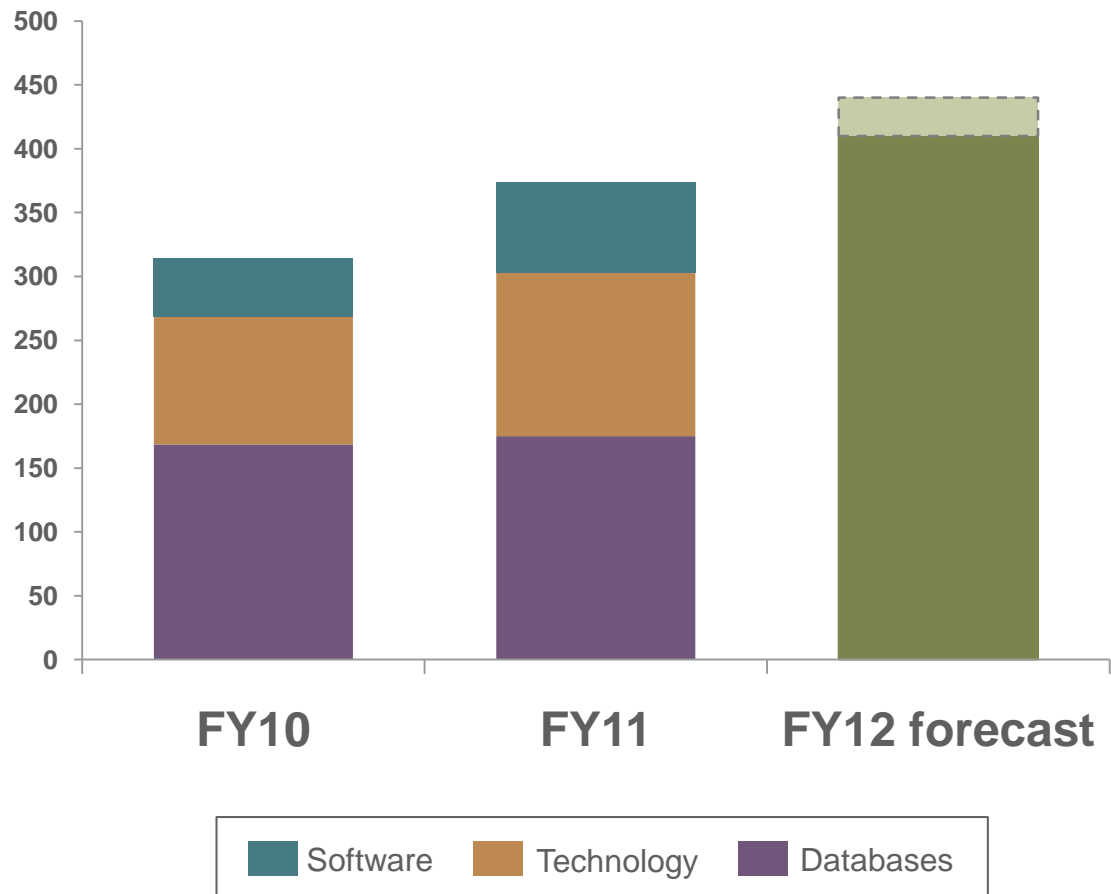
**Optimise
capital
efficiency**

Prioritising to deliver maximum returns

Financial overview

Capital expenditure

US\$m

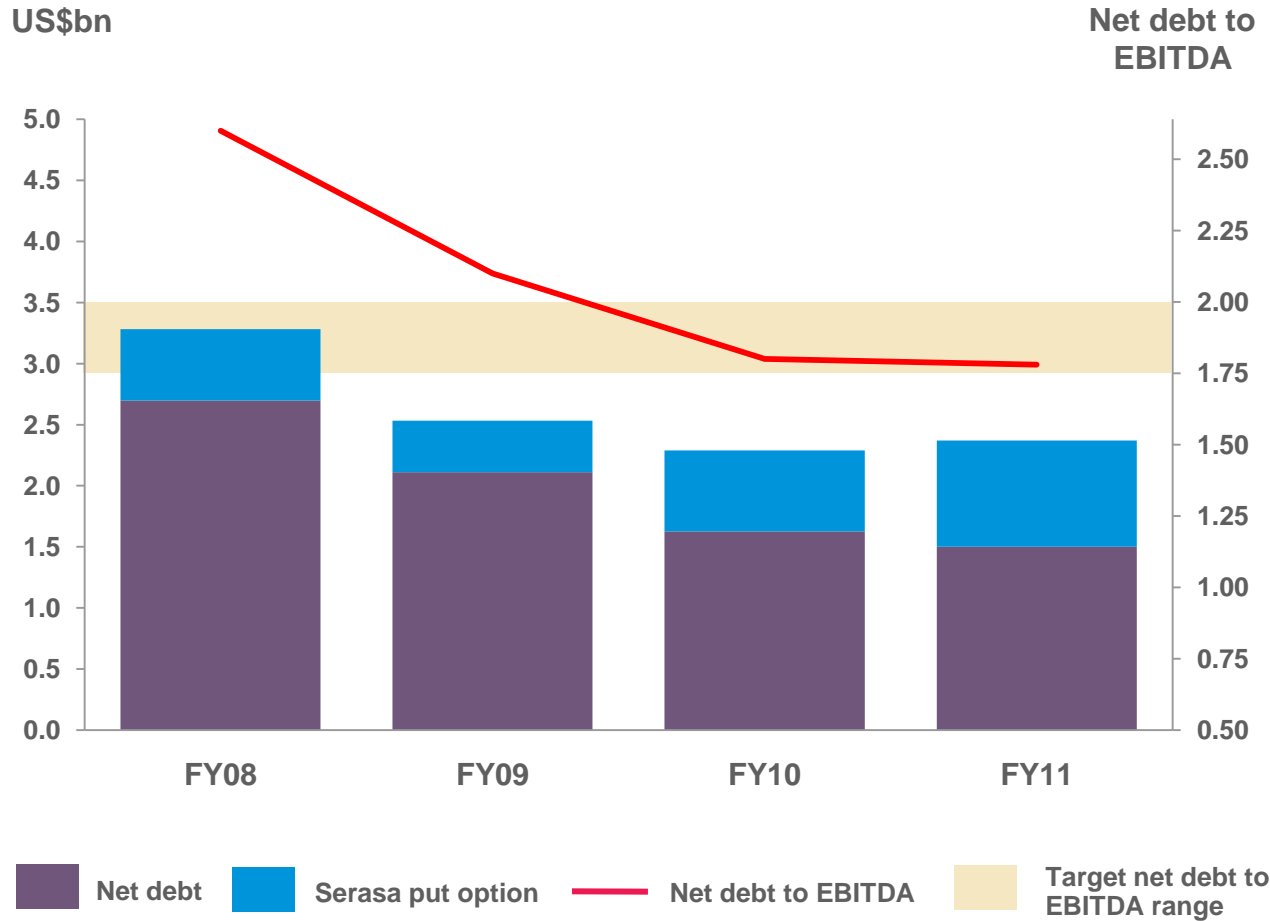


Capex uplift reflects:

- Growing scale of the business
- Investment in technology and new products to drive growth
- Expect capex/revenue of c. 9%
- Convert at least 90% of EBIT to operating cash

Financial overview

Net debt/EBITDA



- FY11 net debt/EBITDA towards lower end of range
- Serasa put option value US\$870m¹
- Pro forma FY11 net debt/EBITDA of c. 2x including Computec
- Share purchases in FY12 for vesting employee plans only



Global growth programme

+ Investment

+ Scale

= Sustained growth

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