



J.P. Morgan Ultimate Services Investor Conference - Nov 14, 2012

Kerry Williams - President Global Credit Services





Overview Snapshot of Experian



- Revenue: **US\$4.5 bn**
- EBIT: **US\$1.2 bn**
- Market Cap*: **£10.1 bn**
- **In top 50 of FTSE-100**
- Employees: **c. 17,000**
- Offices in **44** countries
- Largest markets: **US, Brazil, UK**
- Corporate headquarters: Dublin

**Leading global information services company,
providing data and analytical tools to clients around the world**



Overview

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

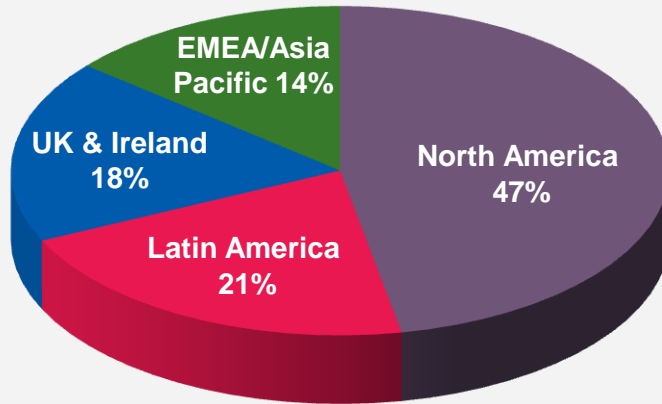
- High quality, recurring revenues
- Highly cash generative with low capital intensity

Focus on data & analytics | Drive profitable growth | Use cash wisely

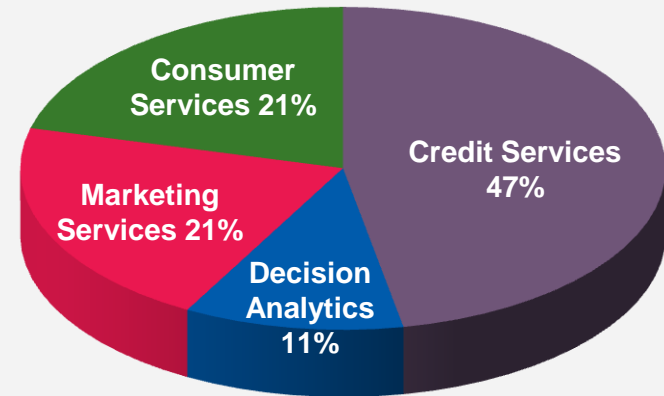


Overview Global revenue FY12

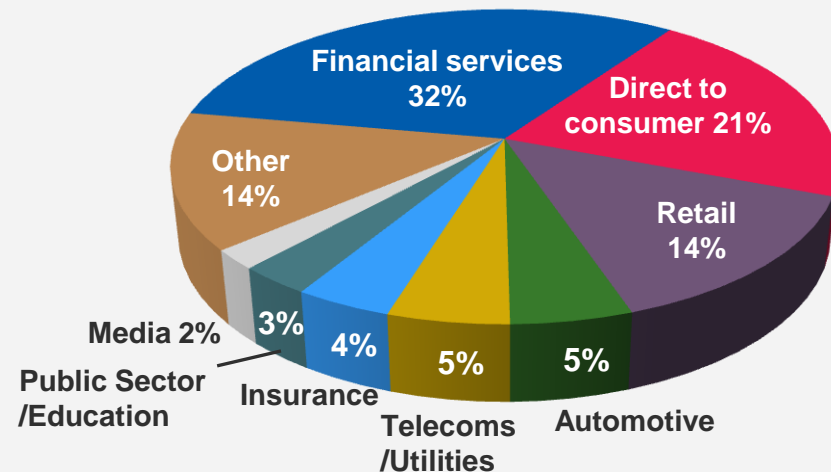
By region



By business line



By customer segment

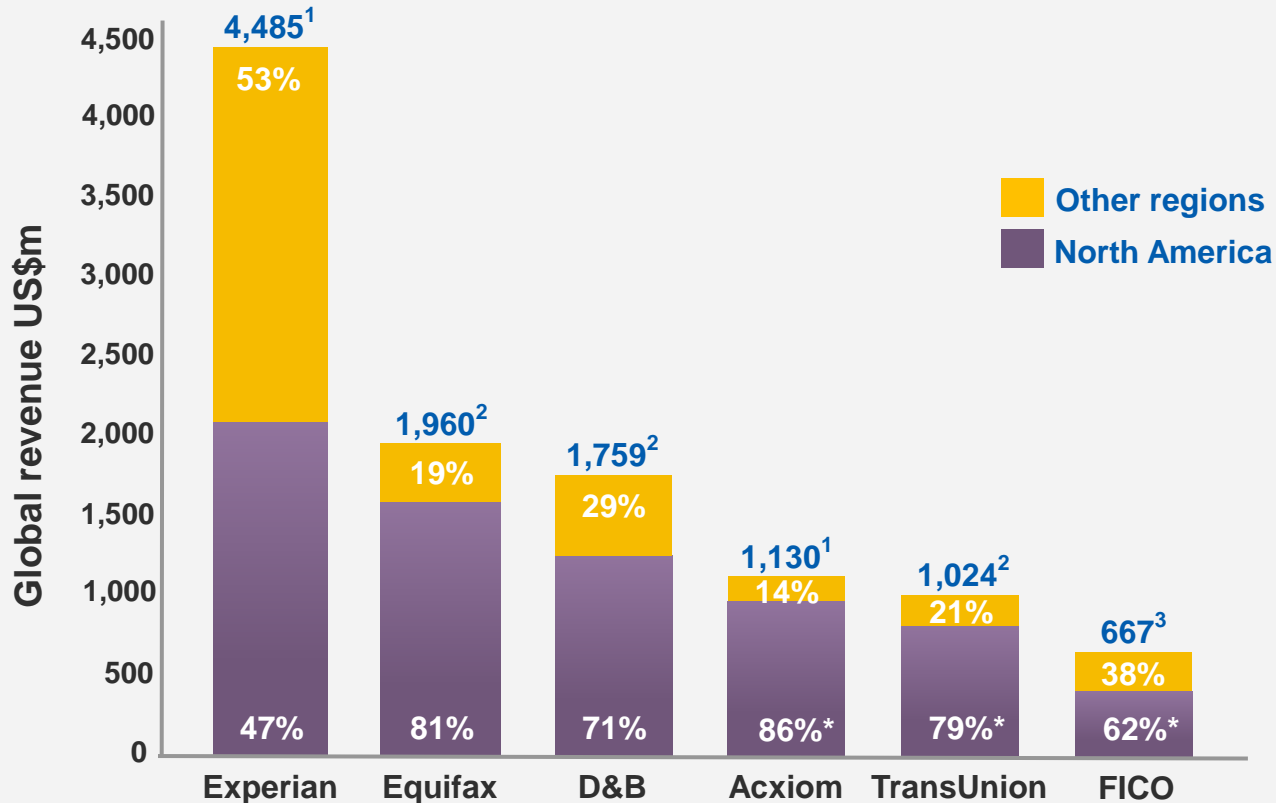


**Diverse portfolio by
geography, business
line and customer
segment**



Overview

Market leader with unparalleled global reach and range



More than double the size of nearest competitor, broader range

¹ Year ended 31 March 2012
² Year ended 31 December 2011

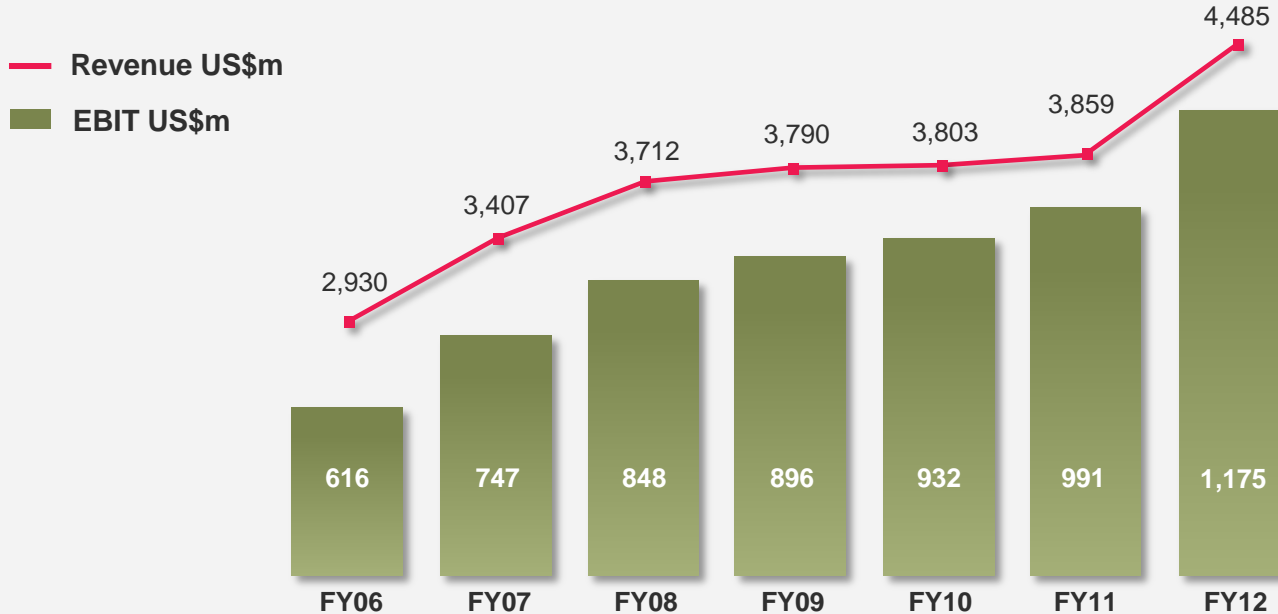
³ Year ended 30 September 2012, NA vs. Other regions split for FICO is Expn estimate.

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



Financial overview

Seven year performance trend



Organic revenue growth	12%	8%	4%	3%	2%	8%	10%
EBIT margin (direct business)	21.0%	21.9%	22.8%	23.6%	24.5%	25.7%	26.2%
Operating cash conversion	102%	100%	99%	101%	100%	98%	96%

FY13 outlook:

- High single digit organic revenue growth
- Modest margin improvement (at constant currency)
- Convert at least 90% of EBIT into operating cash

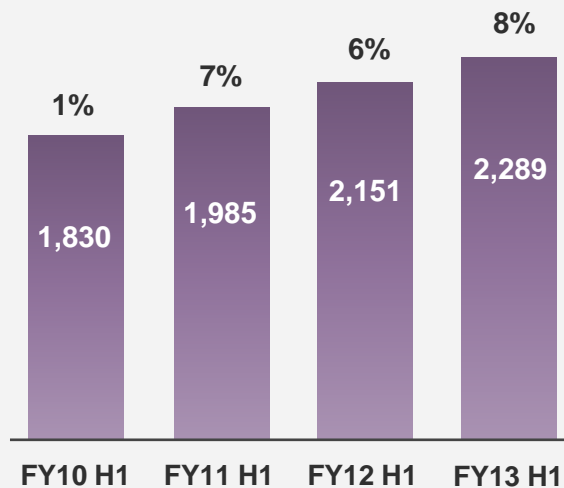
Global continuing revenue and EBIT only. EBIT margin excluding FARES. Operating cash conversion adjusted to exclude FARES. FY06 to FY10 EBIT adjusted to exclude FARES (discontinued operation). FY06 and FY07 revenue and EBIT adjusted to exclude MetaReward. FY07 and FY08 revenue and EBIT adjusted to exclude Loyalty Solutions. FY08 and FY09 revenue and EBIT adjusted to exclude French Transaction Processing business and other smaller discontinuing activities. FY10 and FY11 revenue and EBIT adjusted to exclude small discontinuing activities. FY11 and FY12 revenue, EBIT and operating cash conversion adjusted to exclude the comparison shopping and lead generation businesses that are held for sale. Revenue and EBIT growth shown at constant FX rates. Benchmark PBT growth shown at actual FX rates.
 * At constant exchange rates.



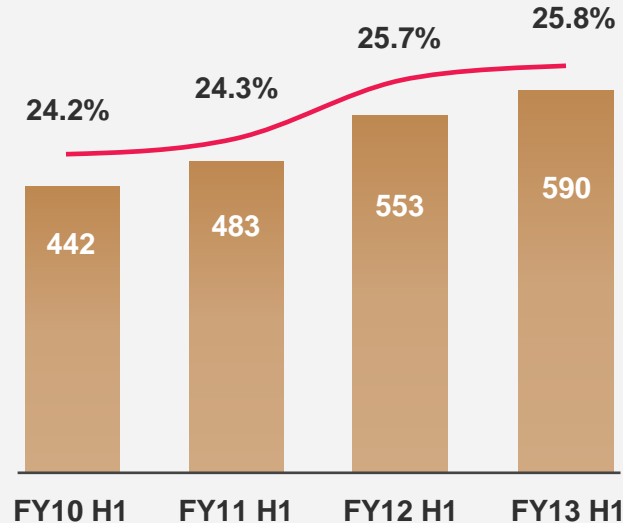
Financial overview

Strong H1 performance

Revenue (US\$m), and organic revenue growth %



EBIT (US\$m), and EBIT margin %



- Total revenue growth of 12%, at constant currency
- Organic revenue growth of 8%
- EBIT up 14% at constant currency
- Actual revenue and EBIT up 6%
- EPS up 3% at actual rates
- Dividend up 5% to 10.75 US cents per share

Global continuing activities revenue and EBIT only. FY10 H1 revenue, EBIT and EBIT margin adjusted to exclude small discontinuing activities with EBIT further adjusted to exclude FARES. FY11 H1 revenue, EBIT and EBIT margin adjusted to exclude small discontinuing activities. FY12 H1 revenue, EBIT and EBIT margin adjusted to exclude the discontinued comparison shopping and lead generation businesses and small discontinuing activities. Organic revenue growths are shown at constant FX rates and have not been restated.



Strategic overview

Strategic objectives

Extend our global lead in credit information and analytics

1

Build successful businesses in new customer segments

2

Build large-scale operations in major emerging consumer economies

3

Become global leader in digital marketing services

4

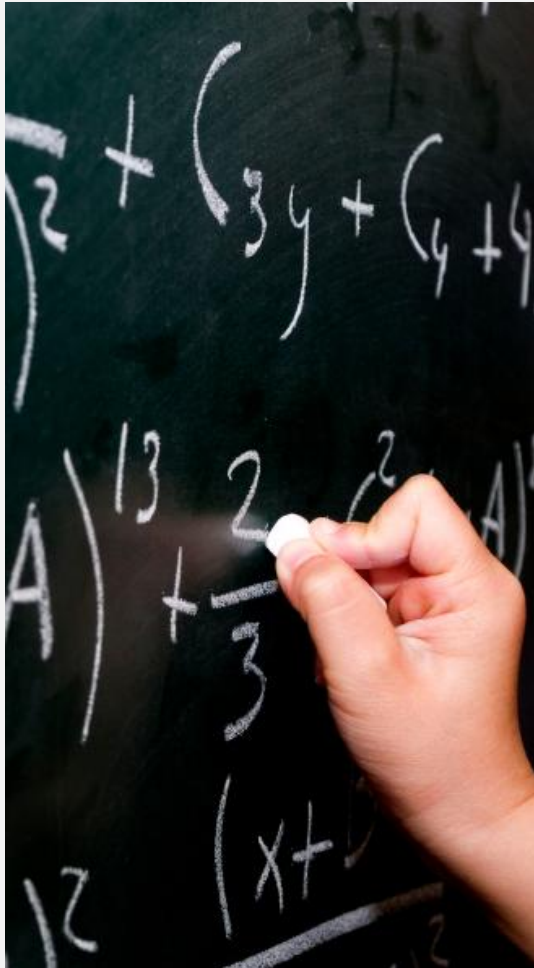
Become the most trusted consumer brand for credit information and identity protection services

5



Extend global lead in credit data and analytics

H1 progress



New geographies

- Computec growing strongly
- Introducing Experian products in Colombia and Peru
- Australia bureau launching in 2013

New sources of data

- Rental information
- Public records
- National property database
- Movement to positive data

New products

- PowerCurve wins in all four regions
- Data Lab: solving new client problems



Build successful businesses in new customer segments

Success in new customer segments



Telecoms



Utilities



Healthcare



Public Sector






- Healthcare payments
- Expanded addressable market
- Winning more and at higher contract values
- Further growth in telecommunications and energy sectors
- Several wins from major US government agencies



Build successful businesses in new customer segments

Key US public sector wins



Government agency			
Product area	Identity management	Identity management	Identity management
How we help	Enrolment of citizens to access services online	Identity proofing of physicians to enable them to prescribe	Enrolment of beneficiaries through a health exchange
Go live date	Live	Live	Dec 2012



Build large-scale operations in major emerging consumer economies

Brazil – positive data sustains growth



Positive data: update

- New law effective on 1 January 2013
- Consumer opt-in requirement
- Banks implementing new processes
- Compliance by 1 January 2013



Positive data: growth drivers

- Potential to price for richer, more predictive data
- Introduce new value-added products
- Stimulates retail credit expansion by lowering risks

18-24 month data collection period



Become global leader in digital marketing services

Going global in digital marketing



Channel execution



Single channel
'fire and forget'

Channel optimisation



Scoring modelling,
segmentation

Multi-channel optimisation



Enable communications
through multiple
channels

Cross-channel optimisation



Recognise customers
and communicate
across channels

Greater sophistication driven by data, analytics, and technology



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

Growing our B2C presence



Product evolution

- New features provide greater value
- Identity and protection: integrating Garlik and SafetyWeb

Develop affinity channel

- Partnering with card issuers and other clients
- Major new affinity win in the half

Geographic expansion

- Evaluating new market opportunities



Growth and efficiency

Update on global growth programme

- Global growth programme now in fourth year and gaining momentum
- Big markets, growing strongly
 - Telecommunications, identity management, small-mid sized enterprises
- Big potential, delivering excellent growth
 - US healthcare, BusinessIQ, multi-channel marketing

**Focus on
data and
analytics**

**Drive
profitable
growth**

**Optimise
capital
efficiency**

**Collectively, global growth programme to
contribute over 4% to FY13 revenue growth**



Growth and efficiency

Increasing investment in a range of opportunities



New customer segments

- US Public Sector
- Telecommunications
- Small and medium enterprise channel



Expanding geographically

- Russia
- Turkey
- Colombia



Product innovation

- Fraud and identity management
- Cross-channel marketing
- New consumer service products

Evolving and expanding our global growth programme



Summary

Delivering now; investing for the future

- Strong performance in H1 – continuing the track record
- Growth programme gathers momentum
- Significant opportunities for growth
- Aim to sustain premium growth into the future



Driving shareholder value



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