Robert W Baird Business Solutions Conference 2012
March 1, 2012

Peg Smith, Executive Vice-President

Experian

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
Experian business segments

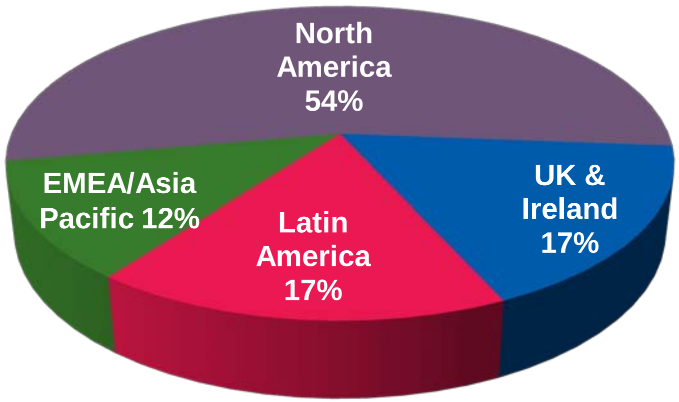
Credit Services	Decision Analytics	Marketing Services	Interactive
▪ Large databases of information, used to manage risk ▪ 19 consumer credit bureaux ▪ 13 business credit bureaux ▪ Automotive information	▪ Value-added products ▪ Used to convert data into valuable decisions for businesses ▪ Provides software, scores and analytics	▪ Sophisticated targeted marketing ▪ Sell across c.30 countries ▪ Segmented over 2.3bn consumers ▪ Delivery over email, mobile, social	▪ Direct to consumer credit monitoring services ▪ Identity theft products ▪ Online lead generation
43%	10%	19%	28%

Experian™

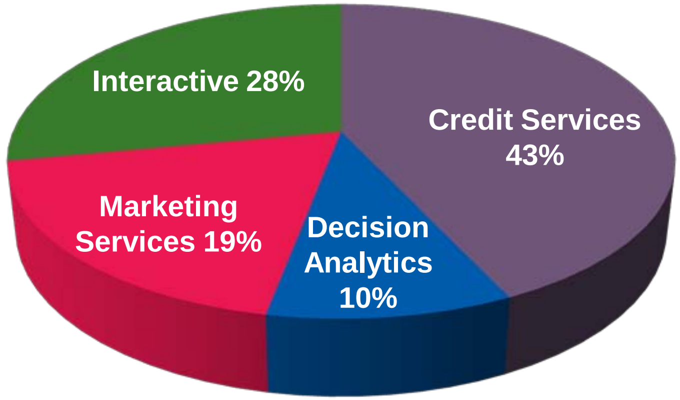
Business segment percentages are proportion of global revenue for the year to 31 March 2011

Overview
Global revenue FY11

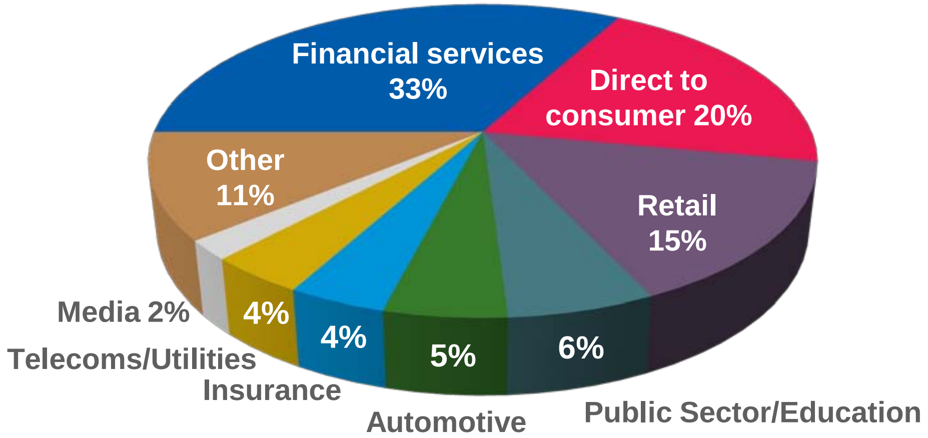
By geography



By business line



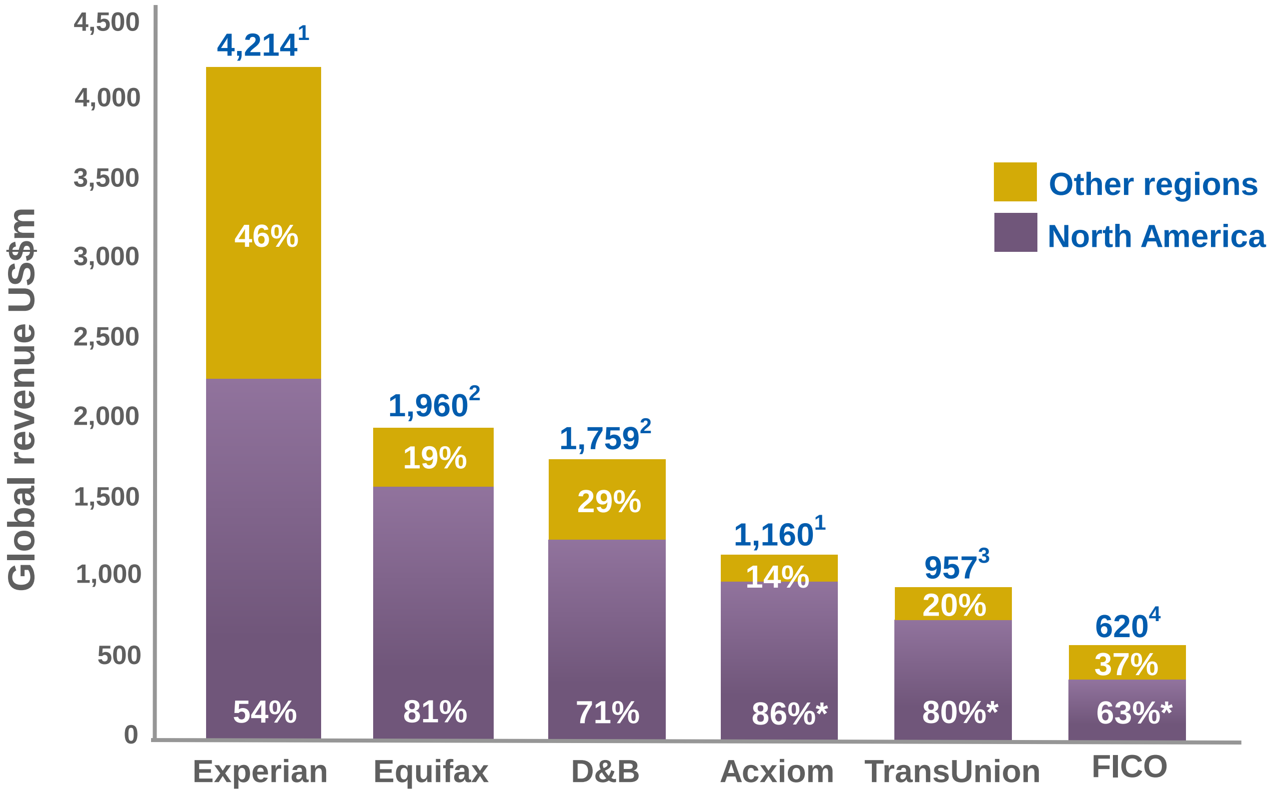
By customer segment



Diverse portfolio by geography, business line and customer segment

Overview

Market leader with unparalleled global reach and range



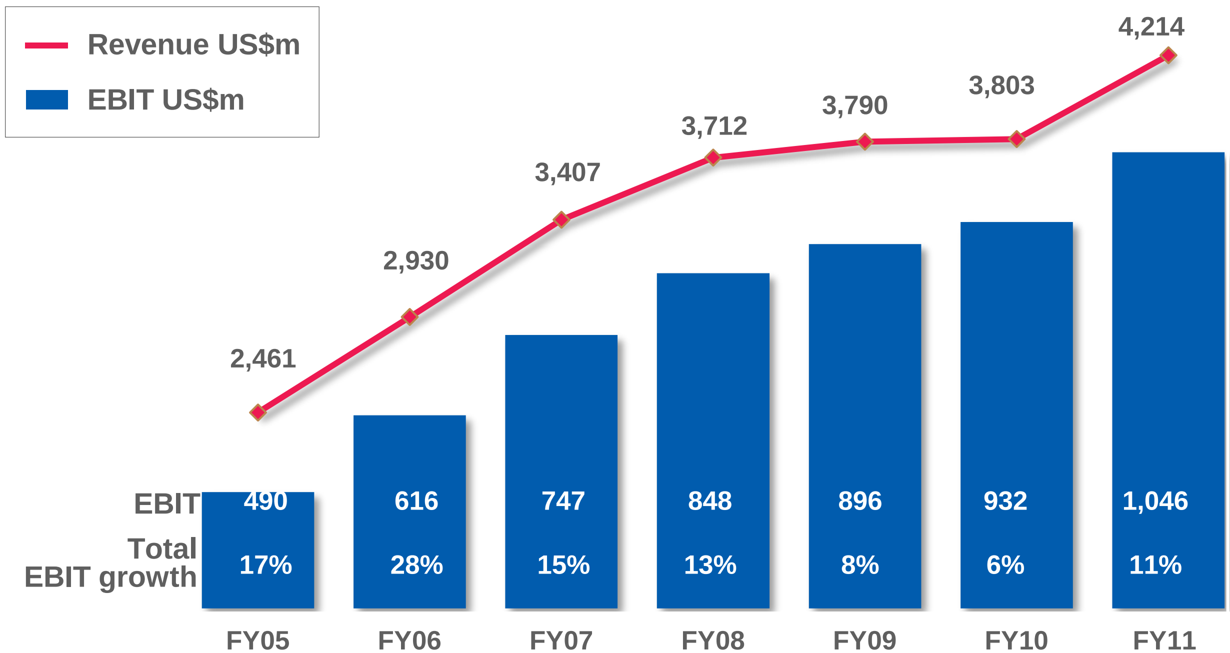
More than double the size of nearest competitor, broader range

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

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

Financial overview

Seven year revenue performance trend



	FY05	FY06	FY07	FY08	FY09	FY10	FY11
Revenue growth	18%	30%	14%	14%	8%	2%	10%
Organic growth	9%	12%	8%	4%	3%	2%	8%
EBIT margin (direct business)	20.0%	21.0%	21.9%	22.8%	23.6%	24.5%	24.8%
Operating cash conversion	99%	102%	100%	99%	101%	100%	98%

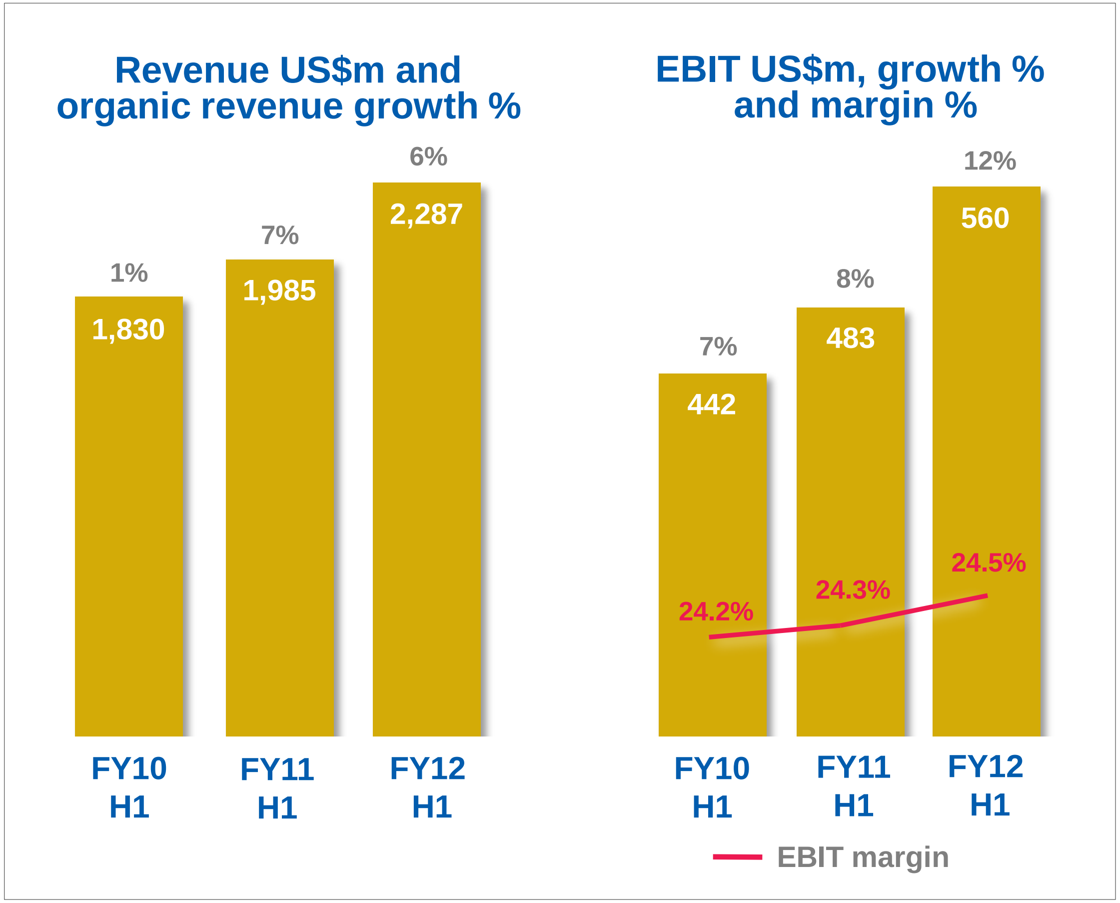
Financial objectives:

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

Experian™

Global continuing sales and EBIT only. EBIT margin excluding FARES. Operating cash conversion adjusted to exclude FARES.
FY05 to FY10 EBIT adjusted to exclude FARES (discontinued operation). FY06 and FY07 sales and EBIT adjusted to exclude MetaReward. FY07 and FY08 sales and EBIT adjusted to exclude Loyalty Solutions. FY08 and FY09 sales and EBIT adjusted to exclude French Transaction Processing business and other smaller discontinuing activities. FY10 and FY11 sales and EBIT adjusted to exclude small discontinuing activities.
Sales and EBIT growth shown at constant FX rates.

Financial overview
Strong H1 performance and full-year outlook



Q3 organic revenue growth of 7%

Outlook:

- **H2 organic revenue at least as strong as Q3**

For full year:

- **modest margin improvement**
- **strong cash conversion**

Global continuing revenue and EBIT only. Growth at constant exchange rates and for continuing activities
EBIT and EBIT margin exclude FARES. FY10 and FY11 revenue and EBIT adjusted to exclude UK account processing and other small discontinuing activities

Strategic overview

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

Summary

Driving premium growth

The data edge

New customer segments

Big in growing economies

Digital experts

Great consumer brands

Experian

Creating value now and into the future

Robert W Baird Business Solutions Conference 2012
March 1, 2012

Peg Smith, Executive Vice-President

Experian