The Experian team

Brian Cassin
Chief Executive Officer

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Chief Communications Officer

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VP Director, Investor Relations

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<th>Pages 4-10</th>
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Introducing Experian
“Our purpose is to **create a better tomorrow** for consumers, businesses, our communities and our employees, through the power of data and technology.

“We are dedicated to creating innovative products, that solve real-world problems and improve financial health for all.”
We bring the power of data, analytics and technology to transform lives and deliver better outcomes for people, for businesses and for our communities:

- We are driven by our mission to **improve financial health for all**
- We champion consumers across the business, and currently have **178 million¹** free members
- We are entrusted with data on **1.5 billion** people and **201 million** businesses
- We have a **diverse and growing range of clients** across **multiple geographies** and **industries**
- We grow our business through **innovation** and **technology**, and foster an **inclusive, inspiring and supportive culture** for our people

We are **large, stable** and highly **cash-generative**:

- £25bn market cap²
- 22k employees
- 32 countries
- US$6.6bn revenue
- US$1.8bn Benchmark EBIT
- US$1.8bn cash flow³
- 98% conversion³
- 16.5% ROCE

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¹ As at 30 September 2023. ² As at 13 November 2023. ³ Benchmark operating cash flow, conversion of Benchmark EBIT into Benchmark operating cash flow.

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Our investment proposition

A market-leading, global innovator

- We have a **diversified portfolio** of businesses across different sectors and regions, with strong positions in **growing markets**
- Our business model is **scalable**, allowing us to grow revenues quickly at low incremental cost
- We achieve significant **synergies** across our operations by combining data sources, integrating analytics and using technology to create innovative, differentiated solutions

Strong foundations support our growth prospects

- We continually invest in **product innovation, new sources of data** and **technology**
- We have **direct relationships** with 178m¹ **consumers** and growing strongly
- We have identified **significant addressable market** opportunities, estimated at over US$150bn and growing

Proven track record and strong financial position

- **Highly recurring revenue**, as many of our products and services are integral to our clients’ operating processes
- Consistently strong **cash flow** generation, low capital intensity business with
- We balance **organic and strategic investments** with shareholder returns
- Strong **balance sheet**; Net debt to Benchmark EBITDA 1.8x¹

A sustainable focus and strong commitment to ESG

- We transform financial lives by **improving access to credit** and empowering people to understand their finances
- This is enabled by treating **data** with respect, inspiring and supporting our **people**, working with **integrity** and protecting the **environment**

¹ As at 30 September 2023.
Experian business activities

### Business-to-Business (B2B)

<table>
<thead>
<tr>
<th>Data</th>
<th>US$3.4bn</th>
</tr>
</thead>
</table>
|      | ● 18 consumer credit bureaux – data on 1.5bn people  
      | ● 15 business credit bureaux – data on 201m businesses  
      | ● Credit reports  
      | ● Ascend platform  
      | ● Automotive information |

<table>
<thead>
<tr>
<th>Decisioning</th>
<th>US$1.4bn</th>
</tr>
</thead>
</table>
|            | ● Decisioning software  
            | ● Advanced software and analytics  
            | ● Fraud software  
            | ● Credit scores  
            | ● Data quality  
            | ● Health  
            | ● Expert consulting |

### Business-to-Consumer (B2C)

<table>
<thead>
<tr>
<th>Consumer Services</th>
<th>US$1.8bn</th>
</tr>
</thead>
</table>
|                   | ● 178¹ million consumers on our free finance platform  
                   | ● Credit visibility, improvement and monitoring for consumers  
                   | ● Credit and insurance marketplaces  
                   | ● Identity theft protection services  
                   | ● Affinity (white label) credit and identity monitoring services |

### Our services

### How we help

We help businesses to identify and understand their customers.
We can help them to:
- lend effectively, responsibly and appropriately;
- manage credit risk and minimise the risk of fraud;
- better understand and communicate with customers;
- enhance their customer’s experience with them;
- better understand their markets and allocate resources.

They benefit from more information, more accurate results, and more precise decisions.

We help people and families to:
- better access financial services;
- understand and improve their financial position;
- better protect against fraud and identity theft;
- know that their data is correct, and
- learn more about credit.

All metrics unless otherwise stated are for the year ended 31 March 2023.
1 As at 30 September 2023.
Global revenue split

By region
- EMEA/Asia Pacific: 67%
- UK and Ireland: 12%
- Latin America: 15%
- North America: 6%

By business activity
- Decisioning: 52%
- Data: 27%
- Consumer Services: 21%

By customer
- Business-to-Business: 73%
- Financial services: 39%
- Direct to consumer: 39%
- Health: 3%
- Retail: 3%
- Software and Professional Services: 3%
- Automotive: 3%
- Insurance: 4%
- Telecoms and Utilities: 7%
- Media and Technology: 8%
- Government and Public Sector: 4%
- Other: 17%

Diverse portfolio by region, business activity and customer
### Global Revenue (US$m)

<table>
<thead>
<tr>
<th>Company</th>
<th>Year Ended</th>
<th>Revenue US$m</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experian</td>
<td>31 March 23</td>
<td>6,619</td>
<td>67%*</td>
</tr>
<tr>
<td>Equifax</td>
<td>31 December 22</td>
<td>5,122</td>
<td>~78%*</td>
</tr>
<tr>
<td>TransUnion</td>
<td>31 July 23</td>
<td>3,710</td>
<td>~80%*</td>
</tr>
<tr>
<td>D&amp;B</td>
<td>31 December 22</td>
<td>2,225</td>
<td>~29%</td>
</tr>
<tr>
<td>Credit Karma</td>
<td>30 September 23</td>
<td>1,634</td>
<td>~100%</td>
</tr>
<tr>
<td>FICO</td>
<td></td>
<td>1,514</td>
<td>~15%</td>
</tr>
<tr>
<td>LendingTree</td>
<td>31 December 22</td>
<td>985</td>
<td>100%*</td>
</tr>
<tr>
<td>NerdWallet</td>
<td>31 December 22</td>
<td>539</td>
<td>100%*</td>
</tr>
</tbody>
</table>

### Market Share

- **Experian**: 67%*
- **Equifax**: ~78%*
- **TransUnion**: ~80%*
- **D&B**: ~29%
- **Credit Karma**: ~100%
- **FICO**: ~15%
- **LendingTree**: 100%*
- **NerdWallet**: 100%*

*US only.

Source: Annual results & latest SEC filings.

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This analysis covers traditional competitors that are publicly listed. It does not include companies where a single division competes against Experian.

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1. Year ended 31 March 2023.
2. Year ended 31 December 2022.
3. Year ended 31 July 2023. Credit Karma revenue is primarily US. Intuit/CK does not disclose international revenues.
4. Year ended 30 September 2023. FICO’s North America includes Latin America, which is ~5% of total revenue.

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Strategic overview
Addressing large opportunities

Credit, Fraud, and Identity

US$55bn+ TAM

- Bureau data
- Analytics software and services
- Decisioning
- Credit marketing
- Fraud risk detection and monitoring
- Identity verification and authentication

Priority vertical opportunities

Health
US$10bn

Marketing Data and Identity Resolution
US$10bn

Verification Services
US$3bn

Consumer Services

US$40bn+ TAM*

- Saving and investing
- Spend management
- Payments
- Borrowing
- Protection

US$150bn+ Experian total market opportunity

* Total addressable market.
Our strategic framework

**Fundamental pillars**
- High-performing, purpose-driven culture
- Superior data
- World-class products
- Relationships with millions of consumers
- Industry-leading innovation
- Operational excellence at scale

**Lead next phase of credit risk, digital marketing, fraud and identity evolution**

**Maximise synergies**

**Become pre-eminent consumer finance platform**

**Key priorities**
- Broadest, deepest, highest quality data
- Leverage our advanced technologies
- Link propositions (Ascend, PowerCurve and more)
- Scale globally
- Expand in new markets – Identity, Fraud, Business Credit, Health, Auto, Verifications, Targeting

- Grow and deepen consumer relationships
- Enhance premium products
- Build significant scale in marketplaces
- Help consumers daily
- Improve outcomes through consumer-contributed data
- Selectively expand in more bureau markets

**Foundations**
- World-class technology
- Attracting the best talent
- Great customer service
Our strategic vision

Integrated Platform – seamless integration of analytics into production for credit risk, decisioning or fraud models

Maximise synergies

Becoming the pre-eminent consumer finance platform

Free member base (millions)

SLA = Spanish Latin America.

NEW

Cloud technology platform

Free memberships
up 21m to 178m year-on-year

Experian data

Decisioning

PowerCurve®
Origination

PowerCurve®
Collections

PowerCurve®
Strategy Management

Fraud and Identity

Precise ID®

Hunter

CrossCore®

Ascend Analytical Sandbox™

Ascend Analytical Sandbox

Ascend Marketing Sandbox

Fraud Sandbox

Feature engineering studio

Ascend Ops™ deployment

Ascend Ops™

Continuous Monitoring and Feedback

Continuous Monitoring and Feedback

Experian data

LED = Latin Europe and Africa.
We assist consumer and business interactions... more deeply and broadly than ever before... across an expanding set of verticals.

B2B focus areas
- Marketing and Engagement
- Identity and Fraud
- Credit / Risk
- Customer / Portfolio Management
- Payments / Collections

Consumer focus areas
- Protect My Identity
- Educate and Enable Me
- Match Me
- Do it for me

Explore and learn
- Open / set-up account
- Apply
- Purchase
- Use product / service
- Manage account
- Resolve issues or problems
- Add account
- Loyalty
- Close account

...across an expanding set of verticals...
Substantial strategic progress

Revenue from new product innovation (US$m)

Consumer Services:
- North America marketplace
- New North America identity premium subscription
- Brazil Consumer Services
- Spanish Latin America Consumer Services
- UK marketplace

B2B products:
- Ascend
- PowerCurve
- Experian One
- Fraud propositions
- New Health products
- New Auto products
- Positive data

<table>
<thead>
<tr>
<th>Year</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>108</td>
<td>213</td>
<td>359</td>
<td>548</td>
<td>711</td>
<td>976</td>
<td>1,229</td>
</tr>
</tbody>
</table>

Our business fundamentals

- **Net Promoter Score improvement**
  - 2018: 23
  - 2022: 52

- Certified in **22** countries

- Strategic cloud partnership with **AWS**

- **glassdoor** 4.4/5

- Serasa Experian named one of the ‘Most Innovative Companies’
H1 FY24 strategic highlights

**Enhancing our data assets** – 14m Experian Boost records in USA. Added c.40m BNPL\(^1\) records in the UK. Adding utilities and positive data in Brazil.

**World-class integrated platforms** – PowerCurve contributes strongly. Ascend TCV\(^2\) US$490m, 511 clients globally. New products in market, Ascend Ops and Ascend Fraud sandbox.

**New vertical expansion** – NA Verifications 52m\(^3\) records (33% of employed population) on track for over US$190m FY24 revenue. UK contracted access to >80% of UK PAYE\(^4\)

**Expansion in established verticals** – North America Targeting digital channel expansion, Automotive scales Experian Marketing Engine, Health leverages new Ai Advantage products.

**Free memberships** – Grew by 21m to 178m year-on-year.

**Reinventing premium** – Helping consumers save money with BillFixer\(^TM\).

**Experian Smart Money** – Introduced new ways to build credit through digital checking account in North America.

**Experian Activate** – 30% of North America card and loan offers now running through Activate, provides highly targeted credit offers in our marketplace.

**Insurance** – Adds major carrier to marketplace. Launched Experian Boost for insurance.

**Serasa e-wallet** – New payment facility in Brazil, enables payment of utilities and other bills, drives engagement. US$112m transactions settled through the platform in H1 FY24.

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1. Buy now pay later.
2. Total contract value.
3. As at October 2023.
4. Pay As You Earn.
H1 FY24 highlights

**United States**
- Client and product diversity contribute to positive trajectory
- Tier One financial institution revenue growth
- Ascend tailwind, low-income lending growth
- Good growth in Verification Services, Automotive, Targeting and Health
- Consumer Services delivers good growth; membership strong

**Brazil**
- Strong revenue progress supported by favourable secular trends and new client wins
- Growth across many fronts, PowerCurve, Analytics, and new scores and attributes
- Expansion into new verticals such as Agribusiness
- Very strong Consumer Services growth; ecosystem expansion

**United Kingdom**
- Strength in core bureau due to client win momentum, despite tight credit conditions
- Good progress on strategic initiatives, including verifications, fraud and identity management
- Consumer subscription revenues start to stabilise

**EMEA and Asia Pacific**
- Improved revenue trajectory and profitability trends
- Very good uplift in PowerCurve suite and Open Banking products
- Focus shifts to strategic execution
First-half FY24 update
North America delivers +4% organically

Business-to-Business +4%

North America CI / BI / DA

• Portfolio breadth adds resilience – broad client mix, Ascend, verifications, Clarity and client wins mitigate impact of credit tightening in some client segments

• Integrated platforms – new implementations for Ascend

• Client diversity – growth in low income lending attributable to breadth of market coverage

• Expanded market opportunities – verifications and Employer Services on track to deliver over US$190m in FY24, driven by record growth and client wins

Auto, Targeting and Health

• Automotive – new vehicle production and inventory levels continue to rise, supply chain returns to normal. Experian Audience Engine and Ascend perform well

• Targeting – strength in digital mitigates headwinds in retail channel linked to the macroeconomic environment

• Health – continued need by clients to address administrative complexity and enhance patient experiences delivers growth for Experian in Patient Access, Collections and Digital Front Door
Attracting customers and driving meaningful engagement

**Free memberships:**
+17% year-on-year to 67m

**Progress in H1**
- Launched Experian Smart Money
- Strong adoption of Experian Activate; more clients onboarded
- Launched Experian Boost with insurance
- Saved our members money through bill negotiation
- Launched major direct carrier in insurance marketplace
- New client wins for Partner Solutions

North America Consumer Services +4% organically
Unlocking new value beyond core bureau

- **Positive data**: strong demand for positive data attributes, scores and predictive analytics.
- **Consumer permissioned**: 1.4m consumers contribute data
- **PowerCurve expansion**: clients adopt new integrated solutions
- **New client wins**: secured for expanded fraud capabilities
- **Agribusiness revenue**: +169%

**B2B +7%**

**Consumer Services +32%**

- **Free member expansion**: up 8m year-on-year to 84m in Brazil
- **Limpa Nome**: +46% year-on-year, higher volume of debt renegotiations and higher conversions through Serasa eWallet

Widening access to credit with a unique ecosystem between B2B and B2C
UK and Ireland +1% organically

B2B +3%

- **New business momentum** – good progress in both financial and non-financial segments such as public sector and telecommunications

- **Breadth of capability underpins growth** – data superiority, Experian product offer and hosted cloud solutions adoption outweigh muted market conditions

- **New growth investments** – verifications, financial crime, Support Hub, Ascend Suite, Data Quality

Consumer Services (4)%

- **Investment in new features** – premium subscription modest decline; marketplace affected by credit supply constraints. New feature introductions and user experience enhancements
**EMEA and Asia Pacific +8% organically**

### H1 FY24 performance

<table>
<thead>
<tr>
<th>Region</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data +3%</strong></td>
<td></td>
</tr>
<tr>
<td><em><em>Decisioning</em> +23%</em>*</td>
<td></td>
</tr>
<tr>
<td><strong>Australia and New Zealand</strong></td>
<td>Cloud-based decisioning progresses strongly</td>
</tr>
<tr>
<td><strong>Asia</strong></td>
<td>Strongly growing bureau and fraud prevention contributions in India</td>
</tr>
<tr>
<td><strong>Germany, Austria and Switzerland (DACH)</strong></td>
<td>Some challenges from macro headwinds; solid performance in insurance</td>
</tr>
<tr>
<td><strong>Italy and Spain</strong></td>
<td>Good progress driven by product innovation delivery and bureau volume strength</td>
</tr>
<tr>
<td><strong>South Africa</strong></td>
<td>Good progress. Strong product pipeline underpins growth despite weaker macro</td>
</tr>
</tbody>
</table>

*All % growths are organic revenue growth.
* includes software platforms like PowerCurve, Open Banking and Analytics
Modelling considerations for FY24

<table>
<thead>
<tr>
<th>Factor</th>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic revenue growth</td>
<td>4–6%</td>
</tr>
<tr>
<td>Benchmark EBIT margin(^1)</td>
<td>Modest margin improvement</td>
</tr>
<tr>
<td>Foreign exchange</td>
<td>c. 0% to +1% on revenue and Benchmark EBIT</td>
</tr>
<tr>
<td>Net interest</td>
<td>c. US$125–130m</td>
</tr>
<tr>
<td>Benchmark tax rate</td>
<td>26–27%</td>
</tr>
<tr>
<td>WANOS(^2)</td>
<td>c.914m</td>
</tr>
<tr>
<td>Capital Expenditure</td>
<td>c.9% of revenue</td>
</tr>
<tr>
<td>Benchmark OCF(^3) conversion</td>
<td>&gt;90%</td>
</tr>
<tr>
<td>Share repurchases</td>
<td>US$150m</td>
</tr>
</tbody>
</table>

1 At constant exchange rates.
2 Weighted average number of shares.
3 Operating cash flow.
Business overview
Expanding data sources for a 360° view of consumers

For example, our data coverage in North America
Clients are increasingly buying more products from us, unlocking the potential for integrated solutions, enhanced profitability and retention.

**FY23 Software Performance**

<table>
<thead>
<tr>
<th>Clients</th>
<th>Single (1 prod.)</th>
<th>Few (2-5 prods.)</th>
<th>Multi (6+ prods.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share of Revenue</td>
<td>9%</td>
<td>63%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Multi-product sales deliver on average **2.5x Total Contract Value**, combined with superior **client value, satisfaction and retention**.

### Our Strategy

- The only integrated platform of its kind in the market
- Easy onboarding
- Bundle pricing, coordinated Go-To-Market & Solution Sales

FY23 revenue as reported at the time from Decisioning, Analytics and Fraud & ID products. This does not include Ascend or clients generating less than $10k revenue annually.
As demand for integrated solutions accelerates, we are putting the industry leading Ascend platform at the centre of our strategy.

Integrated Platform – seamless integration of analytics into production for credit risk, decisioning or fraud models.
North America Consumer Services
Consumer Services is a growth business with rich data and deep customer engagement that makes the whole of Experian stronger.
We have doubled our revenue the past five years and are just scratching the surface of our potential opportunity.
We are making significant progress in key growth drivers

**Audience**
Grow membership base with new channels and partnerships

**Engagement**
Drive more frequent interactions with members, moving towards daily utility

**Data**
Orchestrate 1st party and Consumer Permissioned Data (CPD) to drive personalised 1:1 relationships

**Monetisation**
Expand product offerings to increase value for consumers and drive higher Lifetime Value (LTV)

- **Membership**
  - FY19: xxx
  - TODAY: xxx
  - NEXT: xxx
  - CAGR: +32%

- **Monthly Active Users (MAU)**
  - FY19: xxx
  - TODAY: xxx
  - NEXT: xxx
  - CAGR: +46%

- **Connected Accounts (of free members)**
  - FY19: xxx
  - TODAY: xxx
  - NEXT: xxx
  - CAGR: +100%

- **Customer Lifetime Value (LTV)**
  - FY19: xxx
  - TODAY: xxx
  - NEXT: xxx
  - CAGR: +34%

Second largest platform and taking share at September 2023.
Our product innovation and expanding business model is linking us to broader market opportunities

<table>
<thead>
<tr>
<th>Product Line</th>
<th>TAM</th>
<th>Last Year</th>
<th>This Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Credit and Identity Management</strong></td>
<td>$4B</td>
<td>Launched Personal Privacy</td>
<td>• Launching comprehensive credit and identity product offering that includes full credit, identity, privacy and savings capabilities</td>
</tr>
<tr>
<td><strong>Cards / Personal Loans</strong></td>
<td>$14B</td>
<td>Launched Experian Activate for Cards/Loans</td>
<td>• 24% of offers running through Experian Activate; increasing monthly</td>
</tr>
</tbody>
</table>
| **Financial Health**       | $5B+    | Acquired BillFixers                    | • Millions saved through bill negotiation  
                                                                                                     | • Launching subscription cancellation                                                   |
| **Insurance**             | $4B     | Integrated Gabi                        | • Launching direct carriers  
                                                                                                     | • Launching Experian Activate for Insurance  
                                                                                                     | • Launching Experian Boost for Insurance                                                |
| **Tech-Enabled Finance**  | Building|                                        | • Launching Experian Smart Money™                                                                     |
Comprehensive portfolio of unique Auto products and data assets powered by all US Experian Units

OUR PRODUCTS

AutoCheck®
- Vehicle History Reports
- Summary Reports
- Report Elements

Auto Marketing
- Targeting
- Retention
- Engagement
- Attribution

Auto Statistics
- Market Analysis
- Statistical Reports
- Industry Loyalty

Credit Solutions
- Profiles
- Prescreen / Prequal
- Account Management & Analytics

Value Recovery
- “Power booking” by dealers
- Diminished value for lenders

EXPERIAN DATA

1 of only 2 vehicle databases that knows every vehicle on the road.

North American Vehicle Database℠

1 of only 3 credit bureau databases.

File One℠ Credit Database

1 of only 3 consumer databases.

Consumer View℠ Marketing Database

5.4 billion+ digital actions from all device types.

Online Activity Database

1 of only 3 consumer databases.

National Fraud Database℠
Our reach across key channels

Experian Automotive

**OEM**
Over 85% of the top manufacturers use at least one: Vehicle Market Stats, Owner Loyalty, Owner Tracking, Customer Data Management, and Recall.

**Dealers**
Over 15,000 dealers draw on our broad-range of solutions including Marketing Insights, AutoCheck®, Credit Reporting and Customer data hygiene.

**Lenders**
Over 90% of the top-50 auto lenders rely on AutoCount® vehicle finance market reporting. Over 30 lenders using the Auto ID® recovery product.

**Commercial & consumer**
Over 1.2 billion AutoCheck® vehicle history reports run annually.

**Aftermarket**
Over 50% of key clients use our Vehicles in Operation market statistics solution, which includes data from almost 80 countries.
Experian is the trusted data partner to the auto industry

**Market Position**
Scale: 
#1 or 2 in 4 of 5 Product Lines

**Data Assets**
Unique data assets: 
Car, Consumer, and Credit

**One Experian**
Leverage: 
CIS*, DA*, EMS*, Partner with ECS*

**Expertise**
Dedicated Vertical: 
Proven Track Record 20+ years

*Notes: Consumer Information Services (CIS), Decision Analytics (DA), Experian Marketing Services (EMC), Experian Consumer Services (ECS).
Industry trends and related opportunities to leverage


**Dealers/Retailers**
- Increase in digital ads versus physical
- Reimagine marketing & advertising approach
- Online digital retail
- Enable full “contactless” sales process

**Lenders**
- Rising lending risk & delinquencies
- Improve risk models with auto data in Ascend
- Improve customer acquisition
- Streamline applications, reduce fraud, ramp pre-qualifications

**Original Equipment Manufacturers**
- Move to electric (EV) vehicles
- Need for EV/battery data, EV audiences
- Post-COVID need to increase marketing
- Innovate & invest to drive more qualified leads

Key: Clients (purple), Trends (blue), Experian opportunities (pink)
Targeting

[Image]
Targeting: our vision is to power marketing that is driven by data and enabled through connectivity

How: enable leading brands, media and technology companies to better understand and reach consumers.

---

**Data - Consumer View**

The most robust consumer data, grounded in years of industry setting standards, designed to cultivate the most vivid understanding of a consumer.

- **Insights**
- **Audiences**
- **Activation**

Demographics | Geography | Shopping | Automotive

Client Example:

Walmart uses Consumer View to know more about its customers so it can personalise customer experiences and offers.

---

**Identity – Consumer Sync**

Bringing together digital identifiers (IDs), households and person-level data to support privacy-safe collaboration and make data actionable.

- **Resolution**
- **Collaboration**

- Email
- Mobile IDs
- CTV* IDs
- Postal Address

Client Example:

With Consumer Sync, Comcast is provided a complete view of their subscribers merging their offline and online interests/affinities. This unified view is then used to tailor and deliver meaningful ads and experiences.

---

*Connected television
Targeting has built upon its robust, quality offline data and identity leadership with digital identity capabilities.
Meeting the market need for effective digital solutions

Investment in digital capabilities has moved EMS into a high-growth addressable market

Value Chain

OFFLINE DATA-DRIVEN MARKETING

Marketers > Data Sourcing (Name, Address, Phone, email) > Offline Identity > Data Distribution > Offline Marketing Channels (Mail, Cable TV) > Consumers

$2.1bn
Low single-digit growth

2022 TAM*
CAGR 2022-25

DIGITAL DATA-DRIVEN MARKETING

Marketers > Data Sourcing (Anonymous identifiers, cookies, mobile IDs) > Digital Identity > Digital Data Distribution > Digital Media Platforms (Websites, Apps, Streaming Connected TV) > Consumers

$7.9bn
Mid-teens growth

Why we win: our embedded identity creates a flywheel effect across all customer sets

- Robust data
- Precision identity
- Increased connectivity
- More usage
- Better results

<table>
<thead>
<tr>
<th>Platform</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETERS</td>
<td>13 of 20 top advertisers in US</td>
</tr>
<tr>
<td>AGENCIES</td>
<td>4 of 5 holding companies</td>
</tr>
<tr>
<td>BUYING PLATFORMS</td>
<td>Integrations or availability in all platforms</td>
</tr>
<tr>
<td>SELLING PLATFORMS</td>
<td>Deep audience and identity integrations</td>
</tr>
<tr>
<td>PUBLISHERS</td>
<td>All linear, MVPDs, CTVs</td>
</tr>
<tr>
<td>COLLABORATION PLATFORMS</td>
<td>3 of 4 and first-to-market capabilities</td>
</tr>
<tr>
<td>MEASUREMENT</td>
<td>Both traditional and emerging</td>
</tr>
</tbody>
</table>

Partners:
- Walmart
- Progressive
- P&G
- Samsung
- dentsu
- Xandr
- Adobe
- Omnicom MediaGroup
- Publicis Groupe
- WPP
- Amazon
- Magnite
-PubMatic
- FOX
- CNN
- Roku
- Disney
- Paramount
- INFOSUM
- Snowflake
- AWS
- Nielsen
- comscore
- iSpot.tv
We automate and simplify healthcare

We facilitate the flow of payments within the US$1.9tn US hospital and physician market

- 25+ years of healthcare experience
- >60% of all US hospitals use at least one Experian Health solution
- 3,900+ hospitals and 7,300+ medical & ancillary groups
- 8% of Group revenue
- Our strategy focuses on strengthening our core, innovating, and expanding into new growth opportunities
- Significant market opportunity – TAM: US$10bn

Demand is growing rapidly...

Healthcare players – historically low penetration of automation
- Tight labour supply
- Razor thin and shrinking margins
- Provider scaling and consolidation
- Unbundling of services
- Tech adoption by competitors & insurers

Increasingly empowered consumers
- Unmet need for a seamless financial and administrative experience

...for our innovative data, software and analytics

Revenue Cycle Management

Digitisation of the patient journey

Our products touch every aspect of the healthcare journey

Digital Front Door
RM – Patient Access
RM – Collections
Identity
Data & Analytics

Healthcare journey

Schedule visit and secure estimate
Register and check-in
Ensure care is authorised by payer
Treat, discharge, and dispense medications
Submit medical claims
Collect insurance and patient payments

Our strategy focuses on strengthening our core, innovating, and expanding into new growth opportunities

8% of Group revenue

Significant market opportunity – TAM: US$10bn

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Significant market opportunity – TAM: US$10bn
A comprehensive suite of solutions to reduce administrative complexity for clients and improve the patient experience

**Digital Front Door** ("digitise the patient journey")

- Acquire
- Engage
- Schedule
- Register
- Estimate
- Pay
- Check-In

**Digitally Authenticate**

**Data | Consistent Experience | Shared Technology**

**Resolve Patient Identity**

- Verify Insurance
- Process Authorization
- Process Claims
- Determine Financial Qualifications
- Find Undisclosed Insurance
- Process Patient Payments
- Collect on Patient Accounts

**Revenue Cycle Management** ("collect every dollar due")
We are positioned to capitalise on secular trends

**The Empowered Consumer**
- Demand seamless, user-friendly, and personalised experience in how they consume healthcare services
- Increasing comfort sharing their health and wellness data

**Unbundling of Services**
- Care moves to cost-efficient and convenient settings (e.g., ambulatory, at-home, virtual, asynchronous models)
- Direct-to-consumer specialty care and wellness services gaining traction

**Intelligent Automation**
- Robotic Process Automation gains traction, reducing labour costs, driving operational efficiency
- Machine Learning / Artificial Intelligence improves administrative operations, clinical treatment

**Interoperability and Transparency**
- New price transparency rules require hospitals to post all negotiated prices
- Innovative models to enable patient data interoperability and care coordination

**Experian Opportunities to Advance Healthcare**
- Digital Front Door
- Segment Expansion Opportunities
- Analytics and Automation Solutions
- Digital Front Door and Patient Estimates
Our four-pillar strategy

- Strengthen our position in the historical core
- Innovate in Revenue Cycle adjacency areas
- Expand in our growth segments: Digital Front Door
- Extend into additional end-market segments and solution areas

Our mission: To use data-driven insight to **connect and simplify healthcare** for all
Brazil
The broadest portfolio for the entire client journey
- 500,000+ direct/indirect clients
- Extensive commercial footprint in all verticals
- Excellence in Client Service with constantly improving Net Promoter Score

One of the best companies to work for
- 700+ people in Technology & Data
- 200+ Data Scientists
- Innovation DataLab
- Recognised as one of the most innovative companies

Innovation is in our DNA

Powerful consumer engagement

<table>
<thead>
<tr>
<th># App downloads (Apr-Oct 2023)</th>
<th># Audience (Enrolments/Clients - Jun 23)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Itau</td>
<td>6m</td>
</tr>
<tr>
<td>Serasa</td>
<td>11m</td>
</tr>
<tr>
<td>Nu</td>
<td>28m</td>
</tr>
<tr>
<td>PicPay</td>
<td>13m</td>
</tr>
</tbody>
</table>

Source: App Annie and Companies Financial Results

Unequaled data breadth and accuracy, combined with high analytical capability
- 6.5m+ daily company and consumer credit reports
- 100m+ transactions verified every month against fraud and 100m+ registered face biometrics
- 3m+ rural producers analysed by our Agri Score, and 50m+ hectares under ESG monitoring

Top-of-mind brand, far ahead of the competition

Source: Pesquisa de Saúde de Marca PJ 2022

Serasa Experian is the best positioned player in Brazil
Brazil - winning strategy for growth – creating a unique ecosystem

- **Credit Marketplace**
  - $200m granted credit accumulated
  - 4m+ emitted credit cards accumulated

- **Debt Settlement**
  - 9m Users in FY23
  - ~$9bn debts solved in FY23

- **eWallet**
  - 700k Users in FY23

- **Receivables Marketplace**
  - 135k SMB consents in FY23
  - -28% thin files

- **Positive Data**
  - 150m registered consumers by FY23
  - 9m+ registered businesses by FY23

- **AgriFinance**
  - 66% more revenue YoY in FY23
  - 3x more clients in FY23

- **Fraud Prevention**
  - 6x more revenue in 2 years

- **New Credit initiatives**
  - 3x more Income Verification revenue in 3 years
  - 1m Open Banking consents in FY23

- **Borrowers**

- **Lenders**

- ✓ Acceleration of Consumer and SMBs engagement
- ✓ Increasing revenue from new solutions and core protection
Evolving to provide more services within a connected journey, offering the greatest payment hub in Brazil

The Greatest Personalized Payment Hub in Brazil

Payment Offers Access

- Past due bills/debts
- Agreements, Loans and Credit Card
- Purchase and Service Bills (DDA)
- Vehicle Debts
- Utility Bills

Negative Debts

Regular Bills

- Consumers pay as they want
- Partners receive as preference
- Serasa controls everything

Market Size

- Past due bills/debts: $95 bn
- Regular Bills: $232 bn

Consolidated position

Unmatchable local brand

Mass consumer engagement

Complete one-stop-shop ecosystem
Recent financial highlights
Delivering strongly in H1

**H1 revenue growth**

<table>
<thead>
<tr>
<th></th>
<th>Organic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>+5%</td>
<td>+5%</td>
</tr>
<tr>
<td>B2B⁴</td>
<td>+4%</td>
<td>+5%</td>
</tr>
<tr>
<td>B2C⁵</td>
<td>+6%</td>
<td>+6%</td>
</tr>
<tr>
<td>North America</td>
<td>+4%</td>
<td>+4%</td>
</tr>
<tr>
<td>Latin America</td>
<td>+11%</td>
<td>+13%</td>
</tr>
<tr>
<td>UK and Ireland</td>
<td>+1%</td>
<td>+1%</td>
</tr>
<tr>
<td>EMEA and Asia Pacific</td>
<td>+8%</td>
<td>+9%</td>
</tr>
</tbody>
</table>

**Strong margins and EPS growth**

- Benchmark EBIT +6%²
- Benchmark EBIT margin +20bps³ at constant currency, stable overall
- Benchmark EPS +8%
- First interim dividend +6%

---

1 Organic and Total revenue growth at constant exchange rates.
2 Benchmark EBIT growth 6% at both constant and actual exchange rates.
3 Basis points.
4 Business-to-Business.
5 B2C = Consumer Services.
## Highlights – first half FY24

<table>
<thead>
<tr>
<th></th>
<th>Constant FX rates</th>
<th>Actual FX rates</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total revenue growth</td>
<td>5%</td>
<td>6%</td>
<td>US$3,414m</td>
</tr>
<tr>
<td>Organic revenue growth</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benchmark EBIT growth</td>
<td>6%</td>
<td>6%</td>
<td>US$929m</td>
</tr>
<tr>
<td>Benchmark EBIT margin</td>
<td>+20bps</td>
<td>flat</td>
<td>27.2%</td>
</tr>
<tr>
<td><strong>EPS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benchmark earnings per share growth</td>
<td>8%</td>
<td>8%</td>
<td>US$70.4</td>
</tr>
<tr>
<td><strong>Operating cash flow</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benchmark operating cash flow conversion</td>
<td>77%</td>
<td></td>
<td>US$711m</td>
</tr>
<tr>
<td><strong>ROCE</strong></td>
<td></td>
<td></td>
<td>16.8%</td>
</tr>
<tr>
<td>Return on capital employed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dividend</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total dividend per share growth</td>
<td>6%</td>
<td></td>
<td>US$18.0</td>
</tr>
<tr>
<td><strong>Funding and liquidity</strong></td>
<td></td>
<td></td>
<td>1.8x</td>
</tr>
<tr>
<td>Net debt to Benchmark EBITDA</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Certain financial data has been rounded within this presentation. As a result of this rounding, the totals of data presented may vary slightly from the arithmetic totals of such data.

Revenue, Benchmark EBIT growth and Benchmark EBIT margin are on an ongoing activities basis. EPS is on an continuing operations basis.

ROCE (Return on Capital Employed) = Benchmark EBIT less tax at the Benchmark rate divided by average capital employed, in continuing operations, over the year. Capital employed is net assets less non-controlling interests and right-of-use assets, plus/minus the net tax liability or asset and plus Net debt.
### Quarterly organic revenue growth trends

<table>
<thead>
<tr>
<th></th>
<th>% of Group revenue</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td><strong>North America (NA)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CI / BI bureaux</td>
<td>67%</td>
<td>4%</td>
</tr>
<tr>
<td>CI / BI bureaux, excluding Mortgage</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Mortgage</td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>Automotive</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>Targeting</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Decisioning</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>DA / Other</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Consumer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Latin America (LA)</strong></td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>CI / BI bureaux</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Decisioning</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DA / Other</td>
<td>3%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Consumer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>3%</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Total NA and LA**

<table>
<thead>
<tr>
<th>% of Group revenue</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>5%</td>
</tr>
</tbody>
</table>

---

1 Percentage of group revenue from ongoing activities calculated based on H1 FY24 revenue at actual rates. Organic growth rates at constant currency. CI = Consumer Information. BI = Business Information. DA = Decision Analytics. Ascend revenue is largely recognised in CI bureaux. Mortgage Profiles is in CI bureaux.
Quarterly organic revenue growth trends

<table>
<thead>
<tr>
<th></th>
<th>% of Group revenue(^1)</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>UK and Ireland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CI / BI bureaux</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>Targeting / Auto</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Decisioning</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>DA / Other</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>3%</td>
<td>(2)%</td>
</tr>
<tr>
<td>EMEA and Asia Pacific</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Total Global</td>
<td>100%</td>
<td>5%</td>
</tr>
</tbody>
</table>

\(^1\) Percentage of group revenue from ongoing activities calculated based on H1 FY24 revenue at actual rates.

Organic growth rates at constant currency.
Long-term financial trends
Broad based innovation led growth

**B2B Revenue US$m**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>3,870</td>
<td>4,092</td>
<td>4,050</td>
<td>4,654</td>
<td>4,805</td>
</tr>
</tbody>
</table>

**B2B EBIT US$m**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT</td>
<td>1,186</td>
<td>1,242</td>
<td>1,192</td>
<td>1,418</td>
<td>1,529</td>
</tr>
</tbody>
</table>

**Notes:**
- Revenue, EBIT and EBIT margin based on ongoing activities, at actual FX rates, as reported at the time.

**B2C Revenue US$m**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>985</td>
<td>1,087</td>
<td>1,307</td>
<td>1,613</td>
<td>1,782</td>
</tr>
</tbody>
</table>

**B2C EBIT US$m**

<table>
<thead>
<tr>
<th>Year</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT</td>
<td>218</td>
<td>257</td>
<td>283</td>
<td>374</td>
<td>416</td>
</tr>
</tbody>
</table>

**Notes:**
- Revenue, EBIT and EBIT margin based on ongoing activities, at actual FX rates, as reported at the time.
Key market highlights

**North America CI/BI Bureaus**
- FY19: c.1,570
- FY23: CAGR 9%

**Verifications and Employer Services**
- FY19: c.160
- FY23: CAGR 50%

**Global Ascend**
- FY19: c.150
- FY23: CAGR 15%

**North America Consumer Services**
- FY19: c.1,450
- FY23: CAGR 71%

**Latin America Consumer Services**
- FY19: c.165

**Global Ascend**
- FY19: c.150
- FY23: CAGR 15%

**Health**
- FY19: c.520
- FY23: CAGR 9%

**North America Targeting**
- FY19: c.280
- FY23: CAGR 12%

**North America Auto**
- FY19: c.300
- FY23: CAGR 12%

**North America Subscription**
- FY19: c.840
- FY23: CAGR 12%

**Global Marketplace**
- FY19: c.400
- FY23: CAGR 69%

Notes:
- US$m Revenue and EBIT based on ongoing activities, at actual FX rates, as reported at the time.
Conversion of Benchmark EBIT into Benchmark operating cash flow.

Global ongoing activities revenue and Benchmark EBIT only. Excluding growth rates, FY07 to FY20 revenue, Benchmark EBIT and cash flow conversion may have been adjusted to exclude various exited business activities and discontinued operations. Growth rates are not restated. All revenue, Benchmark EBIT and conversion of Benchmark EBIT into Benchmark operating cash flow, are as reported. Source: Experian’s Annual Reports from FY07 to FY20 (see https://www.experianplc.com/investors/results-and-presentations/).

Organic revenue growth and stable margins in every year since 2007

Global Financial Crisis

Divestments following portfolio review and FX translation effect

Organic revenue growth

<table>
<thead>
<tr>
<th>Year</th>
<th>8%</th>
<th>4%</th>
<th>3%</th>
<th>2%</th>
<th>8%</th>
<th>10%</th>
<th>8%</th>
<th>5%</th>
<th>1%</th>
<th>5%</th>
<th>5%</th>
<th>5%</th>
<th>9%</th>
<th>8%</th>
<th>4%</th>
<th>12%</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY07</td>
<td>21.8%</td>
<td>21.8%</td>
<td>23.3%</td>
<td>24.4%</td>
<td>24.8%</td>
<td>26.2%</td>
<td>26.6%</td>
<td>27.4%</td>
<td>27.2%</td>
<td>26.7%</td>
<td>27.7%</td>
<td>27.7%</td>
<td>26.9%</td>
<td>26.8%</td>
<td>25.8%</td>
<td>25.9%</td>
<td>26.6%</td>
</tr>
</tbody>
</table>

1. Conversion of Benchmark EBIT into Benchmark operating cash flow. Global ongoing activities revenue and Benchmark EBIT only. Excluding growth rates, FY07 to FY20 revenue, Benchmark EBIT and cash flow conversion may have been adjusted to exclude various exited business activities and discontinued operations. Growth rates are not restated. All revenue, Benchmark EBIT and conversion of Benchmark EBIT into Benchmark operating cash flow, are as reported. Source: Experian’s Annual Reports from FY07 to FY20 (see https://www.experianplc.com/investors/results-and-presentations/).
Historic leverage trends

Net debt / EBITDA leverage is calculated on a constant GAAP basis and excludes IFRS16 related operating lease liabilities, Depreciation and Amortisation, and finance charge adjustments.

Net debt includes adjustment for the Serasa put option FY08-FY12. Unless otherwise stated all references to EBITDA are to Benchmark EBITDA.


Leverage policy target: Net debt in the range of 2.0–2.5x of EBITDA

Net debt / EBITDA leverage is calculated on a constant GAAP basis and excludes IFRS16 related operating lease liabilities, Depreciation and Amortisation, and finance charge adjustments.

Net debt includes adjustment for the Serasa put option FY08-FY12. Unless otherwise stated all references to EBITDA are to Benchmark EBITDA.

Our cash flow is consistently strong and reliable which supports our disciplined capital allocation

1. Conversion of Benchmark EBIT into Benchmark operating cash flow.
2. Funds from operations is defined as Benchmark free cash flow plus organic capital investment (capital expenditure).
3. Average from FY07 to FY23.

Source: Experian’s Annual Reports from FY07 to FY23 – publicly available at www.experianplc.com/investors/results-reports-presentations/reports.
H1 FY24 financials
## Six months ended 30 September

### US$m

<table>
<thead>
<tr>
<th>Segment</th>
<th>2023</th>
<th>2022</th>
<th>Total growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data</td>
<td>1,101</td>
<td>1,071</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Decisioning</td>
<td>427</td>
<td>403</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Business-to-Business</td>
<td>1,528</td>
<td>1,474</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>760</td>
<td>730</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>2,288</td>
<td>2,204</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Benchmark EBIT – ongoing activities</td>
<td>775</td>
<td>745</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Benchmark EBIT margin</td>
<td>33.9%</td>
<td>33.8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All results are Benchmark figures and are on an ongoing activities basis. Growth at constant exchange rates.
<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>Total growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data</strong></td>
<td>320</td>
<td>288</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Decisioning</strong></td>
<td>97</td>
<td>83</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Business-to-Business</strong></td>
<td>417</td>
<td>371</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Consumer Services</strong></td>
<td>97</td>
<td>70</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>514</td>
<td>441</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Benchmark EBIT – ongoing activities</strong></td>
<td>137</td>
<td>117</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td><strong>Benchmark EBIT margin</strong></td>
<td>26.7%</td>
<td>26.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Latin America

Six months ended 30 September
US$m

All results are Benchmark figures and are on an ongoing activities basis.
Growth at constant exchange rates.
# UK and Ireland

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>Total growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data</strong></td>
<td>201</td>
<td>186</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Decisioning</strong></td>
<td>110</td>
<td>105</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Business-to-Business</strong></td>
<td>311</td>
<td>291</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Consumer Services</strong></td>
<td>86</td>
<td>87</td>
<td>(4)%</td>
<td>(4)%</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>397</td>
<td>378</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Benchmark EBIT – ongoing activities</strong></td>
<td>77</td>
<td>74</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td><strong>Benchmark EBIT margin</strong></td>
<td>19.4%</td>
<td>19.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All results are Benchmark figures and are on an ongoing activities basis. Growth at constant exchange rates.
Six months ended 30 September
US$m

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
<th>Total growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total revenue</td>
<td>215</td>
<td>201</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Benchmark EBIT – ongoing activities</td>
<td>4</td>
<td>(3)</td>
<td>231%</td>
<td></td>
</tr>
<tr>
<td>Benchmark EBIT margin</td>
<td>1.9%</td>
<td>(1.5)%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All results are Benchmark figures and are on an ongoing activities basis. Growth at constant exchange rates. Revenue and Benchmark EBIT have been re-presented for the reclassification to exited business activities of certain B2B businesses.
Reconciliation of Benchmark to Statutory PBT

Six months ended 30 September
US$m

<table>
<thead>
<tr>
<th>Description</th>
<th>2023</th>
<th>2022</th>
<th>Growth % (actual rates)</th>
<th>Growth % (constant rates)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benchmark profit before tax</td>
<td>860</td>
<td>811</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Acquisition and disposal expenses</td>
<td>(13)</td>
<td>(21)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contingent consideration</td>
<td>(24)</td>
<td>(66)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restructuring related costs</td>
<td>–</td>
<td>(20)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit and loss on disposal and other costs</td>
<td>4</td>
<td>(1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statutory profit before tax before non-cash items</td>
<td>827</td>
<td>703</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Amortisation of acquisition intangibles</td>
<td>(95)</td>
<td>(93)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impairment charges</td>
<td>–</td>
<td>(152)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-cash financing remeasurements¹</td>
<td>31</td>
<td>59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statutory profit before tax</td>
<td>763</td>
<td>517</td>
<td>48</td>
<td></td>
</tr>
</tbody>
</table>

1 Includes share of non-benchmark losses on associates and interest on uncertain tax provisions.

PBT = profit before tax.
Benchmark EBIT margin on an ongoing activities basis at actual exchange rates.

<table>
<thead>
<tr>
<th>Region</th>
<th>FY23 H1 reported</th>
<th>FY23 H1 restated</th>
<th>FY24 H1 before FX</th>
<th>FY24 H1 reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>27.3%</td>
<td>27.2%</td>
<td>27.4%</td>
<td>27.2%</td>
</tr>
<tr>
<td>Latin America</td>
<td>(0.1)%</td>
<td>0.1%</td>
<td>27.4%</td>
<td>(0.2)%</td>
</tr>
<tr>
<td>UK and Ireland</td>
<td>0.0%</td>
<td>0.0%</td>
<td>(0.2)%</td>
<td>flat</td>
</tr>
<tr>
<td>EMEA and Asia Pacific</td>
<td>0.3%</td>
<td>(0.2)%</td>
<td>27.4%</td>
<td></td>
</tr>
<tr>
<td>Mix</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exitied activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign exchange</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

+20bps flat
Benchmark earnings per share (EPS)

**FY23 H1**

- **Benchmark EPS**: US$65.4
- **EBIT from continuing operations**
  - US$68m
  - Average Interest rate: 3.2%
  - ETR 25.1%
  - WANOS 914m

**FY24 H1**

- **Benchmark EPS before foreign exchange**: US$70.4
- **Benchmark EPS**:
  - +6% Constant currency growth
  - +8% EPS constant currency growth
  - +8% EPS actual currency growth

1 Includes exited business activities.
Average interest rate = net interest expense divided by average debt.
ETR = Effective tax rate.
WANOS = Weighted average number of shares.
Cash flow and ROCE

Cash flow conversion %

- 68% H1 FY18
- 74% H1 FY19
- 51% H1 FY20
- 89% H1 FY21
- 720 H1 FY22
- 769 H1 FY23
- 711 H1 FY24

ROCE

- 15.6% H1 FY20
- 15.2% H1 FY21
- 15.7% H1 FY22
- 15.8% H1 FY23
- 16.8% H1 FY24

- Continued strong cash generation
- Normal seasonality of cash conversion
  - 77% first half
  - Full-year >90%
- Strong Return on capital employed

Conversion = conversion of Benchmark EBIT into Benchmark operating cash flow.
ROCE = Return on capital employed.
Financial management

- Stable Net debt last 5 years
- Strongly financed with Net debt to EBITDA 1.8x
- Average cost of debt of 3.2% benefitting from interest rate fixing programme
- Majority fixed for 6 years
Environmental, Social and Governance (ESG)

For detailed information, see our ESG Presentation
ESG highlights – strong progress

- Around 13 million US consumers now connected to Experian Boost
- Social Innovation and United for Financial Health both beat their 100m people targets, two and one year early, respectively
- Certified as Great Place to Work in 24 countries, 82% employee engagement (+4% year-on-year)
- Board is now 45% women and includes two ethnically diverse members
- Progress towards carbon neutral; scope 1 and 2 emissions -38% in FY23 and -65% since 2019 base year

For further info see the ESG Presentation
Improving Financial Health – the investment case

How does Improving Financial Health for all support long-term revenue growth and the success of our business?

- **Financial inclusion grows our total addressable markets by creating millions of potential new consumers for us and our clients around the world**
  - Experian Go has the opportunity to help 28m US consumers who are credit invisible establish a credit report and become visible to lenders
  - More inclusive scores like Lift Premium enable US lenders to score 21m conventionally unscoreable people, and lift 6m from subprime to mainstream rates

- **Generates new revenue streams**
  - For example, our Limpa Nome debt renegotiation product significantly contributes to Brazil Consumer Services revenue

- **Drives innovation**
  - Ground-breaking core products like Experian Boost, pioneering Social Innovation products like Prove-ID, and in our annual global hackathons

- **Being a purpose-driven business attracts & retains talent, and motivates employees**
  - 88% of our employees are proud to tell others that they work at Experian

- **Enhances our reputation and strengthens stakeholder relationships**
  - Consumers, clients, employees, investors, regulators and governments
Improving Financial Health – at the heart of our purpose

Vital role as the world’s largest credit bureau

- **The World Bank** states that credit bureaus support financial stability, lower interest rates, improve the allocation of new credit and are especially beneficial for small enterprises and new borrowers.

- We provide lenders with information needed to **offer more loans at fairer rates, reducing the cost to borrowers.**

- Extending access to credit helps **drive social and economic development** - businesses grow, families transform their lives.

- We also help people **understand, manage and improve their financial situation** – and protect themselves and their data.

Outcome:

- Support **financial health of individuals, businesses and economies**

- Opens door to **millions of potential new customers** for us and our clients

---

**Financial education**

- Improving financial literacy and confidence

**Financial inclusion**

- Increasing access to financial services

**Financial management**

- Helping people manage their financial lives

**Financial security**

- Preventing fraud and identity theft

We empower consumers to improve their financial lives, gain access to credit, safeguard their identity, save money, negotiate debt and improve their financial knowledge
## Social

- Supporting UN SDGs: **1.4, 8.10, 9.3**
- People using our platforms for free education, access to products & services: **178m**
- Connections with people via United for Financial Health since launch: **113m**
- Revenue from Social Innovation products since 2013 launch: **US$241m**
- Debt renegotiated via Limpa Nome: **US$8.9bn**
- Unbanked people who could benefit through alternative data sources and Experian technology platforms: **1.4bn**

Data security and privacy is a top priority.

Robust security controls based on ISO27001.

Founding member of the Slave-Free Alliance.

Suppliers must comply with Supplier Code of Conduct.

Mandatory annual training for all employees:

**Code of Conduct, Security & data, Anti-Corruption**

## Employees

- Employee engagement: **82%**
- Glassdoor rating (increased 7 years running): **4.4**
- Three-year gender diversity targets set: Yes
- Voluntary employee attrition: **11.9%**
- Diversity and inclusion employee groups: **16**

## Environment

Committed to become carbon neutral by 2030.

Science-based target approved by SBTi: Yes

CDP Climate Change score (2022): A-

CDP Supplier Engagement Rating (2022): A-

Scope 1 & 2 emissions since 2019: -65%

% FY23 scope 1 & 2 emissions offset: 60%

Electricity from renewable sources FY23: 62%

## Governance

- Independent Board members: **73%**
- Female Board members: **45%**
- Ethnically diverse Board members: **2**
- Independence of Audit and Remuneration committees: **100%**
- Clear division of responsibilities between the Chairman and CEO: Yes
- Independent external evaluation of the Board’s performance: Yes
- Executive remuneration linked to Group performance: Yes
- Voting rights for shareholders: Equal

A constituent member of FTSE4Good index since 2012.
North America: expanding our data assets to offer the most robust insights

Recent additions include digital identity graph and employer records

Augmented with best-in-class third-party datasets

<table>
<thead>
<tr>
<th>Government data</th>
<th>Economic data</th>
<th>Property data</th>
<th>Social data</th>
<th>User permissioned</th>
<th>Cyber ID / Dark web</th>
<th>Health</th>
</tr>
</thead>
</table>

Highest quality and accuracy | Expert matching | World-class compliance and governance
IR contacts, calendar, and ADRs

IR contact details

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Alex.Sanderson@experian.com

Experian American Depositary Receipt (ADR) programme

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PO Box 64504
St Paul
MN55164-0504
United States
Call + 1 651 453 2128
Or from US: 1 800 990 1135
Contact us
www.adr.com

Experian ADR shares trade on the OTCQX:
Symbol EXPGY
CUSIP 30215C101
Ratio 1 ADR : 1 ORD
Country United Kingdom
Effective Date October 11, 2006
Underlying SEDOL B19NLV4
Underlying ISIN GB00B19NLV48
U.S. ISIN US30215C1018
Depositary J.P. Morgan Chase Bank (Sponsored)

Calendar

16 January 2024 Q3 trading update, FY24
15 May 2024 Preliminary announcement of full-year FY24 results
17 July 2024 Annual General Meeting

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