



Debt Investor Presentation

June 2024



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Nadia Ridout-Jamieson

Chief Communications Officer



Evelyn Bull

VP Director, Investor
Relations



Remco de Vries

Group Treasurer

Our purpose and mission



Brian Cassin

Chief Executive Officer

Today we are a **data and technology** business which uses **innovative products** to modernise industries and provide real-time solutions to help consumers and businesses. At the same time, we have become a much more important company from a consumer perspective.

Our relationship with consumers has gone to being at the front and centre of our brand, and who we are, using our capabilities to really make a difference to **over 180 million** people globally.

We think we are going to develop even more in this direction. We are going to be a much larger business operating across a **much broader spectrum** than we even are today.

We power opportunities across many industries, across the world.

Key credit highlights

1

Market-leading global data and technology company

- Market leader, holding #1 or #2 positions¹ across our largest markets in Data – the USA, Brazil and the UK
- Significant synergies from combining data and analytics to create competitive advantage

2

Strong geographic portfolio and product diversity

- Diversified portfolio across sectors, geographies and end clients
- Expanding position with existing and new clients and consumers, led by innovation
- Scalable business model with high barriers to entry
- Significant addressable market opportunities, estimated at US\$150bn and growing

3

ESG core to how we run our business

- Helping people improving their access to credit and better understand their finances
- Data security is a key focus, based on ISO 27001 the international standard for information security
- Committed to becoming carbon neutral by 2030³ with science based targets to achieve this

4

Financially well-positioned

- Organic revenue growth every year since 2006, including through financial crisis, COVID-19, and recent down turn
- Highly cash-generative, low capital intensity business with resilient and recurring revenues
- Conversion of c.100% of Benchmark EBIT into Benchmark operating cash flow since 2006

5

Robust financial and leverage policy

- Leverage policy target in the range of Net debt of 2.0–2.5x EBITDA
- Stable long-term ratings of A-/Baa1
- Strong liquidity with undrawn committed facilities of US\$2,366m²

Agenda

Strategy and Financial Overview

Business Overview

Key Credit Highlights

ESG Overview

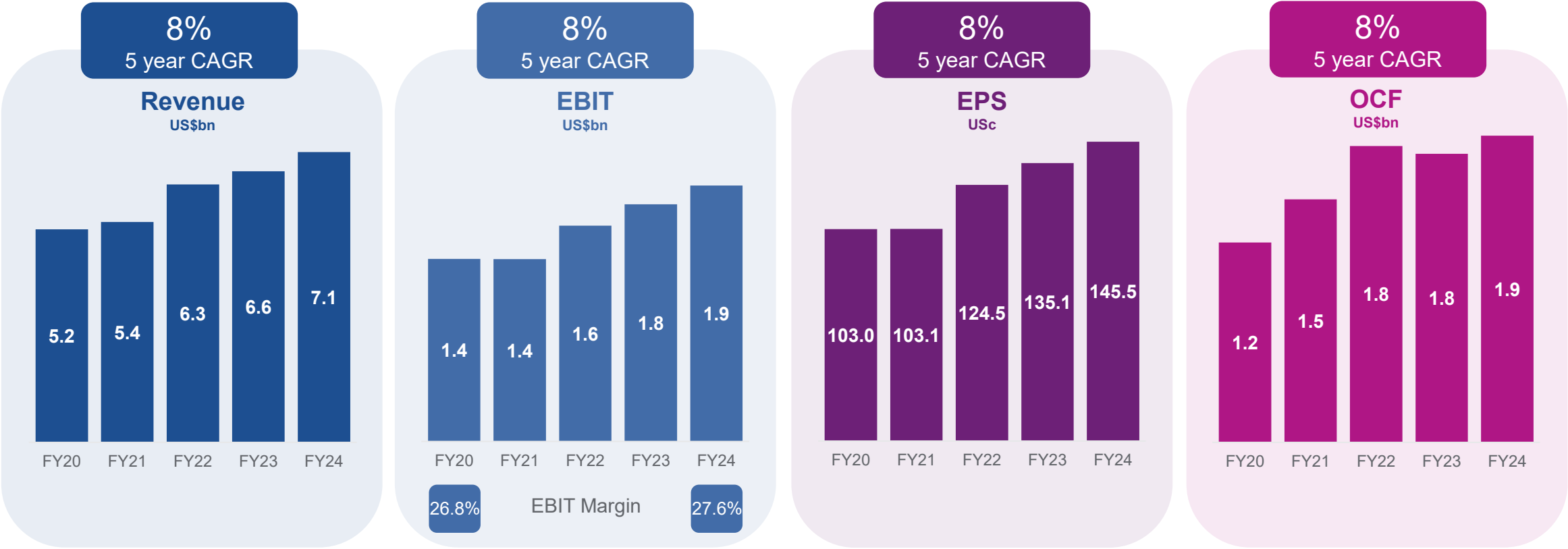
Appendix





Strategy and Financial Overview





1 Numbers as reported at actual FX rates
2 5-year CAGR with FY19 as base year

Resilience and strategy execution through cycles

Strong CAGR since FY19

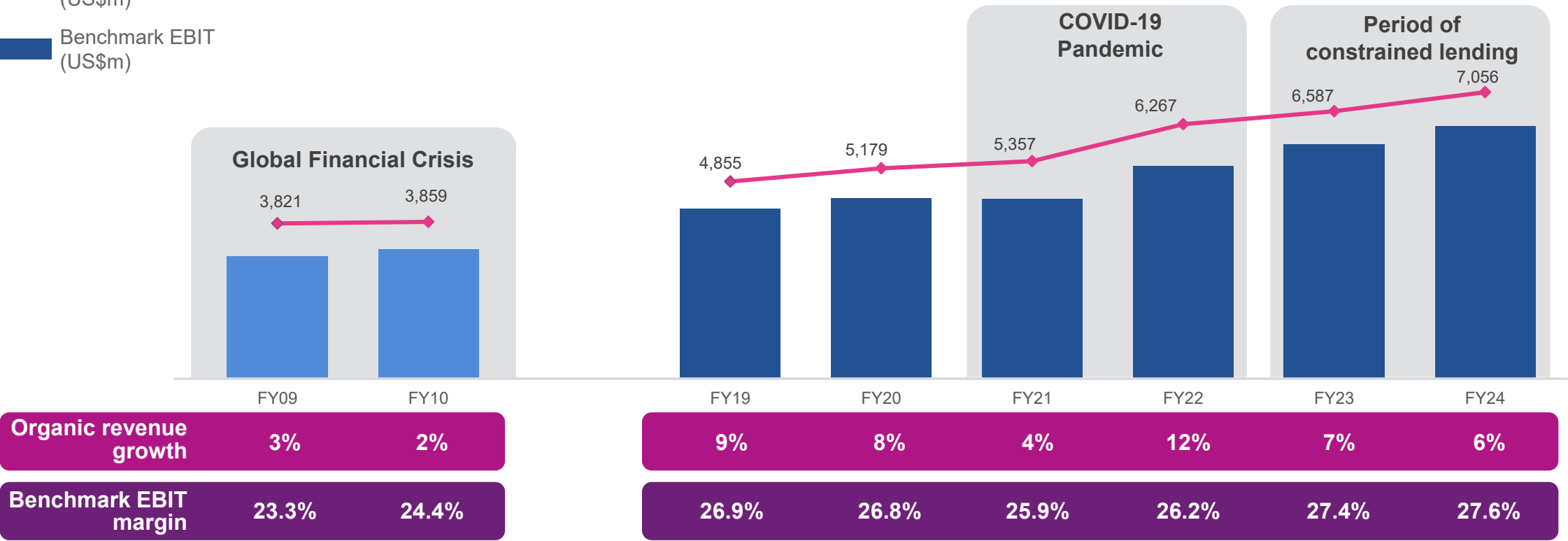


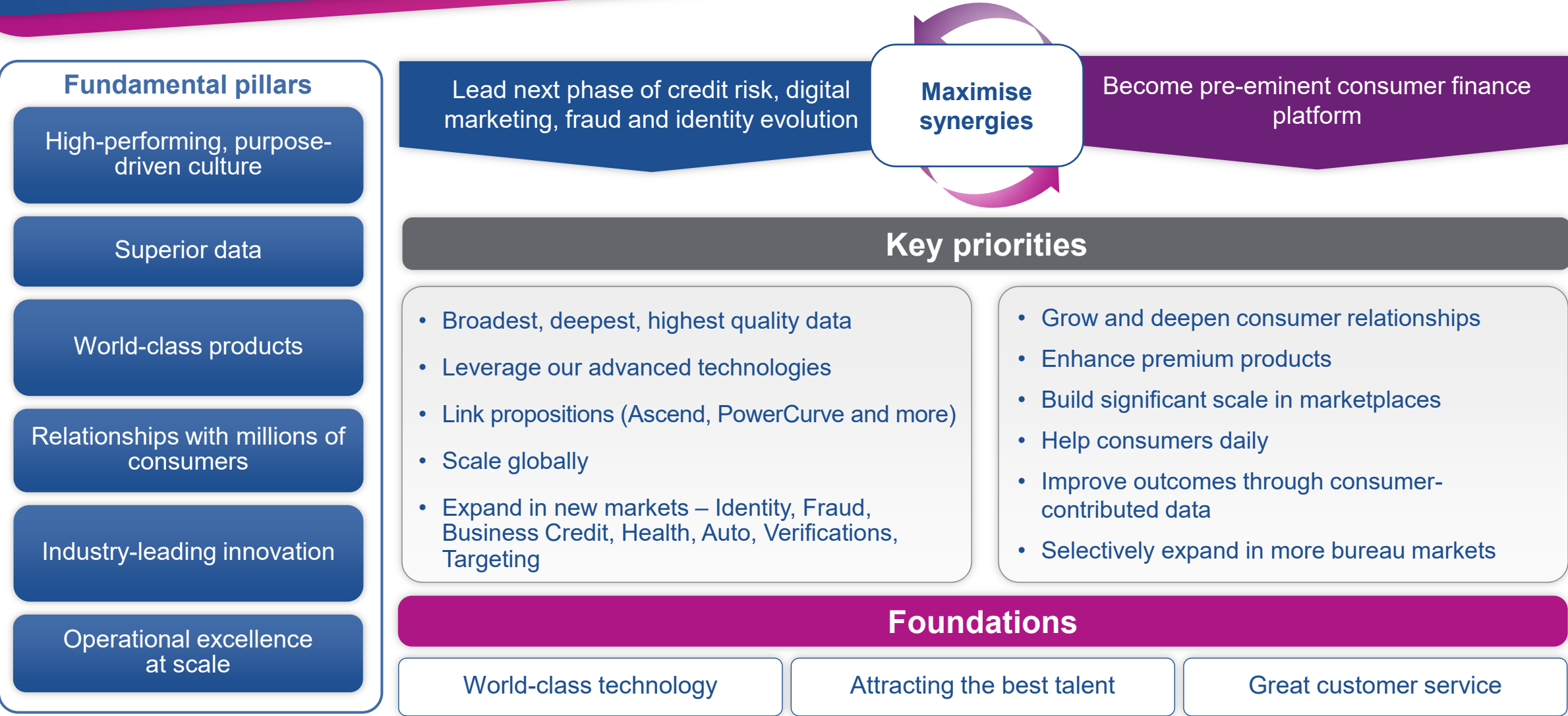
Five-year CAGR since FY19:

Revenue **+8%** Operating cashflow **+8%**
Benchmark EBIT **+8%** Benchmark EPS **+8%**

Ongoing Revenue (US\$m)

Benchmark EBIT (US\$m)





Leading the next phase of credit risk, digital marketing, fraud and identity evolution

Maximise synergies

Becoming the pre-eminent consumer finance platform

World-class integrated platforms – Ascend revenue increasing 19%. PowerCurve revenue growing double-digits

New vertical expansion – North America Verifications 54m¹ records (33% of employed population). United Kingdom contracted access to 82% of UK PAYE²

Expansion in established verticals –

Auto – Auto marketing growing double digits with continued expansion in Experian Marketing Engine products

Health – Average of over nine products sold per client; Wave HDC driving new wins and resonating in market

Targeting – Continue to transform to digitally focused set of offerings; revenue composition is now 65% digital

Agribusiness (Brazil) - Revenue more than doubled organically; Agrosatelite acquisition further enhances our capabilities

Free memberships – Grew to over 180m

Experian Smart Money – 640,000 connected accounts; introduced new ways to build credit through digital checking account in North America

Experian Activate – Leverages Ascend technology to provide highly targeted offers in our marketplace; key contributor to 80% of Experian members having a preapproved offer

Insurance – Added major carriers to marketplace; launched Experian Boost for insurance

GenAI³ – Launched Digital Financial Assistant to help drive more personalised consumer journey

Serasa e-wallet – New payment facility in Brazil, enables payment of utilities and other bills, drives engagement. Total payment volume on the platform growing significantly

Examples:

Experian Activate

AllowMe

Ascend Platform

Health AI* Advantage

Digital collections

B2B

Marketing & Engagement

Identity and Fraud

Credit / Risk

Customer Management

Collections / Payments



Explore and learn

Open / set-up account

Apply
Purchase

Use product / service

Manage account

Resolve issues or problems

Add account
Loyalty

Close account

Consumer

Protect My Identity

Educate and Enable Me

Match Me

Do it for me

Examples:

Identity health score

GenAI digital financial assistant

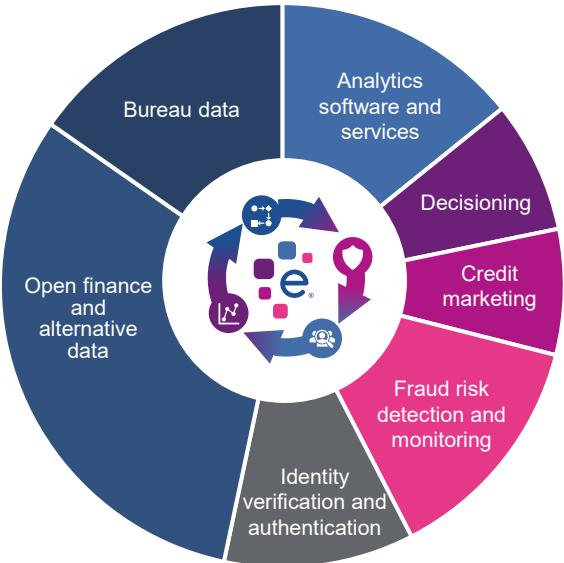
Insurance Marketplace

Subscription cancellation

Total addressable market**: c. **US\$150bn**

Credit data and software

c.US\$90bn TAM*

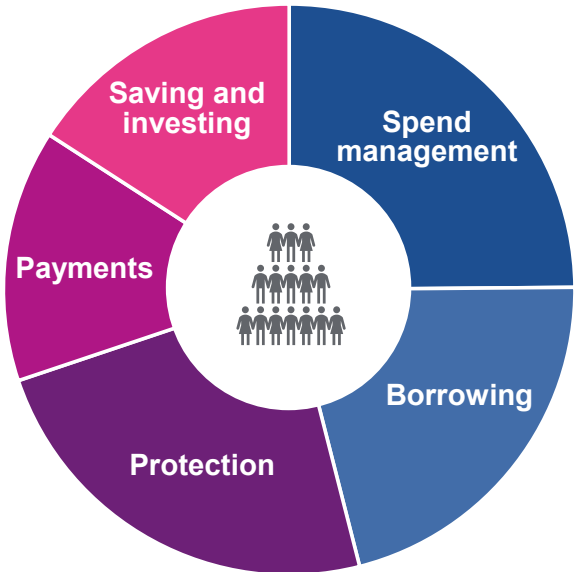


Priority vertical opportunities



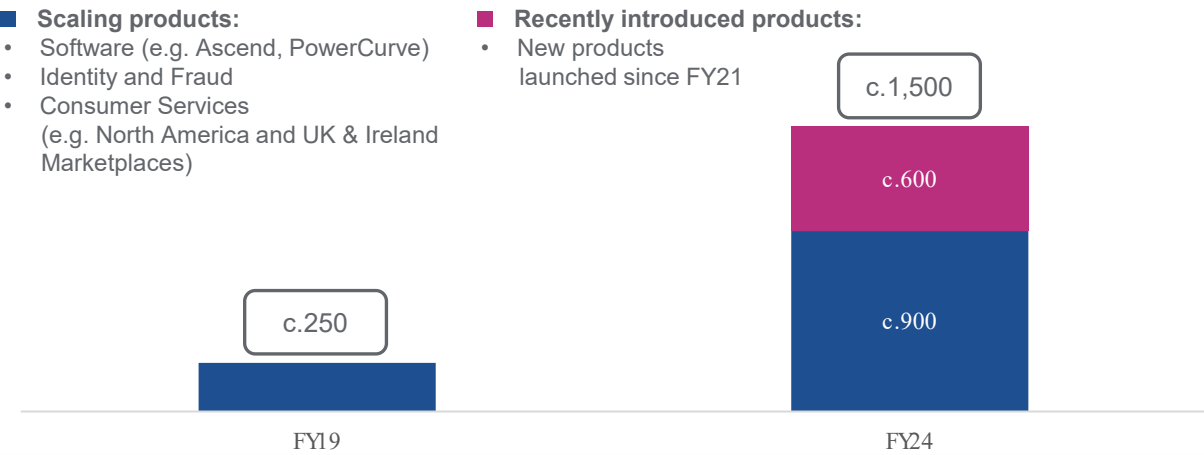
Consumer platforms

c.US\$30bn TAM*

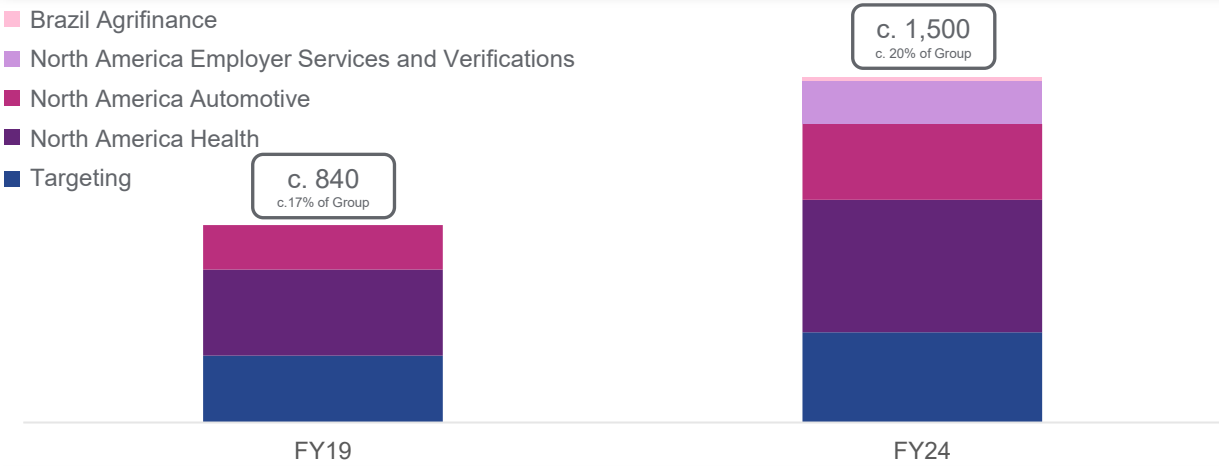


c.US\$150bn Experian total market opportunity

Revenue from new and scaling products (US\$ millions)



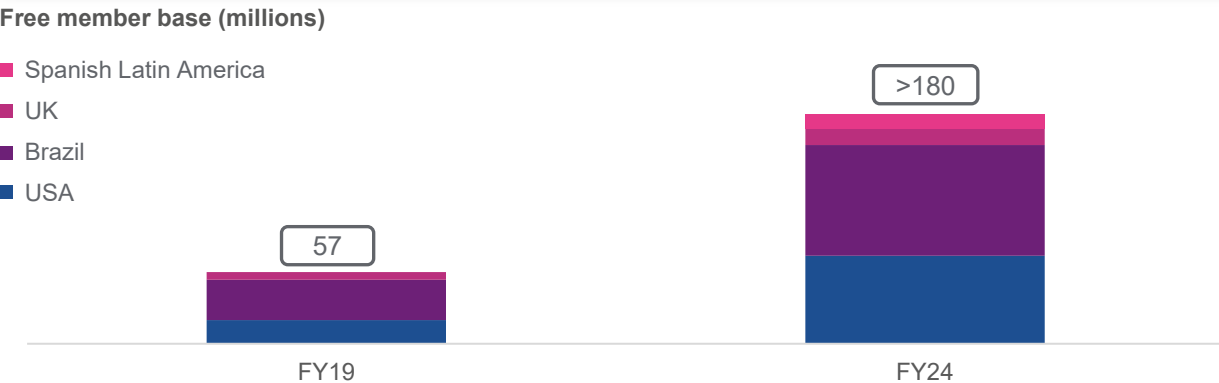
New verticals revenue performance (US\$ millions)



Software and analytics products purchased by customers*



Becoming the pre-eminent consumer finance platform



* FY24 global revenue including software products from our Ascend, Decisioning, Analytics and ID & Fraud portfolios. Software revenue is embedded in Data and Decisioning business segments. This does not include clients generating less than \$10k revenue annually.

Revenue

Highly diversified strong growth

Scaling of high growth plays

Lending volume recovery

High single-digit organic growth

EBIT margin

Leverage of scaling growth plays

Reducing technology change & dual run costs

Productivity and automation

Lending recovery

Good margin progression
+30-50bps annually

Organic Capex

Materially complete on cloud transition end of FY26

Improving productivity

2% reduction in Capex to Revenue ratio

Trending to 7% Capex % of Revenue

Capital Deployment

Disciplined approach

Strong financial position

Strong cash generation

Good acquisition pipeline

Growing contribution from capital deployment

Growth

- Address new areas of client spend with new data, product and integrated platforms
- Enter new and deepen existing verticals
- Elevate Consumer Services growth
- Secure higher contributions from Brazil, UK&I, E/AP
- Benefit from economic recovery

High single-digit organic revenue growth

Investment

- Large-scale superior data
- Comprehensive product portfolio for credit decisioning, fraud and identity resolution and digital marketing
- Increasingly sophisticated, integrated products
- Deeper and wider consumer relationships around a wider capability set

High single-digit organic revenue growth

Productivity

- Scaling strategic initiatives
- Operating leverage
- End of dual-run costs
- GenAI, automation and off-shoring

30-50bps annual margin progression
Trending to 7% Capex as % of Revenue

Capital Deployment

- Organic, inorganic and partnerships
- Disciplined approach
- New data (including bureaux)
- Product capability in-fills
- Adding in adjacent verticals or Consumer Services

Growing contribution from capital deployment

EBIT margin outlook

Sustained, good margin progression



Modest margin progression



- Underlying operating leverage
- Lending market weakness
- Technology change and dual run costs
- Investing in scale growth initiatives

Good margin progression

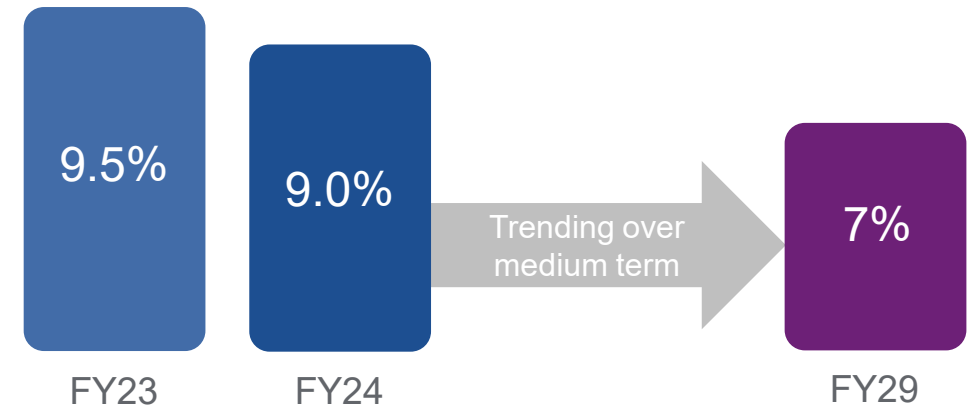


- Operating leverage and initiative scaling
- Lending recovery
- Continuing to invest in growth initiatives
- Reducing technology change and dual run costs

Cloud transformation substantially complete by end FY26:

- US and Brazil 85-90%* in the Cloud
- Mainframe transition in final stages
- Server migration accelerating
- UK&I and EMEA and Asia Pacific 45-50% in the Cloud

2% reduction in Capex to Revenue ratio



- Cloud migration investment trending down
- Reduction in infrastructure capex
- Scale benefits
- Net reinvestment in innovation



Business Overview



Snapshot of Experian – a market leader with great diversification

Experian is the world's leading data and software company

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 **over 180m** free members
- 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

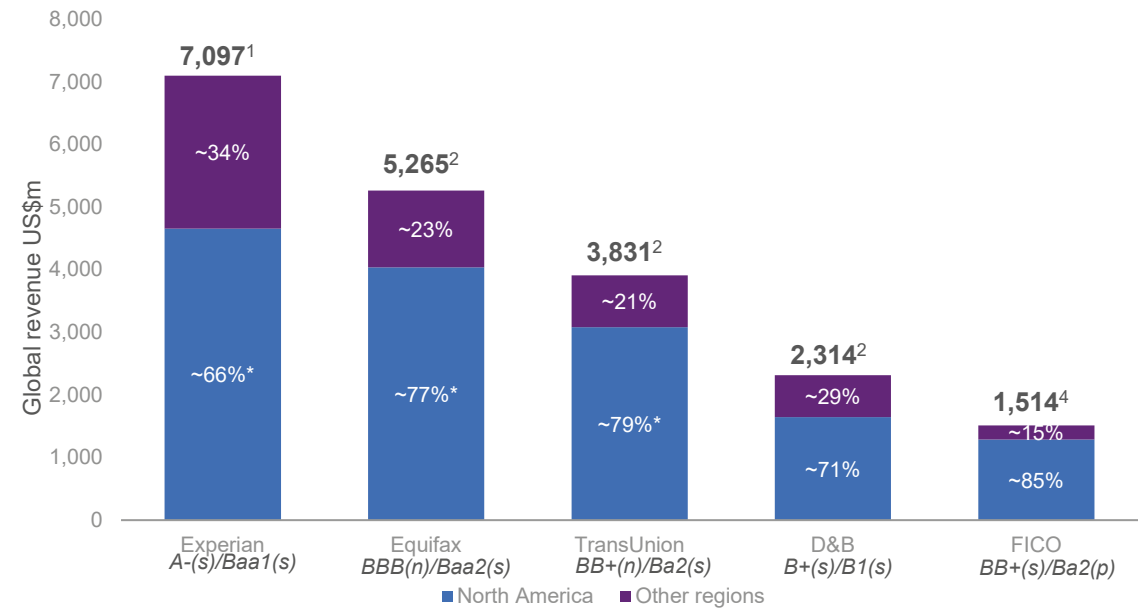
We are **large, stable** and **cash-generative**:

- £34bn market cap* / FTSE top 20*
- 22,500 employees / 32 countries
- FY24: US\$7.1bn revenue / US\$1.9bn Benchmark EBIT
- Highly cash generative with high cash conversion rate FY24: 97%
- 17% Return on Capital Employed (ROCE)
- 10 years at A-/Baa1 (both stable)

Definitions of all non-GAAP measures used in this presentation are set out in the Experian 2024 Annual Report (note 7, page 189), publicly available at www.experianplc.com/investors/reports/.

Source: FY24 figures for the year ended 31 March 2024.

* At 20 May 2024 (source: London Stock Exchange).



1 Year ended 31 March 2024.

2 Year ended 31 December 2023.

3 Year ended 31 July 2023. Credit Karma revenue are 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.

*US only.

Source: Annual results & latest SEC filings.

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

Business-to-Business (B2B)

Our services

How we help

Data
US\$3.6bn

- 19 consumer credit bureaux
- 16 business credit bureaux
- Credit reports
- Ascend Platform
- Automotive information

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.

Decisioning
US\$1.5bn

- Decisioning software
- Advanced software and analytics
- Fraud software
- Credit scores
- Data quality
- Health
- Expert consulting

Business-to-Consumer (B2C)

Consumer Services
US\$1.9bn

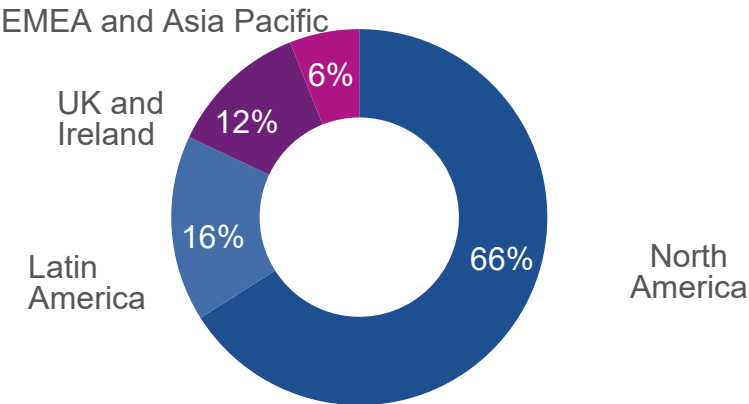
- Over 180¹ million consumers on our free finance platform
- Credit visibility, improvement and monitoring for consumers
- Credit and insurance marketplaces
- Identity theft protection services
- Affinity (white label) credit and identity monitoring services

We help people and families to:

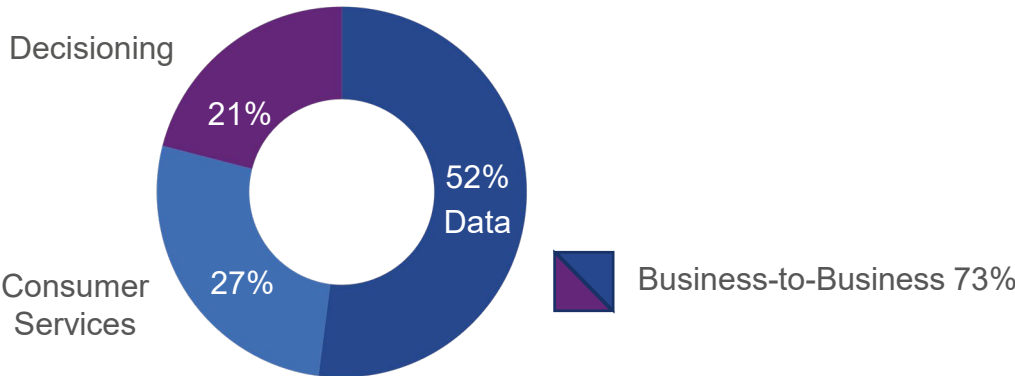
- better access financial services;
- understand and improve their financial position;
- better protect against fraud and identity theft;
- know that their data is correct, and
- learn more about credit.

Making it easier, cheaper and faster for people and organisations to access financial services

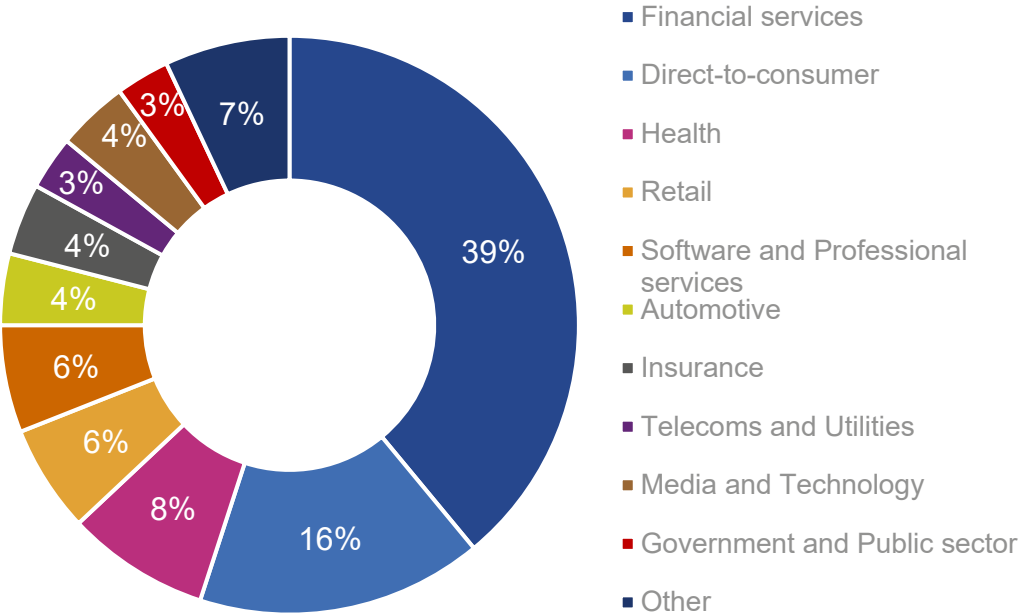
By region



By business activity



By customer



Customer diversity
Largest single customer: 1% of revenue
Top 10 customers: 10% of revenue
Top 20 customers: 15% of revenue

Diverse portfolio by region, business activity and customer

B2B

Consumer
Services

WHAT WE DO

- Help businesses identify and understand their customers, lend responsibly and protect customers and themselves from risk
- Provide clients a better picture of consumers and their needs, to help them receive more relevant offers and communications

HOW WE DO IT

We hold deep and detailed data, helping to provide a comprehensive view of c.150m businesses and 1.1bn people globally, creating high barriers to entry

Data gathering

- 19 consumer and 16 business information bureaux (each 'bureau' maintains data and provides credit information to authorised users in that country)
- Data contributed 24/7/365
- Data generally provided to us for free, by our clients on a give-to-get model, e.g. from financial services, mobile phone operators, utilities and public records, etc
- The data is primarily on the credit that a person or business has applied for in the past; and how their account has performed, including timely repayment

Data management

- Each bureau collates, aggregates, cleanses and sorts vast quantities of data

Data quality

- Higher quality data enables our clients to make fairer, more responsible & quicker decisions

KEY ADDED VALUE

- Large volumes of disparate data are aggregated into accurate, timely and usable information
- Information helps support impartial credit decisions and broader access to credit
- Extensive marketing data relevant to consumer lifestyles helps businesses understand their customers better and serve them with tailored products

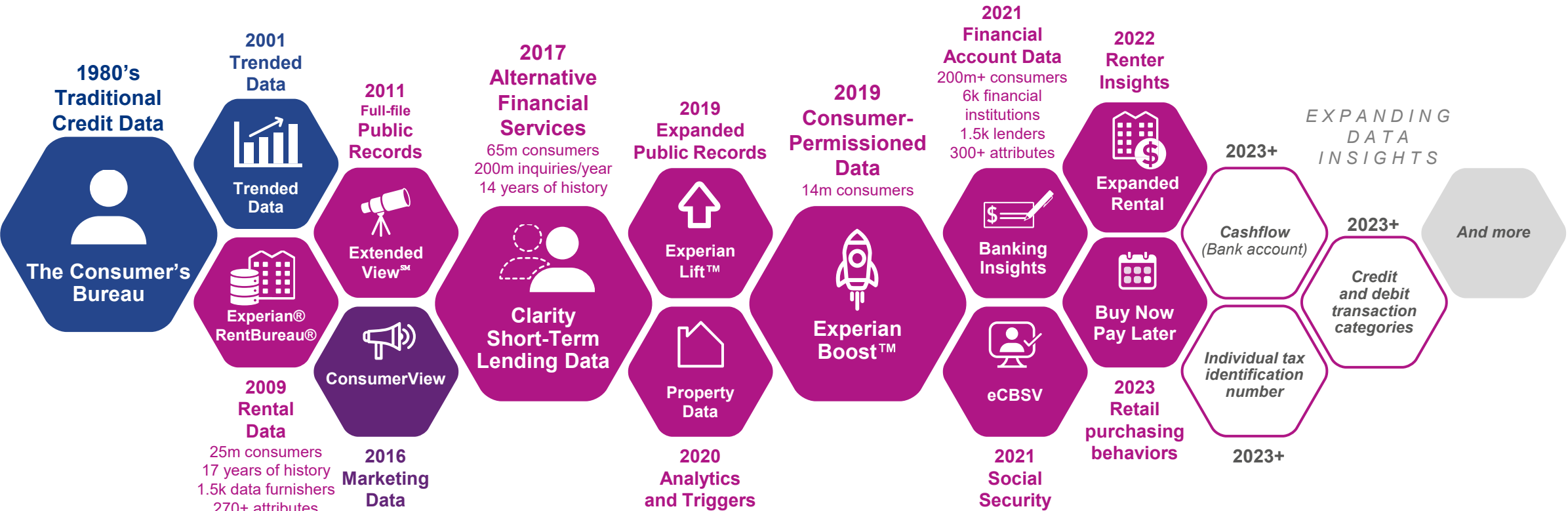
REVENUE MODEL

- Primarily transactional with a portion from licence fees

MARKET POSITION

- Number one or number two in our key markets¹
- Main competitors: Equifax, TransUnion, Dun & Bradstreet, LiveRamp, Acxiom

B2B- Data – examples (North America)



Illustrative – not comprehensive across data assets



B2B

Consumer
Services

WHAT WE DO

- Experts at creating and developing predictive tools, sophisticated software and platforms that optimise the use of data
- We manage and automate large volumes of decisions and processes on-premise or in the cloud
- Help businesses make better decisions in areas including credit risk, fraud prevention, identify management, customer service and engagement, account processing and account management

HOW WE DO IT

- Develop models for risk and fraud avoidance, analytical tools, and decisioning software
- Our industry specialists and data scientists work collaboratively with our clients, helping them find the best solutions for their needs
- Combine our own data with data from our clients and third parties, organise and analyse this data
- Turn this into meaningful information that our clients can act on, using our decisioning workflows such as PowerCurve, for decisions across origination, account management and collections
- Provide revenue cycle management for US hospitals and physician practices

MARKET POSITION

- Market-leading provider of business solutions in key markets except for the USA where FICO is the market leader
- Main competitors: FICO, Equifax, TransUnion, IBM, SAS, Change Healthcare

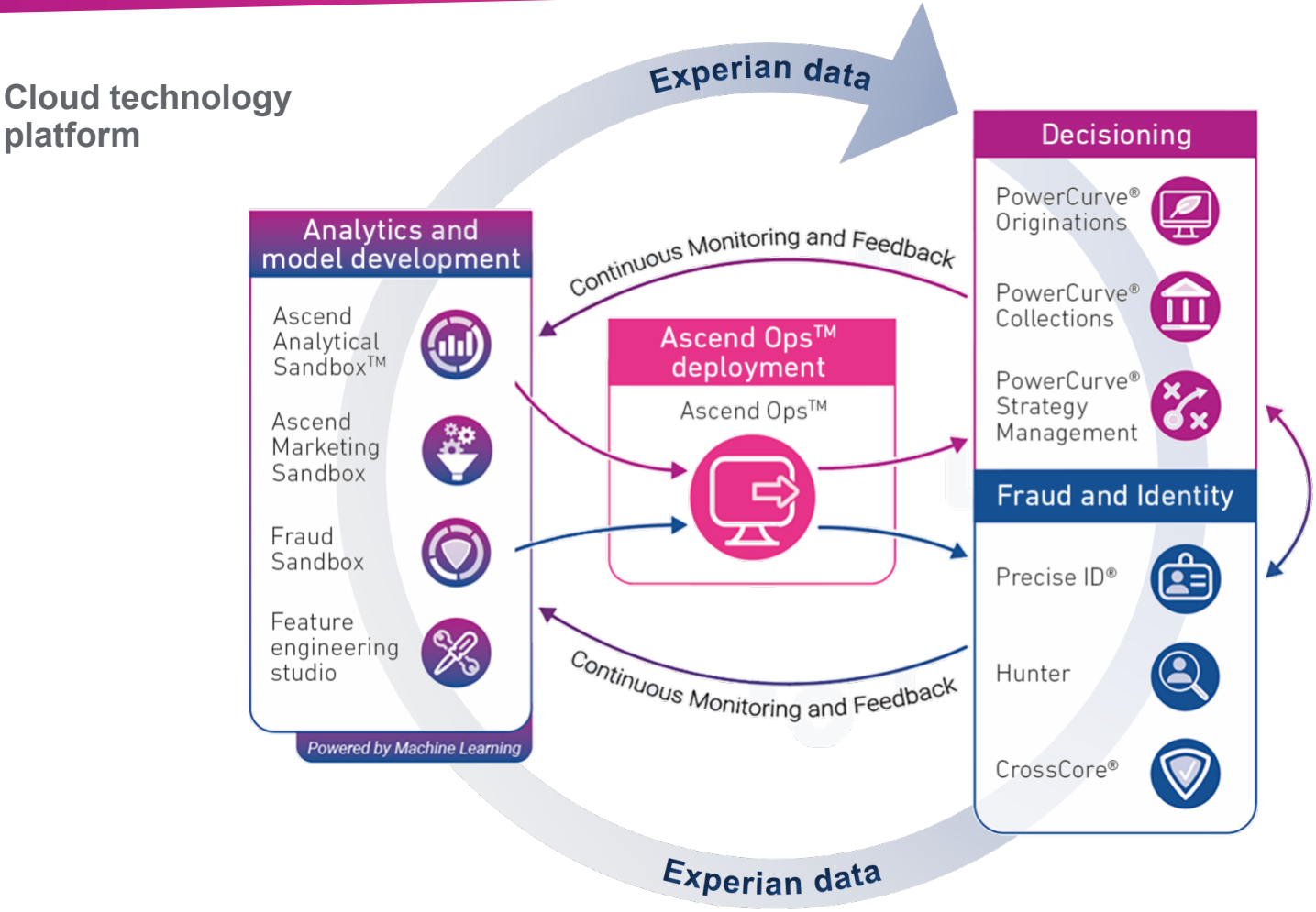
REVENUE MODEL

- Software and system sales: consultancy and implementation fees; recurring licence fees; and transactional charges
- Credit scores sold on a transactional, volume-tiered basis
- Analytics – a mix of consultancy and professional fees, as well as transactional revenues

KEY ADDED VALUE

- Assessment of creditworthiness, suitability and affordability of loans supports responsible lending
- Faster, frictionless and better-informed decisions for improved customer experience
- Relevant insights into new and existing customers for more effective management and better engagement with customers
- Authentication of customer identity helps prevention of identity fraud and other crime

B2B example – Ascend Platform: our data, analytics and decisioning integrated platform



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



B2B

Consumer Services

WHAT WE DO

- Help consumers take control of their credit so they can manage their financial position, access credit offers, and help protect themselves from identity fraud

HOW WE DO IT

- Financial education
- Debt resolution
- Credit offers
- Provided through online tools and call centres
- Protect people’s identities by scouring the internet in real time, monitoring websites, blogs and chat rooms to identify illegal trading of personal information, and notify people to take immediate action

Part of our strategy is to build large free member bases and engage with our members through new propositions. Our free membership base is over 180 million people across four markets¹: USA, Brazil, UK and Spanish Latin America.

KEY ADDED VALUE

- Empower and support consumers to take control of their credit, improve their financial well-being and achieve their financial goals
- Immediate tangible results through credit score improvement and renegotiation of debts
- Eligibility for and improved access to credit offers and other services
- Better navigation of major financial decisions, such as buying a home
- Improved detection of and resilience to identity theft and fraud

REVENUE MODEL

- Monthly subscription and one-off transaction fees
- Referral fees for credit products
- Digital agency fees for insurance products
- White-label partnerships

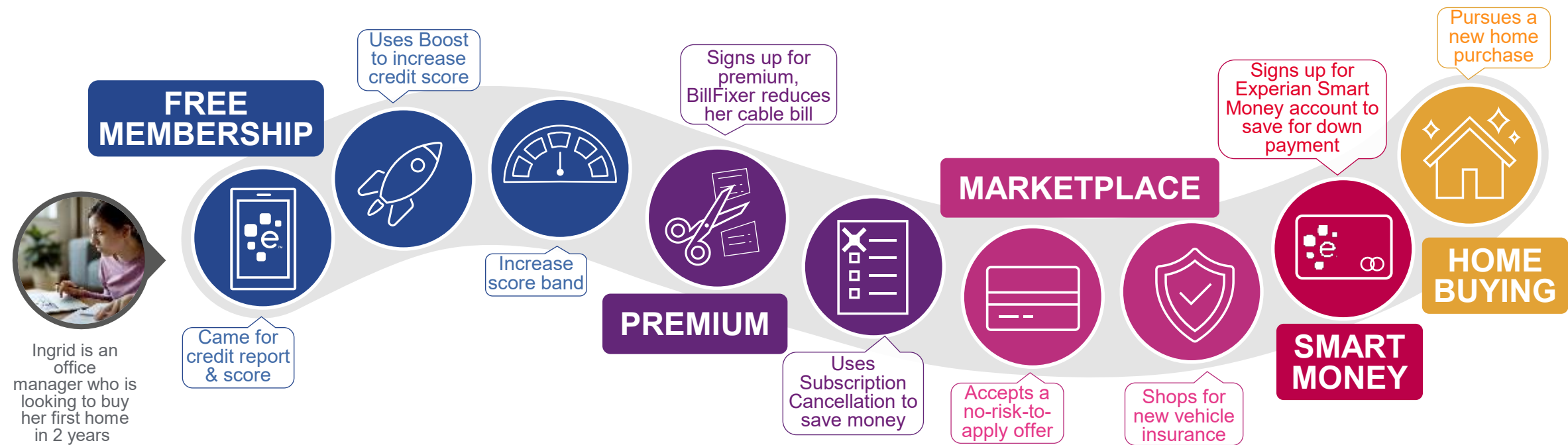
MARKET POSITION

- We are the market leader in Brazil and one of the market leaders in the USA and the UK
- Main competitors: Credit Karma (a subsidiary of Intuit), NerdWallet, LendingTree, ClearScore, Equifax, TransUnion

1. As at 31 March 2024.



Consumer Services – North America consumer journey example

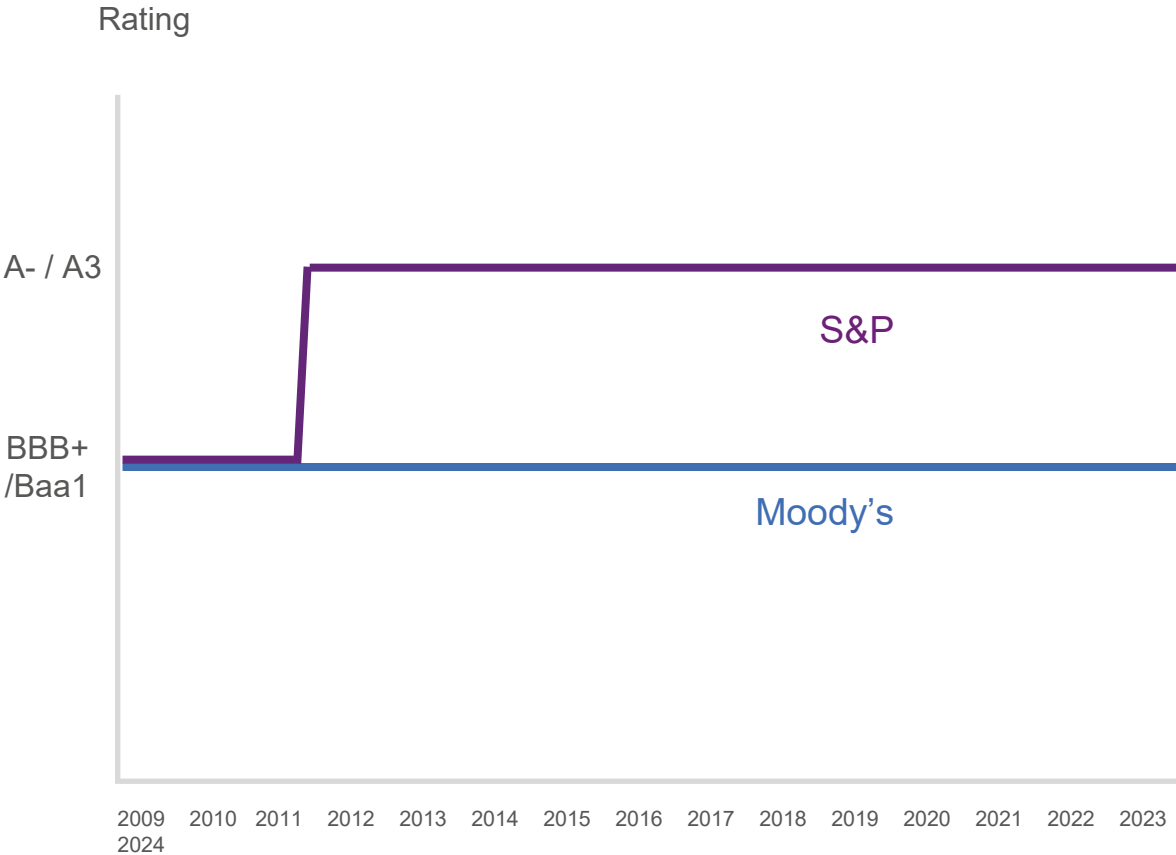




Key Credit Highlights



Continuously strong investment grade issuer ratings



S&P (October 2023) – A-, stable outlook¹

Positive rating factors include:

- “Leading “Big Three” player among global credit reporting agencies.”
- “Strong geographic and portfolio diversification”
- “Solid operating performance, with high and stable margins”
- “Exceptional liquidity due to free cash generation and availability under committed credit facilities.”
- “High barriers to entry, through extensive and growing repository of private consumer data.”

Moody's (February 2024) – Baa1, stable outlook²

Positive rating factors include:

- “Leading market position as the largest consumer credit reporting agency in a number of international markets.”
- “Recent strong performance across the business portfolio and good growth prospects over the medium term, driven by the underlying demand from the increasing digitalisation and reliance on data analytics across most major industries.”
- “Clear and stable financial policies.”

Clear financial policies

Capital allocation policy

- 1. Organic innovation investment
- 2. Selective acquisitions & minority investments
- 3. Returns to shareholders (dividends and share repurchases)

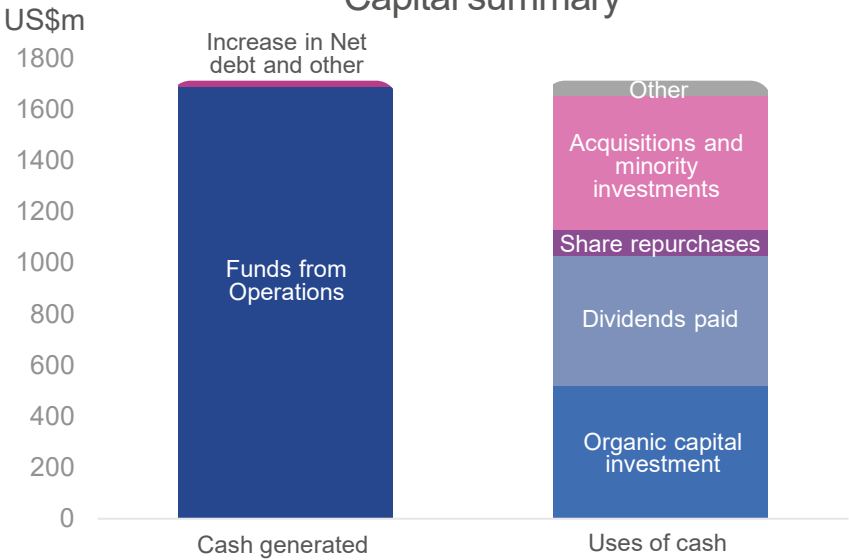
Leverage policy target in the range of 2.0–2.5x

- Commensurate with BBB+/Baa1 credit ratings
- Space out debt maturities to mitigate refinancing risk
- Maintain substantial undrawn committed bank facilities to maintain liquidity
 - Cash and Cash equivalents US\$312m¹
 - Undrawn committed facilities of US\$2.4bn¹

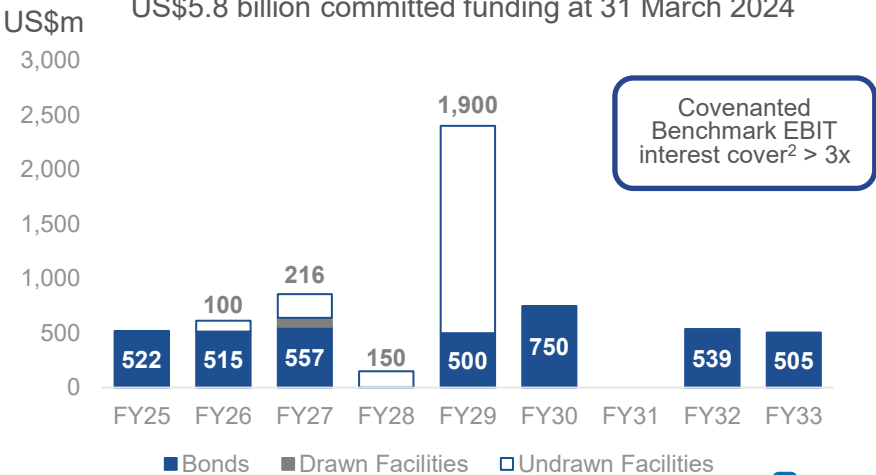
FX and interest rate risk mitigation

- Interest rate swaps used to adjust the balance between fixed and floating rate debt
- Borrowings broadly match currencies of earnings; FX contracts used to manage residual currency risk exposure

Capital summary

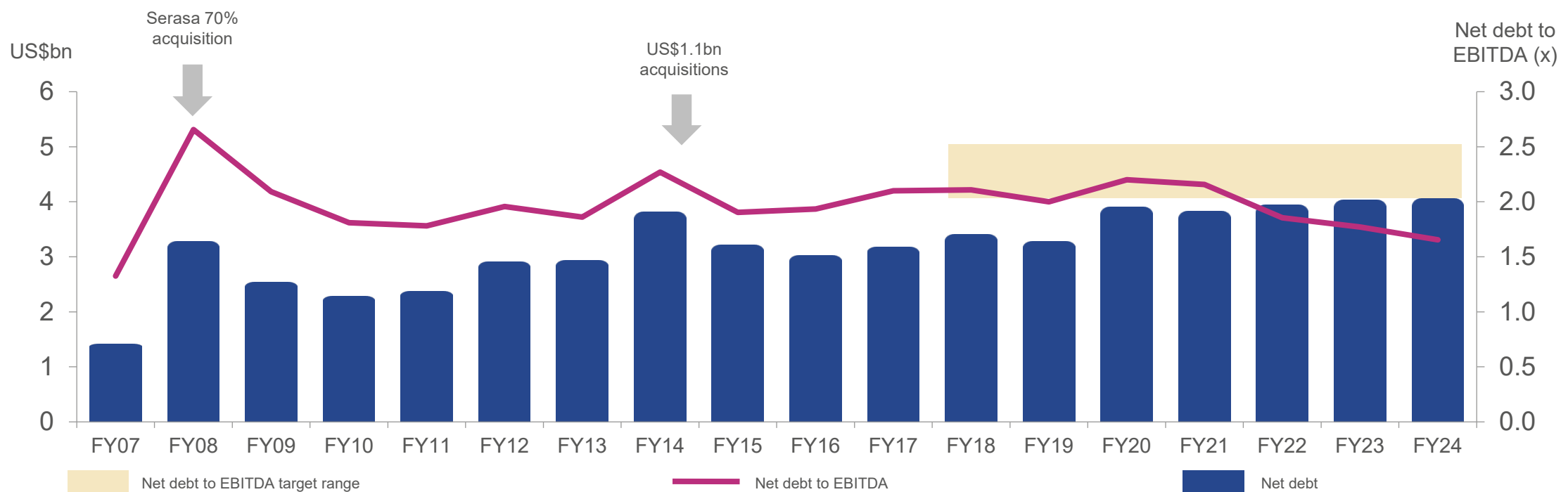


US\$5.8 billion committed funding at 31 March 2024



1. As at 31 March 2024
2. March 2024 actual Benchmark EBIT interest cover was 15x.
Source: Experian's FY24 Annual Report (see www.experianplc.com/investors/reports/), FY24 results announcement (see www.experianplc.com/investors/results-and-presentations) and RNS announcements (see www.experianplc.com/investors/regulatory-news/).

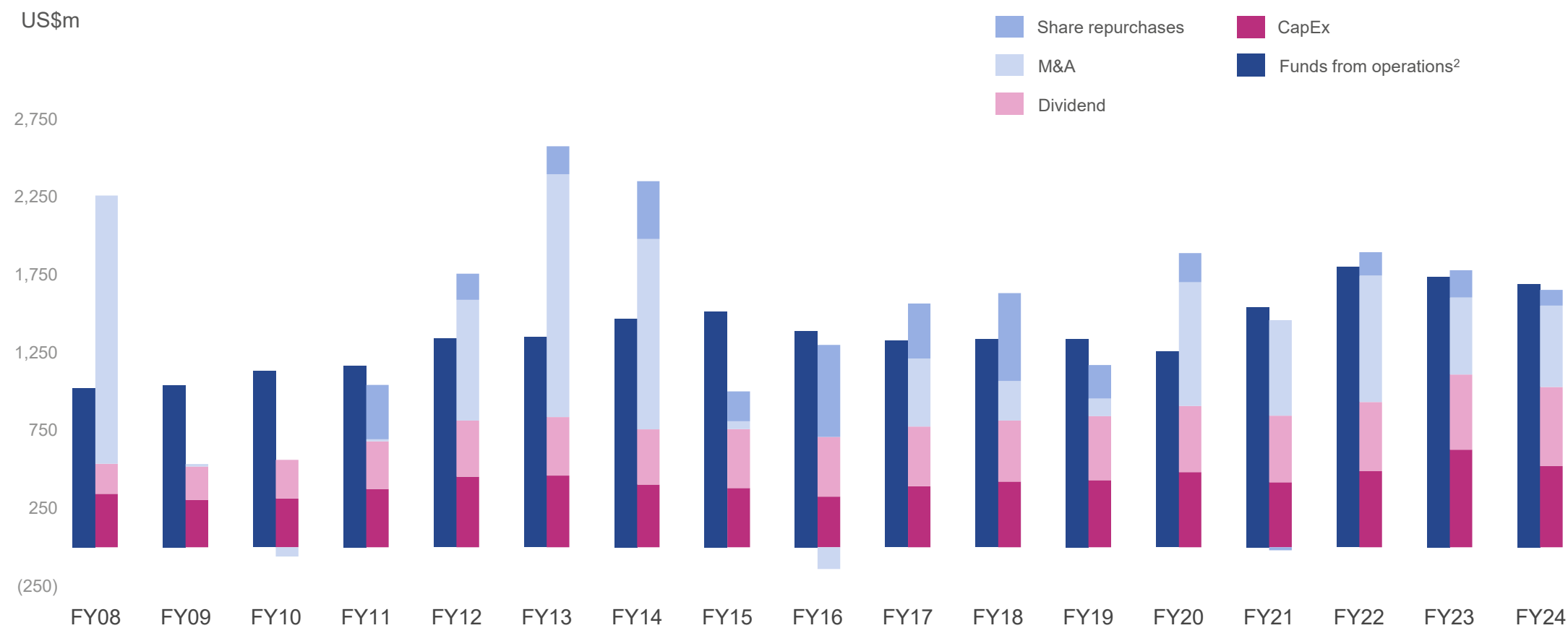




Leverage policy target: Net debt in the range of 2.0–2.5x of EBITDA

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. Source: Experian's Annual Reports from FY07 to FY24 – publicly available at www.experianplc.com/investors/reports/ and results announcement at www.experianplc.com/investors/results-and-presentations.

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



Strongly cash generative ¹	99%	101%	100%	98%	96%	94%	101%	104%	106%	96%	96%	97%	88%	106%	109%	98%	97%
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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).
Source: Experian's Annual Reports from FY08 to FY24 – publicly available at www.experianplc.com/investors/reports/.





ESG Overview



OUR PURPOSE:

Creating a better tomorrow

OUR AMBITION:

Helping people thrive on their financial health journey

DELIVERED BY

Driving financial inclusion

Enabling our clients to deliver positive outcomes

Building financial health and confidence

Contributing to the UN Sustainable Development Goals



1.4



8.10



9.3

ENABLED BY:

Treating data with respect

Security | Accuracy | Fairness | Transparency | Inclusion

SUPPORTED BY:

Inspiring and supporting our people

Working with integrity

Protecting the environment

Our goals

Financial health:

- Helping people thrive on their financial journey

Diversity:

- By 2027 increase the proportion of women in our senior leaders to 40%, in our mid-level leaders to 41%, and in our total workforce to 48%.

Environment:

- Become carbon neutral in our own operations by 2030¹
- By 2030 reduce Scope 1 and 2 emissions by 50%
- By 2029 suppliers covering 78% of Experian's spend on Purchased Goods and Services, Upstream Leased Assets, Capital Goods, and Investments are to have science-based targets
- Offset 100% of our scope 1 and 2 emissions by 2025

Improving Financial Health – at the heart of our strategy

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



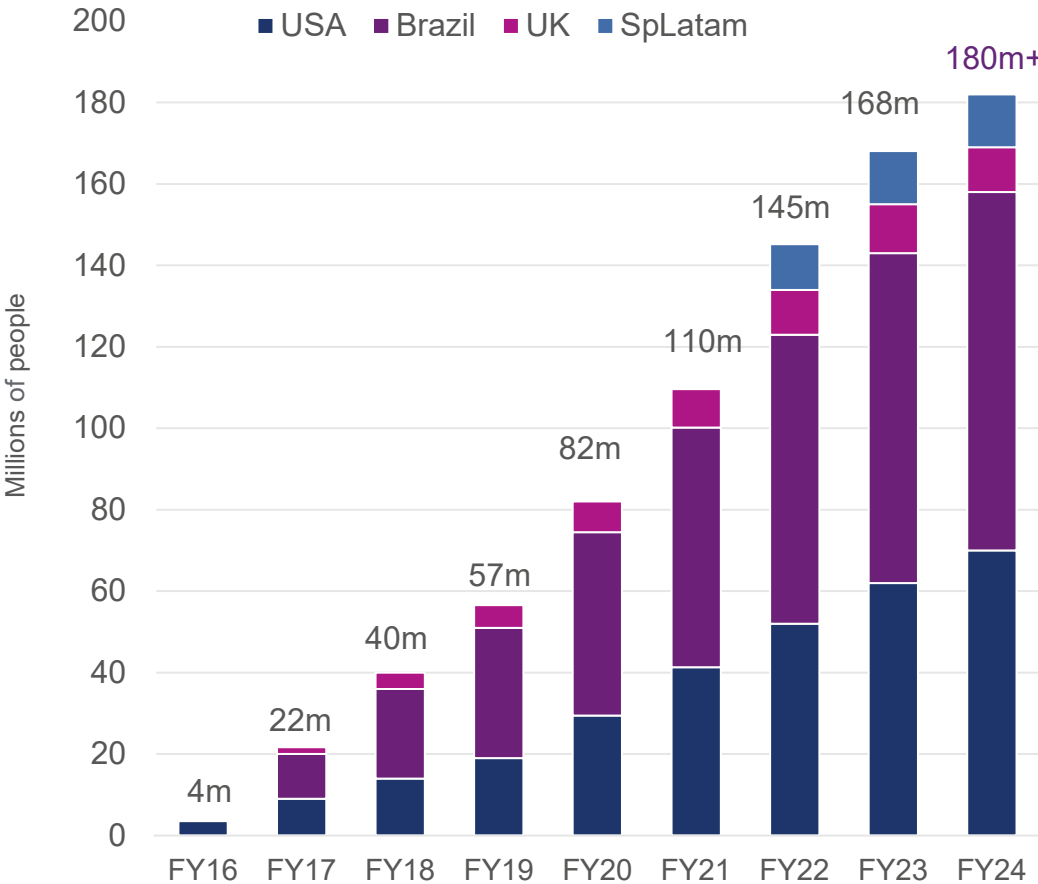
How does Improving Financial Health for all support long-term revenue growth and the success of our business?

- **Financial inclusion grows our total addressable markets, with the potential to access millions of 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 unscorable 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**
 - 89% 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

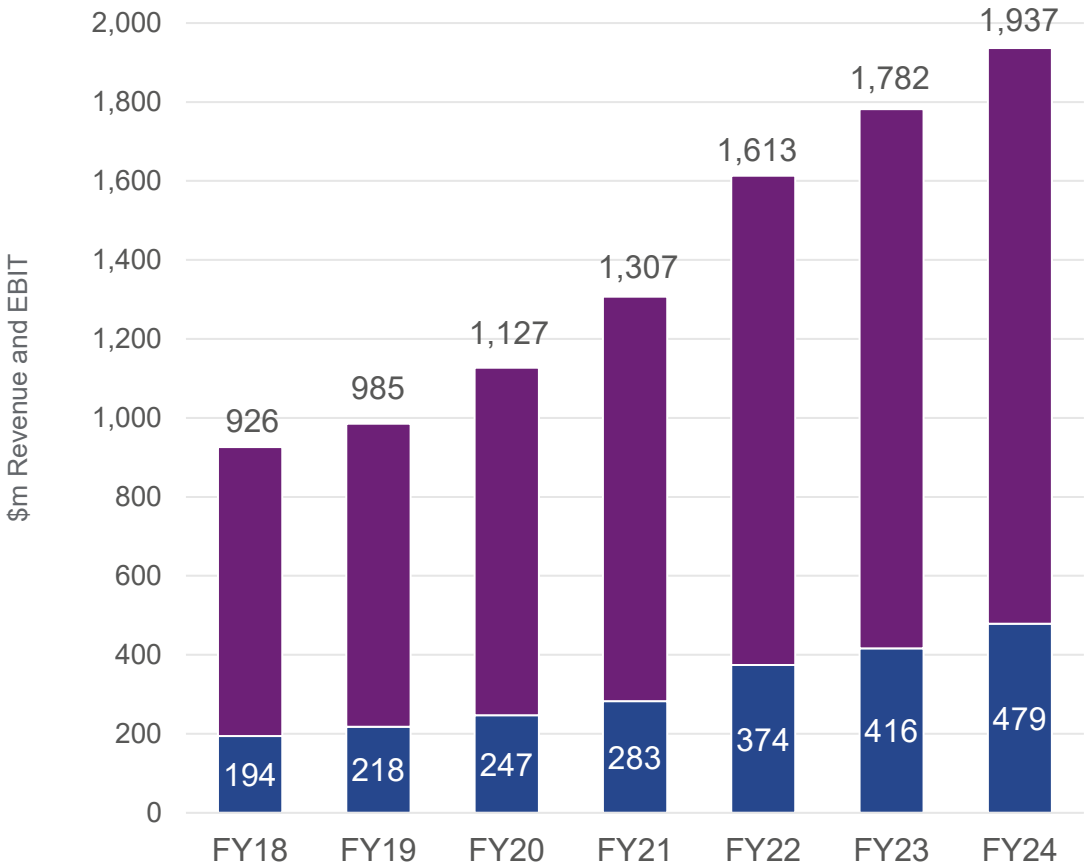




Free consumer members



Consumer Revenue & EBIT



Revenue and EBIT are Benchmark from Ongoing activities
Revenue and Benchmark EBIT for FY20 are re-presented for the reclassification to exited business activities of certain B2B businesses and the reclassification of our Consumer Services business in Latin America to the Consumer Services business segment.

We aim to be The Consumers' Bureau.

We have built our business on clear commitments to treat data with respect.

Experian Global Data Principles:

Security

Data security is critical. Securing and protecting data against unauthorised access, use, disclosure and loss are key priorities for us.

Accuracy

We will make data as accurate, complete and relevant as possible for the way we use it, always in compliance with legal requirements.

Fairness

We collect and use data fairly and for legitimate purposes, balancing privacy expectations with the social and economic benefits derived from the responsible use of data for individuals, businesses and clients.

Transparency

We are open and transparent about the types of data we collect, where we get it, how it is used and where it is shared. Where appropriate we provide individuals with access to the data we collect about them and the ability to correct, restrict or delete data.

Inclusion

We seek to improve financial health and inclusion for all through the innovative use of relevant data to help individuals improve their financial lives.

1. Cyber threats are one of the top risks to the company and cyber security is central to protecting our business strategy.
2. Staying ahead of cyber threats and protecting our data can only be accomplished by continuously advancing our cybersecurity capabilities. Experian is threat-focused so that it can respond to the ever-changing cyber landscape and be sustainable for the long-term.
3. Strong governance – bi-monthly executive reviews by Security and Continuity Steering Committee (SCSC) – CEO, CFO, COO, CIO, CISO and CRO.
4. Culture of security with mandatory annual training for all employees, more frequent training for employees working with data.
5. We have a multi-tiered approach to security:
 - Prevention – stopping Threat actors from entering the estate
 - Detection – knowing if a Threat actor has entered the estate
 - Mitigation – minimising a Threat actor's ability to extract anything of value if they do enter the estate
6. Cyber Fusion Centre (CFC) coverage with 'follow the sun' capabilities, based in the US, UK and Malaysia. Combines threat intelligence, incident response, threat detection, security automation and threat hunting.
7. DevSecOps builds security into the design of the product during the development phase.
8. Robust security controls based on NIST frameworks.



We're committed to inspiring and supporting our people

- We have a high performance culture with opportunities for training and development for all employees
- We build and celebrate a diverse and inclusive culture, and we've set new gender diversity targets
- We listen to our people's views, support a positive empowering culture and do all we can to make Experian a great place to work.

4.3

Glassdoor score¹

16

Employee
diversity groups

40%

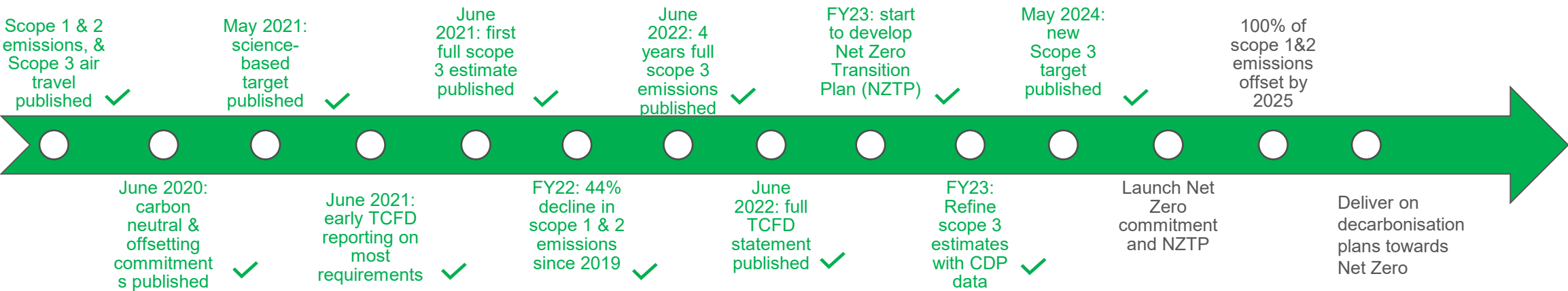
target for women
in senior leaders

FY24 Great Place to Work survey

- **89%** are proud to tell others they work at Experian
- **87%** agree they can be themselves at Experian
- **91%** agree Experian makes the workplace accessible for them
- **92%+** agree that people are treated fairly regardless of their age, sexual orientation, race and gender

We’ve committed to become carbon neutral in our own operations¹ by 2030

- The SBTi have approved our science-based target that by 2030 we will reduce Scope 1 and 2 emissions by 50%
- Scope 3 target that 78% of suppliers by spend covering Purchased Goods and Services, Upstream Leased Assets, Capital Goods, and Investments to have science-based targets by 2029. To be submitted and validated by SBTi in first half of FY25
- We have developed carbon emission reduction plans which include switching to more renewable energy, consolidating buildings, and switching to a lower carbon fleet.
- We are now developing our strategy to decarbonise our operations even further and transition to Net Zero.
- We’ve also committed to gradually carbon offset our scope 1 and 2 emissions over the 5 years to 2025.



1. Includes all scope 1 and 2 emissions and the categories of ‘purchased goods & services’, ‘business travel’ and ‘fuel-and-energy-related activities’ within scope 3.

We're committed to the highest standards of corporate governance

- We maintain the highest standards as set out in the UK Corporate Governance Code 2018
- Independent Board evaluation shows first class corporate governance and functions extremely well
- Board meets recommendations of both the FTSE Women Leaders Review on gender diversity and the Parker Review on ethnic diversity

73%
Independent¹
Board members²

45%
Women on Board²

2
Ethnically diverse
Board members²

100%
Independence
of Audit and
Remuneration¹
Committees

• Social

- Opportunity to significantly advance global **financial inclusion**, supporting UN Sustainable Development Goals 1.4, 8.10, 9.3
- Data security and privacy is of highest focus, **ISO 27001** standard
- Employees – recruiting and retaining **top talent**; building a high performance, inclusive culture
- Supply chain principles support UN **Universal Declaration of Human Rights**; member of the Slave-Free Alliance; supplier diversity programme

• Environment

- Committed to **carbon neutral¹ by 2030**, **Science Based Target** set for 2030. Offsetting Scope 1 & 2 emissions over the 5 years to 2025.
- **CDP A- score** (Leadership Band) for 2023, **A for CDP Supplier Engagement Rating** (Leaders Board), follow **TCFD** recommendations

• Governance:

- Independent board evaluation shows **first class corporate governance** and excellent board performance
- **Board** meets recommendations of both the FTSE Women Leaders Review on gender diversity and the Parker Review on ethnic diversity



Supporting the UN
Sustainable
Development Goals



Fortune
America's
Most
Innovative
Companies
2023



Experian Smart Money
recognised at the 2024 BIG
Innovation Awards



Experian Go recognised in
Fast Company's 2023 World
Changing Ideas



Named as one of the
Financial Times' Europe
Climate Leaders 2024



Fortune
100 Best
Companies
To Work
For 2024

Social

Supporting UN SDGs	1.4, 8.10, 9.3
People using our platforms for free education, access to products & services ²	180m+
Connections with people via United for Financial Health since launch	146m
Revenue from Social Innovation products in FY24	\$114m
Debt renegotiated via Limpa Nome	\$14.5bn
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 ISO 27001	
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	83%
Glassdoor rating ³	4.3
Three-year gender diversity targets set	Yes
Voluntary employee attrition	7.9%
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 (2023)	A-
CDP Supplier Engagement Rating (2023)	A
Scope 1 & 2 emissions since 2019 ⁴	-75%
% FY24 scope 1 & 2 emissions offset	80%
Electricity from renewable sources FY24	75%

Governance

Independent Board members ^{5,6}	73%
Female Board members ⁶	45%
Ethnically diverse Board members ⁷	2
Independence ⁶ of Audit and Remuneration committees	100%
Clear division of responsibilities between the Chairman and CEO	Yes
Independent external evaluation of the Board's performance ⁸	Yes
Executive remuneration linked to Group performance	Yes
Voting rights for shareholders	Equal

A constituent member of
FTSE4Good index since 2012





Appendix



FY24 Highlights



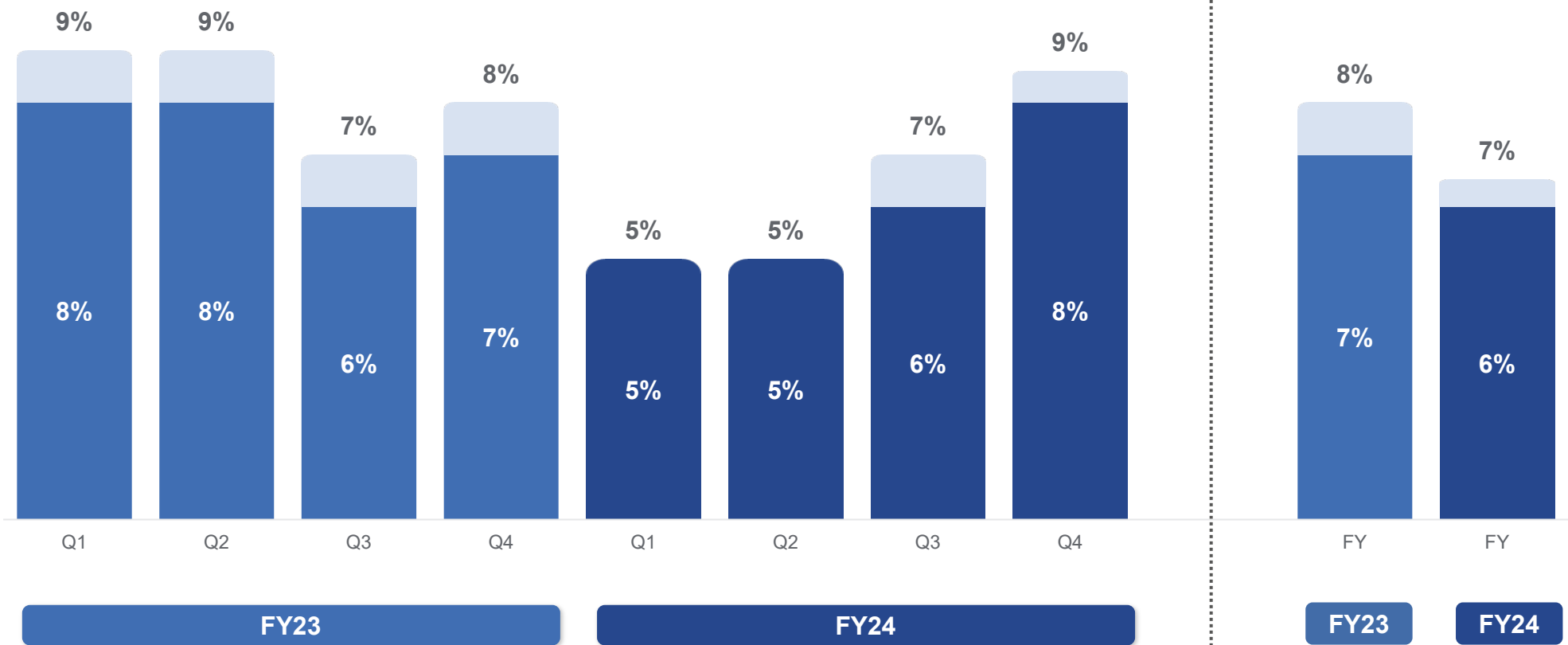
		Constant FX rates	Actual FX rates	Results
Revenue	Total revenue growth	7%	8%	US\$7,056m
	Organic revenue growth	6%		
EBIT	Benchmark EBIT growth	7%	8%	US\$1,944m
	Benchmark EBIT margin	+10bps	+10bps	27.6%
EPS	Benchmark earnings per share growth	7%	8%	USc145.5
Operating cash flow	Benchmark operating cash flow		6%	US\$1,864m
	Benchmark operating cash flow conversion			97%
ROCE	Return on capital employed			17.0%
Dividend	Total dividend per share growth		7%	USc58.50
Funding and liquidity	Net debt to Benchmark EBITDA			1.7x

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.

Revenue growth trend



Inorganic revenue growth
 Organic revenue growth

Quarterly organic growth trends



		% of Group revenue ¹	Organic growth				
			Q1	Q2	Q3	Q4	FY
North America (NA)		66%	4%	4%	5%	7%	5%
Data	CI / BI bureaux	23%	1%	2%	2%	9%	3%
	CI / BI bureaux, excluding Mortgage	21%	2%	2%	3%	8%	4%
	Mortgage Profiles	2%	(8)%	(3)%	(6)%	11%	(1)%
	Automotive	5%	8%	7%	10%	6%	8%
	Targeting	4%	9%	5%	3%	6%	5%
Decisioning	Health	8%	9%	6%	7%	7%	7%
	DA / Other	4%	3%	2%	(1)%	4%	2%
Consumer	Consumer Services	22%	3%	5%	9%	6%	6%
Latin America (LA)		16%	13%	10%	13%	13%	13%
Data	CI / BI bureaux	10%	9%	6%	10%	7%	8%
	Other	0%	0%	(29)%	(11)%	96%	15%
Decisioning	DA / Other	3%	15%	9%	12%	17%	14%
Consumer	Consumer Services	3%	26%	38%	26%	19%	26%
Total NA and LA		82%	5%	5%	7%	8%	6%

Quarterly organic growth trends



		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY
UK and Ireland		12%	1%	2%	3%	5%	2%
Data	CI / BI bureaux	5%	1%	6%	9%	6%	5%
	Targeting / Auto	1%	6%	(1)%	11%	(9)%	1%
Decisioning	DA / Other	3%	0%	3%	(6)%	3%	0%
Consumer	Consumer Services	3%	(2)%	(5)%	0%	11%	1%
EMEA and Asia Pacific		6%	8%	8%	7%	6%	7%
Total Global		100%	5%	5%	6%	8%	6%

1 Percentage of group revenue from ongoing activities calculated based on FY24 revenue at actual rates.
Organic growth rates at constant currency.
Historic growth rates as reported.

Year ended 31 March
US\$m

	2024	2023	Total growth	Organic growth
Data	2,231	2,142	4%	4%
Decisioning	889	837	5%	5%
Business-to-Business	3,120	2,979	5%	5%
Consumer Services	1,539	1,453	6%	6%
Total revenue	4,659	4,432	5%	5%
Benchmark EBIT – ongoing activities	1,531	1,467	4%	
Benchmark EBIT margin	32.9%	33.1%		

Year ended 31 March
US\$m

	2024	2023	Total growth	Organic growth
Data	669	573	12%	8%
Decisioning	213	176	15%	14%
Business-to-Business	882	749	13%	9%
Consumer Services	225	165	30%	26%
Total revenue	1,107	914	16%	13%
Benchmark EBIT – ongoing activities	360	292	18%	
Benchmark EBIT margin	32.5%	31.9%		

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.

Year ended 31 March
US\$m

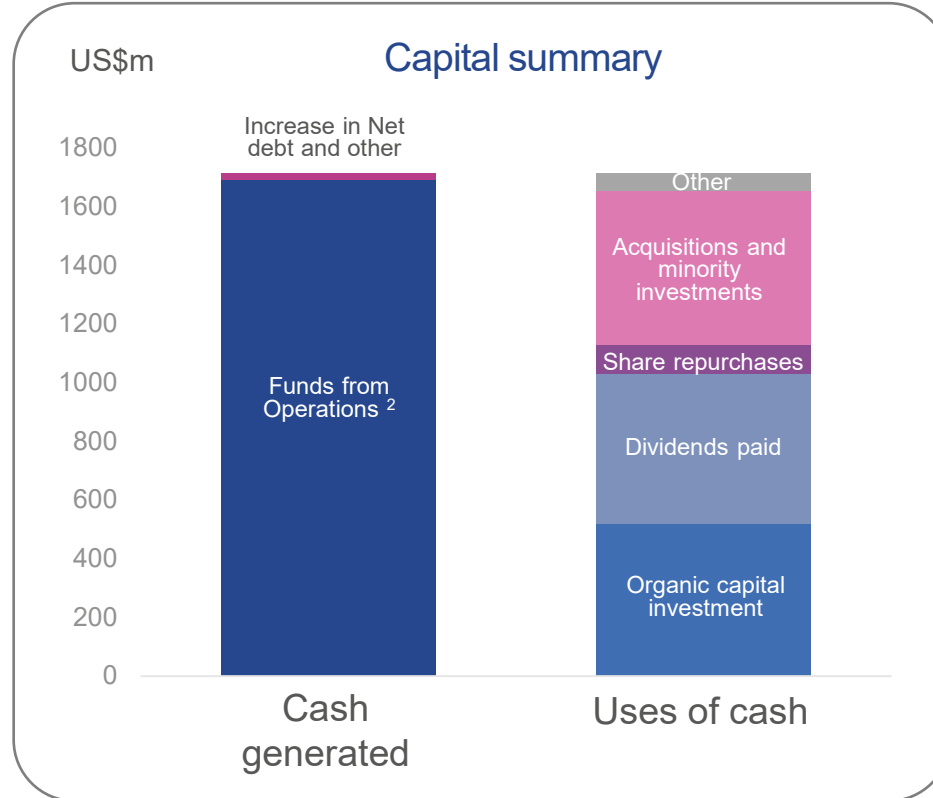
	2024	2023	Total growth	Organic growth
Data	423	388	5%	5%
Decisioning	244	229	2%	0%
Business-to-Business	667	617	4%	3%
Consumer Services	173	176	1%	1%
Total revenue	840	781	3%	2%
Benchmark EBIT – ongoing activities	181	169	3%	
Benchmark EBIT margin	21.5%	21.6%		

Year ended 31 March
US\$m

	2024	2023	Total growth	Organic growth
Data	312	298	4%	4%
Decisioning	138	123	16%	14%
Total revenue	450	421	8%	7%
Benchmark EBIT – ongoing activities	16	13	35%	
Benchmark EBIT margin	3.6%	3.1%		

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.

Capital framework – FY24



- US\$523m acquisitions and investments:
 - Acquisitions in Brazil
 - Health acquisition in North America
- Shareholder returns of US\$609m:
 - US\$100m¹ Net share repurchases
 - Cash dividends of US\$509m
 - Total Dividend per share growth of 7%
- Leverage ratio 1.7x Net debt / EBITDA^{3,4}

¹ Share repurchases as at 31 March 2024

² Funds from Operations is defined as Benchmark free cash flow plus organic capital investment (capital expenditure)

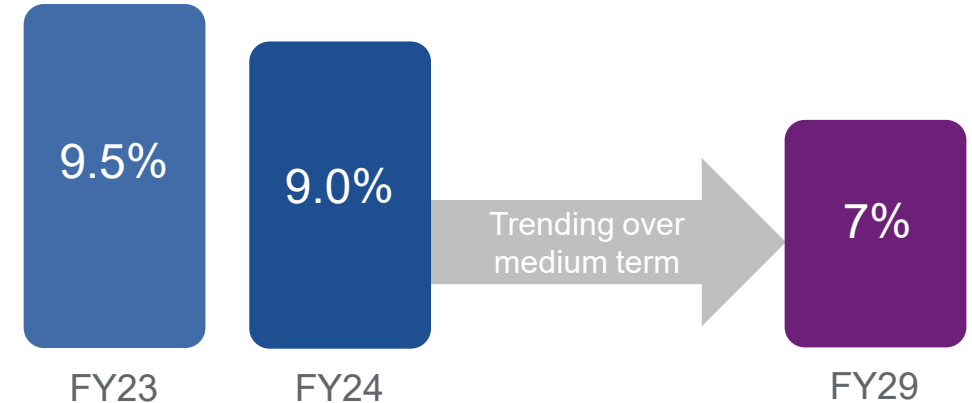
³ Net debt definition has been updated to include lease obligations, following changes in market adoption of the recently implemented IFRS16.

⁴ Leverage based on last 12 months EBITDA

Cloud transformation substantially complete by end FY26:

- US and Brazil 85-90%* in the Cloud
- Mainframe transition in final stages
- Server migration accelerating
- UK&I and EMEA and Asia Pacific 45-50% in the Cloud

2% reduction in Capex to Revenue ratio



- Cloud migration investment trending down
- Reduction in infrastructure capex
- Scale benefits
- Net reinvestment in innovation

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