



Investor Relations Presentation

July – September 2024

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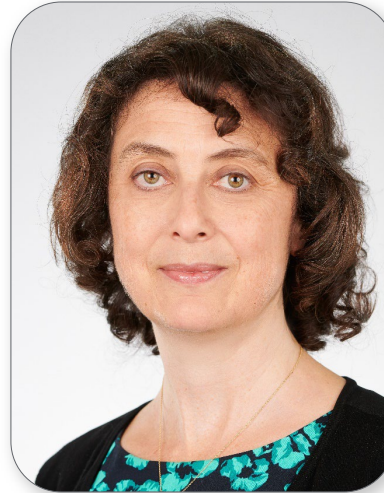




Brian Cassin
Chief Executive Officer



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Chief Financial Officer



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Chief Communications
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Investor Relations



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Our ambitions





Brian Cassin
Chief Executive Officer

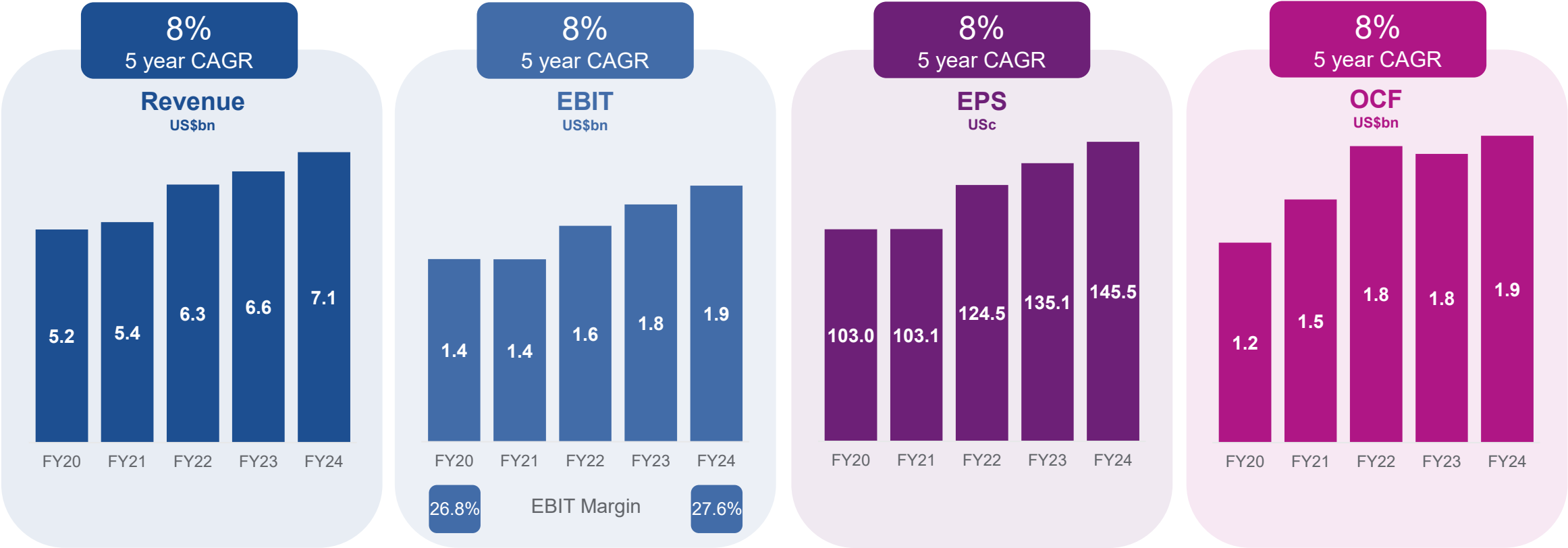
Today we are a **data and technology** business which uses **innovative products** to modernise industries and provide real-time solutions to help consumers and businesses. At the same time, we have become a much more important company from a consumer perspective.

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.

Strong growth delivery



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

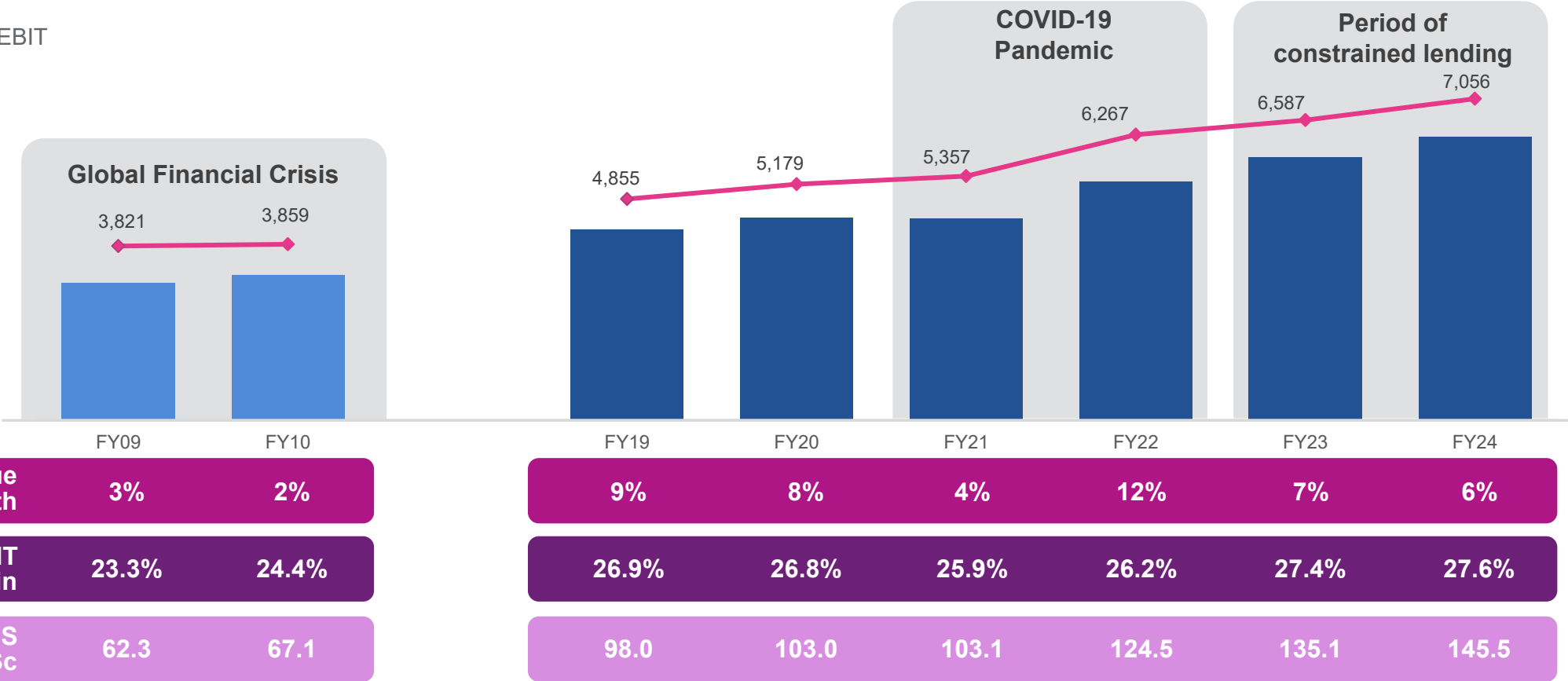


Five-year CAGR since FY19:

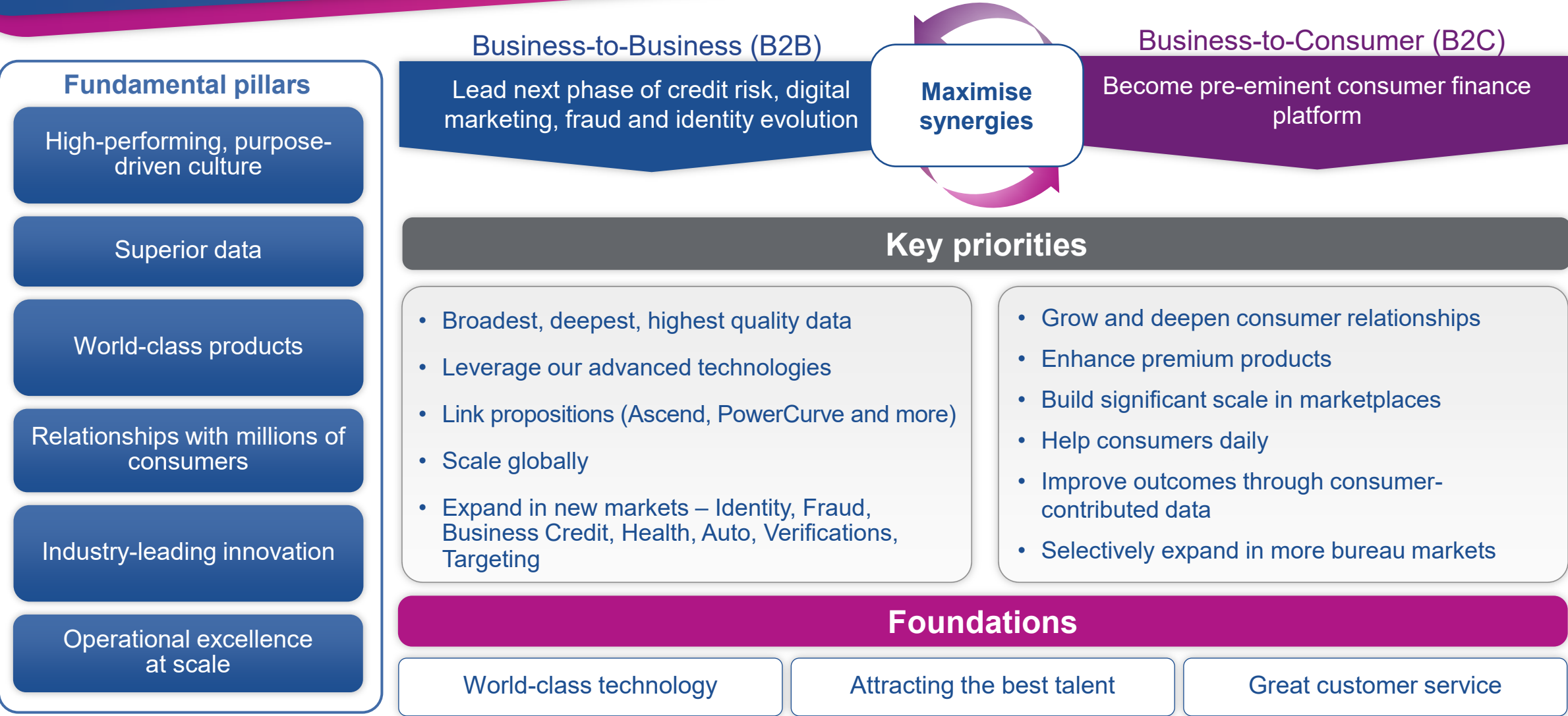
Revenue **+8%** Operating cashflow **+8%**
Benchmark EBIT **+8%** Benchmark EPS **+8%**

Ongoing Revenue (US\$m)

Benchmark EBIT (US\$m)



Revenue, EBIT and margins at actual rates, organic revenue growth at constant rates. Global ongoing activities revenue and Benchmark EBIT only. Excluding growth rates, FY09 to FY24 revenue, Benchmark EBIT may have been adjusted to exclude various exited business activities and discontinued operations. Growth rates are not restated. Source: Experian's Annual Reports from FY09 to FY24 (see <https://www.experianplc.com/investors/results-reports-presentations/results-presentations>)



Business-to-Business (B2B)

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

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



Maximise synergies

Business-to-Consumer (B2C)

Becoming the pre-eminent consumer finance platform

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

FY24 strategic progress: we continue to extend across the value chain



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**

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

Medium-term outlook: strong, sustainable EPS growth



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

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

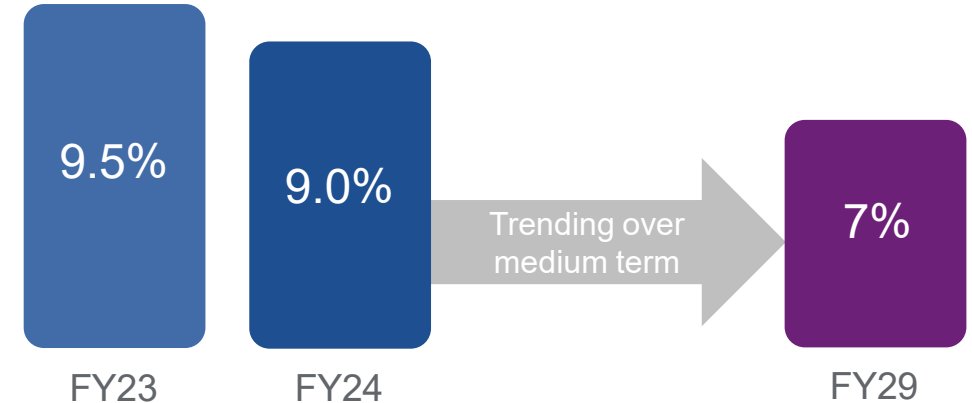


- Operating leverage and initiative scaling
- Lending recovery
- Continuing to invest in growth initiatives
- Reducing technology change and dual run costs

Cloud transformation substantially complete by end FY26:

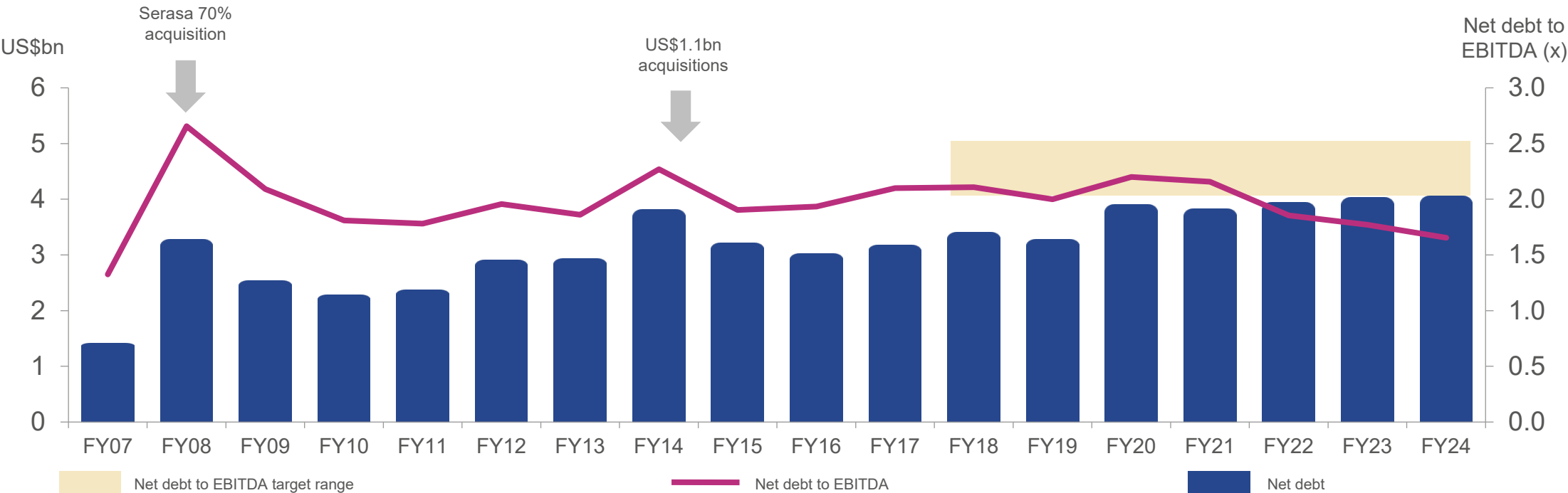
- US and Brazil 85-90%* in the Cloud
- Mainframe transition in final stages
- Server migration accelerating
- UK&I and EMEA and Asia Pacific 45-50% in the Cloud

2% reduction in Capex to Revenue ratio



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

Historical leverage trends



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 FY21 – publicly available at www.experianplc.com/investors/reports/ and results announcement at www.experianplc.com/investors/results-and-presentations.



Introducing Experian



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 180m¹** 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 highly **cash-generative**:

£33bn market cap²
FTSE top 20²

23k employees
32 countries

US\$7.1bn revenue

US\$1.9bn
Benchmark EBIT

US\$1.9bn cash flow³
97% conversion³

17.0% ROCE

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 over **180m¹ consumers** and growing strongly
- We have identified **significant addressable market** opportunities, estimated at 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
- We balance **organic and strategic investments** with shareholder returns
- Strong **balance sheet**; Net debt to Benchmark EBITDA 1.7x¹

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**

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

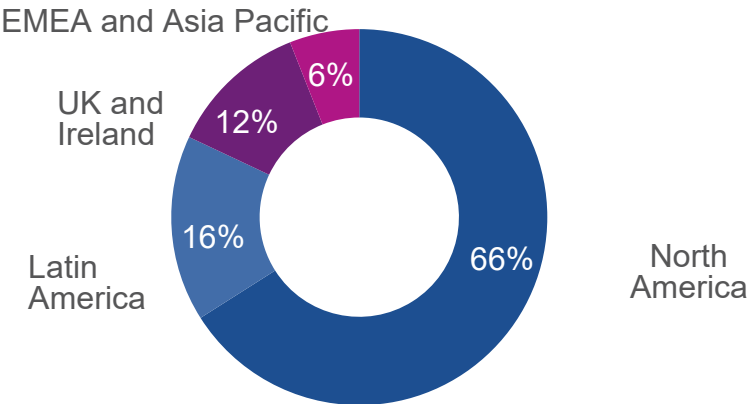
- Over 180¹ million consumers on our free finance platform
- Credit visibility, improvement and monitoring for consumers
- Credit and insurance marketplaces
- Identity theft protection services
- Affinity (white label) credit and identity monitoring services

We help people and families to:

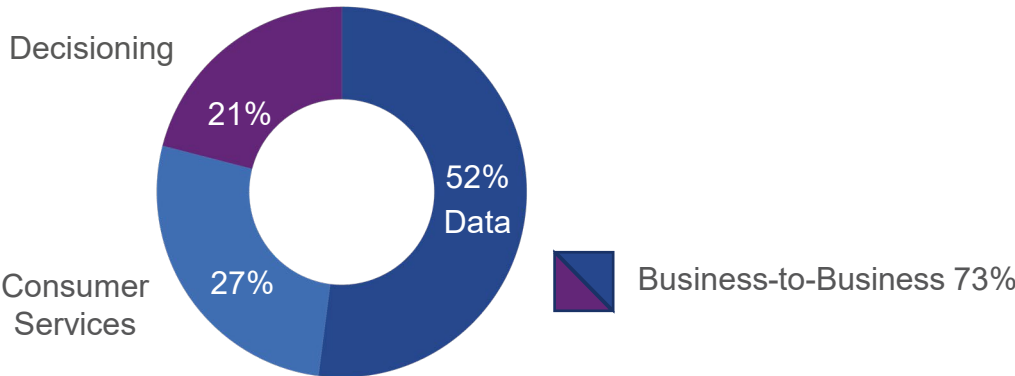
- better access financial services;
- understand and improve their financial position;
- better protect against fraud and identity theft;
- know that their data is correct, and
- learn more about credit.

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

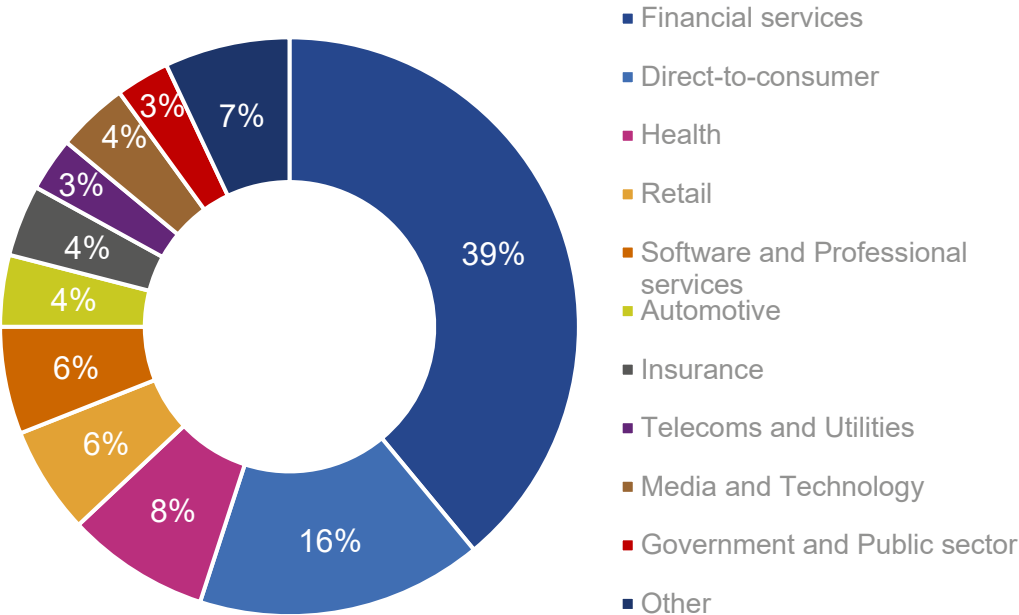
By region



By business activity

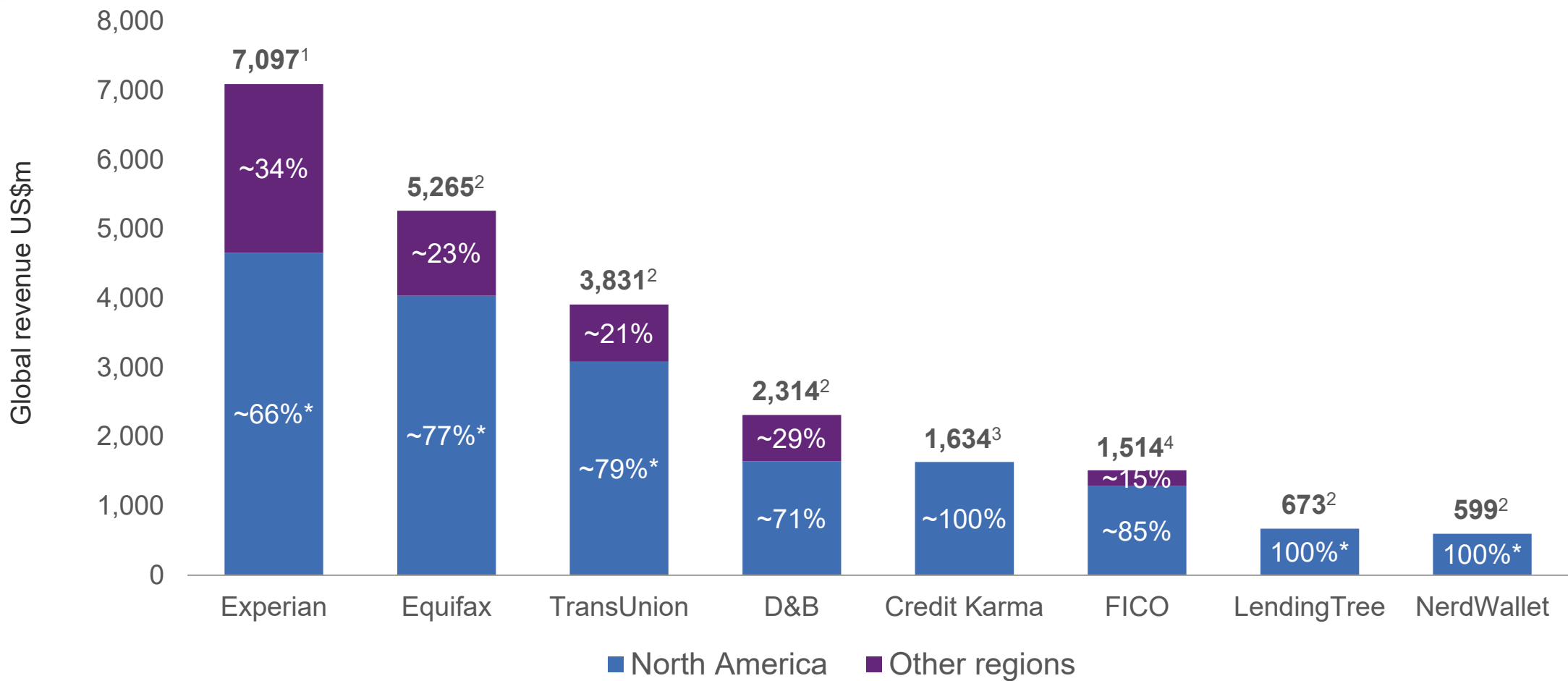


By customer



Diverse portfolio by region, business activity and customer

Market leader with unparalleled global reach and range



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.



FY24 strategic overview



Financials¹

- Actual rate revenue growth of **8%**
- Constant rate total revenue **+7%**
 - organic revenue **+6%** for FY24 and **+8%** in Q4
 - Organic growth across all regions and segments
 - Consumer Services **+7%** and B2B **+5%**, organically
- Benchmark EBIT **+8%**²
 - Benchmark EBIT margin **+10bps**³ at constant currency to **27.6%**
- Benchmark EPS **+8%**; Total dividend **+7%**
- Cash flow conversion **97%**
- Strong Balance Sheet Position: **1.7x Net Debt / EBITDA**

Strategic progress

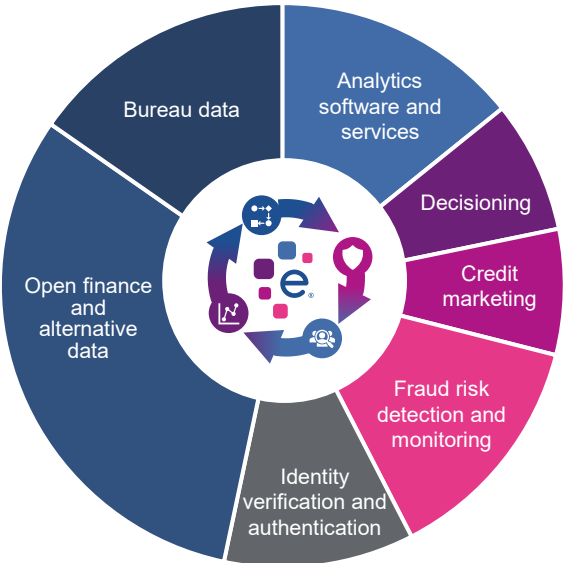
- Progress with new product introductions
 - Smart Money**
 - Insurance Marketplace**
- Breadth of capability expansion, including:
 - Ascend Platform**
 - Fraud platform in Brazil**
- Free consumer memberships reach over **180m**
- Acquisition of Wave HDC
- Agreement to acquire illion

Fundamentals

- Cloud-native technology transformation progress
- New GenAI⁵ use cases introduced
- Client NPS has increased for five years running
 -
- Fortune's 2024 "100 Best Companies to Work For" list for fifth consecutive year
 -
- Certified as a Great Place To Work in 24 countries
 -
- Glassdoor rating of 4.3/5, up from 3.9 five years ago
 -

Credit data and software

c.US\$90bn TAM*

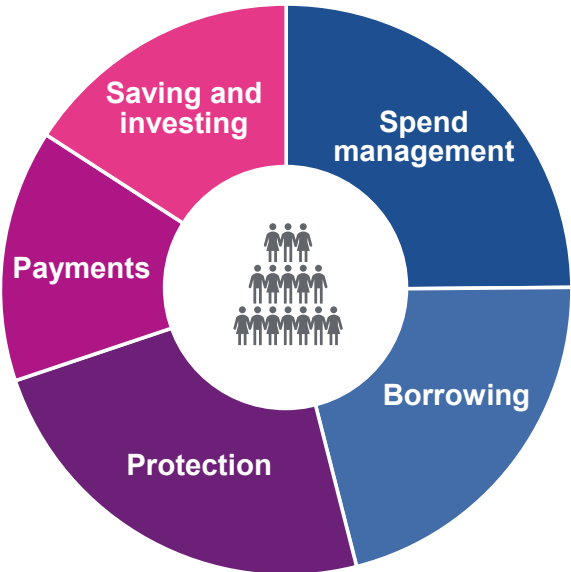


Priority vertical opportunities



Consumer platforms

c.US\$30bn TAM*

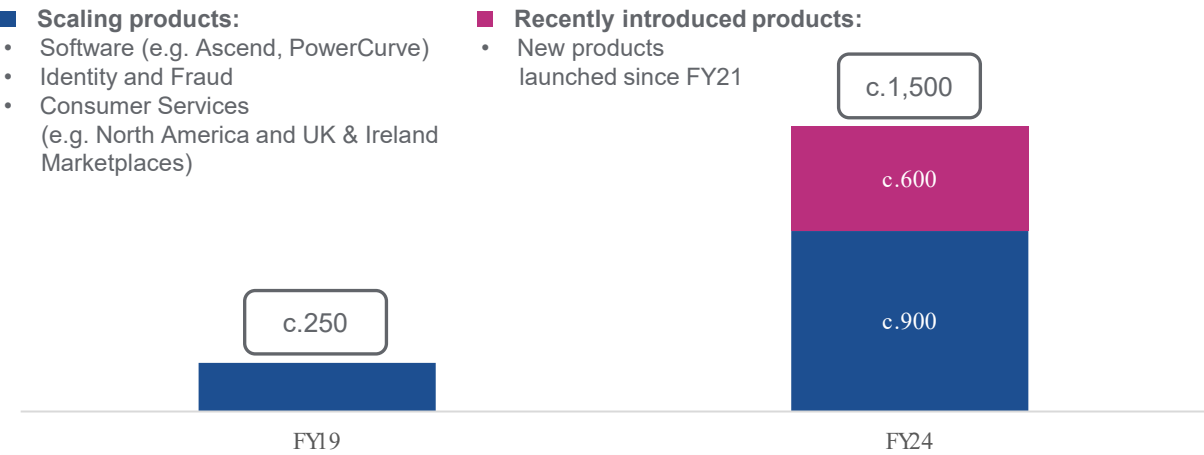


c.US\$150bn Experian total market opportunity

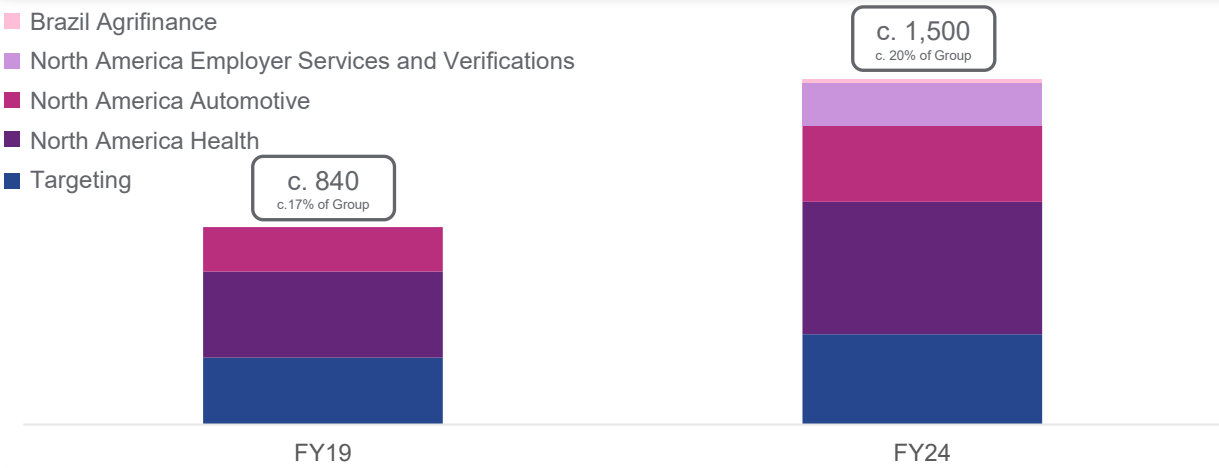
Strategic progress – highlights



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



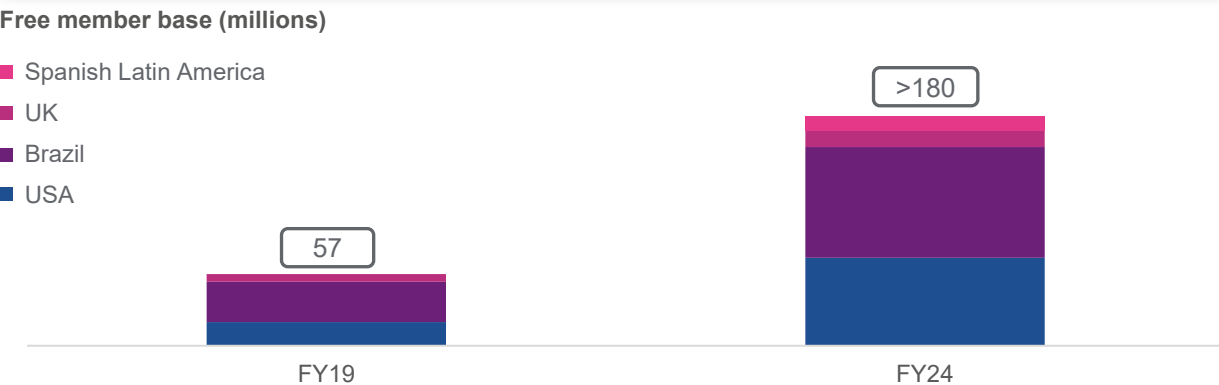
New verticals revenue performance (US\$ millions)



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.

Business-to-Business +5%

North America CI / BI / DA

- Low-income lending (Clarity), Ascend, software, fraud prevention and verification growth offsets credit and mortgage volume weakness

Credit decisioning, analytics and fraud prevention

- Ascend performs strongly with new client wins
- More than 250 new credit decisioning product features introduced in FY24; strong roster planned for FY25
- Credit environment; unsecured credit delinquencies rise – lending standards tightened (although pace of tightening slows)

Income and employment verification – over 400 new client logos added during the year across; Experian Verify wins with top five US mortgage brokers. 54m record count.

Auto, Targeting and Health

Automotive – strong new business performance due to data quality and product innovation. Beneficiary of higher auto marketing spend as dealers seek to stimulate the market

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

Health – secures Best-in-Klas ranking, strong new business bookings, good client reception for new product capability in claims management through AI Advantage and Wave HDC acquisition

North America Consumer Services +6% organically



Premium
revenue

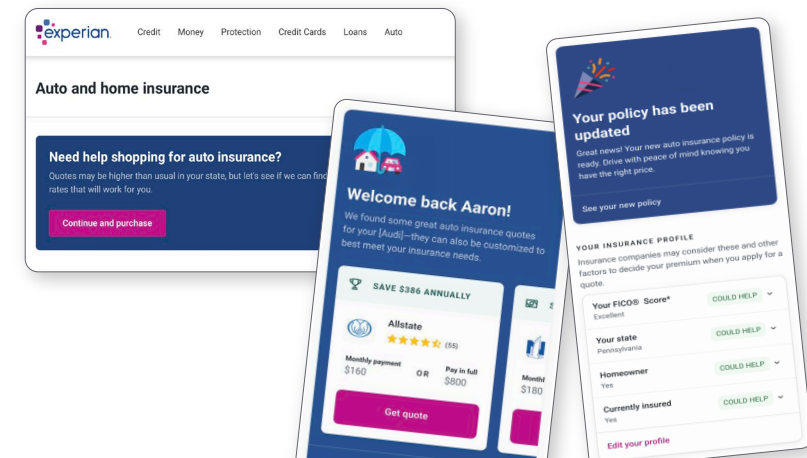
Marketplace

Partner
Solutions

Strategic highlights in FY24

- Premium enrolments progress supported by new financial health features such as bill negotiation and subscription cancellation
- Experian Smart Money 640,000 accounts opened since launch
- Credit marketplace - Experian Activate helps us to onboard new clients for cards and loans
- Insurance marketplace – accelerates growth and scale. New carriers and expanding market supply drive policy growth
- Databreach services client wins for Partner Solutions

A transformed insurance experience for consumers and partners

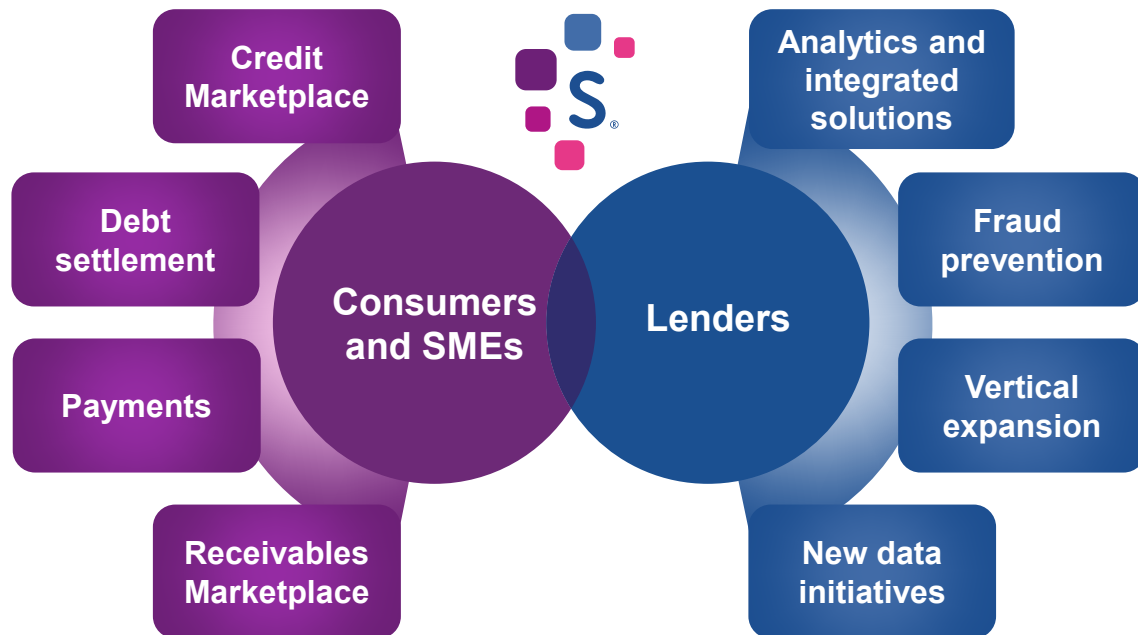


New programmes enabled through Experian Activate

Apply With Confidence Find out if you're approved
- before any impact to your credit scores. Terms Apply. ⓘ

You're pre-approved ⓘ Final approval subject to additional terms

Unlocking new value beyond core bureau in Brazil



Total constant currency revenue growth of 16%

B2B +9%

Brazil

- **Credit decisioning:** growth in scores, predictive analytics and integrated solutions
- **Fraud prevention:** new contract wins
- **Small and medium enterprise (SME):** client expansion
- **Agrifinance:** revenue +133%

Spanish Latin America

- **Credit decision and SME growth:** new data assets, product innovation and decisioning platforms

Consumer Services +26%

- **Brazil business model diversifies:** strong contributions from Limpa Nome and total payment volumes

B2B +3%

New business wins sustain momentum wins across a wide range of industry sectors, including:

- financial services
- public sector
- telecommunications

Data superiority and breadth of capability drives differentiation – outweighs ongoing muted credit market conditions

Scaling our growth investments, e.g.

- Verifications – data coverage expansion, mortgage lender in-pilot
- New product roll-out – opens new cross and upsell opportunities
- Data Quality – in-fill acquisition of IntoZetta expands product suite

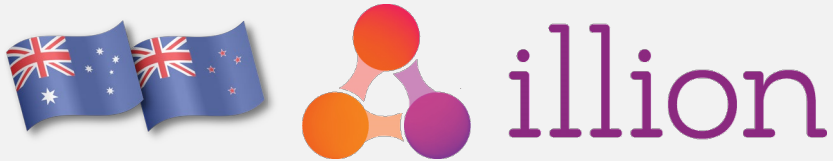
Consumer Services +1%

New features contribute to improved performance

- Most downloaded UK app in our category in Q4
- Expanded lender panel and enhanced personalisation experience drives Marketplace recovery in Q4
- Product enhancements help to stabilise premium services revenue



Asia Pacific acquisition



- Agreement to acquire illion in Australia/New Zealand (A/NZ) for A\$820m
- Complementary bureau asset in (A/NZ)
- illion – consumer bureau, commercial bureau, identity management solutions
- Experian A/NZ – consumer bureau, decisioning software, open banking solutions

FY24 performance

Data +4%



Australia and New Zealand – decisioning software progresses strongly



Asia – bureau and fraud prevention expansion in India



Germany, Austria and Switzerland (DACH) – weak macroeconomic environment



Italy and Spain – good progress driven by product innovation, bureau and decisioning software expansion



South Africa – significant new client wins



FY24 financial overview



FY24 Highlights



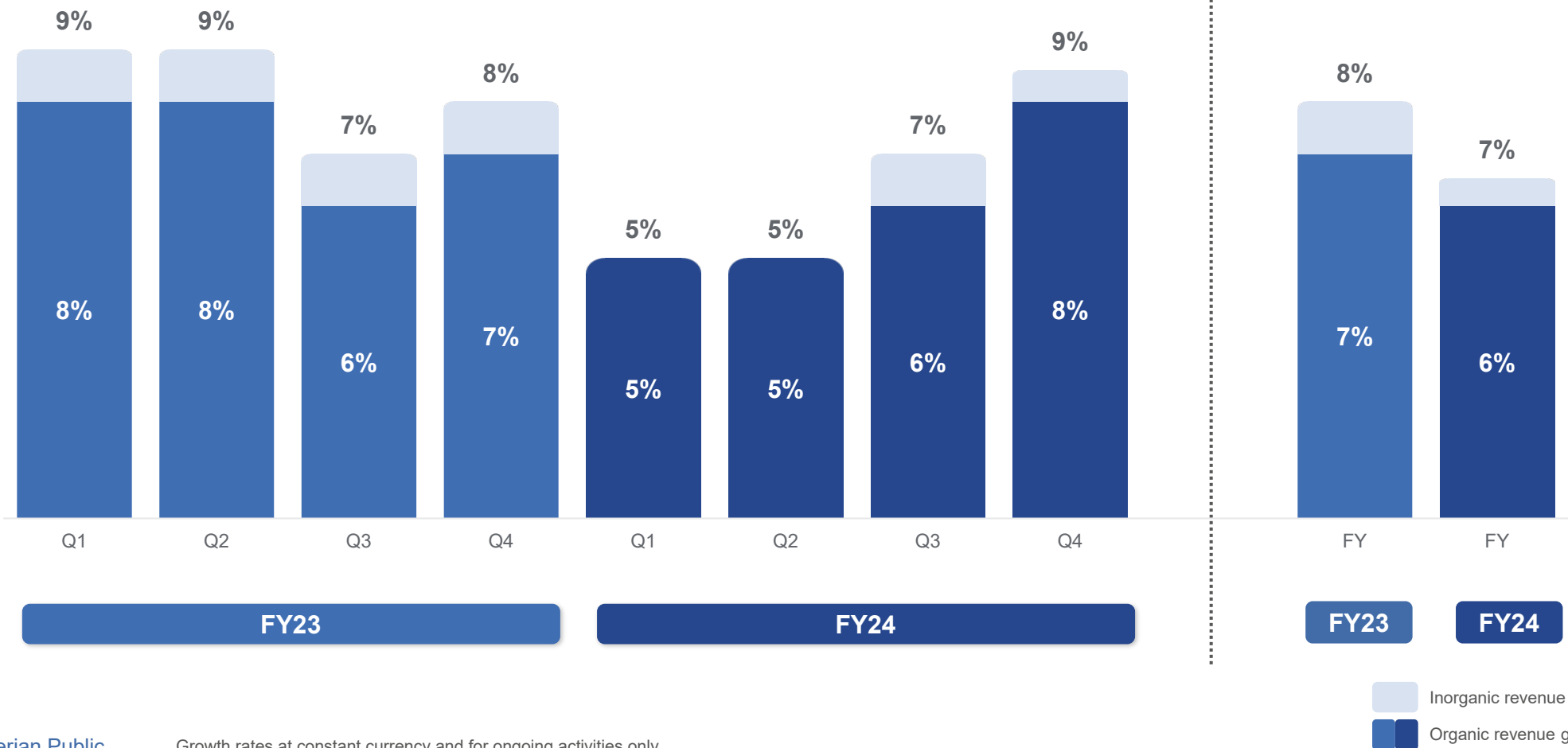
		Constant FX rates	Actual FX rates	Results
Revenue	Total revenue growth	7%	8%	US\$7,056m
	Organic revenue growth	6%		
EBIT	Benchmark EBIT growth	7%	8%	US\$1,944m
	Benchmark EBIT margin	+10bps	+10bps	27.6%
EPS	Benchmark earnings per share growth	7%	8%	USc145.5
Operating cash flow	Benchmark operating cash 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.

Good revenue growth; strong finish to the year



Quarterly organic growth trends



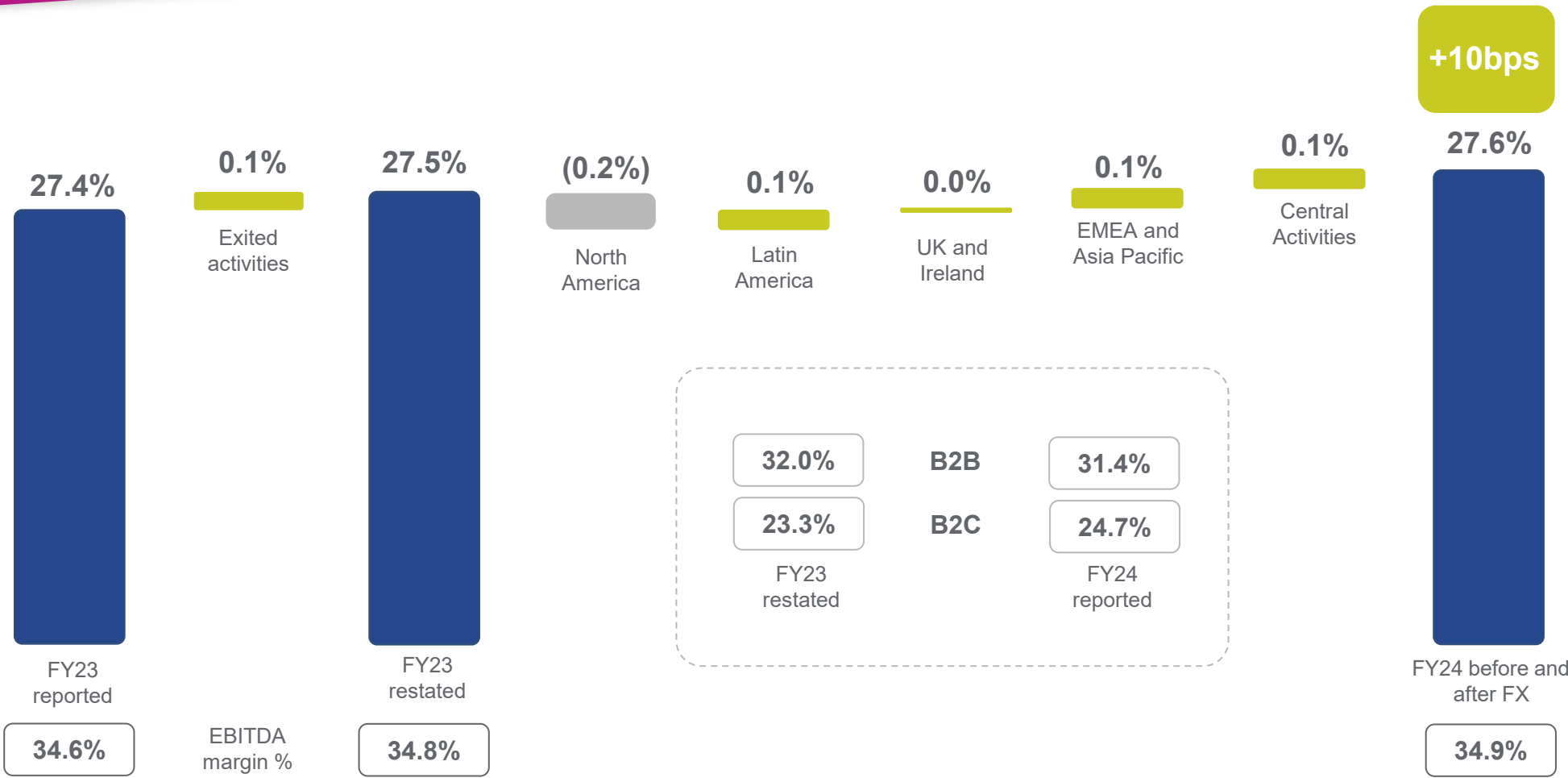
		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY24	Q1 FY25
North America (NA)		66%	4%	4%	5%	7%	5%	8%
Data	CI / BI bureaux	23%	1%	2%	2%	9%	3%	6%
	CI / BI bureaux, excluding Mortgage	21%	2%	2%	3%	8%	4%	2%
	Mortgage Profiles	2%	(8)%	(3)%	(6)%	11%	(1)%	37%
	Automotive	5%	8%	7%	10%	6%	8%	9%
	Targeting	4%	9%	5%	3%	6%	5%	5%
Decisioning	Health	8%	9%	6%	7%	7%	7%	8%
	DA / Other	4%	3%	2%	(1)%	4%	2%	7%
Consumer	Consumer Services	22%	3%	5%	9%	6%	6%	10%
Latin America (LA)		16%	13%	10%	13%	13%	13%	5%
Data	CI / BI bureaux	10%	9%	6%	10%	7%	8%	(2)%
	Other	0%	0%	(29)%	(11)%	96%	15%	73%
Decisioning	DA / Other	3%	15%	9%	12%	17%	14%	5%
Consumer	Consumer Services	3%	26%	38%	26%	19%	26%	24%
Total NA and LA		82%	5%	5%	7%	8%	6%	7%

Quarterly organic growth trends



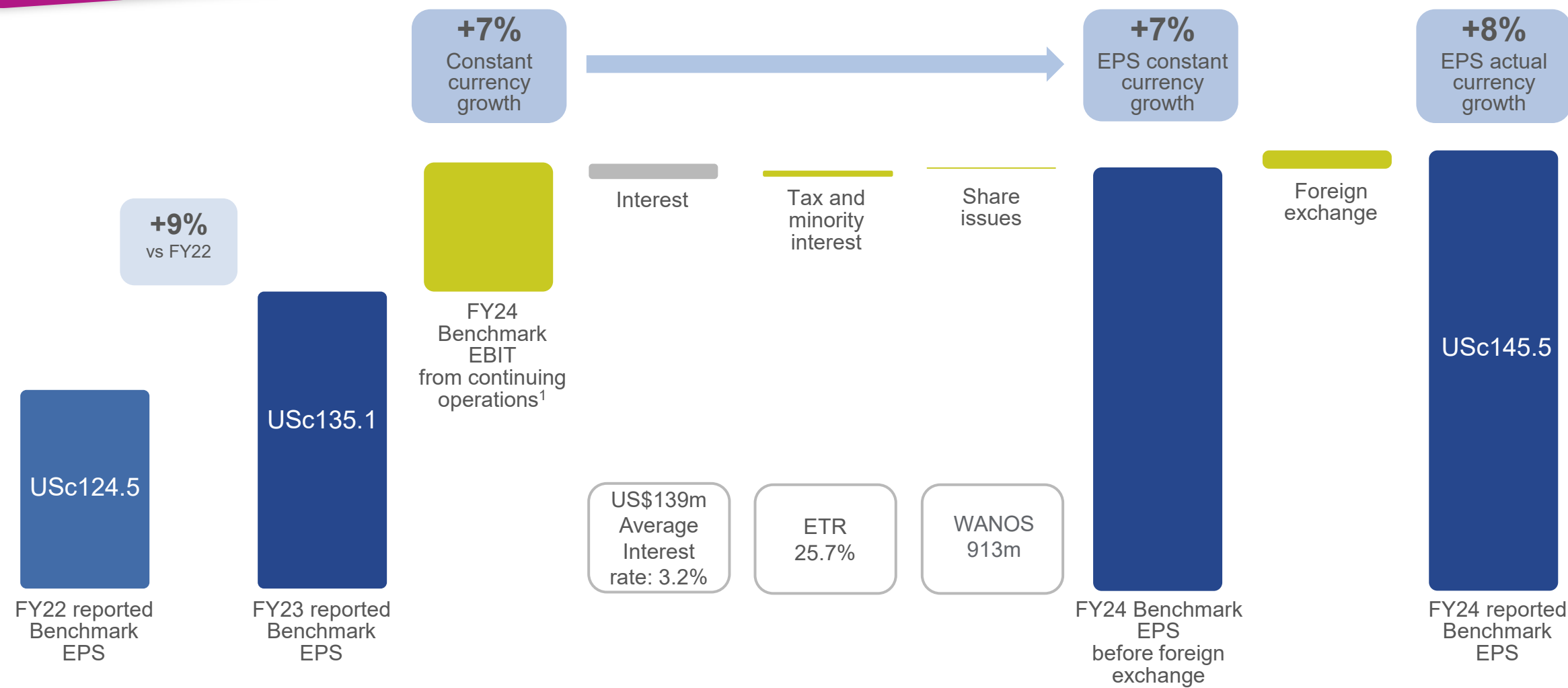
		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY24	Q1 FY25
UK and Ireland		12%	1%	2%	3%	5%	2%	2%
Data	CI / BI bureaux	5%	1%	6%	9%	6%	5%	4%
	Targeting / Auto	1%	6%	(1)%	11%	(9)%	1%	(14)%
Decisioning	DA / Other	3%	0%	3%	(6)%	3%	0%	3%
Consumer	Consumer Services	3%	(2)%	(5)%	0%	11%	1%	4%
EMEA and Asia Pacific		6%	8%	8%	7%	6%	7%	7%
Total Global		100%	5%	5%	6%	8%	6%	7%

Benchmark EBIT margin



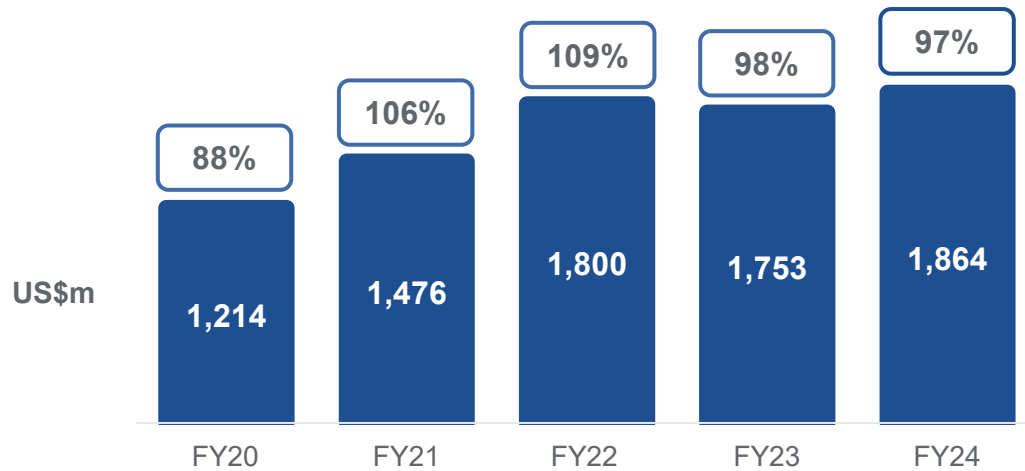
Benchmark EBIT margin on an ongoing activities basis.
Benchmark EBITDA margin on an ongoing activities basis.

Benchmark earnings per share (EPS)

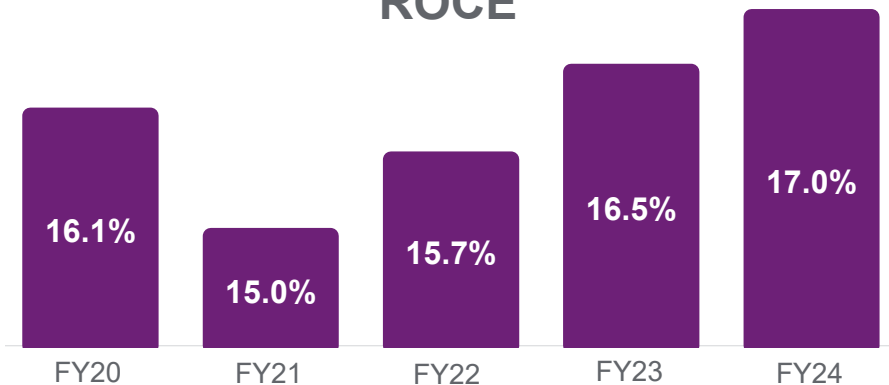


¹ Includes exited business activities.
Average interest rate = net interest expense divided by average debt.
ETR = Effective tax rate
WANOS = Weighted average number of shares

Operating cash flow



ROCE



- Generating high returns on capital and strong cash flow growth
- Record US\$1.9bn Operating cashflow
- Strong conversion at 97%
- Record 17% ROCE*

Modelling considerations for FY25



Organic revenue growth	6–8%
Inorganic revenue contribution	<1%*
Benchmark EBIT margin ¹	Good margin improvement
Foreign exchange	c. 0% to (1%) on revenue and Benchmark EBIT
Net interest	c.US\$135–140m
Benchmark tax rate	26–27%
WANOS ²	c.914m
Capital Expenditure	c.9% of revenue
Benchmark OCF ³ conversion	>90%
Share repurchases	US\$150m

¹ At constant exchange rates.

² Weighted average number of shares.

³ Operating cash flow.

*Only includes completed acquisitions, we will update our guidance on completion of acquisitions.



Business overview

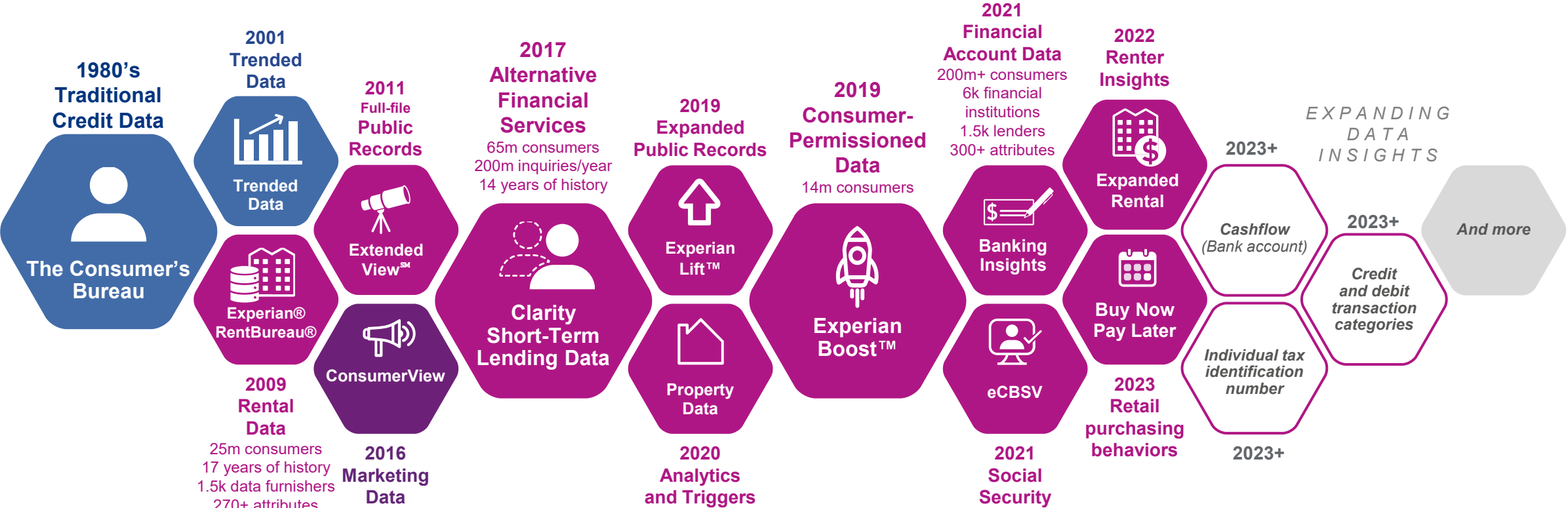




Data and technology



Expanding data sources for a 360° view of consumers

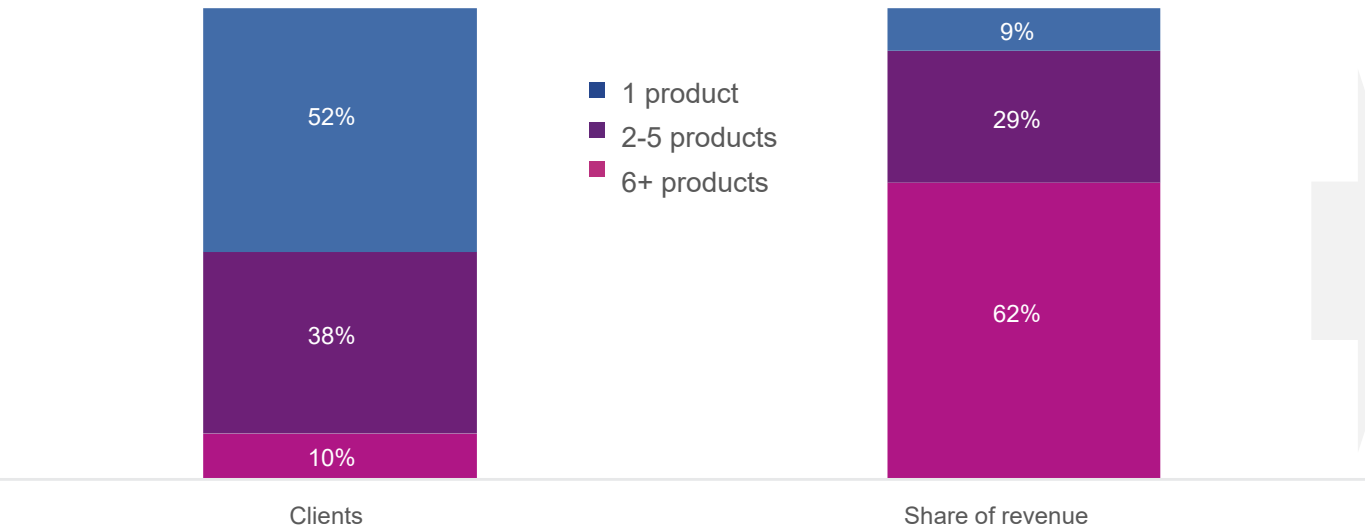


Illustrative – not comprehensive across data assets

Clients are increasingly buying more products from us, unlocking the potential for integrated solutions, enhanced profitability and retention



Software and analytics products purchased by customers*



Our Strategy

The only integrated platform of its kind in the market

Easy onboarding

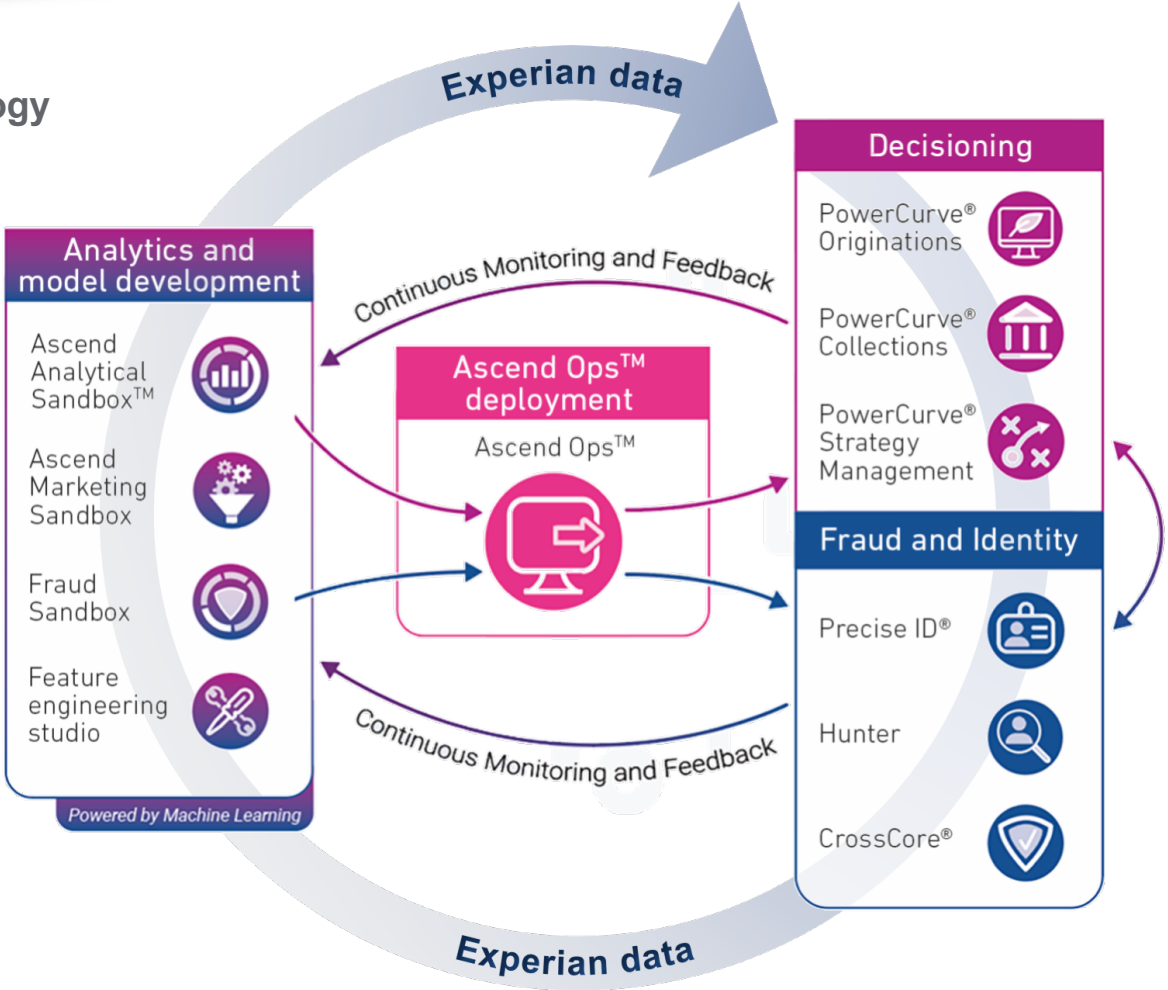
Bundle pricing, coordinated Go-To-Market & Solution Sales

* 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.

As demand for integrated solutions accelerates, we are putting the industry leading Ascend platform at the centre of our strategy



Cloud technology platform



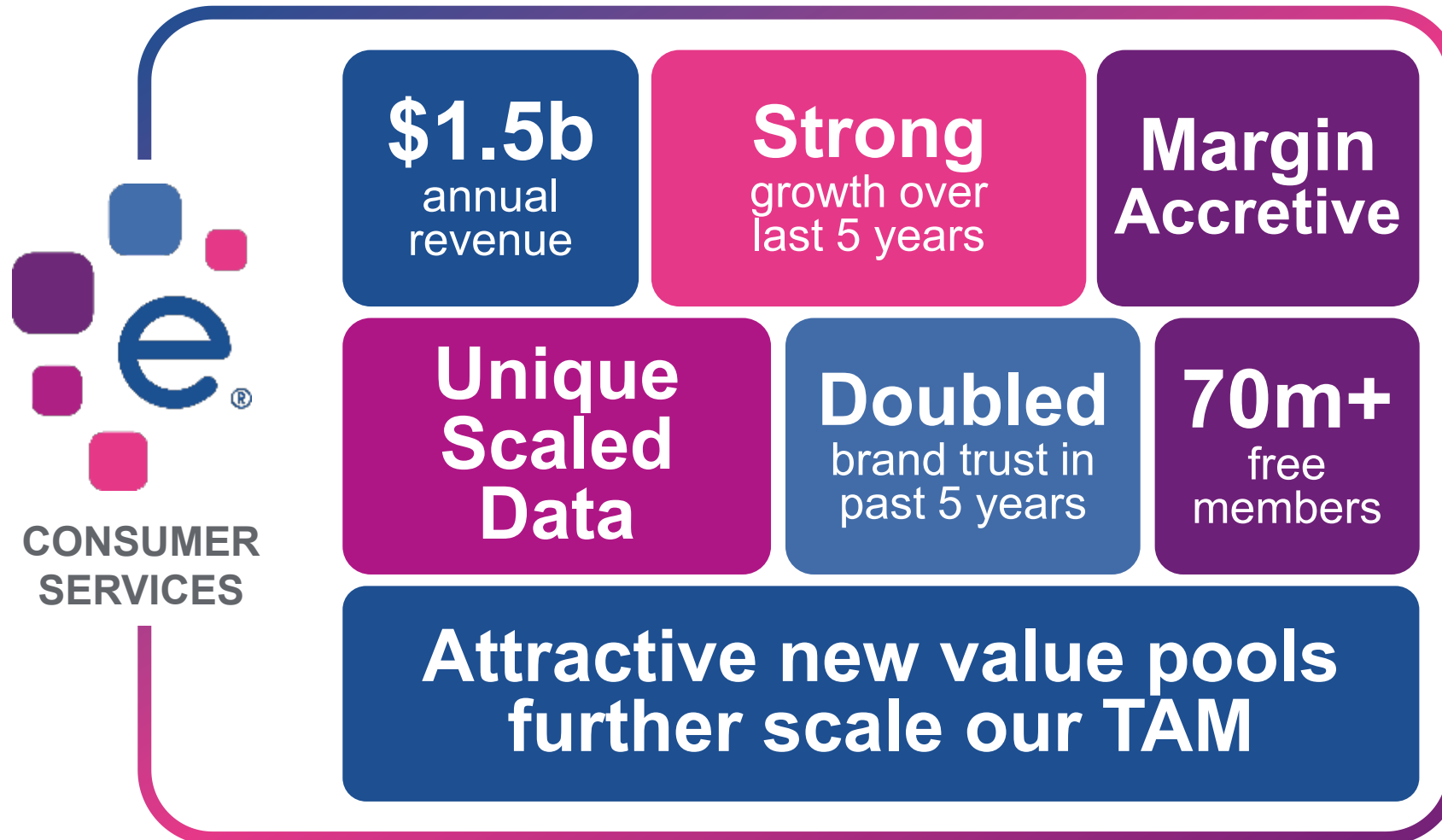
Integrated Platform – seamless integration of analytics into production for credit risk, decisioning or fraud models



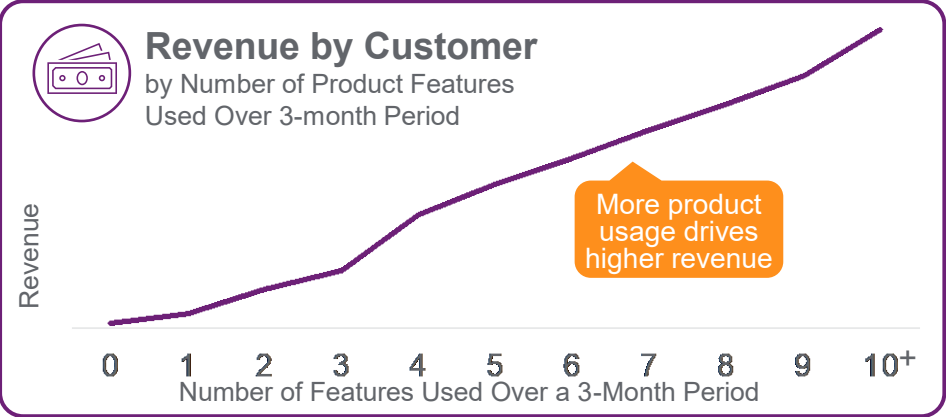
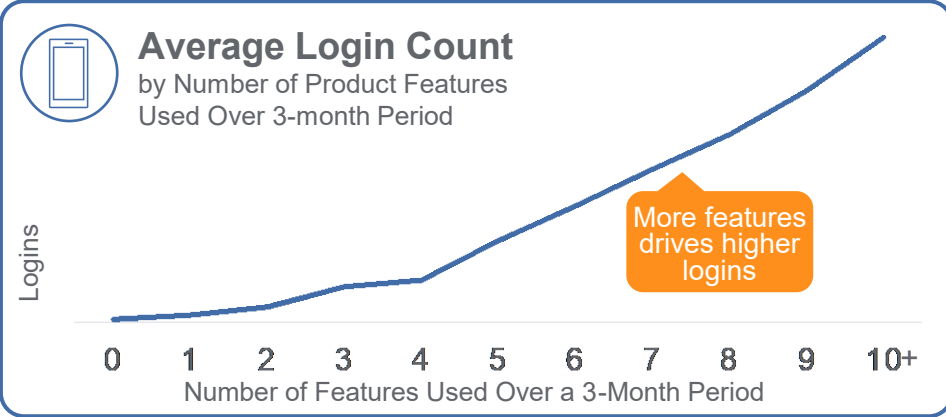
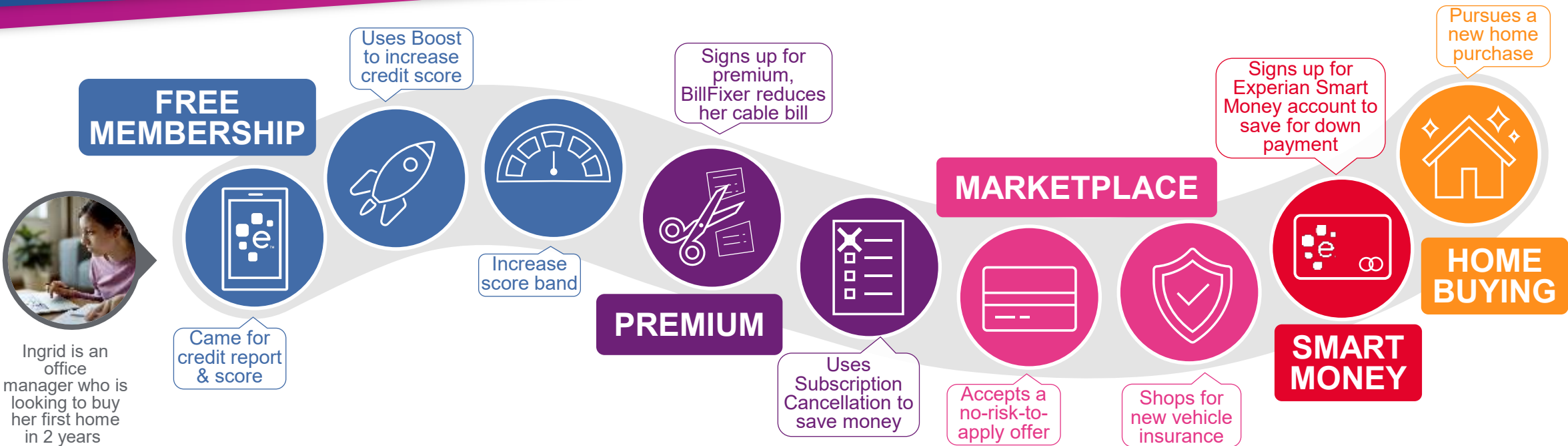
North America Consumer Services

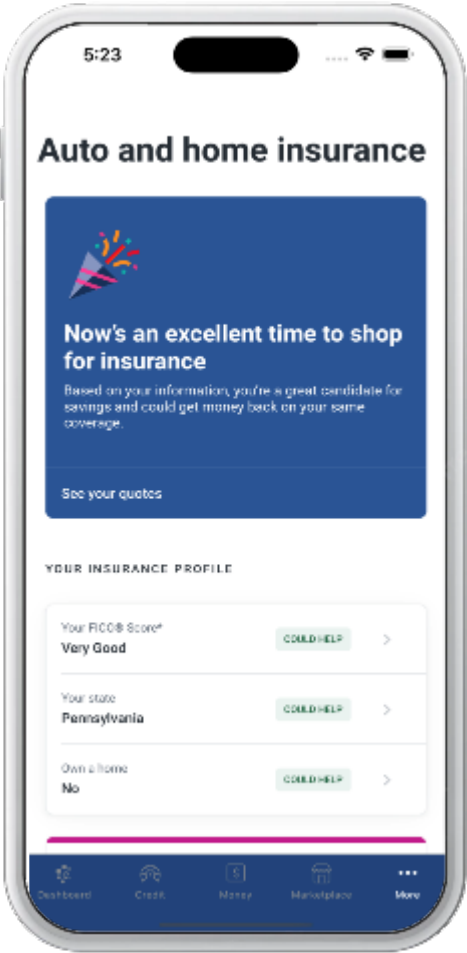
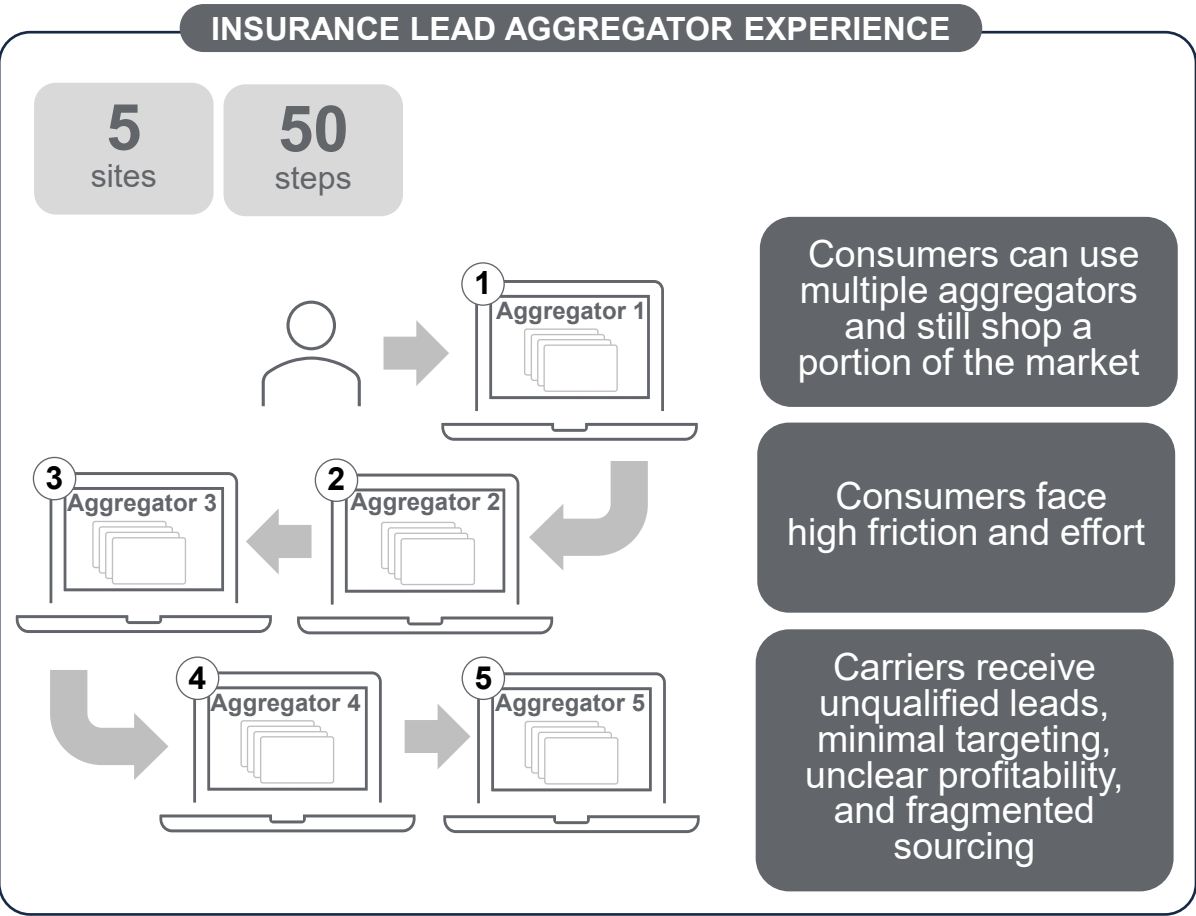


Consumer Services is a growth business with rich data and deep customer engagement that makes the whole of Experian stronger



We help consumers across life stages, creating mutual value through product utilisation





1 site 3 steps
for consumers w/ completed profiles

Consumer get a holistic insurance solution where they comparatively shop, with one insurance profile in under 5 minutes!

Carriers receive robust targeting, improved profitability, gaining a persistent consumer relationship

We are reimagining insurance through product innovation for both consumers and carriers

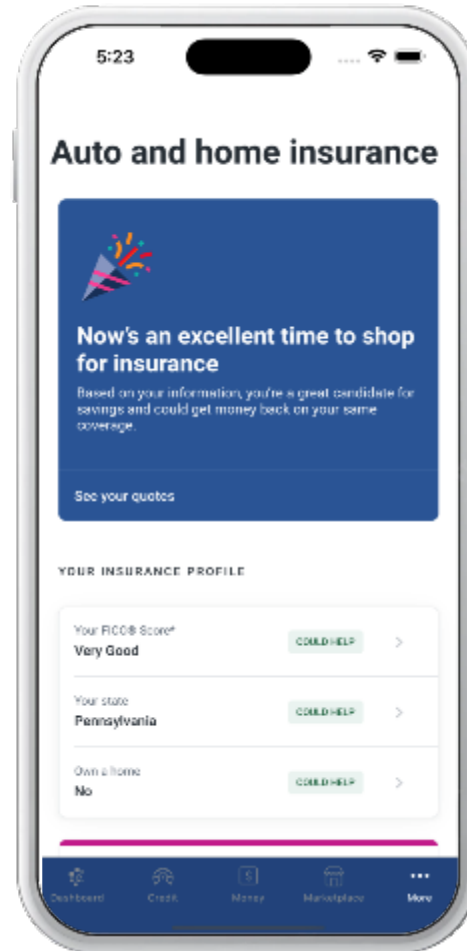


Insurance Boost drives engagement and member growth

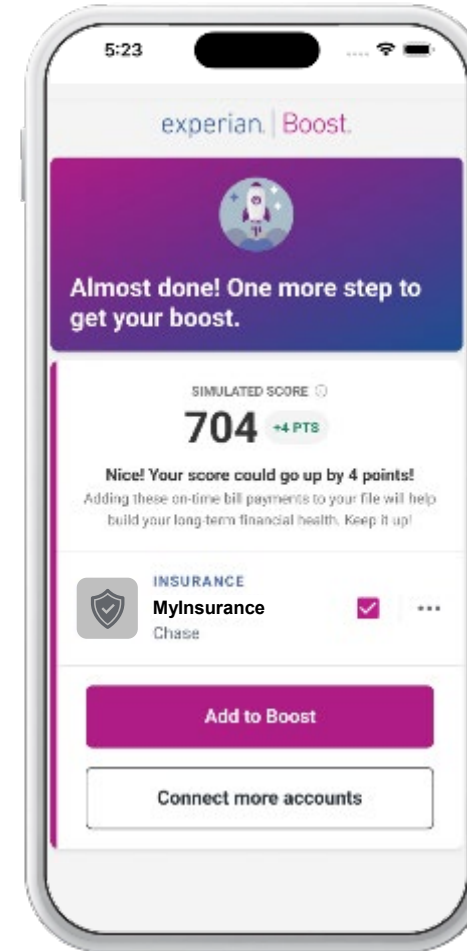
Insurance Hub streamlines shopping experience

Direct carrier (#1 personal insurance brand) integrated with Experian

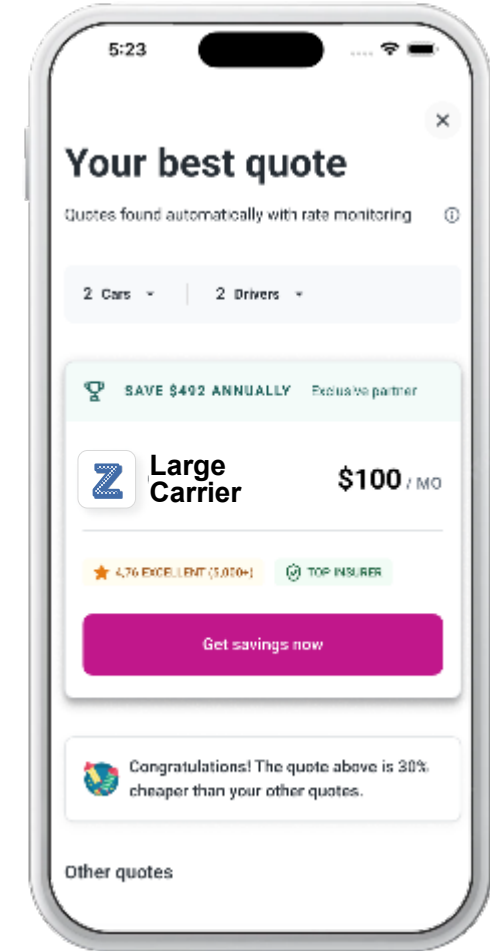
Expanding to direct carriers who traditionally do not participate in marketplace



Insurance Hub



Insurance Boost

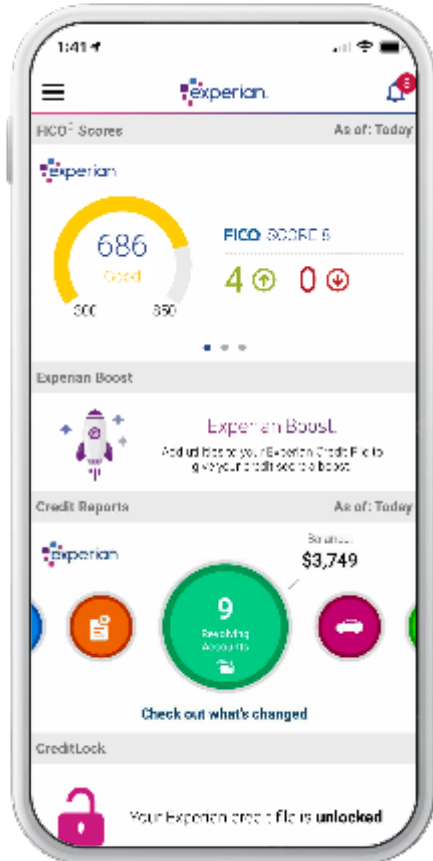


Direct Carrier Inclusion

Our products are evolving into a platform that helps consumers improve their financial health every day



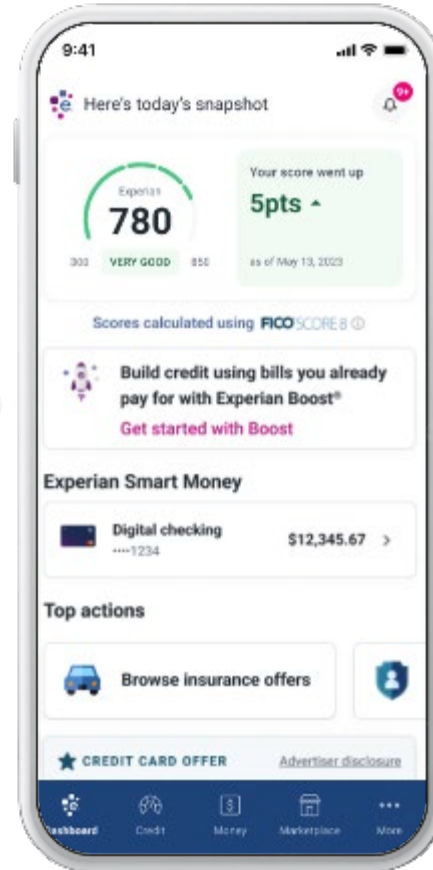
BEFORE



See your credit report and score, read to learn more about credit, upgrade to identity theft protection.

- Scores and Reports
- Credit Monitoring
- Alerts
- Score Simulator

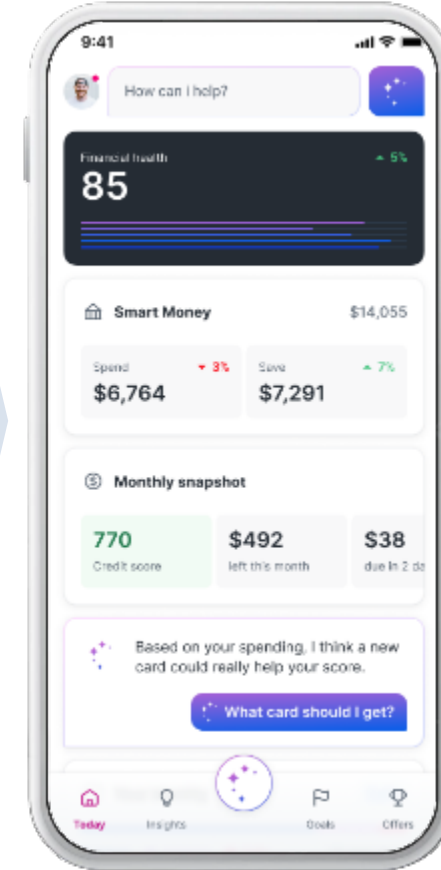
TODAY



Tools to improve your score or begin your financial journey. Solutions to reduce bills and save.

- Expanded Experian Boost
- Experian Smart Money
- Experian Go
- Personal Financial Management
- Marketplace with pre-approved and no risk offers powered by Activate
- BillFixer
- Personal Privacy Scan
- Dark Web Scan

FUTURE



An AI-powered daily financial co-pilot that reinvents how consumers make big and small money decisions with minimal friction. Consumers share information when it suits them.

- AI-fueled recommendations with do-it-for-me budgeting and savings tools
- A user experience that secures a complete view of a consumer's balance sheet and financial profile
- Automatic shopping and switching for insurance and other services
- 'On Your Terms' Passport which removes the friction of applying
- Automatic credit and debt improvement



Automotive



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



Fraud/Value Recovery

- Fraud prevention/identity
- "Power booking*" by dealers
- Diminished value for lenders'

EXPERIAN DATA



North American Vehicle DatabaseSM

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



File OneSM Credit Database

1 of only 3 credit bureau databases.



Consumer ViewSM Marketing Database

1 of only 3 consumer databases.



Online Activity Database

5.4 billion+ digital actions from all device types.



National Fraud DatabaseSM

Multi-industry database of verified fraud records.

Experian Automotive



Manufacturers

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.



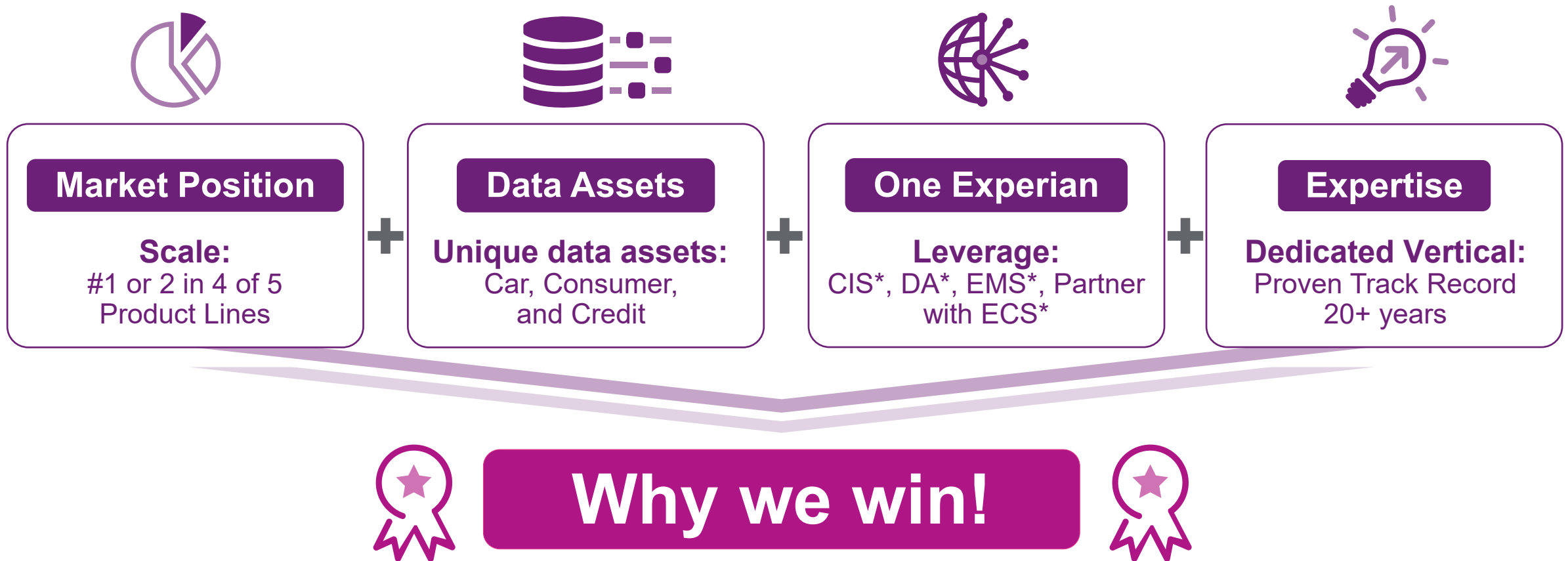
Commercial & consumer

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



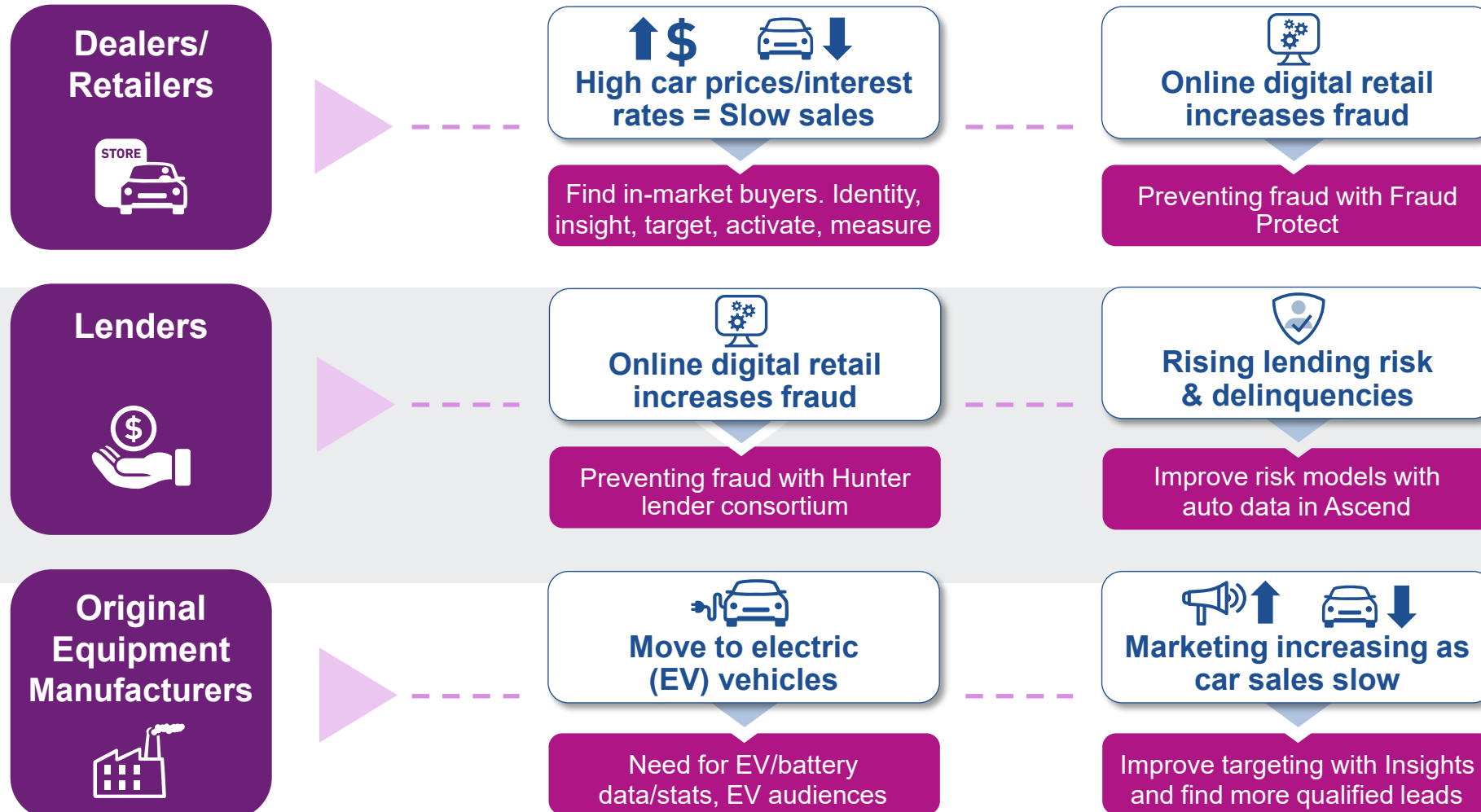
Aftermarket

Over **50%** of key clients use our **Vehicles in Operation** market statistics solution, which includes data from almost 80 countries.



*Notes: Consumer Information Services (CIS), Decision Analytics (DA), Experian Marketing Services (EMS), Experian Consumer Services (ECS).

Industry trends and related opportunities to leverage



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



Targeting





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 consumers**.

- Data
- Activation
- Analytics



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

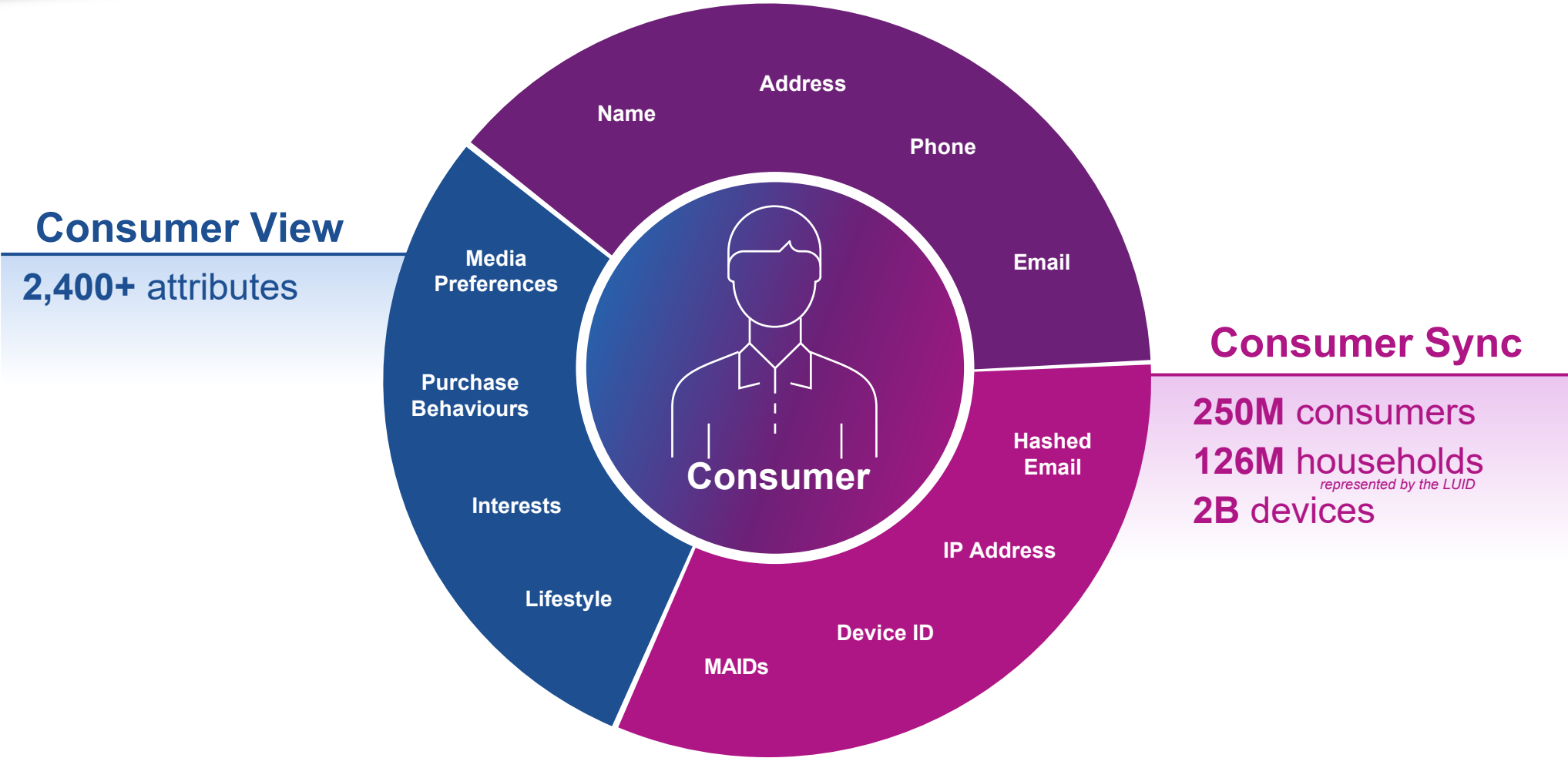
Client Example:



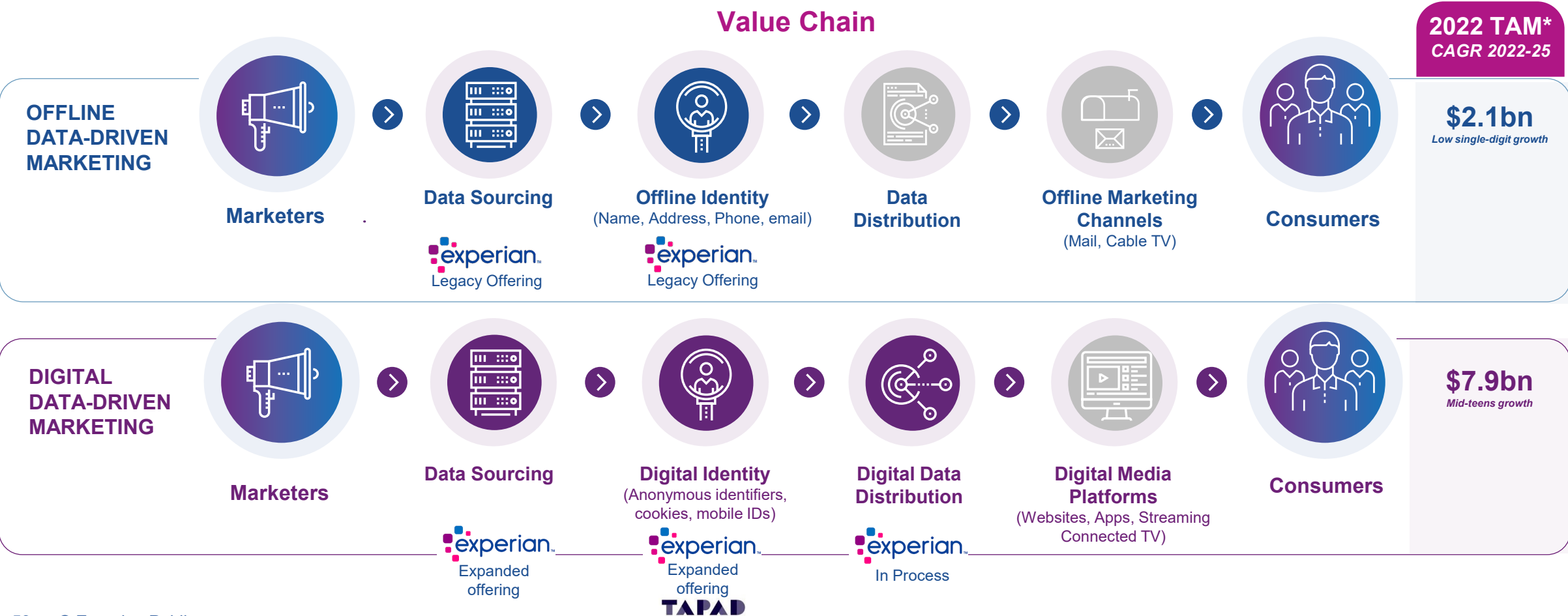
With Consumer Sync, Comcast is provided a complete view of their subscribers merging their offline and online interests/affinities. This unified view is then used to tailor and deliver meaningful ads and experiences.

*Connected television

Targeting has built upon its robust, quality offline data and identity leadership with digital identity capabilities

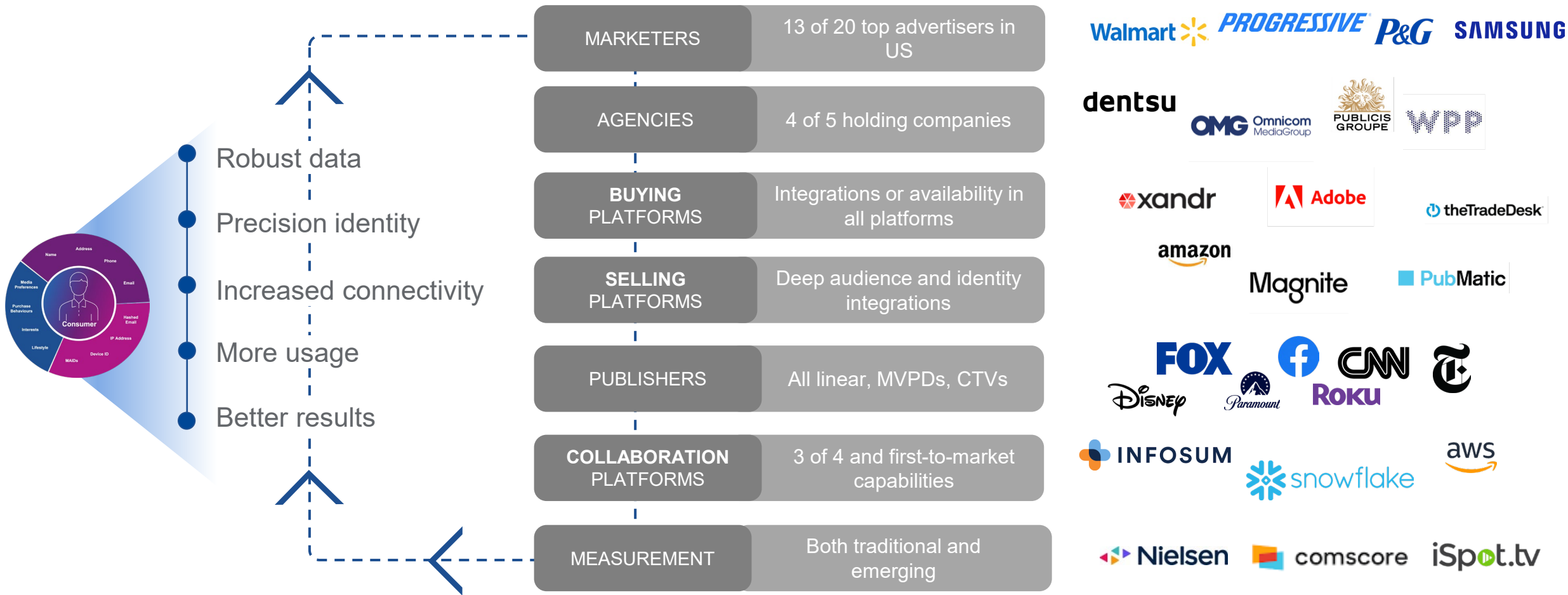


Investment in digital capabilities has moved EMS into a high-growth addressable market



*Target Addressable Market. Source: *Source: Proprietary research for Experian by Bain including insights from Forrester, eMarketer, Kantar and marketing participant interviews. 2023.

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





Health



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 Purpose: To simplify healthcare

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

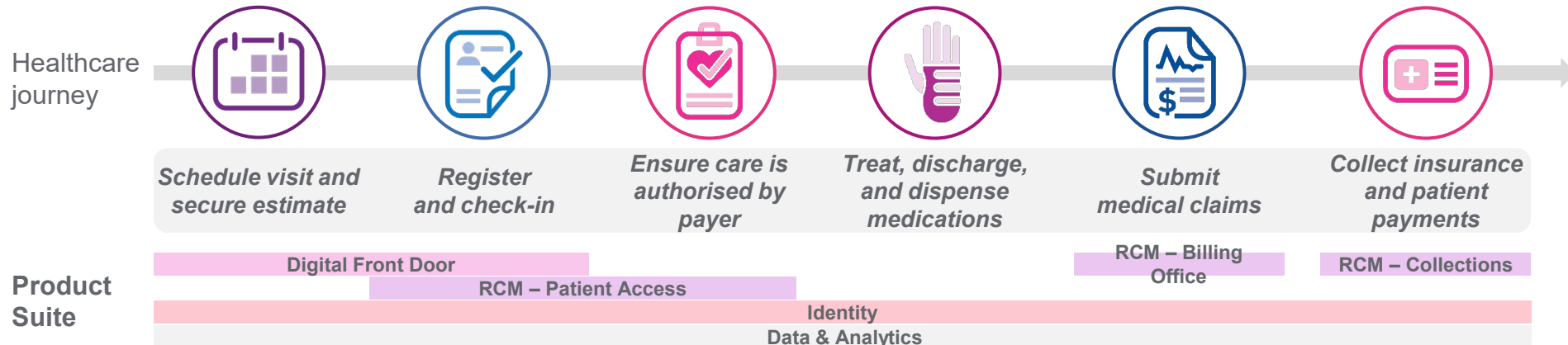
- Unmet need for a seamless financial and administrative experience

...for our innovative data, software and analytics

Revenue Cycle Management

Digitisation of the patient journey

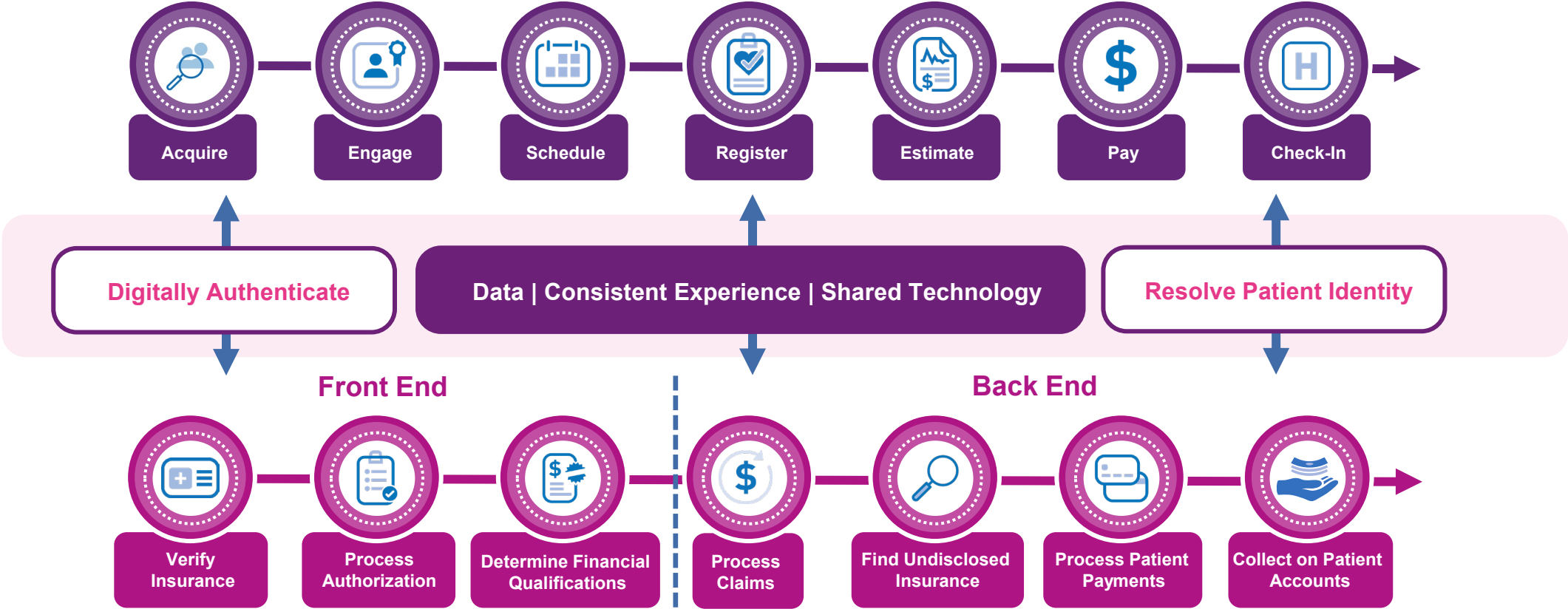
Our products touch every aspect of the healthcare journey



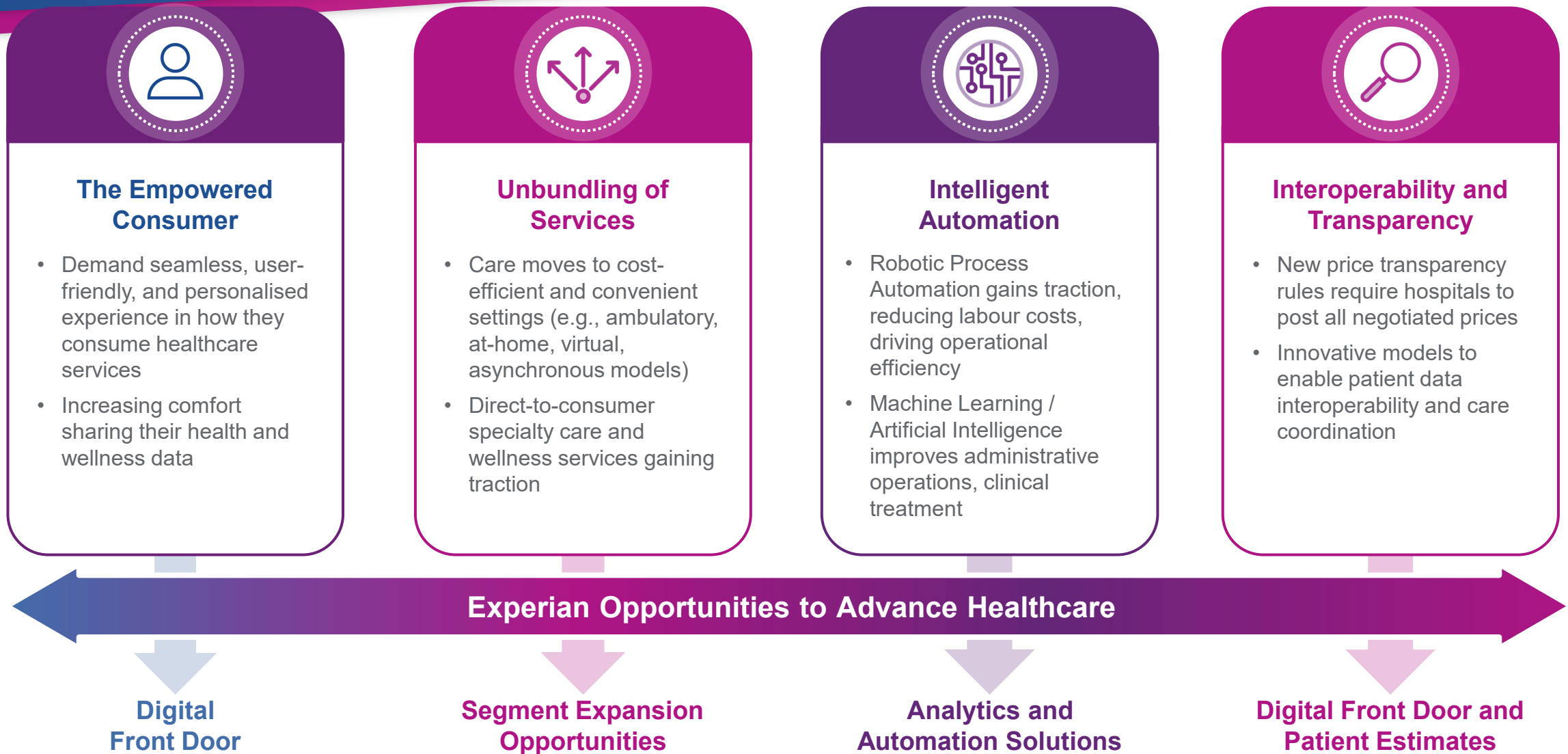
A comprehensive suite of solutions to reduce administrative complexity for clients and improve the patient experience



Digital Front Door (“digitise the patient journey”)



Revenue Cycle Management (“collect every dollar due”)





Brazil



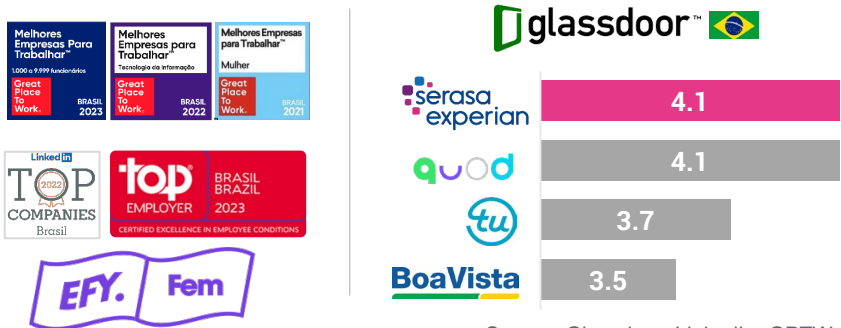
Serasa Experian is the best positioned player in Brazil



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



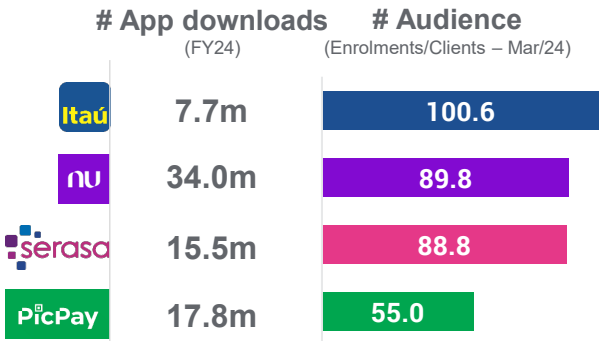
Source: Glassdoor, LinkedIn, GPTW

Innovation is in our DNA

- **750+** people in **Technology & Data**
- **200+** Data Scientists
- **Innovation DataLab**
- Recognised as one of the **most innovative companies**



Powerful consumer engagement

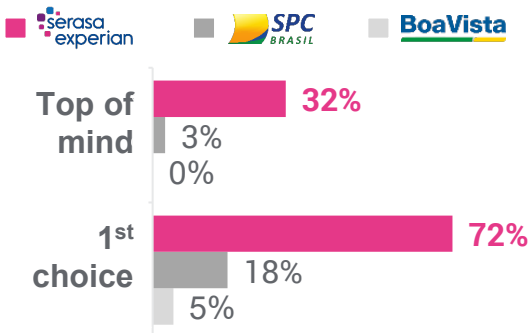


Source: App Annie and Companies Financial Results

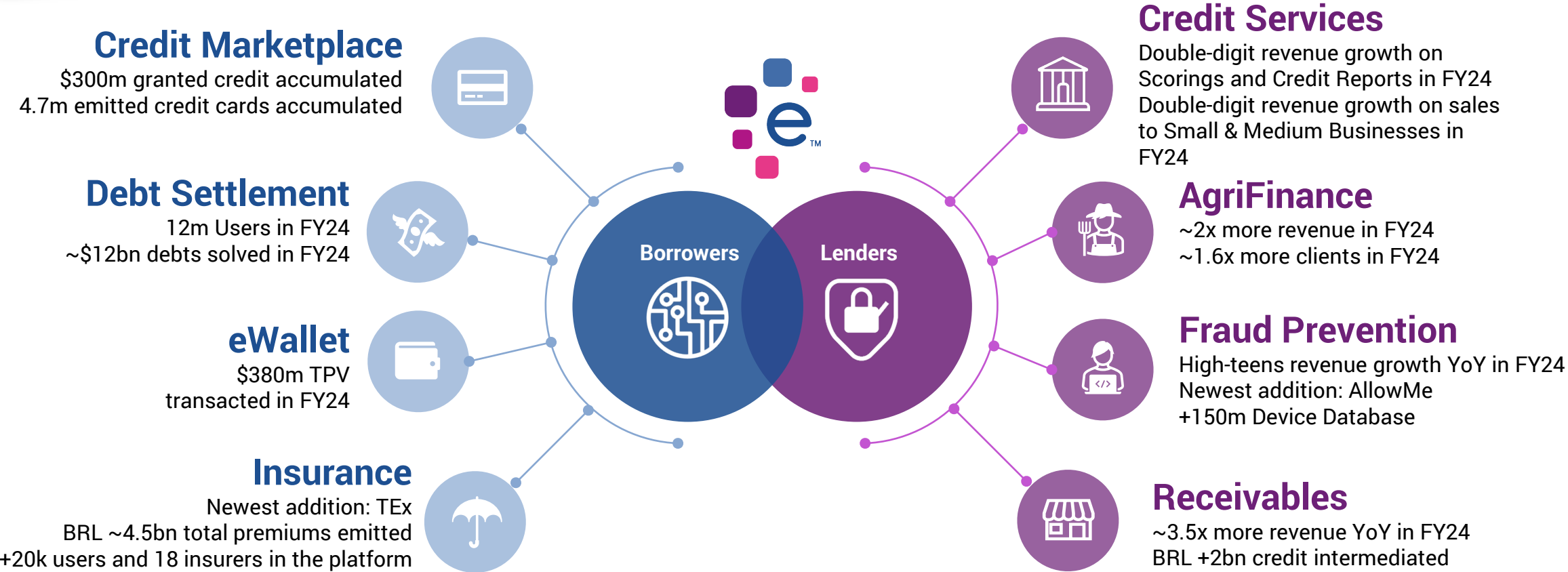
Unequalled data breadth and accuracy, combined with high analytical capability

- **6.5m+** daily company and consumer credit reports
- **~10m** fraudulent transactions prevented in 2023 and **110m+** registered face biometrics
- **3m+** rural producers analysed by our Agri Score, and **~600m** hectares under ESG monitoring

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



Source: B2B Brand Health Research 2022



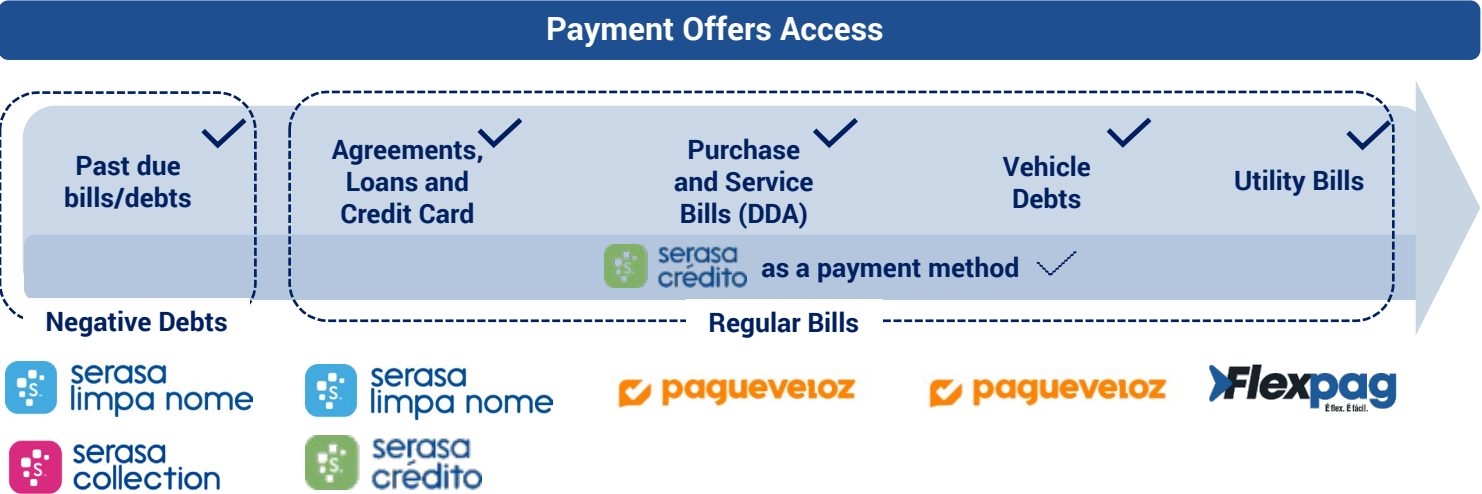
✓ Acceleration of Consumer and SMBs engagement

✓ Increasing revenue from new solutions and core protection

Evolving to provide more services within a connected journey, offering the greatest E2E payment in Brazil



The Greatest Personalized E2E Payment in Brazil



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



Consolidated position

Unmatchable local brand

Mass consumer engagement

Complete one-stop-shop ecosystem





Environmental, Social and Governance (ESG)

For detailed information, see
our [ESG Presentation](#)



- New Positive Social Impact framework announced, to measure the impact our products have helping people thrive on their financial health journey
- Over 15 million US consumers now connected to Experian Boost
- Certified as Great Place to Work in 24 countries, 83% employee engagement (+1% year-on-year)
- Board is 45% women and includes two ethnically diverse members
- Progress towards carbon neutral; scope 1 and 2 emissions -27% in FY24 and -75% since 2019 base year. New scope 3 science based target announced.

Helping people thrive on their financial health journey

Treating data with respect

Inspiring and supporting our people	Working with integrity	Protecting the environment
-------------------------------------	------------------------	----------------------------



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 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

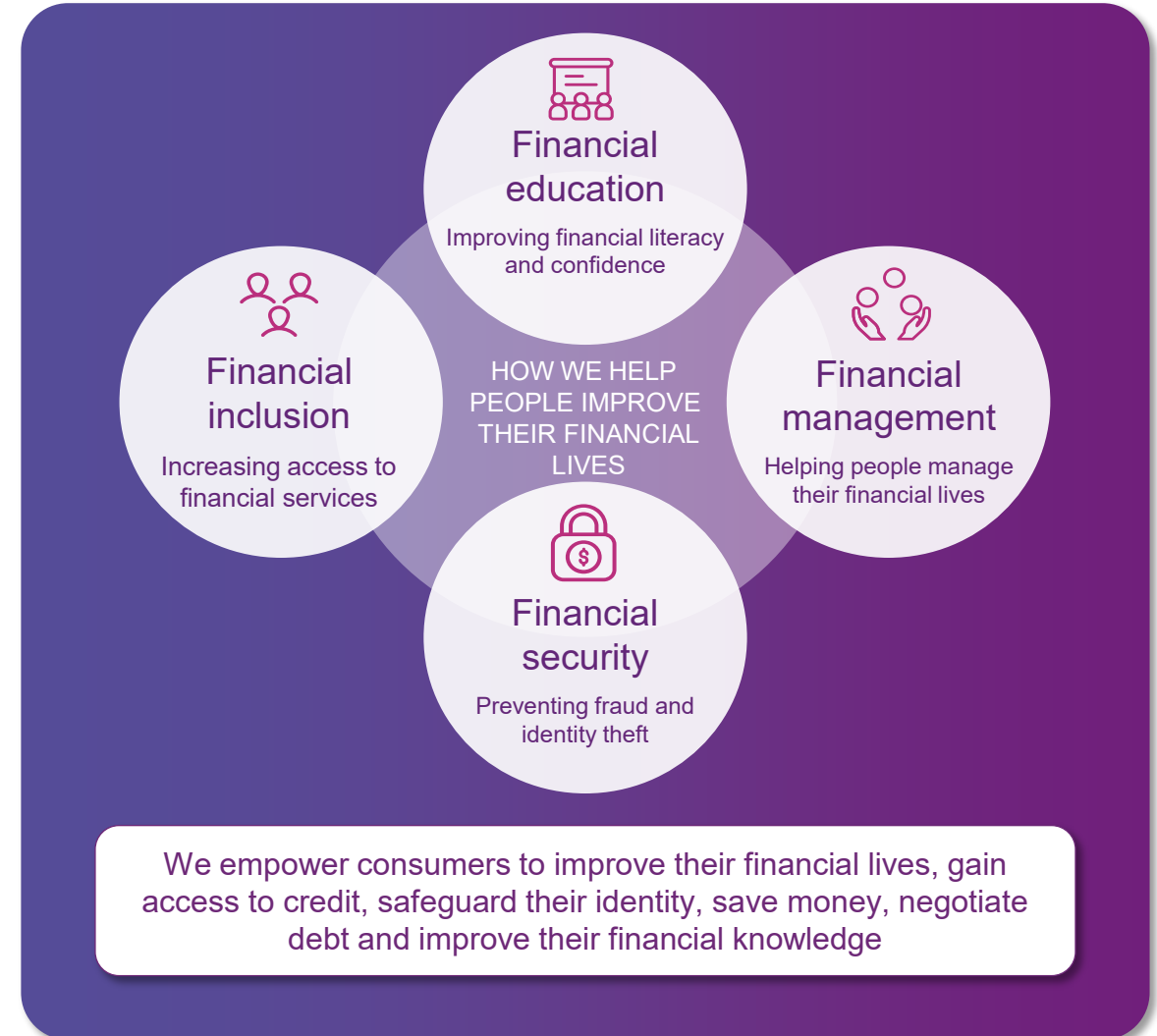


Vital role as the world's largest credit bureau

- **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



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



Year ended 31 March
US\$m

	2024	2023	Total growth	Organic growth	Q1 FY25 Organic growth
Data	2,231	2,142	4%	4%	6%
Decisioning	889	837	5%	5%	8%
Business-to-Business	3,120	2,979	5%	5%	7%
Consumer Services	1,539	1,453	6%	6%	10%
Total revenue	4,659	4,432	5%	5%	8%
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	Q1 FY25 Organic growth
Data	669	573	12%	8%	(-1%)
Decisioning	213	176	15%	14%	5%
Business-to-Business	882	749	13%	9%	1%
Consumer Services	225	165	30%	26%	10%
Total revenue	1,107	914	16%	13%	5%
Benchmark EBIT – ongoing activities	360	292	18%		
Benchmark EBIT margin	32.5%	31.9%			

Year ended 31 March
US\$m

	2024	2023	Total growth	Organic growth	Q1 FY25 Organic growth
Data	423	388	5%	5%	1%
Decisioning	244	229	2%	0%	3%
Business-to-Business	667	617	4%	3%	2%
Consumer Services	173	176	1%	1%	4%
Total revenue	840	781	3%	2%	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	Q1 FY25 Organic growth
Data	312	298	4%	4%	3%
Decisioning	138	123	16%	14%	15%
Total revenue	450	421	8%	7%	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.



[ESG Presentation](#)



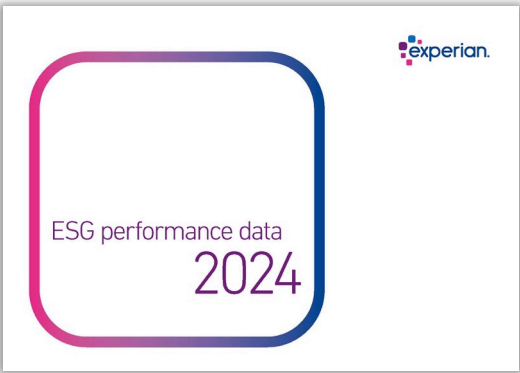
[Annual Report](#)



[The Power of YOU Report](#)



[Tax Report](#)



[ESG Performance Data](#)



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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
Depository	J.P. Morgan Chase Bank (Sponsored)

Calendar

17 July 2024	Annual General Meeting
13 November 2024	Half year results, FY25

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