

# The Experian Way



Delight  
customers

## DELIGHT CUSTOMERS

*The term 'Customers' refers to our 'Clients' (B2B) and 'Consumers' (B2C and B2B2C).*

At Experian, whether your role brings you into contact with customers directly or not, all of us contribute to meeting customer needs. At the heart of what we do are the relationships we invest in and nurture.

- We are proactive in **understanding customers' points of view, their needs and challenges** so we can focus on delivering value to them with the right solutions. We proactively **support each other internally** to enable the best outcomes for customers.
- **We focus strongly on execution and deliver** what we promise to our customers. We **go the extra mile** for our customers. But that doesn't mean saying 'yes' to everything. We first understand the commercial implications of our actions and decisions.
- All of us take **accountability** and continue to **improve our service**, making it simple and easy. If things do go wrong, we focus on finding the solution and fixing the issues in a quick and professional manner, rather than assigning blame.



Innovate  
to grow

## INNOVATE TO GROW

At Experian, it's the responsibility of each one of us to find opportunities and improve the way we do things to help our business and our customers grow.

- For us innovation is both **transformative thinking** and a **continuous process of incremental improvements**. It's not just for products and services, we're innovative in the way we approach and continue to do things better.
- We understand that innovation requires **taking the right risks**. We welcome the opportunity to try new things, implement them fast and make them work. If we fail, we **correct fast and learn** from it to keep improving.
- We scan the external environment and don't shy away from **challenging** things if we see a better way. We **get out of our comfort zone, take ownership** and find ways to share and nurture our ideas. We adapt our processes where they can be improved.
- An idea without execution is worthless. So we prioritise, perform the required due diligence, test and **execute in an agile way**.



Collaborate  
to win

## COLLABORATE TO WIN

'One Experian' mindset – we work as one united team and use the combined strengths and capabilities of our people, products and services across teams, functions and regions. This translates into seamless experiences for our customers.

- We **trust each other** and **proactively reach out** to work together. We do this to solve problems better, **driven by a clear focus on performance, results and outcomes**.
- We **overcome barriers** and work together across organisational boundaries, reporting lines and processes. We do this without slowing things down or losing individual ownership and accountability.
- We **embrace diversity** and appreciate different perspectives and the unique value each of us brings. We are inquisitive to **learn from each other**.
- We also **work closely with our customers and partners** to unlock greater value and help us develop better solutions.



Safeguard  
our future

## SAFEGUARD OUR FUTURE

At Experian, each one of us acts as a guardian for the protection of data, information, assets and our people to safeguard our future.

- We understand and apply the **highest standards and rigour** and make sure the data we access and work with is secure. We make sure our partners apply the same standards and rigorous approach.
- We act as a **trusted steward** of data. This builds greater confidence for our customers.
- Each one of us takes responsibility to **understand the risk and compliance obligations** of our role. We plan for what might go wrong as we innovate and collaborate and make decisions in the right way.
- We ensure that everyday **security measures are always in place** to protect ourselves and our assets – screens locked, secured printing, organised and clutter free environment, sharing on social media.



Value  
each other

## VALUE EACH OTHER

We make Experian a great place to work. We treat each other with respect, trust and integrity.

- We support and **invest in each other** to help everyone achieve their potential and aspirations. We are prepared to speak up and take a leadership role.
- We **recognise and celebrate** individual and team performances and achievements. We value those who lead by example and set high standards for performance, and share their learnings.
- We promote a culture of inclusivity and **value diversity** of all kinds including in thinking, knowledge and experience.
- We work together to make a **positive impact on the lives of others** through our commitment to Corporate Social Responsibility and community involvement.