



Investor Roadshow Presentation

May – June 2021



The Experian team



Brian Cassin
Chief Executive Officer



Lloyd Pitchford
Chief Financial Officer



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Chief Communications
Officer



Evelyne Bull
VP Director,
Investor Relations

Snapshot of Experian

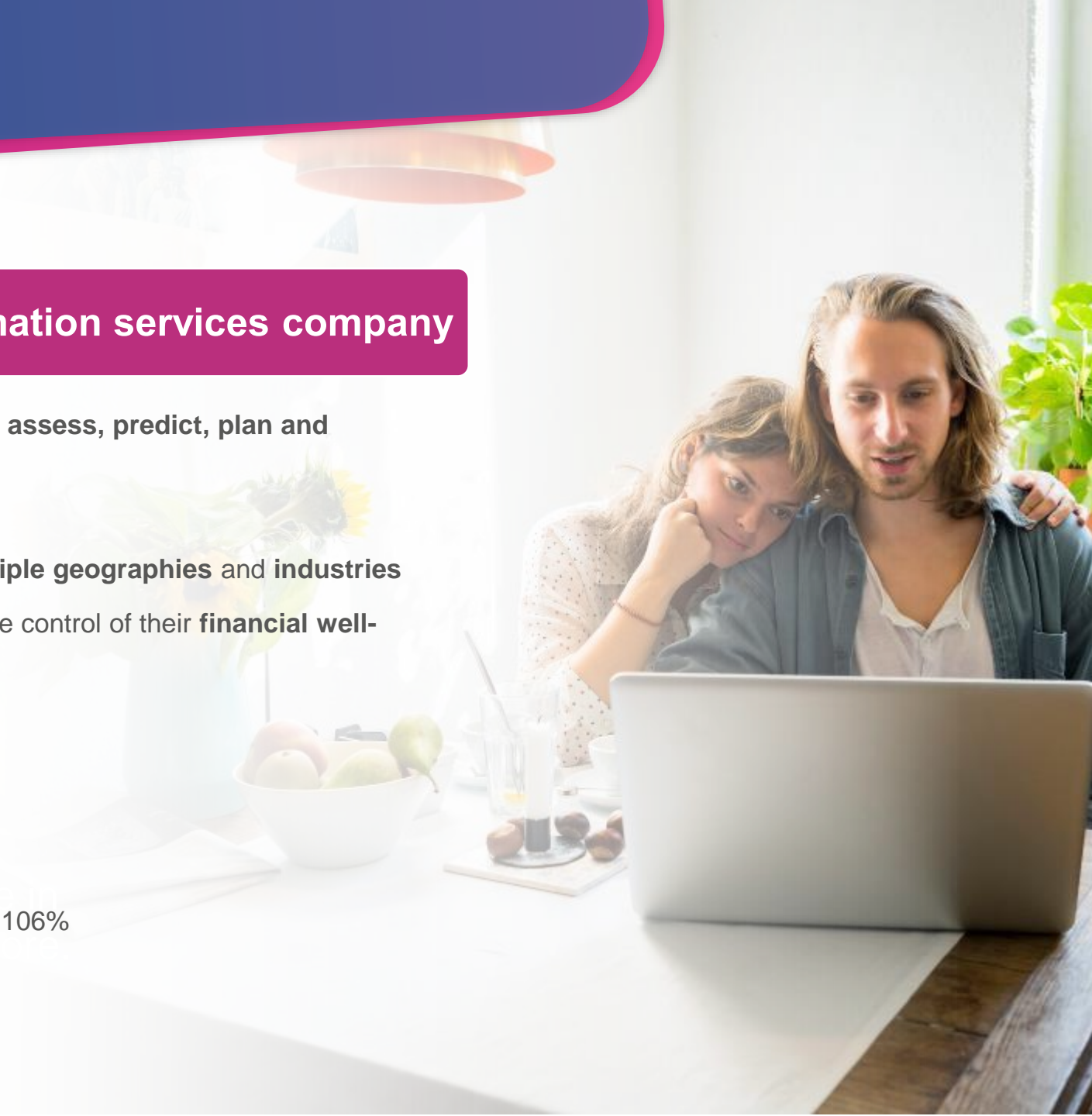
Experian is the world's leading global information services company

We use data and analytics to help people and organisations to assess, predict, plan and protect themselves

- We are custodians of data on over **1.3 billion** people globally
- We have a **diverse and growing range of clients** across **multiple geographies** and **industries**
- We constantly **innovate** to help consumers and businesses take control of their **financial well-being** and seize new **opportunities**

We are large, stable and cash-generative:

- £25.6bn market cap* / FTSE top 25*
- 17,800 employees / 44 countries
- FY21: US\$5.4bn revenue / US\$1.4bn Benchmark EBIT
- Highly cash generative with high cash conversion rate FY21: 106%
- 15% Return on Capital Employed (ROCE)



Our investment proposition

We are a leader in global information services with strong positions in growing markets

- We have a **diversified portfolio** of businesses across different sectors and regions
- 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 offer differentiated propositions

Strong foundations support our growth potential

- We continually invest in **product innovation** and **new sources of data**
- We have **direct relationships** with 110m consumers and growing strongly
- We have identified **significant addressable market** opportunities, estimated at US\$130bn and growing

We remain financially well positioned

- We are a highly **cash-generative**, low capital intensity business
- We balance **organic and strategic investments** with shareholder returns through dividends and share repurchases

ESG is core to how we run our business

- 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**

A force for good in society during the pandemic, and powering the road to recovery

Data for Good

- Made data insights available to governments, health services, charities
- Worked with lenders and governments to establish financial support and help vulnerable communities

United for Financial Health

- Financial education to support those hit hardest by COVID-19 crisis
- Reached 35 million people

People First

- Committed to supporting our people
- One-off share-based 'Thank-you' recognition award for eligible Experian employees



Experian business activities – our services

Business-to-Business (B2B)

Data
US\$2.9bn

- Large databases
- Credit history data on >1.3bn people and 166m businesses
- Automotive information
- 23 consumer credit bureaux
- 12 business credit bureaux
- Credit reports
- Ascend platform

Decisioning
US\$1.2bn

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

Business-to-Consumer (B2C)

Consumer Services
US\$1.3bn

- Direct to consumer credit monitoring
- Credit matching services / lead generation
- Identity theft protection services
- Affinity (white label) credit and identity monitoring services

Revenue for year ended 31 March 2021.

Experian business activities – how we help

Business-to-Business

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 easier and faster access to more information, more accurate results, and more precise decisions.

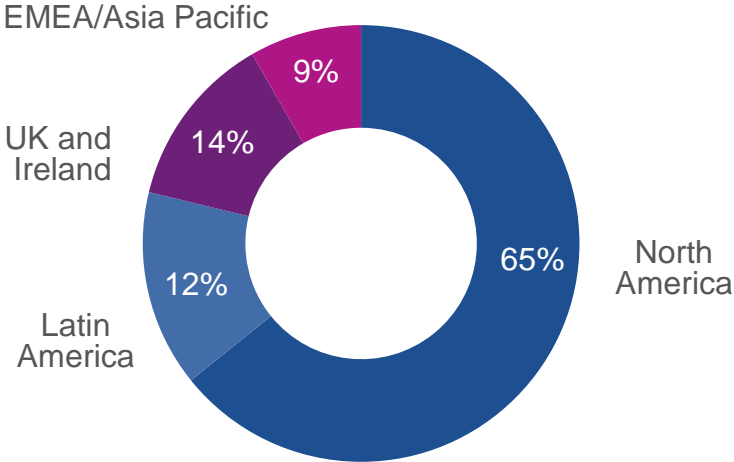
Consumer Services

We help people and families to:

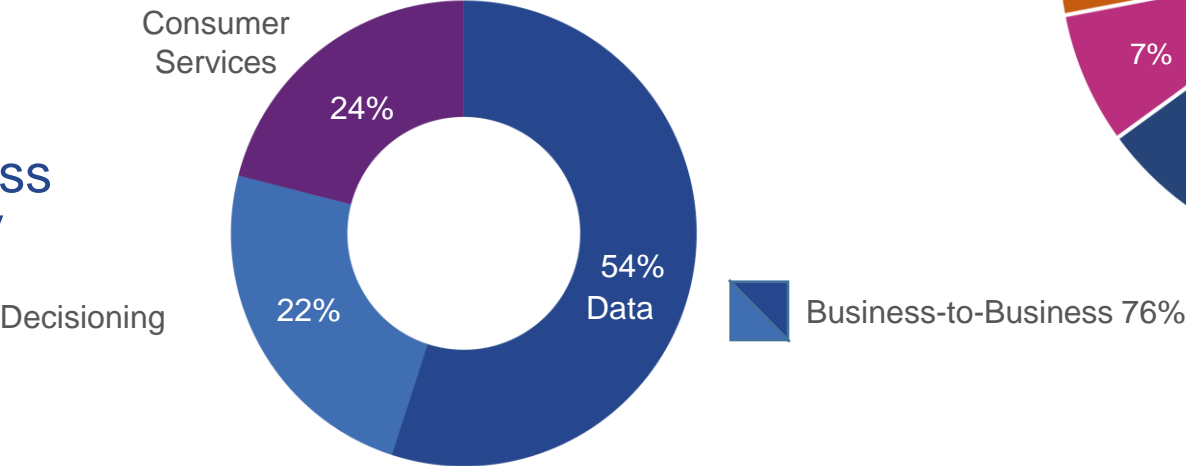
- better access financial services;
- understand and improve their financial position;
- better protect against fraud and identity theft;
- know that their data is correct, and
- learn more about credit.

Global revenue FY21

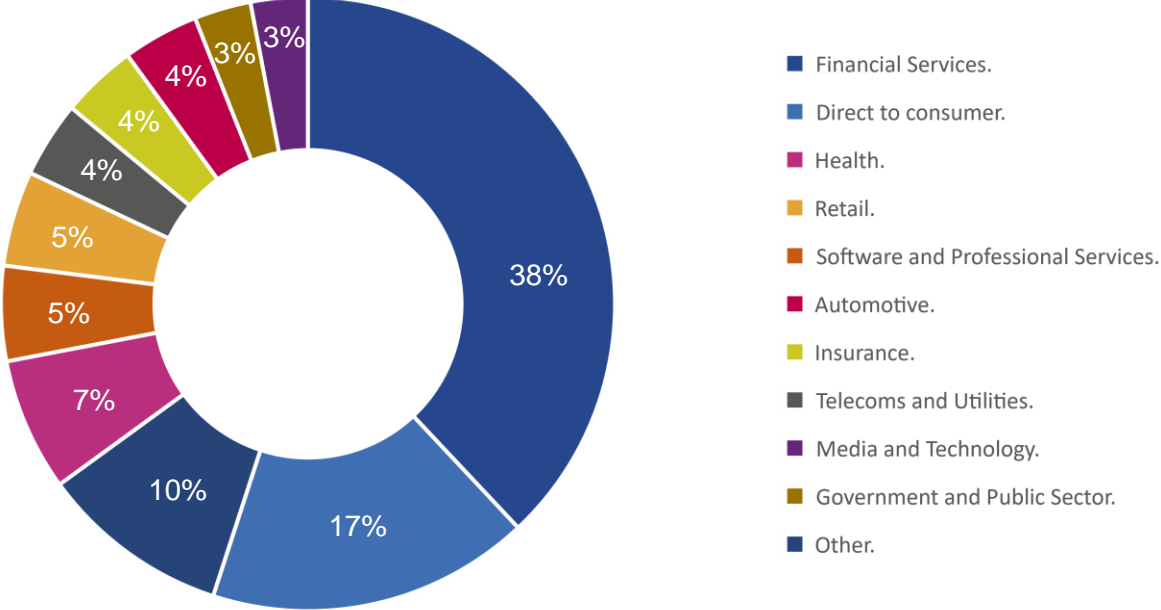
By region



By business activity

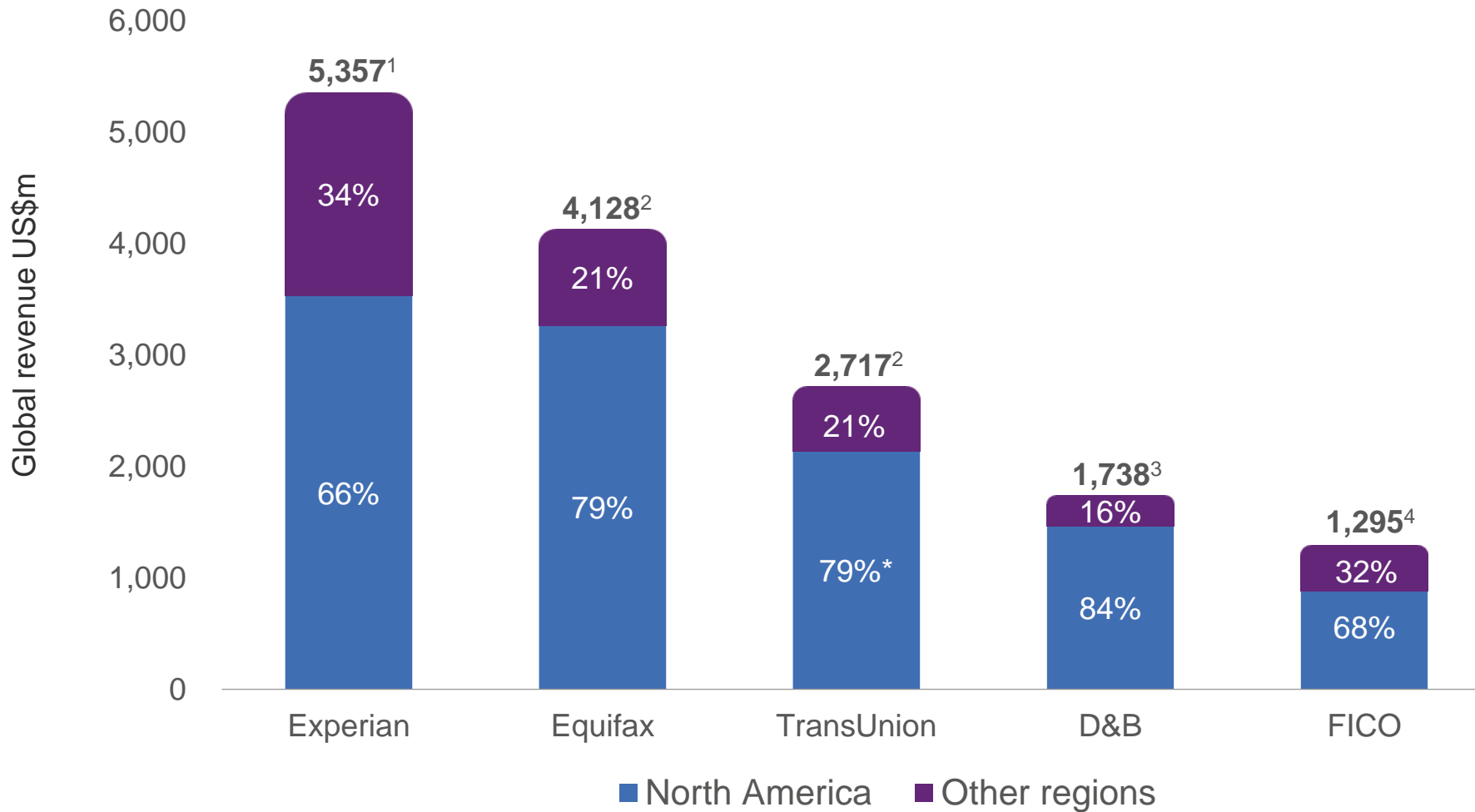


By customer



Diverse portfolio by region, business activity and customer

Market leader with unparalleled global reach and range



¹ Year ended 31 March 2021

² Year ended 31 December 2020

³ Adjusted revenue based on pro forma 12m ended 31/12/2020 *US only.

⁴ Year ended 30 September 2020

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.



Our addressable market opportunities are significant and growing; market drivers intact since COVID

Growing US\$130bn+ market opportunity

COVID-19 has catalysed existing trends

Our strategic focus areas remain relevant

Big Data & Analytics

US\$50bn+

Identity authentication & Fraud

US\$20bn+

Consumer identity solutions and marketplaces

US\$16bn

Consumer Information

US\$14bn

Business Information

US\$11bn

Health

US\$10bn

Decisioning

US\$9bn



Digital explosion



Digital journeys and workflows



Automation and productivity



Fraud

Make credit and lending simpler, faster and safer

Empower consumers to improve their financial lives

Help businesses verify identity and combat fraud

Help organisations in specialised verticals harness data and analytics

Enable businesses to find and connect with audiences

Well-defined strategic priorities underpin our growth ambitions

Areas driving significant revenue and profit growth

Consumer Information

- Consumer consent and open data
- Ascend global expansion

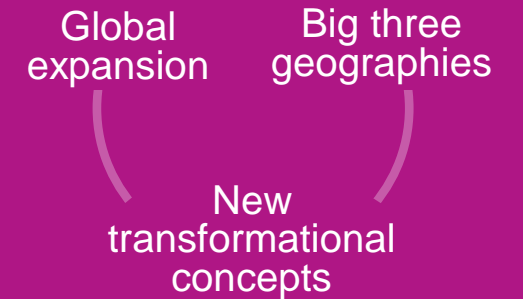
Global platforms

Ascend Open Data
Experian One PowerCurve

+ Use cases

+ Verticals + Countries

Consumer



Verticals

Focused expansion across:

- Health
- Automotive
- Mortgage
- Verification and Employment Services

Smaller regions

One Experian
Innovation
Diversification

Scale
Operating efficiency

EMEA

Asia Pacific

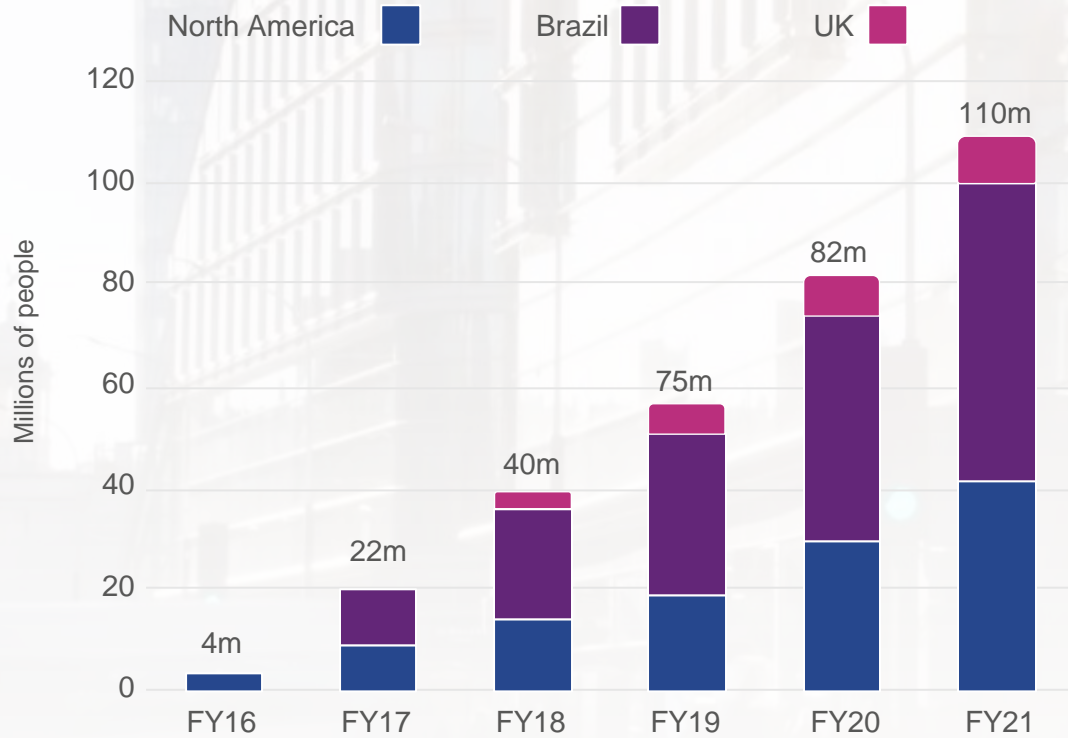
Spanish Latin
America

Brazil

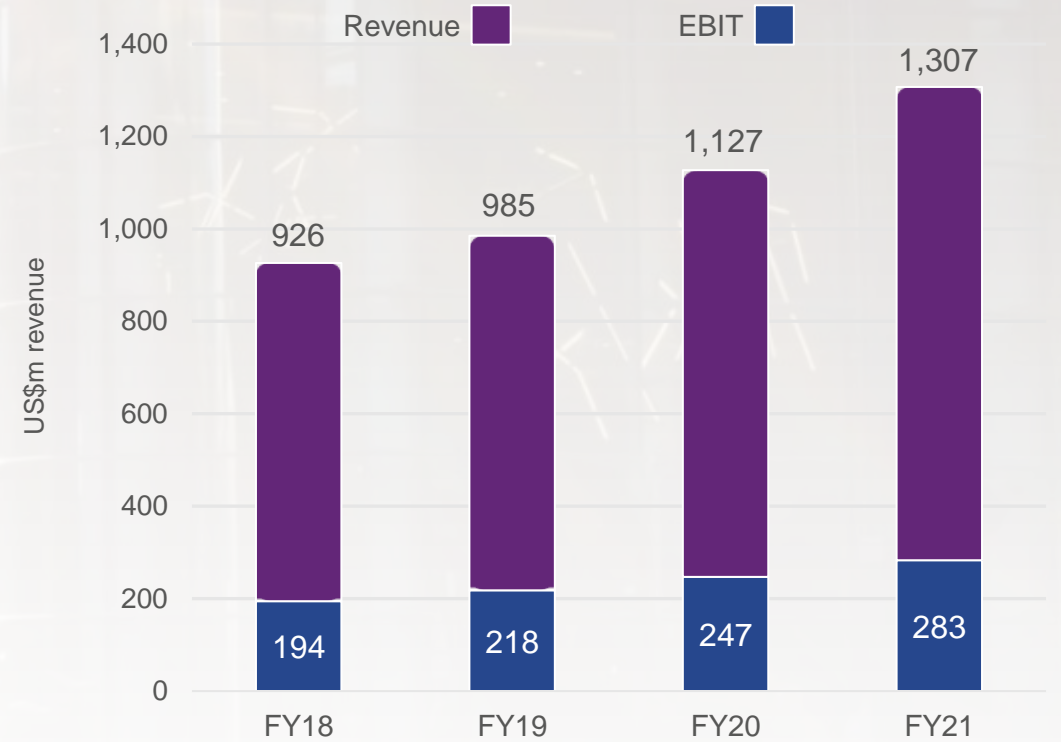
- Positive data
- Business diversification into new verticals
- Decisioning, fraud and analytics
- Consumer Services

Growing Consumer Services business

Free consumer members



Consumer Revenue & EBIT



* Cumulative total as at end of the period.

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.

ESG – new gender diversity and climate-related targets

Our goals

Social targets:

- Reach 100m people through social innovation products by 2025 (from 2013)
- Reach 100 million people by 2024 through United for Financial Health (from 2020)

Diversity targets:

- Increase the proportion of women in our senior leaders to 40% by 2024
- We continue to meet Hampton-Alexander and Parker Reviews

Environmental targets:

- Carbon neutral in own operations by 2030
- Science-based target: by 2030 cut Scope 1 and 2 emissions by 50% and Scope 3 emissions¹ by 15%
- Carbon offset scope 1 and 2 emissions gradually over the five years to 2025

Our sustainable business strategic priority:
Improving Financial Health for all
through:

Core
products

Social
innovation

Community
investment

Contributing to the UN Sustainable Development Goals:



Enabled by treating data with respect:

Security

Privacy

Transparency

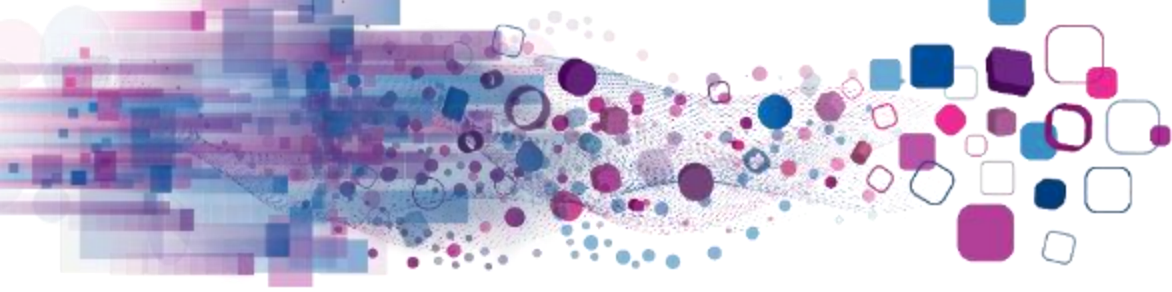
Accuracy

Supported by:

Inspiring and
supporting our
people

Working with
integrity

Protecting the
environment



Strategic progress

Financial highlights: delivering good growth in testing times

FY21 highlights

- Q4 organic revenue +5%, top end of guidance range
- Total revenue +7% at constant currency
- Strength in North America +7% and Latin America +9%
- UK and Ireland returned to growth in Q4
- Improvement in EMEA/Asia Pacific trajectory
- Consumer Services 17% – reached 110m free memberships, up 28m
- B2B flat – innovations, verticals and mortgage offset unsecured credit declines
- Retained capacity to position for recovery
- EBIT growth of 3% and margin 25.9%
- Very strong cash performance with 106% conversion
- Dividend held level at 47.0 US cents per share
- Commencing US\$150m share repurchase programme

Investing in critical growth initiatives and extending our global reach

Organic investment

- People First
- Marketing investment drives scale in Consumer Services
- New products – 158 innovations went live, 266 started with future go-live dates
- Technology migration to distributed framework utilising the cloud

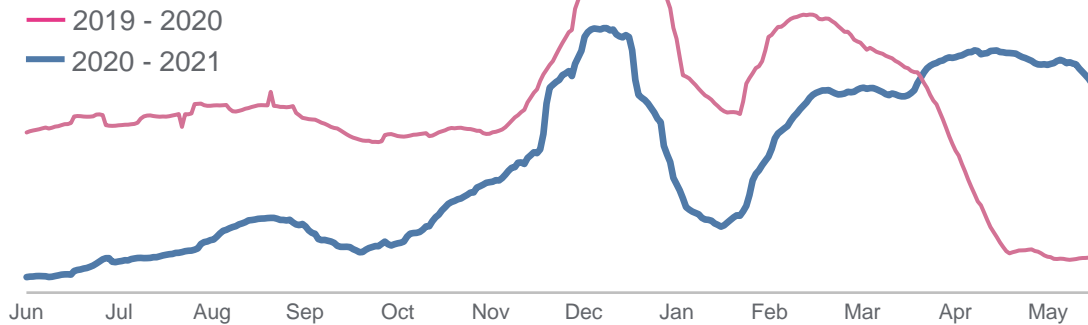
Acquisitions and venture

- **Bureau assets:**  
BERTELSMANN
Financial Solutions
- **Fraud and identity management:**  
- **New verticals:**
 - Emptech, Corporate Cost Control and TCC (*Verification and employment services*)
 - Brain.ag (*agribusiness, Brazil*)
- **Venture:** US\$120m gain on stake in Finicity

An outstanding year of progress in North America driven by innovation and strong execution

Unsecured credit starts to recover

North America
unsecured lending volumes



- Volume for unsecured credit recovering at top customers
- Lenders start to re-activate acquisition programmes
- Mortgage a modest headwind in FY22

Innovation-led growth

- 15 new North America Ascend logos
- New Ascend modules perform well, including Data Services, Marketing and Account Management, and rolling out Ascend Intelligence Services
- Accelerating shift of decisioning software from on-premise as applications are delivered in the cloud through Experian One

Health

- Adds new logos
- Increases contracted bookings
- Significant progress across patient scheduling, identity verification and care management

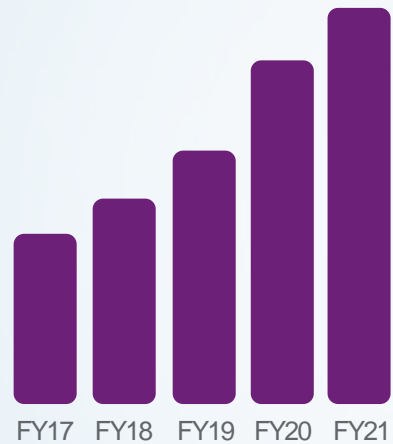
North America Consumer Services – our brand grows in power and reach

Total login volume
Free members



More customers are engaged

Average number of logins per month per customer
Free members

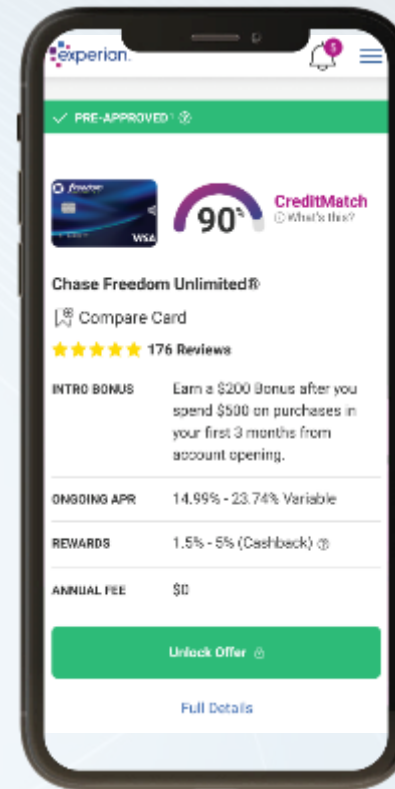


Customers are engaged more often

Overall upsell rate*
Free members



More customers are invested



Lender integrations

Consumers benefit from pre-approved offers generated through integrated partner relationships

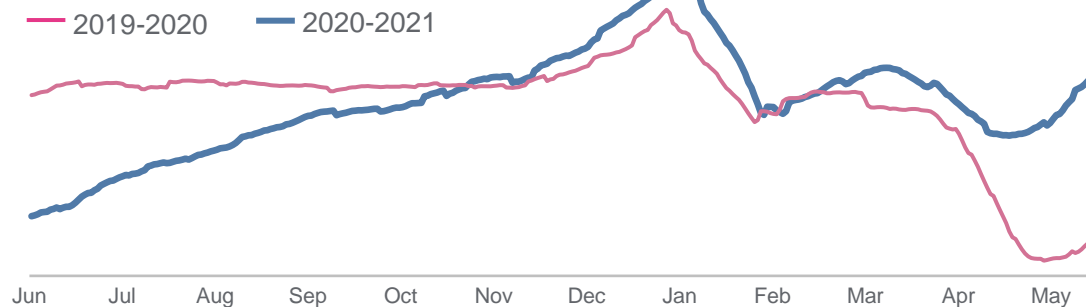
41m free memberships, up by over 10m year-on-year

Latin America – positive data proliferation in Brazil and Consumer Services more than doubles revenue

Business to business

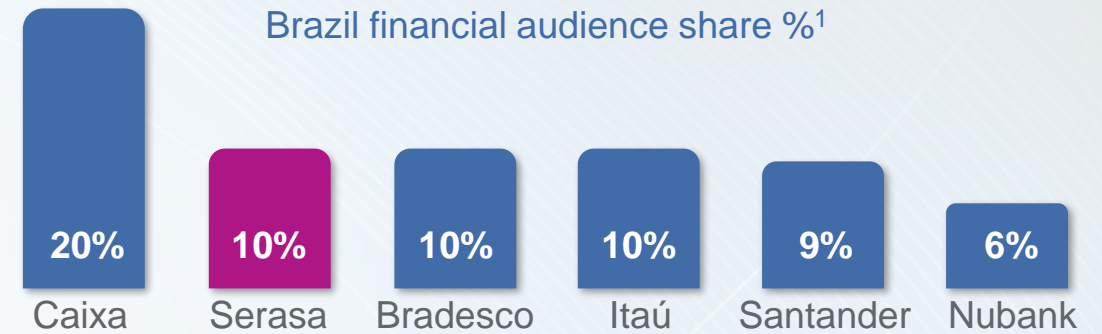
- Signed major new, multi-year agreements with large lenders with increased share of wallet
- Positive data contribution grows as demand rises for more precise credit risk assessment. New positive data offers introduced
- Experian Ascend signs 12 new clients across Latin America
- B2B diversifying into new verticals

Brazil Financial Services lending volumes

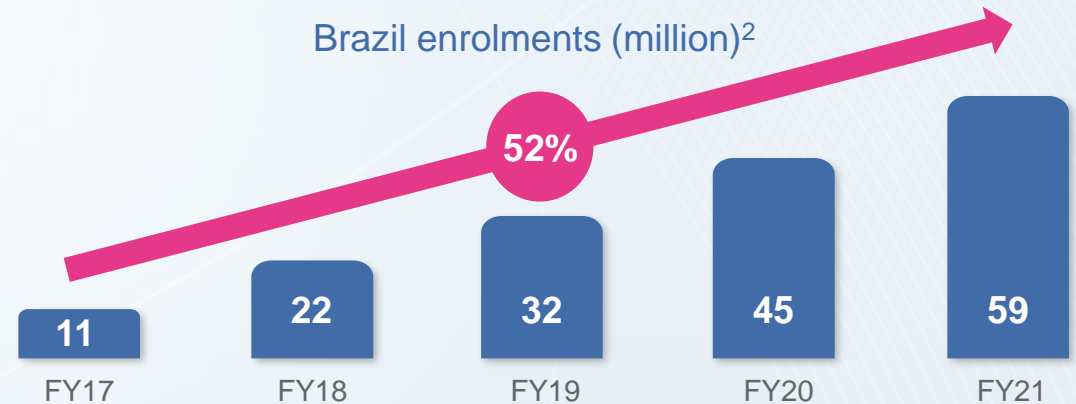


A truly unique Consumer offer

Brazil financial audience share %¹



Brazil enrolments (million)²



UK and Ireland: transformation on track, back to growth in Q4

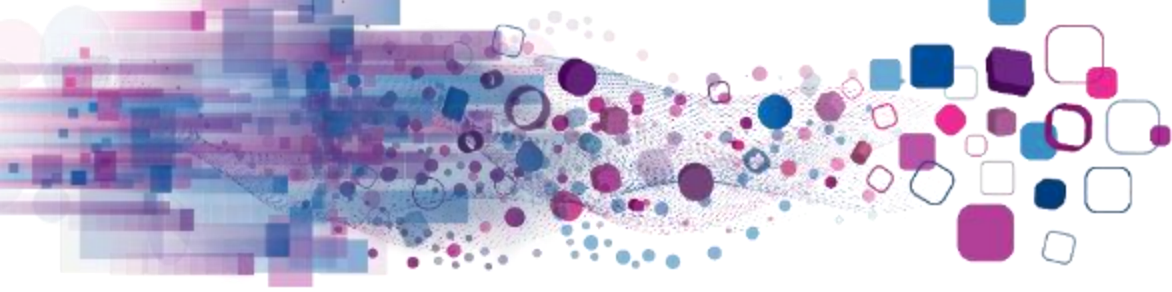
Transformation translating into improved outcomes:

- Improved customer satisfaction, employee engagement and service
- Strong market win rate, including new logos
- Business pipeline up year-on-year
- Strategic wins for Ascend
- Very strong CrossCore uptake
- Lending market starts to re-open
- Significant rebound in Consumer Services in H2
- Free memberships up by 2m to 9.5m
- Encouraging reception for Experian Boost



EMEA/Asia Pacific – performance impacted by the pandemic; new bureaux bring scale

- Lockdowns impacted bureau volumes; clients hesitated to spend on new software implementations
- Pandemic is creating a market-shift; clients are ready to adopt cloud-based technologies
- Concentrating efforts on markets where we have a path to scale; driving more profitable growth
- New bureaux in Germany and Spain have got off to a strong start



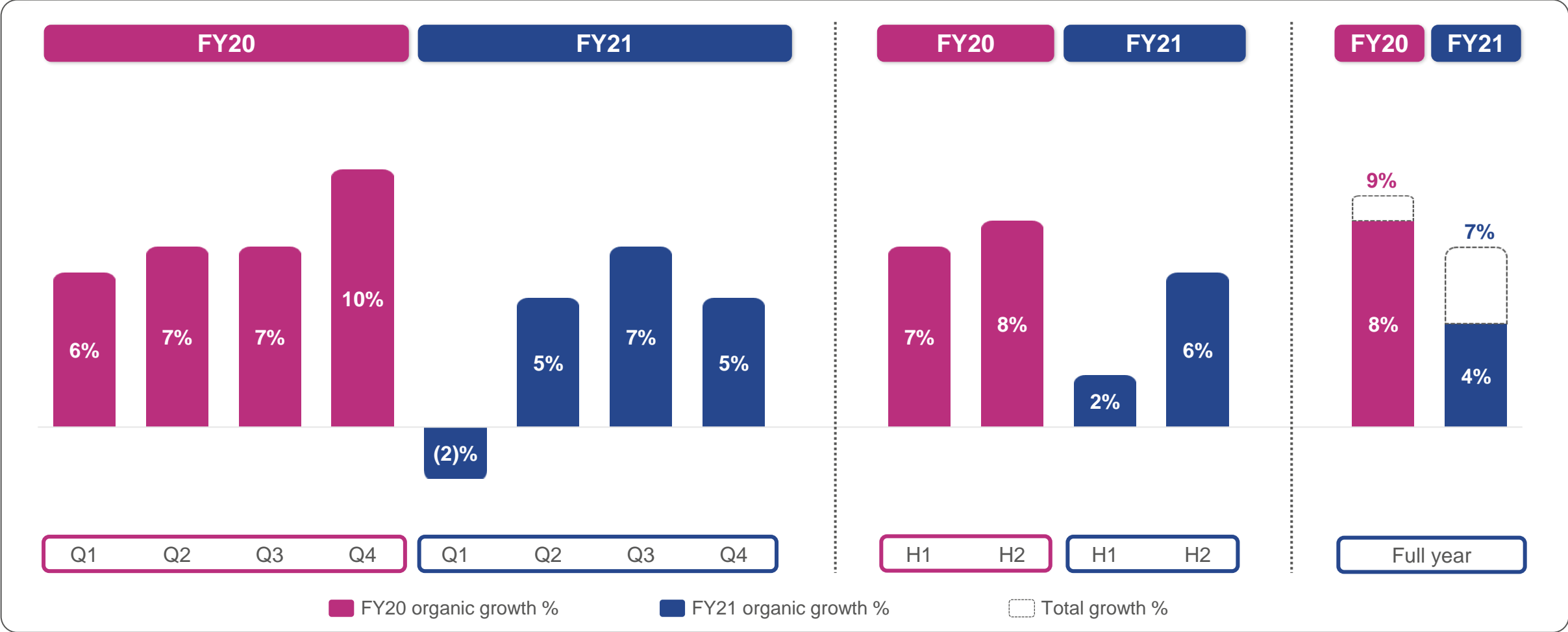
Recent performance

Highlights – FY21

		Constant FX rates	Actual FX rates	Results
Revenue	Total revenue growth	7%	4%	US\$5,357m
	Organic revenue growth	4%		
EBIT	Benchmark EBIT growth	3%	0%	US\$1,385m
	Benchmark EBIT margin		25.9%	
EPS	Benchmark earnings per share growth	4%	0%	USc 103.1
Operating cash flow	Benchmark operating cash flow conversion		106%	US\$1,476m
	Benchmark operating cash flow growth		22%	
Dividend	Total dividend per share growth		0%	USc 47.0
Funding and liquidity	Net debt to Benchmark EBITDA			2.2x

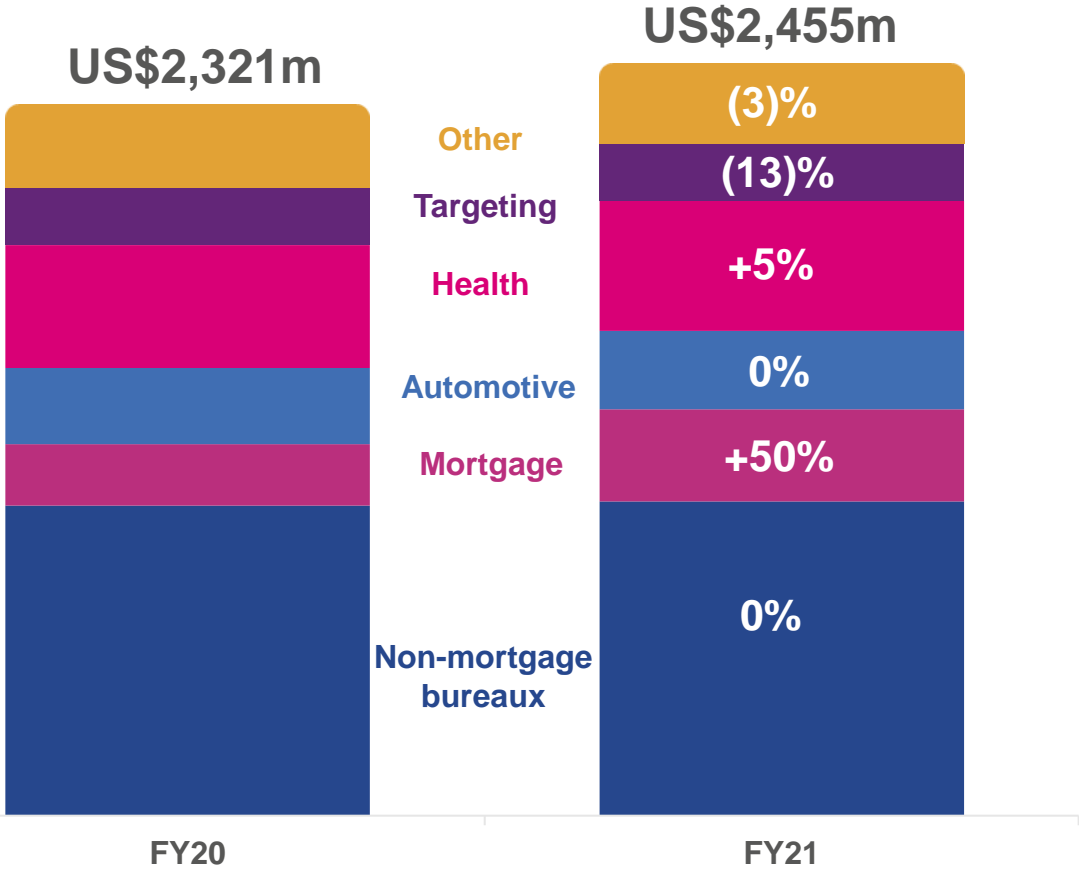
Certain financial data have been rounded within this presentation. As a result of this rounding, the totals of data presented may vary slightly from the arithmetic totals of such data. Revenue, Benchmark EBIT growth and Benchmark EBIT margin are on an ongoing activities basis. FX = foreign exchange.

Organic growth trends

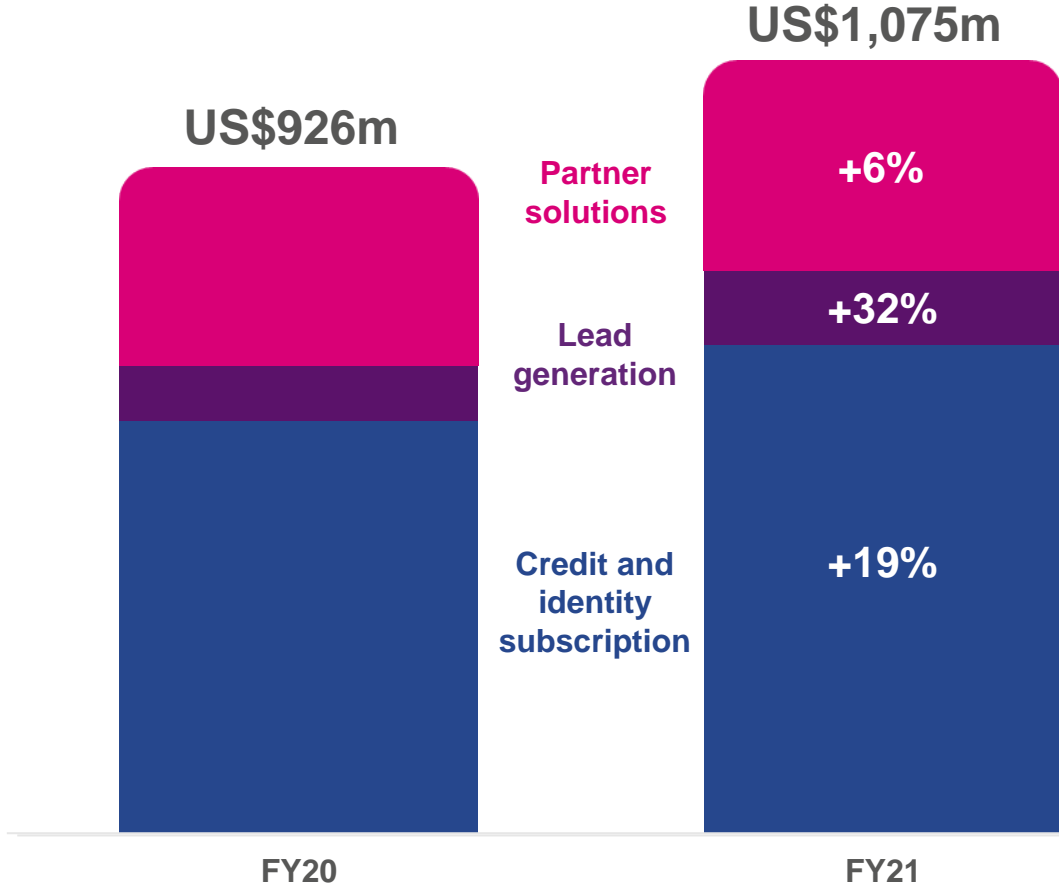


North America trends

B2B revenue +4%



Consumer Services revenue +16%

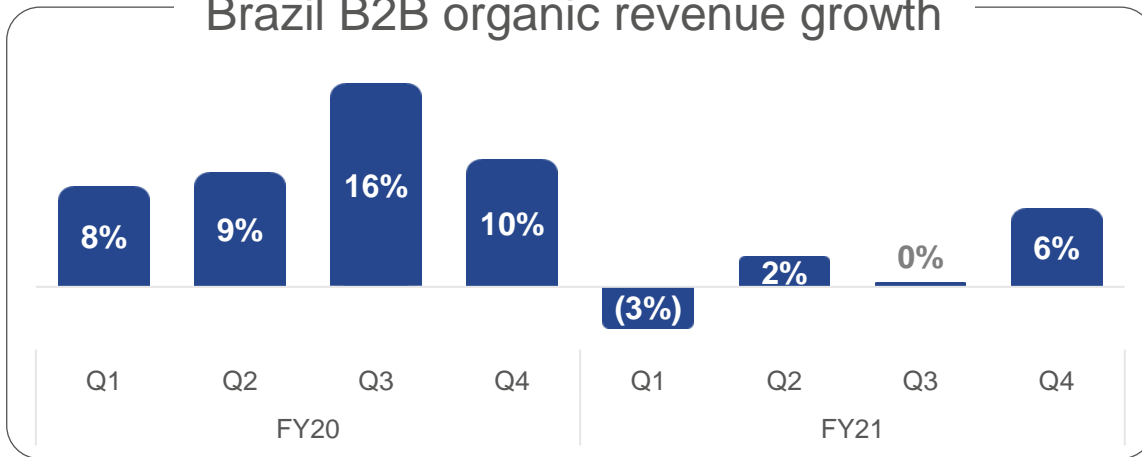


Note: Percentages quoted are organic revenue growth rates



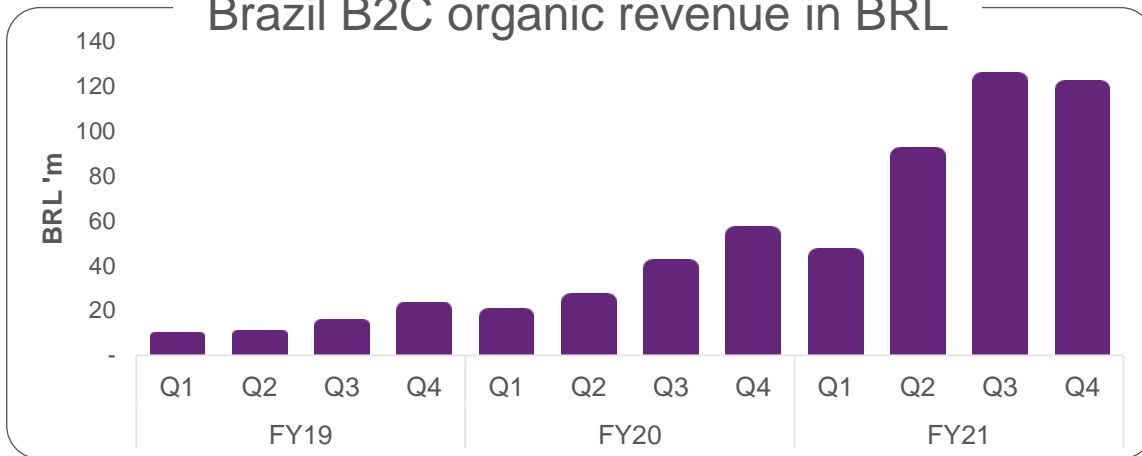
Brazil trends

Brazil B2B organic revenue growth



- Momentum from recovery in credit bureau volumes in recent months
- Growth in volume of enquiries due to positive data attributes and scores, expected to continue into FY22
- Diversification of B2B business continues

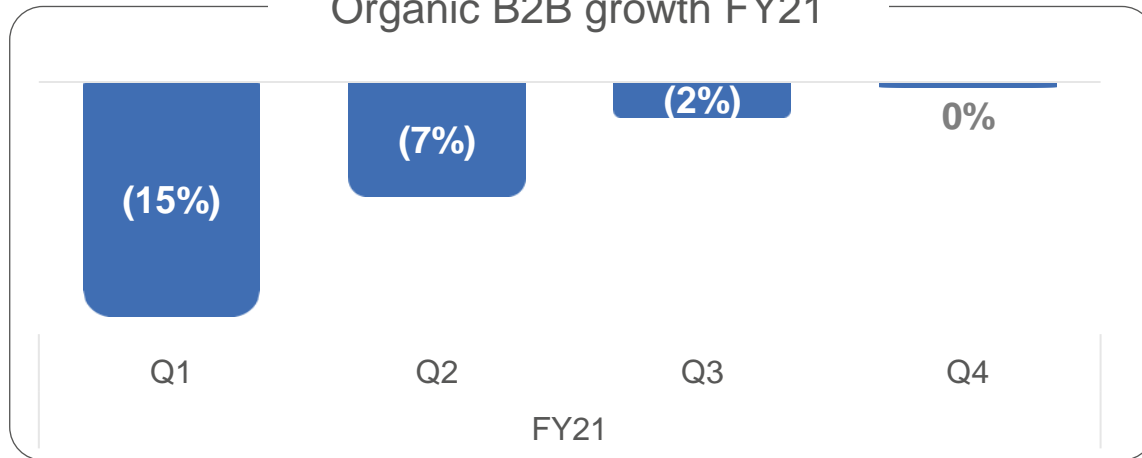
Brazil B2C organic revenue in BRL



- Latin America organic revenue growth of 144% in FY21
- Free membership base grew to 59m, compared to 45m in FY20
- Growth from Limpa Nome Online; launch of Score Turbo service

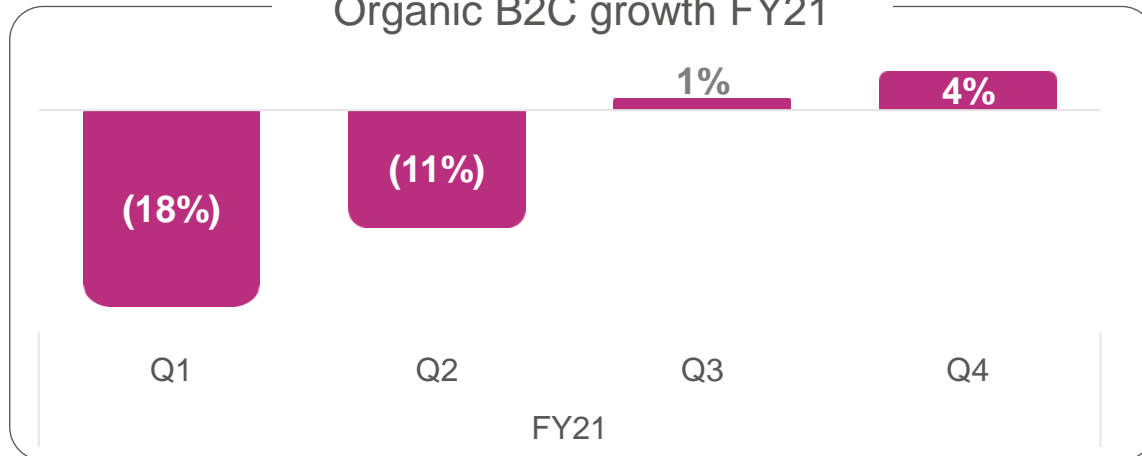
UK and Ireland trends

Organic B2B growth FY21



- Reductions in UK bank consumer lending early in the year; reduced appetite for software investment
- Credit bureau volumes gradually recovering through the year
- Strong new business pipeline for open data propositions

Organic B2C growth FY21



- Launch of Experian Boost in November 2020
- Constraints on credit supply impacted marketplace early in the year
- Paid subscription revenues driving H2 growth
- Free membership of 9.5 million consumers at 31 March 2021, around 25% up on the prior year

Quarterly organic growth trends

		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY
North America (NA)		65%	4%	9%	9%	7%	7%
Data	CI / BI bureaux	25%	4%	14%	12%	5%	9%
	Automotive	5%	(3)%	1%	(3)%	5%	0%
	Targeting	2%	(15)%	(16)%	(7)%	(14)%	(13)%
Decisioning	Health	8%	1%	4%	5%	8%	5%
	DA / Other	5%	(1)%	0%	(2)%	(7)%	(3)%
Consumer	Consumer Services	20%	10%	16%	18%	20%	16%
Latin America (LA)		12%	(1)%	10%	13%	12%	9%
Data	CI / BI bureaux	8%	(5)%	1%	1%	3%	0%
	Other	1%	12%	7%	0%	19%	9%
Decisioning	DA / Other	2%	(9)%	3%	5%	8%	2%
Consumer	Consumer Services	1%	104%	197%	178%	106%	144%
Total NA and LA		77%	3%	10%	10%	8%	8%

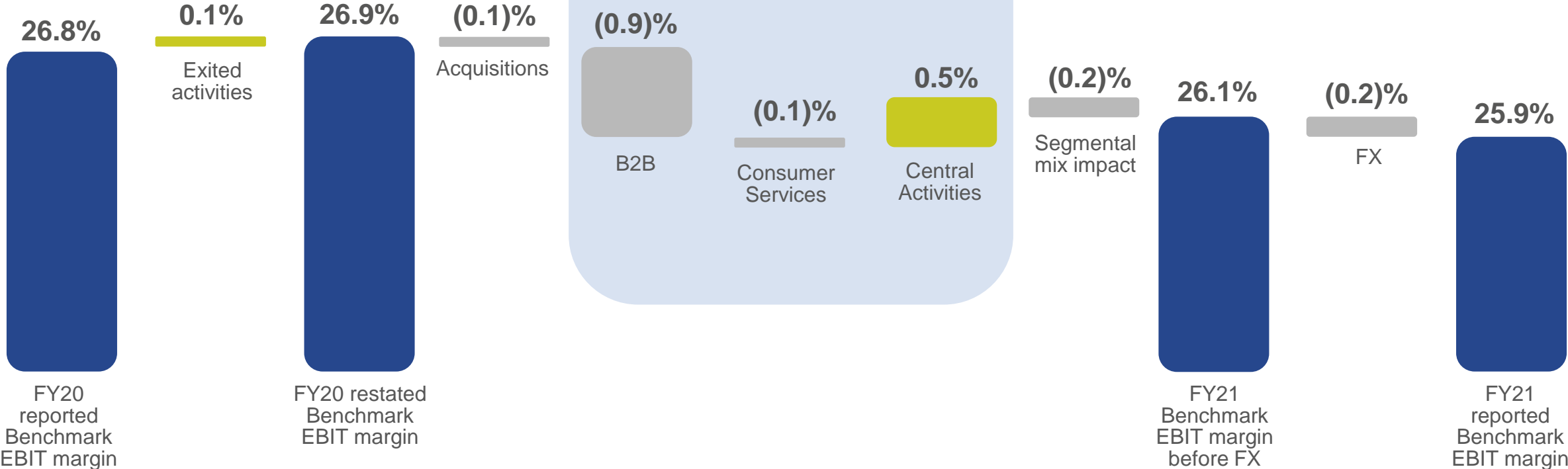
¹ Percentage of Group revenue calculated based on FY21 revenue at actual rates. Organic growth rates at constant currency.

CI – Consumer Information. BI – Business Information. DA – Decision Analytics. Ascend revenue is largely recognised in CI bureau. Mortgage is in CI bureau.

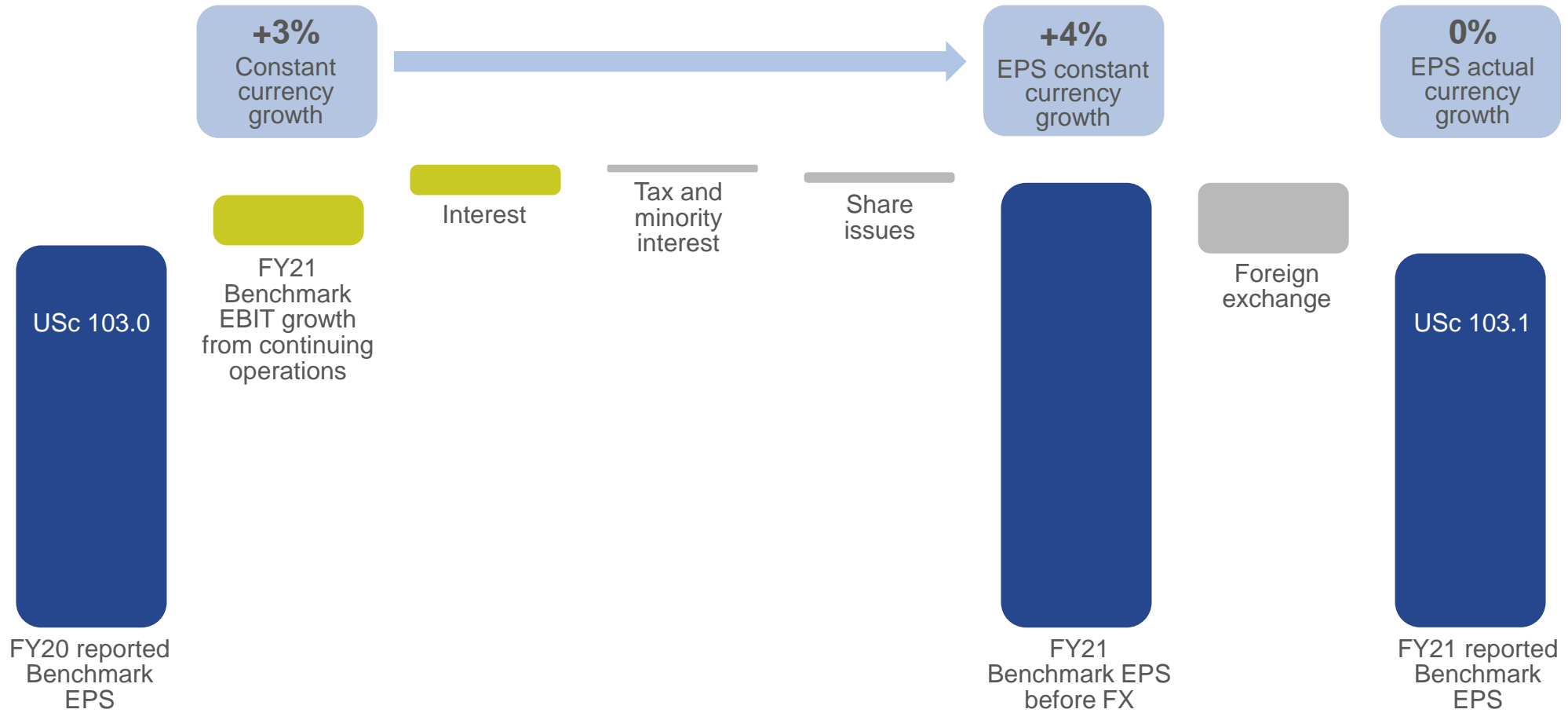
Quarterly organic growth trends

		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY
UK and Ireland		14%	(15)%	(8)%	(2)%	1%	(6)%
Data	CI / BI bureaux	5%	(14)%	(8)%	3%	2%	(4)%
	Targeting / Auto	2%	(21)%	(3)%	(13)%	(5)%	(9)%
Decisioning	DA / Other	4%	(13)%	(8)%	(5)%	(2)%	(7)%
Consumer	Consumer Services	3%	(18)%	(11)%	1%	4%	(6)%
EMEA/Asia Pacific		9%	(20)%	(17)%	(11)%	(10)%	(14)%
EMEA		6%	(25)%	(16)%	(9)%	(7)%	(13)%
Asia Pacific		3%	(13)%	(18)%	(14)%	(15)%	(15)%
Total Global		100%	(2)%	5%	7%	5%	4%

Benchmark EBIT margin



Benchmark earnings per share (EPS)

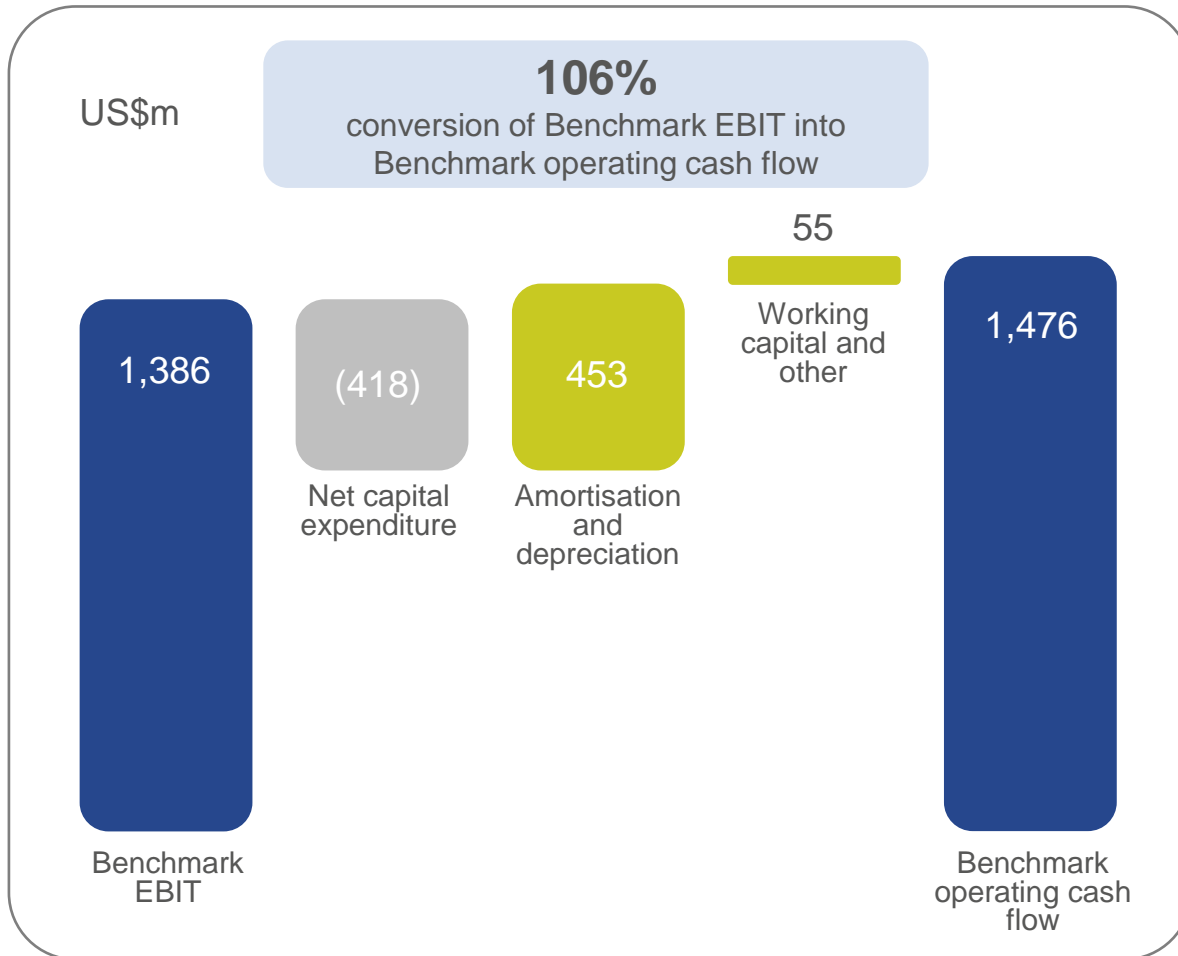


Reconciliation of Benchmark to Statutory PBT

Year ended 31 March
US\$m

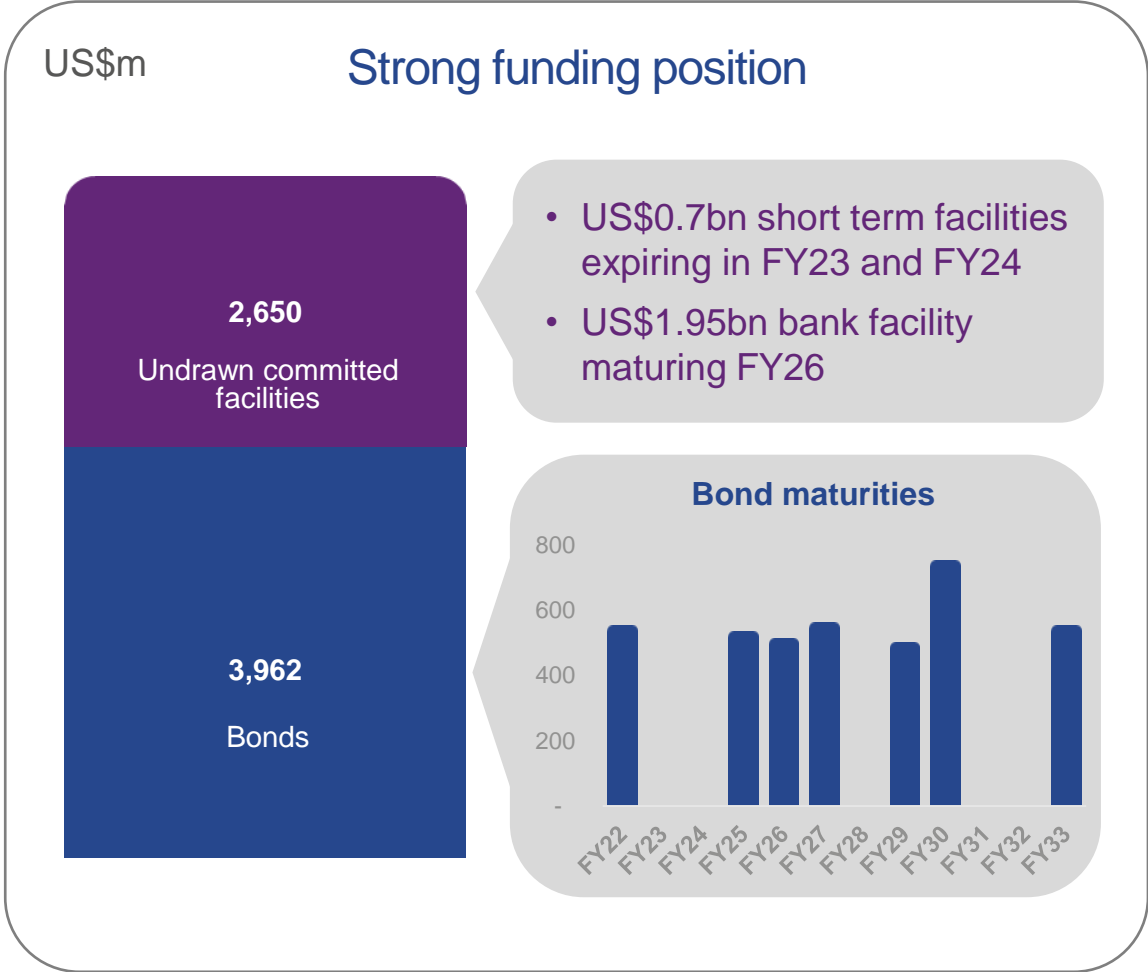
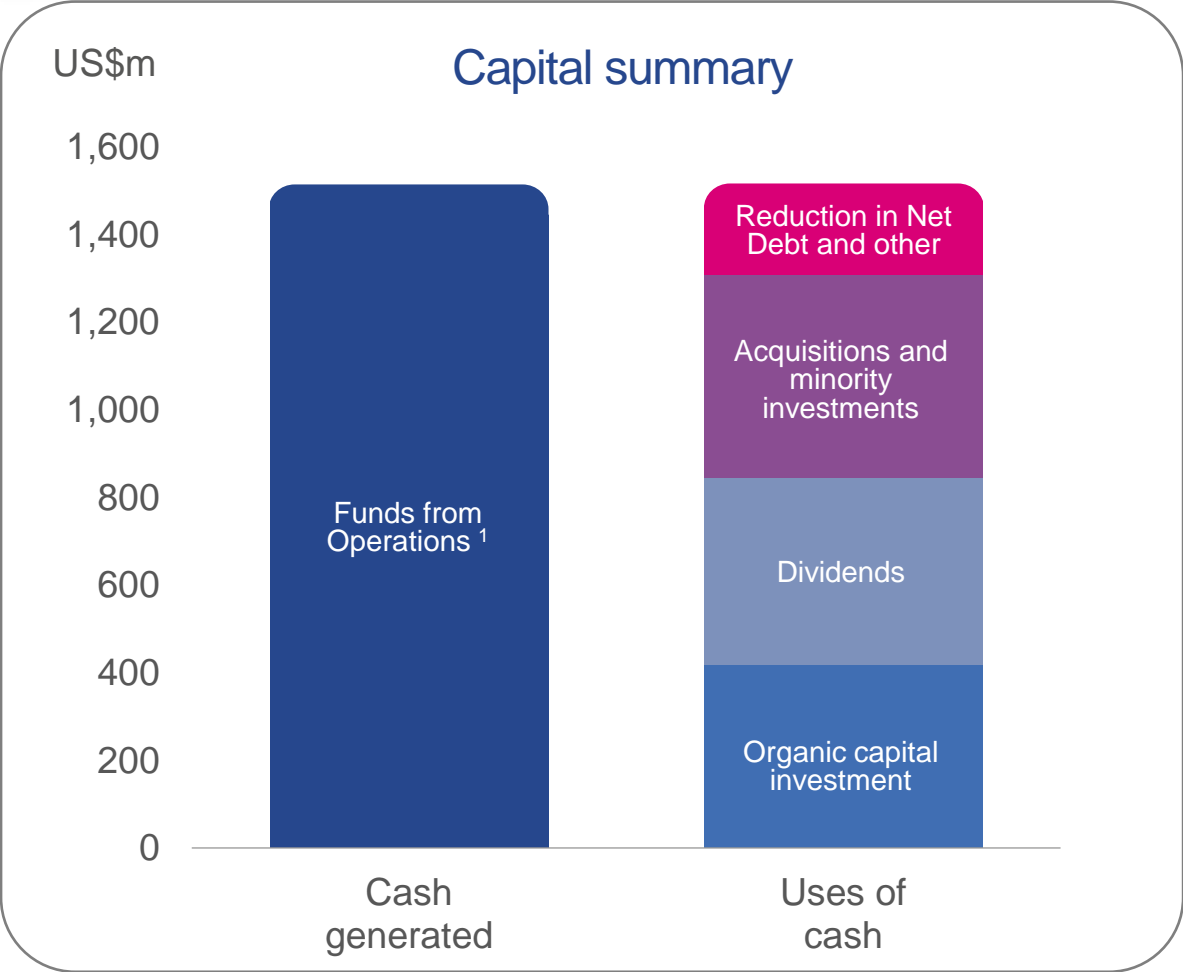
	2021	2020	Growth % (actual rates)	Growth % (constant rates)
Benchmark profit before tax	1,265	1,255	1	5
Amortisation of acquisition intangibles	(138)	(124)		
Asia Pacific non-cash impairment of goodwill	(53)	-		
Gain on disposal – Finicity	120	-		
Restructuring	(50)	-		
Other items ¹	(72)	(78)		
Statutory profit before tax before non-cash financing remeasurements	1,072	1,053	2	
Non-cash financing remeasurements	5	(111)		
Statutory profit before tax	1,077	942	14	

Very strong cash generation



- Strong cash flow generation and conversion
- Strong consumer growth with shorter working capital cycle
- Strong receivables collections, including catch up from FY20
- Discipline in capital expenditure
- Depreciation and amortisation increasing from investment in previous years

FY21 capital framework



Modelling considerations for FY22

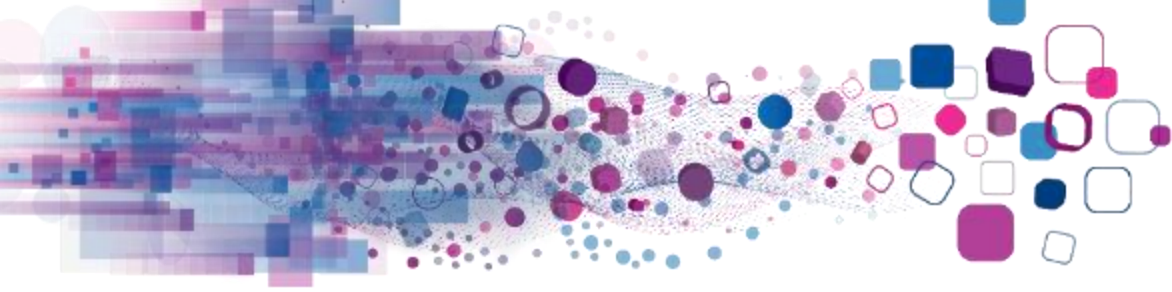
Organic growth	7 – 9%
Acquisitions ¹	3 – 4% contribution to growth
EBIT margin	Strong margin progression
Foreign exchange	Neutral to Benchmark EBIT
Net interest	US\$115m – US\$120m
Benchmark tax rate	c.26 – 27%
WANOS ²	c.915m
Capex	c.9% of revenue
OCF ³ conversion	>90%
Share repurchases	US\$150m

Closing summary

- Resilient FY21, helped by portfolio diversity and critical investment decisions
- Significant addressable market opportunities and strong execution against plans
- Retained capacity and continued to invest through FY21; well-positioned as economies recover
- Q1 starts strongly, expecting further success in FY22, with strong EBIT progression



Powering opportunities and helping to create a better tomorrow



Environmental, social and governance (ESG)

Experian's sustainable business strategy

OUR PURPOSE:

Creating a better tomorrow

OUR SUSTAINABLE BUSINESS STRATEGIC PRIORITY:

Improving Financial Health for all

THROUGH OUR

Core products | Social Innovation | Community Investment

Contributing to the UN Sustainable Development Goals



1.4



8.10



9.3

ENABLED BY:

Treating data with respect

Security | Accuracy | Privacy | Transparency

SUPPORTED BY:

Inspiring and supporting our people

Working with integrity

Protecting the environment

Our goals

Improving financial health for all:

- Reach 100m people through social innovation products by 2025 (from 2013)
- Reach 100 million people through United for Financial Health by 2024

Diversity:

- By 2024 increase the proportion of women in our executive committee and direct reports to 30%, in our senior leaders to 40%, in our mid-level leaders to 42%, and in our total workforce to 47%.

Environment:

- Become carbon neutral in own operations by 2030
- By 2030 cut Scope 1 and 2 emissions by 50% and Scope 3 emissions¹ by 15%
- Carbon offset scope 1 and 2 emissions gradually over the 5 years to 2025

¹ Purchased goods & services, business travel and well to tank

Improving Financial Health – at the heart of our purpose

Vital role as the world's largest credit bureau

- **The World Bank** states that credit bureaus support financial stability, lower interest rates, improve the allocation of new credit and are especially beneficial for small enterprises and new borrowers.
- We provide lenders with information needed to **offer more loans at fairer rates, reducing the cost to borrowers.**
- Extending access to credit helps **drive social and economic development** - businesses grow, families transform their lives.
- We also help people **understand, manage and improve their financial situation** – and protect themselves and their data.

Outcome:

- ▶ Support **financial health of individuals, businesses and economies**
- ▶ Opens door to **millions of potential new customers** for us and our clients



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

Improving Financial Health – the three key ways we help

1

Core products

We use our data and analytics expertise to offer a wide range of core products and services that promote financial wellbeing.

Experian Boost has helped 4.5m people² in USA instantly improve their credit scores by adding on-time payments of utility bills to their financial profiles

Priority is driving revenue at scale for the business, investments prioritised by returns

2

Social Innovation

This programme provides seed funding to explore innovative new solutions designed to offer societal benefits and new revenue streams.

GeleZAR app in South Africa - people can improve their financial education through fun courses on their mobile & build their credit score even without a bank account

Focus is on number of people reached with financial inclusion products, returns are secondary

3

Community Investment

We deliver financial education programmes and support communities where we operate.

United for Financial Health launched to re-build financial lives post COVID-19, reached 35 million people in FY21, beating 15 million target

Priority is educating people on finances to help drive financial inclusion

- Products
- Most focussed on returns
- Less financially excluded

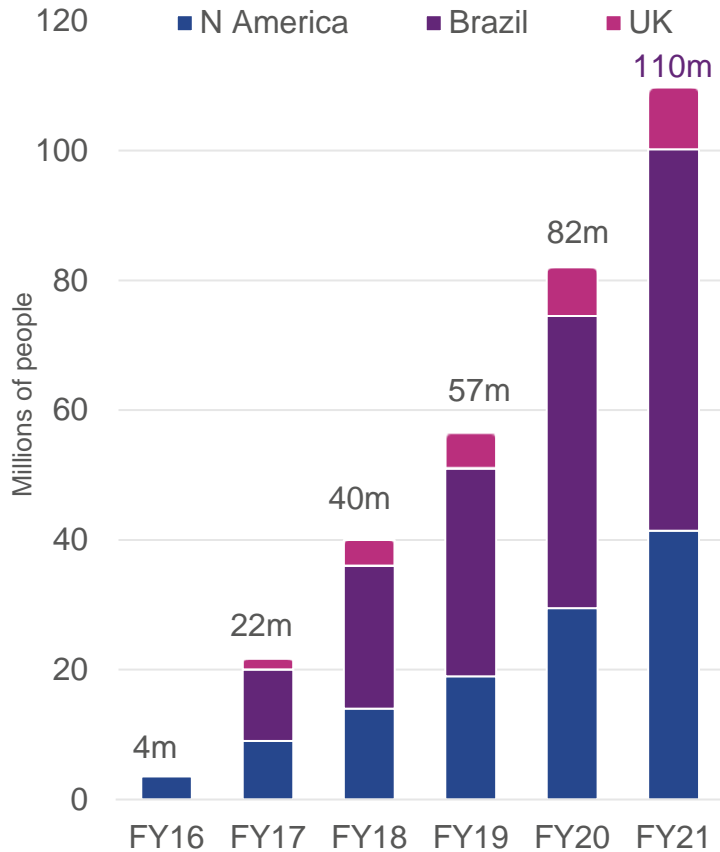
Sliding scale
(generalised characteristics, there are exceptions)

- Education
- Most focussed on helping people
- More financially excluded

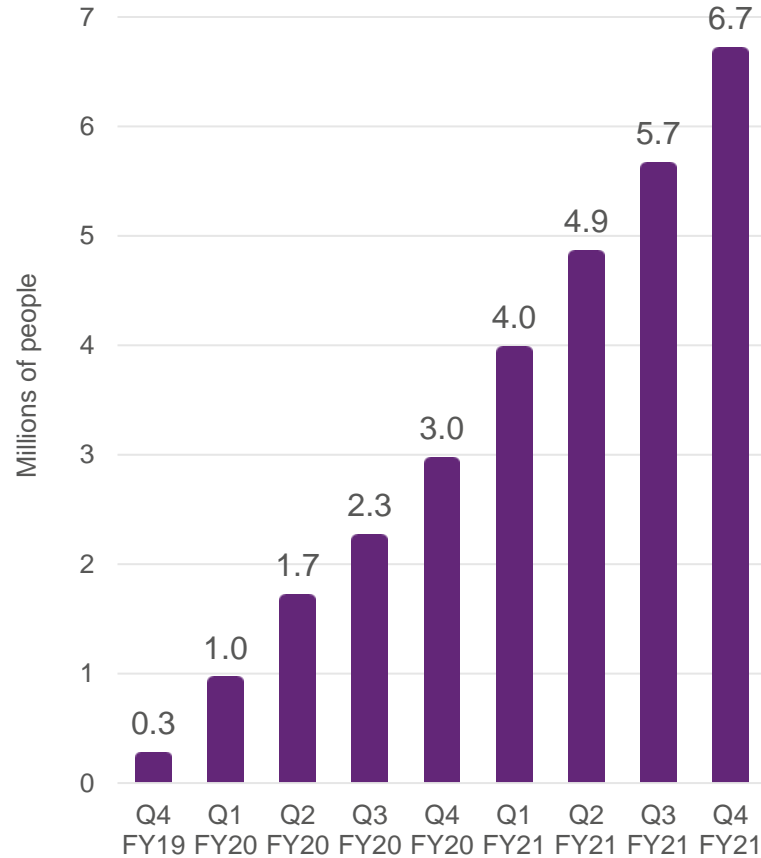
As we help people move up the ladder of financial inclusion, more people become potential consumers of our core products

Improving Financial Health – core product metrics

Free consumer members

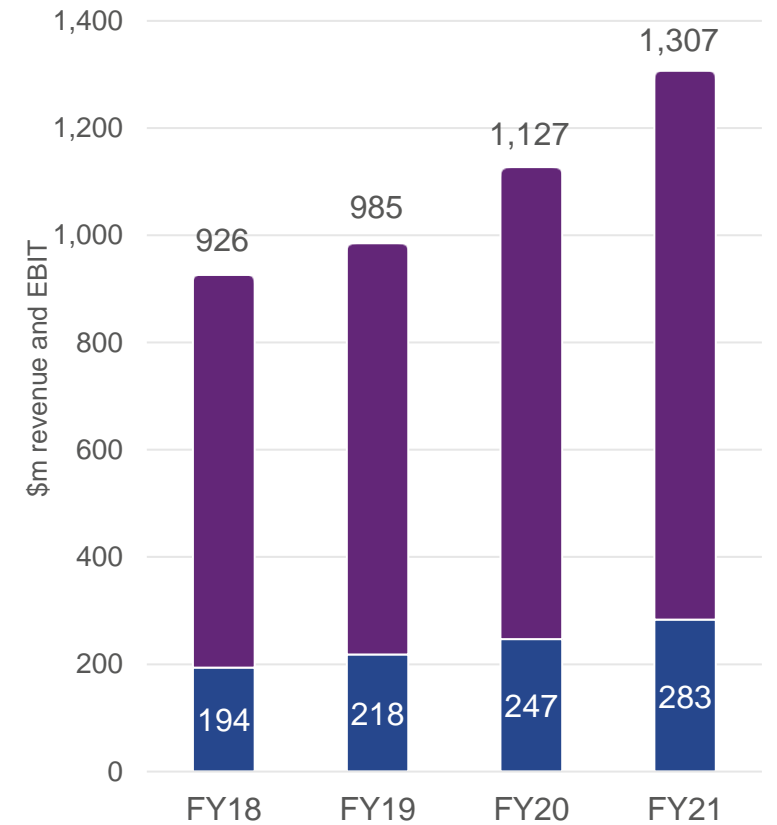


Experian Boost US customers



Figures as at the end of the quarter

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.

Social – Treating data with respect

We aim to be the consumers' bureau.

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

Safeguarding Data security

We operate a multi-faceted approach to ensure that data is held securely.

This approach focuses on prevention, detection and mitigation.

Improving Data Accuracy

We constantly strive to increase the accuracy of our data. We use data from reputable sources, we measure accuracy continuously, and we have improvement programmes and processes that quickly correct inaccurate data.

Protecting Data Privacy

We have programmes to evaluate every product and service to ensure we strike the right balance between consumers' privacy expectations and the economic benefit to both consumers and clients.

Ensuring Data Transparency

We offer consumers the ability to review the data that we hold and, where appropriate, to opt out of further processing or sharing of data for particular uses.

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.

4.2

Glassdoor score¹

+5%

I am proud to work
at Experian

30

Employee
diversity groups

40%

target for
women in
senior leaders

We're committed to the highest standards of corporate governance

- We comply with the UK Corporate Governance Code 2018
- Independent Board evaluation shows first class corporate governance and excellent board performance
- Diverse Board meets recommendations of Hampton-Alexander Review on gender diversity and Parker Review on ethnic diversity

73%
Independent¹
Board members²

36%
Women on Board²

2
Ethnically diverse
Board members

100%
Independence
of Audit and
Remuneration¹
Committees

We've committed to become carbon neutral in our own operations by 2030

- We have set a Science Based Target that by 2030 we will reduce Scope 1 and 2 emissions by 50% and Scope 3 emissions by 15%.
- We're committing to gradually carbon offset our scope 1 and 2 emissions over the 5 years to 2025.
- We will explore options to reduce carbon emissions, switch to more renewable energy and use carbon offsetting or sequestration for the emissions that can't be eliminated.



ESG highlights

Environment

Committed to become carbon neutral in own operations by	2030
Science Based Target set for 2030, in process of SBTi validation	Yes
CDP Climate Change score of A-, in the Leadership band	A-
CO ₂ e emissions in tonnes ²	-58%
% FY21 scope 1 & 2 emissions offset	20%
Electricity from renewable sources	34%

Employees

Glassdoor rating (increased 5 years running) ³	4.2
Three-year gender diversity targets set	Yes
Voluntary employee attrition	10.1%
Diversity and inclusion employee groups	30

Social

Number of credit offers to people in emerging markets using our micro analytics	3.1bn
Unbanked people who could benefit through alternative data sources and Experian technology platforms	1.7bn
People using our platforms for free education, access to products and services ⁴	110m
Consumers connected to Experian Boost in the US ⁴	6.7m
Data privacy and security is a top priority	
Robust security controls based on ISO 27001	
A member of the Slave-Free Alliance	
Suppliers must comply with our Supply Chain Principles	
Mandatory annual training for all employees:	
<ul style="list-style-type: none"> • Code of Conduct • Security and Data • Anti-Corruption 	

Governance

Independent Board members ^{5,6}	73%
Female Board members ⁵	36%
Ethnically diverse Board members ⁷	2
Independence of Audit and Remuneration ⁵ 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



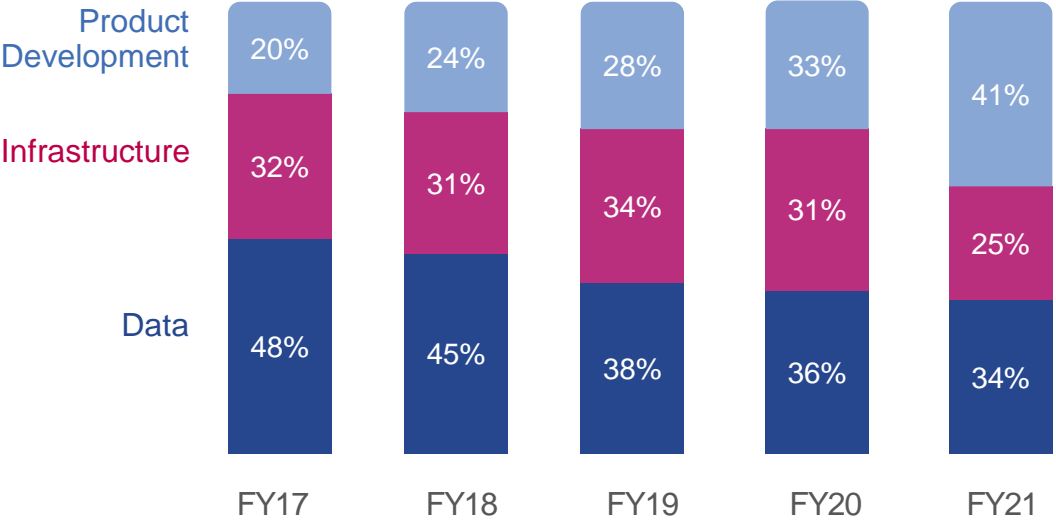


Appendix

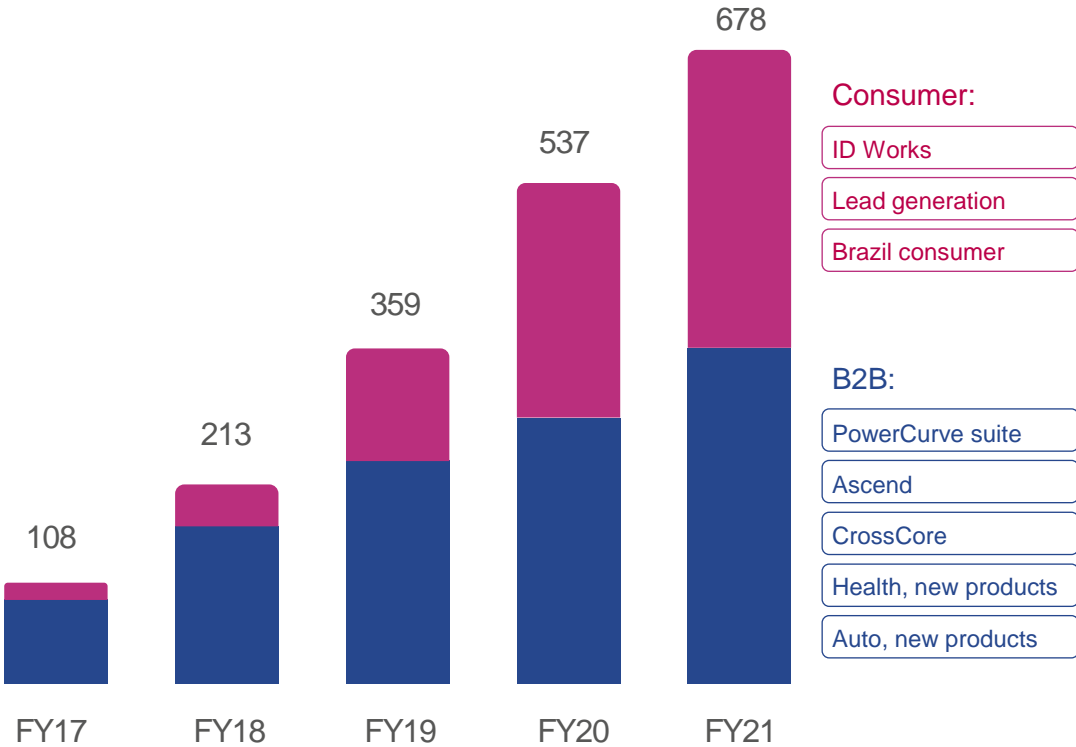
Investment in technology and innovation

	FY17	FY18	FY19	FY20	FY21
Capex US\$m	399	431	439	487	422
Capex % of revenue	9%	9%	9%	9%	8%

Capital investment breakdown (%)



New and key scaling products revenue (US\$m)



North America

Year ended 31 March
US\$m

	2021	2020	Total growth	Organic growth
Data	1,761	1,642	7%	5%
Decisioning	694	679	2%	2%
Business-to-Business	2,455	2,321	6%	4%
Consumer Services	1,075	926	16%	16%
Total revenue	3,530	3,247	9%	7%
Benchmark EBIT – ongoing activities	1,201	1,093	10%	
Benchmark EBIT margin	34.0%	33.7%		

Latin America

Year ended 31 March
US\$m

	2021	2020	Total growth	Organic growth
Data	457	578	1%	1%
Decisioning	92	114	2%	2%
Business-to-Business	549	692	1%	1%
Consumer Services	76	40	144%	144%
Total revenue	625	732	9%	9%
Benchmark EBIT – ongoing activities	172	220	4%	
Benchmark EBIT margin	27.5%	30.1%		

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

The results for the year ended 31 March 2020 have been re-presented following the reclassification of our Consumer Services business in Latin America to the Consumer Services business segment; previously our Consumer Services business in this region was not sufficiently material to be disclosed separately.

UK and Ireland

Year ended 31 March
US\$m

	2021	2020	Total growth	Organic growth
Data	361	367	(5)%	(5)%
Decisioning	220	227	(7)%	(7)%
Business-to-Business	581	594	(6)%	(6)%
Consumer Services	156	161	(6)%	(6)%
Total revenue	737	755	(6)%	(6)%
Benchmark EBIT – ongoing activities	122	173	(34)%	
Benchmark EBIT margin	16.6%	22.9%		

EMEA/Asia Pacific

Year ended 31 March
US\$m

	2021	2020	Total growth	Organic growth
Data	287	213	32%	(8)%
Decisioning	178	214	(18)%	(20)%
Total revenue	465	427	7%	(14)%
Benchmark EBIT – ongoing activities	(20)	12	(232)%	
Benchmark EBIT margin	(4.3)%	2.8%		

Experian American Depositary Receipt (ADR) programme

ADR shareholder enquiries:

Shareholder Relations
BNY Mellon Shareowner Services
PO Box 505000
Louisville, KY 40233-5000
United States

T: + 1 201 680 6825
(From the US: 1-888-BNY-ADRS, toll free)
E: shrrelations@cpushareownerservices.com
W: www.mybnymdr.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	BNY Mellon

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Event calendar

15 July 2021

First quarter trading update, FY22

21 July 2021

Annual General Meeting

17 November 2021

Interim results H1 FY22

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