



Experian Consumer Services

17 June 2021





Experian North America Consumer Services

Jeff Softley
President, D2C



Our strategic priorities and growth agenda are ambitious

We will be the pre-eminent platform for consumers to manage their financial lives



- We are developing a **deeper relationship with consumers**; playing a more central role in their day-to-day lives
- Our **brand and our data give us the license** to support consumers across many areas to enhance their financial lives
- We are **taking share across markets** as we scale
- We are **accessing substantial new growth markets** through accelerating product innovation

We are evolving our consumer value proposition, our role, and our brand to achieve scale and growth

Direct to Consumer Growth Horizons	Phase 1	Phase 2	Phase 3
	Commoditization & Disruption	Business Model Stabilization	Scaling Ambition
Timeframe	FY10 to FY16	FY17 to FY19	FY20+
TAM	\$1bn+	\$2bn+	\$10bn+
Member Base Size	2m to 5m	5m to 25m	25m to 100m+
Member Engagement	Few times per year	Every other month	Monthly
Verticals Targeted	1	3	10+

- Use our unique role and position to build “first, best, only” products which give consumers more control
- Scale our customer base and expand our brand
- Harness consumer contributed data value propositions to access and disrupt broader markets
- Franchise expansion to access further growth



Macro trends play to Experian's advantage

Macro Trends

Accelerating digital transformation

- Generational and technology shifts advancing rapid adoption
- The COVID-19 pandemic is accelerating need for digitized processes

Consumer contributed everything

- Consumers are getting more comfortable with sharing their data for benefits
- More and more “real world” outcomes are being realized through consumer contributed data

Consumers need help

- 2 out of 3 consumers say they are worried about their finances
- Consumers have grown less optimistic about the short-term outlook for the economy and labor market and remain concerned about their financial prospects

Experian's Unique Position

- Experian's assets and leading role in foundational financial processes paired with our growing consumer business create new opportunities to enable consumer control and serve partners

Experian Boost and More

- First mover advantage and an expanding set of use cases
- New value propositions in development against a backdrop of digital transformation in the market

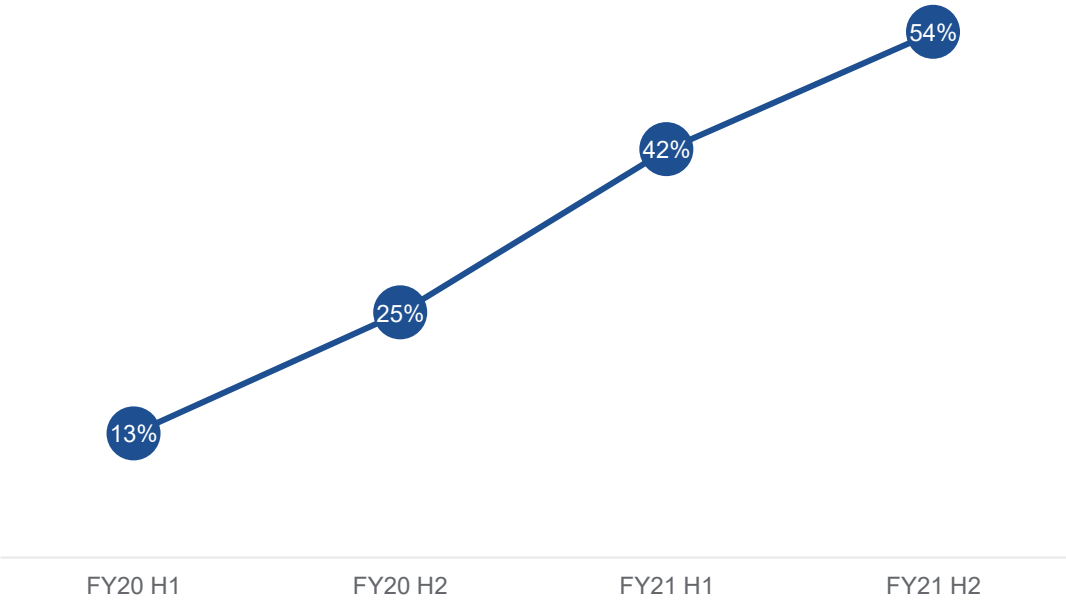
Consumer Trust as Foundation

- Consumers trust Experian to produce financial health products that they would trust and use
- Consumers have a confidence in Experian's ability to meet their evolving needs during times of uncertainty

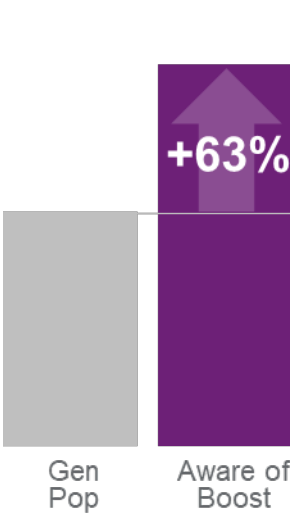


The Experian advantage: Our consumer-contributed data strategy creates value for consumers, partners and the business

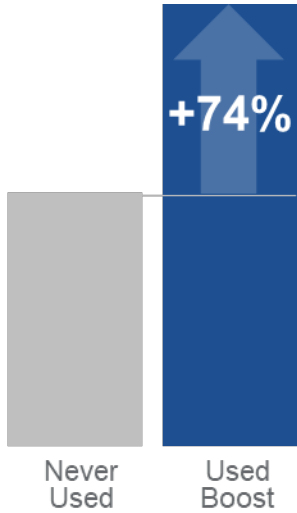
Experian Boost Momentum *% Aware of Experian Boost*



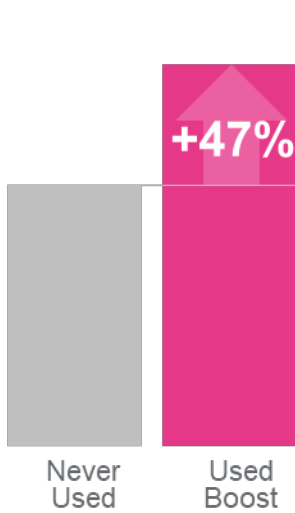
Favorability Awareness of Experian Boost greatly improves favorability



Engagement Return rate is improved for customers who use Boost

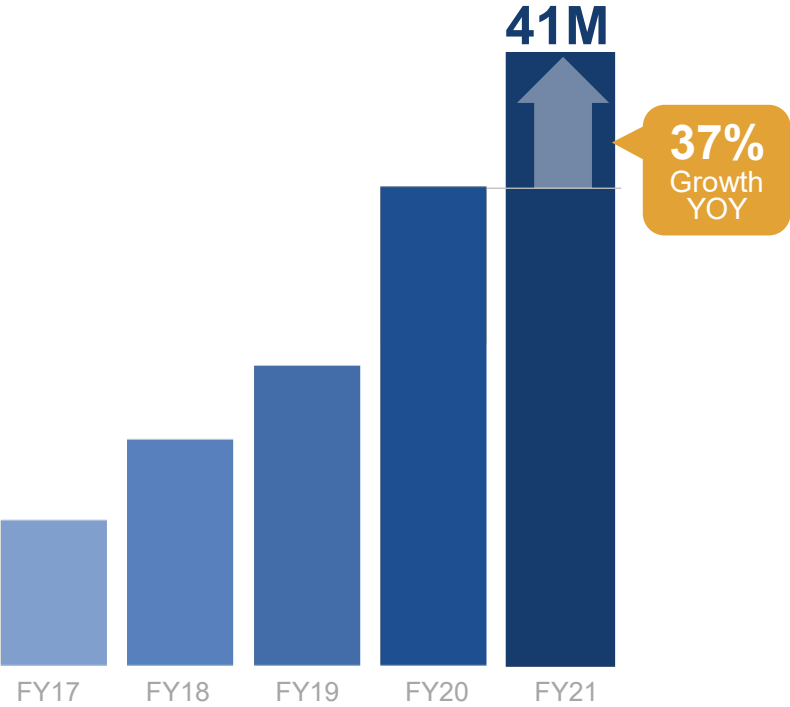


Monetization Free customers who complete Boost generate higher revenue

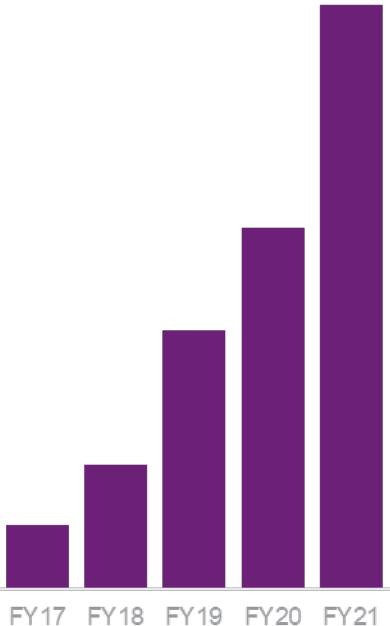


The Experian advantage: Scale is creating new opportunities and more ways to engage consumers

Free Customer Base

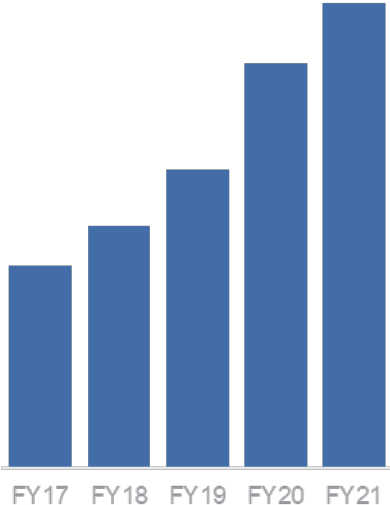


Total Login Volume Free Members



More customers are **engaged**

Average Number of Logins per Customer per month Free Members



Customers are engaged **more often**

Overall Upsell Rate* Free Members



More customers are **invested**

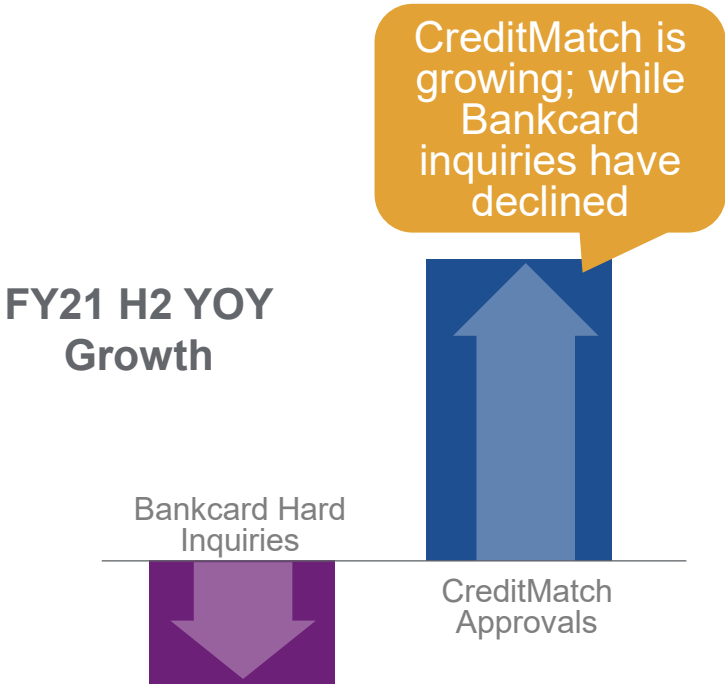
Scale **enables** the business to create meaningful entry into **new markets**

*Rate of consumers upgrading to one of our paid membership products



The Experian advantage: Partners trust our quality and consumers trust Experian

COVID has created a unique market opportunity to serve consumers and partners in meaningful, new ways



Partner Needs

- Lending guidance in uncertain market
- Access to high quality new customers
- Confidence in long term value and profitability

- ✓ Partners maintained their relationships with CreditMatch even while reducing their network and marketing spend
- ✓ CreditMatch onboarded 5 new partners and 6 new credit product offerings during COVID

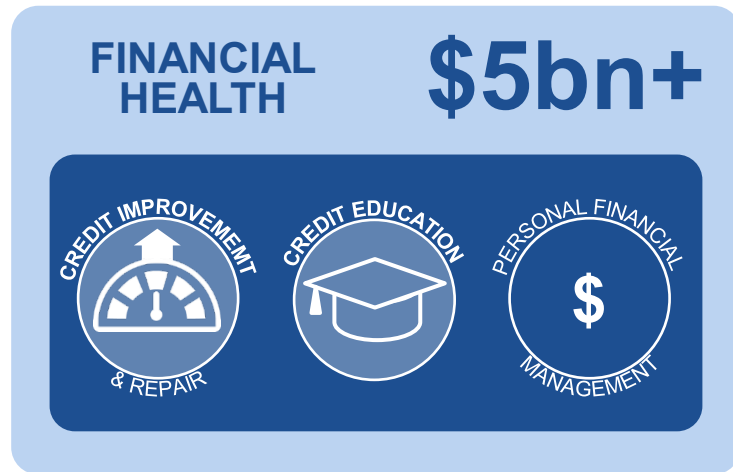
Consumer Needs

- Advice on how to safeguard their credit
- Access to tools that promote financial wellness
- Confidence to gain credit

- ✓ Net Promotor Score is elevated for CreditMatch consumers, indicating that access to tools that help them manage their financial lives creates a more favorable view of the brand
- ✓ Expanded Experian Boost to include additional credit line options, e.g., streaming services

Our growth agenda will extend into large and adjacent markets where we are competitively positioned

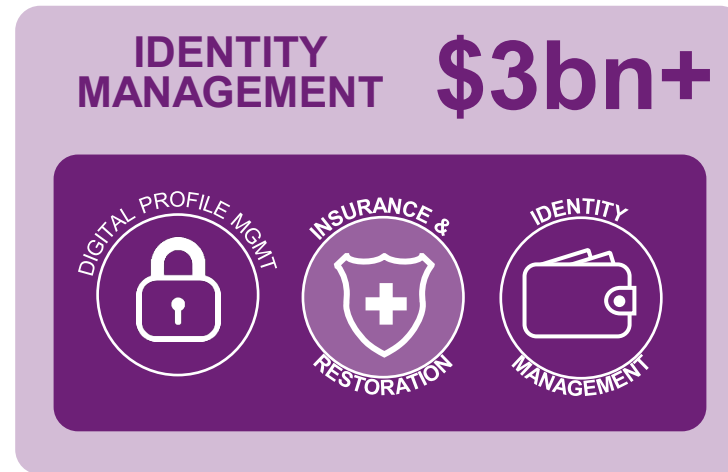
FINANCIAL HEALTH **\$5bn+**



The Financial Health market graphic features a light blue background with a darker blue rounded rectangle containing three circular icons. The first icon shows a speedometer with an upward arrow and the text 'CREDIT IMPROVEMENT & REPAIR'. The second icon shows a graduation cap with the text 'CREDIT EDUCATION'. The third icon shows a dollar sign with the text 'PERSONAL FINANCIAL MANAGEMENT'.

We will help consumers manage their financial lives, not just their credit, with new freemium features that **assist consumers in improving their financial position and saving money.**

IDENTITY MANAGEMENT **\$3bn+**



The Identity Management market graphic features a purple background with a darker purple rounded rectangle containing three circular icons. The first icon shows a padlock with the text 'DIGITAL PROFILE MGMT'. The second icon shows a shield with a cross and the text 'INSURANCE & RESTORATION'. The third icon shows a wallet with the text 'IDENTITY MANAGEMENT'.

Identity services are more than just a passive insurance and protection proposition. Consumers can **manage their privacy and control their data** across new and expanding use cases.

MARKETPLACE **\$10bn+***

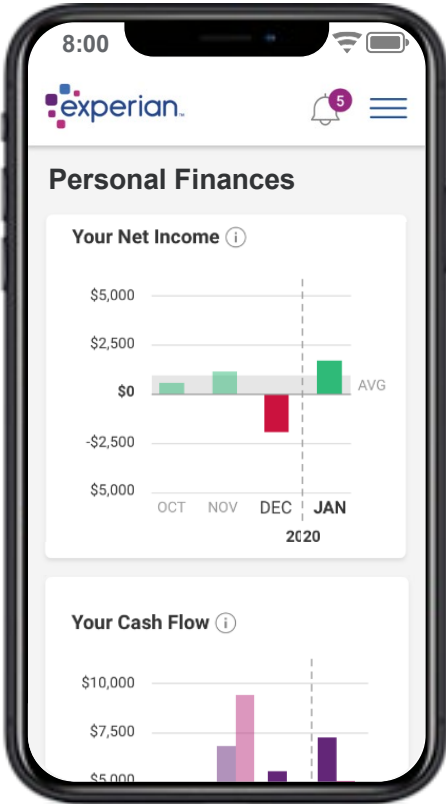
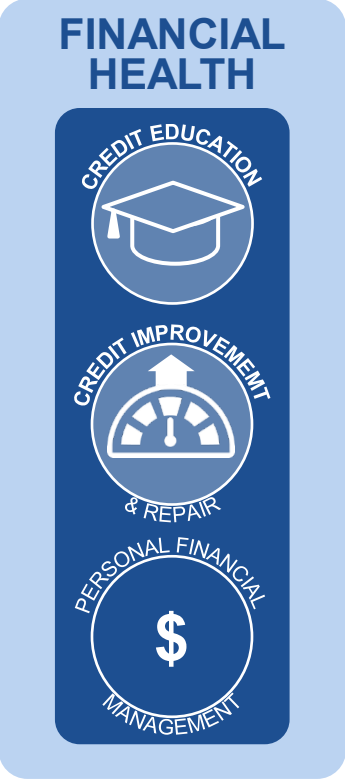


The Marketplace market graphic features a green background with a darker green rounded rectangle containing three circular icons. The first icon shows a credit card with the text 'BORROWING'. The second icon shows a line graph with an upward arrow and the text 'INCOME & INVESTMENTS'. The third icon shows a document with a dollar sign and a checkmark with the text 'INSURANCE'.

Consumers can use their data and financial profiles to **access new products** across more areas of their financial lives.

Partners can access a stream of **qualified, high value customers.**

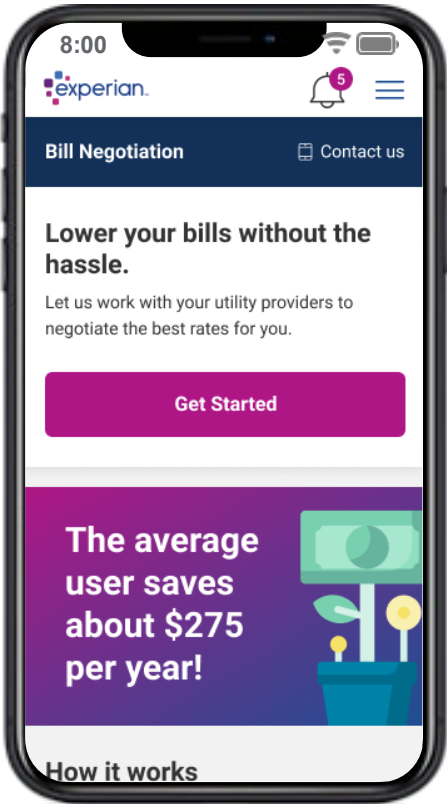
We are expanding with a new breed of “Smart” financial health products; fueled by consumer contributed data



1.4M
Connected
Accounts

Financial Health

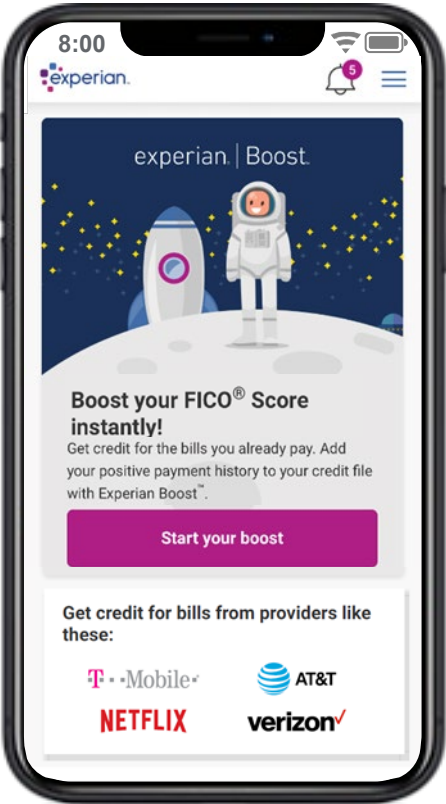
Provide consumers with capabilities to build their financial profile and manage their financial lives



\$1M
Saved
(during Beta test)

Bill Negotiation

Help consumers eliminate costs and save money by negotiating bills on their behalf.



50M+
Credit Score
points added

Experian Boost

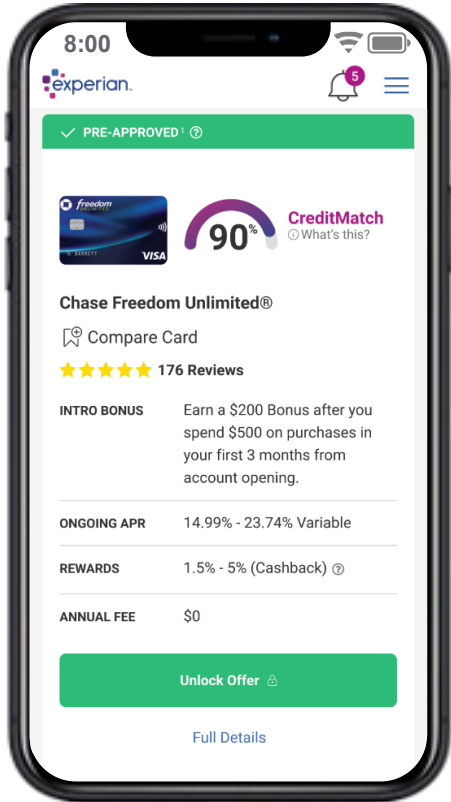
Improve credit scores instantly – now utilizing streaming service accounts



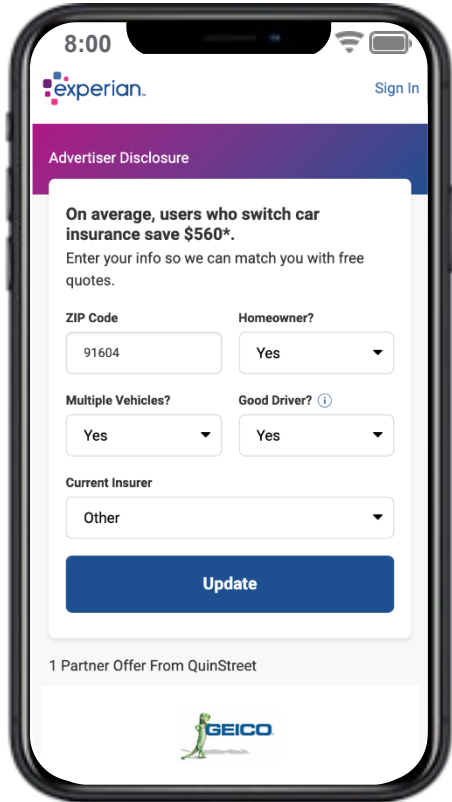
Our marketplace is expanding, creating opportunities to help consumers save money in a whole new way

MARKETPLACE
Lead Generation

- BORROWING
- INCOME & INVESTMENTS
- INSURANCE



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



Auto Insurance Marketplace
Better credit can save consumers money in our auto insurance marketplace

Auto Insurance Revenue

+71%
H2 vs H1

Period	Revenue
FY21 H1	Low
FY21 H2	High (+71% vs H1)

Partner Response

“CreditMatch, in the span of less than 3 months, have become a T1 partner and are getting attention and priority all the way up to the CEO level”

~ Auto Insurance Partner

We have a clear path ahead of us, strong momentum and substantial new opportunities which play to our advantage

We will be the pre-eminent platform for consumers to manage their financial lives

● Growth agenda is working - we are taking share in core markets

● Uniquely positioned to address macro trends and evolving consumer needs

● Substantial franchise expansion opportunities available to accelerate growth



Experian Brazil Consumer Services

Silvio Frison
Vice President, Brazil Consumer Services

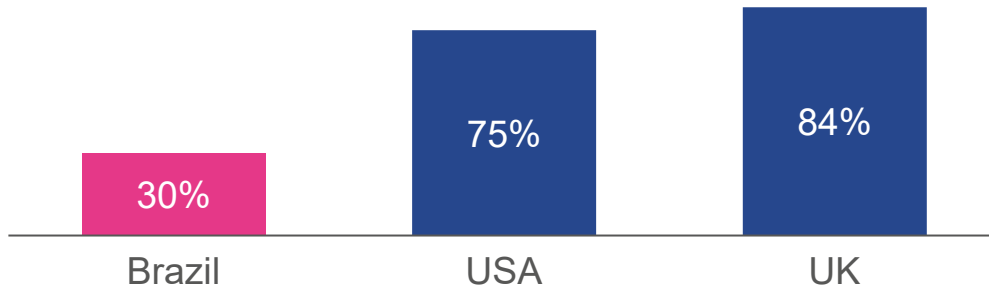


Credit Landscape in Brazil

Punitive interest rates and strict credit policies penalise the population.

- Low credit penetration, due to limited competition, restricted to five major banks
- Huge latent potential for collections and credit services

Household Credit/GDP Ratio (%)



Defaulters in Brazil (2020)

62 million

Serasa: Challenging the status quo



Data

Local Brand

Market Position

Global IP

Positive Data

Consumer Services Strategy: Credit for All

Our mission is to provide credit access to the entire Brazilian population regardless of their score

Consumer's Financial Life Timeline and Target Products

Engagement: Serasa "Free"



Free ID Report



Score



Financial Education



Positive Data

Transactional Products

Collection Marketplace



serasa
limpa nome

Credit Marketplace

serasa
eCred

Premium Subscription

serasa
premium

0

300

700

1000

Distribution

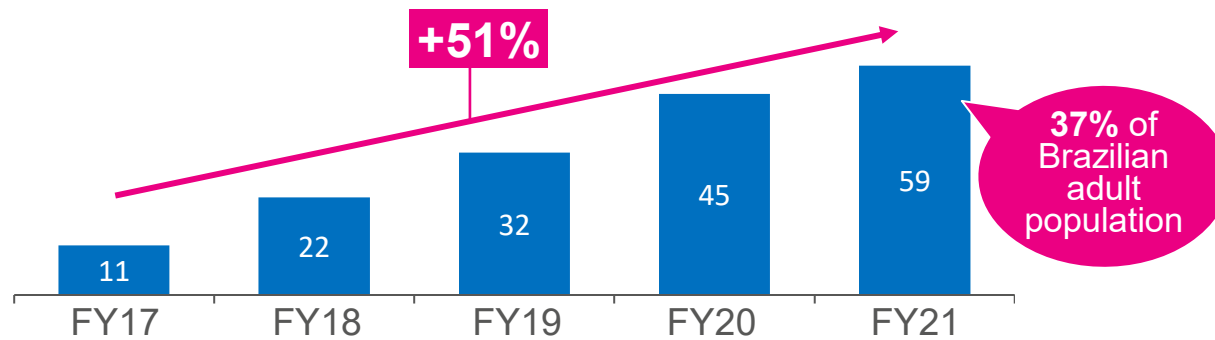


Serasa Media/e-wallet

Engagement Strategy: Serasa “Free”

Serasa has connected with more than 1/3 of the Brazilian Population

Free Member Enrollments (millions)



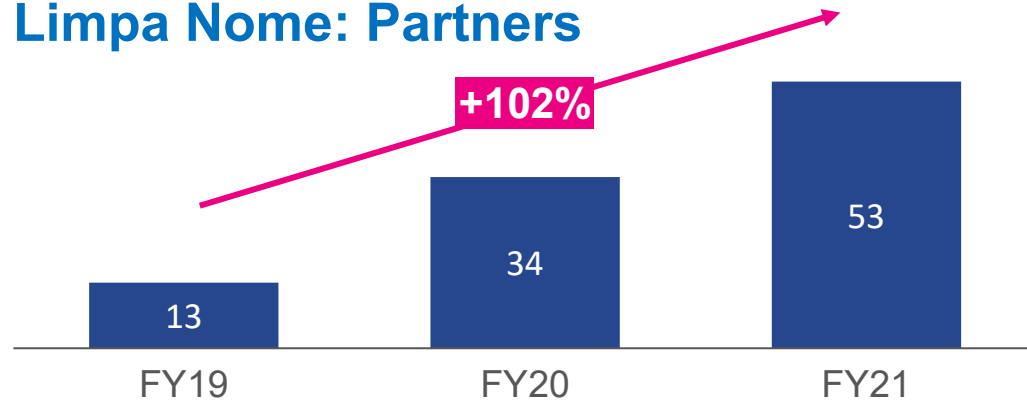
Brazilian Population (millions)



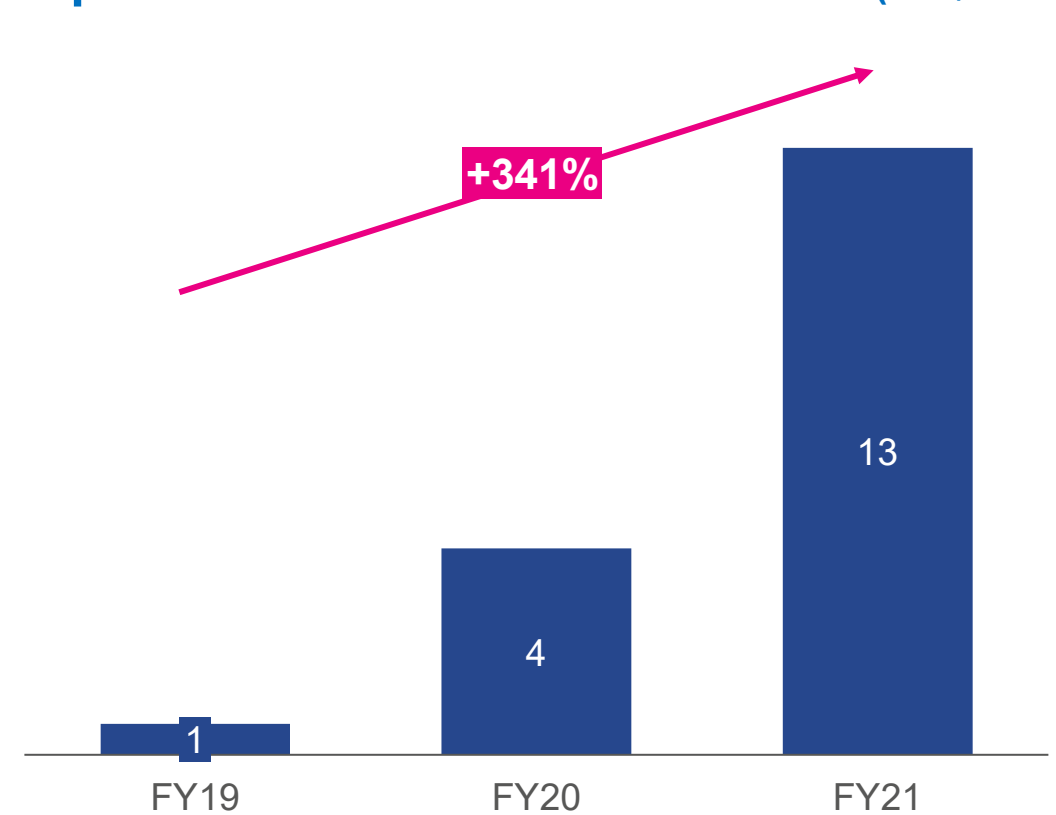
Collection Marketplace (Limpa Nome)

Limpa Nome solution is already the go-to solution for Brazilians to negotiate their debt and pay their bills

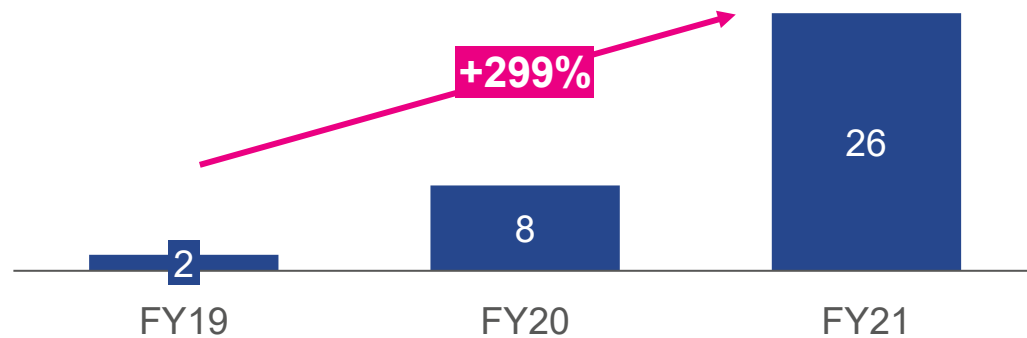
Limpa Nome: Partners



Limpa Nome: Discounts Conceded (US\$ billions)



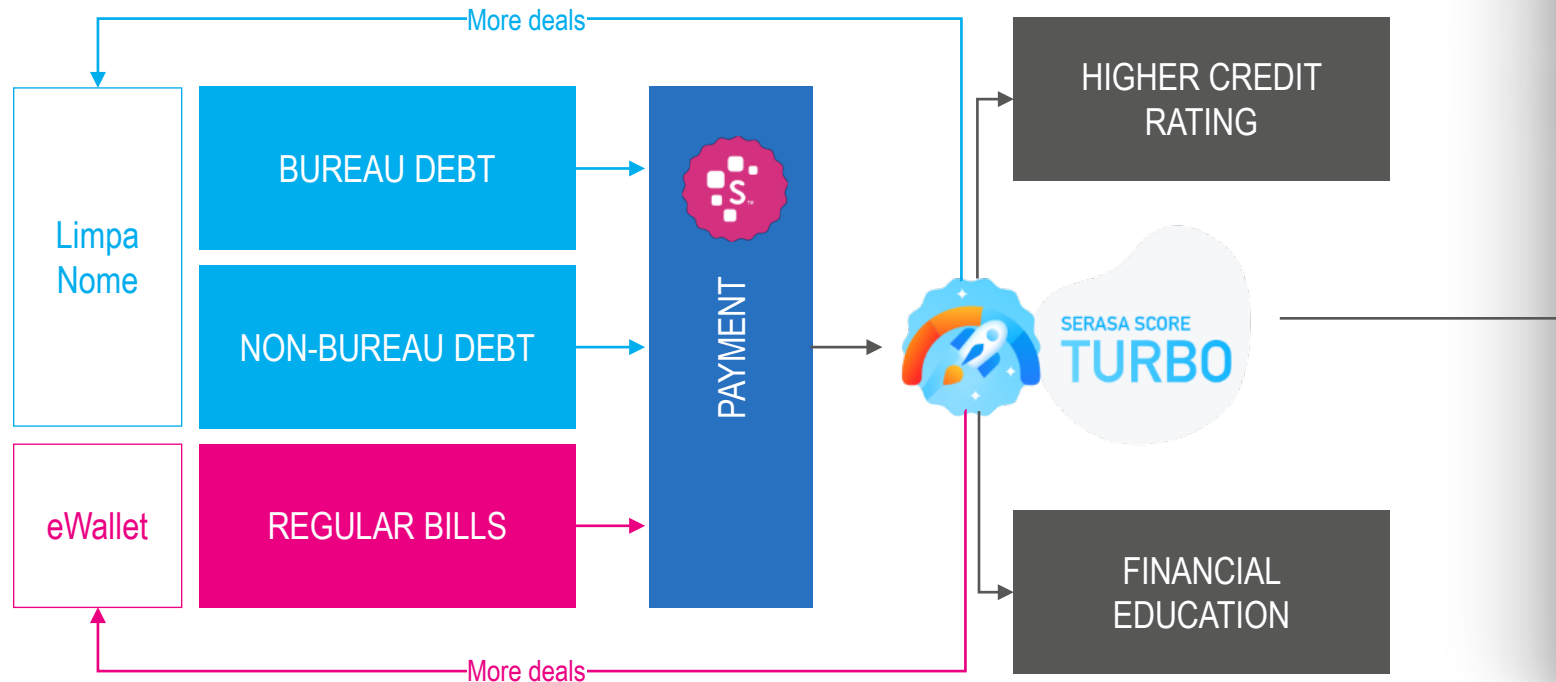
Limpa Nome: Transactions (millions)



Serasa Score Turbo

Bills paid within our ecosystem boost consumers score.

- Gamification strategy through bills payments
- Real time financial education
- It differs from USA Boost, which is based on behaviour



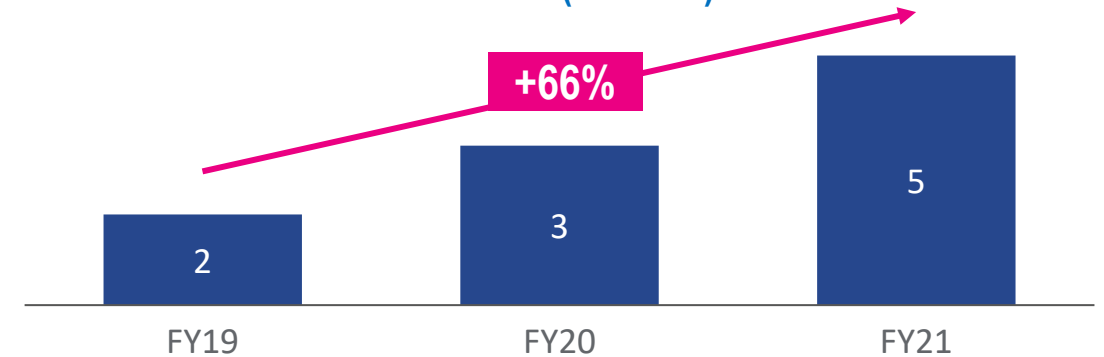
Credit Marketplace (eCred)

eCred completes the Serasa ecosystem (pay your bills, boost your score and get back to the credit market).

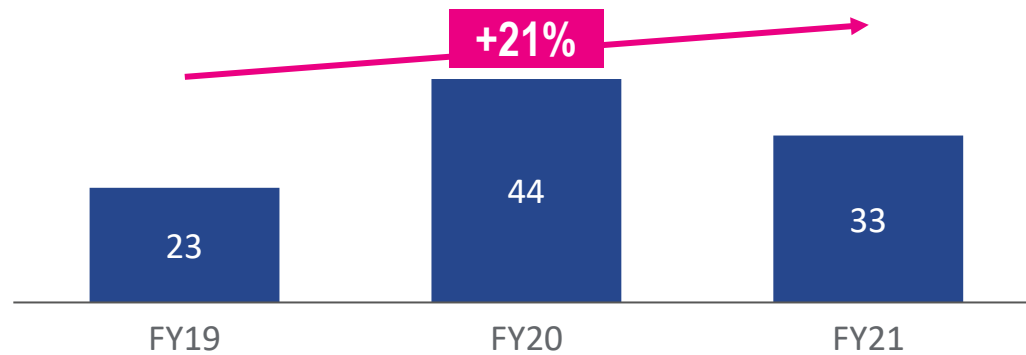
Brazil: 2020 Credit Market Size (US\$)

\$840 billion

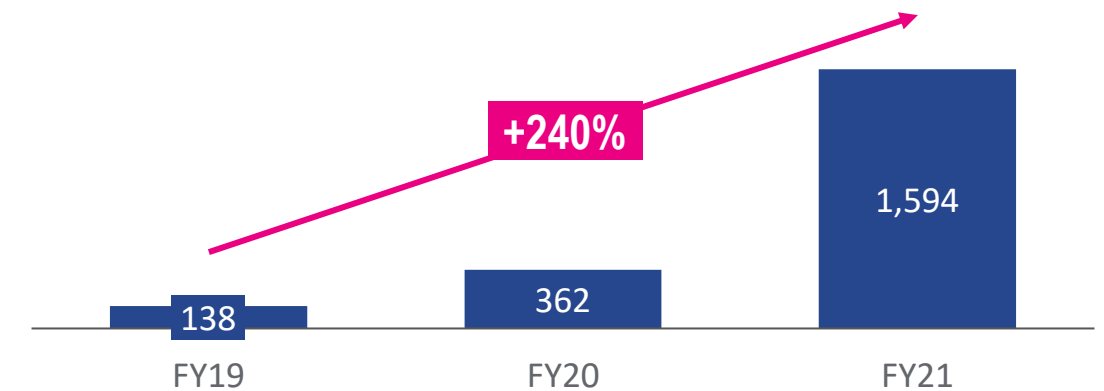
eCred: Confirmed Orders (millions)



eCred: Loans (US\$ millions)



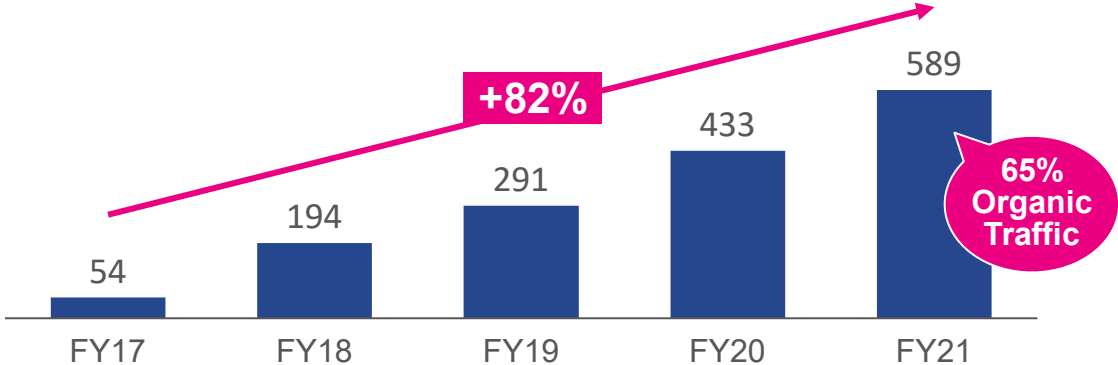
eCred: Credit Cards (thousands)



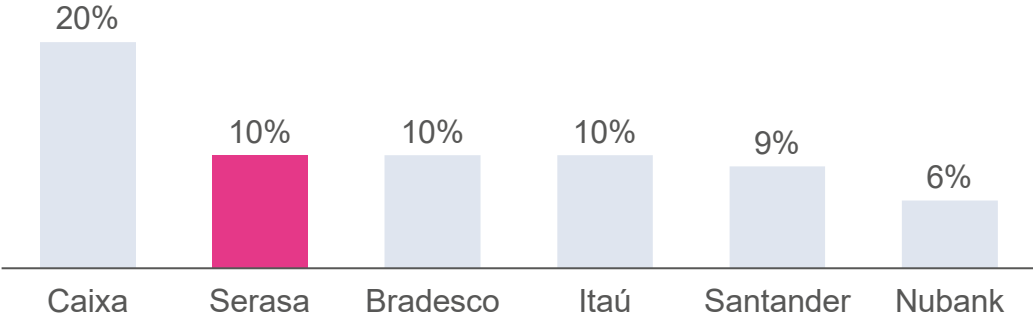
Key Results

We are already the largest Brazilian fintech from an audience standpoint

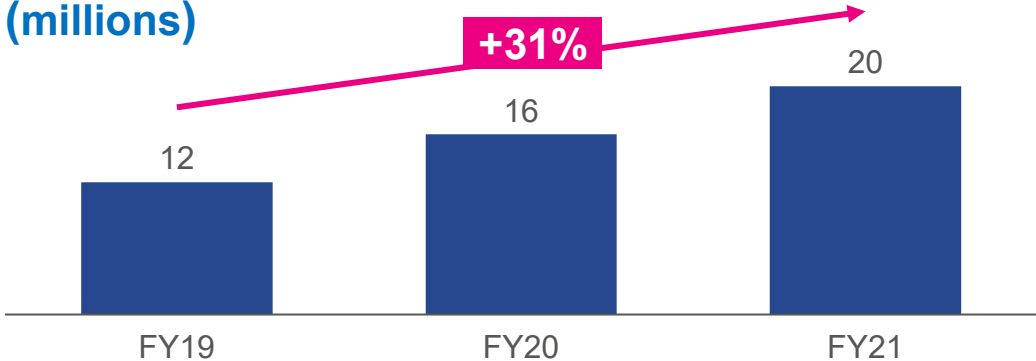
Web Visits (millions)



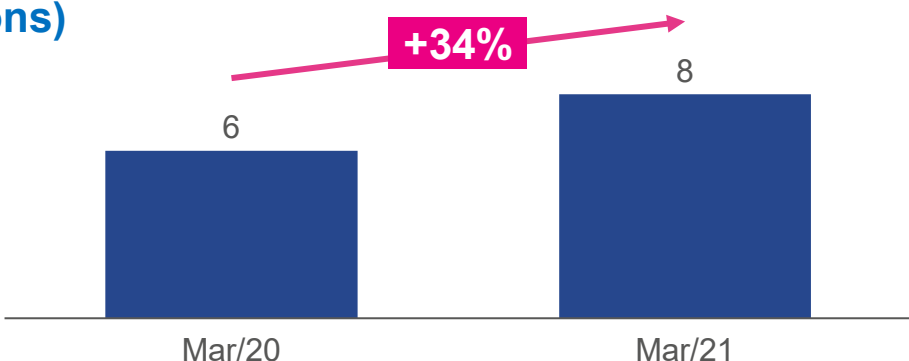
Financial Audience Share (%) *Nov/20



Unique Web Users: Monthly Average (millions)



App: Active Users (millions)



What is next?

Serasa will be the one-stop-shop for financial life



SERASA

<p>SERASA score</p> <ul style="list-style-type: none"> • Comprehensive credit scan 	<p>SERASA cadastro positivo</p> <ul style="list-style-type: none"> • Score improvement
<p>SERASA limpa nome</p> <ul style="list-style-type: none"> • Renegotiate debts • Get special discounts • E-wallet 	<p>eCred</p> <ul style="list-style-type: none"> • Personal credit • Credit card • Financing
<p>SERASA ensina</p> <ul style="list-style-type: none"> • Financial education 	<p>SERASA premium</p> <ul style="list-style-type: none"> • ID monitoring • Cashback

In summary, very attractive prospects for our business in Brazil

- 1 Strong position in the market
- 2 Winning **strategy** in place
- 3 Clear **competitive advantages** to address an evolving credit space
- 4 Good momentum enhanced by **positive data**
- 5 Plenty of **opportunities** in addition to positive data



 experian™

The logo for Experian, featuring a stylized icon of five colored squares (blue, purple, pink, magenta, and red) arranged in a grid-like pattern to the left of the word "experian" in a bold, blue, sans-serif font. A small "TM" trademark symbol is positioned at the end of the word.