

Investor Roadshow Presentation

July – September 2021

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The Experian team



Brian Cassin Chief Executive Officer



Lloyd Pitchford Chief Financial Officer



Nadia Ridout-Jamieson 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 wellbeing and seize new opportunities

We are large, stable and cash-generative:

- £28.5bn 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)

3 © Experian Public For the year ended 31 March 2021 * As at 15 July 2021.

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 116m 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

- 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

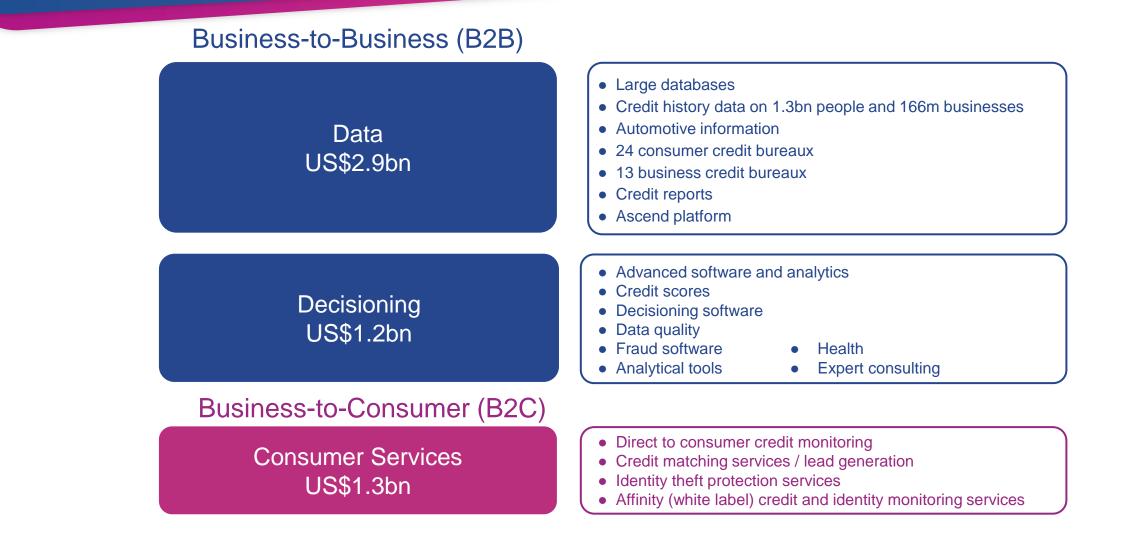
Data for Good

- Financial education to support those hit hardest by COVID-19 crisis
- Reached 35 million people
- Committed to supporting our people
- One-off share-based 'Thank-you' recognition award for eligible Experian employees

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People First

Experian business activities – our 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.

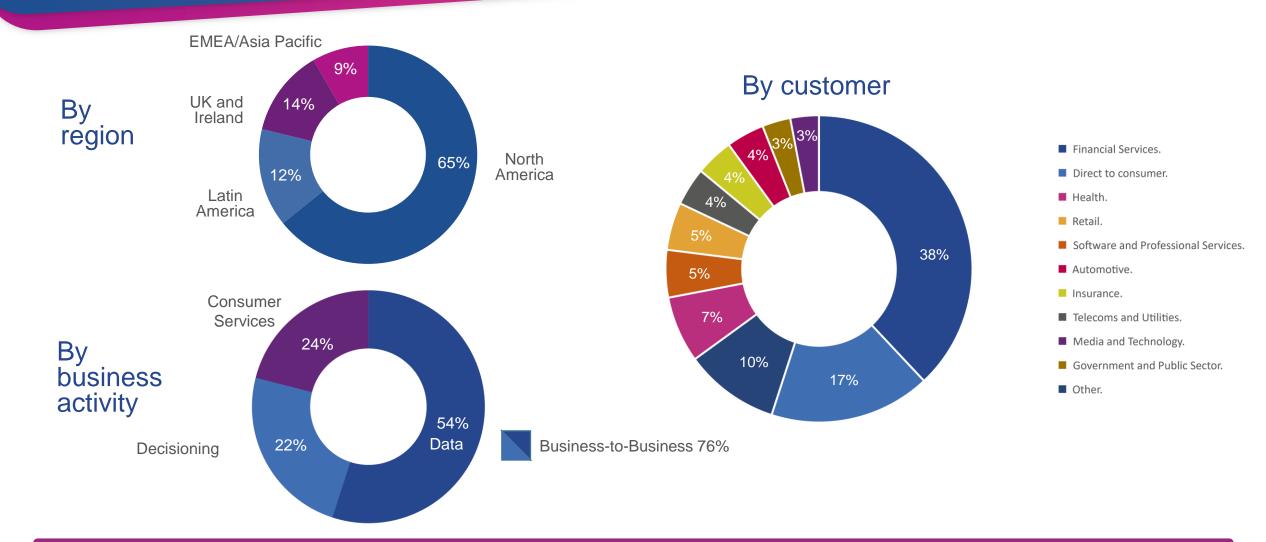
Consumer Services

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.

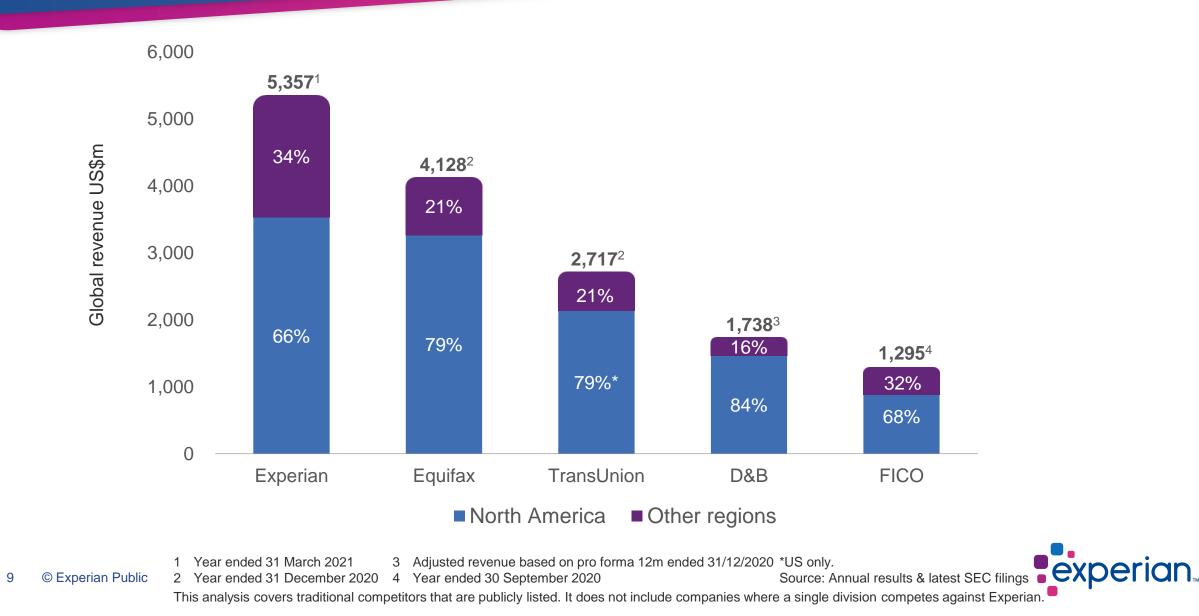


Global revenue FY21



Diverse portfolio by region, business activity and customer

Market leader with unparalleled global reach and range

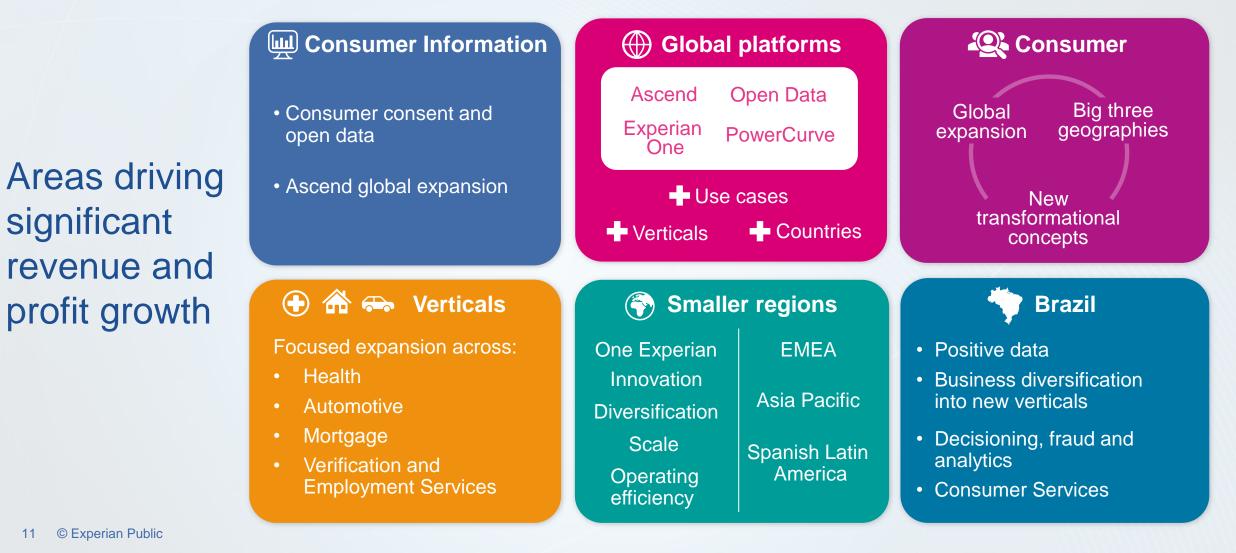


Our addressable market opportunities are significant and growing; market drivers intact since COVID

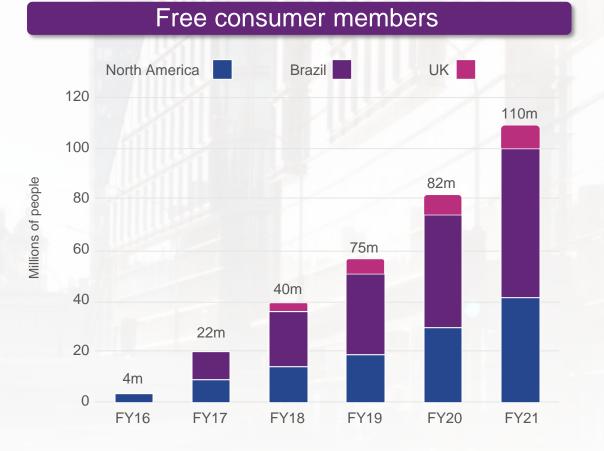




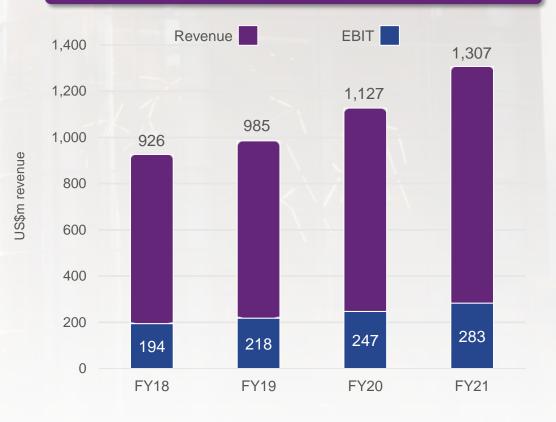
Well-defined strategic priorities underpin our growth ambitions



Growing Consumer Services business



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)

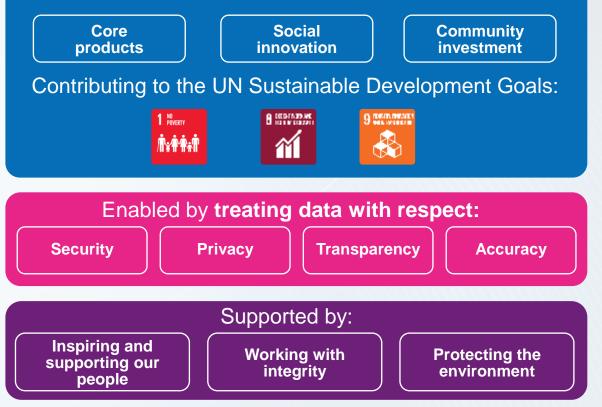
Diversity targets:

- 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:





FY21 strategic progress



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

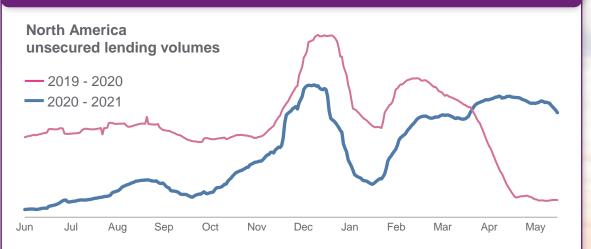
- Bureau assets:
 arvato BERTELSMANN
 Financial Solutions
- Fraud and identity TAPAD BrScan management:
- New verticals:
 - Emptech, Corporate Cost Control and TCC (Verification and employment services)
 - Brain.ag (agribusiness, Brazil)
- Venture: US\$120m gain on stake in Finicity



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

Unsecured credit starts to recover



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

Innovation-led growth

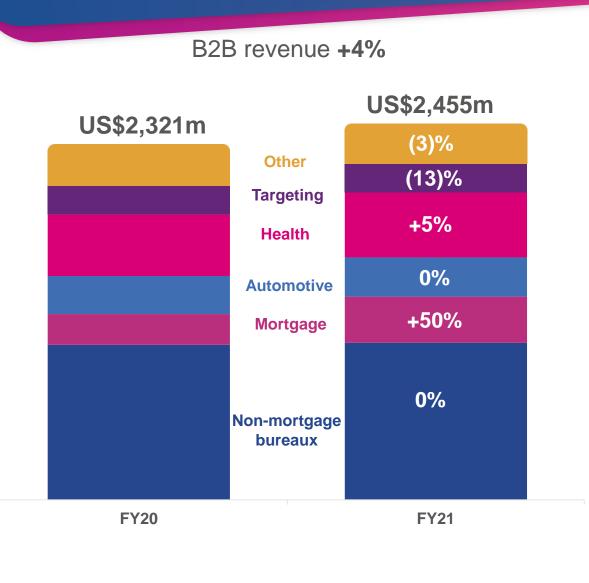
- 15 new North America Ascend logos
- New Ascend modules perform well, including Data Services, Marketing and Account Management, and rolling out Ascend Intelligence Services
- Accelerating shift of decisioning software from on-premise as applications are delivered in the cloud through Experian One

Health

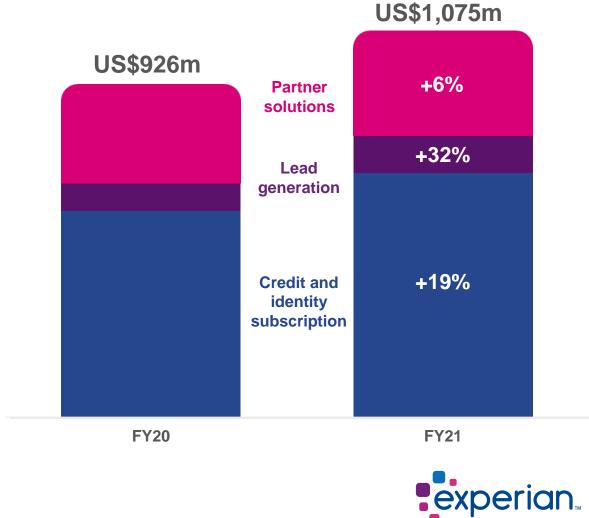
- Adds new logos
- Increases contracted bookings
- Significant progress across patient scheduling, identity verification and care management



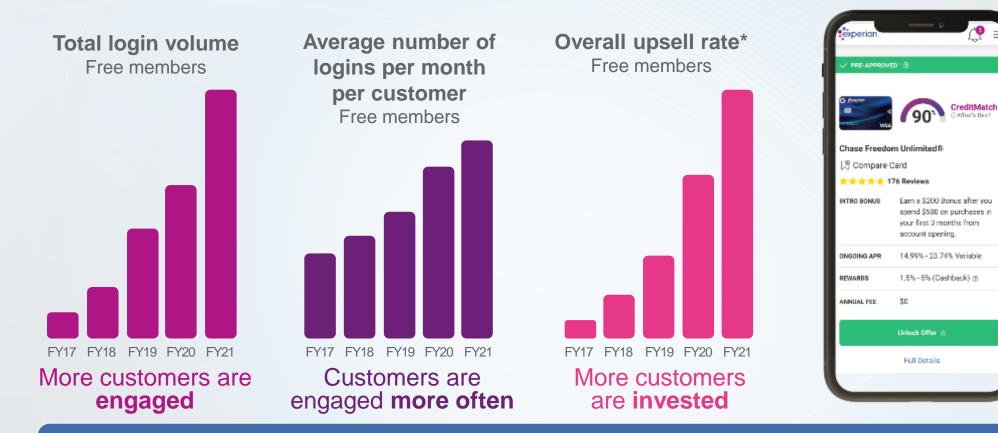
North America trends



Consumer Services revenue +16%



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

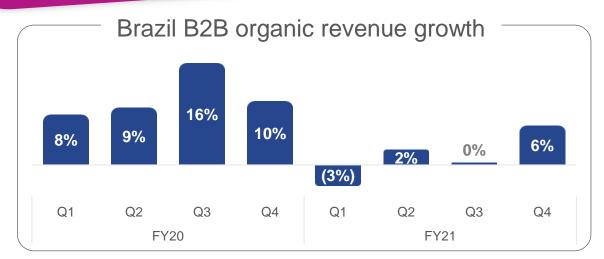


Lender integrations Consumers benefit from pre-approved offers generated through integrated partner relationships

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



Brazil trends





- 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
- 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



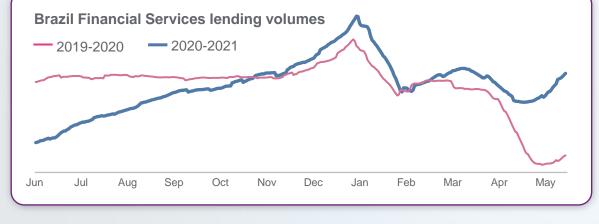
Latin America – positive data proliferation in Brazil and Consumer Services more than doubles revenue

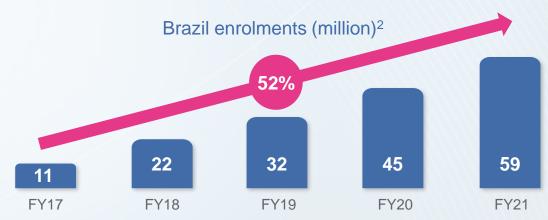
Business to business

- 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

A truly unique Consumer offer







20 © Experian Public

1. November 2020 2. March 2021

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

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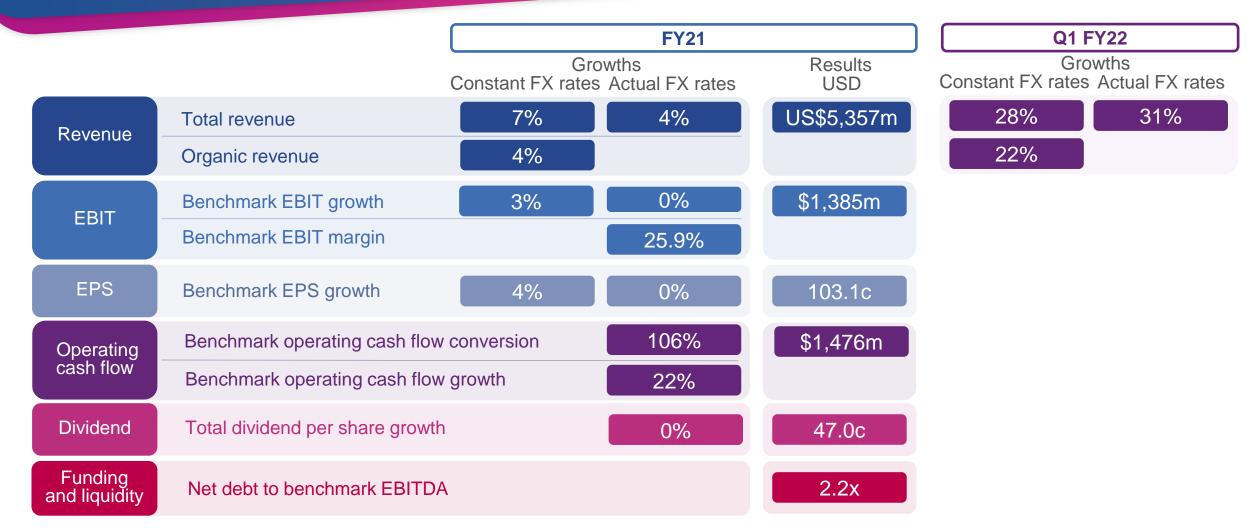
- Lockdowns impacted bureau volumes; clients hesitated to spend on new software implementations
- Pandemic is creating a market-shift; clients are ready to adopt cloud-based technologies
- Concentrating efforts on markets where we have a path to scale; driving more profitable growth
- New bureaux in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



Recent performance – Q1 FY22



Recent performance Highlights



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 growths and Benchmark EBIT margin are on an ongoing activities basis. 1 As at 31 March 2021.



Recent performance Q1 trading trends

		% of group revenue ¹	Q1 organic revenue growth ²
North America		65%	22%
Data	CI / BI bureaux	25%	20%
	Automotive	5%	11%
	Targeting	2%	32%
Decisioning	Health	8%	19%
	DA / Other	5%	14%
Consumer	Consumer Services	20%	28%

Latin America		12%	25%
Data	CI / BI bureaux	8%	17%
	Other	1%	(6)%
Decisioning	DA / Other	2%	34%
Consumer	Consumer Services	1%	107%



Public 1 Percentage of group revenue calculated based on FY21 revenue at actual rates. 2 Constant currency. CI – Consumer Information. BI – Business Information. Ascend revenue is largely recognised in CI bureau. Mortgage is in CI bureau.

Recent performance Q1 trading trends

		% of group revenue ¹	Q1 organic revenue growth ²
UK and Ireland		14%	20%
Data	CI / BI bureaux	5%	19%
	Targeting / Other	2%	21%
Decisioning	DA / Other	4%	8%
Consumer	Consumer Services	3%	37%
EMEA/Asia Pacific		9%	19%
EMEA		5%	26%
Asia Pacific		3%	10%

100%

22%



Total Global

Modelling considerations for FY22



9 - 11%*	
3 – 4% contribution to growth	
Strong margin progression	
Neutral to Benchmark EBIT	
US\$115m – US\$120m	
c.26 – 27%	
c.915m	
c.9% of revenue	
>90%	
US\$150m	

* Updated as at 15 July 2021





Environmental, social and governance (ESG)



Experian's sustainable business strategy

Core products

OUR PURPOSE: Creating a better tomorrow

OUR SUSTAINABLE BUSINESS STRATEGIC PRIORITY: Improving Financial Health for all

THROUGH OUR Social Innovation

Community Investment

Contributing to the UN Sustainable Development 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



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



Improving Financial Health – the three key ways we help

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

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

Products

- Most focussed on returns
- Less financially excluded

Sliding scale (generalised characteristics, there are exceptions)

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

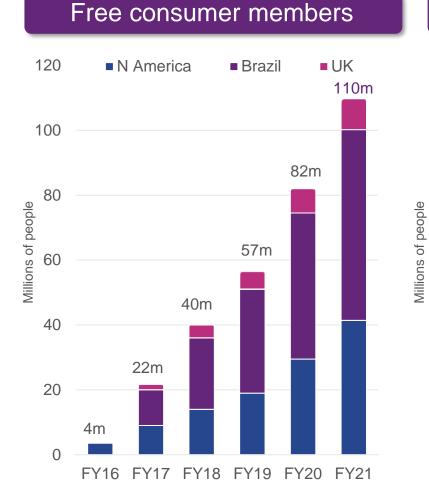
Education

- 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

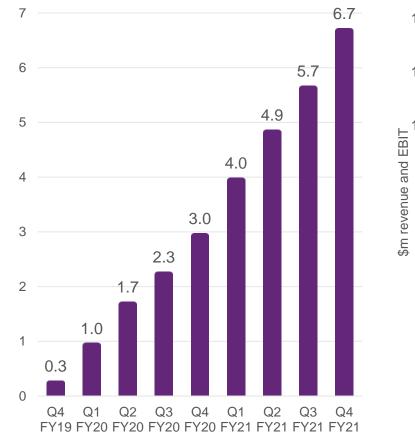
1. Data is for FY21 unless stated 2. As at Q4 FY21

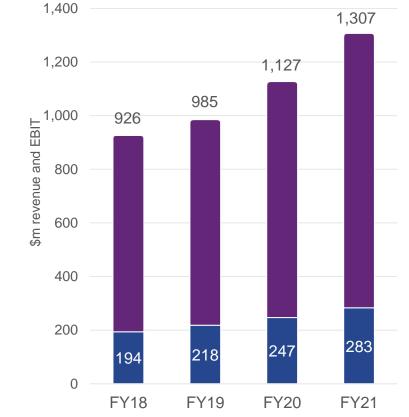
Improving Financial Health – core product metrics



Experian Boost US customers

Consumer Revenue & EBIT





Figures as at the end of the quarter

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

We aim to be the consumers' bureau.

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

Safeguarding **Data security**

Improving Data Accuracy

Protecting Data Privacy

Ensuring Data Transparency

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

This approach focuses on prevention, detection and mitigation.

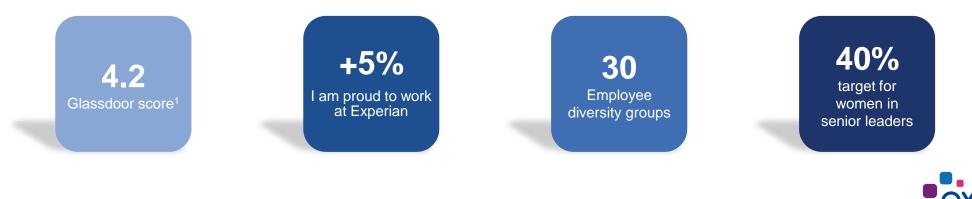
We constantly strive to increase the accuracy of our data. We use data from reputable sources, we measure accuracy continuously, and we have improvement programmes and processes that quickly correct inaccurate data. We have programmes to evaluate every product and service to ensure we strike the right balance between consumers' privacy expectations and the economic benefit to both consumers and clients. 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.



Social - Employees

We're committed to inspiring and supporting our people

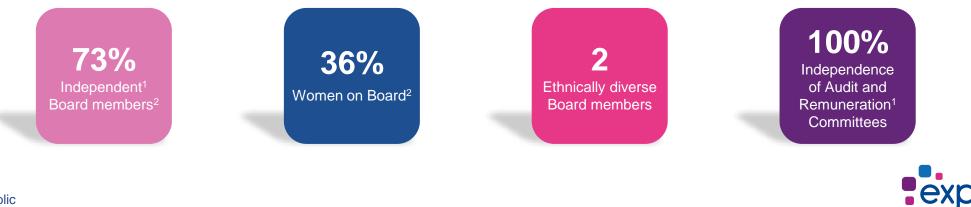
- We have a high performance culture with opportunities for training and development for all employees
- We build and celebrate a diverse and inclusive culture, and we've set new gender diversity targets
- We listen to our people's views, support a positive empowering culture and do all we can to make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



Governance

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



1. Includes Board Chairman (independent on appointment)

2. Since 1 May 2021 appointment of Jonathan Howell

Environment

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.



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¹ Purchased goods & services, business travel and well to tank Carbon emissions data can be found in section 3

ESG highlights

Environment		Social		Governance	
Committed to become carbon neutral in own operations by	2030	Number of credit offers to people in emerging markets using our micro	3.1bn	Independent Board members ^{6,7}	73%
Science Based Target set for 2030, in process of SBTi validation	Yes	analytics		Female Board members ⁶	36%
CDP Climate Change score of A-, in the Leadership band	A-	Unbanked people who could benefit through alternative data sources and Experian technology platforms	1.7bn	Ethnically diverse Board members ⁸	2
CO ₂ e emissions in tonnes ²	-58%	People using our platforms for free education, access to products and	116m	Independence of Audit and Remuneration ⁶ committees	100%
% FY21 scope 1 & 2 emissions offset	20%	services ⁴ Consumers connected to Experian	6.7m	Clear division of responsibilities between the Chairman and CEO	Yes
Electricity from renewable sources	34%	Boost in the US ⁵ Data privacy and security is a top priority		Independent external evaluation of the Board's performance ⁹	Yes
Employees		Robust security controls based on ISO	27001	Executive remuneration linked to Group performance	Yes
Glassdoor rating (increased 5 years running) ³	4.2	A member of the Slave-Free Alliance		Voting rights for shareholders	Equal
Three-year gender diversity targets set	Yes	Suppliers must comply with our Supply Chain Principles			
Voluntary employee attrition	10.1%	Mandatory annual training for all employees: Code of Conduct 		A constituent member of FTSE4Good index since 2012	
Diversity and inclusion employee groups	30	 Security and Data Anti-Corruption 			FTSE4Good

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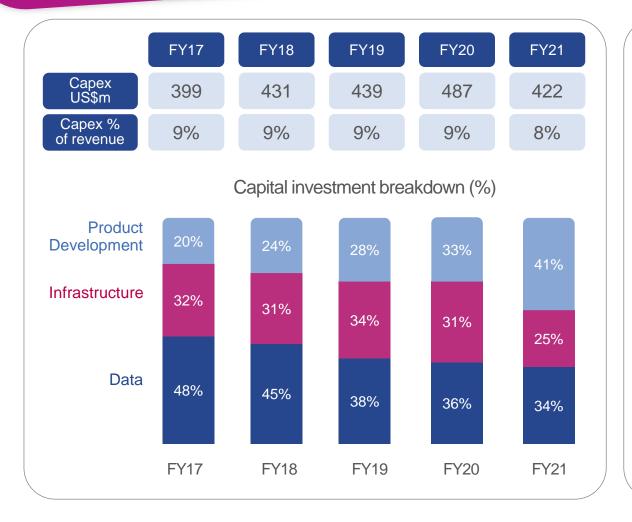
1. FY21 data unless specified. 2. Using Market-based scope 2 emissions 3. As at May 2021 4. As at Q1 FY22 5. As at Q4 FY21 6. As at 1 May 2021, following appointment of Jonathan Howell 7. Includes Board Chairman (independent on appointment) 8. Meeting Parker Review definition 9. Occurs every 3 years, most recent was FY20

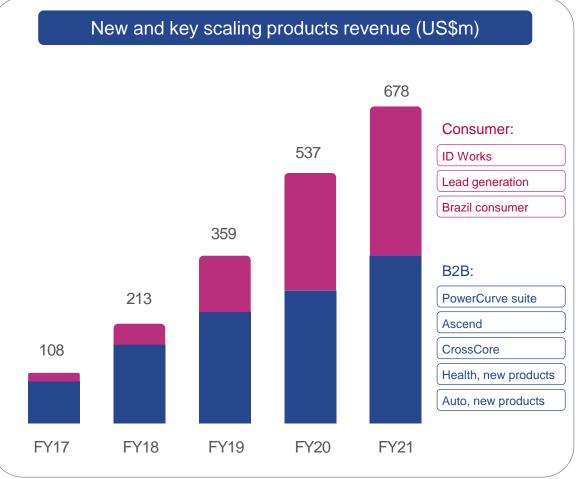


Appendix

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Investment in technology and innovation







North America

Year ended 31 March Q1 FY22 US\$m Organic Total 2021 2020 Organic growth growth growth 20% Data 1,761 1,642 7% 5% 17% 679 2% 2% Decisioning 694 19% **Business-to-Business** 2,455 2,321 6% 4% **Consumer Services** 1,075 926 16% 28% 16% 22% **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 Organic US\$m Total Q1 FY22 2021 2020 Organic growth growth growth Data 457 578 1% 1% 16% 92 114 2% Decisioning 2% 34% **Business-to-Business** 549 692 1% 1% 18% **Consumer Services** 76 144% 40 144% 107% 625 **Total revenue** 732 9% 9% 25% **Benchmark EBIT – ongoing activities** 172 220 4% **Benchmark EBIT margin** 30.1% 27.5%

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 Organic US\$m Q1 FY22 Total 2021 2020 Organic growth growth growth Data 361 367 (5)% (5)% 20% 227 Decisioning 220 (7)% (7)% 8% **Business-to-Business** 581 594 (6)% (6)% 15% **Consumer Services** (6)% 161 156 (6)% 37% **Total revenue** 737 755 (6)% (6)% 20% **Benchmark EBIT – ongoing activities** (34)% 122 173 Benchmark EBIT margin 16.6% 22.9%



All results are Benchmark figures and are on an ongoing activities basis. Growth at constant exchange rates. Revenue and EBIT has been re-presented for the reclassification to exited business activities of certain B2B businesses.

EMEA/Asia Pacific

Year ended 31 March Organic US\$m Q1 FY22 Total 2021 2020 Organic growth growth growth Data 287 213 32% (8)% 23% 214 (18)% (20)% Decisioning 178 14% (14)% 465 **Total revenue** 427 7% 19% (232)% **Benchmark EBIT – ongoing activities** (20) 12 **Benchmark EBIT margin** (4.3)% 2.8%



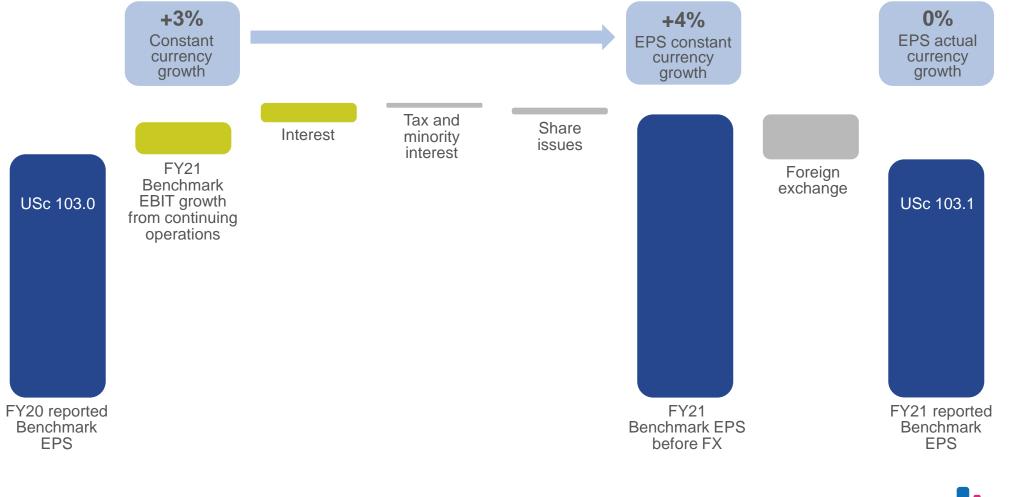
All results are Benchmark figures and are on an ongoing activities basis. Growth at constant exchange rates. Revenue and EBIT has been re-presented for the reclassification to exited business activities of certain B2B businesses.

Benchmark EBIT margin





Benchmark earnings per share (EPS)



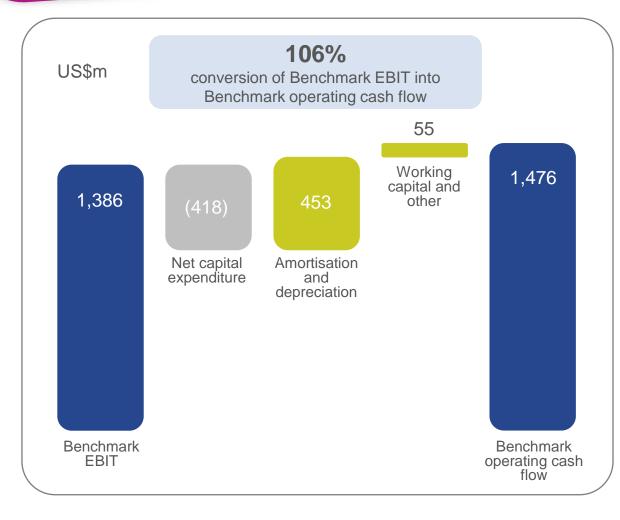
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Reconciliation of Benchmark to Statutory PBT

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	



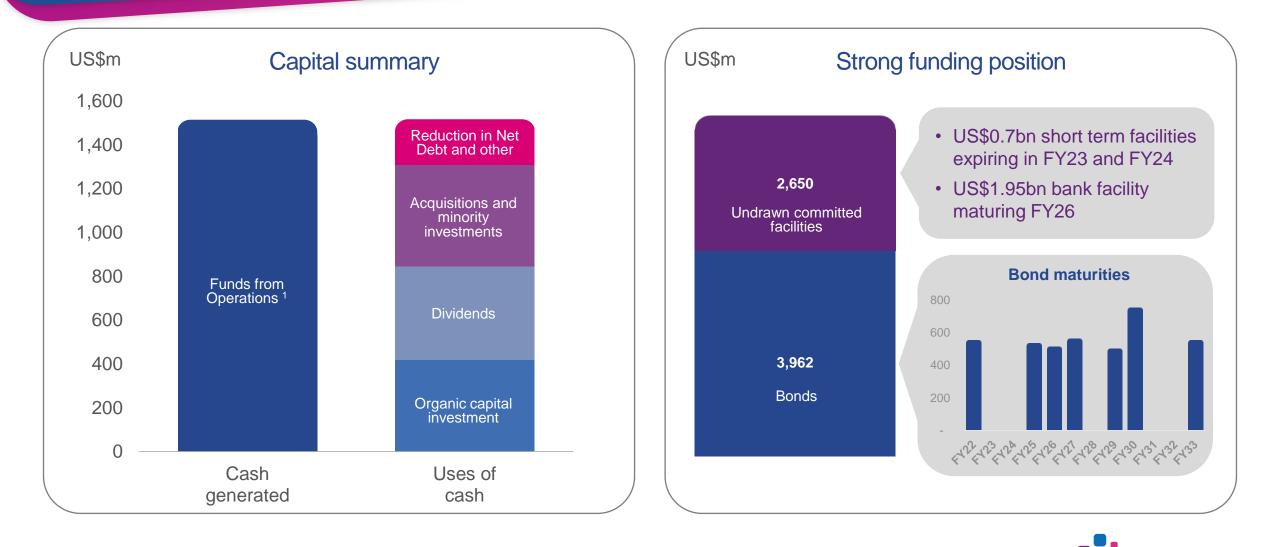
Very strong cash generation



- 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



er



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 United Kingdom Country Effective Date October 11, 2006 Underlying SEDOL B19NLV4 Underlying ISIN GB00B19NLV48 U.S. ISIN US30215C1018 **BNY Mellon** Depositary



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Event calendar

21 July 2021	Annual General Meeting
17 November 2021	Interim results, H1 FY22
14 January 2022	Trading update, Q3 FY22

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