



Preliminary results for the year ended 31 March 2022

18 May 2022

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Strategic and operational overview

Brian Cassin, Chief Executive Officer

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Delivering strong growth: accelerating B2B and step-change in Consumer Services



Financial highlights	B2B ¹ +9% ²	Consumer +22% ²	Geographic
<ul style="list-style-type: none"> • Total revenue +17% at actual rates, +17% at constant FX and +12% organically² • Benchmark EBIT margin +60 basis points up at constant rates • Benchmark earnings per share +21% at constant and actual rates • Cash flow conversion of 109%; Net debt/Benchmark EBITDA 1.9x • Second interim dividend raised by 10% • US\$175m net share repurchase 	<ul style="list-style-type: none"> • Volume growth driven by rebound and alternative data assets • Broadening Ascend and deploying cloud-enabled platforms • Successful expansion into new client segments, e.g. BNPL • Executing verifications entry strategy and expanding in priority verticals • Accelerating positive data adoption in Brazil 	<ul style="list-style-type: none"> • Free membership growth, up 24m to 134m • Enriching premium offers to enhance engagement • Significant credit marketplace growth • Progressing our entry into insurance marketplace 	<ul style="list-style-type: none"> • Double-digit organic revenue growth across our three large geographies, plus selective M&A • UK and Ireland transformation programme on track, 550 bps margin accretion • Taking next step to enhance performance in EMEA/Asia Pacific, 600 bps margin accretion

¹ Business-to-Business.

² Organic revenue growth for the year ended 31 March 2022.

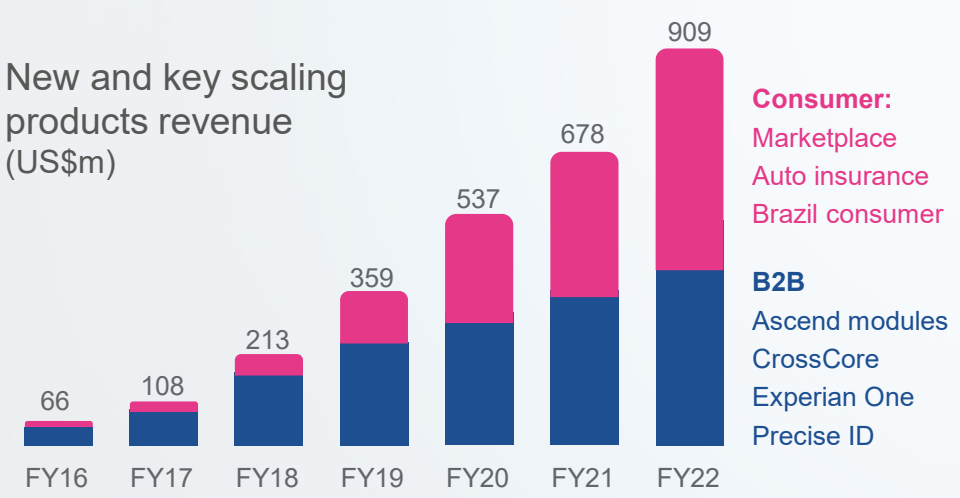
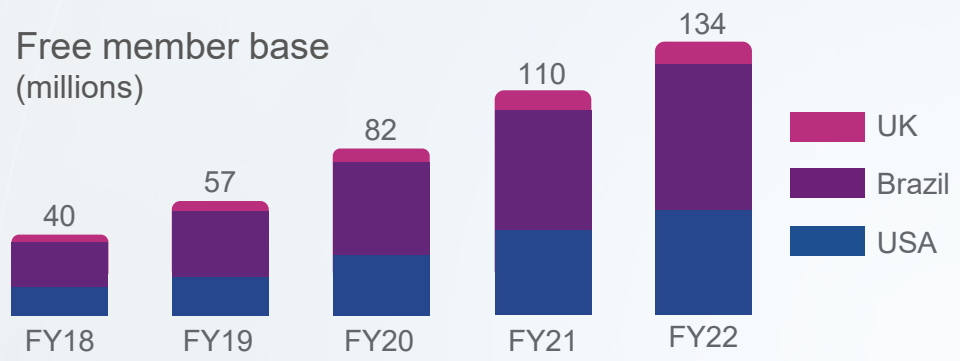
BNPL: Buy Now Pay Later.

BPS: Basis Points.

FY22 strategic highlights: significant contribution from organic investment; acquisitions supplement core strategies



Organic



Inorganic

Redefining Consumer Services far beyond credit scores and monitoring

Leading the next phase of credit decisioning development

Expanding in new growth markets

Driving to scale in our smaller regions

Capitalising on a unique market opportunity in Brazil

Our strategy addresses high-growth markets through defined initiatives



- US\$55bn+**
Big data and analytics
- US\$22bn+**
Consumer platforms
- US\$20bn**
Global Decision Analytics
- US\$16bn**
Core Consumer Information
- US\$15bn**
Business Information
- US\$8-10bn**
Health
- US\$5bn**
Targeting data and identity resolution

Redefining Consumer Services far beyond credit scores and monitoring

Leading the next phase of credit decisioning development

Expanding in new growth markets

Driving to scale in our smaller regions

Capitalising on a unique market opportunity in Brazil

- People
- Mainstream finance
- FinTech
- BNPL
- Big Tech
- Hospitals
- Retail
- Media

Help me to manage my finances

Help us adapt and respond to digital lending

Help us to reduce losses

Help us serve underserved communities

Help us reduce technology infrastructure costs

Help us drive digital-centric journeys

Help us deliver a frictionless but compliant journey

Help us reduce fraud risk

Help us to find and keep the best customers

ESG strategy highlights – progressing towards our key targets



- Reached 82m people with Social Innovation and connected with 87m through United for Financial Health, making good progress towards our respective 100m targets
- Furthered our commitment on gender diversity; 33% of Senior Leaders are female and 36% of Board
- Continuing to progress on our carbon neutral commitment
 - reduced Scope 1 and 2 emissions by 44% since 2019 base year
 - commencing planning towards net zero in our own operations

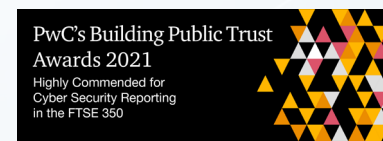
Improving financial health for all

Treating data with respect

**Inspiring and
supporting our
people**

**Working with
integrity**

**Protecting the
environment**



Data and innovation-led growth

- Bureau volume growth reflecting:
 - Client loan book expansion; clients seeking to acquire new customers
 - Strength in short-term lending
 - New client mandates
 - Broadening of our data assets; e.g. investment to ensure more of the US population becomes scoreable
- Clients investing in digital capabilities:
 - Further progress with Ascend. Expanding the range of Ascend use cases and integrating Ascend with cloud-enabled decisioning
 - Extending cloud-enabled decisioning and analytics to new client segments, e.g. in mid-market

Realising new opportunities in key verticals

- Expanding our position in Buy Now Pay Later. Introducing new specialty bureau
- Verification Services exceeds expectations in first full year:
 - Over 100 clients signed
 - Record count reaches 42m
- Strong demand in Health for propositions which drive digital patient interactions, some COVID-19 one-off contribution
- Automotive traction with key innovations including Experian Audience Engine, despite external headwinds
- Tapad synergies drive new business momentum in Targeting

North America Consumer Services: moving ahead by bringing new value to our members, +21%*



Building our next growth horizons...

- Free members rise by 11m to 52m

Expanding the Experian marketplace

- Scaling our credit marketplace as lenders introduce more pre-approved offers
- Integration of Gabi enables us to provide a unique way to bring car insurance shopping to our member base

Establishing the next generation of premium services

- Expanding credit monitoring to financial health, starting with bill negotiation through Billfixers
- Expanding identity theft protection to include privacy features

More to come for our members

- New ways to Boost
- Next generation-propositions in development to drive daily utility

Latin America: seizing the opportunity in Brazil; expanding regional footprint; +17%*



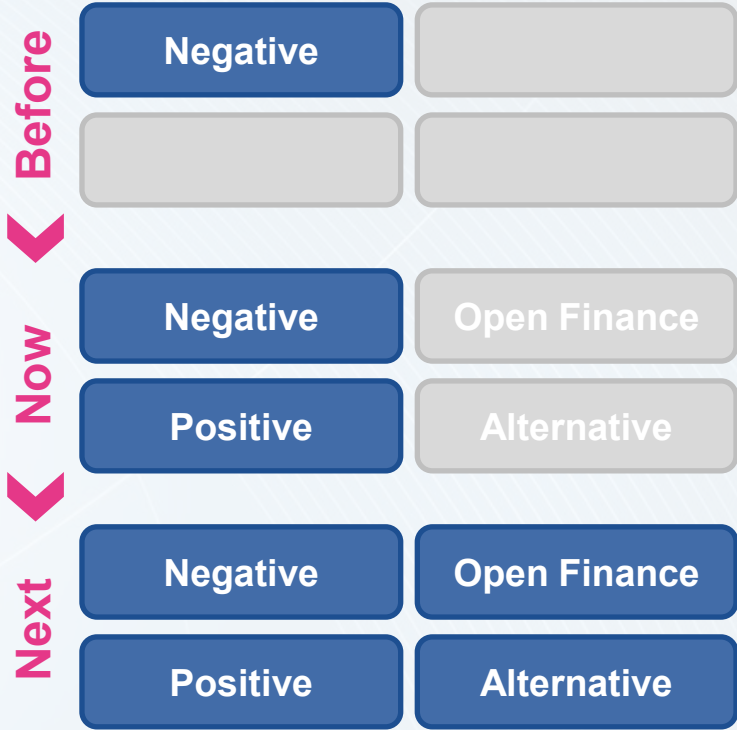
Extending in core credit and laying foundations in new verticals

- Extended our range of positive data attributes and scores. Enriching our data assets with alternative and consumer-permissioned sources
- More clients for Ascend, growing decisioning software, investing in Serasa Score and expanding our range of analytics
- BrScan acquisition has expanded our opportunity in fraud and identity management
- Developing new vertical opportunities, e.g. agribusiness where credit allocation methodologies have scope to improve in efficiency

Broadening our revenue streams in Consumer Services

- Free membership of 71m (45% of adult Brazilian population)
- Serasa eCred is becoming the go-to platform for millions of consumers to access credit, driving marketplace growth
- PagueVeloz integration underway. Adds opportunity in SME debt negotiation
- New premium features like ‘lock/unlock’ are extending our ecosystem into premium services

Regulatory reforms are unlocking new sources of data



* Organic revenue growth for the year ended 31 March 2022.

UK and Ireland: on a stronger trajectory, with improved margins; laying foundations for sustained growth, +11%*



B2B drivers

- Very strong year for new business performance, which underpins FY23 growth prospects
 - Wins across a broad spectrum of clients, including FinTech and BNPL
 - Driven by our data superiority, strength in analytics, and fraud and identity management
- Clients focusing on new credit acquisitions, with greater appetite to understand disposable income

Consumer Services

- Further free membership growth, +1.5m to 11m
- Credit marketplace continues to scale, providing consumers with choice, transparency and more ways to save money

- Focusing on our scale markets
- Further streamlining our operational and geographic footprint
- Ambition to increase proportion of recurring revenue and deliver more profitable growth





Financial Review

Lloyd Pitchford, Chief Financial Officer

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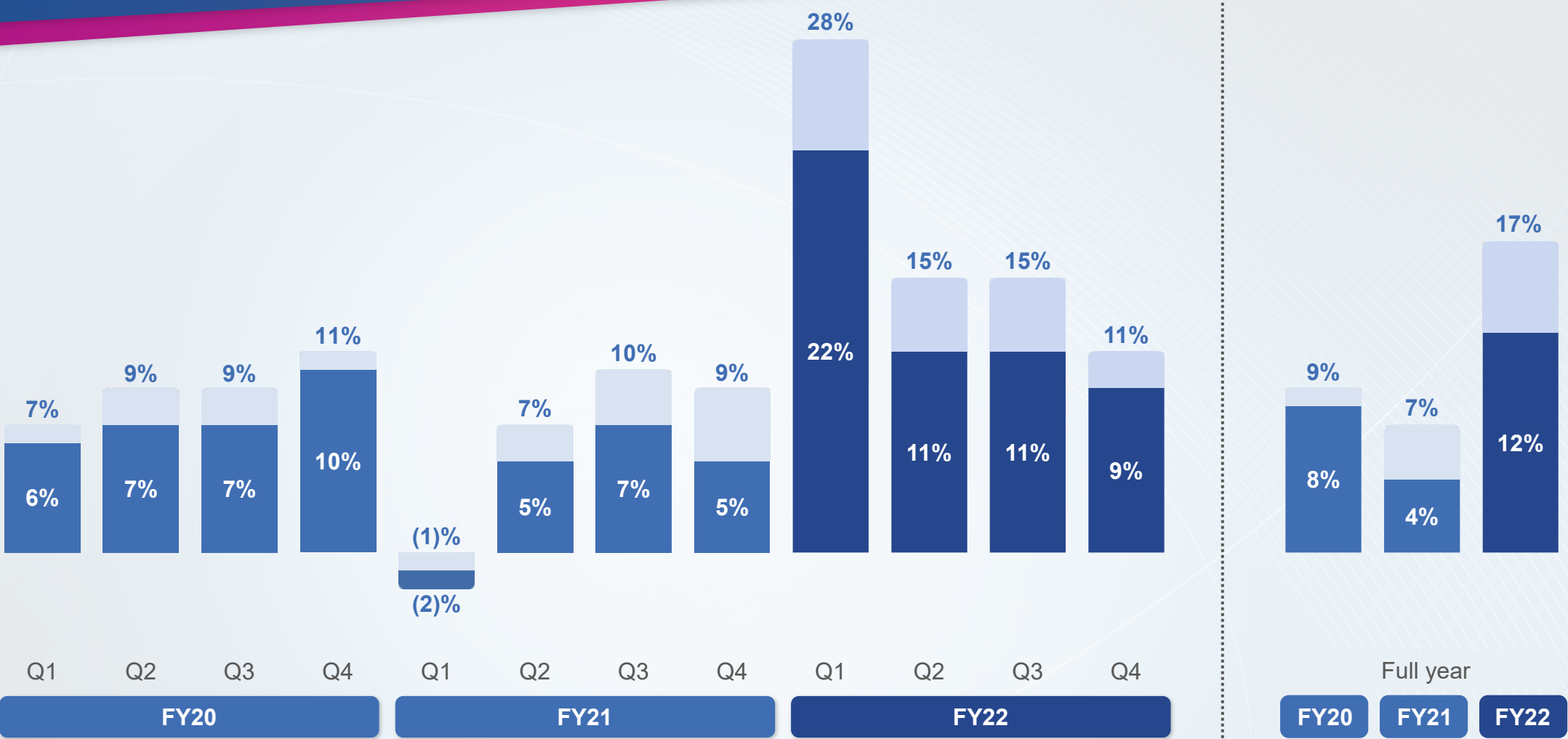
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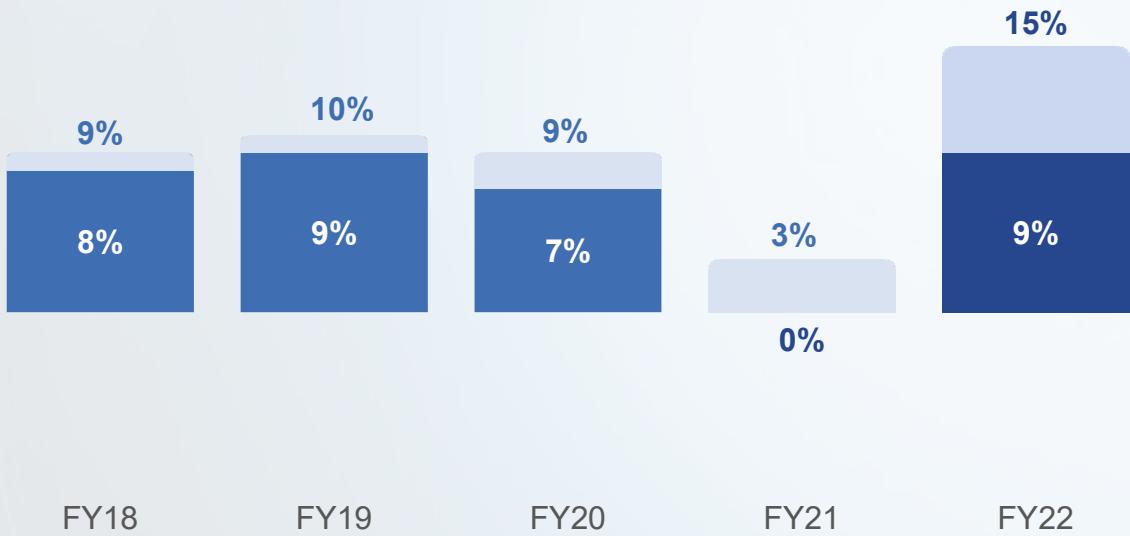
		Constant FX rates	Actual FX rates	Results
Revenue (Ongoing activities)	Total revenue growth	17%	17%	US\$6,267m
	Organic revenue growth	12%		
EBIT (Ongoing activities)	Benchmark EBIT growth	19%	19%	US\$1,640m
	Benchmark EBIT margin progression	60 bps	40 bps	
EPS	Benchmark earnings per share growth	21%	21%	USc 124.5
Operating cash flow	Benchmark operating cash flow conversion		109%	US\$1,800m
	Benchmark operating cash flow growth		22%	
Dividend	Total dividend per share growth		10%	USc 51.75
Funding and liquidity	Net debt to Benchmark EBITDA			1.9x

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.
 FX = foreign exchange.

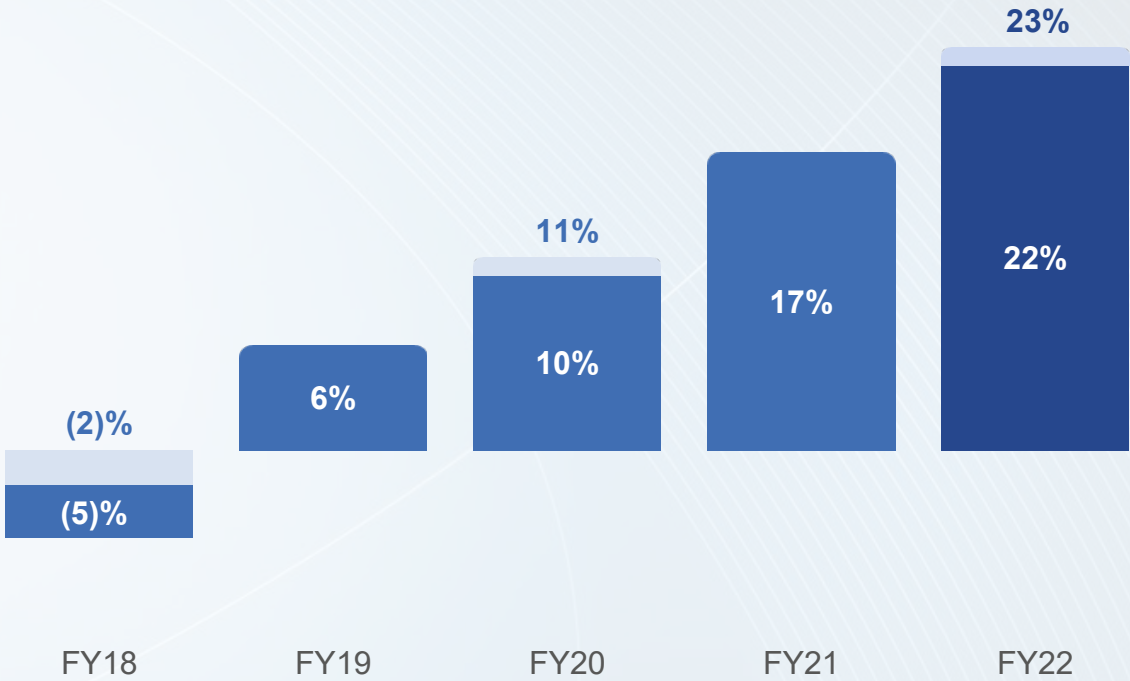
Revenue growth trends



B2B reflecting strong recovery in our core markets



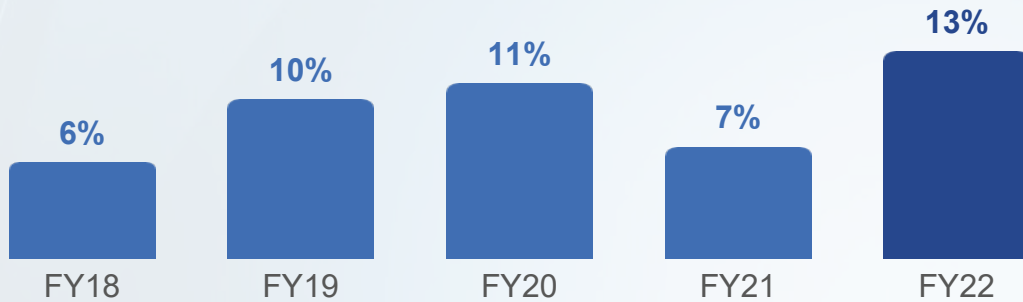
Strong growth momentum in Consumer Services



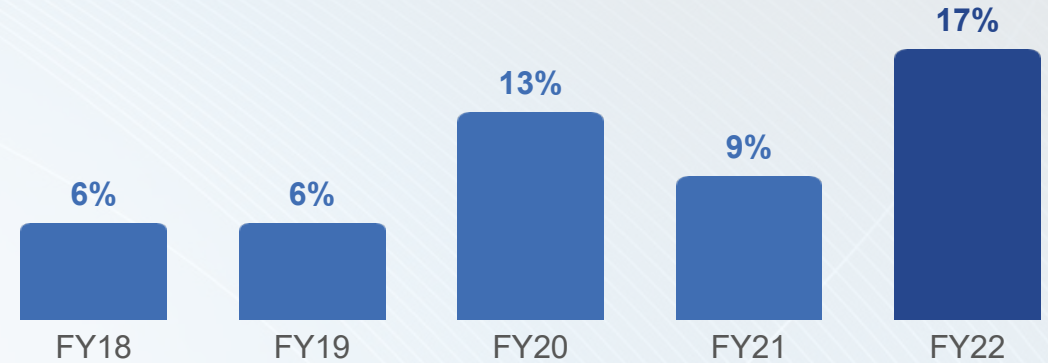
Regional organic revenue trends



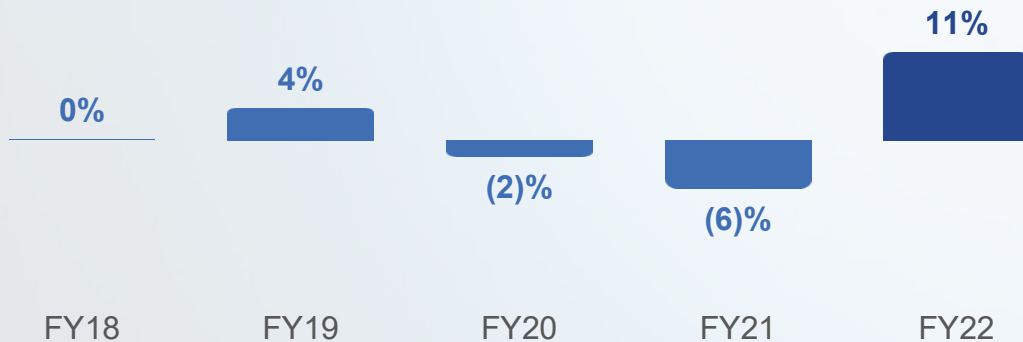
North America (65%*)



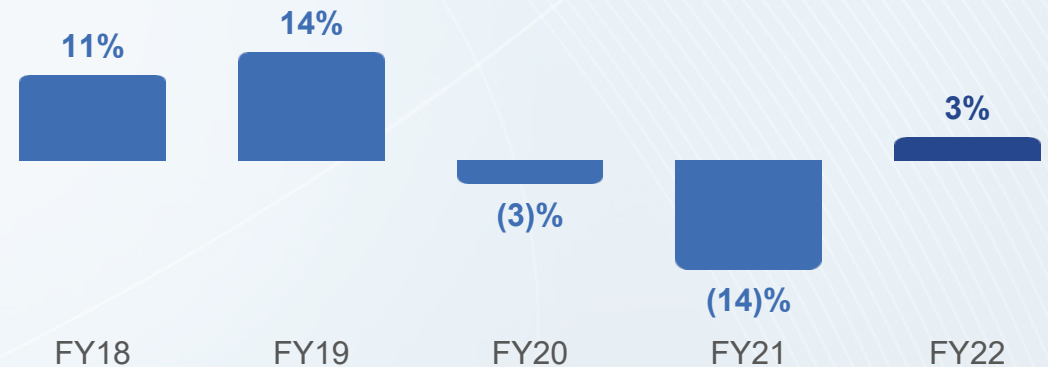
Latin America (13%*)



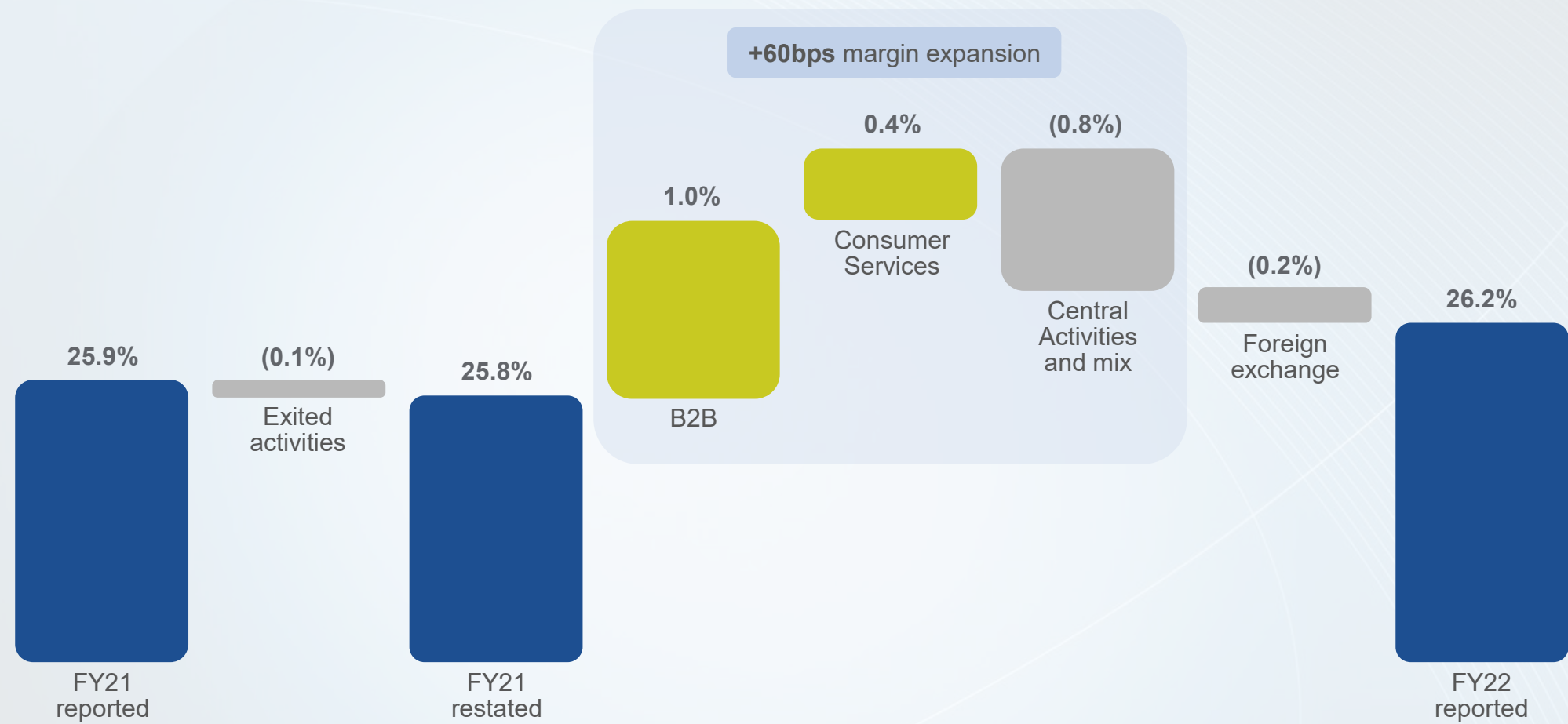
UK and Ireland (14%*)



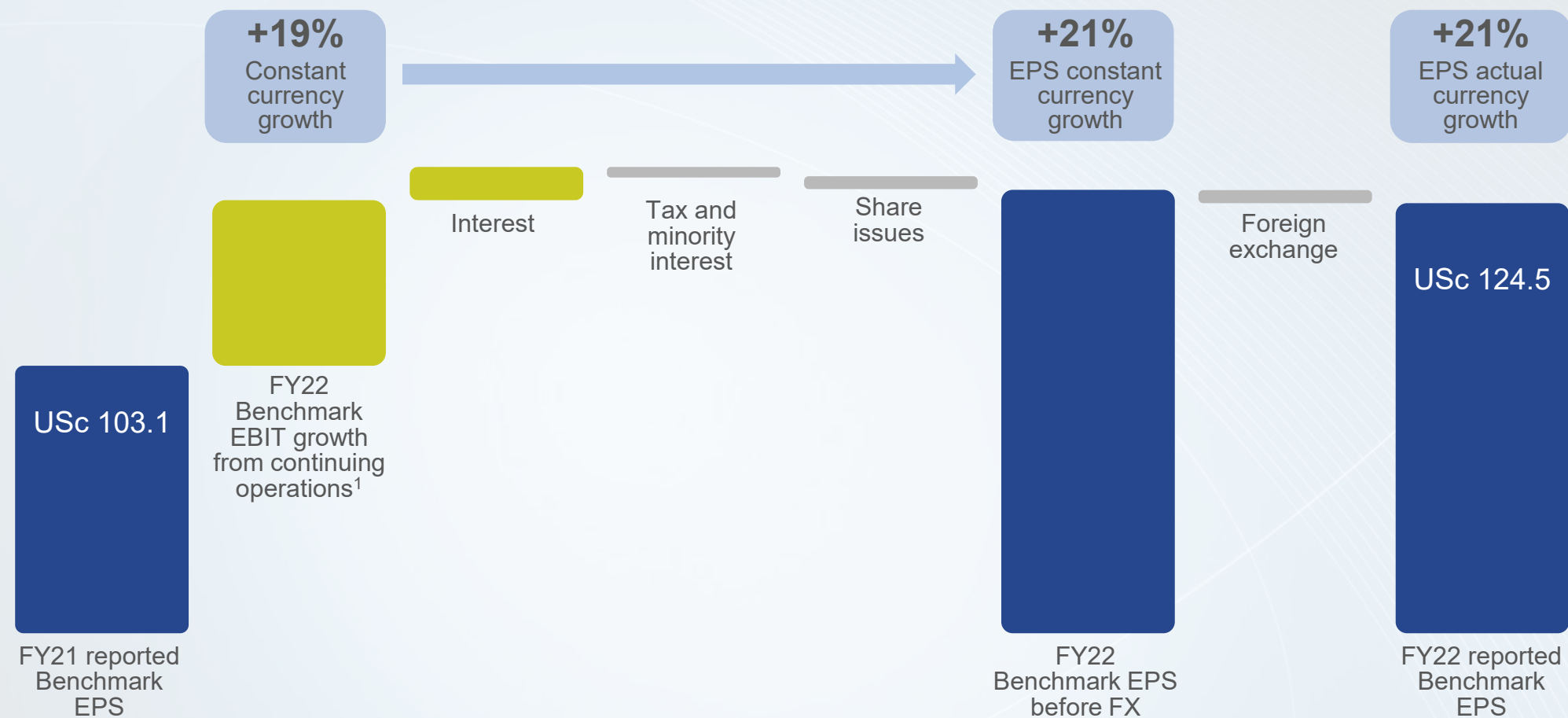
EMEA/Asia Pacific (8%*)



Benchmark EBIT margin



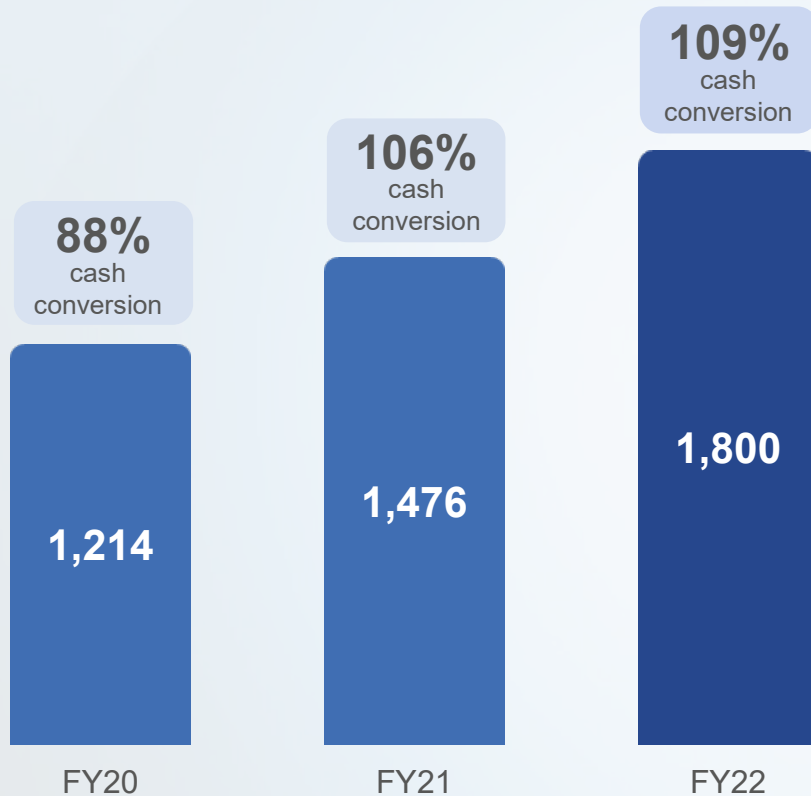
Benchmark earnings per share (EPS)



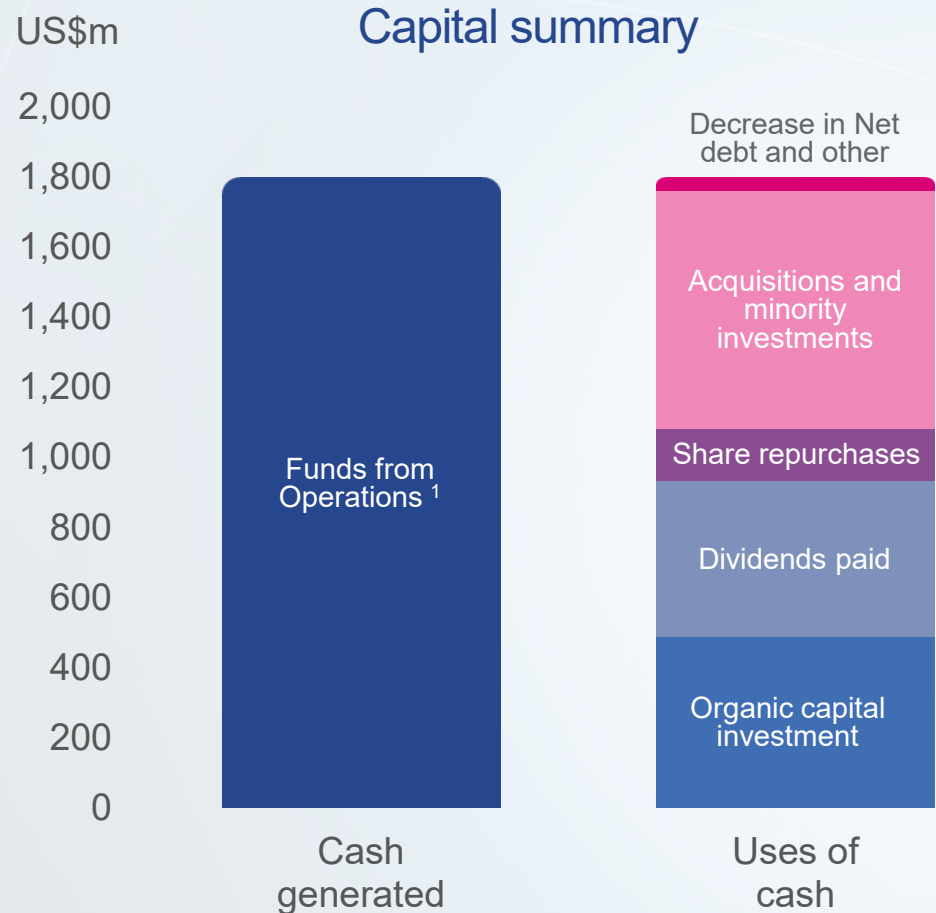
¹ Includes exited business activities.

US\$m

Benchmark operating cash flow¹



- Strong cash flow generation and conversion
- One-off cash receipt and positive mix impact from Consumer Services
- Benchmark operating cash flow increased US\$324m, 22% up on the previous year
- Net capital expenditure represents 8% of revenue



- US\$813m acquisitions and minority investments in the year
- Shareholder returns of US\$593m:
 - US\$149m Net share repurchases
 - Cash dividends of US\$444m
 - Full-year dividend growth of 10%
- Leverage ratio 1.9x Net debt / Benchmark EBITDA²

Reconciliation of Benchmark to Statutory PBT



Year ended 31 March
US\$m

	2022	2021	Growth % (actual rates)	Growth % (constant rates)
Benchmark profit before tax	1,535	1,265	21	22
Amortisation of acquisition intangibles	(174)	(138)		
Acquisition and disposal expenses	(47)	(41)		
Contingent consideration	(26)	(1)		
Gains and losses on disposals ¹	16	83		
Other items	(25)	(96)		
Statutory profit before tax before non-cash financing remeasurements	1,279	1,072	19	
Non-cash financing remeasurements	168	5		
Statutory profit before tax	1,447	1,077	34	

Organic revenue growth	7–9%
Acquisitions ¹	1% contribution to growth
Benchmark EBIT margin ¹	Modest margin improvement at constant exchange rates
Foreign exchange	c. -1% on revenue, flat on Benchmark EBIT, c. +40 basis points on benchmark EBIT margin
Net interest	c.US\$120–125m
Benchmark tax rate	c.26%
WANOS ²	c.914m
Capital Expenditure	c.9% of revenue
Benchmark OCF ³ conversion	>90%
Share repurchases	US\$175m



Summary

Brian Cassin, Chief Executive Officer

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- FY22 continued our track record of growth
- Starting to realise the opportunities in Consumer Services
- Executing on our strategic initiatives in B2B
- We expect another year of good growth in FY23

Powering opportunities and helping
to create a better tomorrow





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Appendix

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Year ended 31 March
US\$m

	2022	2021	Total growth	Organic growth
Data	2,033	1,761	15%	9%
Decisioning	784	694	13%	13%
Business-to-Business	2,817	2,455	15%	10%
Consumer Services	1,305	1,075	21%	21%
Total revenue	4,122	3,530	17%	13%
Benchmark EBIT – ongoing activities	1,381	1,201	15%	
Benchmark EBIT margin	33.5%	34.0%		

Year ended 31 March
US\$m

	2022	2021	Total growth	Organic growth
Data	528	457	15%	12%
Decisioning	149	92	60%	21%
Business-to-Business	677	549	22%	14%
Consumer Services	114	76	49%	40%
Total revenue	791	625	25%	17%
Benchmark EBIT – ongoing activities	223	172	27%	
Benchmark EBIT margin	28.2%	27.5%		

Year ended 31 March
US\$m

	2022	2021	Total growth	Organic growth
Data	409	361	9%	9%
Decisioning	244	220	7%	7%
Business-to-Business	653	581	9%	8%
Consumer Services	194	156	19%	19%
Total revenue	847	737	11%	11%
Benchmark EBIT – ongoing activities	188	123	51%	
Benchmark EBIT margin	22.2%	16.7%		

Year ended 31 March
US\$m

	2022	2021	Total growth	Organic growth
Data	343	284	20%	4%
Decisioning	164	166	2%	1%
Total revenue	507	450	13%	3%
Benchmark EBIT – ongoing activities	0	(27)	122%	
Benchmark EBIT margin	0.0%	(6.0)%		

Quarterly organic growth trends



		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY
North America (NA)		65%	22%	11%	13%	8%	13%
Data	CI / BI bureaux	24%	20%	5%	8%	3%	9%
	CI / BI bureaux, excluding Mortgage	20%	26%	13%	15%	10%	16%
	Mortgage	4%	0%	(20)%	(21)%	(24)%	(16)%
	Automotive	4%	11%	6%	4%	4%	6%
	Targeting	3%	32%	16%	7%	6%	13%
Decisioning	Health	8%	19%	13%	17%	10%	15%
	DA / Other	5%	14%	7%	13%	7%	10%
Consumer	Consumer Services	21%	28%	21%	19%	17%	21%
Latin America (LA)		13%	25%	16%	11%	17%	17%
Data	CI / BI bureaux	8%	17%	11%	10%	14%	13%
	Other	1%	(6)%	(6)%	14%	(1)%	0%
Decisioning	DA / Other	2%	34%	28%	9%	19%	21%
Consumer	Consumer Services	2%	107%	41%	19%	33%	40%
Total NA and LA		78%	22%	12%	12%	10%	14%

Quarterly organic growth trends



		% of Group revenue ¹	Q1	Q2	Q3	Q4	FY
UK and Ireland		14%	20%	11%	8%	6%	11%
Data	CI / BI bureaux	6%	19%	9%	6%	5%	9%
	Targeting / Auto	1%	21%	1%	4%	7%	8%
Decisioning	DA / Other	4%	8%	6%	7%	7%	7%
Consumer	Consumer Services	3%	37%	23%	13%	6%	19%
EMEA/Asia Pacific		8%	19%	(2)%	0%	4%	3%
EMEA		5%	26%	(6)%	(4)%	0%	(1)%
Asia Pacific		3%	10%	6%	10%	15%	10%
Total Global		100%	22%	11%	11%	9%	12%

A track record of sustained organic revenue growth supported by structural growth drivers, sustained investment and defensive characteristics



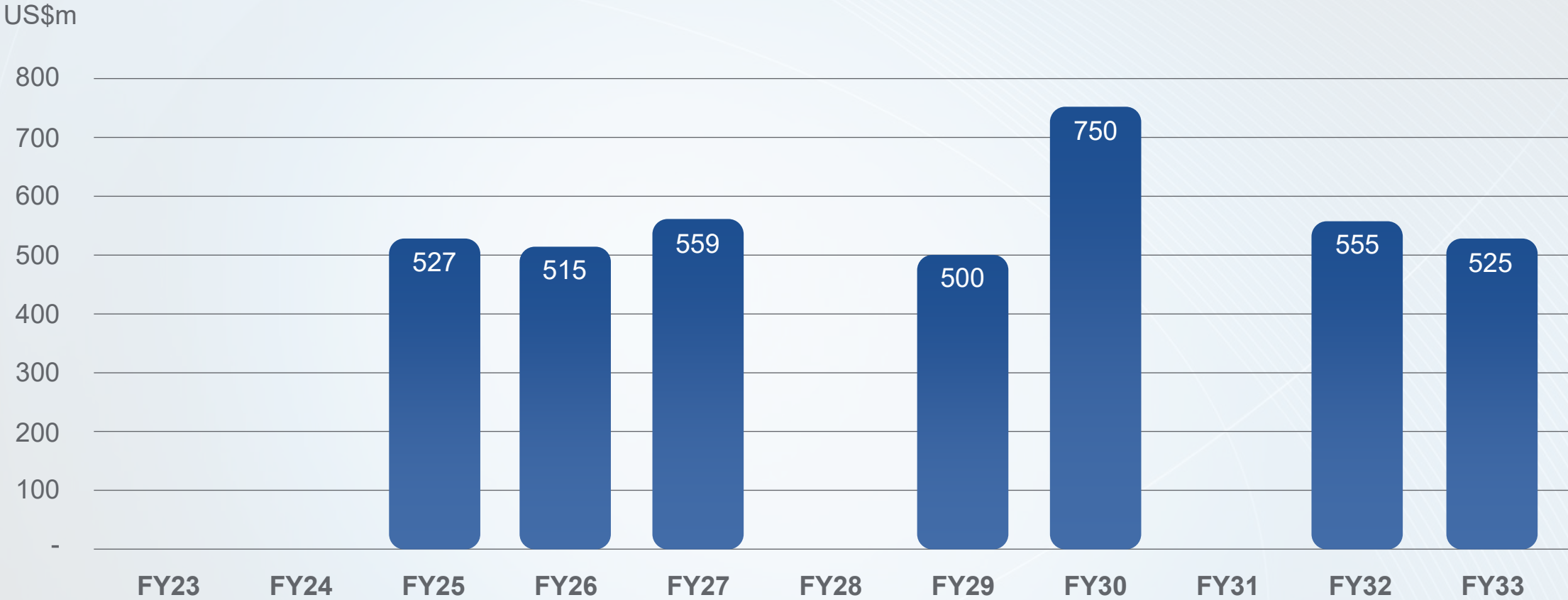
Global Financial Crisis

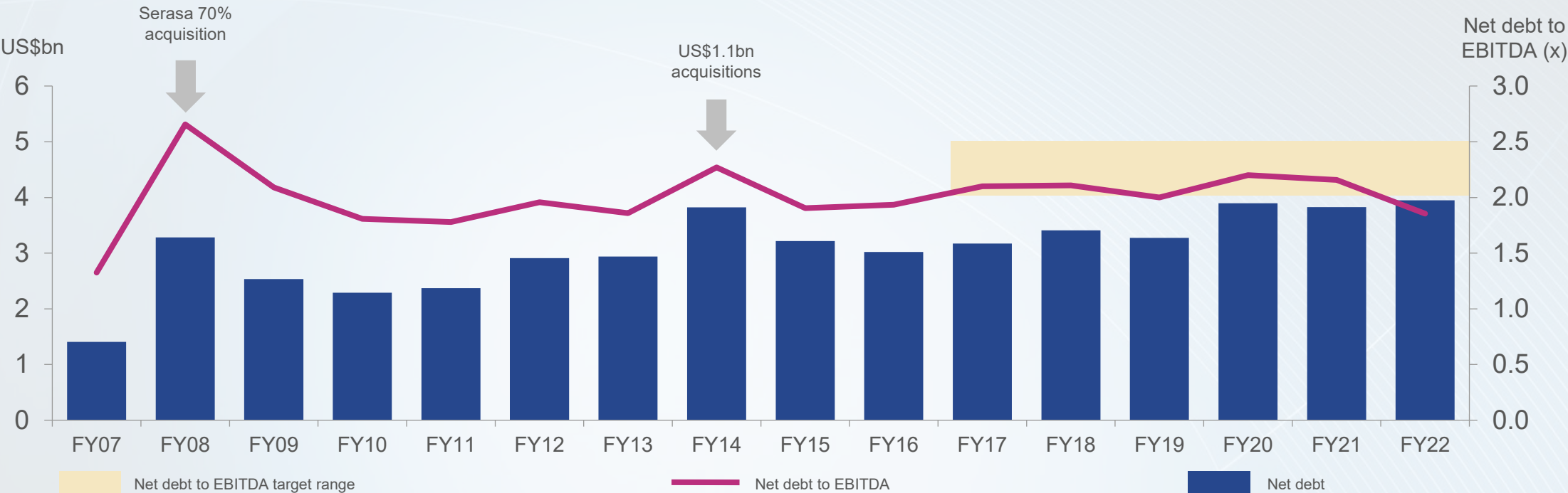
Organic revenue growth

COVID-19 pandemic



Figures from ongoing activities





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.

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Experian American Depositary Receipt (ADR) programme

ADR shareholder enquiries:

Shareowner Services
J.P. Morgan Chase Bank, N.A.
PO Box 64504
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United States

T: + 1 651 453 2128 (From the US: 1-800-990-1135, toll free)

E: Shareowneronline

W: 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, N.A.

Event calendar

14 July 2022

Q1 trading update, FY23

21 July 2022

Annual General Meeting

16 November 2022

Half year results, FY23

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