

Market: London	Symbol: EXPN	ISIN: GB00B19NLV48	Industry: Business Support Services
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**Helping people and organisations make the most of their data**

Our world is built on data. At Experian, we work to turn that data into something meaningful. We gather, analyse, combine and process it to help people and organisations achieve their goals – whether that means planning for a secure future or getting to know your customers better.

**For businesses**

We help businesses provide great customer experiences by managing and analysing data that will help them solve problems, drive better decisions and outcomes, and prevent fraud.

**For consumers**

We help millions of people in the USA, Brazil, UK, South Africa, India and Colombia to better manage and improve their financial position, and help them to protect against fraud and identify theft.

**We are large, stable and cash-generative**

- FTSE top 35
- 17,200 employees across 44 countries
- FY19: \$4.9bn revenue / \$1.3bn Benchmark EBIT
- Highly cash generative with high cash conversion rate
- FY19: 15.9% Return on Capital Employed
- A- / Baa1 since 2011 (both stable outlook)

**The Experian investment case**

- Market-leading global information business
- Strong market positions
- Significant growth potential
- Strong financial track record
- Diverse portfolio by region, business activity and customer

**Experian share price and volume**

• Experian plc share price



**Share data**

11/12/2019

Currency	GBX
Previous Close	2,443.00
Volume	1,378,645
Change (%)	-0.45
Market Cap (£bn)	22.19
Number of Shares (m)	908.25

**Summary financial highlights**

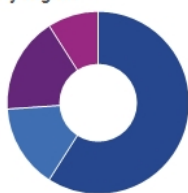
For the twelve months ended 31 March	2019	2018	Actual rates growth %	Constant rates growth %
Revenue	US \$4,861m	US \$4,584m	6	9
Benchmark EBIT - ongoing activities	US \$1,306m	US \$1,241m	5	10
Benchmark EBIT margin	26.9%	27.1%	n/a	n/a
Benchmark PBT	US \$1,198m	US \$1,162m	3	8
Benchmark EPS	USc 98.0	USc 94.4	4	9
Total dividend	USc 46.5	USc 44.75	4	n/a

For further information on our financial results please refer to our [latest results](#) and [Annual Report](#).

**Diverse portfolio by region, business activity and customer (revenue split FY19)**

**By region**

- 59% North America
- 15% Latin America
- 17% UK and Ireland
- 9% EMEA/Asia Pacific



**By business activity**

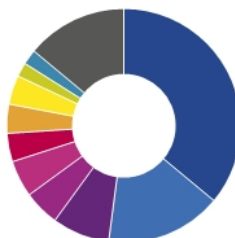
- 54% Data
- 26% Decisioning
- 20% Consumer Services



\*Business-to-Business

**By customer**

- 36% Financial services
- 16% Direct to customer
- 8% Health
- 5% Retail
- 5% Automotive
- 4% Software and professional services
- 4% Telco and utilities
- 4% Insurance
- 2% Media technology
- 2% Public sector/education
- 14% Other



**Ratings**

Agency	Rating	Outlook	Last rating action
Moody's	Baa1/BBB+	Stable outlook	December 2018
Standard & Poor's	A3 / A-	Stable outlook	October 2018

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