

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, Colombia and Peru 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 100 Index
- 17,800 employees across 45 countries
- FY20: \$5.2bn revenue / \$1.4bn Benchmark EBIT
- Highly cash generative with high cash conversion rate
- FY20: 16.1% 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



Share data	10/08/2020
Currency	GBX
Previous Close	2,729.00
Volume	642,623
Change (%)	-1.34
Market Cap (£bn)	24.79
Number of Shares (m)	908.30

Summary financial highlights

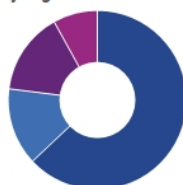
For the twelve months ended 31 March	2020	2019	Actual rates growth %	Constant rates growth %
Revenue	US\$5,179m	US\$4,861m	7	9
Benchmark EBIT - ongoing activities	US\$1,387m	US\$1,306m	6	9
Benchmark EBIT margin	26.8%	26.9%	n/a	n/a
Benchmark PBT	US\$1,255m	US\$1,198m	5	8
Benchmark EPS	USc 103.0	USc 98.0	5	8
Total dividend	USc 47.0	USc 46.5	1	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 FY20)

By region

- 63% North America
- 14% Latin America
- 15% UK and Ireland
- 8% EMEA/Asia Pacific



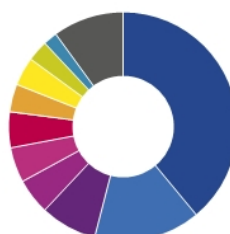
By business activity

- 55% Data
- 24% Decisioning } 79% B2B*
- 21% Consumer Services



By customer

- 39% Financial services
- 15% Direct to customer
- 8% Health
- 5% Retail
- 5% Automotive
- 5% Software and professional services
- 4% Telco and utilities
- 4% Insurance
- 3% Media technology
- 2% Public sector/education
- 10% Other



*Business-to-Business

Ratings

Agency	Rating	Outlook	Last rating action
Moody's	Baa1/BBB+	Stable outlook	24 December 2019
Standard & Poor's	A3 / A-	Stable outlook	3 January 2020

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