

We have a clear purpose: to create a better tomorrow

We bring the power of data, analytics and technology to transform lives and deliver better outcomes for people, for businesses and for our communities. Our work empowers individuals, families, businesses, communities and governments to make smarter decisions and navigate the world with confidence. Our supportive, inspiring culture helps encourage our people to become the best versions of themselves.

Making it easier, cheaper and faster for people and organisations to access financial services

For businesses

We help businesses enhance their customer experiences by managing and analysing data that will help the businesses 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 access financial services, understand and improve their financial position, and help them to protect against fraud and identify theft.

We are large, stable and highly cash-generative

- £34bn market cap* / FTSE top 20*
- 23,000 employees / 32 countries
- FY24: US\$7.1bn revenue / US\$1.9bn Benchmark EBIT
- US\$1.9bn Benchmark operating cash flow, cash conversion rate of 97%
- 17.0% Return on Capital Employed (ROCE)
- A- / Baa1 since 2011 (both stable outlook)

* At 20 May 2024.

The Experian investment case

- A leader in global information services with strong positions in growing markets
- Our strong foundations support our growth prospects
- A strong emphasis on Environmental, Social and Governance
- Strong financial model with excellent growth prospects

Experian share price and volume

● Experian plc share price



Share data

30/08/2024

Currency	GBX
Previous Close	3,684.00
Volume	1,371,570
Change (%)	-0.51
Market Cap (£bn)	33.87
Number of Shares (m)	919.32

Summary financial highlights

For the twelve months ended 31 March	2024	2023	Actual rates growth %	Constant rates growth %
Revenue	US\$7,097m	US\$6,619m	7	n/a
Benchmark EBIT - ongoing activities	US\$1,944m	US\$1,798m	8	7
Benchmark EBIT margin	27.6%	27.5%	n/a	n/a

Summary financial highlights

For the twelve months ended 31 March	2024	2023	Actual rates growth %	Constant rates growth %
Benchmark PBT	US\$1,789m	US\$1,670m	7	6
Benchmark EPS	USc 145.5	USc 135.1	8	7
Total dividend	USc 58.5	USc 54.75	7	n/a

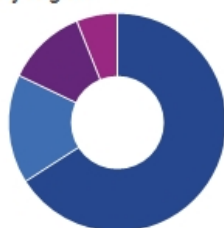
Revenue and Benchmark EBIT for the year ended 31 March 2023 have been re-presented for the reclassification to exited business activities of certain Business-to-Business (B2B) businesses.

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 FY24 - ongoing activities)

By region

- 66% North America
- 16% Latin America
- 12% UK and Ireland
- 6% EMEA and Asia Pacific



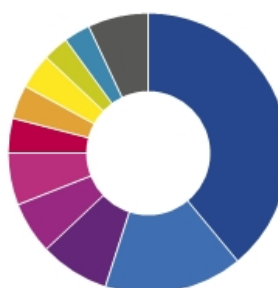
By business activity

- 52% Data
 - 21% Decisioning
 - 27% Consumer Services
- } 73% B2B*



By customer

- 39% Financial services
- 16% Direct-to-consumer
- 8% Health
- 6% Retail
- 6% Software and Professional services
- 4% Automotive
- 4% Insurance
- 4% Media and Technology
- 3% Government and Public sector
- 3% Telecommunications and Utilities
- 7% Other



*Business-to-Business

Ratings

	Long term	Short term	Outlook
Moody's	BAA1	P-2	Stable
S&P	A-	A-1	Stable

Experian

2 Cumberland Place
Fenian Street
Dublin 2
D02 HY05
Ireland

Media: gerry.tschopp@experian.com
Tel +1 714 830 7756
Investors: investors@experian.com
Tel: +44 (0) 20 3042 4287

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