



Half-yearly results for the six months ended 30 September 2025

12 November 2025

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Strategic and operational overview

Brian Cassin, Chief Executive Officer

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Financials

Group organic revenue ¹	8%
North America (NA)	10%
Latin America	4%
UK and Ireland (UK&I)	1%
EMEA and Asia Pacific	6%
B2B ⁴	8%
Consumer Services	9%
Benchmark EBIT growth ²	14%
EBIT margin progression ³	Constant Rates 50bps / Actual Rates 30bps
Benchmark EPS growth ⁵	12%
Benchmark OCF ⁶ Growth	25%
Net debt to Benchmark EBITDA	1.8x
Dividend growth ⁷	10%

1 Organic revenue growth at constant exchange rates.
 2 Benchmark EBIT growth 14% at actual exchange rates.
 3 bps = Basis points.

4 B2B = Business-to-Business.
 5 Benchmark EPS growth at actual exchange rates.
 6 Operating cash flow.

7 First interim dividend.
 8 Generative Artificial Intelligence.
 9 EVA = Experian Virtual Assistant, North America Consumer Services.

Strategic progress

B2B highlights



Ascend
Platform
momentum

Model
governance

Patient Access
Curator

Cashflow
Analytics

Acquisition integrations on-track



Acquired

KYC360

Consumer Services highlights

Free consumer
memberships
reach over

>208m

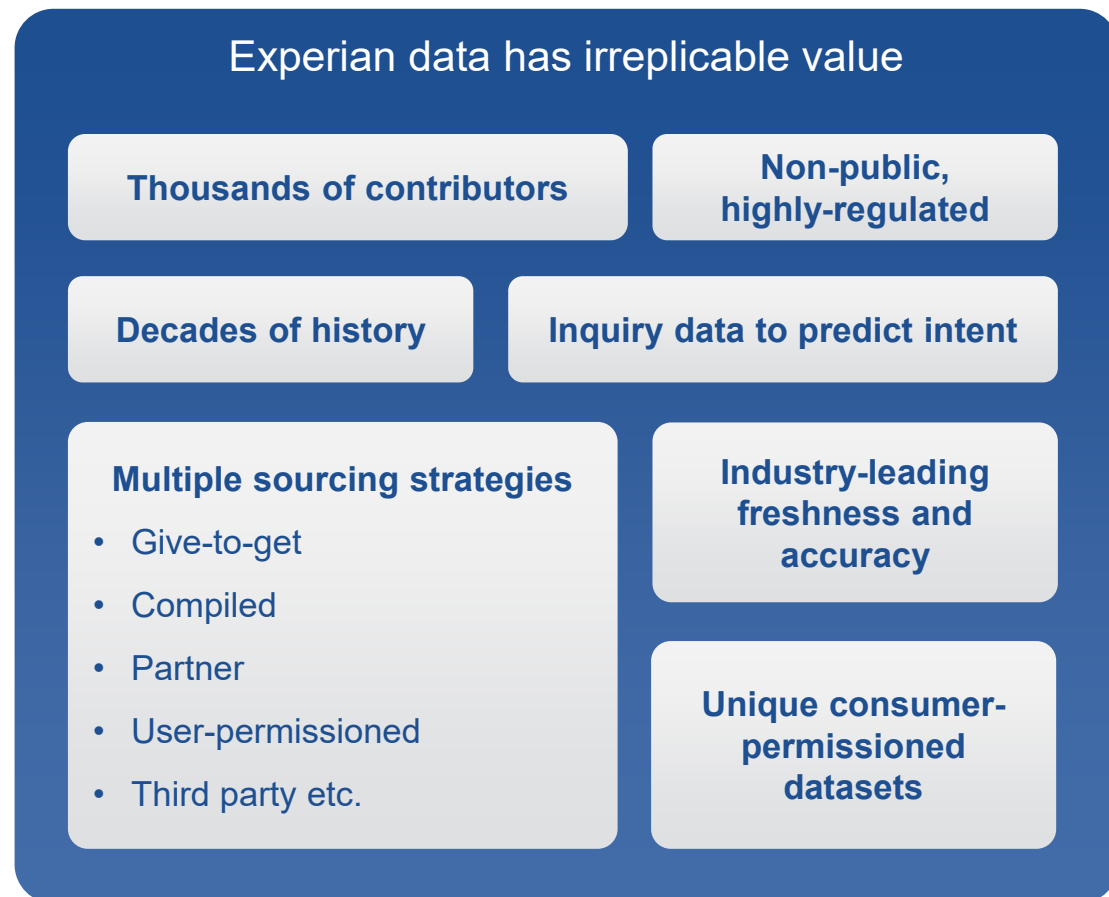
GenAI⁸
EVA⁹ NA enhancements
EVA UK&I

Cloud transformation

Cloud transformation on track to be over **85%** complete
in **North America** (ex. Health) and **Brazil** in FY26

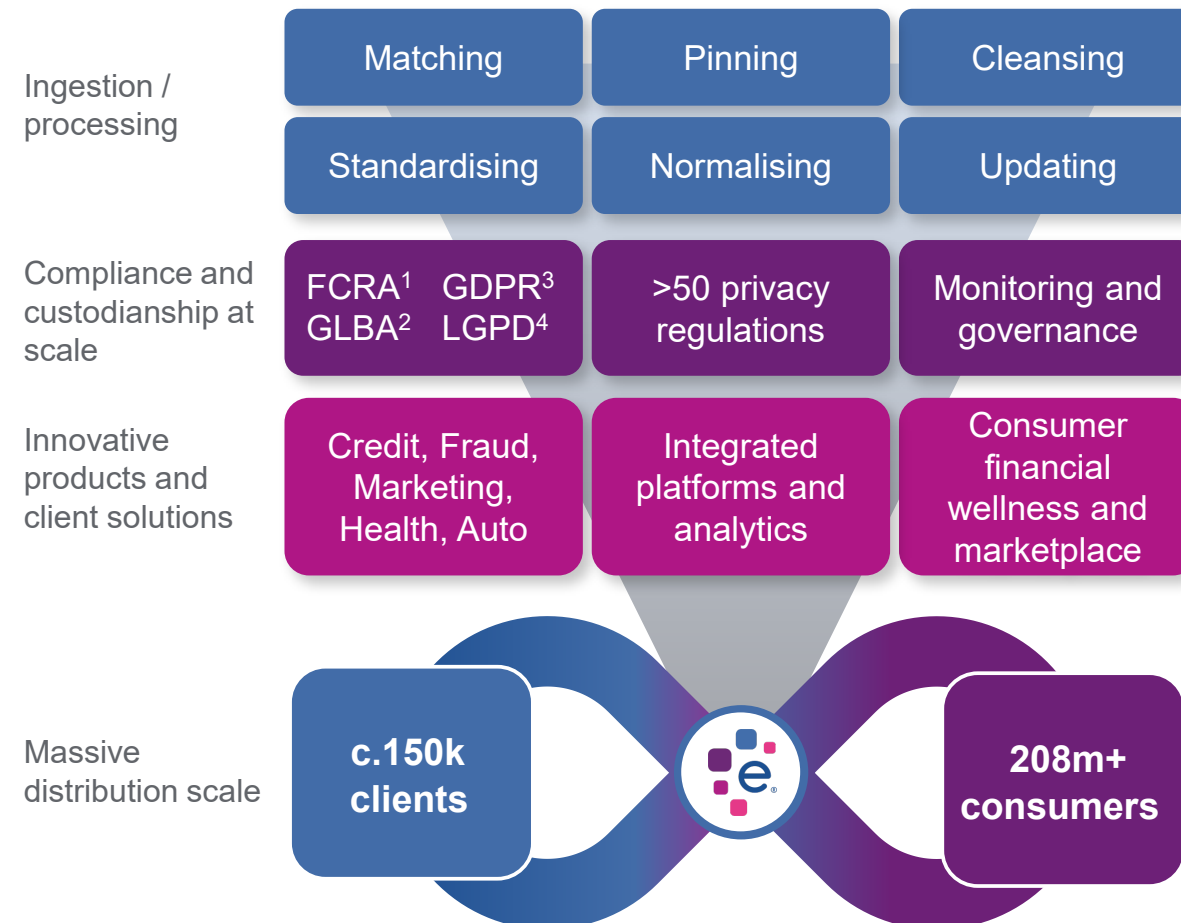
Strongly positioned for the AI era

Data fuels AI – we have proprietary, trusted data on over 1.4bn consumers and c.150m businesses



1 US Fair Credit Reporting Act
2 Gramm-Leach-Bliley Act.
3 UK/EU General Data Protection Regulation.
4 Lei Geral de Proteção de Dados Pessoais.

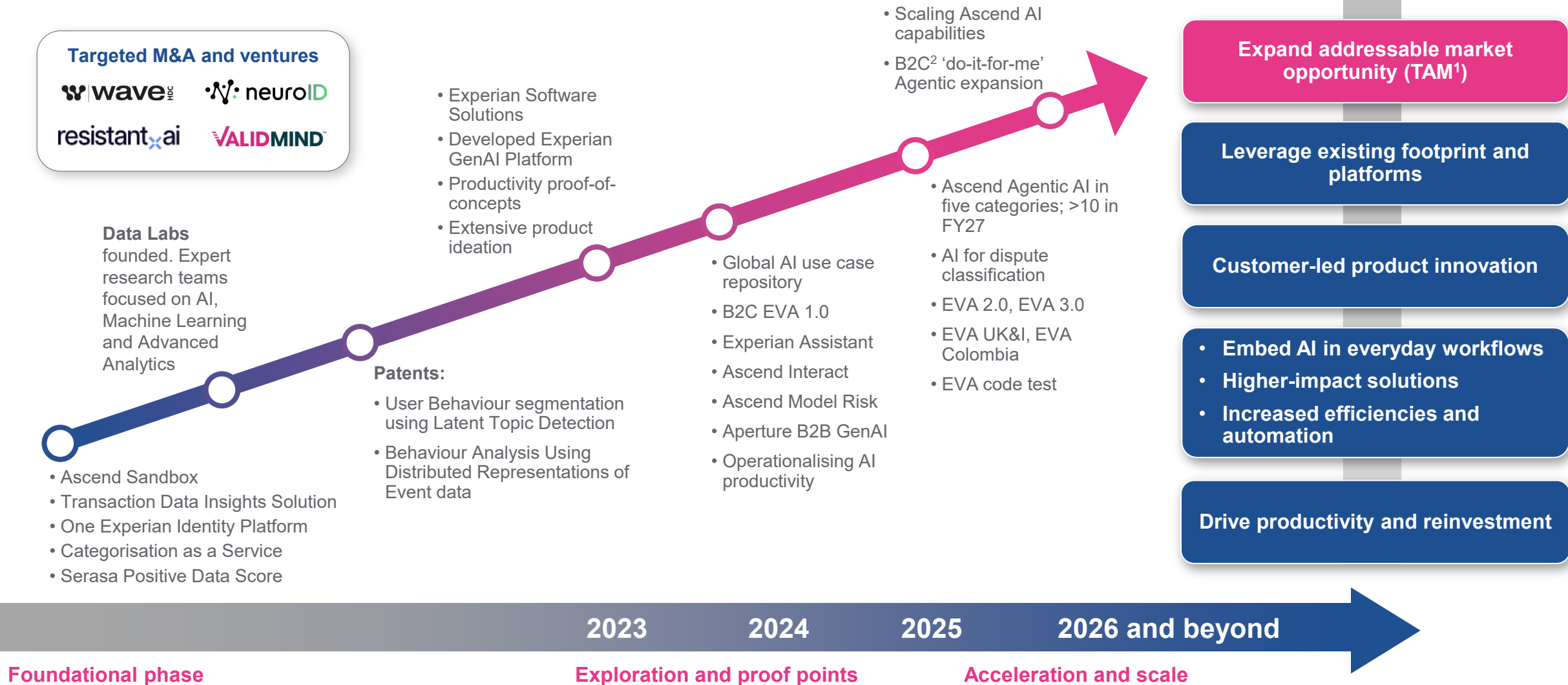
Experian is an expert in the processes needed to ensure data is usable, accurate, predictive and valuable



Our AI foundations are strong and we're accelerating

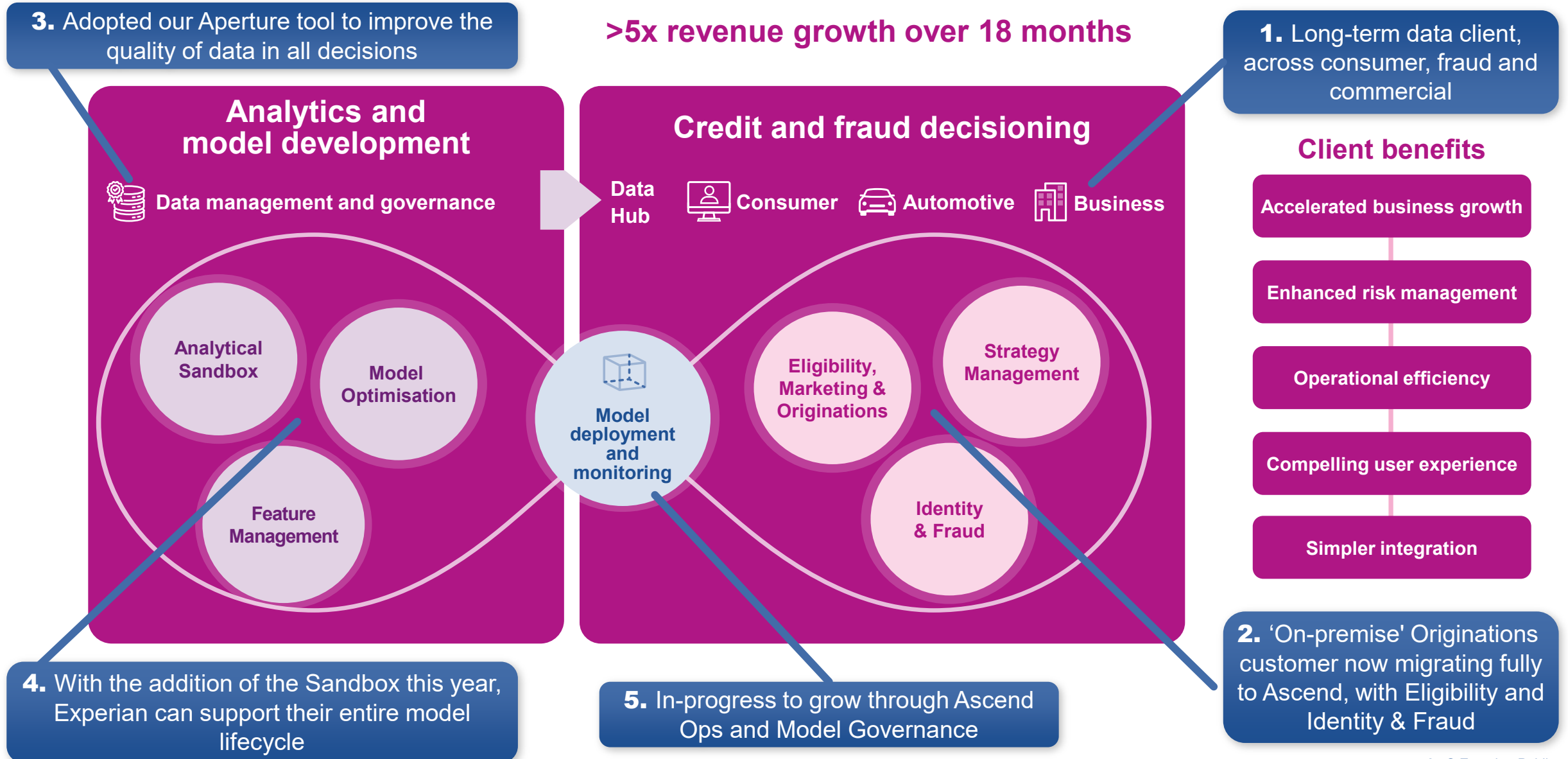


Focused strategy to grow and drive competitive advantage



1 Total addressable market.
2 Business to Consumer.

Client example – driving long-term strategic partnerships



Leveraging AI as a force multiplier to seize our future



Accelerating Productivity

For developers

88% coding assistant adoption

AI-developed developer workbench

Integrated with cloud transformation

Across the workplace

73% Experian users using Workplace Productivity GenAI tools

6k+ custom GPTs¹ created

Scaling use cases across all functions

Growing our Addressable Market (TAM)

Expanding use cases in our core markets

Supercharging product innovation

Increasing product velocity

Integrating AI into product offerings and platforms

Unlocking new growth opportunities

SME ecosystem

Agentic commerce

FinCrime² / KYC³ / fraud

Housing

1 Generative Pre-trained Transformer.

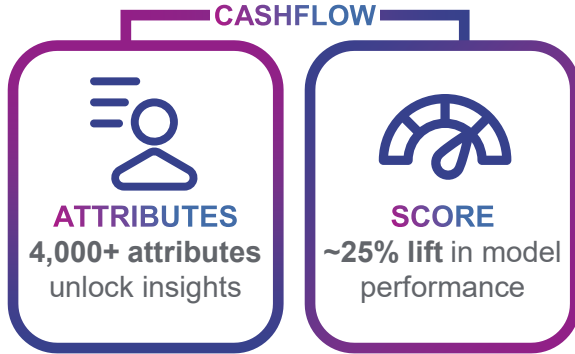
2 Financial crime.

3 Know your customer.

H1 strategic accomplishments B2B



New cash flow analytics



Launching
Serasa Pass:
The Digital
Identity
Revolution in
Brazil

Ascend Platform: more products enabled on platform to unlock Enterprise Decision Intelligence



1 Monthly average users.

2 Year-on-year.

3 Client-specific solutions refer to any client specific instance of a product provisioned on the Ascend Platform.

B2B strategic progress

Ascend Platform
34 capabilities
(+15 year-on-year)
>2,200 client-specific
solutions³

GenAI-powered solutions
Experian Assistant for
Model Risk Management

New cash flow analytics
Cashflow plus credit data
drives c.25% uplift in
approvals
c.50 active opportunities

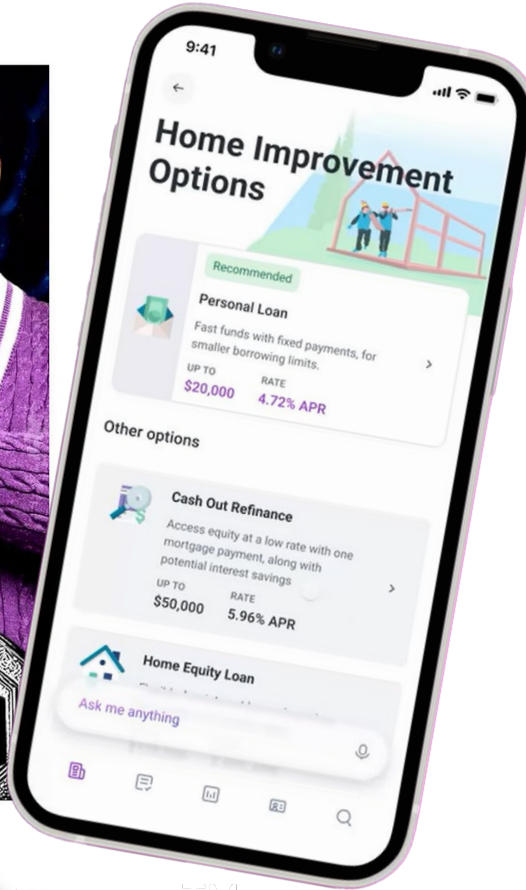
**Income and employment
verifications**
NA – record count 64m
Onboarded two of top 15
US mortgage lenders in H1

Serasa Pass
Reusable identity
developed by
Serasa+ClearSale

ClearSale
ClearSale's capabilities
integrated in Experian's
Identity & Fraud suite
Now the largest ID&F player
in Brazil

H1 strategic accomplishments

Consumer Services



Unique experiences to help consumers manage and save money

- **Free consumer memberships** – reaches >208m in H1 FY26
- **North America**
 - Home vertical expansion – Confirm Your Home feature launched
 - No Ding Decline offers have double the click-through rate versus standard offers
 - EVA – over 2m GenAI engagements for personalised financial interaction
- **Brazil** – insurance panel expansion, Serasa Pass
- **UK&I** – launching 1,250 score; ReFi digital debt consolidation
- **EBIT margin** – continues to expand driven by greater scale

Evolution
of EVA



TM
**Personal
Financial
Co-pilot**

EVA – our mission

**AI-powered intelligent agent to transform consumer engagement
by delivering financial guidance at scale**

Agentic | Acts on a consumer's behalf
Personalised | Tailors to consumer
Proactive | Anticipates need

Business-to-Business +12% organically

Financial Services

Credit data, analytics and fraud prevention platform

- **Credit activity** – consistently improving lending trends
- **Expanded data to enhance credit worthiness picture** – client wins and growing client interest for our combined bureau and cash flow analytics. Verifications record tally continues to grow
- **Ascend platform** – securing wins for Ascend Sandbox and Marketing module. Fraud module roll-out underway. Experian Assistant creating upsell and cross-sell opportunities
- **Mortgage** – VantageScore adoption represents a significant long-term opportunity through share gain, leveraging greater score efficacy and 33m incremental consumers scored

Verticals

Health – particular strength in AI-driven Patient Access Curator (PAC)

Automotive – new business wins support growth, including new long-term strategic partnership for AutoCheck vehicle history reports

Marketing Services – good new business performance and expansion of digital platform integrations

Patient Access Curator

PAC uses AI to find unknown insurance with a single enquiry at registration, reducing human touches and preventing denials



North America Consumer Services H1

+8% organically; +12% ex-breach resolution



H1 progress

- **Paid membership** – growth supported by new feature introductions which add value for members and further enhance customer experience
- **Marketplace** – strong growth driven by audience expansion, more lenders on panels, greater competition for new prospects by lenders across some credit categories and insurance vertical expansion
- **Partner Solutions** – lapped strong comparatives from megabreach wins in Q1. Returned to growth in Q2

Premium revenue

Q1

Q2



Marketplace

Q1

Q2



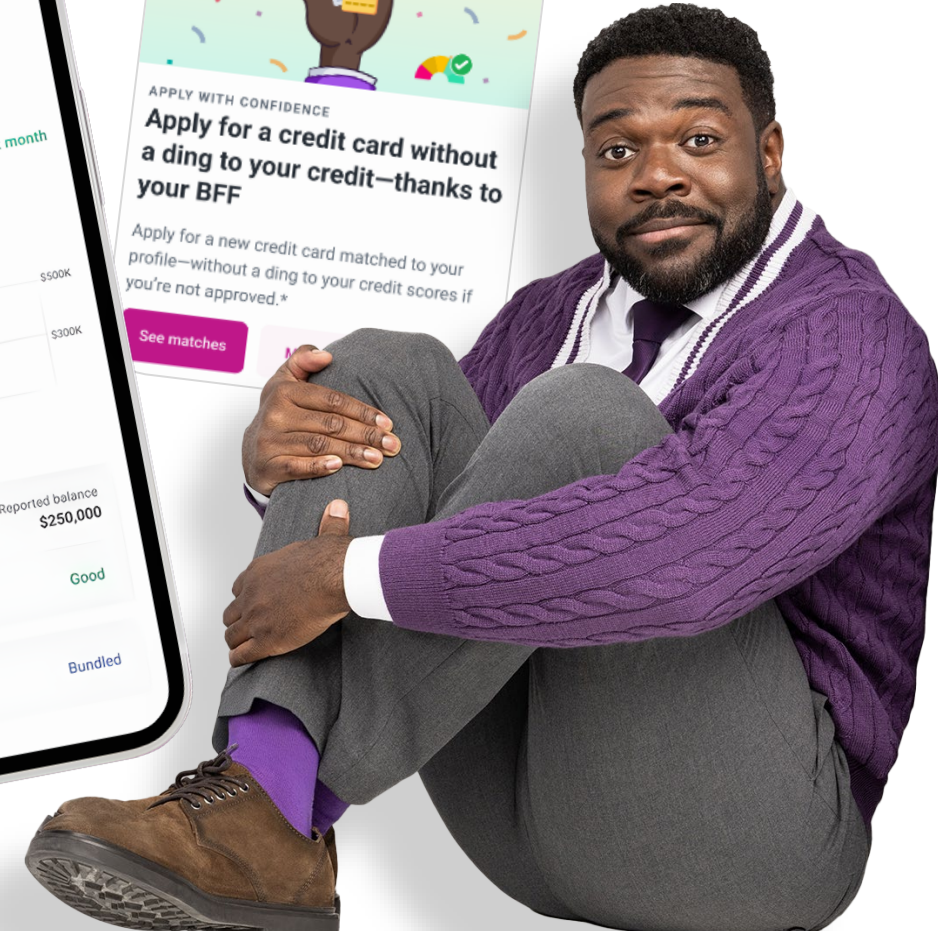
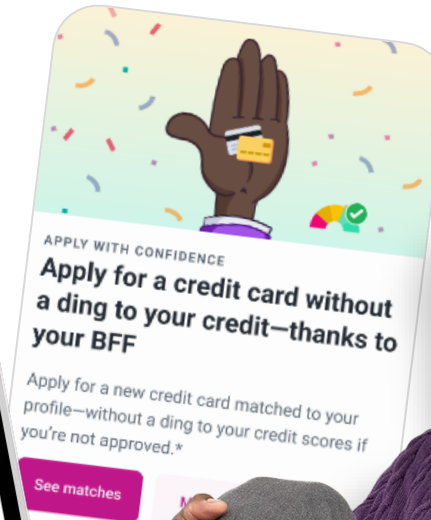
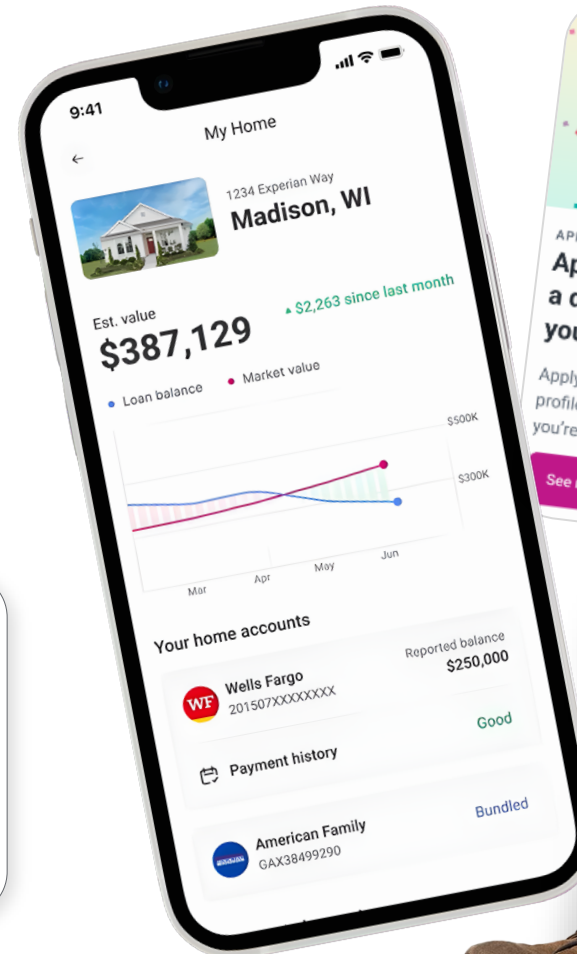
Partner Solutions

Q1

Q2



Leveraging our scaling audience;
broadening our offers



Latin America H1

+4% organic revenue growth; +15% total revenue



B2B

- **Brazil** – ClearSale makes a strong start, with encouraging pipeline development for augmented Serasa credit risk and fraud portfolio
- **Macroeconomic environment** – cautious Brazil business investment environment persists, due to high interest rates and lack of consumer affordability
- **Credit and fraud risk** – strength in analytics and organic fraud portfolio offset by weaker core credit activity
- **Small and medium enterprise** – delivers further progress driven by audience expansion and product upsell
- **Verticals** – revenue moderation driven by Marketing Services and Agribusiness
- **Spanish Latin America** – H1 growth led by analytics and platform expansion in Colombia

MFA = Multi-Factor Authentication.

Introducing superior products

 serasa experian.



ClearSale

Account
opening

Account
protection

E-commerce
transactions

KYC &
scores

Facial
biometrics

Bundled
offers

Device
risk

Document
verification

Latin America Consumer Services H1

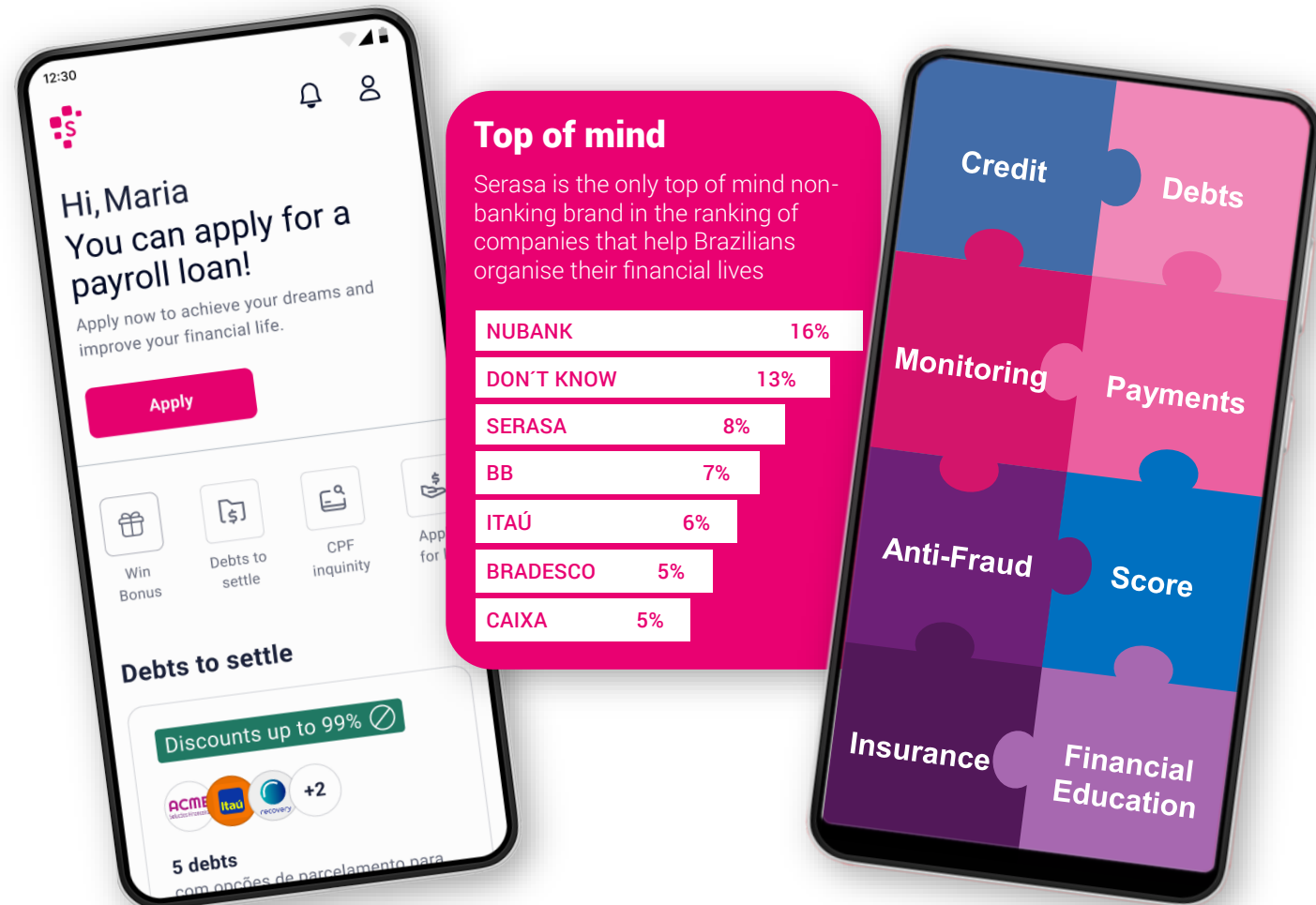
+18% organic revenue growth



H1 progress

- **Limpa Nome platform helps Brazil's 79.1m consumers in credit arrears**
 - Facilitating a rising volume of debt resolution agreements between consumers and lenders through our digital platform
 - Further expanding our annual Limpa Nome credit fair to support indebted consumers; takes place in Q3
- **Credit Marketplace** – scaling well, supported by lender panel expansion. New payroll loan category coming soon
- **Insurance Marketplace** – new auto insurance vertical makes progress; supporting 70% of the Brazilian fleet that lacks car insurance; adding large Brazilian insurers to our panel

Leveraging our audience and our brand to widen our offer to consumers



UK and Ireland H1

+1% organically; +2% total revenue at constant currency



B2B

Financial Services - new business momentum

- Ascend Sandbox secures multiple new business wins, including Tier One Enterprise win. Encouraging pipeline, supported by further Sandbox roll-out and new module introduction
- KYC360 acquisition extends our Identity & Fraud suite with new Know Your Customer and Know Your Business capabilities, to be integrated into Ascend Platform

Verticals

- Impacted by prior-year one-time revenue comparable

Consumer Services

Enriching the experience for our UK members

- Audience expansion, supported by new product features.
>2x app downloads versus closest competitor
- Credit marketplace - strong momentum:
 - Clients onboarded or in the process of onboarding to Activate: 97%
 - Supports exclusive credit offers and higher conversion rates for lenders
- Expanding our product ecosystem into new value pools; growing debt consolidation revenue contribution
- Leveraging AI to deliver new consumer experiences and enhance marketing effectiveness



EMEA and Asia Pacific H1

+6% organic revenue growth; +35% total revenue at constant currency



Illion acquisition update

- Illion integration makes good progress
 - Consolidated consumer bureau data assets
 - Ascend deployment underway, with Data Hub and Ascend Ops now live in market
 - Back office and technology integration largely complete
 - Disengagement with legacy partner
- H1 regional margin progress of +480 basis points reflects Illion contribution and successful integration measures



Regional H1 progress

Organic H1 regional progress

- Supported by solid growth across core markets, with notable contributions from Australia and New Zealand, India and Southern Europe
- Strategic focus on accelerating new product revenue contribution, including new scores and attributes
- Driving adoption of Ascend Platform in all markets. Nine clients using Ascend Sandbox





Financial review

Lloyd Pitchford, Chief Financial Officer

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H1 FY26 highlights



		Constant FX rates	Actual FX rates	Results
Revenue	Total revenue growth	12%	13%	US\$4,058m
	Organic revenue growth	8%		
EBIT	Benchmark EBIT growth	14%	14%	US\$1,149m
	Benchmark EBIT margin	+50bps	+30bps	28.3%
EPS	Benchmark earnings per share growth	13%	12%	USc85.0
Cash flow	Benchmark operating cash flow			US\$885m
	Benchmark OCF conversion			77%
ROCE	Return on capital employed			16.5%
Dividend	First interim dividend per share growth		10%	21.25c
Funding and liquidity	Net debt to Benchmark EBITDA			1.8x

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. EPS is on a continuing operations basis.

ROCE (Return on capital employed) = Benchmark EBIT less tax at the Benchmark rate divided by average capital employed (3-point trailing average), in continuing operations. Capital employed is net assets less non-controlling interests and right-use assets, plus/minus the net tax liability or asset and plus Net debt.

We are delivering on our medium-term framework



Revenue

Highly diversified strong growth

Scaling of high growth plays

Lending volume recovery

High single-digit organic growth

EBIT margin

Leverage of scaling growth plays

Reducing technology change & dual run costs

Productivity and automation

Lending recovery

Good margin progression
+30-50bps annually

Organic Capex¹

Materially complete on cloud transition by end of FY26

Improving productivity

2% reduction in Capex to revenue ratio

Trending to 7% Capex % of revenue

Capital Deployment

Disciplined approach

Strong financial position

Strong cash generation

Good acquisition pipeline

Growing contribution from capital deployment

H1 FY26 Performance

+8%
ULG⁴

+12%
Total

50bps
constant

30bps
actual

8%
of revenue

16.5%
ROCE²

\$1.5bn
Invested³

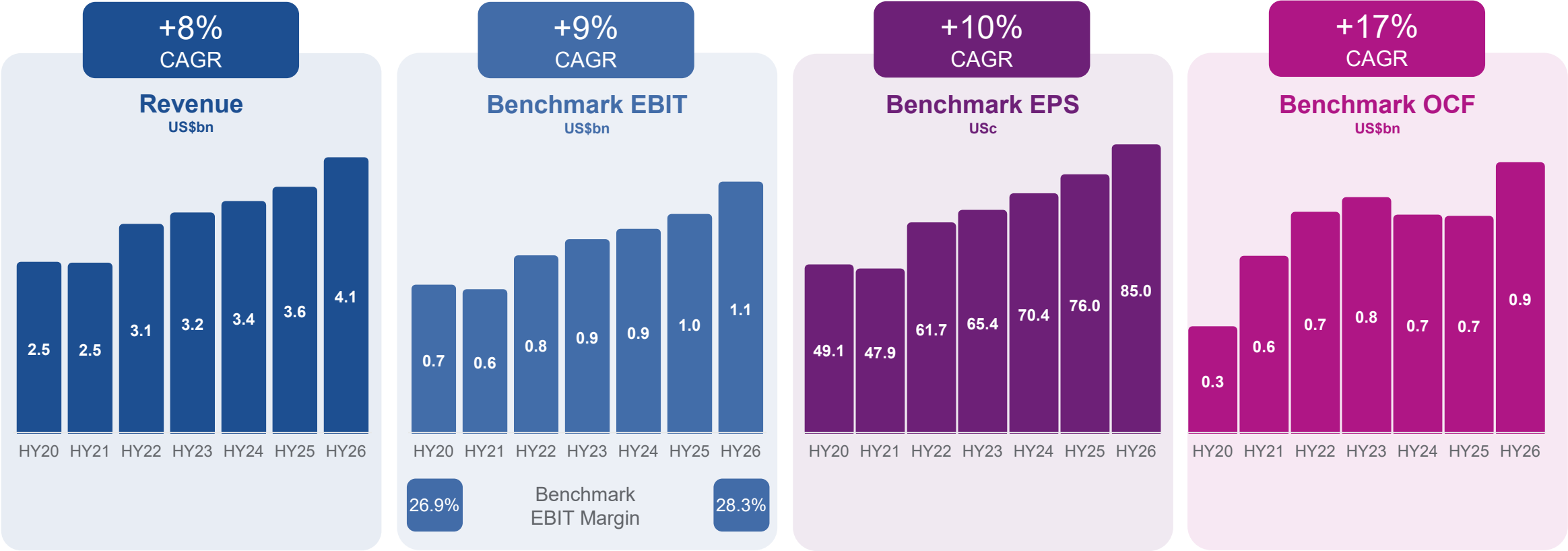
¹ Capital expenditure.

² Return on capital employed.

³ Investments relate to M&A \$803m and capital expenditure \$691m invested in the last 12 months.

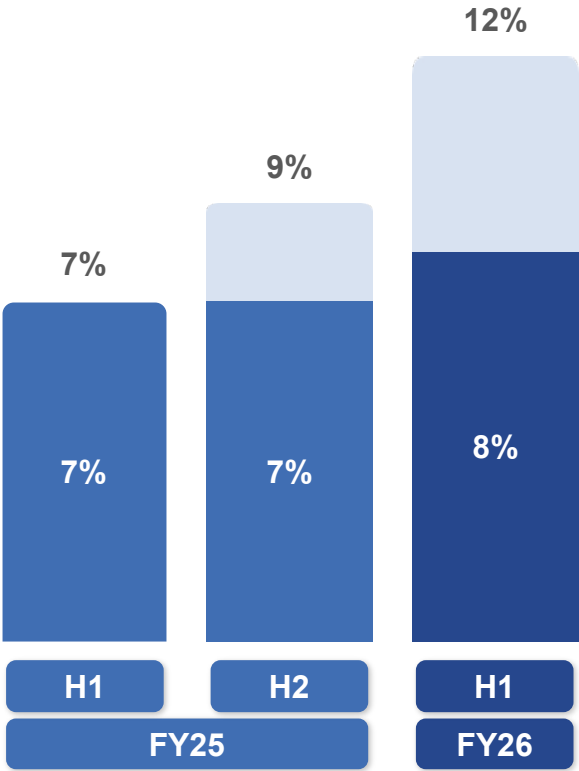
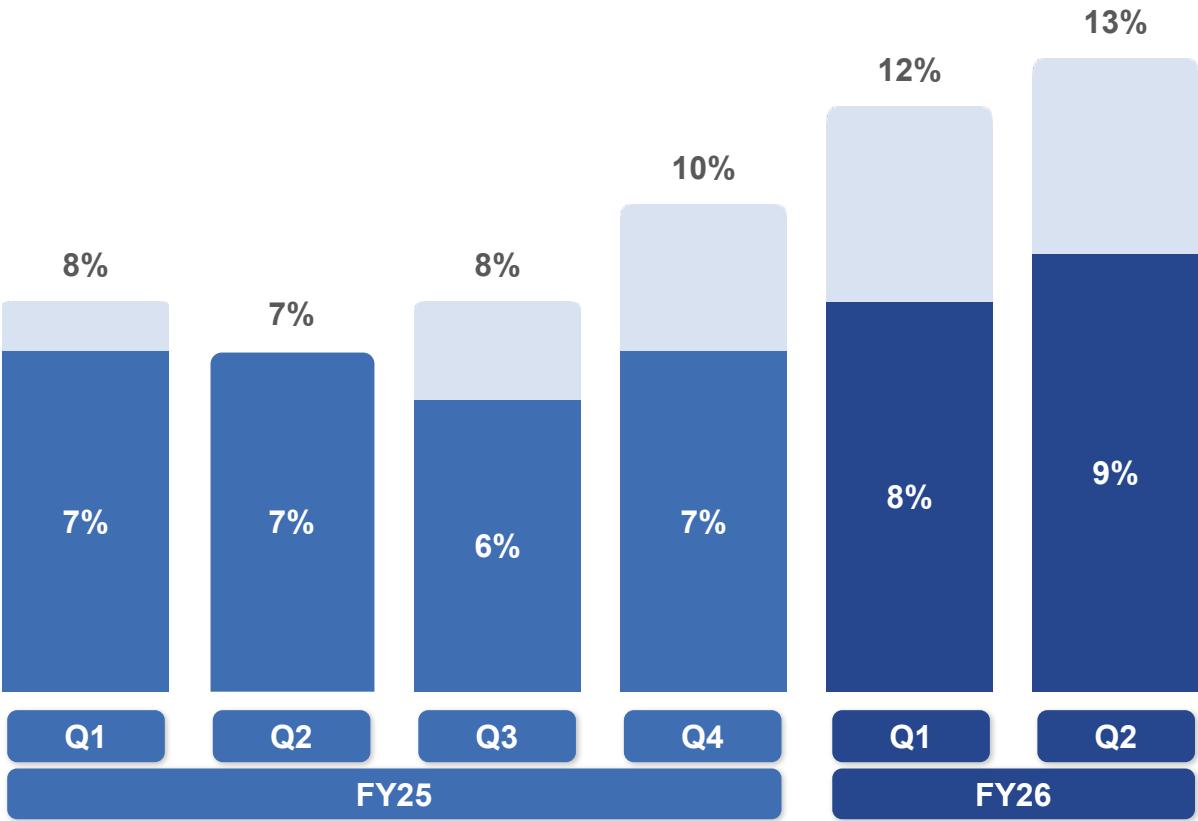
⁴ Underlying growth.

Strong growth delivery



Numbers as reported at actual FX rates.
Benchmark EBIT is for ongoing activities.
CAGR = compound annual growth rate. CAGR is on a six-year basis with FY20 as the baseline year.
OCF = Operating cash flow.

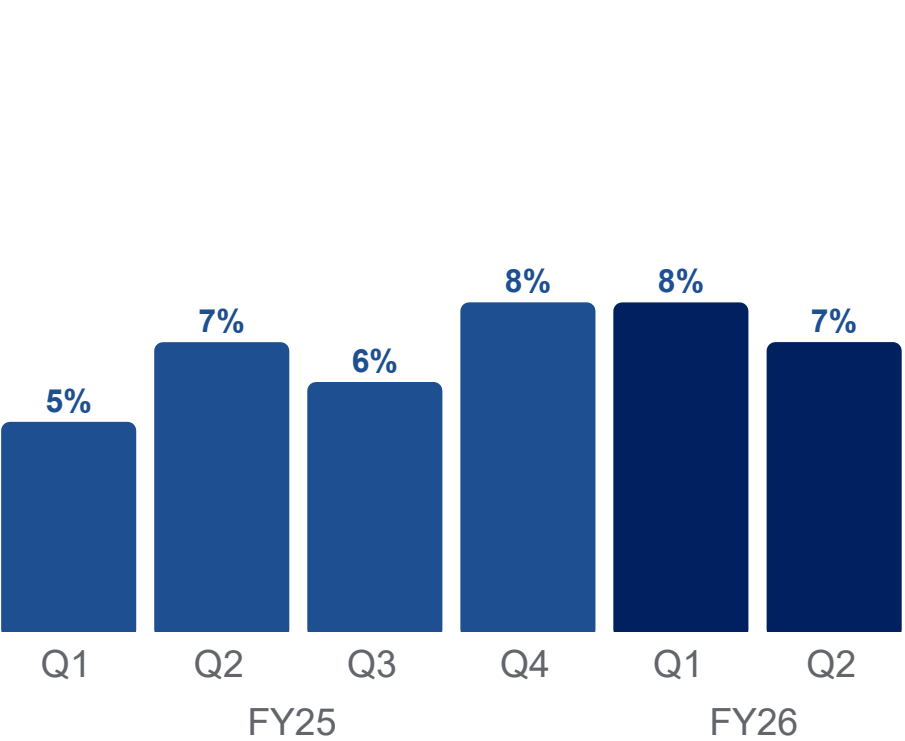
Consistently strong revenue growth



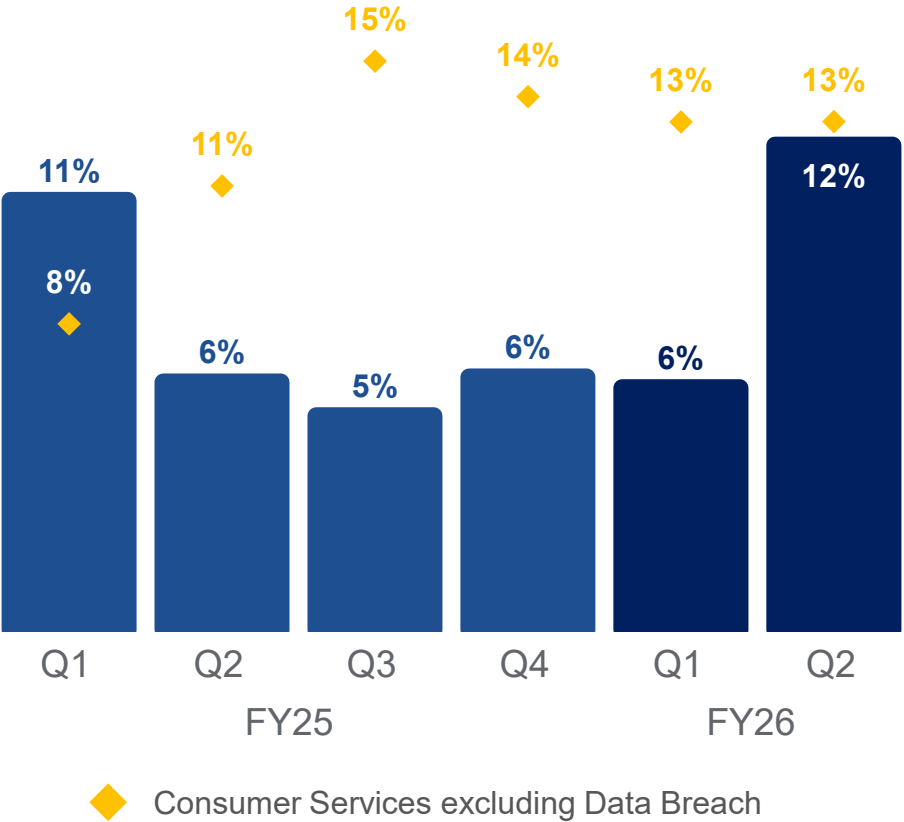
 Inorganic revenue growth
 Organic revenue growth

Growth rates at constant currency and for ongoing activities.

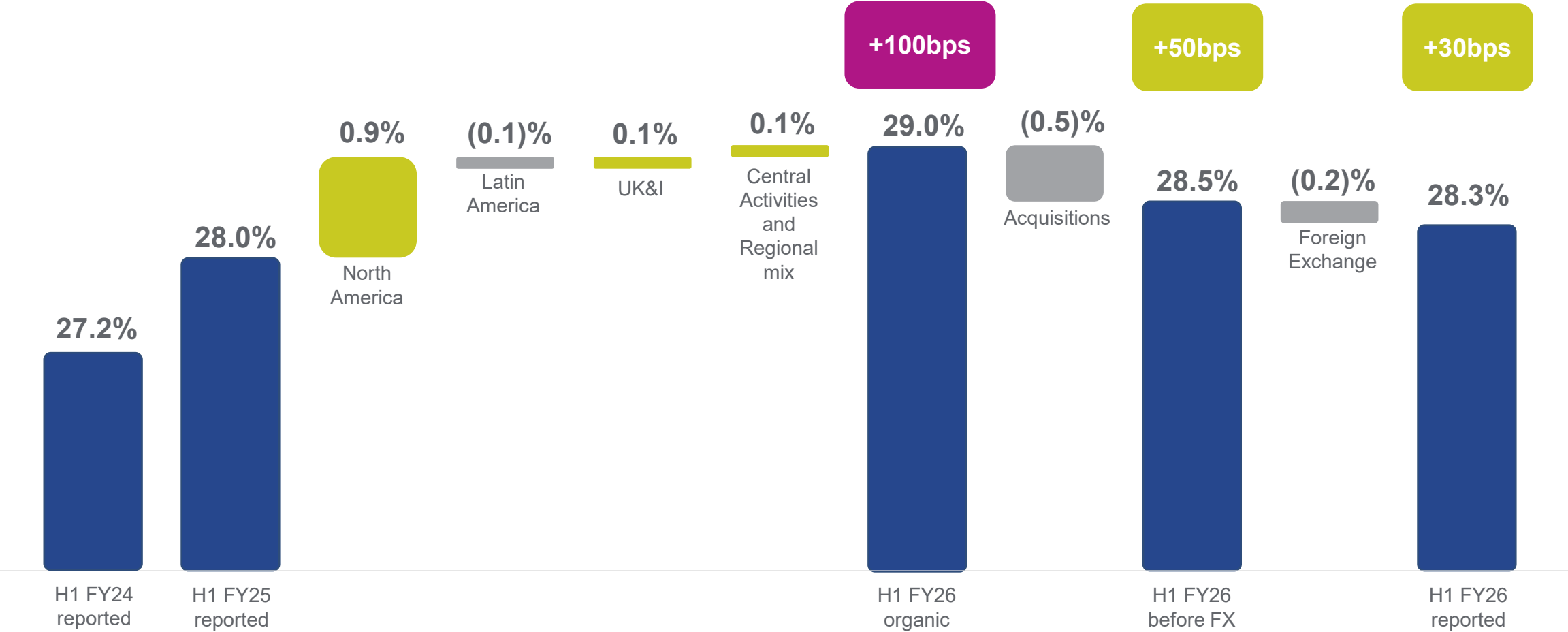
B2B organic growth is consistently strong ...



... with strong underlying Consumer Services growth



Benchmark EBIT margin

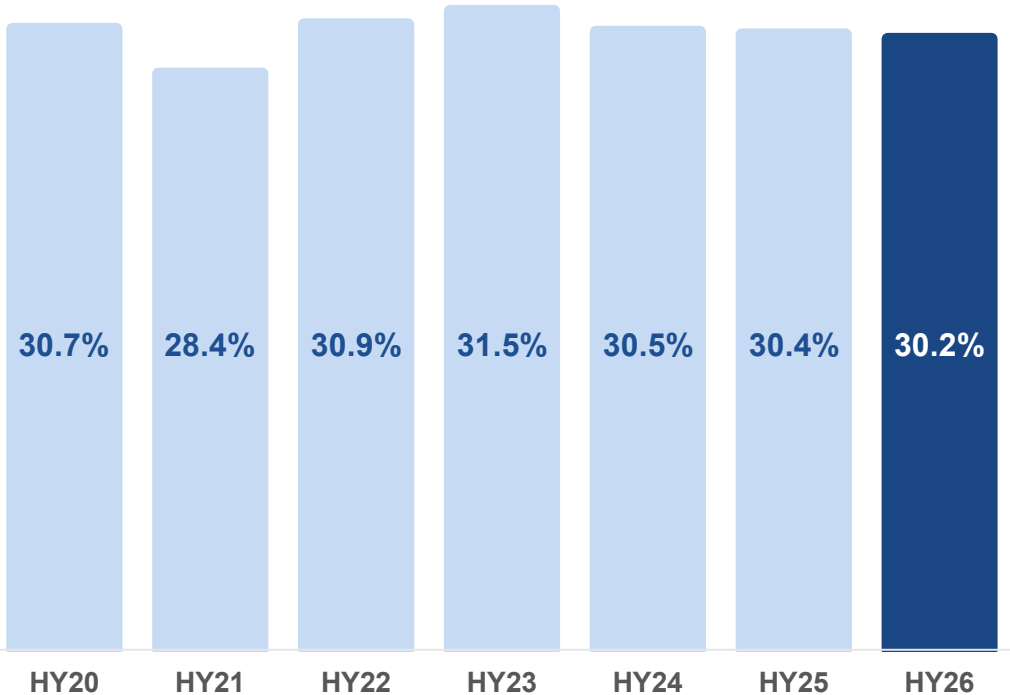


Benchmark EBIT margin on an ongoing activities basis.

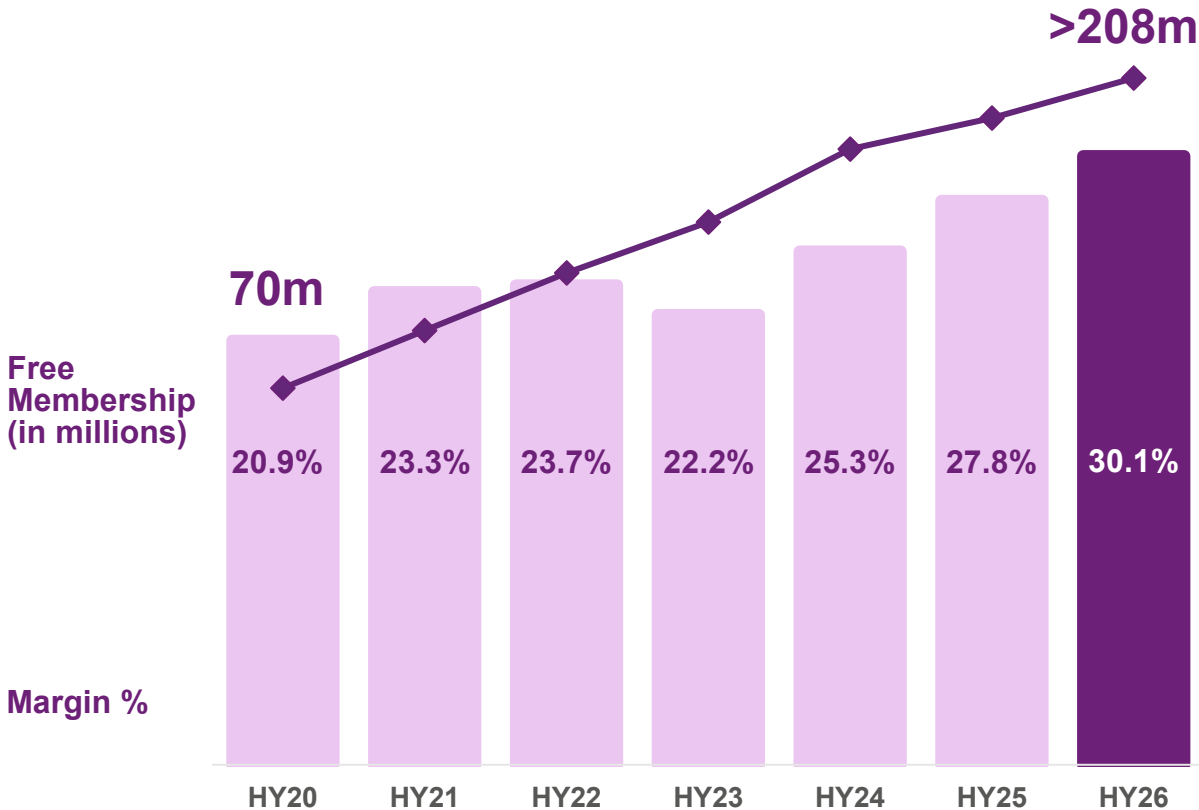
Segmental Margin Progression



Consistently strong B2B margins despite dual run technology costs and recent acquisitions

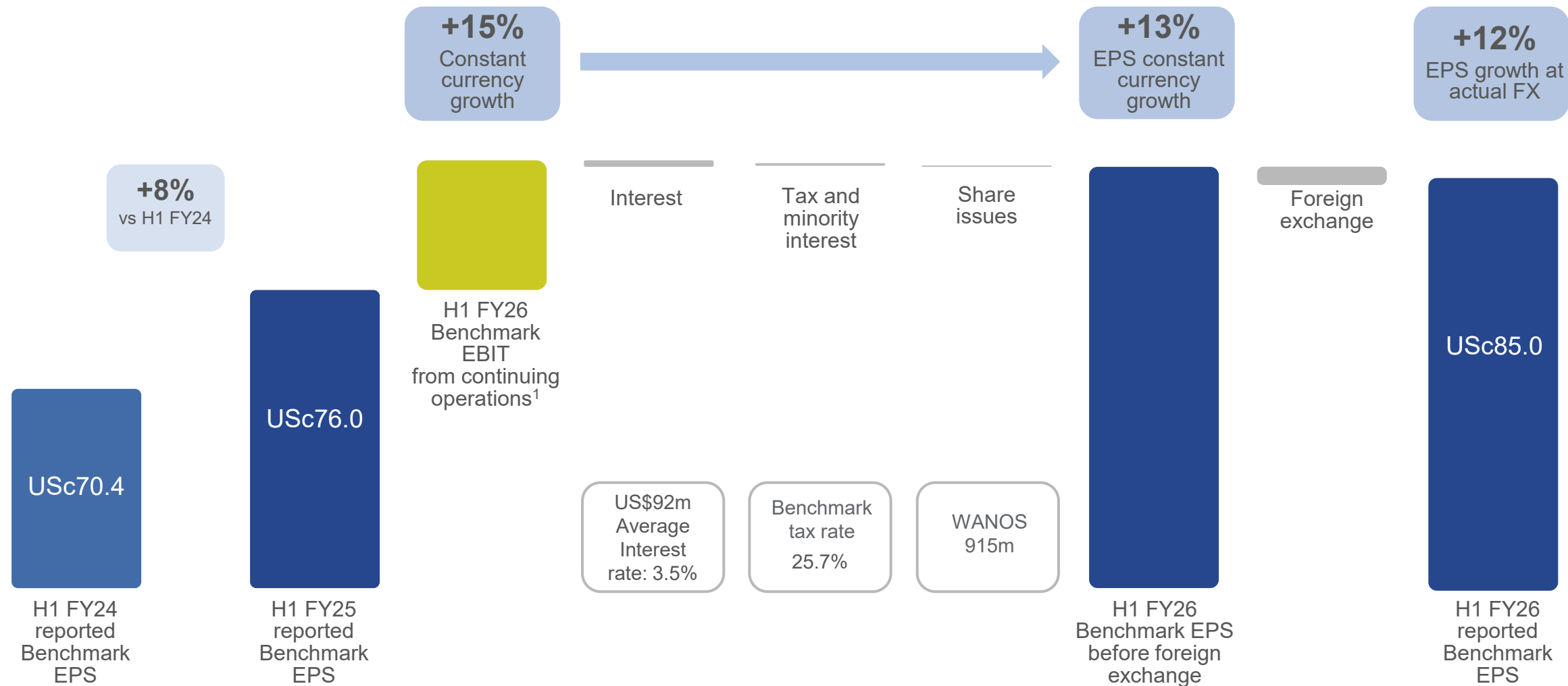


Consumer Services is achieving strong operating leverage as the consumer audience scales



Benchmark EBIT margin as reported at actual rates.
HY20 Benchmark EBIT margin on a restated basis per the HY21 condensed interim financial statements.

Benchmark earnings per share (EPS)



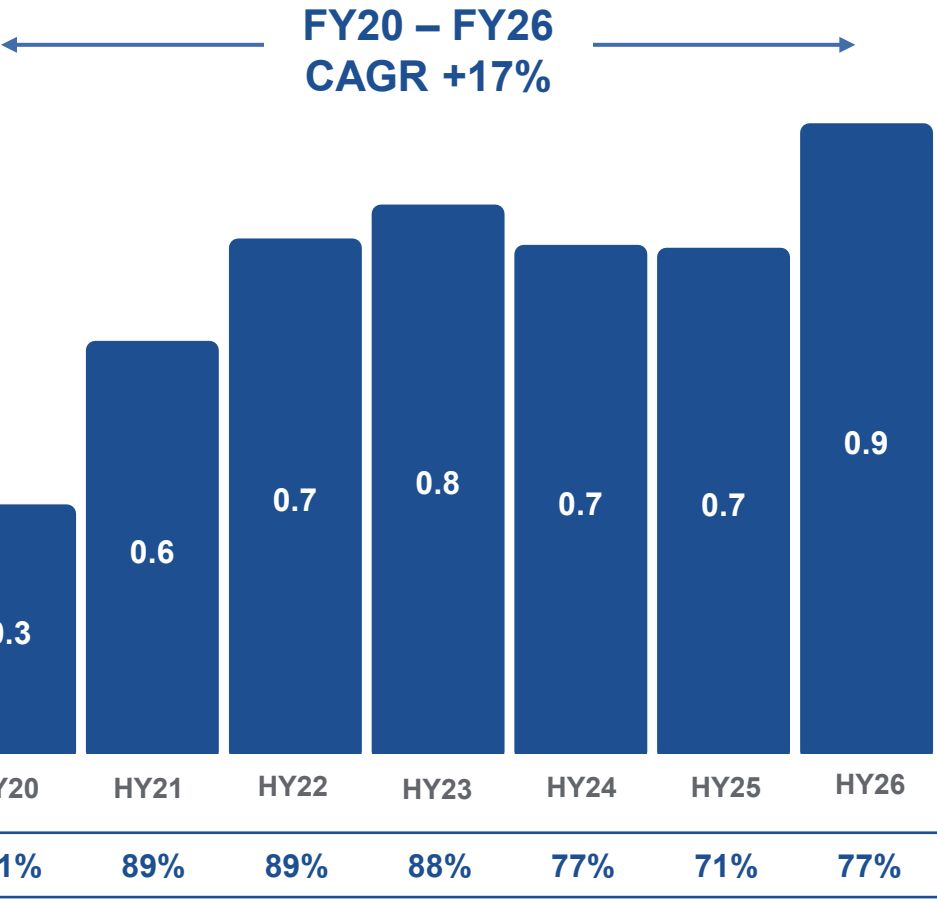
¹ Includes exited business activities.
Average interest rate = net interest expense divided by average net debt.
WANOS = Weighted average number of shares.

Reconciliation of Benchmark to Statutory PBT

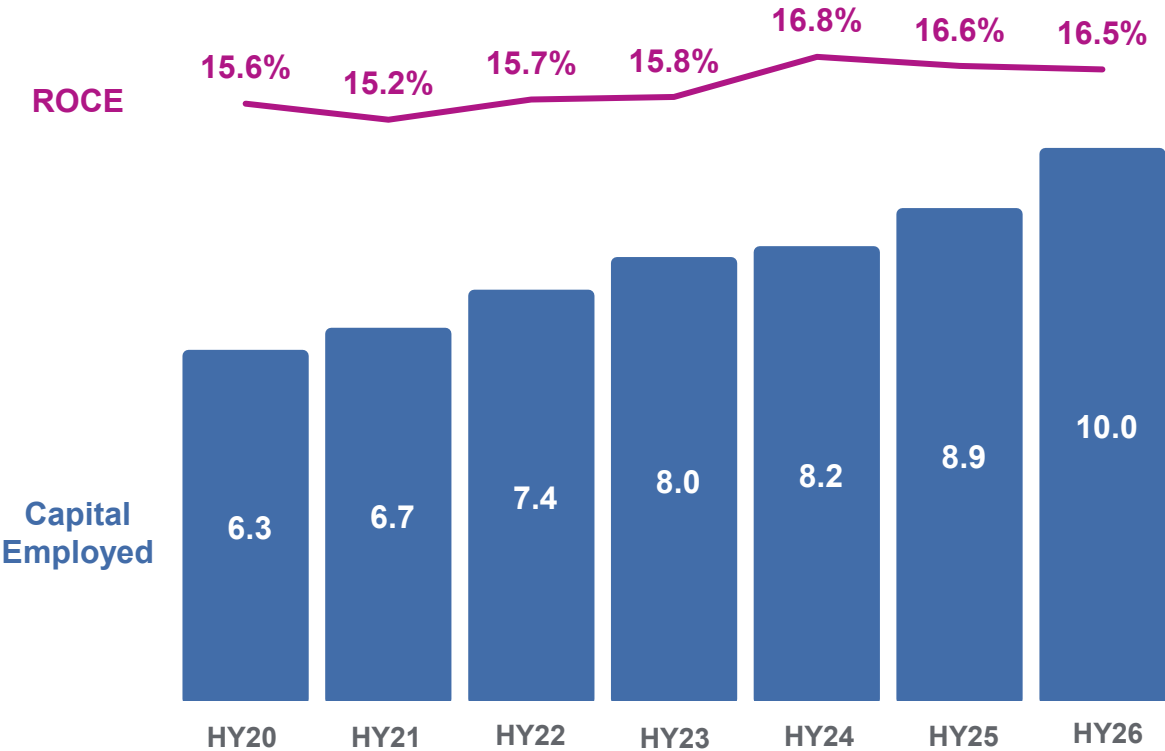
Six months ended 30 September
US\$m

	2025	2024	Growth % (actual rates)	Growth % (constant rates)
Benchmark profit before tax	1,053	929	13	14
Acquisition and disposal expenses	(32)	(8)		
Contingent consideration	(1)	(2)		
Restructuring related costs	(3)	(24)		
Legal provision movements and profit on disposal	1	11		
Statutory profit before tax before non-cash items	1,018	906	12	
Amortisation of acquisition intangibles	(135)	(95)		
Non-cash financing remeasurements	92	(93)		
Statutory profit before tax	975	718	36	

Operating cash flow



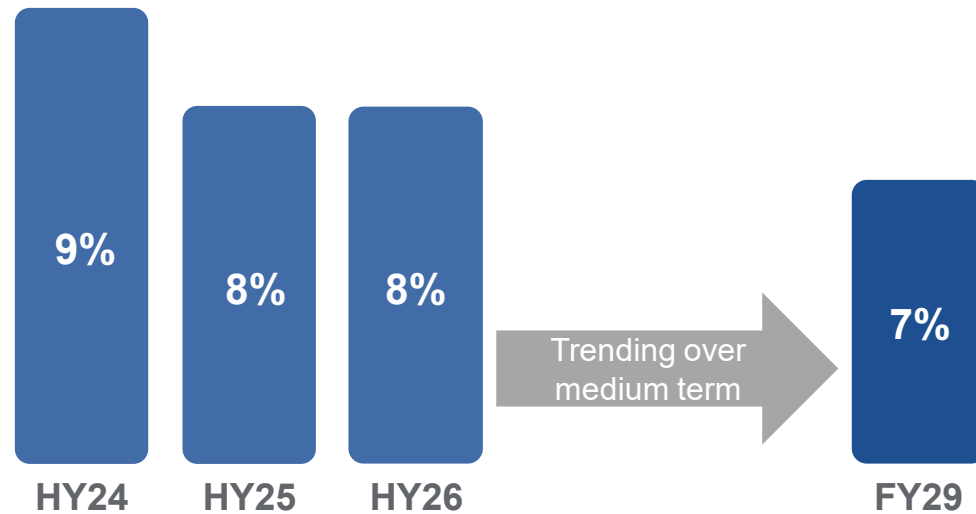
Capital employed and ROCE%¹



¹ Capital employed is a three-point trailing average. ROCE stands for return on capital employed. Figures in US\$bn at actual exchange rates.

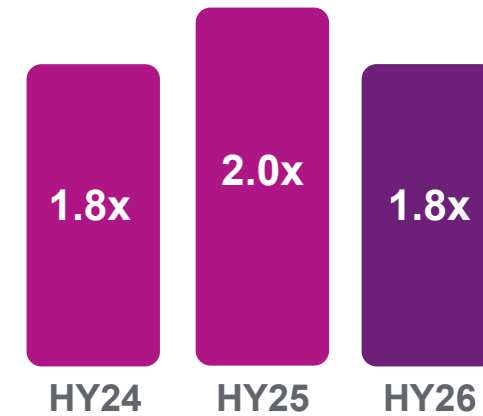
Capital investment and leverage

Capex¹ as a % of Revenue



- Cloud migration tracking in line with expectation:
 - North America ex *Health* and Brazil >85% complete by end of FY26
 - UK&I and EMEA and Asia Pacific >45% complete by end of FY26
- Reduction in infrastructure with net reinvestment in AI and product innovation
- FY26 Capex as a % of revenue to be 8 - 9%

Net Debt to Benchmark EBITDA



- Leverage modestly below our target range
- c.60% of debt is fixed
- Average remaining tenor is five years with an average interest rate of 3.5%
- FY26 benchmark net interest expense c.US\$190m

¹ Capital expenditure.
Capex as % of revenue on a continuing basis, as reported at actual exchange rates.

Modelling considerations for FY26

	FY26 Guidance	Updated Guidance
Organic revenue growth	6 - 8%	c.8%
Inorganic revenue contribution*	c.3%	c.3%
Benchmark EBIT margin ¹	Good margin improvement +30 to +50 basis points	Good margin improvement +30 to +50 basis points
Foreign exchange ²	Neutral to revenue and Benchmark EBIT	c. +1% to revenue and Benchmark EBIT
Net interest	c.US\$190m	c.US\$190m
Benchmark tax rate	c.26%	c.26%
WANOS ³	914m	914m
Capital Expenditure	8 - 9% of revenue	8 - 9% of revenue
Benchmark OCF ⁴ conversion	>90%	>90%
Share repurchases	US\$200m	US\$200m

¹ At constant exchange rates.

² Revenue and Benchmark EBIT at ongoing activities basis.

³ Weighted average number of shares.

⁴ Benchmark operating cash flow.

*Only includes completed acquisitions, we will update our guidance on completion of acquisitions.



Closing summary

Brian Cassin, Chief Executive Officer

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- Strong H1 financial and strategic progress
- Acquisitions on track
- Leading next wave of AI data-driven intelligence
- Cloud transformation to peak in FY26
- FY26 organic revenue guide now at top end of prior range
- On track for our medium-term financial framework





Half-yearly results for the six months ended 30 September 2025

12 November 2025

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Appendix

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Proprietary data at the centre: we continue to invest across our data estate – North America case study



 Consumer Credit	 Consumer Marketing	 U.S. Business Credit	 Auto Data	 Alternative Finance	 Consumer-permissioned data
• 250m+ US credit consumer records • 12,000 furnishers • 3.1bn displayable trades • 1.1bn updates monthly • 24 years of raw data • 99.9% freshness	• Market leading consumer market database • Process billions of signals across Experian data, self-reported data, purchased data, online & mobile data, and public records • 4bn+ digital identities • c.126m living units; c.250m consumers • 3,500 audiences, 5,000 attributes	• 74m+ traditional tradelines • 35.2m US businesses • 800+ attributes • 2k+ sources	• One of only two comprehensive vehicle/owner databases • One of only two comprehensive vehicle history databases • c.16m new & 40m used vehicle transactions • c.300m vehicles-in-operation data	• Clarity is largest nationwide FCRA-regulated specialty credit bureau • 67m+ unique consumers in Clarity Database • 24m+ rental files via RentBureau	• 18m connected consumer accounts¹

Augmented with best-in-class third-party datasets

Government Data Economic Data Property Data Social Data User permissioned Cyber ID/Dark Web Health

¹ Over 18 million consumers have connected their accounts via Experian Boost and/or Personal Finance Management.

Experian Score Choice Bundle

Credit Profile

Data for Score Processing

Third-party Support Fee

VantageScore 4.0 and FICO 2 on every transaction

FY26 financials and medium-term framework
unaffected by new pricing structure or new
market models

Long-term opportunity

Significant opportunity for mortgage adoption

- 33 million incremental consumers only scored by VantageScore 4.0
- Drives a US\$1 trillion increased mortgage loan opportunity
- VantageScore 4.0 is 11% more predictive for mortgages and up to 15% more predictive in macroeconomic stress conditions than alternative score
- VantageScore has gained traction in non-mortgage verticals
 - Nine of the top 10 largest banks and 3,700 US institutions use VantageScore
 - Estimated c.30%+ share for lending originations in cards and banking, consumer lending, and automotive¹
 - Estimated c.50% share in fintech originations^{1,2}

Long-term profitability **enhanced** by
VantageScore adoption

¹ Estimated internal market share based on Experian data.

² Fintech excludes BNPL (Buy Now Pay Later).

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Reporting
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Calendar

21 January 2026

Third quarter trading update, FY26

20 May 2026

Full-year results announcement, FY26

22 July 2026

Annual General Meeting

Experian American Depositary Receipt (ADR) programme

ADR shareholder enquiries:

Shareowner Services
J.P. Morgan Chase Bank, N.A.
PO Box 64504
St Paul
MN55164-0504
United States
Call + 1 651 453 2128
Or from US: 1 800 990 1135
[Contact us](#)
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 (Sponsored)

Experian Brazilian Depositary Receipt (BDR) programme

BDR shareholder enquiries:

Address: Itaú Unibanco S.A.

Avenida do Estado, No. 5533 – Block A – 1st floor
CEP 03105-003 – São Paulo – SP – Brazil

Email: dr.ita@itau-unibanco.com.br

Phone: +55 3003-9285. Lines open Mon-Fri (only on Brazil business days), 9am-6pm (Brazil time)

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Half-yearly results for the six months ended 30 September 2025

12 November 2025

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