

Barclays Global Credit Bureau Forum

Wednesday 7 September 2022



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Agenda

Welcome/Introduction	Paul Sullivan
Q&A with Lloyd Pitchford	Moderated by Paul Sullivan
Seizing a unique opportunity in Brazil	Valdemir Bertolo
A spotlight on our Agribusiness vertical in Brazil	Marcelo Pimenta
Q&A	Valdemir Bertolo, Marcelo Pimenta and Lloyd Pitchford
Break	
North America Consumer Information	Alex Lintner
Redefining Consumer Services in North America	Jeff Softley
Q&A	Jennifer Schulz, Alex Lintner, Jeff Softley and Lloyd Pitchford
Wrap up/Close	Paul Sullivan





Q&A with Lloyd Pitchford

Moderated by Paul Sullivan





Seizing a unique opportunity in Brazil

Valdemir Bertolo



Structural changes are boosting the financial & credit markets, bringing unique opportunities for our business in Brazil



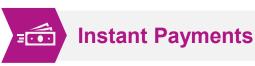
Positive data

Structural changes in data access



Fintechs

Creation of new payments and financial institutions



Pix: a revolutionary payment method



Open Finance

More sources to boost financial inclusion

POSITIVE DATA RESULTS TO-DATE:



74% of consumers and 80% of companies maintained or improved their scores



22m+ consumers gained access to credit

MEDIUM/LONG-TERM EXPECTATIONS:



+20 p.p. total credit/GDP ratio (~70% in 2030 vs. current ~50%)



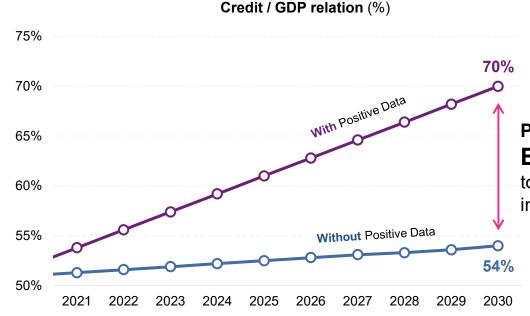
\$240bn new credit in four most benefitted sectors

FINANCIAL INCLUSION:



16m people enfranchised in the last 2 years (85% of total population now have access to financial services)

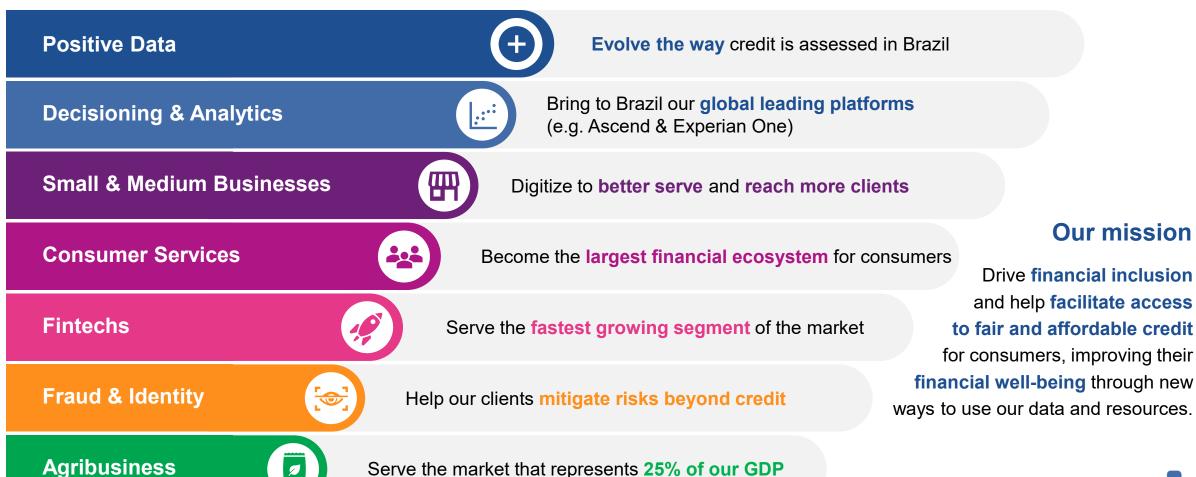
Benefits to the Credit market



Positive data can add **BRL +1.5 Trillion** to the credit market in the first 10 years



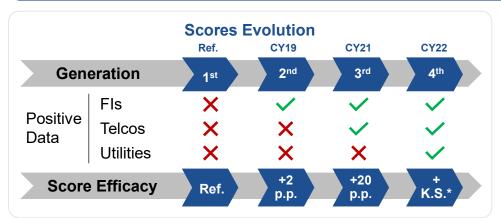
We are well-positioned to benefit from the trends, expanding beyond the negative bureau into new growth markets





Great progress in Positive Data, with plenty of opportunity ahead

We have a significant first mover advantage...



*Kolmogorov-Smirnov

Our Performance (FY20 – FY22)

- 150+ products launched
- 105+ Scores | 45+ Attributes
- 10%-20% better performance vs. competitors
- Penetrated our top 50 clients with Positive data propositions, including all the 5 big banks

... and are investing behind a large addressable opportunity

Opportunity



Capture a share of risk assessment solutions for the BRL 1.5bn credit market organic growth

Sell more analytical and integrated solutions

Our right to win



Negative Data superiority



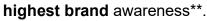
Largest SME database



Access to 70m+ registered consumers



Market leader (54 years), and



Investment areas



Exploring key verticals to accelerate growth and protect revenue (Large accounts, SMEs***, Fintechs, etc.)



Integrating Credit Services products and Decisioning (Online Scores, Ascend, PowerCurve, Experian One & Open Banking)



Constantly **expanding and optimising our portfolio** to gain footprint in each step of the credit journey



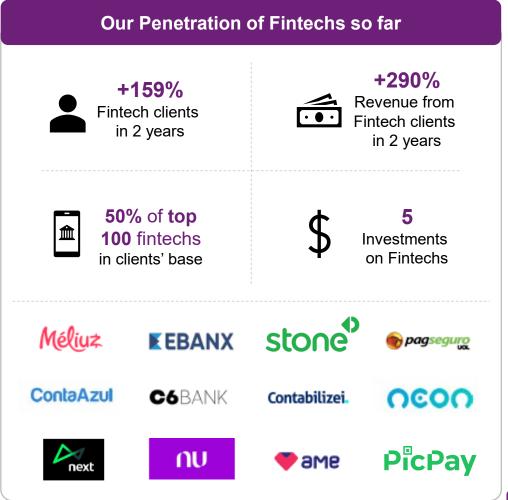
Powered by positive data, expansion of fintech sector creates material growth opportunity



Source: Distrito Fintech Report 2022

Right to Win

- Best score in the market (10% to 20% better vs. competitors)
- Comprehensive portfolio spanning the whole credit journey
- Specific offers tailored by vertical (e.g., insurance, payments)
- Suitable Go-To-Market and commercial conditions
- Global expertise with cutting-edge technology customizable for the Brazilian context





Accessing small-sized companies through digitisation is taking our SME business to another level

Small-Sized Companies Potential Market

17.5m SME companies 90%+
of total
companies

~30% of GDP

Source: Sebrae

Value Proposition



Digitisation

Digitize our business to drive greater reach



Experience

Create personalised journeys that are clean and easy to use



Analytics

Leverage advanced analytics to increase engagement and boost sales



Portfolio

Support each stage of the business through integrated & industry-specific solutions, specially for Small companies

SME Client Needs

- Easier and safer credit concessions for SME lenders
- Access to affordable credit for SMEs borrowers
- · Operational and financial management support

Huge Market to Explore

SME Market Penetration in number of companies (millions)



Additionally, 5 million SMEs are expected to be created until 2025



9 © Experian Public \$@ BRL 5.34 * Small and Medium Enterprises

Consistent investments in new and highly attractive markets to expand and diversify our portfolio



as-a-Service

(Pending BCB Approval)

Spotlight on **Open Receivables**

Seizing the Opportunity...

- Allow SMEs to collateralize credit card receivables, becoming tradeable.
- Serasa can provide decisioning services to accurately assess credit quality and Credit-as-a-Service solutions.

\$ 500



36%



Credit Card Transactions

of Brazilian GDP

Our Right to Play...

- 13,000+ existing SME clients that can cross sell open receivables solutions.
- First mover, investing in PayHop speed-up our entry, bringing know-how, a scalable platform to build on, and a tool to capture data from SMEs.
- 54 years of undisputed leadership on the Business Information market, with ~75% market share.



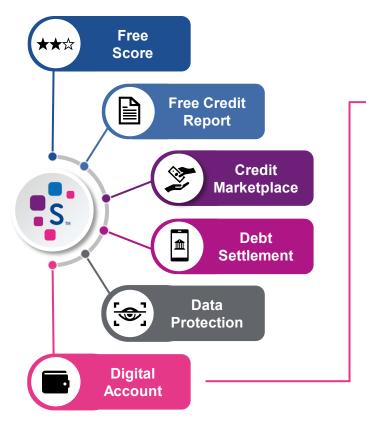
as-a-Service

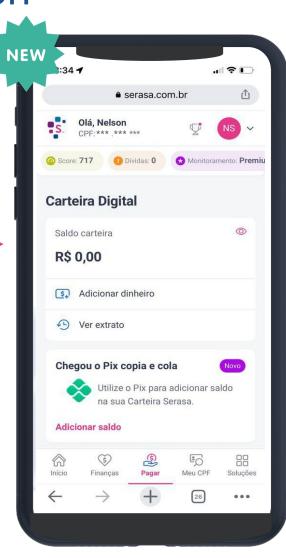
Venture Investment

Singular consumer ecosystem to retain audience and accelerate monetisation

Comprehensive Consumer Ecosystem

Most complete portfolio provides full relationship with our members





Newest addition: The Digital Account

Adding payments services to our ecosystem enables us to **further drive engagement**, **increasing heavy users**, thus **monetise our customer base**.

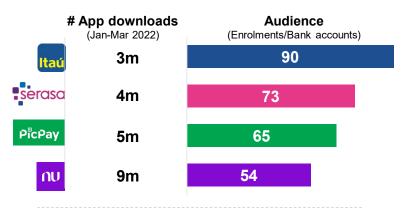
BENEFITS TO CONSUMERS

- Pay regular bills (taxes, utilities, etc.)
- Manage your financial health (review your score, get recommendations to improve it, access positive data records)
- One-Stop-Shop to the ecosystem (settle debts, data monitoring, get credit offerings)

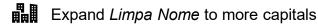


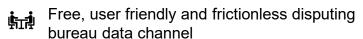
Vast consumer audience allow us to capture data, nurture our B2B business and explore new opportunities



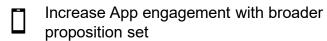


Enhance Consumer Attraction





Enhance Engagement & Monetization











Direct relationship with consumers will allow us to access consumer contributed data to enhance our datasets, enrich our B2B offers and enable credit access for all Brazilians.



Become the largest consumer

financial platform in Brazil

- Be the go-to place for consumers financial needs
- Serve the unbanked population and mitigate thin-files
- Expansion to Small & Medium **Businesses**
- Strong ongoing dynamic (+97% CAGR* last 4 years)
- Unmatchable local brand



All our initiatives rely on a powerful brand, with a strong talent attractivity and impacting ESG positioning

An inclusive and rewarding company culture



~ 4,000 full time employees



43% of women in total full time employees



20% of positions filled by internal recruitments



Training programs: >3,000 minutes of contents



Flexible working day



Innovative & top employer, recognized by global agencies











A sustainability roadmap integrated to our businesses

Community Investment

- Social causes and targeted audiences focus
- New projects pipeline and impact generation

Environment

Carbon Neutral and waste management long-term plans

Sustainability best-in-class business practices

ESG Certifications

Social Impact + ESG Products

Local pipeline development (Business Units, DataLab, ESG score)



We are capturing the unique market growth opportunity in Brazil







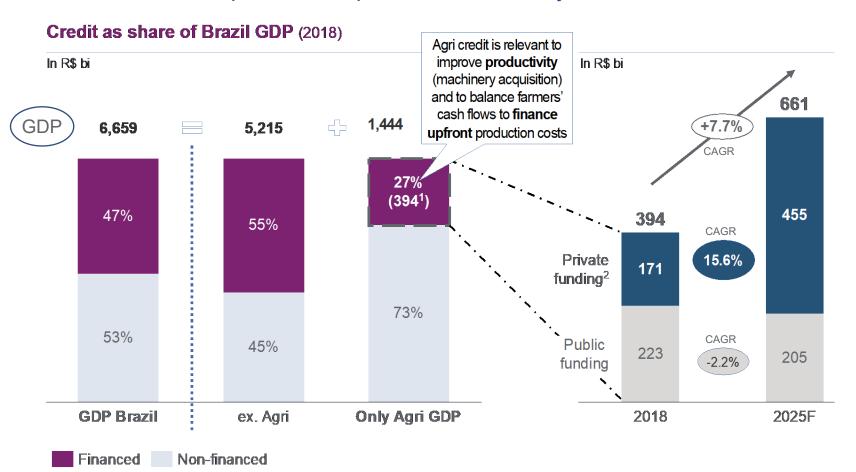
A spotlight on our Agribusiness vertical in Brazil

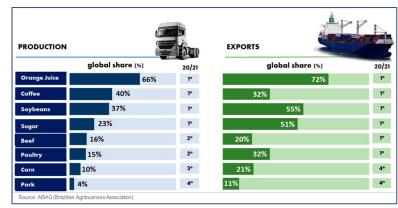
Marcelo Pimenta

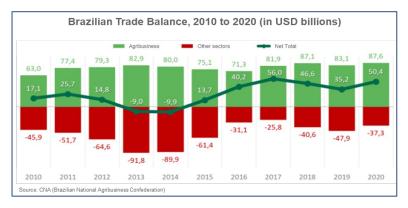


Brazilian Agribusiness Credit Market

Agribusiness Credit is a large and underfinanced segment in Brazil, with a positive outlook for private funding credit which is expected to triple in the next few years.









Financial institutions have faced difficulties offering credit upstream in the agri value chain

Reasons...



Cost to serve

High transactional & operational costs; decentralised debtors' & respective properties' credit-related info



People

Hard to deploy qualified employees across distant, expanding farming regions



Lack of local presence

Lack of face-to-face relationships with farmers and their extended families; resulting in poor understanding of farmers' risks and performance factors

Consequences ...



Poor risk management

On scattered credit portfolios



Financial penalties

When underachieving public credit lines allocation rules / commitments



Concentration in mid-large farmers

For dilution of transaction costs



Agri credit chain pain points

Prospecting Know Y		I CRANIT PRACHACK	Credit Analysis	Collateral Valuation	Onboarding	Collateral Monitoring	Credit Monitoring
Farm lists CRM Land Deeds Input purchases Google search Google Search	Credit Bureau I	Embargo Checking	Regional yields	いささささき ひちゅう		Crop yield monicopy of the population monical ansportation monicopy quantity monicopy decumentation and documentation and collection and collection are	Crop quality I • Crop yields I • Revenue alerts I • Weather alerts I • Stress tests I •



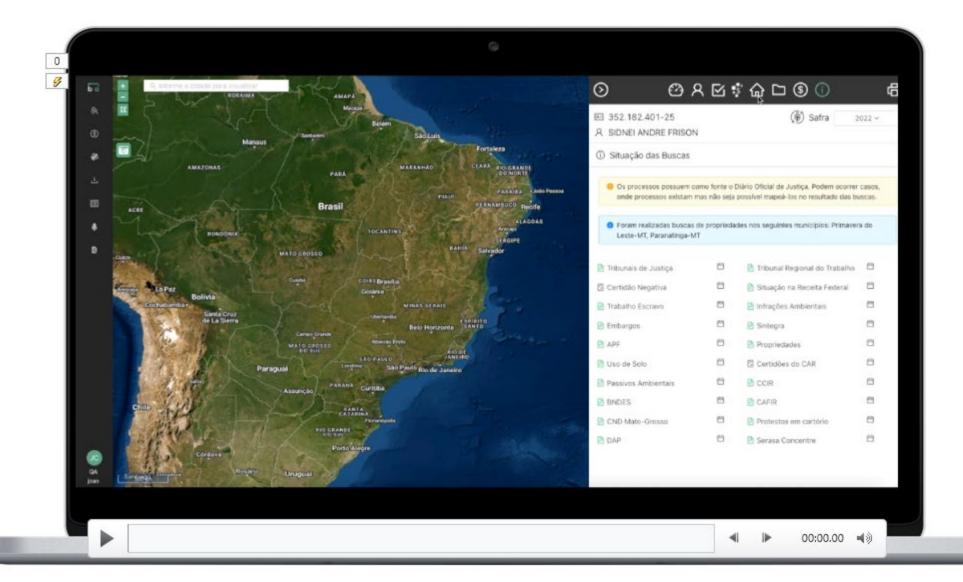
Low difficulty to access the data and semi automatic process to check

- Medium difficulty to access the data and manual process to check
- High difficulty to access the data and manual process to check



Medium difficulty to access the data and semi automatic process to check

Brain Platform, a one-stop-shop for agri risk management





Serasa Experian agribusiness - progress update

- Four out of the six biggest Brazilian agri lenders under contract
- Two out of the four biggest agri traders use the platform
- More than 250,000 farmers under credit, Know Your Customer (KYC) and collateral monitoring
- 4.5 million hectares (10% of the market) are under ESG compliance monitoring





Summary

- Bureau data and alternative data combined create robust Agri Scores for the market
- Experian data and infrastructure reduce credit analysis from days to a few minutes
- The current data and software assets allow new collateral / ESG monitoring services for lenders, agri traders and other stakeholders
- This new portfolio of services will unleash new sources of finance for smallholders





Q&A

Valdemir Bertolo, Marcelo Pimenta and Lloyd Pitchford

Moderated by Paul Sullivan





Break

Back at 12:00 EST/17:00 London time



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North American Consumer Information

Alex Lintner



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Industry-leading data assets fuel innovation and growth

Alex Lintner
Group President, Consumer Information Services

Strong Data Fundamentals

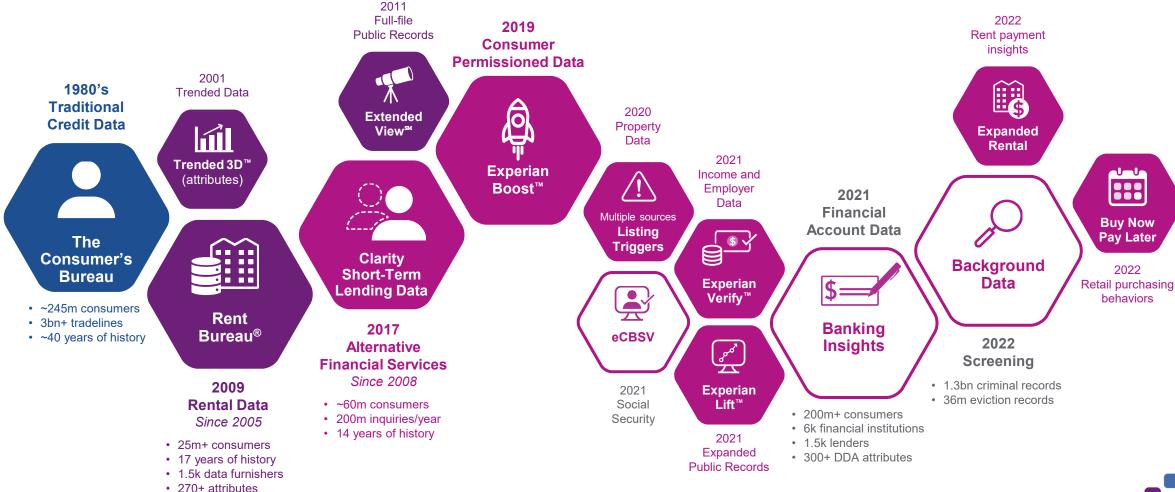
Innovation as a Growth Driver

Employer Services and Verification Solutions

Customer Response to Environment

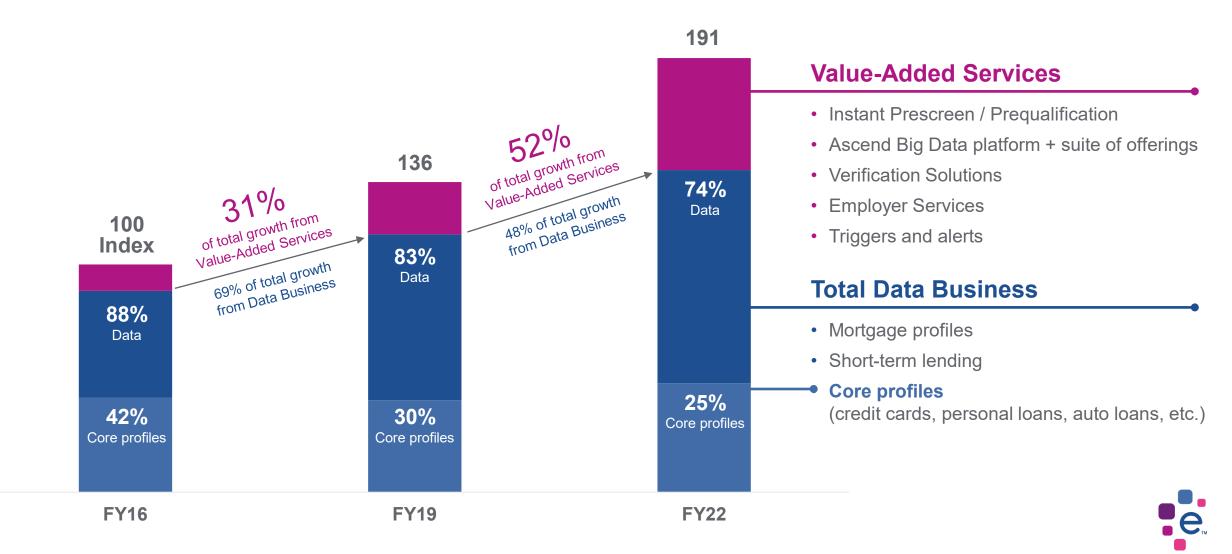


Our industry-leading data assets are expanding at an accelerating rate, opening up new market segments

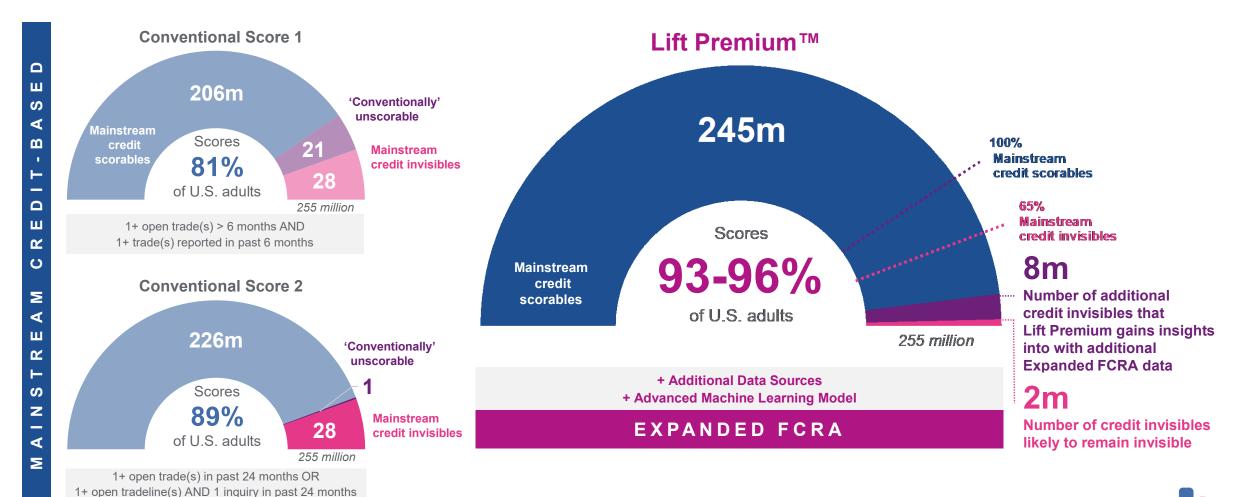




These new data assets accelerate our innovation far beyond the credit lifecycle



Experian Lift: driving growth and financial inclusion through data





Definition: Mainstream credit visible: consumer with one or more tradelines, hard inquiries or public records in a mainstream credit record Source: US Census 2019, 255m U.S. adults are credit-eligible *CFPB: Credit Invisible Policy Report

Ascend big data platform: Expanding suite of services

Product Launches













Ascend Analytical Sandbox Ascend Account Review
Ascend Marketing

Ascend Data Services

Ascend Market Insights Dashboard

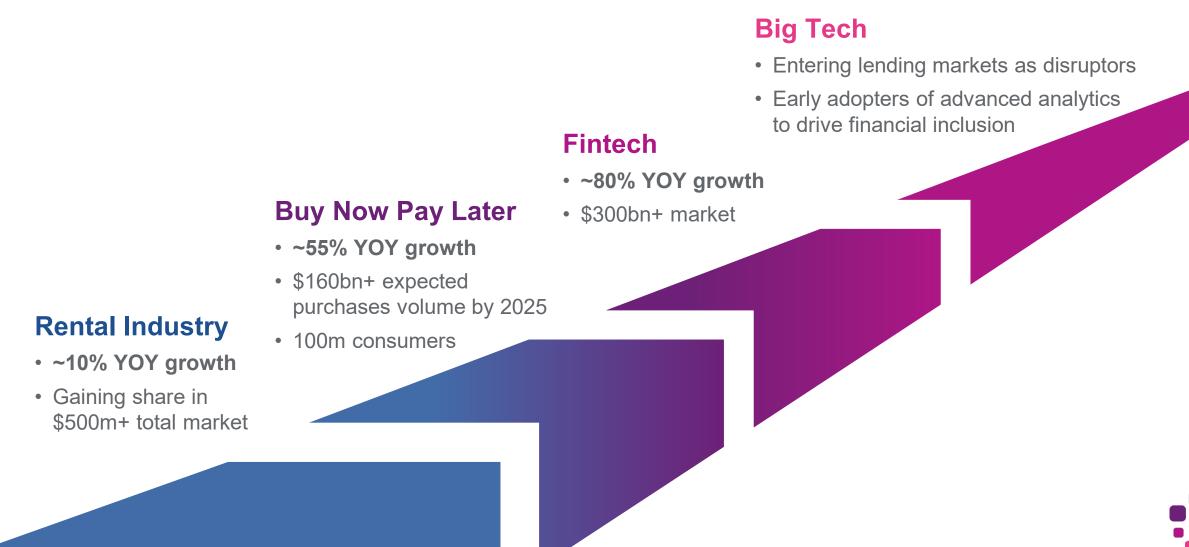
Ascend Ops

	FY18	FY19	FY20	FY21	FY22	FY23 Q1
Cumulative North America Clients	8	21	40	55	67	70
Global Cumulative U.S. TCV	\$46m	\$124m	\$313m	\$374m	\$414m	\$432m

Average client spends \$6m for 3-year contract



Historically, one third of our growth has come from innovations... with ample runway moving forward



We entered the Employer Services and Verifications space at the request of key market players, to provide a credible alternative to the incumbent

Changing market environment

- Market used to be concentrated on mortgage only, driven by regulation
- Pandemic-related uncertainties drove other loan types to recognize the benefit of income and employment data
- Key financial institutions asked us to enter this space to fulfil this growing demand
- Smaller Employer Services providers were looking to consolidate under large corporate umbrella to more effectively take advantage of the expanding market

How we know we're making progress

- Expanding records at rapid pace (+68% versus Nov. 2020, +40% versus Sep. 2021)
- Ability to sign several payroll providers with more in negotiations
- We're being asked for proposals and winning by the highest pedigree clients
- We're able to win in direct competition versus the incumbent
- Steep trajectory of revenue (from zero to \$150m+)



We have made significant progress building out our record count



Partnered with largest U.S. payroll provider

Active Records

Revenue trajectory looks very promising

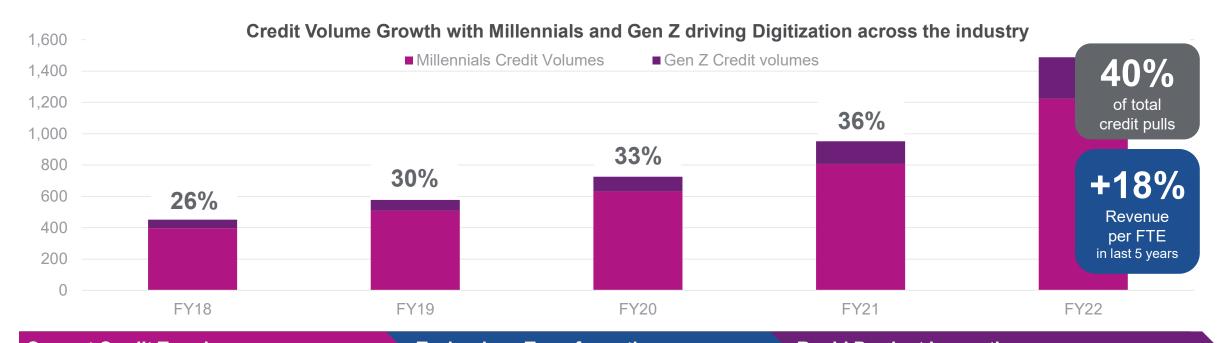
Verification Solutions and Employer Services Revenues



- Received Fannie Mae
 'Day-1 Certainty' certification
 in June, which will allow us
 to participate in the segment
 of the market that sells
 mortgage loans back to
 Fannie Mae
- Expecting Freddie Mac certification this fall



Lending population demands increasing digitization *and* efficiencies. With 70% of our NA bureau technology modernization complete we are well underway



Current Credit Trends Millennials and Gen Z driving digitization and BNPL Need for advanced Digital transformation Hyper-personalization and Al/ML capabilities Data freshness with real-time client demand Technology Transformation Highly Scalable, Resilient and Secure Platform Mainframe migration and commensurate MIPS savings by moving to the Cloud World class Engineering Talent

Culturally Agile

- Rapid Product innovation
- Seamlessly scaling volumes over last 5 years
 - Daily Credit profile volumes (5 to ~20 million)
 - Total ECS Membership Growth (8 to ~55 million)
- Ascend Big data Analytics driving competitive advantage
- Efficiency to Product Development organization enables **re-investments** to fuel new innovation opportunities



Clients often mention these leading indicators when thinking of recession risk and understanding their existing portfolio

"Credit predicts risk, collateral predicts default"



Home Equity



Home prices at historic high increasing opportunity to use HELOCs.



Credit Card Delinquency



90-day delinquency rates at similar pre-pandemic levels.



Credit Card Balances



Dollar balances at similar pre-pandemic levels.



Job Security



Unemployment rate at historic low. **Layoffs** at historic low.



Summary: Formula for success is expanding Data Assets, driving innovation

Our Data Assets are	 11 new data sets introduced since 2011 (previously business relied on 3 data sets) Chief Risk Officers consistently show appetite for additional data to further optimize their ability to confidently predict applicant risk 		
Expanding at an Accelerated Rate			
	Overall Consumer Information business has nearly doubled over the past six years		
These New Data Assets	 More than half of growth in past three years coming from Value Added Services 		
Accelerate Our Innovation	 Reducing dependency on traditional Bureau / Core Profile revenue 		
	 Ascend approaching \$500m Total Contract Value from >70 clients 		
Significant Progress Building Out Employer Services and Verifications Business	Verifications business metrics indicating strong progress		
	 42m records as of May 2022 (up from 28m in November 2020) 		
	 125+ contracts signed, incl. Some of top Financial Institutions 		
	 Forecasting over \$150m revenue for FY22 (second full year after launch) 		
c.70% of NA bureau Technology Transformation is Done	 c.70% of Bureau functionality "in the cloud", expecting mainframe retirement in 18 months 		
	 Productivity growth of 18% in terms of revenue per engineer whilst growing engineering capacity by 200%+ 		

THE BEST IS YET TO COME





Redefining Consumer Services in North America

Jeff Softley



We are building a durable growth platform through the consumer business - with the potential to transform Experian



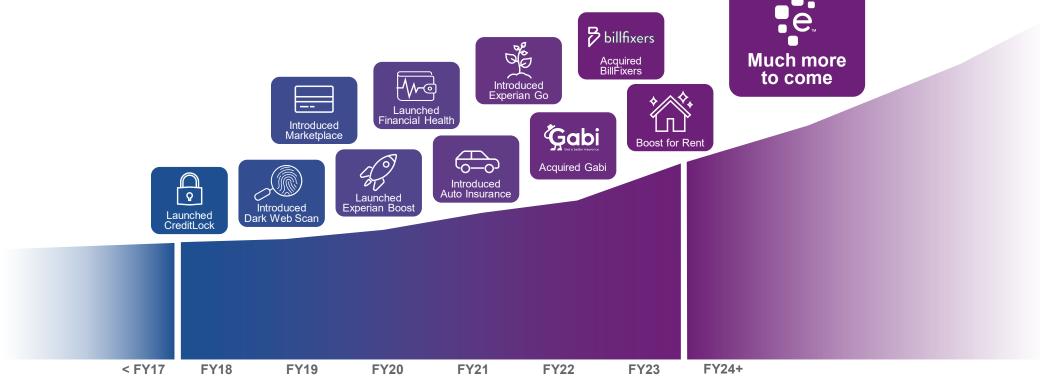
Opportunity to become preeminent consumer finance platform

REDEFINING CONSUMER SERVICES

- **Grow and deepen** consumer relationships and transform our brand
- Redefine premium subscription products within financial health
- **Build significant scale** in marketplaces
- Help consumers daily financial health and resiliency, saving, debt, insurance
- Unlock consumer-contributed data at scale
- **Enable transformation** via next horizon growth categories



We are extending far beyond credit, as we aim to empower 100m+ consumers to attain their financial goals



Establishing our growth foundation

- Re-platformed the business
- Built the foundational elements of a consumer business
- Set an expansive growth agenda

Accelerating Growth with Enhanced Value Proposition

- Scaled audience with free value proposition and freemium model
- Expanded product ecosystem and monetisation sources
- Moved from transactional to engagement-driven CRM model

Redefining the Art of the Possible

- Empowering 100m+ consumers with our products and platform
- · Leveraging our scale to transcend credit and move up the value chain
- Creating utility and driving financial outcomes with data from consumers



We've built an enviable position in consumers' financial lives – reaching new value pools by addressing a wider range of consumer financial needs

REDEFINING OUR MARKET OPPORTUNITY



Our TAM is already \$20bn and set to double



WHY WE WIN

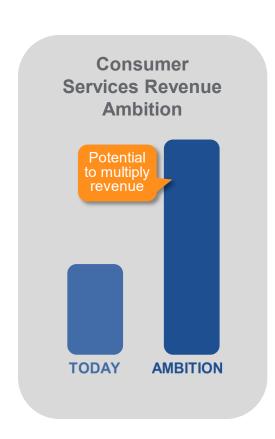
- We sit at the centre of the financial ecosystem, playing a central role in important, digital workflows
- We've built a diverse, resilient, business model
- Consumers trust Experian
- Nobody can help consumers more than Experian

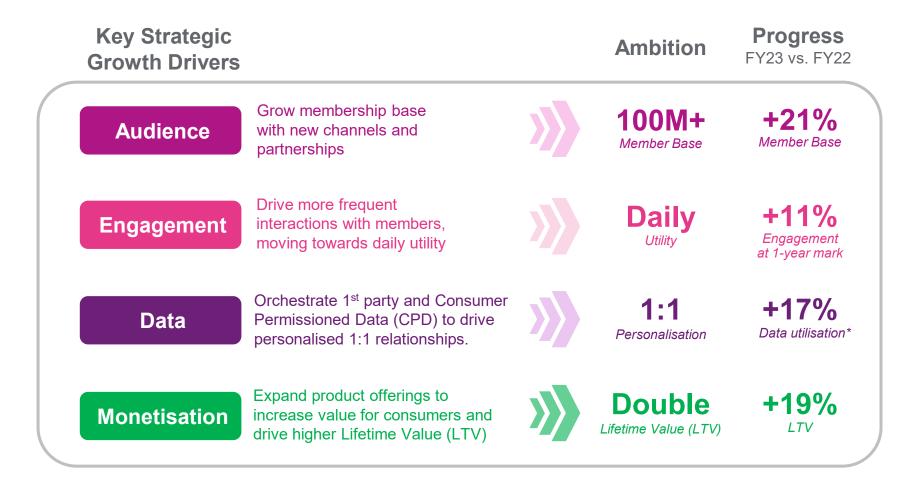
INGREDIENTS FOR SUCCESS

- Fueling meaningful engagement across expanding value pools
- Frictionless experiences
- Ability to work in any mode the consumer desires
- Creating an "endorsed" or "owned" offering in each category for any consumer segment



We are making significant progress against our key growth drivers







Audience

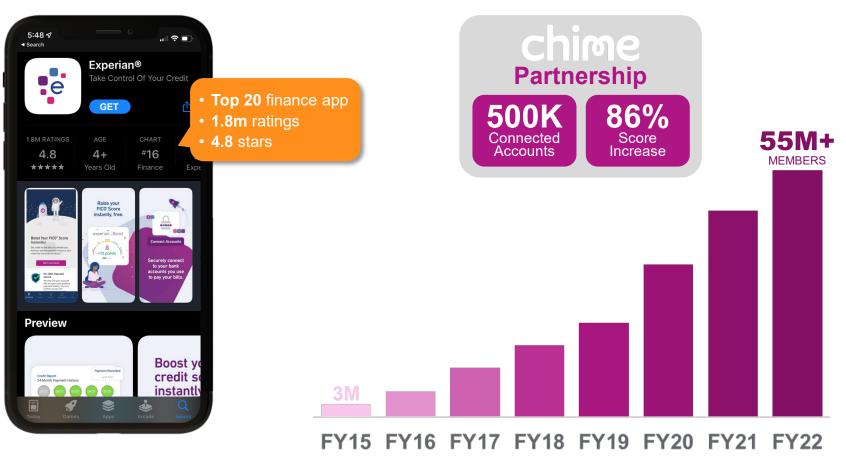
We have achieved material audience scale, creating new growth opportunities and distribution models

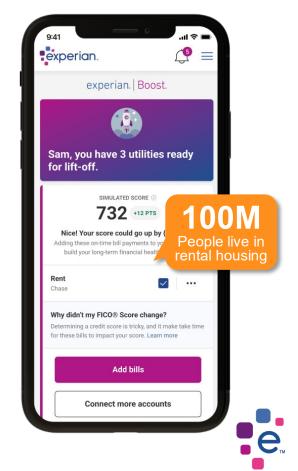
Our app has become a trusted financial co-pilot



3

Broadening Experian Boost® rental payments





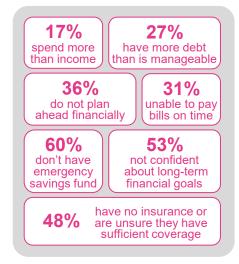
Engagement

We are building a high engagement franchise, creating growth across new and existing member cohorts



Consumer pain points drive our innovation

Key Consumer Pain Points



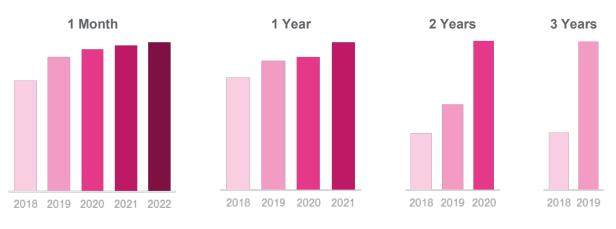
How we work with the consumer to resolve

- Ability to work more closely together with the consumer
- Personalised solutions for individual consumer needs
- Help consumers navigate and avoid financial pitfalls
- Empower consumers to reach their financial goals
- Sustained utility as we can adapt to consumers' changing needs

Our expanding business is creating daily engagement and improved persistency



Percent Engaged by Tenure Cohort





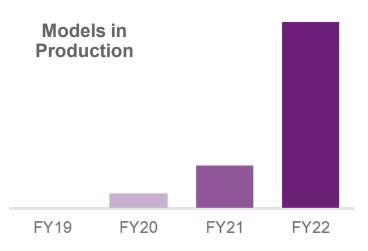
Data

Our data assets enable us to create 1:1 recommendations for our members



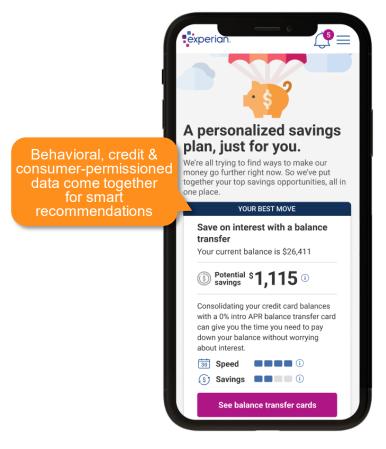
Once unlocked, our data can help consumers make the right financial moves

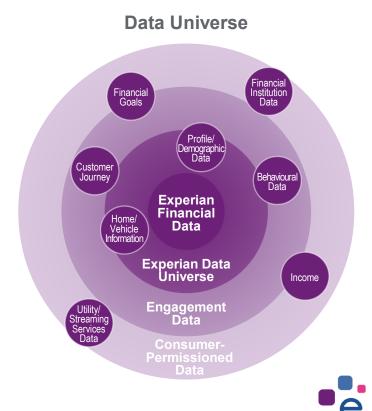






Universe of data continues to expand, facilitating 1 to 1 recommendations





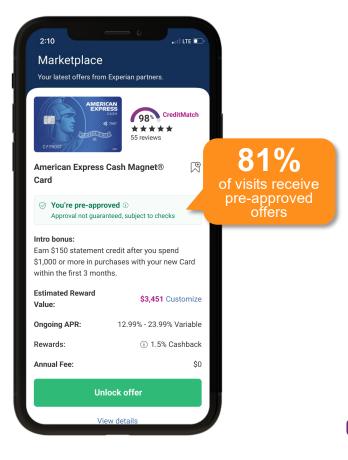
Monetisation

Our business model creates expanding customer lifetime value

1 Marketplace continues expansion of offerings and value to consumers

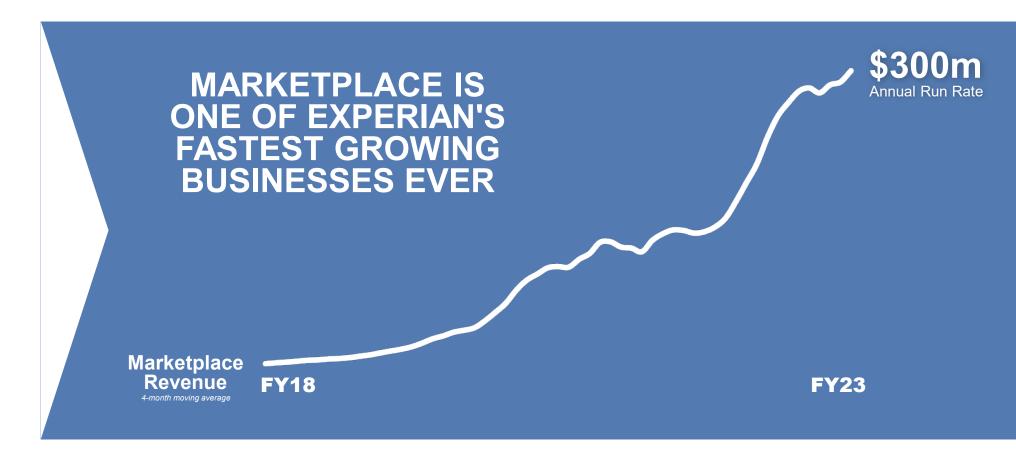






We are using our unique market position and assets to deliver material growth







We have built a scaled innovation engine that allows us to access new growth markets

OUR EXPANDING SET OF OPPORTUNITIES A NEW, EASIER
WAY TO SAVE
MONEY ON
INSURANCE





OPTIMISE YOUR FINANCIAL SITUATION





JUMPSTART YOUR FINANCIAL LIFE





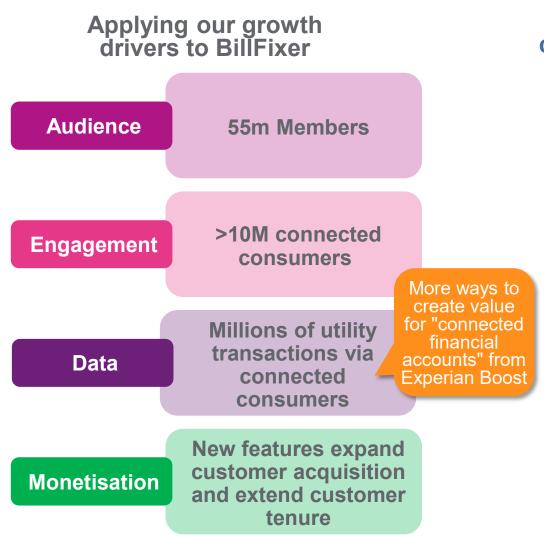
IMPROVE YOUR FINANCIAL STRENGTH INSTANTLY







Case Study: BillFixers advances premium membership into a financial wellness platform



Combining the key components for success



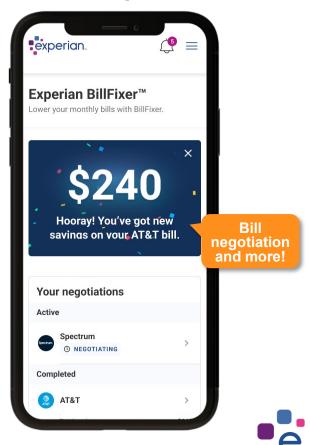
BillFixers + Experian



Experian Financial Health Membership

A financial wellness platform that helps consumers make the right financial decisions, improving their savings and resilience.

Unlocking savings and a financial wellness platform



US Insurance Market Overview

The Consumer —

Top Reasons For Switching

- 1. Wanted to save money
- 2. Got a new vehicle
- 3. Wanted better customer service



of auto insurance shopping is done online



consumers are actively shopping for insurance per year

The Marketplace -

- Majority of insurance aggregators rely on customer experience which is suboptimal for consumers
- Aggregator revenue model encourages switching – which is suboptimal for carriers
- Most common way of acquiring insurance is through an agent via phone or in person



Experian's Opportunity -

The US insurance market is on the verge of a massive transformation...

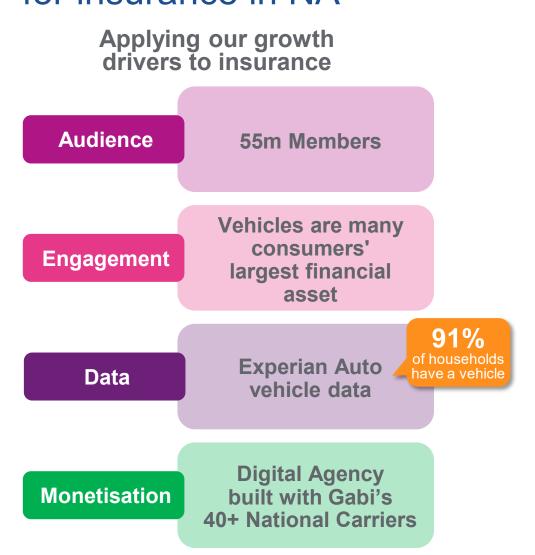
- Consumers expect ease of shopping and switching
- Digital customer journeys are gaining broader adoption
- Secular trends creating optimal conditions for win-win model for consumers and carriers

Why Experian's Digital Agency can change the market

- Revenue model is recurring incentivising alignment across both supply and demand
- Consumers can shop, switch and save all digitally
- Credit and insurance are intricately linked making Experian's data assets and engagement model optimal for insurance shopping



Case Study: We have the potential to reinvent how consumers shop for insurance in NA



Combining the key components for success



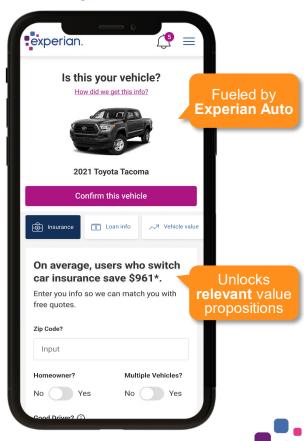
Gabi + Experian



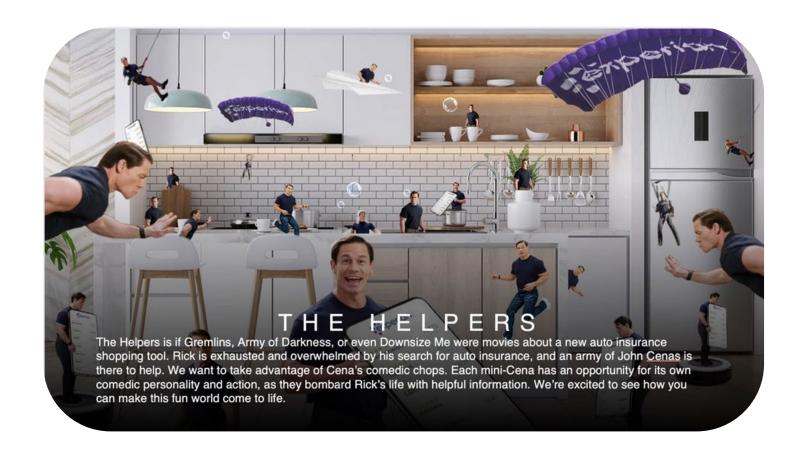
Experian Insurance Marketplace

A fully integrated dynamic experience, pre-approved rates, continuous insurance rate monitoring and more

Creating an ultracustomised experience



A NEW, EASIER WAY TO SAVE MONEY **ON INSURANCE**





NOW BOOST YOUR SCORE WITH RENT PAYMENTS







- Consumer segment is a company redefining opportunity
- Accessible markets are creating material growth
- Adjacent markets are enormous and transformative
- Consumer-contributed data has the potential to unlock the largest unique data source in the company





Q&A

Jennifer Schulz, Alex Lintner, Jeff Softley and Lloyd Pitchford

Moderated by Paul Sullivan





Close



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Barclays Global Credit Bureau Forum

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