

Barclays Credit Bureau Forum

Wednesday 6 September 2023



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Agenda

Welcome/Introduction	James Rose
Q&A with Lloyd Pitchford	Moderated by James Rose
Our integrated approach: Credit Decisioning, Analytics and Fraud software	Alex Lintner
Break	
Executing on our opportunity in Brazil	Valdemir Bertolo
North America Marketing Services	Jennifer Schulz
North America Consumer Services	Jeff Softley and Rakesh Patel
Q&A session	Moderated by James Rose
Close	Lloyd Pitchford and James Rose





Q&A with Lloyd Pitchford

Moderated by James Rose



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Our integrated approach: Credit Decisioning, Analytics and Fraud software

Alex Lintner



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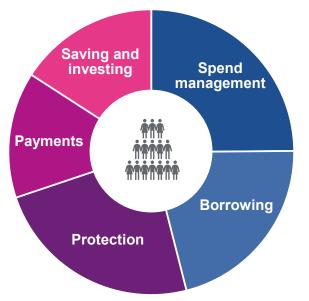
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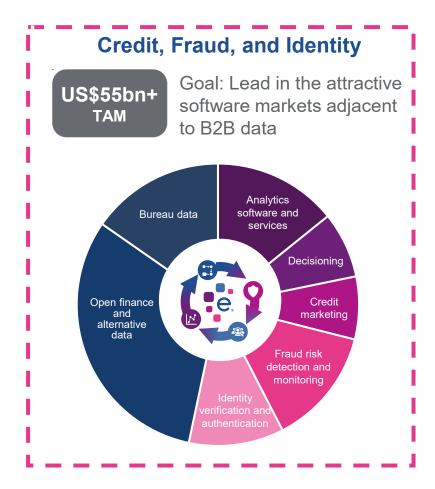
Experian operates in large and rapidly expanding markets

Consumer Services

US\$40bn+ TAM*

Goal: Become pre-eminent consumer financial platform





Priority vertical opportunities

Goal: Grow in underpenetrated Experian adjacencies



Health

US\$10bn

TAM



Marketing Data and **Identity Resolution**

US\$10bn



Verification Services US\$3bn





Our software business is an exciting growth opportunity

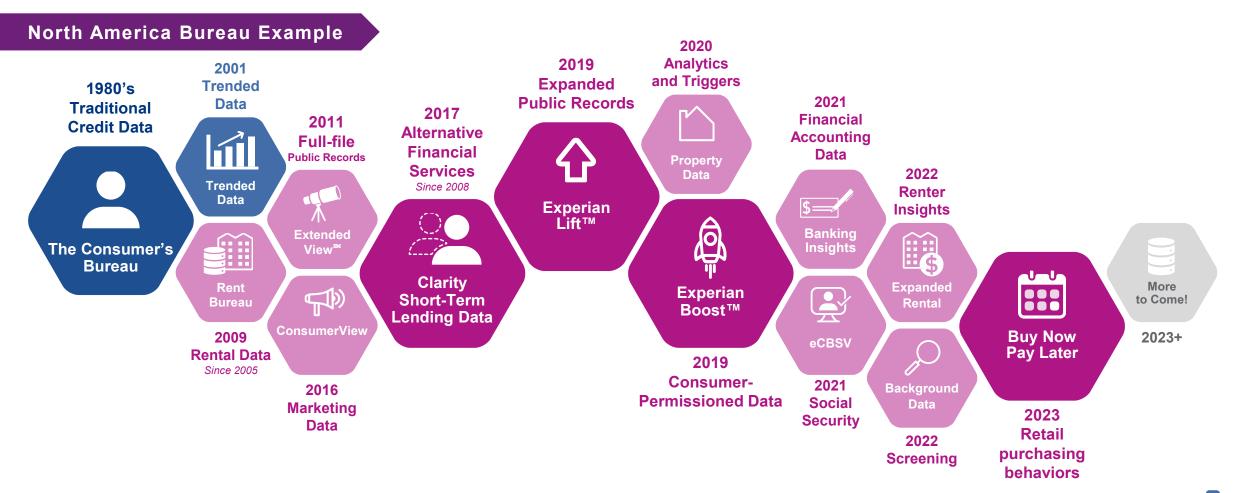


- Lenders are leveraging more data and increasingly asking for more automation for a better implementation and user experience
- Lenders look for vendors who can support the entire model lifecycle and credit lifecycle through integrated solutions
- Success with key components of this value chain and commensurate inbound demand positions Experian well for success



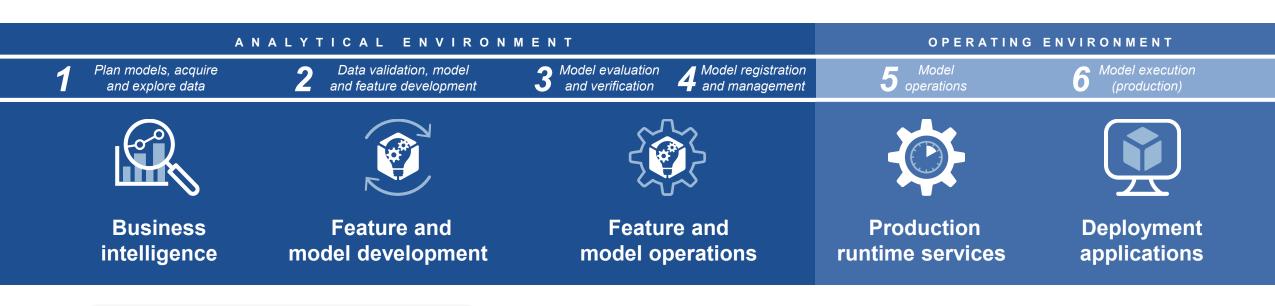


Experian's clients buy software to harness the range of industry data that enables them to achieve their business outcomes





Clients are pushing for a more integrated approach to enable them to deploy models more seamlessly into production i.e., drive ModelOps





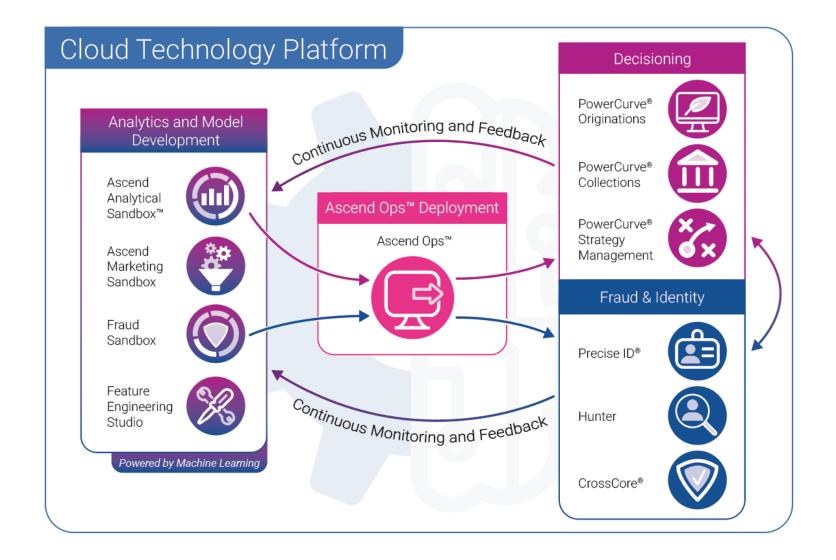


It takes many months for model development and deployment

This can impede agility in a rapidly changing market where accelerated decision-making is paramount.



As demand for integrated solutions accelerates, we are putting the industry leading Ascend platform at the centre of our strategy





Over 100 of the largest global financial institutions use Ascend, and they are collaborating to help us build the unique integrated platform of the future



Clients need to:

Access and handle an increasing number of data sources



Ingest different data into one platform, while identifying the same individual

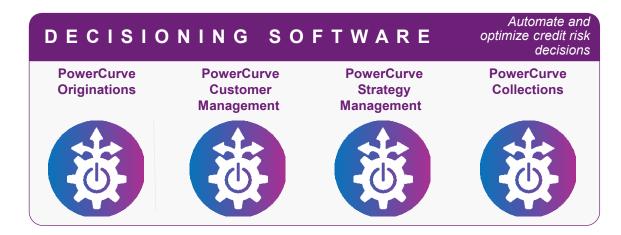


Use sophisticated analytics to drive the conclusion they are aiming for





PowerCurve is recognised as an industry-leading Decisioning tool; faster deployment and integrated analytics unlocks new client opportunities



- **2022-2023** Reduced the time to onboard by 35%
 - Reduced implementation costs/time by 40% in PowerCurve originations

2024+

- Integrating our PowerCurve Decisioning & Ascend Analytics suites
- Clients can easily use any data to hyper personalize customer journeys, making PowerCurve the best 'No Code' decisioning platform
- Further reducing the time to onboard





Experian has been named a technology leader in Quadrant's 2023 SPARK Matrix: Digital Decisioning Platforms



As Fraud proliferates, Experian software leverages our data, analytics and machine learning for a more timely response and reduced losses



Our software harnesses ~2000 attributes based on >8 million events screened for fraud risk every day*



This helped prevent more than \$10b in fraud losses last year*

Clients



Need to protect themselves and their customers from fraudsters



Buy software from many disparate vendors



Go through rigorous and timeconsuming processes to deploy rules and policies

Experian is

Providing data and tools to stay ahead of changing threat landscape

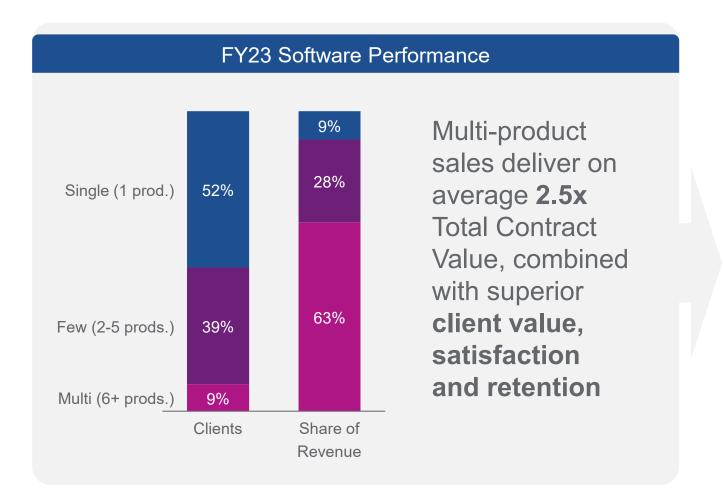
Embracing ML and AI to leverage our wealth of fraud data better

Investing in new products that accelerate the time between fraud detection and mitigation

Integrating analytics into identity verification and fraud prevention



Clients are increasingly buying more products from us, unlocking the potential for integrated solutions, enhanced profitability and retention



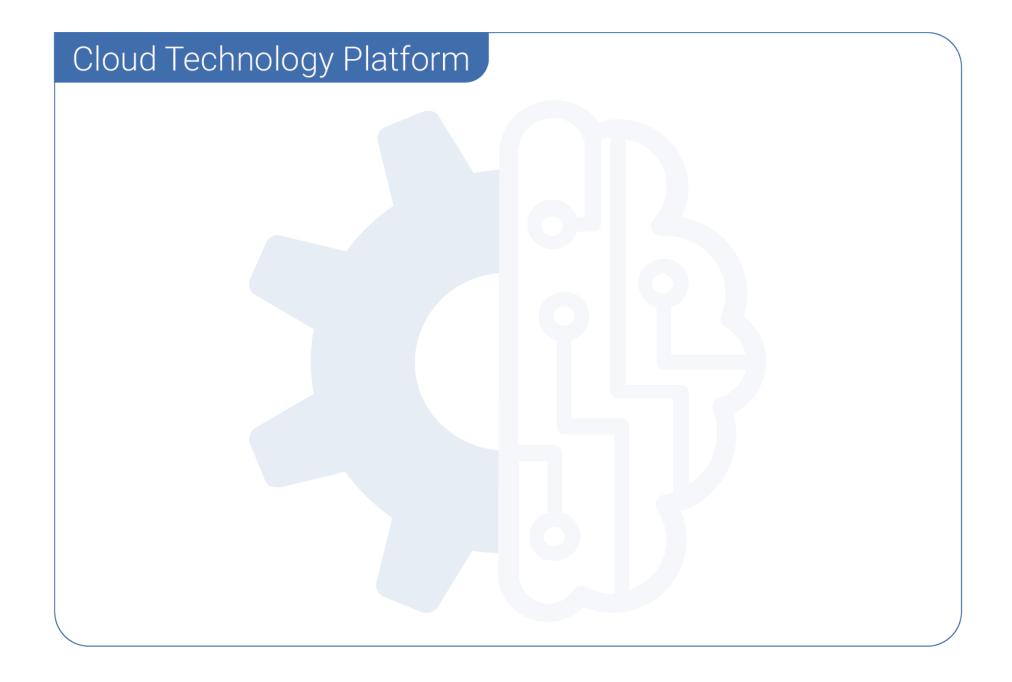
Our Strategy

The only integrated platform of its kind in the market

Easy onboarding

Bundle pricing, coordinated Go-To-Market & Solution Sales







Analytics and Model Development

Ascend Analytical Sandbox™



Ascend Marketing Sandbox



Powered by Machine Learning



Analytics and Model Development

Ascend Analytical Sandbox™



Ascend Marketing Sandbox



Fraud Sandbox



Feature Engineering Studio



Powered by Machine Learning



Analytics and Model Development

Ascend Analytical Sandbox™



Ascend Marketing Sandbox



Fraud Sandbox



Feature Engineering Studio



Powered by Machine Learning

Ascend Ops™ Deployment

Ascend Ops™





Analytics and Model Development

Ascend Analytical Sandbox™



Ascend Marketing Sandbox



Fraud Sandbox



Feature Engineering Studio



Powered by Machine Learning

Ascend Ops™ Deployment

Ascend Ops™



Decisioning

PowerCurve® Originations



PowerCurve® Collections



PowerCurve® Strategy Management





Analytics and Model Development

Ascend Analytical Sandbox™



Ascend Marketing Sandbox



Fraud Sandbox



Feature Engineering Studio



Powered by Machine Learning

Ascend Ops™ Deployment

Ascend Ops™



Decisioning

PowerCurve® Originations



PowerCurve® Collections



PowerCurve® Strategy Management



Fraud & Identity

Precise ID®



Hunter



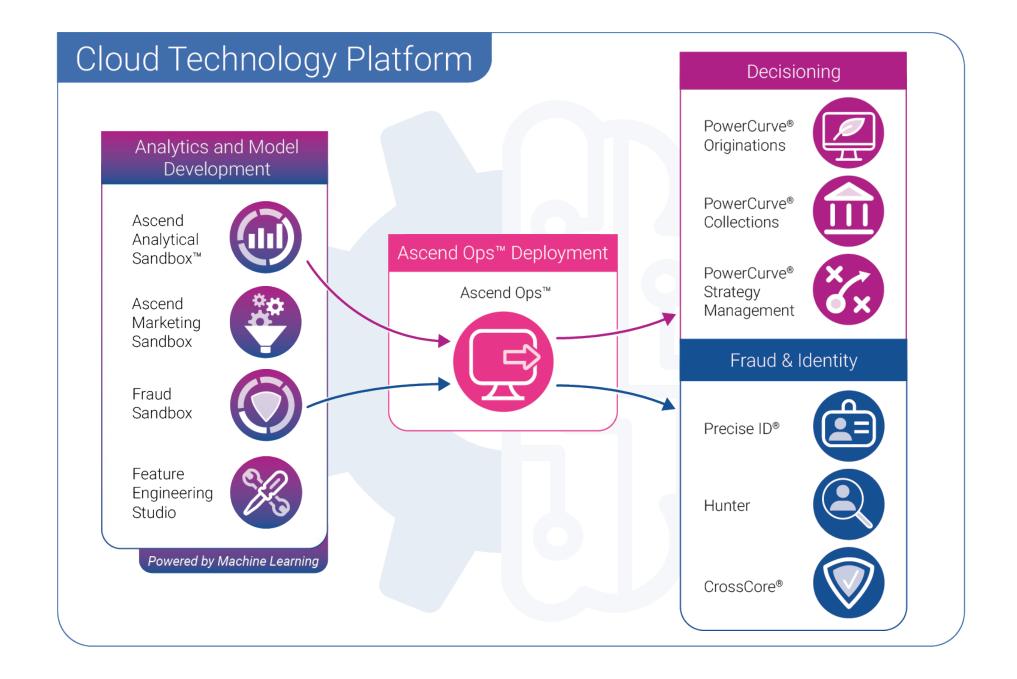
CrossCore®



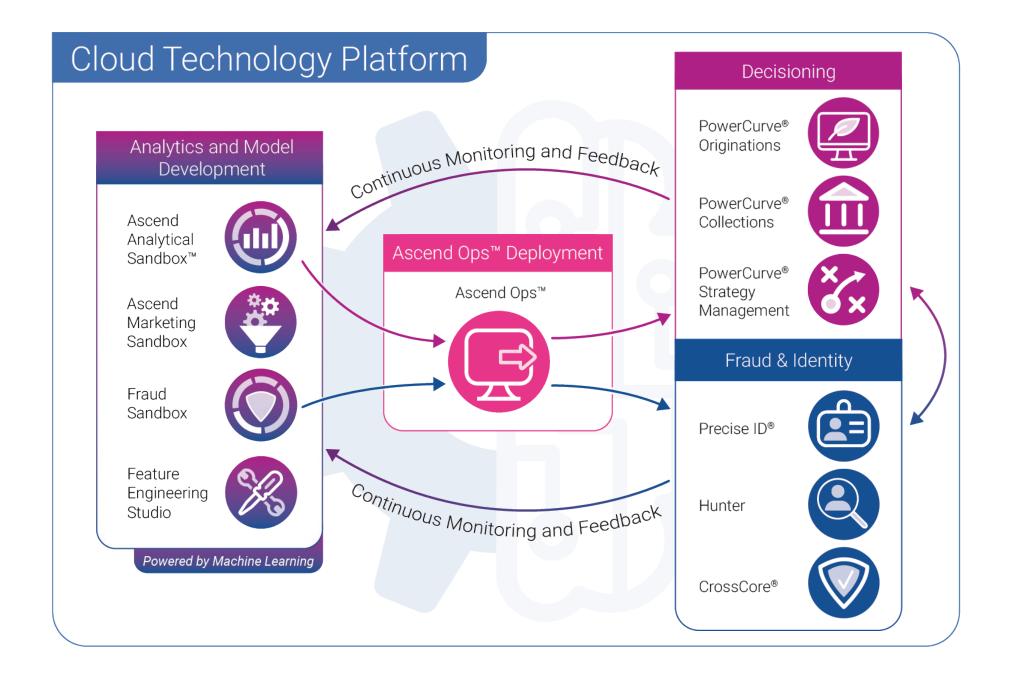


Cloud Technology Platform Decisioning PowerCurve® Analytics and Model Originations Development PowerCurve® Ascend Collections Analytical Ascend Ops™ Deployment Sandbox™ PowerCurve® Ascend Ops™ Strategy Ascend Management Marketing Sandbox Fraud & Identity Fraud Sandbox Precise ID® Feature Engineering Hunter Studio Powered by Machine Learning CrossCore®













How can I...

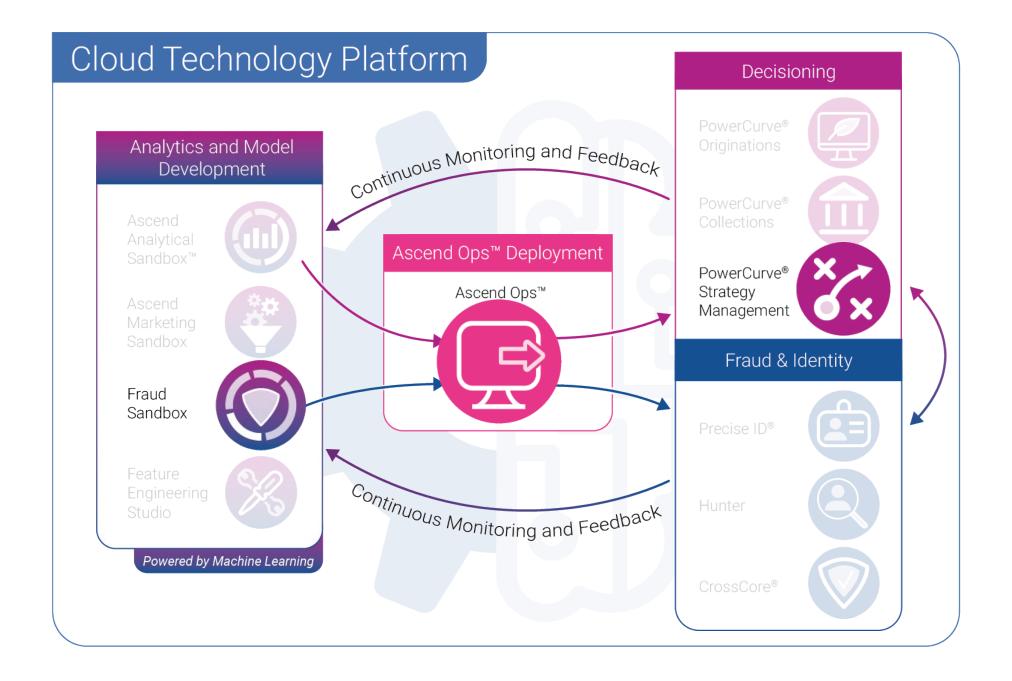
Balance the **risk** the organisation is willing to take on against **business growth**?

Quickly implement technology solutions whilst meeting compliance and regulatory needs?

Deploy risk strategies using **best-in-class** analytical tools and behaviours?

Continuously monitor business performance against the agreed **strategy**?







Summary

Software solutions leverage Experian's unique strengths and are compelling for clients

Experian operates in **large and fast-growing markets** for enterprise software.

Our clients buy software to enable them to gain insights from combining multiple data sources in pursuit of their business objectives.

Our clients are pushing for a more integrated approach, reducing vendors and simplifying to drive efficiency and performance.

Our platform leverages Experian's cloud technology to save them time and money whilst improving Experian profitability and retention.





Break

Back in ten minutes



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Executing on our opportunity in Brazil

Valdemir Bertolo



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Create an incredible experience across our clients' complete journey

Offer the best risk solutions for businesses

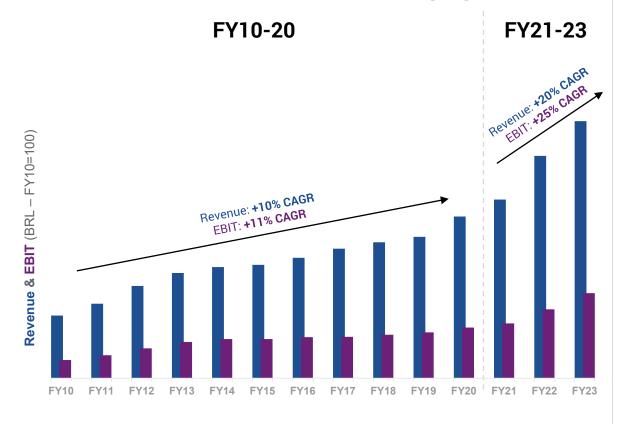
Boost Brazilians' credit access

Create new paths of exponential growth



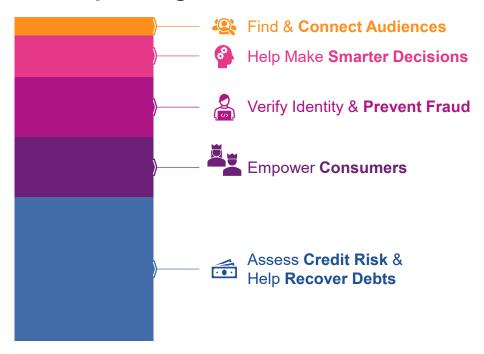
We stepped-up our operational performance to unlock new value pools and capture the market potential

The mindset shift and strategic realignment allowed us to reach **sustainable double-digit growth...**



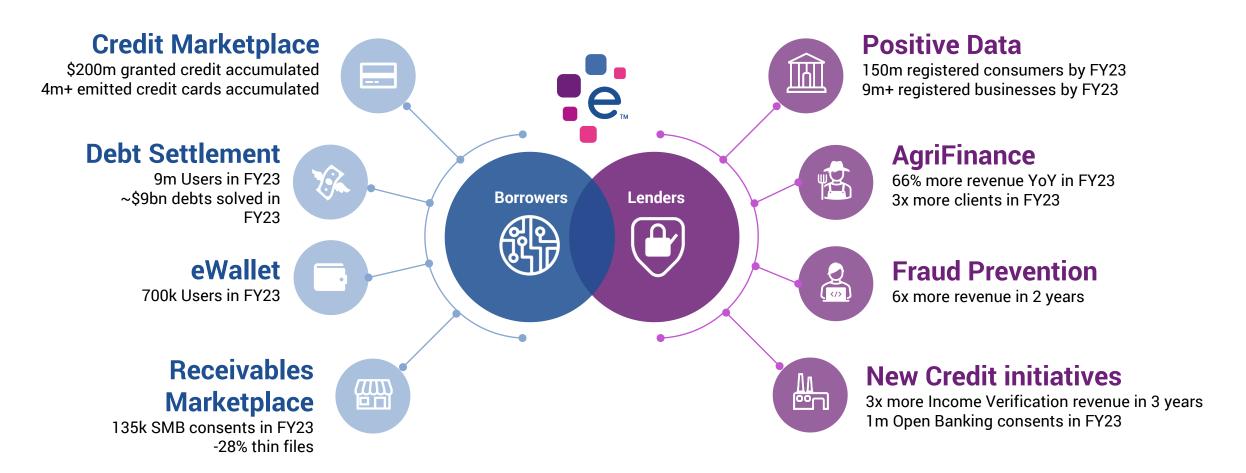
.. and there is still **plenty to explore** and capture

Expanding Market Potential





A winning strategy for growth – creating a unique ecosystem



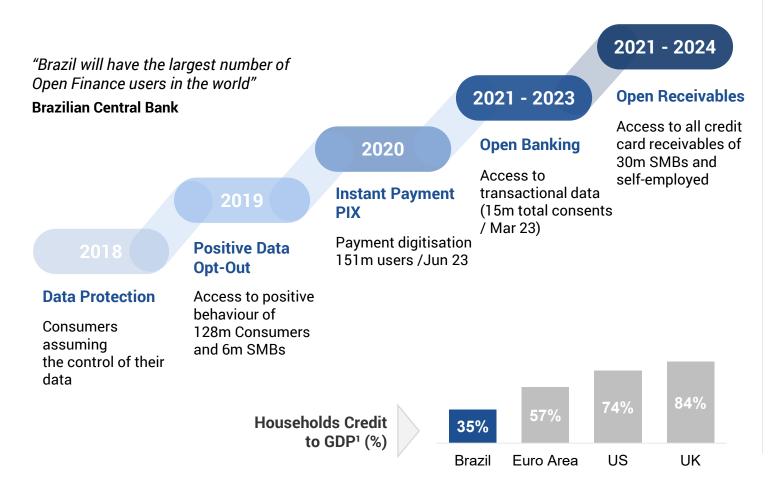
✓ Acceleration of Consumer and SMBs engagement

Increasing revenue from new solutions and core protection



Market trends create new high-growth opportunities

Once in a generation shift occurring in the data arena, unlocking huge opportunities to boost credit penetration



Market trends creating new jobs-to-be-done



Digitisation has led to an acceleration in fraud with growing need for sophisticated tools and applications.

Increasing use of private financing for **Agribusiness** increasing the demand for Agri credit risk assessment and ESG analytical.





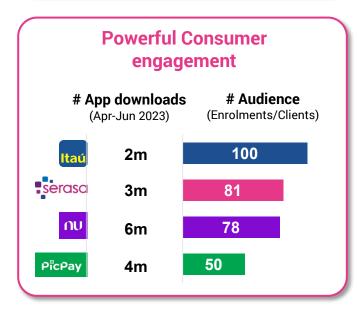
Digital / Neobanks embracing thinfiles and low-income population, demanding new credit risk solutions and employment verification of informal / gig-economy workers.



Best positioned player to capture the market trends

The broadest portfolio for the entire client's journey

- 500,000+ direct/indirect clients
- Extensive commercial footprint in all verticals
- Excellence in Client Service with constantly improving NPS¹
 Net Promoter Score



One of the best companies to work ∏glassdoor * 🍑 serasa experian Place **BoaVista** 4.0

Unequalled Data breadth and accuracy, combined with high analytical capability

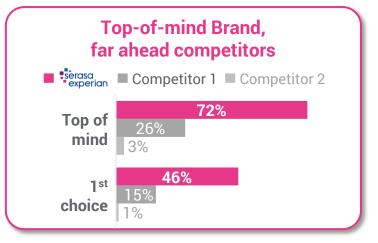
- **6.5m+** daily companies and consumers credit reports
- **100m+** transactions verified every month against fraud and 100m+ registered face biometrics
- **3m+ rural** producers analyzed by our Agro Score, and **50m+** hectares under ESG monitoring

Innovation is our DNA

- **700+** people in **Technology & Data**
- 200+ Data Scientists
- Innovation DataLab
- Recognised as one of the most innovative companies



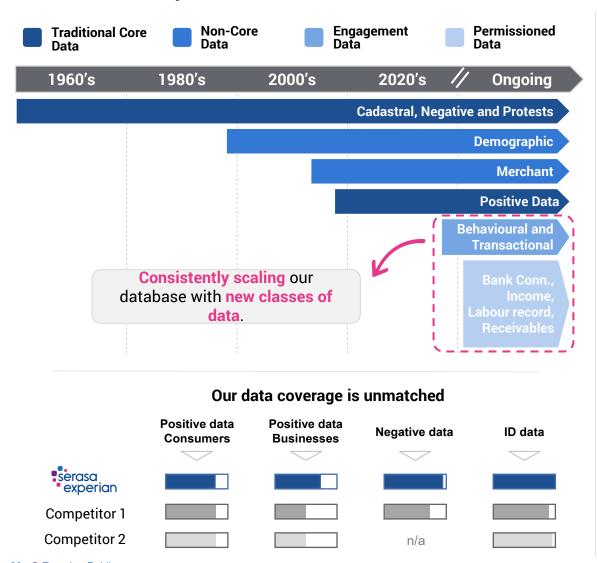






The #1 DataTech in Brazil

As our unique data assets continue to evolve...



... we constantly add more value to our clients

Help CONSUMER financial inclusion...

- √ Score Boost
- ✓ Income Verification
- ✓ eCred Marketplace integration
- ✓ Payment ecosystem

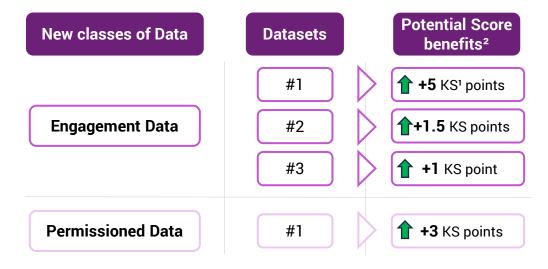
5_m

FY24 Consumer Consents target

... and BUSINESSES make better decisions

- ✓ New analytical solutions
- ✓ New verification services
- ✓ New antifraud solutions
- ✓ Categorisation tools and connection services

New datasets will boost the quality of our Consumer Score





Very strong growth in Small Business driven by our focus on digitization and analytics

SMBs market



30% of GDP



50% of Employment



7m+1
Addressable SMBs
Companies



\$750m+

Addressable market size for our solutions

We address main SMBs' challenges

- Easier and safer credit concessions for SMBs lenders
- Access to affordable credit for SMBs borrowers
- Efficient digital fraud prevention against more and more complex threats
- Operational and financial management support

Our strategic pillars



Grow our client base sustainably



Diversify portfolio with integrated analytical solutions & innovation



Provide the best omnichannel experience and success to our clients

Our strategy has already proved successful



SMB FY23 progresses (YoY):



+25%

Digital Sales



-10%

Less Churn



+12%

LTV²



A clear roadmap to deliver more value to SMBs and lenders with Open Receivables

We have learned the power of Open Receivables to boost small business financial inclusion...

125k SMBs CONSENTS FY23



THIN FILE

-28% reduction of Thin File



ESTIMATED REVENUE

Potential to increase up to 50% of estimated revenue



CREDIT ACCESS

-20% interest rate reduction

...and we are moving at pace to explore this unique opportunity.

2025 expected traded volumes:



\$3tn in Trade bills receivables

Support **SMBs** to grow, managing their financial health:

Business Financial Management

Receivables Marketplace

SMB Engagement



And **LENDERS** with a new journey to expand credit opportunities:

Expand Trade Credit Journey

New scoring and analytics

Receivables as collateral

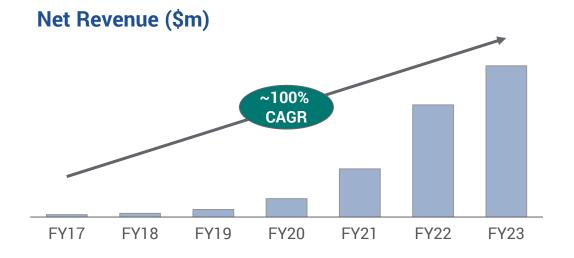
Receivables in advance



Credit-as-a-Service full journey



Serasa has become one of the biggest Consumer platforms for finance needs in Brazil



Engagement (m)





Brazil | Top Finance Apps (Jan/23)

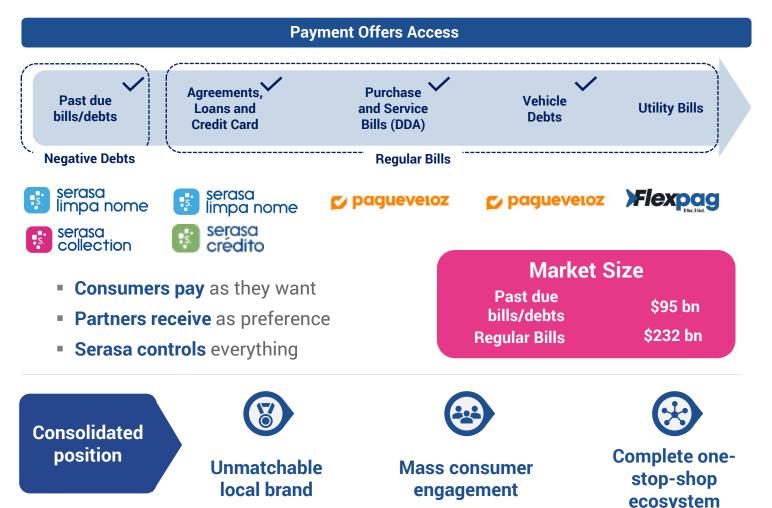


Source: AppAnnie; Jan 2023 | Google Trends; Jan 2023.



Evolving to provide more services within a connected journey, offering the greatest payment hub in Brazil

The Greatest Personalized Payment Hub in Brazil







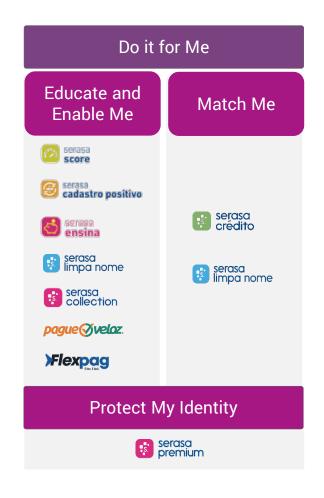
A comprehensive ecosystem for Consumer's financial life

Super App Rationale



Helping Brazilians improve their financial lives and providing economic inclusion

Consumer Focus Areas



Strategic Synergies with B2B



- Transactional data for score models
- Unifying Serasa products for SMBs
- Consumer contributed data
- New offerings of collection services for Large and SMBs



A clear ambition to extend our lead in the Brazilian market with our platform



On track to continue delivering double-digit organic revenue growth and further margin expansion in Brazil



Consolidated leadership in our core businesses, and already well positioned in new high-growth markets



A winning strategy sustained by high performing teams, unique capabilities and best-in-class datasets





North America Marketing Services

Jennifer Schulz



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Well positioned with significant growth opportunities



- Build on Experian's core expertise in quality data and identity
- Fast-growing \$10B market opportunity, projecting mid-teens growth
- Industry momentum into digital
- Fragmentation of ecosystem creates opportunity for Experian
- Experian is well positioned to succeed



The Experian Marketing Services (EMS) Business

Vision: Power marketing that is driven by data and enabled through connectivity

How: Enable leading brands, media and technology companies to better understand and reach consumers.

Data - Consumer View The most **robust consumer data**, grounded in years of industry setting standards, designed to cultivate the most vivid understanding of a consumers. Insights **Audiences Activation** fb **Demographics** Geography **Shopping Automotive** Client Example: Walmart uses Consumer View to know more about its customers so it can personalise customer experiences and offers.

Identity – Consumer Sync

Bringing together digital identifiers (IDs), households and person-level data to support privacy-safe collaboration and make data actionable

Resolution

Collaboration







CTV* IDs



Postal Address

Client Example:

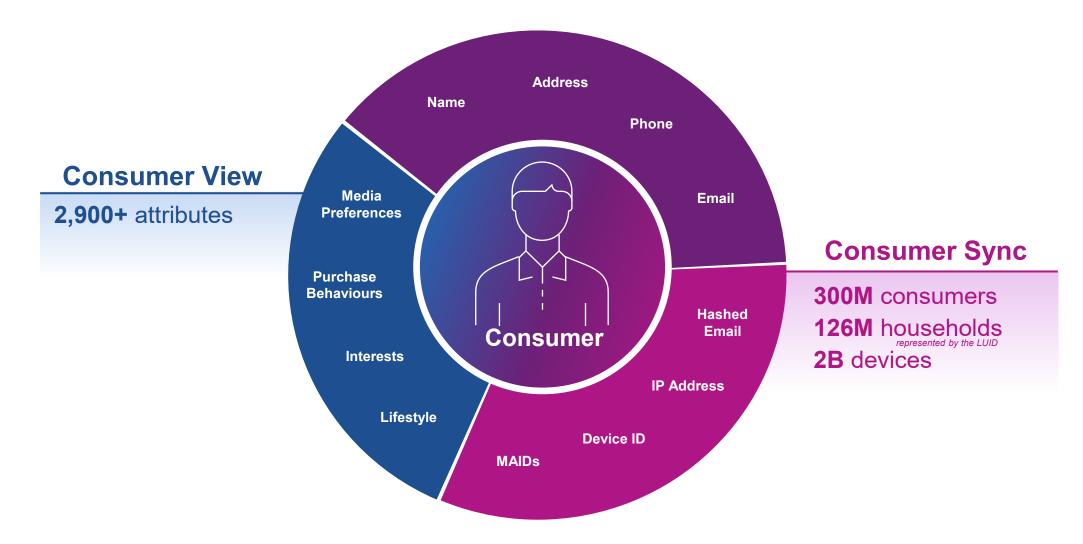


With Consumer Sync, Comcast is provided a complete view of their subscribers merging their offline and online interests/affinities. This unified view is then used to tailor and deliver meaningful ads and experiences.

*Connected television



EMS built upon its robust, quality offline data and identity leadership with digital identity capabilities





Meeting the market need for effective digital solutions

Investment in digital capabilities has moved EMS into a high-growth addressable market

OFFLINE DATA-DRIVEN MARKETING









Data Sourcing







Offline Identity (Name, Address, Phone, email)



Value Chain





Data Distribution



Offline Marketing Channels (Mail, Cable TV)



Consumers

2022 TAM³ **CAGR 2022-25**

\$2.1bn Low single-digit growth

DIGITAL **DATA-DRIVEN MARKETING**



Marketers











Digital Identity (Anonymous identifiers. cookies, mobile IDs)





Digital Data Distribution









 \triangleright

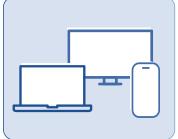
Consumers

\$7.9bn



We are well positioned for the issues of today

Significant opportunity to grow, enabling marketers and technologies through data and identity



Complexity coordinating across channels

Sheer number of channels available make it difficult to effectively reach consumers.



Data fidelity and loss

When moving audiences across vendors, a portion of data cannot be matched with each move.

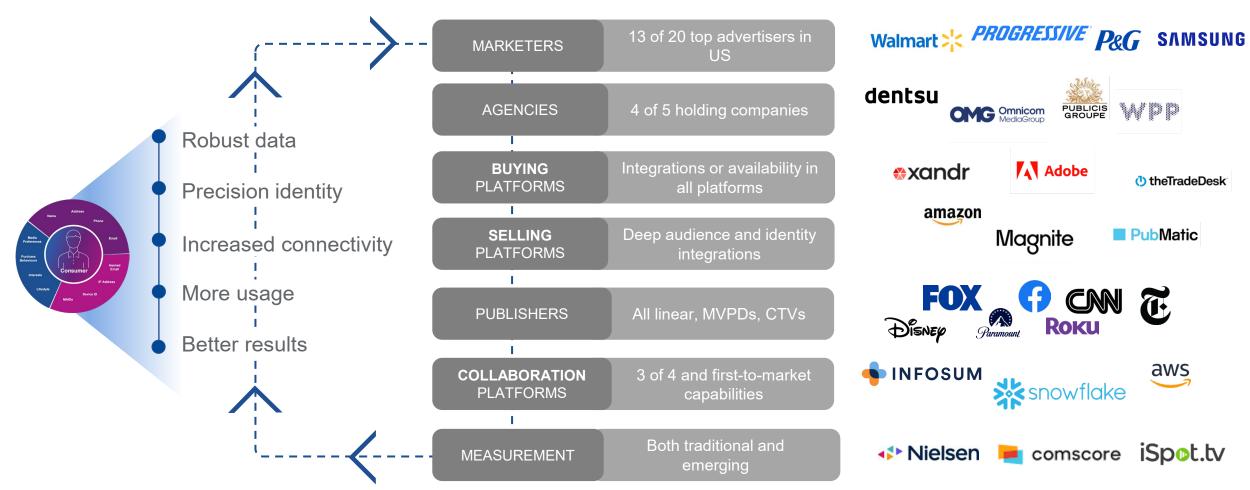


Technology fragmentation

Challenge to track, contract, integrate and manage technologies and customer touchpoints.



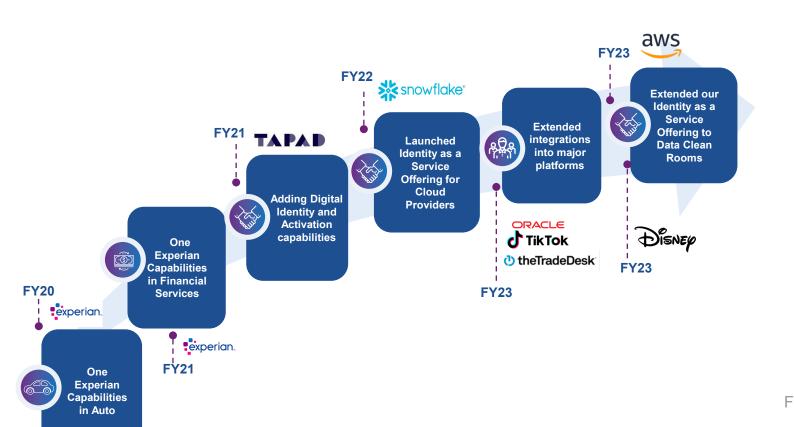
Why we win: EMS' embedded identity creates a flywheel effect across all customer sets





M&A, Partnerships and One Experian have shifted the financial and growth profile of the business

Growing EMS' connectivity into the digital ecosystem

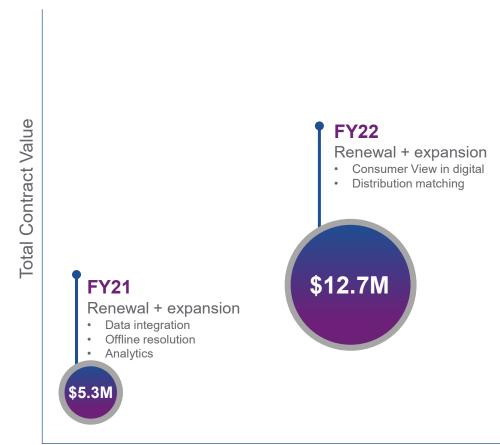


EMS NA Business Split Offline vs. Digital (%)

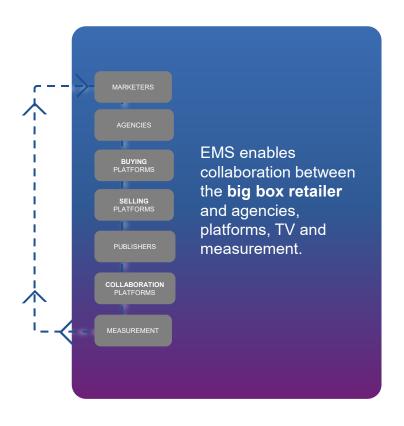




Leading big box retailer: drive expansion within existing client, totaling 14% YoY increase in FY23

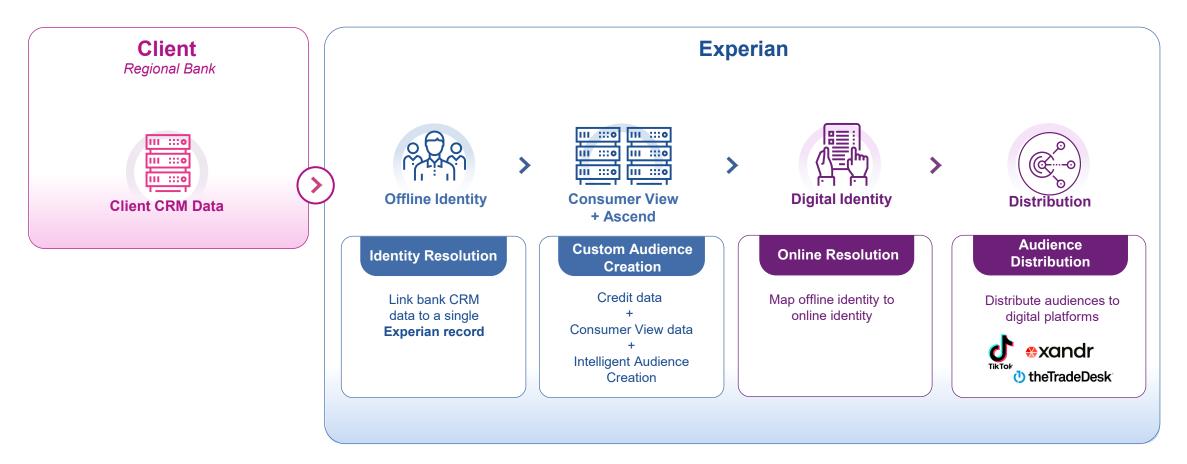








Marketing + Financial Services: combined expertise to better serve financial services clients





Conclusion

Key takeaways



Industry Leader in Data and Identity

- Trusted data assets
- Precision identity
- Ecosystem connectivity accelerated via Tapad acquisiton



Embedded Data Enablement

- First-to-market capabilities
- Proliferation across ecosystem
- Client and product synergies create flywheel effect



Fast-growing Digital Market

- \$10B target addressable market
- Mid-teens growth
- EMS transformation has us poised to win





North America Consumer Services

Jeff Softley and Rakesh Patel



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Consumer Services is a growth business with rich data and deep customer engagement that makes the whole of Experian stronger





Our ambition is to create the world's largest, most inclusive financial platform



TODAY

Experian helps consumer to:

- Gain access to financial system
- Boost credit instantly
- Save hundreds of dollars





We are executing a broad scale business transformation to remove the complexity of managing your financial life



We have doubled our revenue the past five years and are just scratching the surface of our potential opportunity

MORE FIRST, BEST, ONLY **PRODUCTS**

BUILD YOUR CREDIT WITHOUT GOING INTO DEBT

A NEW, EASIER WAY TO SAVE MONEY ON INSURANCE

> TAKE CONTROL OF YOUR FINANCIAL LIFE

> > REDUCE YOUR MONTHLY BILLS

START YOUR FINANCIAL **JOURNEY**

RAISE YOUR FICO® SCORE INSTANTLY

FIND BETTER FINANCIAL **PRODUCTS**

SCAN THE DARK WEB FOR FREE

GET YOUR SCORE AND REPORT FOR FREE











TODAY \$1.5B







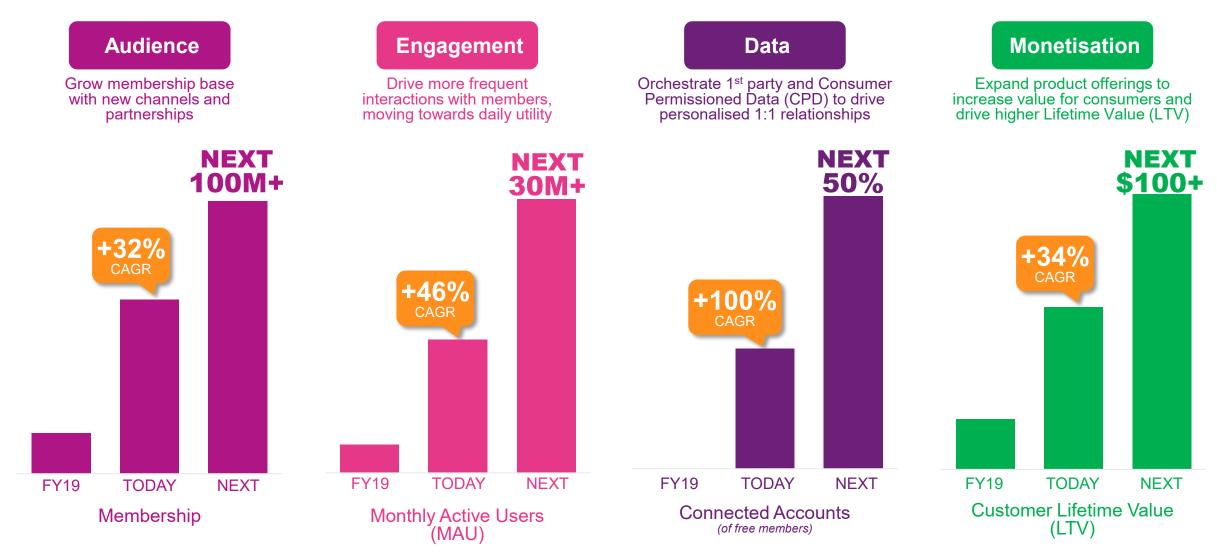




BEFORE \$0.8B



We are making significant progress in key growth drivers



Second largest platform and taking share



Our product innovation and expanding business model is linking us to broader market opportunities

		TAM	Last Year	This Year
Scaled >	Credit and Identity Management	\$4B	Launched Personal Privacy	Launching comprehensive credit and identity product offering that includes full credit, identity, privacy and savings capabilities
Expanding >	Cards / Personal Loans	\$14B	Launched Experian Activate for Cards/Loans	24% of offers running through Experian Activate; increasing monthly
	Financial Health	\$5B+	Acquired BillFixers	Millions saved through bill negotiationLaunching subscription cancellation
	Insurance	\$4B	Integrated Gabi	 Launching direct carriers Launching Experian Activate for Insurance Launching Experian Boost for Insurance
Launching >	Tech-Enabled Finance	1	Building	• Launching Experian Smart Money™

Experian's Flywheel: Our strategic advantage which connects **Consumers and Partners**

- Gaining greater share of marketing budget
- Unique product offers for consumers

Better Outcomes

DRIVERS

- Experian Activate
- Hosted application
- Partner targeting
- Offer expansion

More Choice & Certainty

DRIVERS

- More lender integrations
- 1:1 targeting
- Better approval odds
- Experian Boost

- 32% lift in conversion rate through Experian Activate
- Double the lenders participating in preapproved program





DUAL BENEFITS

- ✓ Certainty
- √ Low Friction
- √ 1:1 Targeting
- ✓ More Control
- ✓ First, Best, Only Products



CONSUMERS

More Engagement

DRIVERS

- Expanded verticals
- Experian Smart Money
- No Risk Application
- Personalisation

 5-10x increase in consumer engagement on pre-approved offers



Expanding

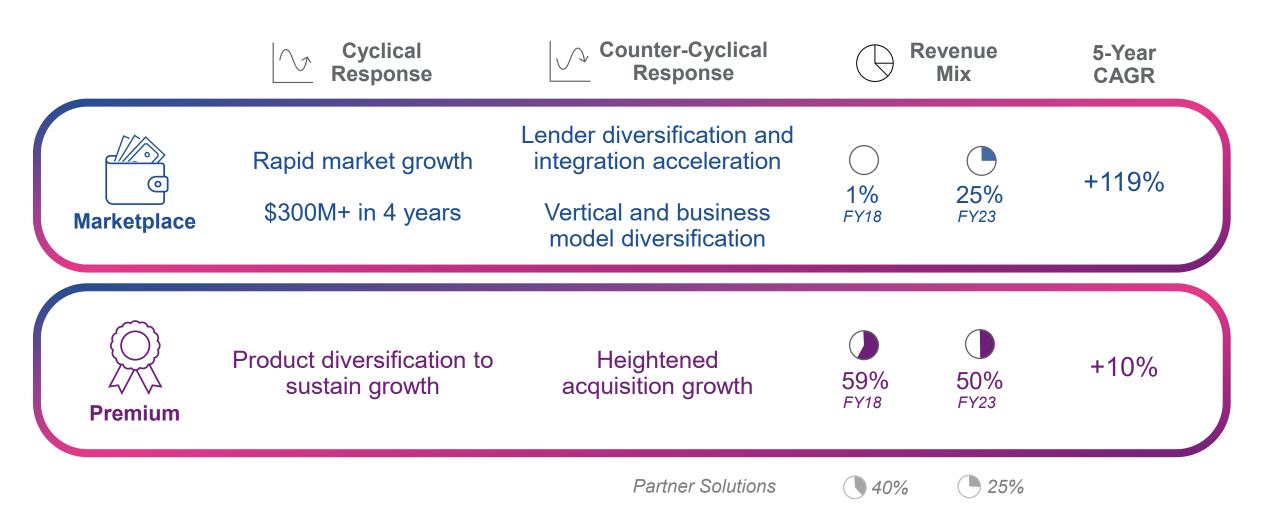
DRIVERS

More Data

- Consumerpermissioned data
- Boost expansion
- Behavioral data
- Experian's data estate



We've built a diversified, resilient business model



Industry-leading revenue per member



Experian Activate allows partners to compete with a new level of precision and efficiency across a growing slate of verticals

A game-changing capability that can be applied to new verticals in a transformative way





experian. | Activate

Experian Activate allows marketplace partners to profile, segment, target and analyse our 60M+ customers' actions in one unified eco-system

Activate enables:

The Experian platform to be more deeply embedded with partners

Partners to acquire customers more efficiently and with more precision

Partners to create unique product offerings within the Experian Marketplace

Significantly increased revenue potential



experian_® | Activate

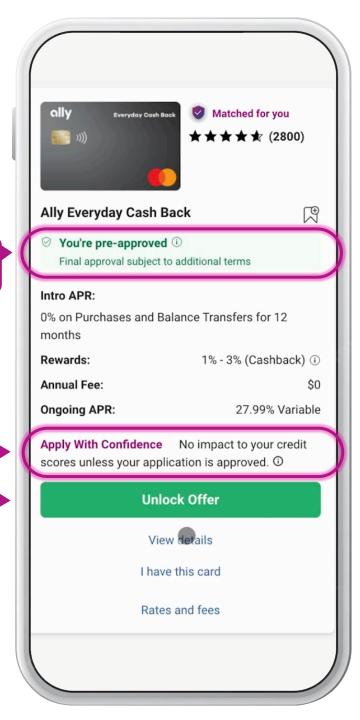
As partners onboard to Experian Activate, our members get access to new features that improve their approval odds and eliminate friction

Pre-Approved Offers



Risk-Free Application

Hosted Application

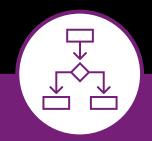








Pull credit reports and profiles



Execute models and calculate custom models



Run criteria to determine eligibility for individual offers



Execute display optimisation models (Approval Odds models)



Personalisation modeling

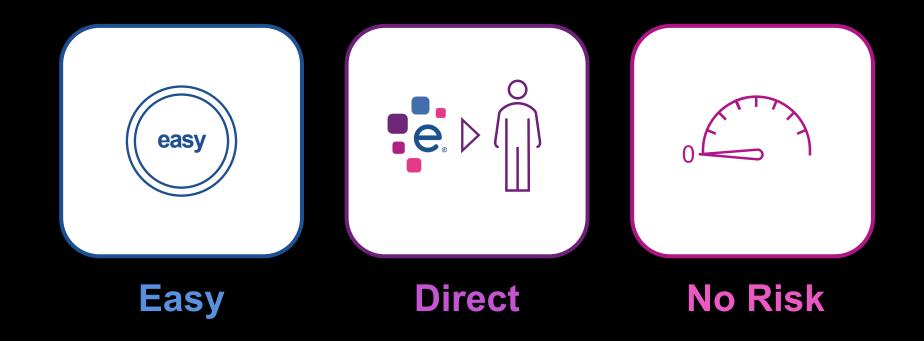


Offer ranking



Return offers for display





experian_® Activate

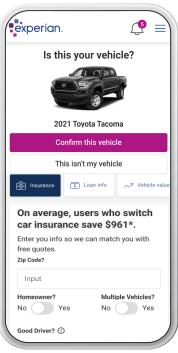


We are making significant progress scaling insurance, with Activate, Boost and major new carriers set to launch

Policies Written FY21 FY22 FY23

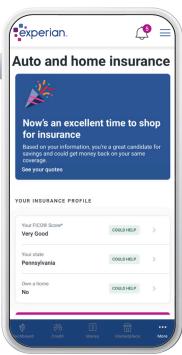
Strong growth in policies
against a generational shift in
the insurance market.
Carriers are prioritising cost
efficient, digital means of
acquiring customers.

"Confirm Your Car"



3m+ vehicles confirmed by consumers expanding our universe of visibility to important assets

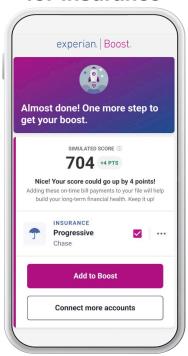
Insurance Hub



Insurance Hub
to demystify insurance
costs and enable
automatic insurance rate
savings for members

Launched

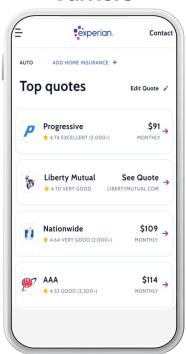
Experian Boost for Insurance



Launching
Experian Boost
for Insurance
later this year to expa

later this year to expand credit-building opportunities and enable rich data set supporting member savings

Major Carriers



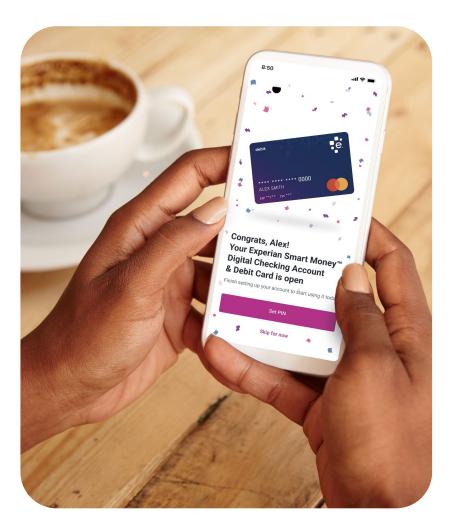
Onboarding major carriers who see immense value in partnering with Experian and reaching our high-intent member base



Introducing Experian Smart Money™ – a game changing way for consumers to build credit

Strategic expansion:

- Creates daily engagement
- Provides rich transaction stream to help consumers
- Further rounds out the view of a consumer's balance sheet
- Enables graduation into partners' portfolios



Experian's Innovation Approach:

- Consumer friendly digital checking and debit card, with embedded Experian Boost™
- Built with new to credit and credit building consumer needs in mind
- Powered by best-of-breed partners in the industry
- Cross sell and merchandising into broader Experian consumer suite of products and services



Driving the next generation of financial inclusion with Experian **Smart Money**

You don't have to go into debt to build your credit. So, the experts at Experian have created the new Experian Smart Money Digital Checking Account and Debit Card.

Who better than the credit builder experts at Experian.

Access to a suite of credit building and financial tools with your **Experian Membership.***

A debit card that gives financial control.

Banking without the bank**. No fees at more than 55K ATMs, free bill pay, get paid up to two days early*** and more.

Boost Connected

Automatically finds payments that can help raise your FICO® Score without building debt.







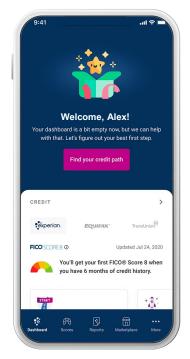


^{*}T&Cs for the Experian Membership

^{**}Services provided by Community Federal Savings Bank, Member FDIC. "Banking" copy not allowed for marketing

^{***}Early Access to Pay touches on 2 days early

Helping credit invisible consumers establish and build credit... without going into debt



Getting started with Experian Go™

By using the Experian app to sign up for a free Experian membership. those new to credit can easily use Experian Go to create a credit file.



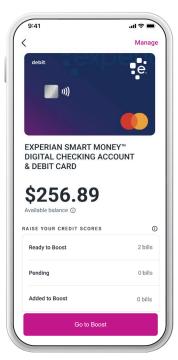
The customer journey leads to **Experian Smart Money™**

The app guides you through ways to quickly build credit: become an authorised user, use Experian Boost™ or open an Experian Smart Money digital checking account.



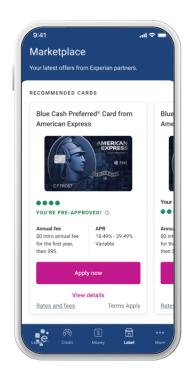
Quick and easy account setup

A virtual card is received immediately and can be added to your favorite digital wallet. Transfer funds or set up direct deposit to begin making purchases.



Experian Boost is integrated

Pay monthly bills while building credit through the integrated Experian Boost.

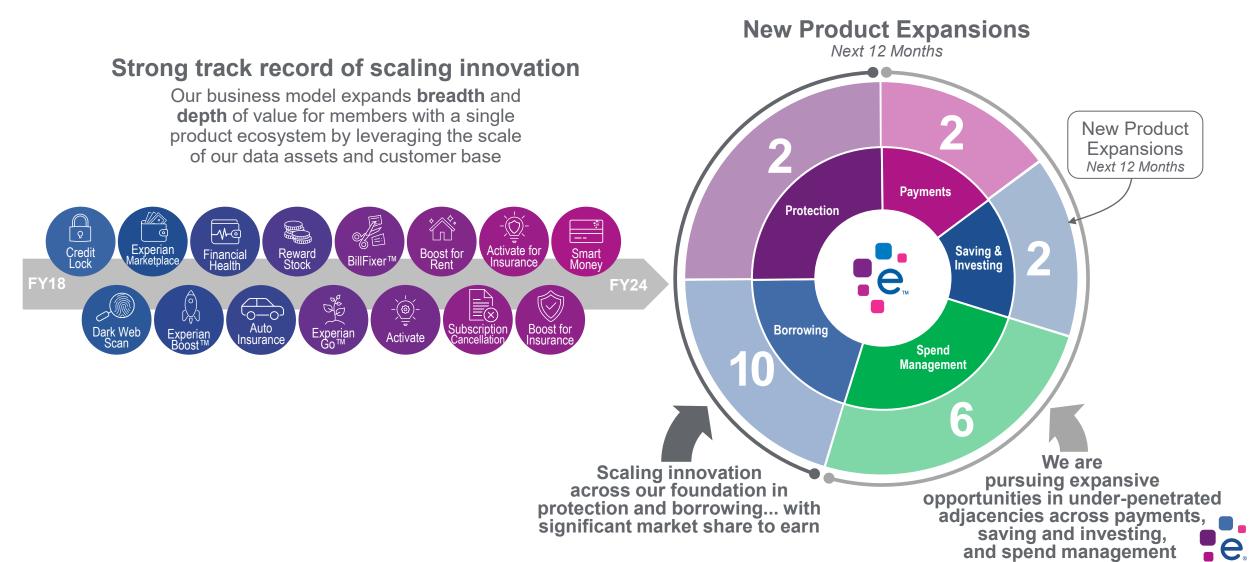


Broad opportunities through Marketplace

There's so much more to discover: pre-approved, no-risk offers through Experian Marketplace, savings through BillFixer™ even policy savings through Experian Insurance!



We have substantial opportunities available in near adjacencies and continue to fuel investments to drive growth



FINANCIAL POWER TO ALL

- \$30B+ total addressable market opportunity
- Flywheel working, and expanding to new parts of consumers' lives
- Diversified business with unique data

Creating an unrivaled consumer financial platform





Q&A session



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Close



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