

Experian plc

Director/PDMR Shareholding

12 June 2024 - Experian plc, the global data and technology company, hereby notifies the market of the following attached individual notifications, relating to the acquisition of shares following the vesting of Experian Co-Investment Plan and Experian Performance Share Plan awards made in 2021 to (1) *Brian Cassin, Director and Chief Executive Officer of the Company*, (2) *Lloyd Pitchford, Director and Chief Financial Officer of the Company*, and (3) *Craig Boundy, Director and Chief Operating Officer*, and sales of shares (including to cover tax and social security).

The notifications were made under article 19.1 of the UK Market Abuse Regulation ('MAR'). This announcement is made in accordance with Article 19.3 of MAR.

1 - Details of the person discharging managerial responsibilities / person closely associated

Natural Person Brian Cassin

2 - Reason for the notification

Position/status Director and Chief Executive Officer

Initial notification / Amendment Initial Notification

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

Full name of the entity Experian plc

Legal Entity Identifier code 635400RXX-HYT1JTSZ26

4 - Details of the transaction(s)

Description of the financial instrument, type of instrument Ordinary shares of US 10 cents each in Experian plc

Identification Code GB00B19NLV48

Nature of transaction (1) The acquisition of 231,369 shares following the vesting of awards made in June 2021 under the Experian Co-Investment Plan and the Experian Performance Share Plan; and (2) the sale of 92,396 shares to cover tax and social security. The remainder of the shares (138,973) are being retained, with 103,895 subject to a post-vesting holding period.

Currency GBP

Prices(s) and volumes(s)	Transaction	Price	Volume
	Acquisition	Nil	231,369
	Sale for tax	3,639.6038 pence	92,396

Aggregated Information	Transaction	Price	Volume
	Acquisition	Nil	231,369
	Sale for tax	3,639.6038 pence	92,396

Date of Transaction 2024-06-10 (Acquisition and Sale for tax)

Place of transaction Acquisition: Outside a trading venue
Sale: XLON

1 - Details of the person discharging managerial responsibilities / person closely associated

Natural Person Lloyd Pitchford

2 - Reason for the notification

Position/status Director and Chief Financial Officer

Initial notification / Amendment Initial Notification

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

Full name of the entity Experian plc

Legal Entity Identifier code 635400RXXHHT1JTSZ26

4 - Details of the transaction(s)

Description of the financial instrument, type of instrument Ordinary shares of US 10 cents each in Experian plc

Identification Code GB00B19NLV48

Nature of transaction (1) The acquisition of 142,817 shares following the vesting of awards made in June 2021 under the Experian Co-Investment Plan and the Experian Performance Share Plan; (2) the sale of 57,039 shares to cover tax and social security; and (3) the sale of 21,641 shares. The remainder of the shares (64,137) are being retained and are subject to a post-vesting holding period.

Currency GBP

Transaction	Price	Volume
Acquisition	Nil	142,817
Sale for tax	3,639.6038 pence	57,039
Sale	3,639.6038 pence	21,641

Transaction	Price	Volume
Acquisition	Nil	142,817
Sale for tax	3,639.6038 pence	57,039
Sale	3,639.6038 pence	21,641

Date of Transaction 2024-06-10 (Acquisition, Sale for tax and Sale)

Place of transaction Acquisition: Outside a trading venue
Sales: XLON

1 - Details of the person discharging managerial responsibilities / person closely associated

Natural Person Craig Boundy

2 - Reason for the notification

Position/status Director and Chief Operating Officer

Initial notification / Amendment Initial Notification

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

Full name of the entity Experian plc

Legal Entity Identifier code 635400RXXHHT1JTSZ26

4 - Details of the transaction(s)

Description of the financial instrument, type of instrument Ordinary shares of US 10 cents each in Experian plc

Identification Code GB00B19NLV48

Nature of transaction	(1) The acquisition of 136,693 shares following the vesting of awards made in June 2021 under the Experian Co-Investment Plan and the Experian Performance Share Plan; and (2) the sale of 54,068 shares to cover tax and social security. The remainder of the shares (82,625) are being retained.											
Currency	GBP											
Prices(s) and volumes(s)	<table><tr><th>Transaction</th><th>Price</th><th>Volume</th></tr><tr><td>Acquisition</td><td>Nil</td><td>136,693</td></tr><tr><td>Sale for tax</td><td>3,639.6038 pence</td><td>54,068</td></tr></table>	Transaction	Price	Volume	Acquisition	Nil	136,693	Sale for tax	3,639.6038 pence	54,068		
Transaction	Price	Volume										
Acquisition	Nil	136,693										
Sale for tax	3,639.6038 pence	54,068										
Aggregated Information	<table><tr><th>Transaction</th><th>Price</th><th>Volume</th></tr><tr><td>Acquisition</td><td>Nil</td><td>136,693</td></tr><tr><td>Sale for tax</td><td>3,639.6038 pence</td><td>54,068</td></tr></table>	Transaction	Price	Volume	Acquisition	Nil	136,693	Sale for tax	3,639.6038 pence	54,068		
Transaction	Price	Volume										
Acquisition	Nil	136,693										
Sale for tax	3,639.6038 pence	54,068										
Date of Transaction	2024-06-10 (Acquisition and Sale for tax)											
Place of transaction	Acquisition: Outside a trading venue Sale: XLON											

Contact:

Experian

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Deputy Company Secretary

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About Experian

Experian is a global data and technology company, powering opportunities for people and businesses around the world. We help to redefine lending practices, uncover and prevent fraud, simplify healthcare, deliver digital marketing solutions, and gain deeper insights into the automotive market, all using our unique combination of data, analytics and software. We also assist millions of people to realise their financial goals and help them to save time and money.

We operate across a range of markets, from financial services to healthcare, automotive, agrifinance, insurance, and many more industry segments.

We invest in talented people and new advanced technologies to unlock the power of data and innovate. As a FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 22,500 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

Learn more at www.experianplc.com or visit our global content hub at our global news blog for the latest news and insights from the Group.

Neither the content of the Company's website, nor the content of any website accessible from hyperlinks on the Company's website (or any other website), is incorporated into, or forms part of, this announcement.

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