

Experian plc

Director/PDMR Shareholding

[ ] June 2024 - Experian plc, the global data and technology company, hereby notifies the market that it has received notification (made under article 19.1 of the UK Market Abuse Regulation ("MAR")) of the following transactions in its ordinary shares of 10 US cents each ("ordinary shares") by directors of the Company.

Co-Investment Plan

In accordance with the terms of the Experian Co-Investment Plan, the Company made awards over its ordinary shares on 14 June 2024 to certain directors by reference to a price of 3,717.373 pence per share. The awards of deferred matching ordinary shares are subject to performance conditions and the maximum numbers of shares that could vest in the case of each director are set out below.

| Name of director/PDMR | Number of deferred ordinary shares | Maximum number of deferred matching ordinary shares |
|-----------------------|------------------------------------|---|
| Brian Cassin          | 28,937                             | 109,196   |
| Lloyd Pitchford       | 19,090                             | 72,040  |
| Craig Boundy          | 41,953                             | 83,906  |

Note: The deferred ordinary share awards for Brian Cassin and Lloyd Pitchford were calculated with reference to their bonuses net of tax. The deferred ordinary share award for Craig Boundy was calculated with reference to his gross bonus and will be taxed at the point of vesting. All deferred matching ordinary share awards were calculated on a gross basis and will be taxed at the point of vesting.

Performance Share Plan

In accordance with the terms of the Experian Performance Share Plan, the Company made awards over its ordinary shares on 14 June 2024 to certain directors by reference to a price of 3,726.00 pence per share. The awards are subject to performance conditions and the maximum number of shares that could vest in the case of each director is set out below.

| Name of director/PDMR | Maximum number of ordinary shares |
|-----------------------|-----------------------------------|
| Brian Cassin          | 57,434                            |
| Lloyd Pitchford       | 40,257                            |
| Craig Boundy          | 44,181                            |

The following individual notifications are 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 Identification Code 005400314110000000000000

Legal Entity Identifier code 635400RXXHHY1J1SZ26

#### 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                                       | <div>(1) Acquisition of shares, being the award of Invested Shares ("deferred ordinary shares") for market value under the Experian Co-Investment Plan.</div> <div>(2) Grant of a conditional right to receive shares for nil consideration, being the grant of a Matching Award ("deferred matching ordinary shares") under the Experian Co-Investment Plan.</div> <div>(3) Grant of a conditional right to receive shares for nil consideration, being the grant of an award under the Experian Performance Share Plan.</div> |             |       |        |        |                 |        |                |     |         |        |     |        |
| Currency  | GBP   |             |       |        |        |                 |        |                |     |         |        |     |        |
| Prices(s) and volumes(s)                                    | <table><thead><tr><th>Transaction</th><th>Price</th><th>Volume</th></tr></thead><tbody><tr><td>No (1)</td><td>3,717.373 pence</td><td>28,937</td></tr><tr><td>No (2)</td><td>Nil</td><td>109,196</td></tr><tr><td>No (3)</td><td>Nil</td><td>57,434</td></tr></tbody></table>   | Transaction | Price | Volume | No (1) | 3,717.373 pence | 28,937 | No (2)         | Nil | 109,196 | No (3) | Nil | 57,434 |
| Transaction   | Price   | Volume      |       |        |        |                 |        |                |     |         |        |     |        |
| No (1)  | 3,717.373 pence   | 28,937      |       |        |        |                 |        |                |     |         |        |     |        |
| No (2)  | Nil   | 109,196     |       |        |        |                 |        |                |     |         |        |     |        |
| No (3)  | Nil   | 57,434      |       |        |        |                 |        |                |     |         |        |     |        |
| Aggregated Information                                      | <table><thead><tr><th>Transaction</th><th>Price</th><th>Volume</th></tr></thead><tbody><tr><td>No (1)</td><td>3,717.373 pence</td><td>28,937</td></tr><tr><td>No (2) and (3)</td><td>Nil</td><td>166,630</td></tr></tbody></table>  | Transaction | Price | Volume | No (1) | 3,717.373 pence | 28,937 | No (2) and (3) | Nil | 166,630 |        |     |        |
| Transaction   | Price   | Volume      |       |        |        |                 |        |                |     |         |        |     |        |
| No (1)  | 3,717.373 pence   | 28,937      |       |        |        |                 |        |                |     |         |        |     |        |
| No (2) and (3)  | Nil   | 166,630     |       |        |        |                 |        |                |     |         |        |     |        |
| Date of Transaction   | 2024-06-14  |             |       |        |        |                 |        |                |     |         |        |     |        |
| Place of transaction  | Acquisition: XLON<br>Grant of conditional rights: Outside a trading venue   |             |       |        |        |                 |        |                |     |         |        |     |        |

#### 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 635400RXXHHY1J1SZ26

#### 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                                       | <div>(1) Acquisition of shares, being the award of Invested Shares ("deferred ordinary shares") for market value under the Experian Co-Investment Plan.</div> <div>(2) Grant of a conditional right to receive shares for nil consideration, being the grant of a Matching Award ("deferred matching ordinary shares") under the Experian Co-Investment Plan.</div> <div>(3) Grant of a conditional right to receive shares for nil consideration, being the grant of an award under the Experian Performance Share Plan.</div> |

| Currency                 | GBP  |             |       |        |        |                 |        |                |     |         |        |     |        |  |  |
|--------------------------|--|-------------|-------|--------|--------|-----------------|--------|----------------|-----|---------|--------|-----|--------|--|--|
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| Transaction              | Price  | Volume      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| No (1)                   | 3,717.373 pence  | 19,090      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| No (2)                   | Nil  | 72,040      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| No (3)                   | Nil  | 40,257      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| Aggregated Information   | <table border="1"> <thead> <tr> <th>Transaction</th> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>No (1)</td> <td>3,717.373 pence</td> <td>19,090</td> </tr> <tr> <td>No (2) and (3)</td> <td>Nil</td> <td>112,297</td> </tr> </tbody> </table>  | Transaction | Price | Volume | No (1) | 3,717.373 pence | 19,090 | No (2) and (3) | Nil | 112,297 |        |     |        |  |  |
| Transaction              | Price  | Volume      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| No (1)                   | 3,717.373 pence  | 19,090      |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| No (2) and (3)           | Nil  | 112,297     |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| Date of Transaction      | 2024-06-14   |             |       |        |        |                 |        |                |     |         |        |     |        |  |  |
| Place of transaction     | Acquisition: XLON<br>Grant of conditional rights: Outside a trading venue  |             |       |        |        |                 |        |                |     |         |        |     |        |  |  |

#### 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 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                                       | <p>(1) Grant of a conditional right to receive shares for nil consideration, being the grant of Deferred Shares ("deferred ordinary shares") under the Experian Co-Investment Plan.</p> <p>(2) Grant of a conditional right to receive shares for nil consideration, being the grant of a Matching Award ("deferred matching ordinary shares") under the Experian Co-Investment Plan.</p> <p>(3) Grant of a conditional right to receive shares for nil consideration, being the grant of an award under the Experian Performance Share Plan.</p> |             |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Currency  | GBP   |             |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Prices(s) and volumes(s)                                    | <table border="1"> <thead> <tr> <th>Transaction</th> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>No (1)</td> <td>Nil</td> <td>41,953</td> </tr> <tr> <td>No (2)</td> <td>Nil</td> <td>83,906</td> </tr> <tr> <td>No (3)</td> <td>Nil</td> <td>44,181</td> </tr> </tbody> </table>  | Transaction | Price  | Volume | No (1)  | Nil | 41,953 | No (2) | Nil | 83,906 | No (3) | Nil | 44,181 |  |  |
| Transaction   | Price   | Volume      |        |        |         |     |        |        |     |        |        |     |        |  |  |
| No (1)  | Nil   | 41,953      |        |        |         |     |        |        |     |        |        |     |        |  |  |
| No (2)  | Nil   | 83,906      |        |        |         |     |        |        |     |        |        |     |        |  |  |
| No (3)  | Nil   | 44,181      |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Aggregated Information                                      | <table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>170,040</td> </tr> </tbody> </table>  | Price       | Volume | Nil    | 170,040 |     |        |        |     |        |        |     |        |  |  |
| Price   | Volume  |             |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Nil   | 170,040   |             |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Date of Transaction   | 2024-06-14  |             |        |        |         |     |        |        |     |        |        |     |        |  |  |
| Place of transaction  | Outside a trading venue   |             |        |        |         |     |        |        |     |        |        |     |        |  |  |

**Contact:**

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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](https://experianplc.com).

Learn more at [www.experianplc.com](https://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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