

Experian plc

Director/PDMR Shareholding

23 May 2025 - Experian plc, the global data and technology company, (the "Company"), hereby notifies the market that it has received the following individual notification relating to a purchase of shares by Eduardo Vassimon, a non-executive director of the Company.

The notification was 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

| |
|------------------|
| Eduardo Vassimon |
|------------------|

2 - Reason for the notification

Position/status

| |
|------------------------|
| Non-executive director |
|------------------------|

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 |
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Legal Entity Identifier code

| |
|------------------------|
| 6354,350RXXHHYT1JTSZ26 |
|------------------------|

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

| |
|------------------------------------|
| Purchase of Ordinary Shares (EXPN) |
|------------------------------------|

Currency

| |
|-----|
| GBP |
|-----|

Prices(s) and volumes(s)

| Price | Volume |
|----------|--------|
| £38.7508 | 4,350 |

Aggregated Information

| Price | Volume |
|----------|--------|
| £38.7508 | 4,350 |

Date of Transaction

| |
|------------|
| 2025-05-21 |
|------------|

Place of transaction

| |
|------|
| XLON |
|------|

Contact:

Experian
Claire Murphy Deputy Company Secretary +353 (0) 87 421 3311

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 to innovate. A FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 23,300 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

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