

## Experian plc

### Director/PDMR Shareholding

**17 June 2025** - 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 13 June 2025 to certain directors by reference to a price of 3,746.27 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	30,157	113,802
Lloyd Pitchford	21,221	80,079

Note: The deferred ordinary share awards for Brian Cassin and Lloyd Pitchford were calculated with reference to their bonuses net of tax. 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 13 June 2025 to certain directors by reference to a price of 3,775.30 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	71,516
Lloyd Pitchford	40,791

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

#### 2 - Reason for the notification

Position/status

Initial notification / Amendment

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

Full name of the entity

Legal Entity Identifier code

#### 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) Acquisition of shares, being the award of Invested Shares ("deferred ordinary shares") for market value under the Experian Co-Investment Plan.  (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.  (3) Grant of a conditional right to receive shares for nil consideration, being the grant of an award under the Experian Performance Share Plan.														
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>3,746.27 pence</td> <td>30,157</td> </tr> <tr> <td>No (2)</td> <td>Nil</td> <td>113,802</td> </tr> <tr> <td>No (3)</td> <td>Nil</td> <td>71,516</td> </tr> </tbody> </table>			Transaction	Price	Volume	No (1)	3,746.27 pence	30,157	No (2)	Nil	113,802	No (3)	Nil	71,516
Transaction	Price	Volume													
No (1)	3,746.27 pence	30,157													
No (2)	Nil	113,802													
No (3)	Nil	71,516													
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>3,746.27 pence</td> <td>30,157</td> </tr> <tr> <td>No (2) and (3)</td> <td>Nil</td> <td>185,318</td> </tr> </tbody> </table>			Transaction	Price	Volume	No (1)	3,746.27 pence	30,157	No (2) and (3)	Nil	185,318			
Transaction	Price	Volume													
No (1)	3,746.27 pence	30,157													
No (2) and (3)	Nil	185,318													
Date of Transaction	2025-06-13														
Place of transaction	Acquisition: XLON 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 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) Acquisition of shares, being the award of Invested Shares ("deferred ordinary shares") for market value under the Experian Co-Investment Plan.  (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.  (3) Grant of a conditional right to receive shares for nil consideration, being the grant of an award under the Experian Performance Share Plan.					
Currency	GBP					
Prices(s) and	<table border="1"> <thead> <tr> <th>Transaction</th> <th>Price</th> <th>Volume</th> </tr> </thead> </table>			Transaction	Price	Volume
Transaction	Price	Volume				

Transaction  
volumes(s)

Transaction	Price	Volume
No (1)	3,746.27 pence	21,221
No (2)	Nil	80,079
No (3)	Nil	40,791

Aggregated  
Information

Transaction	Price	Volume
No (1)	3,746.27 pence	21,221
No (2) and (3)	Nil	120,870

Date of Transaction

2025-06-13

Place of transaction

Acquisition: XLON  
Grant of conditional rights: Outside a trading venue

## 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](https://experianplc.com).

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](https://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHG PUBG QUPAGGM