

Experian plc
Director/PDMR Shareholding

27 August 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 American Depositary Receipts by Esther Lee, 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 Esther Lee

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

Legal Entity Identifier code 635400RXXHHT1JTSZ26

4 - Details of the transaction(s)

Description of the financial instrument, type of instrument American Depositary Receipts (ADRs) (one ADR being equivalent to one ordinary share of US 10 cents each) in Experian plc

Identification Code GB00B19NLV48

Nature of transaction Purchase of ADRs (EXPGF)

Currency USD

Prices(s) and volumes(s)	<table><tr><th>Price</th><th>Volume</th></tr><tr><td>51.723333</td><td>555</td></tr></table>	Price	Volume	51.723333	555
Price	Volume				
51.723333	555				

Aggregated Information	<table><tr><th>Price</th><th>Volume</th></tr><tr><td>51.723333</td><td>555</td></tr></table>	Price	Volume	51.723333	555
Price	Volume				
51.723333	555				

Date of Transaction 2025-08-26

Place of transaction US OTC

Contact:

Experian

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Deputy Company Secretary

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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 25,200 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

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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