

**Experian plc**

**Director/PDMR Shareholding**

**13 November 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 Lloyd Pitchford, the Chief Financial Officer and a 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 

Lloyd Pitchford
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**2 - Reason for the notification**

Position/status 

Director and Chief Financial Officer
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Initial notification /  
Amendment 

Initial Notification
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**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 

635400RXHHYT1JTSZ26
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**4 - Details of the transaction(s)**

Description of the financial instrument, type of instrument 

Ordinary shares of US 10 cents each in Experian plc
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Identification Code 

GB00B19NLV48
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Nature of transaction 

Purchase of Ordinary Shares (EXPN)
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Currency 

GBP
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Prices(s) and volumes(s) 

Price	Volume
3,398.86 pence	10,000

**Aggregated Information**

Price	Volume
3,398.86 pence	10,000

Date of Transaction 

2025-11-12
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Place of transaction 

XLON
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**Contact:**

**Experian**  
Claire Murphy

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 to innovate. A FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 25,100 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at [experianplc.com](https://experianplc.com).

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