

Experian plc

Director/PDMR Shareholding

5 February 2026 - Experian plc, the global data and technology company, (the "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 purchases of shares by directors of the Company.

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 Mike Rogers

2 - Reason for the notification

Position/status Non-executive director and Chair

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 635400RXXIHYT1JTSZ26

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					
Currency	GBP					
Prices(s) and volumes(s)	<table><thead><tr><th>Price</th><th>Volume</th></tr></thead><tbody><tr><td>£25.56</td><td>1,600</td></tr></tbody></table>		Price	Volume	£25.56	1,600
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Price	Volume					
£25.56	1,600					
Date of Transaction	2026-02-04					
Place of transaction	XLON					

1 - Details of the person discharging managerial responsibilities / person closely associated

Natural Person Kathleen DeRose

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	635400RXHHT1JTSZ26

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				
Currency	USD				
Prices(s) and volumes(s)	<table border="1"> <thead> <tr> <th>Price</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>34.2244</td><td>550</td></tr> </tbody> </table>	Price	Volume	34.2244	550
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Contact:

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 25,200 people across 33 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

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