

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

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

Identification Code

Nature of transaction

Currency

Prices(s) and volumes(s)	Price	Volume
	£25.56	1,600

Aggregated Information	Price	Volume
	£25.56	1,600

Date of Transaction

Place of transaction

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

Natural Person

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	635400RXXHHY1JTSZ26

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><tr><th>Price</th><th>Volume</th></tr><tr><td>34.2244</td><td>550</td></tr></table>	Price	Volume	34.2244	550	
Price	Volume					
34.2244	550					
Aggregated Information	<table><tr><th>Price</th><th>Volume</th></tr><tr><td>34.2244</td><td>550</td></tr></table>	Price	Volume	34.2244	550	
Price	Volume					
34.2244	550					
Date of Transaction	2026-02-04					
Place of transaction	XLON					

Contact:

Experian		
Claire Murphy	Deputy Company Secretary	+353 (0) 87 118 4397

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.

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 rns@seg.com or visit 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

DSHUPUMAPUPQGGA