PIONEERING INNOVATION to solve problems on a global scale
TRANSFORMING GLOBAL SOCIETIES THROUGH INVESTMENT IN DATA, ANALYTICS AND TECHNOLOGY

Experian is a global innovation company with a simple mission to transform people’s lives and help shape the societies we live in.

Our world is built on data; it is everywhere, growing in power and influence. At Experian we have always believed that data has the potential to transform lives and create a better tomorrow. To do this, data needs to be understood, interpreted and acted on. We work to do just this: unlock the possibilities that data holds and help people and organisations realise the opportunities within.

Our strategy is centred on delivering world-class expertise to organisations, transforming our relationship with consumers and helping you to deliver growth consistently.

We have created a culture of continuous innovation, focused on opportunities for businesses and consumers in today’s digital and data economy.

Even more exciting is that we’re leading our industry in terms of innovation. The key to our future success is to continue to actively seek out unresolved problems and to create new products and technologies that will help consumers thrive and transform the way businesses operate.

We are driven by a primary goal of supporting consumer needs, empowering them with their data and enabling the best journeys and experiences for them. To achieve the best outcomes for consumers we find the most inventive technology, and continually invest in our data, analytics and software too. Our philosophy is not looking at innovation as invention, but rather how it can be applied to what already exists to make it better for consumers.

£100m we have invested globally in data science

Technology, innovation and new sources of data are fusing to create an unprecedented number of new ways to solve pressing business and consumer challenges.

This accolade underscores Experian’s commitment to innovation, as well as our ability to use the power of data and technology to change lives, businesses and economies for the better.

We don’t look at innovation as invention, but rather how it can be applied to what already exists to make it better for consumers.

Steve Thomas
Managing Director, Enterprise Strategy & Innovation
EXPERIAN IS SO MUCH MORE THAN DATA

In today’s digital world, customer experience is king. Continuing to compete depends on your ability to respond quickly, offer choice and deliver a seamless experience. It all comes down to what you know about them and how you use that knowledge to find new and better ways to serve them.

While we’re very proud of our data – unrivalled in its range and its accuracy – it’s what we can do with it to help businesses and consumers that’s really exciting. Experian’s pioneering combination of data, technology and advanced analytics helps businesses unlock insights and take decisive actions in the moments that matter.

Our global coverage and flexible technology mean we can scale to meet the needs of businesses of any size, anywhere in the world. At the same time, our ruthless focus on innovation makes sure you always have access to the tools you need to stay ahead.

Data on its own has no intrinsic value. It is the insight it contains, the differences it can make to people and businesses, that represents the most significant, and transformative, value.

We have market-leading data, unrivalled in its scale, quality and integrity.

We understand the transformative power of data and have the capability, knowledge and expertise to unlock actionable, business-changing insights.

Our global scale and experience means businesses of all sizes trust us to serve them, wherever they are in the world.

Our global expertise and reach sits alongside a focus on local markets. We serve over 12,000 clients in more than 80 countries.

We lead the market by constantly innovating to make sure what we offer is helping businesses stay ahead.
AT EXPERIAN WE BELIEVE:

Data can improve lives, and analytics can make the complex simple. Together they have the instrumental power to transform societies.

Jonathan Westley
Chief Data Officer, Experian UK&I

Digitisation can transform businesses, from processes to people – outputs to outcomes

Innovation should be an ongoing strategic driver for success

Everything should be valuable, personal and efficient

Journeys should be friction and risk free

Everyone should have fair access to credit

Everyone should be included

Digitisation can transform businesses, from processes to people – outputs to outcomes
THE POWER
OF EXPERIAN
INNOVATION.
EMPOWERING
MARKETS AND
SOCIETIES

We do this globally. We solve problems, on a global scale. All using the same undercurrent of good data, effective analytics, and a problem-solving approach. Naturally, the outputs somewhat change.
OUR STRATEGIC FOCUS AREAS

Our Strategic Focus Areas (SFAs) are actionable areas of growth that are aligned with Experian’s enterprise strategy, capabilities, and assets. SFAs provide a consistent, rigorous way to define “where to play” strategic choices, providing focus for the innovation system.

We have many project strategies underway against each strategic focus area. Click the box on the right to uncover examples of our work.

1. Make credit and lending simpler and faster
2. Empower consumers to improve their financial lives
3. Help consumers control their data and verify their identity
4. Remove complexity and increase transparency in underserved verticals
5. Enable businesses to find, understand and connect with audience

Read our full strategy in our 2020 annual report

GET THE REPORT
COVID-19 RESPONSE

We’re facing this challenge together

WATCH OUR VIDEO
2020 WAS POISED TO BE THE WORLD OF TRANSFORMATIVE CHANGE

Endless predictions were made for 2020. All centering around the expanding datasphere and requisite advancing power of advanced analytics and technology. What was not predicted, was the Covid-19 Coronavirus global pandemic.

The effects of Covid-19 were immediate and brought long-lasting effects. It accelerated an already turbulent economy, required firms to create immediate response strategies, and businesses and households to close their doors as nations faced ‘lockdown’ for the first time in living history.

At Experian, alongside implementing immediate changes into our business operating strategies, we quickly pivoted our innovation agenda to support our clients, and consumer audiences.

- **Free access to our affordability passport solution**: enabling quick access for consumers to share their transactional data with lenders to rapidly process I&E
- **Free access to economic and market insight**: helping firms understand economic risks and trends – alongside market performance – enhanced through the provision of client-specific insight-dashboards
- **Created an environment of sharing, and collaboration**: offering views, insight and thought leadership on critical business needs and focus areas
- **Supported Governments with insight**: from data and analytics to model spread of the virus, to helping to support vulnerable communities – and much more
COVID-RESPONSE

WE ACCELERATED, AND PIVOTED OUR INNOVATION AGENDA

We used our approach to innovation to enhance our existing capability suite, and quickly develop new tools that were suited to the needs of today.

• **Creating modelled indicators** that provide crucial insight into customers who have taken an emergency payment holiday or suffered income shock.

• **Developed economic-enriched portfolio solutions** that provide critical MI, for businesses needing to identify strengths, weakness and impact.

• **Created tools that brought greater accuracy into insight and speed of action**, by utilizing our unique in-house iconic capabilities to overlay onto credit data. Giving a back, and forward view.

These examples, alongside our existing roadmap; that includes enhanced technological platforms through cloud migration; self-serve analytical tools; and process augmentation, have proven to bring vital benefits to business to quickly adapt, survive and thrive. Offering immediate solutions, that also align with long-term goals.

Hear from Experian’s Executive vice president and global head of Experian DataLabs; Eric Haller on our response to Covid-19 mapping and modelling

READ NOW
COVID-RESPONSE

WE ARE CONTINUING TO INNOVATE WITH DATA TO HELP YOU NAVIGATE THE CRISIS

We have continued to invest in Covid-specific innovations which provides additional clarity into risk management, capital adequacy and credit provisioning.

Our latest innovations enable you to understand your customer circumstances, and plan for potential spikes in arrears. Enabling you to allocate the right resources to combat such spikes.

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(●) Indicates presence, (●) indicates absence.
COVID-RESPONSE

OUR CORPORATE RESPONSE CONSISTED OF FIVE KEY PILLARS

BUSINESS CONTINUES TO RUN SMOOTHLY

- Nearly 17,000 people moved to remote working
- Technology infrastructure resilience activated
- Continuity of information security ensured
- Continuity of customer assistance and client service prioritised

BUILDING OUR EMPLOYER BRAND

- Protecting our people
- Supporting all forms of flexible working
- Ensuring the health and well-being of our employees

TAKING A LEADING ROLE WITH CONSUMERS

- Protect consumers from experiencing financial distress
- Educate consumers to help navigate their finances
- Facilitate fair and affordable access to credit

HELPING GOVERNMENT, CUSTOMERS AND SOCIETY

- Helping to limit effect of pandemic on credit scores
- Helping governments to support vulnerable communities
- Providing free business credit reports
- Data and analytics to model spread of the virus

POSITIONING STRONGLY FOR THE FUTURE

- Nearly 17,000 people moved to remote working
- Technology infrastructure resilience activated
- Continuity of information security ensured
- Continuity of customer assistance and client service prioritised

Using the power of data to

TRANSFORM LIVES AND SOCIETIES

SUPPORT MARKET-RESPONSE
We can help you too. Help you transform your business, explore opportunities for change, innovate at speed and scale. We can help through our willingness and approach to collaborate, and our access to insight that is market-leading.

We can help you act in the moments that matter and thrive in a highly competitive, digitised world.

Click to view how:

We have invested $4.5m in 20 social innovation projects in the last five years and £100m in Data Science developments.

YOUR PARTNER IN INNOVATION

While we strive to solve unresolved problems, and seek new opportunities for advancing techniques and outcomes – we also invest significantly in people, in societies, in the global economy. What’s exciting is the transferability of problem solving into varying use cases; from modern slavery to societies in need following natural disasters.

While we have global expertise and reach, we have that alongside a combined local market focus, servicing 12,000 clients in 80+ countries.

All of this is an example of our adaptable approach to problem solving. All underpinned by the best possible use of data; the best analytical techniques and highly sophisticated computing power for deployment. Whether choosing a store location or identifying prospect groups; assessing affordability or identifying areas of new opportunity – all are approached with the same, simple, methodology. A view of what problems need to be solved, and how we get the job done.
INNOVATION IS AT THE HEART OF OUR BUSINESS AND OUR CULTURE

It is one of the reasons we’re proud to be named one of the top 100 most innovative companies in the world for the fifth year in a row by Forbes magazine. In the publication’s eighth annual list of the “World’s Most Innovative Companies”, Experian climbed to the rank of 57th and is amongst the top 10 most innovative companies headquartered in Europe.

Innovation is in our culture
At Experian we pride ourselves on working in collaboration with industry; our clients, industry bodies and partners. We actively seek the opportunity to embrace new technologies presented by Fintechs, alongside champion a collaborative approach to industry change and enhancement.

Co-creation
We appreciate many of the problem’s firms’ face are complex, and unique – new, and old. We create environments to innovate, collaborate and connect. We help teams validate and de-risk ideas, ensuring only the best ideas with the biggest impact will be pursued.

Our approach is layered, but center’s around a methodology that’s proven. We identify the jobs that need to be done in the innovation process and create a strategy for success.

This innovation methodology spans our business. We use it to improve, and upgrade, our existing products – when developing new products, and when we identify a strategic opportunity for transformation. It is also how we approach co-creation.

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<td><strong>CORE</strong></td>
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<td><strong>DEFINITION</strong></td>
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<td><strong>NEW PRODUCTS AND PLATFORMS</strong></td>
<td>Taking existing products to new markets</td>
<td>Developing new technology platforms and capabilities</td>
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CREATING A ROADMAP FOR THE FUTURE

Our strive towards innovation, is with a firm eye on the future. Our ambition matches market potential. And requires a bold set of actions to deliver against the potential.

As technologies advance, as do our designs
PowerCurve, our best in class decisioning platform, combines rich data and advanced analytics to drive decisions at scale. We are investing in a roadmap that balances our clients' experience of today and ambitions for tomorrow. Our migration to the cloud, provides an adaptable platform that enables decisions to be designed to your needs, by your rules. Our modular design offers agility. And our continual augmentation of Machine Learning offers a response, interoperable platform that can bring greater connectivity to your business; and seamless frictionless experiences for your consumers.

As data expands, we harness it
Experian has always been the big data company. We invest in new, valuable, sources of data. Attributes that can bring new insight into action and understanding.

- **Our UK-based Data Office** features 100+ dedicated data engineers are continually applying their specialist expertise to areas of strategic focus; data governance, quality, science and engineering – for example to support data strategy in the UK and EMEA.

- **Our Data Exchange** team have a global remit of innovating with data to create new opportunities. For example, exploring the potential of non-traditional data sources in credit risk, marketing and societal needs.

- Alongside our dedicated resource, we have continued to invest in building our **Open Data Platform**. The platform has a repository of over 150 APIs that can be used to power digital services by providing access to demographic, lifestyle, financial and non-financial product information with consumer consent.

We’re leading the way with open data, driving value for our clients and consumers. Open data means we can introduce new services such as affordability checking tools, personal finance management and recommendation engines.
EXPERIAN'S DATALABS TEAM SEeks INNOVATIVE ANSWERS TO COMPLEX PROBLEMS.

IT'S NOT ABOUT CREATING NEW AI, INSTEAD THE FOCUS IS ON FAST ADOPTION OF THE TECHNOLOGY ALREADY OUT THERE AND APPLYING THAT TECHNOLOGY TO PRODUCTS WE ALREADY HAVE. THE LABS ARE ALL ABOUT BREAKTHROUGH EXPERIMENTATION IN ALL OUR BUSINESSES AND ALL OUR GEOGRAPHIES. THE DATALABS WERE BORN OUT OF A REALISATION WE COULD DO A LOT MORE AS A COMPANY BY INVESTING IN OURSELVES AND LEVERAGING OUR ASSETS LIKE OUR DATA IN THE ENTERPRISE, OUR DISTRIBUTION CHANNELS, OUR BRAND AND OUR SALESFORCE.

THE FIRST THING WE DO IS PRIORITIZE. OUT OF 800 CLIENT ENGAGEMENTS, WE HAVE 41 PROJECTS THAT WE'RE WORKING ON TO DEVELOP PRODUCTS TO MARKET. WE WORK WITH GOVERNMENTS AND INDUSTRY, CLIENTS AND OUR OWN BUSINESS UNITS.

ANALYTICS ARE ONLY AS GOOD AS THE DATA THEY USE

Analytics has long been an integral part of the Experian offer. From bureau analytics to regulatory and custom projects. Harnessing the expansive opportunity brought by advances in analytics, is crucial to our agenda. Fair, unbiased, secure and progressive analytical strategies underpin everything.

We are in an unrivalled position of having access to the largest data bureau. This breadth of insight we contain, supports enhanced insight and action.

WATCH THE VIDEO
ABOUT EXPERIAN

Experian unlocks the power of data to create opportunities for consumers, businesses and society

At life's big moments – from buying a home or car, to sending a child to university, to growing a business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximise every opportunity.

We gather, analyse and process data in ways others can’t. We help individuals take financial control and access financial services, businesses make smarter decisions and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

Our comprehensive data-driven solution for an uncertain economy

Experian offers a range of interconnected data and analytics platforms to help lenders take advantage of real-time modelling in an uncertain economy. Our systems come with the support of our industry-leading team, meaning you can easily tailor them to suit your needs, while quickly adding in new datasets as they become available.

Learn more at www.experianplc.com

To find out more about our services, visit our website: www.experian.co.uk/B2B

Understand more about how our innovation is designed to help transform lives:

About Experian

Advanced analytics: using data analytics to drive innovation

Intelligent decisions: using the power of data, analytics and technology

The credit economy: enabling fair credit for all

People led marketing

Identity in the connected world