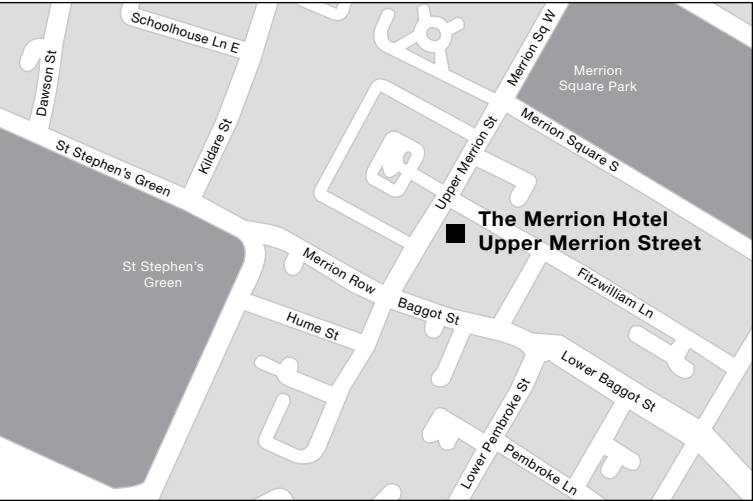


BUSINESS REPLY SERVICE
Licence No. RLUB-TBUX-EGUC

PXS 1
34 Beckenham Road
Kent
BR3 4ZF
United Kingdom



AGM location



Annual General Meeting
Thursday 20 July 2017 at 9.30am
The Merrion Hotel, Upper Merrion Street, Dublin 2, D02 KF79, Ireland

- (b) To appoint a person other than the Chairman as your sole proxy in respect of all your shares, delete the words "the Chairman of the meeting or" and insert the name and address of your proxy in the space provided. Then fill in any voting instructions in the appropriate box and sign and date the proxy form.
- (c) To appoint more than one proxy, you may photocopy this form. Please indicate the proxy holder's name and the number of shares in relation to which they are authorised to act as your proxy (which, in total, should not exceed the number of shares held by you). Please also indicate by ticking the box provided if the proxy instruction is one of multiple instructions being given. If you wish to appoint the Chairman as one of your multiple proxies, simply write "the Chairman of the meeting". All forms must be signed and should be returned together in the same envelope (see notes 10 and 11).
3. Unless otherwise indicated the proxy will vote as he thinks fit or, at his discretion, abstain from voting.
4. In the case of joint shareholders, the signature of any of them will suffice, but the names of all joint holders should be shown, and the vote of the senior holder who tenders a vote whether in person or by proxy shall be accepted to the exclusion of the votes of the other joint holder(s) and for this purpose seniority shall be determined by the order in which the names stand in the register of members in respect of the joint holding.
5. A corporation must execute the proxy form under its common seal or the hand of a duly authorised officer or attorney.
6. The proxy form is for use in respect of the shareholder account specified above only and should not be amended or submitted in respect of a different account, nor should it be used for any comments, change of address or other notifications or enquiries.
7. The "Vote Withheld" option is to enable you to abstain on any particular resolution. Such a vote is not a vote in law and will not be counted in the votes "For" and "Against" a resolution.
8. Shares held in uncertified form (i.e. in CREST) may be voted through the CREST Proxy Voting Service in accordance with the procedures set out in the CREST Manual and in the notice of AGM. Shareholders wishing to vote online should log on at www.experianplc.com/shares, and follow the instructions.
9. Completion and return of the proxy form will not preclude you from attending and voting in person at the meeting should you subsequently decide to do so.
10. You can return the form of proxy to the return address printed on the back of the form. **If you are in the UK and do not wish the form of proxy to be seen by anyone except the Company and the registrars, you should post it in an envelope to FREEPOST CAPITA PXS. Please note that delivery using this service can take up to five business days.**
11. Shareholders outside the UK can reply by posting the proxy form in a stamped addressed envelope to PXS, Capita Registrars (Jersey) Limited, c/o Capita Asset Services, The Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU, United Kingdom.

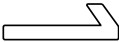
BUSINESS REPLY SERVICE
Licence No. RLYX-GZTU-KRRG

Capita Registrars (Jersey) Limited
c/o Capita Asset Services
Shareholder Administration Support
34 Beckenham Road
Beckenham
Kent
BR3 4TU
United Kingdom



PXS 1
34 Beckenham Road
Kent
BR3 4ZF
United Kingdom

BUSINESS REPLY SERVICE
Licence No. RLUB-TBUX-EGUC



Annual General Meeting 2017
Attendance card



The Annual General Meeting of Experian plc (the "Company") will be held at The Merrion Hotel, Upper Merrion Street, Dublin 2, D02 KF79, Ireland on Thursday, 20 July 2017 at 9.30am. Registration will commence at 9.00am on that day.

If you plan to attend the meeting, please sign this card and hand it to the Company's registrars on arrival. It will authenticate your right to attend, speak and vote and will speed up your admission to the meeting.

If you do not plan to attend the meeting, please complete, detach and return the proxy form below. If you have any questions regarding the completion of the proxy form, please contact the registrars, Capita Registrars (Jersey) Limited, on + 44 800 141 2952 (or 0371 664 9245 for calls within the UK). Calls are charged at the standard geographic rate and will vary by provider. Calls outside the UK will be charged at the applicable international rate. Lines are open between 9.00am and 5.30pm (UK time), Monday to Friday excluding public holidays in England and Wales.

Notes:

1. The proxy form below must be lodged with Capita Registrars (Jersey) Limited no later than 48 hours before the time set for the meeting, accompanied by any power of attorney under which it is executed (if applicable).
2. To appoint a person other than the Chairman of the meeting (the "Chairman") as a proxy, insert the full name in the space provided. A proxy need not be a member of the Company. You can also appoint more than one proxy provided each proxy is appointed to exercise the rights attached to a different share or shares held by you. The following options are available:
 - (a) To appoint the Chairman as your sole proxy in respect of all your shares, simply fill in any voting instructions in the appropriate box and sign and date the proxy form.

PTO >

Investor Code
XXXXXXXXXXXX

Barcode

Signature:

Shareholder Name
XXX
XXX
XXX

I/We, being (a) member(s) of Experian plc hereby appoint the Chairman of the meeting or (see note 2)

as my/our proxy to exercise all or any of my/our rights to attend, speak and vote on my/our behalf at the Annual General Meeting of Experian plc to be held at 9.30am on Thursday 20 July 2017 or at any adjournment thereof. I/we have indicated with an 'X' how I/we wish my/our votes to be cast on the resolutions set out below and I/we direct that my/our proxy will vote (or abstain from voting) as he/she thinks fit for me/us and on my/our behalf on any matters which may properly come before the Annual General Meeting or any adjournment thereof.

Please tick here ☐ if this proxy appointment is one of multiple proxy appointments being made (note 2(c))

Please mark 'X' to indicate how you wish to vote.

Ordinary resolutions		For	Against	Vote Withheld			For	Against	Vote Withheld
1.	Receipt of the Annual Report and financial statements of the Company for the year ended 31 March 2017, together with the report of the auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10.	To re-elect Lloyd Pitchford as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	To approve the Report on directors' remuneration (excluding the Directors' remuneration policy set out on pages 88 to 96 of the report) contained in the Annual Report and financial statements of the Company for the year ended 31 March 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11.	To re-elect Don Robert as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	To approve the directors' remuneration policy set out on pages 88 to 96 of the Report on director's remuneration contained in the Annual Report and financial statements of the Company for the year ended 31 March 2017	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12.	To re-elect George Rose as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	To elect Caroline Donahue as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13.	To re-elect Paul Walker as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	To elect Mike Rogers as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14.	To re-elect Kerry Williams as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	To re-elect Brian Cassin as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15.	Re-appointment of KPMG LLP as auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	To re-elect Roger Davis as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16.	Directors' authority to determine the remuneration of the auditor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	To re-elect Luiz Fleury as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17.	Directors' authority to allot relevant securities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	To re-elect Deirdre Mahlan as a director of the Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Special resolutions				
					18.	Directors' authority to disapply pre-emption rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
					19.	Additional directors' authority to disapply pre-emption rights for acquisitions/specified capital investments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
					20.	Directors' authority to purchase the Company's own shares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature:

Date

Barcode

Annual General Meeting 2017

Shareholder questions



If you cannot attend the meeting, but would like to raise a question relating to the business of the meeting, please provide brief details below:

Shareholder Name

XX
XX
XX

Investor Code

XXXXXXXXXXXXXX



Dear Shareholder,

Supply of documents and information on a website

We would like to encourage shareholders to receive notification from us by email. This would speed up the communication of information to shareholders in a convenient form, and deliver environmental benefits through reduced use of paper and energy. In addition, there are savings to be realised in terms of administration, printing and posting costs. To assist us in our efforts, we would ask you to review the three options below and select one based on your preference.

Option 1: to receive an email advising you that relevant shareholder documents, such as the Annual Report and notices of shareholder meetings are available on our website, please register at www.experianplc.com/shares. Alternatively, you may tick this box, fill in your email address below and return this form. Please note that by ticking this box and providing your email address, you will join the Capita Share Portal service and accept its terms and conditions which are at www.experianplc.com/shares (see General Conditions of Use).

Please tick here to receive emails ☐ Email address: _____

Option 2: to continue to receive hard copies of all relevant shareholder documents, please tick this box and return this form to the address overleaf by 1 September 2017.

Please tick here to continue to receive hard copies ☐

Option 3: to receive a paper notification advising you that relevant shareholder documents are available on our website, you do not need to take any further action. If this option applies, you will receive hard copies of notices of shareholder meetings and proxy forms.

If you do not return this letter, or register your details online, by 1 September 2017 you will be taken to have agreed (under the articles of association of the Company) that the Company may send or supply documents or information to you via a website until such time as you notify the Company to the contrary.

Should you wish to receive hard copies of any documents or information, these can be requested from the Company free of charge at any time.

Please note that there may be certain circumstances in which the Company needs to send documents or information to shareholders in hard copy rather than by electronic means, in which case the Company reserves the right to do so.

Yours faithfully

Charles Brown
Company Secretary

Shareholder Name

XX
XX
XX

Investor Code

XXXXXXXXXXXXX