

Experian sales and EBIT by principal activity

Six months to 30 September	2006 \$m	2005 \$m	Total growth ⁴	Organic growth ⁴
Sales				
- Credit Services	731	701	4%	2%
- Decision Analytics	187	158	17%	16%
- Marketing Solutions	346	292	18%	-
- Interactive	373	237	57%	27%
Total - continuing activities	1,637	1,388	17%	7%
Discontinuing activities ¹	37	84	na	
Total	1,674	1,472	13%	
EBIT				
- Credit Services - direct business	198	182	8%	
- FARES	30	41	(27%)	
- Total Credit Services	228	223	2%	
- Decision Analytics	69	52	31%	
- Marketing Solutions	30	22	29%	
- Interactive	82	51	59%	
- Central activities	(21)	(16)	na	
Total - continuing activities	388	332	16%	
Discontinuing activities ¹	8	22	na	
Total	396	354	11%	
EBIT margin²				
- Credit Services - direct business	27.1%	26.0%		
- Decision Analytics	36.9%	32.9%		
- Marketing Solutions	8.7%	7.5%		
- Interactive	22.0%	21.5%		
Total EBIT margin³	21.9%	21.0%		

1 Discontinuing activities include MetaReward and UK account processing

2 EBIT margin is for continuing direct business only and excludes FARES

3 Total EBIT margin for continuing direct business only and after central activities

4 Growth at constant FX rates

Use of non-GAAP financial information

Experian has identified certain measures that it believes will assist understanding of the performance of the business. This approach is largely comparable with that previously used by GUS plc, but as the measures are not defined under IFRS they may not be directly comparable with other companies' adjusted measures. The non-GAAP measures are not intended to be a substitute for, or superior to, any IFRS measures of performance but management have included them as these are considered to be important comparables and key measures used within the business for assessing performance.

The following are the key non-GAAP measures identified by Experian:

Benchmark profit before tax (Benchmark PBT): Benchmark PBT is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, financing fair value remeasurements and taxation. It includes Experian's share of pre-tax profits of associates.

Earnings before interest and tax (EBIT): EBIT is defined as profit before amortisation of acquisition intangibles, goodwill impairments, charges in respect of the demerger-related equity incentive plans, exceptional items, net financing costs, financing fair value remeasurements and taxation. It includes Experian's share of pre-tax profits of associates.

Exceptional items: The separate reporting of non-recurring items gives an indication of Experian's underlying performance. Exceptional items are those arising from the profit or loss on disposal of businesses or closure costs of material business units. All other restructuring costs have been charged against EBIT in the segments in which they are incurred.

Discontinuing activities: Experian defines discontinuing activities as businesses sold, closed or identified for closure during a financial year. These are treated as discontinuing activities for both sales and EBIT purposes. Prior periods, where shown, are restated to exclude the results on discontinuing activities. This financial measure differs from the definition of discontinued operations set out in IFRS 5 (Non-current assets held for sale and discontinued operations). Under IFRS 5, a discontinued operation is: (i) a separate major line of business or geographical area of operations; (ii) part of a single plan to dispose of a major line of business or geographical area of operations; or (iii) a subsidiary acquired exclusively with a view to resale.

Continuing activities: Businesses trading at 30 September 2006 that have not been disclosed as discontinuing activities are treated as continuing activities.

Organic growth: This is the year-on-year change in continuing activities sales, at constant exchange rates, excluding acquisitions (other than affiliate credit bureaux) until the first anniversary date of consolidation.

Direct business: Direct business refers to Experian's business exclusive of financial results of FARES.

Reconciliation of Experian sales and EBIT by geography

Six months to 30 September	2006			2005		
	Continuing activities \$m	Discontinuing activities \$m	Total \$m	Continuing activities \$m	Discontinuing activities \$m	Total \$m
Sales						
Americas	965	3	968	813	43	856
UK and Ireland	401	34	435	326	41	367
EMEA/Asia Pacific	271	-	271	249	-	249
Total sales	1,637	37	1,674	1,388	84	1,472
EBIT						
Americas - direct business	240	(7)	233	188	5	193
FARES	30	-	30	41	-	41
Total Americas	270	(7)	263	229	5	234
UK and Ireland	110	15	125	90	17	107
EMEA/Asia Pacific	29	-	29	29	-	29
Central activities	(21)	-	(21)	(16)	-	(16)
Total EBIT	388	8	396	332	22	354
Net interest			(5)			9
Benchmark PBT			391			363
Amortisation of acquisition intangibles			(37)			(24)
Exceptional items			(138)			-
Financing fair value remeasurements			(12)			4
Tax expense of associates			(2)			-
Profit before tax			202			343