

Highlights of our year

Demerger completed

Experian became an independent company, listed on the London Stock Exchange, successfully raising £800m to support future growth initiatives.



Deepening client relationships

HSBC and Bank of America were among many long-established clients to award major new contracts to Experian.



Expanding geographically

Experian now has offices in 36 countries around the world following the opening of our first office in India.



Product innovation

TrueTouch was one of more than 20 new products launched during the year; it classifies the UK's 46 million adults according to their likely response to different methods of communication.



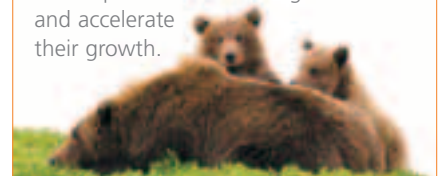
Developing new sectors

Our CreditExpert service, which enables consumers to manage their own personal credit information, provided over three million credit reports to UK subscribers last year following its introduction from the US in 2003.



Complementary acquisitions

We made several acquisitions during the year, including credit bureaux in Canada and Estonia and marketing businesses around the world, in order to complement our existing businesses and accelerate their growth.



Investing in people

As part of the demerger, Experian employees were granted shares to enable them to associate even more closely with our goal of building shareholder value over the long term.



Investing in data

Information is at the heart of what Experian does and we are always looking to acquire new sources. In April 2007, we agreed to acquire Hitwise, which provides data on how people use the Internet.



Investing in technology

Secure and efficient data processing is vital to our success and last year we began consolidating our three major US data centres into two, including the bunkered, secure state-of-the-art centre in McKinney, Texas.

