

Experian Plc
ANNUAL MEETING OF SHAREHOLDERS
17TH JULY 2024
QUESTIONS FROM DWS INVESTMENT GMBH

Dear Mr Mike Rogers,
Dear Ms Alison Brittain,
Dear Ms Louise Pentland,
Dear Mr Brian Cassin,
Dear members of the Board,

DWS Investment GmbH, also acting on behalf of funds of DWS Investment S.A. (incl. SICAVs and PLCs) and certain institutional mandates of DWS International GmbH, all according to delegation agreements (hereafter DWS), is one of the largest asset managers in Europe. As a responsible investor in Experian Plc, it is part of our fiduciary duty to express our expectations in the best interest of our clients. Our commitment to environmental, social and governance (ESG) practices is a crucial element of our responsibilities and forms an integral part of our investment process.

Ahead of your 2024 annual general meeting (AGM) of shareholders, we would like to share our questions with you. We would greatly appreciate your answers in written form. Please note that we will also share our questions on our website (www.dws.com) on the day of your AGM. Thank you for your consideration.

Executive Compensation

Executive pay is one of the most important aspects of good corporate governance as it is one of the signals for a well-operated and supervised business. Our expectation is that the board ensures full transparency, clear and plausible key performance indicators for investors, the structure of the incentives encourages the achievement of corporate financial, social and environmental objectives and the amount ultimately granted is in line with performance.

DWS expects investee companies to not only integrate material ESG/ extra-financial factors into their daily business and strategy, but also to establish and disclose a clear link between their stated ESG/ extra-financial targets and their remuneration systems. The variable pay components should reflect ESG-related targets which are meaningful, ideally quantifiable and reflect a material ESG priority for the company.

Your 2023 Annual Report states that you are exploring the potential introduction of a purpose driven ESG metric to be incorporated into the executive incentive plans.

QUESTION 1: Have you been able to identify ESG metrics in line with your long-term strategy which could become part of the incentive plans going forward?

QUESTION 2: If not, when can we expect your incentive plans to also have ESG metrics for determining executive compensation?

Privacy & Data Security Controversies

We believe that the integration of ESG factors into a company's strategic planning is a contributing factor to remain competitive and create long-term sustainable value. We expect boards to address controversies and take measures to improve their ESG profile in anticipation of preventing any controversies from becoming structural issues that compromise their long-term sustainability.

There have been controversies relating to data breaches compromising consumers' right to privacy in South Africa and the United Kingdom.

QUESTION 3: What measures have you taken to enhance data security to avoid such an issue going forward?

To conclude, we would like to thank all members of the board and all the employees of Experian Plc on their commitment and dedication.

Thank you in advance for your answers.