



- **Global leader in Internet marketing intelligence**
 - Sophisticated online market research provider
 - Helps companies to monitor their website performance and better target online marketing spend
- **Continues repositioning of Experian Marketing Solutions**
 - Brings new, unique data to Experian
 - Complements services offered in other channels, such as email
- **Fast-growing business; clear barriers to entry**
- **Attractive, scalable financial model**
- **Purchase price of approximately \$240m; earnings neutral in FY08**

Marketing Solutions - repositioning the portfolio



Traditional client needs

- High volume direct mail
- Names and addresses
- Direct mail
- Individual campaigns
- Limited understanding of marketing ROI
- Many suppliers



Emerging client needs

- Greater understanding of target markets
- Complete customer view
- Multi-channel communications
- Lifetime customer management
- Measurable results
- One supplier, broader offering

Hitwise brings new, unique data and complementary services to Experian, continuing this repositioning

Hitwise

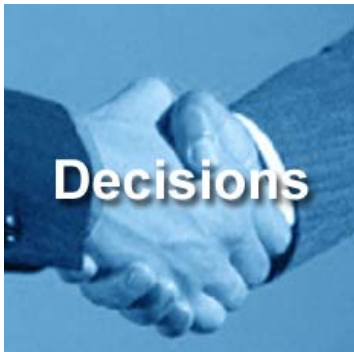
Andrew Walsh, CEO

Hitwise measures more people, more sites, every day

About Hitwise



- Commercial relationship with more than 30 ISPs worldwide
- Daily analysis of how over 25 million consumers globally use the Internet, collected on an anonymous basis
- Online performance data on nearly a million websites



- Helps clients to
 - Benchmark websites against competitors
 - Optimise online marketing programmes



- Founded in 1998 in Australia; moved to UK in 2001 and US in 2003
- Over 1,200 clients in six countries
- Trends across 165 markets
- Clients include HSBC, AXA, Google, eBay, CBS News, ask.com

How do we get our data?



- **Hitwise proprietary technology is embedded in the ISPs**
 - Enables highly efficient data gathering
- **Anonymous data sent from ISPs to Hitwise**
 - Ensures privacy protection
- **Data combined with other information**
 - Demographic and lifestyle data
 - Experian MOSAIC codes
- **Provides information on subscribers to ISPs**
 - Customer acquisition channels
 - Subscriber retention strategies
 - Benchmarking information

How do we help clients?



- Aggregate information on how consumers use the Internet
- Allow companies to benchmark their websites against competitors' sites
- Help companies to determine where to advertise on the Internet
- Help companies to identify which search terms are the most cost-effective
- Help companies to plan media campaigns on the Internet
- Help companies to identify leads and evaluate opportunities

- “How does my website perform relative to my peers?”
- “Which search terms really work?”
- “Where does traffic come from before it hits my site?”
- “Which websites should I be advertising on?”
- “What type of person comes to this site?”
- “Advise me by email when something changes”

How do we help clients?



“How does my website perform relative to my peers?”

Industry Rankings

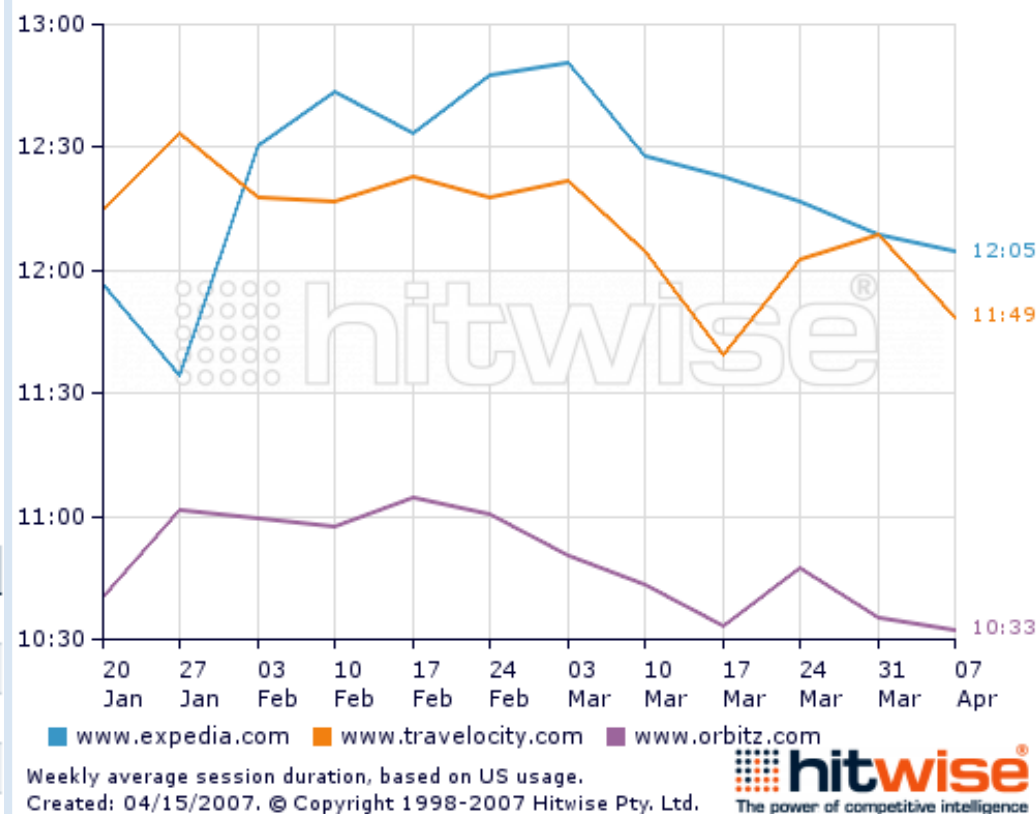
The following report shows **websites** for 'Travel - Agencies', ranked by **Visits** for the **1 week** ending **04/07/2007**.

Rank	Website	Share
1.	Expedia	14.46%
2.	Travelocity	11.32%
3.	Orbitz	10.80%
4.	Cheap Tickets	10.68%
5.	Priceline.com	6.83%

Website Clickstream

The following report shows **websites** for 'Orbitz', ranked by **upstream share** for the **1 week** ending **04/07/2007**.

Rank	Website	Share
1.	Google	11.72%
2.	Yahoo! Search	4.69%
3.	Expedia	3.91%
4.	Travelocity	3.29%
5.	TripAdvisor	3.00%



How do we help clients?



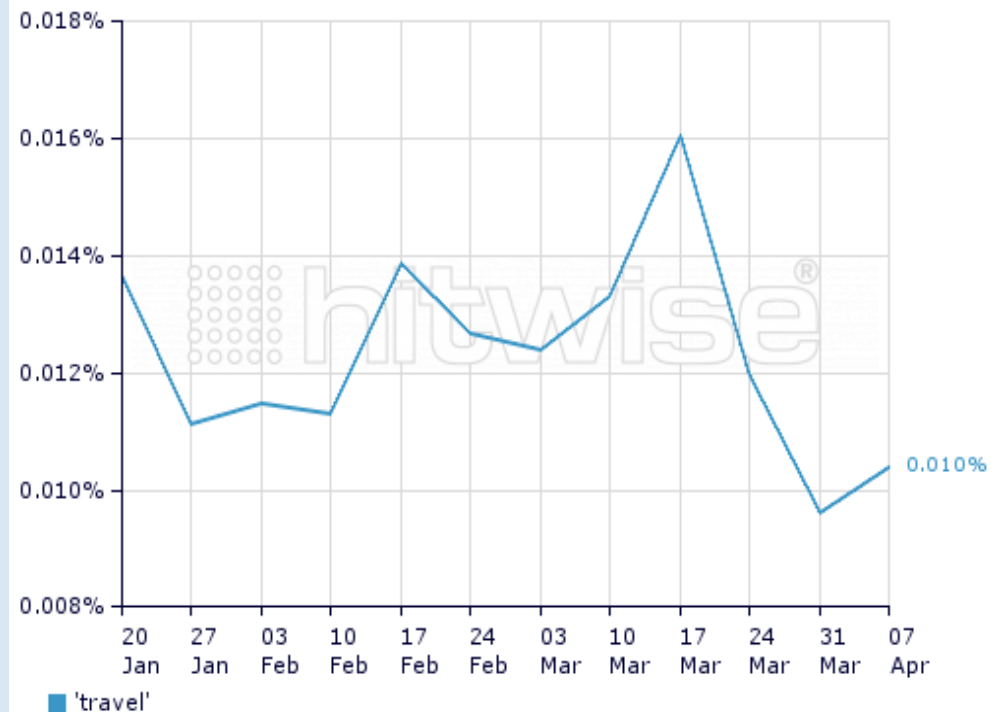
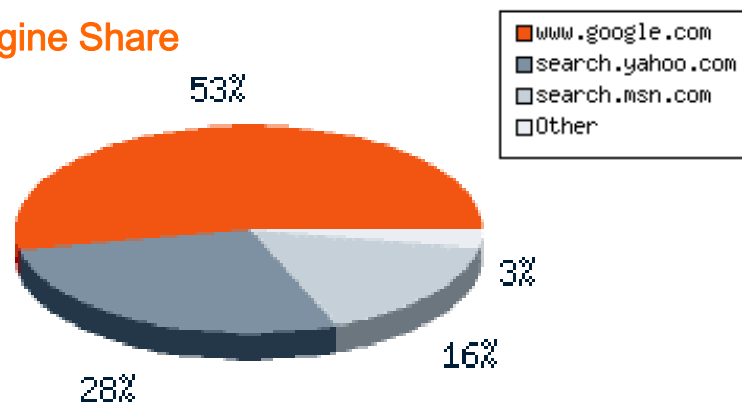
“How do I optimise my search marketing strategy?”

Website Search Terms

The following report shows **search terms** for 'Orbitz', ranked by **volume** for the **4 weeks** ending **04/07/2007**.

Rank	Website	Share
1.	airline tickets	2.67%
2.	hotels	1.63%
3.	travel	1.45%
4.	cheap airline tickets	1.45%
5.	cheap tickets	1.30%

Search Engine Share



Weekly search term share of traffic to 'All Categories', based on US usage.
Created: 04/15/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.

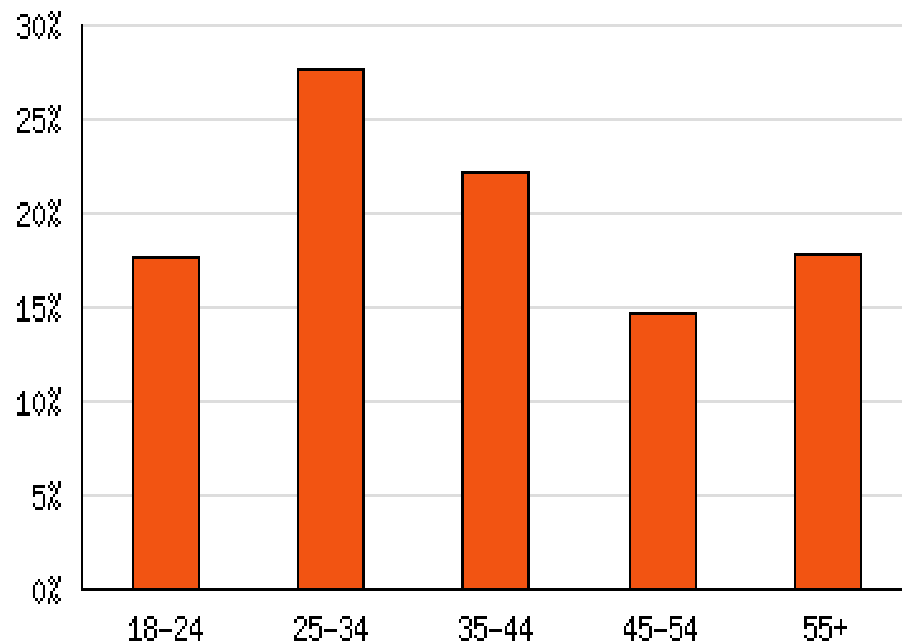


How do we help clients?

“What type of person comes to my site?”

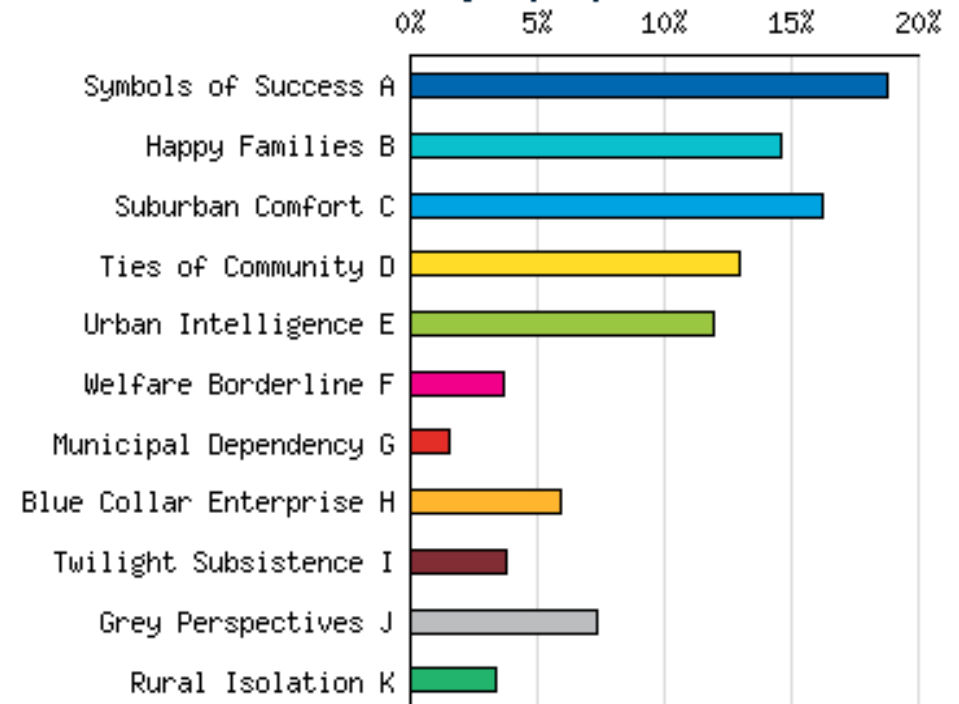
Demographics Age

The following report shows the **Age** of visitors to 'Orbitz' for the **4 weeks** ending 14/04/2007.



Mosaic UK Group

The following report shows the **Mosaic UK Group** of visitors to 'Orbitz' for the **4 weeks** ending 14/04/2007.



Clear barriers to entry



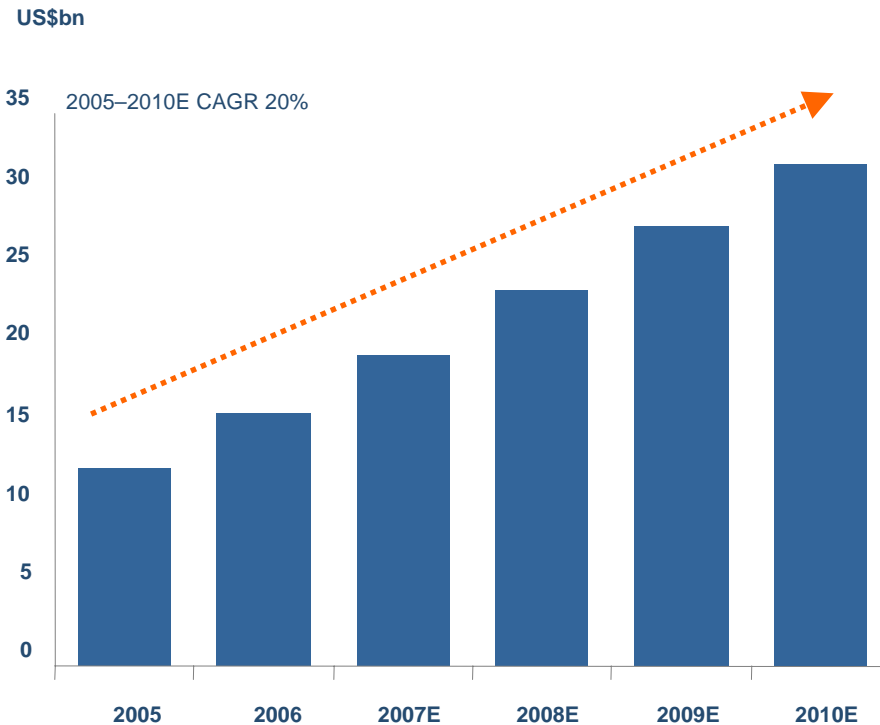
- **The scale of our operations**
 - 25 million consumers
 - One million websites
- **The quality of our data**
 - Collected daily
 - Understanding the “consumer journey”
 - Minimum of two year history available
- **The strength of our ISP relationships**
 - Unique, proprietary technology embedded in ISPs
 - Three to five year contracts

Fast-growing business



Operating in high growth markets

US online advertising spend



Source: Interactive Advertising Bureau

Strong organic growth prospects

- Add new clients in existing markets
- Product innovation
- Up-sell to existing clients
- New geographies

Why Experian?



- **Commercial relationship with Experian for over four years**
- **Common vision for the future of marketing**
- **Good cultural fit**
- **As part of Experian, Hitwise will**
 - Cross-sell to Experian's client base
 - Accelerate development of global footprint

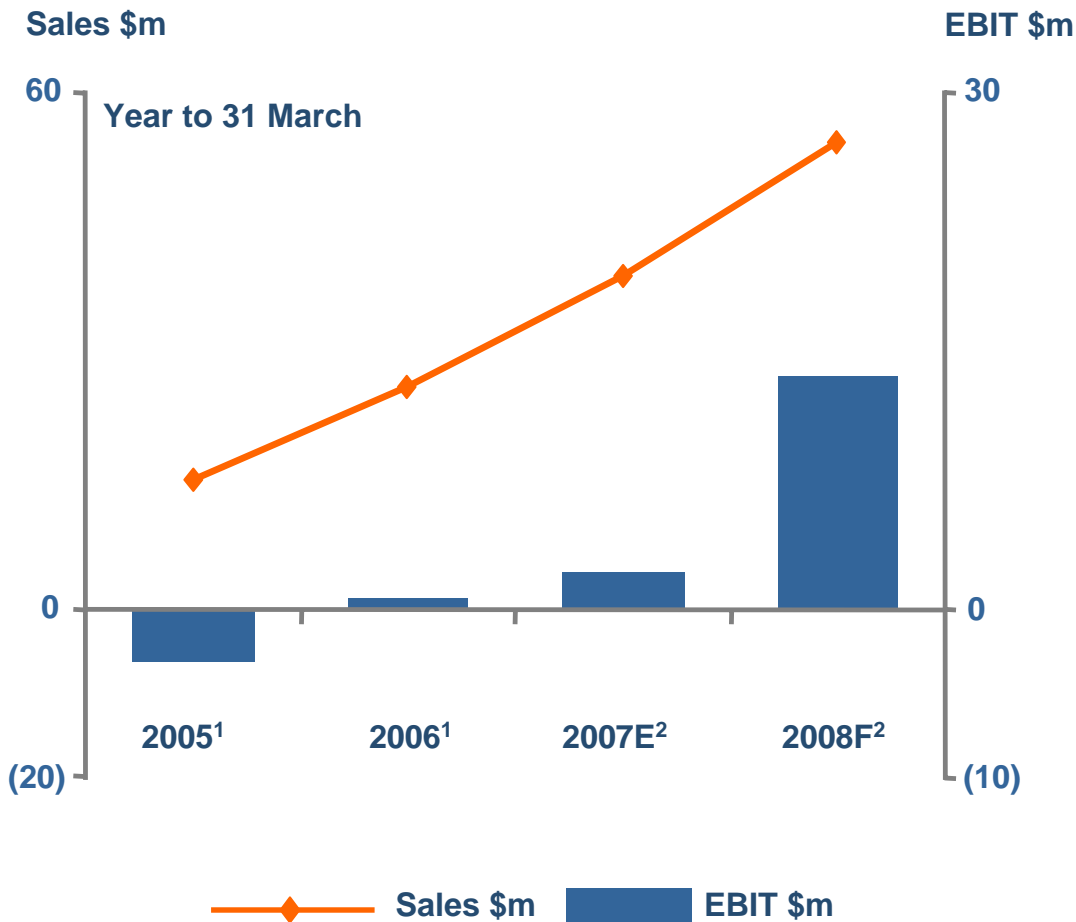
Financial performance

Attractive financial model



- **Highly predictable recurring revenues**
 - Clients typically pay an annual licence fee
 - High customer retention rates
 - c80% known revenue each year
- **Cost base relatively fixed once critical mass is reached in a market**
- **Not reliant on any single client or country**
 - Top ten clients account for 5% of sales
 - Americas 43% of sales, Europe 36%, Asia Pacific 21%
- **Attractive working capital profile**
 - Contracts are billed annually in advance

Strong growth, improving margins



Notes

1. Unaudited Hitwise management accounts
2. Experian management forecasts

- In 2007, sales growth of over 50%, generating small profit
- In 2008, forecast sales growth of over 40% and EBIT of \$12-15m
- Significant improvement in margin as business reaches critical mass
- Expected to close in May 2007
- Earnings neutral in FY08
- Meet ROI targets in third full year

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