



Improving Financial Health
Report 2022

Bringing financial health to all





Our story 2021/22

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Improving financial health: our story 2021/22

We're helping people thrive at every stage of their financial journey.

Experian is the largest credit bureau in the world and an expert in data and analytics. We help people make the most of their data to improve their financial health and transform their lives.

Our products, people and partnerships are already improving financial health for millions of people around the world. Read on to find out more about the impact we've had this year and how we're innovating to help even more people in the future.

Abigail Lovell, Chief Sustainability Officer

Financial health matters

Financial health can transform people's lives. It's the key to fair credit that can open the door to life-changing opportunities – from having a home or building a business to paying for education and healthcare.

This in turn drives social and economic development by helping to lift people out of poverty and improve quality of life. That's why the United Nations includes access to financial services, including credit and microfinance, among its Sustainable Development Goals.



But financial health challenges mean millions of people are missing out on these opportunities.

Financial health challenges around the world



A third of the world's adult population still lack access to basic financial services

One billion people don't have official proof of identity and 1.7 billion are unbanked.



Lack of knowledge about good financial management compounds credit challenges

Financial literacy remains low (42% or less) in major emerging economies. Even in the major advanced economies of the world, rates of financial literacy remain below 70%.



Credit profiles are at risk from the growing threat of fraud and identity theft

One in three Americans have fallen victim to identity theft at some point in their lives and one in five Europeans have experienced this in the past two years alone. Identity theft cost the USA US\$56bn in 2020, the highest total ever recorded.

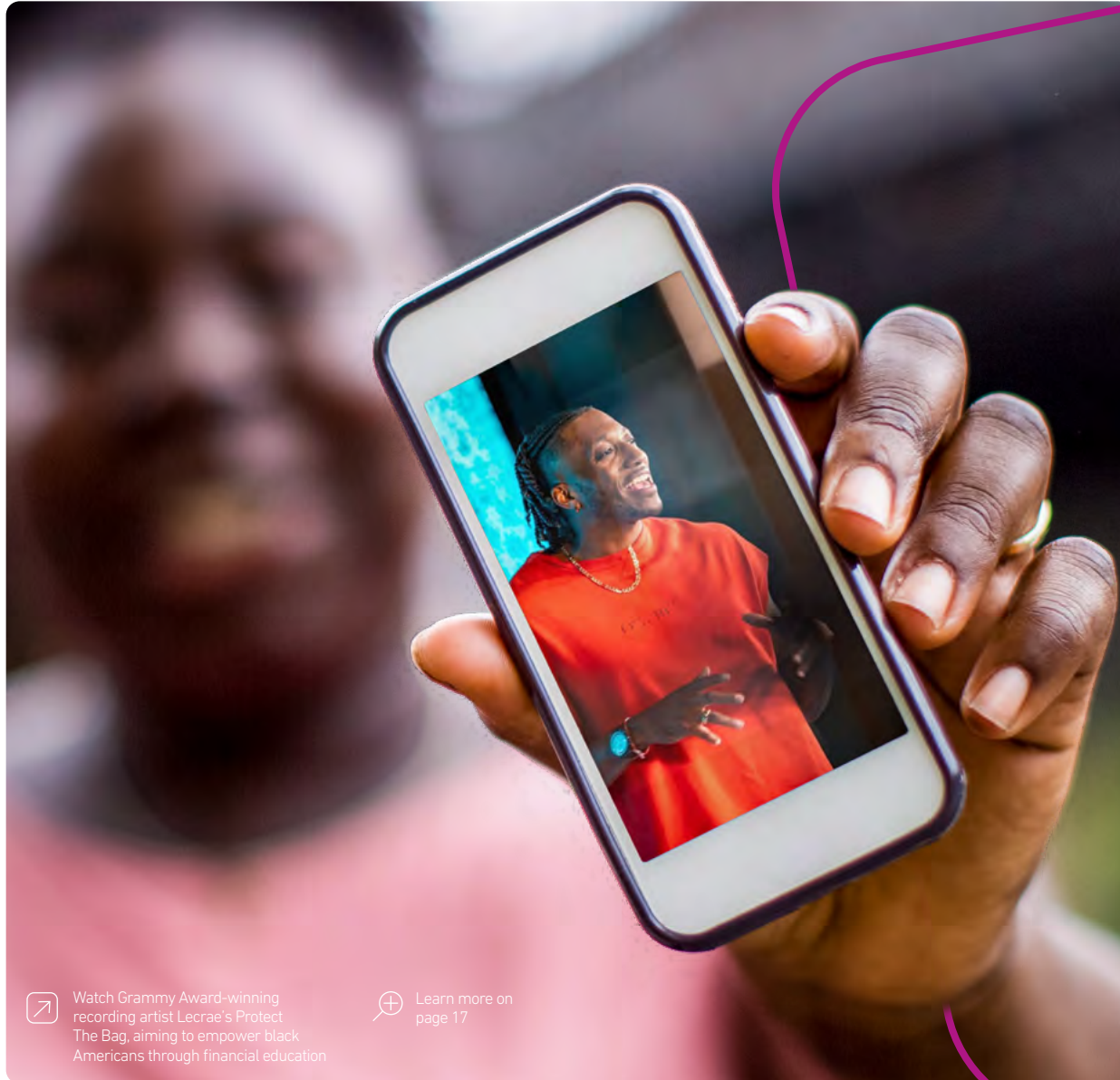


Many of those who do have access to financial services still can't get fair, affordable credit

28 million Americans and five million Brits are 'credit invisible' because their financial profiles are too thin for lenders to make an informed decision. And more than 63 million people in Brazil have unmanageable debts that are affecting their credit rating.



We're helping people overcome financial health challenges by focusing on:




Financial inclusion
increasing access to financial services

Financial education
improving financial literacy and confidence

Financial management
helping people manage their financial lives

Financial security
preventing fraud and identity theft

 Watch Grammy Award-winning recording artist Lecrae's Protect The Bag, aiming to empower black Americans through financial education

 Learn more on page 17



Improving financial health for all

As the world's largest credit bureau, we are in a unique position to help millions of people around the world improve their financial health. This is how we can make the biggest positive impact on society.

How we help

This year, we continued to help people thrive on their financial journey through our:

Core business

134m

consumers used our free platforms this year

1.4bn

people have profiles in Experian's credit bureaux

US\$11bn

fraud prevented by our core products this year

Learn more on pages 6–10

Social innovation

21m

people reached this year

82m

people reached since 2013

100m

people targeted by 2025

Learn more on pages 11–14

Community investment

52m

connections made through our [United for Financial Health](#) programme this year

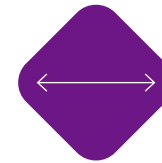
87m

connections since 2020

100m

targeted by 2024

Learn more on pages 15–18



OUR PURPOSE

Creating a better tomorrow

for consumers, our clients, our people and communities

OUR SUSTAINABLE BUSINESS STRATEGIC PRIORITY

Improving financial health for all

through our

Core products

Social innovation

Community investment

Contributing to the UN Sustainable Development Goals



1.4

8.10

9.3

ENABLED BY

Treating data with respect

Security

Accuracy

Fairness

Transparency

Inclusion

SUPPORTED BY

Inspiring and supporting our people

Working with integrity

Protecting the environment

Learn more in our Annual Report
See pages 46–71

Improving financial health: through our core business

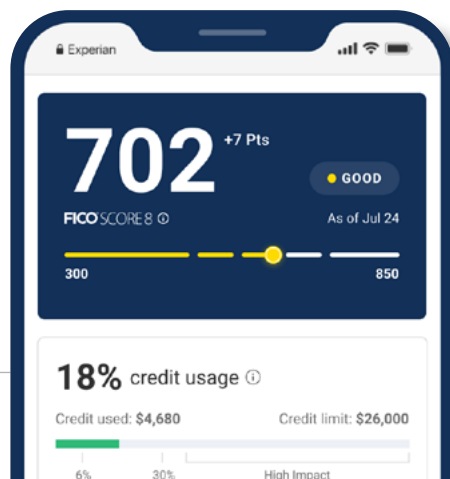
Our core business plays a critical role in collecting and analysing data to provide lenders with the information they need to decide whether to offer credit, and at what rate, by assessing how likely someone is to pay back a loan.

Our core products and services support financial health by helping people:

Improve credit visibility

Experian Go

Experian Go launched in the USA this year, enabling 'credit invisibles' – people who have no credit history – to establish their financial identity in minutes. In its first six months, the free service helped more than 40,000 people who are new to credit get instant access to financial offers by creating an Experian credit report. For those people who have since become scoreable, the average starting FICO® Score 8 is a near-prime 686.



The Buy Now Pay Later Bureau

The Buy Now Pay Later Bureau we're developing will help more US consumers with no or thin credit files gain access to fair, affordable financial services. This speciality bureau will give lenders a more complete view of people's repayment behaviours to drive responsible and inclusive lending, while protecting consumer credit scores from negative impact.



Boost credit scores

experian. | Boost.



Experian Boost

Experian Boost empowers UK and US consumers to instantly boost their scores by adding positive data – such as on-time payments for utility bills or streaming services – directly to their credit profile. Millions of people have used Experian Boost since it launched in 2019 in the USA and 2020 in the UK, with 72 million

points added to Experian members' credit scores in America so far. Boosted customers are getting market-leading offers on credit cards and loans from major lenders.

Experian Lift

Experian Lift combines advanced analytics, additional FCRA-regulated* data sets and machine learning to help lenders enhance the accuracy of credit risk scores for 96% of US adults. It has the potential to score 65% of 'credit invisibles'.



*US Fair Credit Reporting Act

Get fairer, faster credit offers

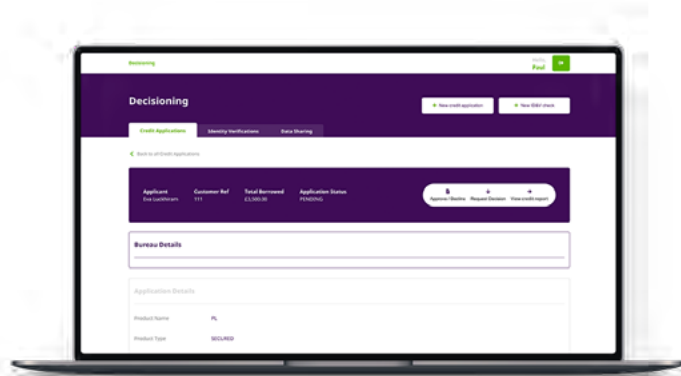


Work Report

This enables people to give consent to share information on their income, employment status and tenure with lenders in a matter of seconds through a single digital exchange. Part of our Affordability Passport in the UK, the new tool supports fairer, faster access to credit, with early tests showing a 10% increase in acceptance rates without any compromise to affordability assessments or credit performance.

Decision Analytics

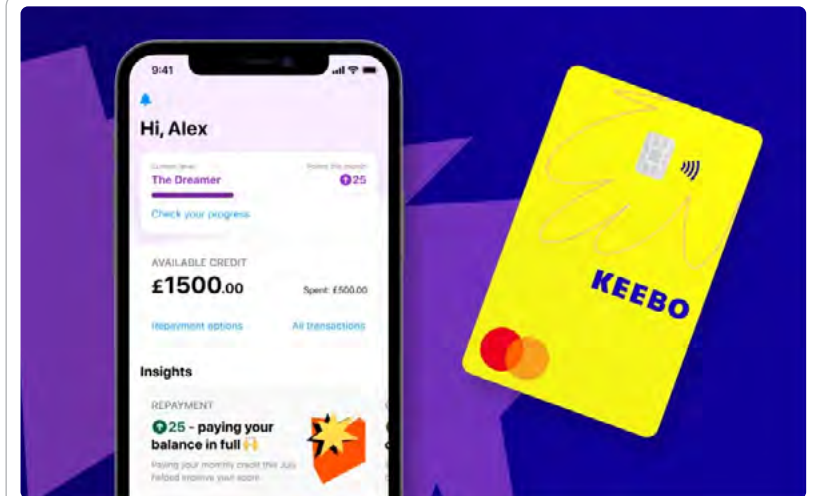
Digital banking platform Soar is using our decision analytics solutions to enable UK Credit Unions and community banks – typically reliant on protracted manual application processes – to offer consumers instant automated lending decisions based on affordability and eligibility insights, anti-fraud checks and advanced data analytics.



Vulnerability assessment toolkit

Our new vulnerability assessment toolkit helps lenders identify and support vulnerable consumers in the UK. In a trial this year, more than 14,000 people were able to access loans they would otherwise have been declined.

[Learn more on pages 9–10](#)



Credit risk, affordability and compliance services

Our credit risk, affordability and compliance services are helping Keebo, a challenger credit card provider in the UK, draw on alternative data sources such as open banking to offer freelancers and other 'credit invisibles' access to credit in a matter of minutes via Keebo's app.

Understand and manage finances

CreditExpert, Credit Tracker and Serasa Free Score

Worldwide, 134 million people use our free online services – such as CreditExpert in the UK, Credit Tracker in the USA and Serasa Free Score in Brazil – to access products and services that can help them understand and manage their credit profiles.



Protect against fraud

CrossCore, Detect and Hunter

Established solutions such as CrossCore, Detect and Hunter help lenders and other clients prevent fraud. Our new Business Information Commercial Fraud lookup report, being trialled with a US client, combines several of these into a single interface for fraud investigators. This year, our core fraud and identity theft products are estimated to have prevented at least US\$11bn in fraud for our clients.



Victims of Fraud teams

Our dedicated Victims of Fraud teams in the UK and the USA helped over 174,000 victims of fraud resolve problems with their credit profiles this year.



Consumer Services products

Our Consumer Services products help individuals spot potentially fraudulent transactions in their credit profiles. We've added a new 'lock/unlock' feature to our credit score app in Brazil that enables consumers to block and unblock their credit score from any third party that tries to consult their information. US consumers can already lock and unlock their credit reports quickly and easily, and we plan to introduce a similar feature in the UK.



Experian #StaySafe @Experian · 6 Apr
Q5. Where should financial education take place? #CreditChat #FinancialLiteracyMonth



AskExperian, #CreditChat and Experian News

We provide guidance on how to manage financial profiles through our websites and social media channels, such as AskExperian, #CreditChat and Experian News. #CreditChat reached five million people this year, with over 100,000 active engagements across 57,000 posts.



Our core business in action

Helping lenders support vulnerable people in the UK

The challenge

Millions of people in the UK lack financial resilience and the COVID-19 pandemic has made many more vulnerable to physical and mental health issues, negative life events and financial shocks. The Financial Conduct Authority (FCA) has introduced guidance to ensure fair treatment of vulnerable consumers, but lenders often lack the data to identify who might be vulnerable or at risk of becoming vulnerable.



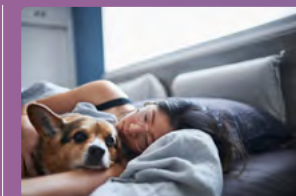
25%

A quarter (25%) of UK adults are suffering with over-indebtedness, few savings or low or erratic earnings.



33% increase

The number of UK adults reporting low levels of financial resilience increased by a third (33%) to 14.2 million during the COVID-19 pandemic.



24 million

UK adults have characteristics of vulnerability such as poor health, low financial resilience or recent negative life events.



Our core business in action

Our solution

Experian's DataLab in the UK has created a solution to help the financial services sector identify and support financially vulnerable consumers – and spot early warning signs of vulnerability.

Our vulnerability assessment toolkit combines data sets and insights designed to identify consumers most at risk of financial vulnerability based on factors such as geographical location. The toolkit assesses how many consumers have been unfairly excluded from accessing credit and enables lenders to proactively reach out with interventions to prevent vulnerable consumers' resilience deteriorating further.

By enabling lenders to make their risk models and lending practices more inclusive, the toolkit

enables them to offer fairer access to mainstream credit for vulnerable consumers who may previously have been forced to turn to high-cost credit that can lead to spiralling debts.

Improved access to fair credit at affordable rates can be seen especially among younger people and ethnic minorities, who have been disproportionately affected by financial vulnerability during the COVID-19 pandemic.

We trialled the vulnerability assessment toolkit with Tesco Bank this year, with the focus on ensuring the new credit risk bank models do not present any bias in the typical protected groups (age, gender, etc). We aim to roll it out to more clients to reach hundreds of thousands of vulnerable people over the next two years.

14,000

Our trial of the vulnerability assessment toolkit found that an estimated 14,000 more consumers a year were able to access loans they would otherwise have been declined.

680,000

We expect the toolkit to help lenders identify and support around 680,000 vulnerable people in the next two years.

Experian have a huge footprint in credit risk and they have some brilliant data assets. We saw a way of innovating to help our customers by using more data and trialling different techniques, to offer lending to customers that previously wouldn't be granted credit. By reducing the bias in the data we've been able to make more robust and consistent decisions across all the diversity segments. This work will be transformational for the bank and genuinely helpful for our customers.

Matt Cross,
Analytics Director, Tesco Bank



Improving financial health: through social innovation

Through our Social Innovation programme, teams across Experian can apply for seed funding to develop products that are designed to meet a specific societal need as well as generating new revenue streams for our business.

Since 2013, products developed through the programme have reached 82 million people – including 21 million people this year alone. We aim to reach 100 million by 2025 and we fund new products every year.

Our established social innovation products are already helping people:

Prove identity

Prove-ID Link

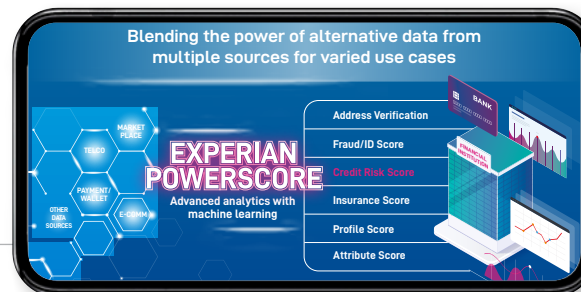
Enables financially excluded people without formal documentation in India to prove their identity by connecting lenders' verification systems with the government's Unique Identification Database. With a further 2.7 million new consumer identity verification reports produced this year, Prove-ID Link has reached 25 million people since launch in 2014. It has now been integrated into our mainstream CrossCore identity authentication platform.



Strengthen credit profiles

PowerScore

Has supported more than 5.2 million applications for credit products since its launch in Indonesia last year by giving millions of unbanked or underbanked people a credit profile for the first time. PowerScore uses a range of existing and new data sources to create a single, unified score to provide a 360-degree consumer profile.



Access affordable loans

Affordable Loans

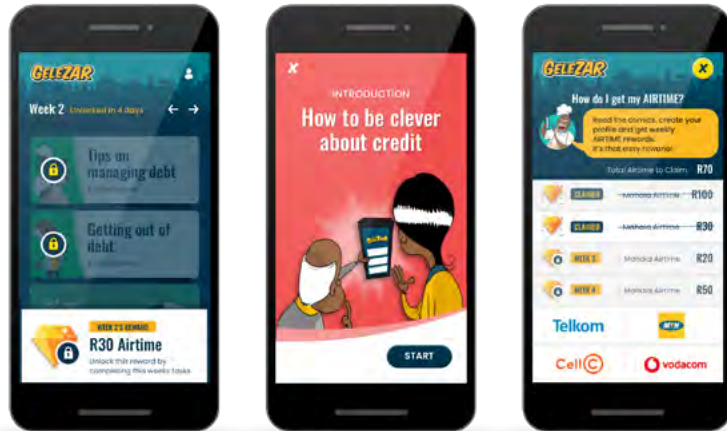
Our Affordable Loans marketplace in the UK is designed to connect consumers with affordable loans by including offers from non-profit lenders, such as credit unions, on price comparison websites. Since launch in 2020, these lenders have approved more than 12,000 successful applications, lending in excess of £900,000. The non-profit lenders are also seeing a lower number of defaults on loans, which in turn helps them protect their revenues and keep interest rates as low as possible.



Improve financial confidence

GeleZAR

Up, powered by Experian (previously known as GeleZAR) combines education and alternative data to enhance financial inclusion in Africa. In South Africa, it offers consumer-facing brands a single platform to engage with consumers, share relevant content and give them access to financial education. This year, we embarked on a partnership with the National Small Business Chamber ahead of the upcoming official launch of Up, powered by Experian.

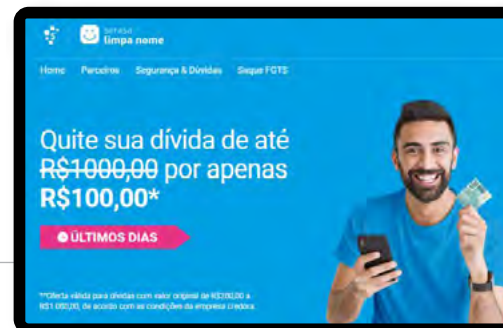


Manage debts



Limpa Nome Recovery Portal

Our Limpa Nome Recovery Portal has enabled 32 million people in Brazil to collectively write off US\$14bn of debt since 2013 by renegotiating unmanageable debts. This year, nine million people used the portal to renegotiate US\$5.9bn of debt, writing off a total of US\$4.7bn.



Pay for healthcare

Healthcare products

Our social innovation healthcare products have reached more than eight million people in the USA to date and many have been integrated with our core Experian Health products. Products such as our Payment Plan Advisor and Patient Financial Advisor help patients in the USA understand and manage healthcare costs. Our Self-Service Financial Assistance Screening tool connects people to financial assistance and our Social Determinants of Health solution (see page 13) helps healthcare providers tackle non-clinical barriers to health.



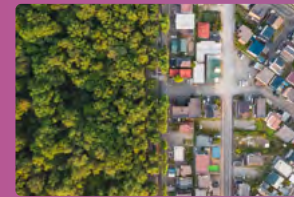
[Learn more on page 13](#)

Social innovation in action

Tackling social and economic factors in healthcare

The challenge

Paying for and accessing healthcare can be challenging for many people in the USA and non-medical factors often compound the struggle. If they lack access to technology, transport or even food, they're less likely to follow treatment plans or show up to follow-up visits. This can lead to costly emergency visits or hospital readmissions that could have been avoided.



80%

of health outcomes in the USA aren't due to medical factors, but to a patient's socio-economic circumstances – such as income, housing or whether they own a car.



68%

of people in the USA are affected by at least one non-clinical barrier to health.



Two million

Rising medical bills force an estimated two million people in the USA to file for bankruptcy every year.



Social innovation in action

Our solution

Our Social Determinants of Health solution gives healthcare payers and providers a more holistic view of the non-clinical factors in a patient's life that could affect their care. These include financial, transportation and technology barriers that could hinder their access to care, medication, food and housing.

Developed through our Social Innovation programme, the solution uses data and insights to assess risk and provide weighted scores with clear explanations. It also recommends suitable interventions that healthcare teams can take to help remove barriers to better health outcomes – from arranging medication deliveries to connecting patients with suitable community or financial support programmes.

The Social Determinants of Health solution can be used together with other Experian Health solutions to improve engagement with patients and support scheduling of healthcare appointments. In a country that spends almost 20% of GDP on healthcare – the highest of all developed countries – every missed appointment in the USA costs around US\$200 and unnecessary hospital stays rack up US\$10,000 a day.

Therefore, tackling the social determinants of health not only supports patients' physical health, but also their financial health by helping to keep costs down.

38 million

Non-clinical data has been added to 38 million consumer records using our Social Determinants of Health solution since launch.

26 million

The number of patient records with one or more non-medical high-risk factors, which could contribute to poor health.

We frequently find there are factors in the patient's life that are causing them to be readmitted that aren't necessarily medical. We see, time after time, patients getting readmitted because they simply weren't able to drive to a pharmacy to pick up their meds. The Social Determinants of Health information helps us better address the full picture of the patient so we're able to identify if they have a transportation issue or an issue with food insecurity.

Shawn Bassett, Executive Director Collaborative Health Systems at WellCare Health Plans, a US health insurance provider

Improving financial health: through community investment

We invested US\$15.9m in programmes to support our communities this year and our people volunteered almost 25,000 hours in their communities.

We channelled much of this support through our United for Financial Health (UFH) partnerships with NGOs that offer targeted financial education to empower vulnerable communities. We made 52 million connections with people through the UFH programme this year – and 87 million since launch in 2020. We aim to make 100 million connections by 2024.

This year, our community investment included:

Enhancing financial literacy

USA

In the USA, our UFH partnerships with the National Urban League, Operation HOPE, SaverLife and Grammy Award-winning recording artist Lecrae (see page 17) aim to empower Black Americans through financial education.



[Learn more on page 17](#)



UK and Ireland

In the UK and Ireland, we worked with UFH partners to deliver financial literacy content and campaigns that resulted in more than 24 million connections with people this year. Examples include Words that Count with the National Literacy Trust, Number Confidence Week with National Numeracy, targeted campaigns for young people with The Mix and our 'Living on 4.27' YouTube channel.



Upskilling women in technology

UK, Italy and South Africa

We worked with Code First Girls to upskill women in technology through training and mentoring for 70 women in the UK, and four internships working on our UFH programme in Italy and South Africa. We also supported open online courses on coding for hundreds of women across our UK and Ireland, and Europe, Middle East and Africa regions, with a 100% satisfaction rating from learners.



Brazil

In Brazil, we launched a new programme to help 120 young women from underserved communities develop their technology capabilities and kick-start their careers.



Helping small businesses grow

Peru

In Peru, our pilot with NGO Perspektiva is tackling financial exclusion by connecting remote communities to the internet, helping microentrepreneurs grow their businesses and inspiring others to start their own businesses.



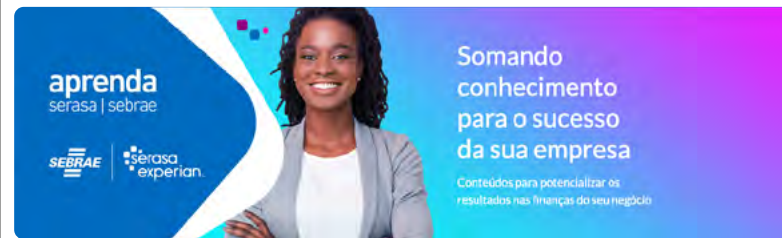
South Africa

In South Africa, we launched a new programme with the National Small Business Chamber to improve the financial fitness of small and medium enterprises by educating them on the importance of understanding and managing their credit profiles to help them access funding to maintain and grow their businesses.



Brazil

In Brazil, through our UFH partnership with non-profit Sebrae, we launched a free online financial education platform to help microentrepreneurs recover from the economic shock of COVID-19. Through this platform, we have made more than 18 million connections with entrepreneurs this year.



Supporting non-profits

USA

In the USA, we kicked off a new programme – the Experian Volunteer Leadership Network (EVLN) – inspired by Experian's Chief Operating Officer, Craig Boundy, joining Operation HOPE's Global Board of Advisors. EVLN aims to train our senior leaders on how to support non-profit organisations as a member of their board. The first 24 leaders have completed their six-month training, and move into a second phase of coaching, support and placement. The programme is the first of its kind and will be used as a model for other organisations across the country.



UK

In the UK, more than 400 Black entrepreneurs and property investors attended our bootcamps on how they can use Experian products to grow their businesses and portfolios. Our teams volunteered over 375 hours to support these events, as well as career and credit workshops for over 800 young people, held during Black History Month.



[Learn more in our Annual Report](#)
See page 58

Reaching out to manage debts

Brazil

In Brazil, 158 Experian employees volunteered nearly 1,600 hours to help over 4,100 people renegotiate their debts using our Limpa Nome platform during our week-long Recovery Fair in São Paulo in November 2021.

[Learn more about Limpa Nome](#)





Community investment
in action

Learning how to Protect The Bag with Lecrae

The challenge

Black Americans experience higher levels of financial exclusion and lower levels of financial literacy than White Americans. The knock-on effect means more Black Americans are denied access to affordable credit and they are missing out on the opportunities that credit could bring to improve their lives.



2:1

Black Americans are twice as likely to be denied credit compared with White Americans.



38%

African Americans answered an average of 38% of their joint Personal Finance Index questions correctly, compared with 55% for White Americans.



Community investment in action



I am on a mission to spread the word on financial education because I wasn't educated about money and didn't know about budgeting. I didn't know to think about the cost of things or what to pay off first because I just didn't have a strategy.

Lecrae, Grammy Award-winning recording artist, author, entrepreneur, speaker, thought leader and philanthropist

Our solution

We partnered with Grammy Award-winning recording artist Lecrae to co-create a YouTube series on financial health to reach out to his followers.

Titled Protect The Bag, the six-episode series breaks down the basics for financial health – from budgeting and planning for the future, to managing debt and protecting against identity theft. The series is presented by Lecrae and hosted on his YouTube channel and social media platforms. Each episode also includes an interview with a celebrity, artist or athlete.

With almost one in three (30%) of young adults in the USA wishing they had learned how to build credit or improve their credit scores before entering adulthood, our partnership with Lecrae aims to connect young consumers to knowledge and resources that can help them off to a good start on their financial journey.

Lecrae is one of several partners we are working with through our United for Financial Health programme, which aims to help us connect with the communities our partners have trusted relationships with. Protect The Bag showcases our ambition to work together with partners to get financial education to the people who most need it, in the ways that are most meaningful and helpful to them.

10 million

Protect The Bag has reached more than 10 million individual social media users with financial education and messages of financial hope and inclusion.

1.7 million

Engagement with the series has been strong with over 1.7 million video views and 168,000 million likes, shares and comments.



As part of our United for Financial Health programme we partnered with Grammy Award-winning recording artist Lecrae to create a YouTube series on financial education that reached over 10 million people.

User
quotes

"We need more of these! It's seriously helping me. No one ever taught me this stuff."

"As a millennial who is passionate about financial literacy, I am so happy to see Lecrae and his team put this series together. It is so critical to get this knowledge in our communities and to everyone."

"Finally, a more trustworthy source on financial health and understanding!"

"A lot of us grow up not having the conversation about finances in our household. Gaining knowledge and financial literacy is super important. The real wealth is built through knowledge, information and planning for the long term."

Innovating to help more people

We're harnessing our culture of innovation to create solutions that tackle societal challenges and use data for good. We're accelerating innovation for financial health through our:

DataLabs

Our DataLabs in the USA, Brazil, the UK and Singapore create new solutions to global challenges.

The US DataLab developed financial health indicators this year that integrate diversity, equity and inclusion attributes to help our clients develop strategies and track progress towards their goals to enhance inclusion for underserved communities.

The Brazil DataLab is exploring ways to repurpose its COVID Radar solution – developed in 2020 to help target support where it was most needed during the pandemic – to tackle other societal challenges, such as pinpointing locations that may be vulnerable to modern slavery risks.



COVID RADAR

Social Innovation programme

Our Social Innovation programme drives the development of new solutions specifically designed to deliver societal benefit and improve financial health.

[Learn more on page 11](#)

This year, we invested in the development of three new social innovation products that aim to provide credit scores to millions of consumers in Asia Pacific for the first time, empower vulnerable consumers in the UK, and enable better access to credit for smallholder farmers in Brazil.

[Learn more on page 20](#)

Creating A Better Tomorrow Award

This year's Creating A Better Tomorrow Award went to a financial resilience project that used data and analytics to help local councils and housing associations identify 700,000 households in the UK at risk of falling into financial vulnerability, and target limited resources to support them.



Global Hackathon

More than 3,000 people from across the business took part in our Global Hackathon this year, submitting over 100 ideas for creating new solutions, accelerating existing innovations and solving the needs of the underserved.





Innovation in action

Extending **access** **to credit** for smallholder farmers in Brazil

The challenge

Millions of smallholder farmers in Brazil lack access to the credit they need to invest in farming inputs, equipment and technical assistance that could transform their productivity and their lives. As they typically have thin or no credit profiles, it's hard for lenders to assess their creditworthiness. And with smallholdings scattered across Brazil's vast and diverse territories, it's complex and costly for lenders to reach them.



4.4 million

Brazil's 4.4 million smallholder family farms employ over 10 million people.



35%

Smallholders typically have thin credit profiles and credit penetration is low – just 35% – among this population.



Innovation in action

Our solution

We're developing a solution designed to enhance access to credit for smallholders – or family farmers – in Brazil. Seed funding from our Social Innovation programme will support the development of this solution.

The first step is to build a scoring system and risk index specifically designed to help lenders assess smallholders' creditworthiness. We'll then engage lenders in the agriculture sector to develop a dynamic credit offering, connected to financial institutions, that will make the agricredit market more inclusive to smallholders.

The resulting Smallholders Marketplace will be available via a digital app so smallholders in remote locations can access the solution using

their mobile phones. We'll also include additional useful features in the app, such as weather alerts, remote monitoring of farms, financial education content, and other training and information.

This solution builds on another product we're developing through the Social Innovation programme that's designed to extend financial inclusion for smallholders, this time in Asia. The AgriX agriculture index will support clients in offering affordable finance and insurance to smallholder farmers that can help boost their productivity – and protect them from financial shocks and climate risks.

30,000

We expect the app to reach 30,000 smallholders – around 120,000 people – within the first year.

One million

We forecast that the app could reach up to one million smallholders within three years of launch.



Get the latest stories on our news site and social media



Find out more about our approach to financial health and sustainable business on our website experianplc.com



Read how our sustainable business strategy supports financial health and business growth in our Annual Report experianplc.com/annualreport