



Acxiom Corporation 1Q 2014 Conference Call

July 31, 2013

Safe Harbor Statement

Some of the matters discussed in this presentation contain forward-looking statements regarding the company's future business prospects which are subject to certain risks and uncertainties, including competitive pressures, adverse economic conditions and governmental regulations.

These issues and other factors that may be identified from time to time in the Company's reports filed with the SEC, could cause actual results to differ materially from those indicated in the forward-looking statements.

Non-GAAP Financial Measures

Our discussion today will include non-GAAP financial measures. We refer you to the Investor Relations section of our website, which includes a reconciliation to the comparable GAAP measure for each non-GAAP financial measure included in this discussion. The location of our website is www.acxiom.com.

Summary Financial Results

Quarter Ended June 30

\$M except EPS

	FY14	FY13	Variance	
			\$	Percent
Total Revenue	\$ 266.2	\$ 271.7	\$ (5.5)	(2.0) %
Total Operating Expense	242.1	246.2	(4.1)	(1.7)
Operating Income	24.1	25.4	(1.4)	(5.3)
Earnings Per Diluted Share	.17	.17	0	0
Free Cash Flow to Equity	(4.9)	(18.2)	13.4	73.3
Free Cash Flow to Equity - TTM	69.7	175.0	(105.4)	(60.2)

Revenue by Geography

Quarter Ended June 30

\$M

			Variance	
	FY14	FY13	\$	Percent
US Revenue:				
Marketing & Data Svcs	\$ 163.4	\$ 166.5	\$ (3.1)	(1.8) %
IT Infrastructure Mgmt	69.4	70.3	(0.9)	(1.3)
Other Services	0.0	2.0	(2.0)	NM
Total	\$ 232.8	\$ 238.8	\$ (6.0)	(2.5) %
International Revenue:				
Marketing & Data Svcs	\$ 24.4	\$ 26.0	\$ (1.6)	(6.3) %
Other Services	9.0	6.9	2.1	30.9
Total	\$ 33.4	\$ 32.9	\$ 0.5	1.5 %
Total Revenue	\$ 266.2	\$ 271.7	\$ (5.5)	(2.0) %

Operating Margin by Geography

Quarter Ended June 30

	FY14	FY13
US Operating Margin:		
Marketing & Data Svcs	10.3 %	13.0 %
IT Infrastructure Mgmt	15.5	12.6
Other Services	0.0	(115.8)
Total	11.8 %	11.8 %
Intl Operating Margin:		
Marketing & Data Svcs	(16.8) %	(11.1) %
Other Services	6.8	5.5
Total	(10.4) %	(7.7) %
Total Margin	9.0 %	9.4 %

Cash Flow

Quarter Ended June 30

\$M

	FY14	FY13	Variance	
			\$	Percent
Operating Cash Flow	\$ 16.8	\$ (1.9)	\$ 18.7	NM %
Total Capital Spending*	16.8	12.3	4.5	36.6
Free Cash Flow to Equity	(4.9)	(18.2)	13.4	73.3
Operating Cash Flow - TTM	168.8	194.8	(26.0)	(13.3)
Free Cash Flow to Equity – TTM	69.7	175.0	(105.4)	(60.2)

*Includes: capital expenditures, capitalized software, data acquisition costs, deferred costs, acquisition of property and equipment under capital lease.

Balance Sheet Highlights

\$M

	Jun 30 2013	Mar 31 2013	Variance	
			\$	Percent
Cash	\$ 207.6	\$ 223.0	\$ (15.3)	(6.9) %
Accounts Receivable	159.7	159.9	(0.2)	(0.1)
Total Debt	248.6	253.5	(4.9)	(1.9)
Total Equity	622.7	619.4	3.3	0.5

