



# Acxiom Corporation 3Q 2014 Conference Call

January 29, 2014

# 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](http://www.acxiom.com).

# Summary Financial Results

## Quarter Ended December 31

*\$M except EPS*

	FY14	FY13	Variance	
			\$	Percent
Total Revenue	\$ 277.9	\$ 273.1	\$ 4.8	1.7 %
Total Operating Expense	258.1	246.2	11.9	4.8
Operating Income	19.8	26.9	(7.1)	(26.5)
Earnings Per Diluted Share	.19	.19	0.00	0.0
Earnings Per Diluted Share*	.25	.19	0.06	31.6
Free Cash Flow to Equity	47.5	13.8	33.7	243.6
Free Cash Flow to Equity - TTM	102.8	117.0	(14.2)	(12.1)

\*Excludes unusual items.

# Revenue by Geography

Quarter Ended December 31

\$M

			Variance	
	FY14	FY13	\$	Percent
<b>US Revenue:</b>				
Marketing & Data Svcs	\$ 175.0	\$ 165.4	\$ 9.7	5.8 %
IT Infrastructure Mgmt	62.1	69.9	(7.8)	(11.2)
Other Services	0.0	0.6	(0.6)	NM
<b>Total</b>	<b>\$ 237.1</b>	<b>\$ 235.9</b>	<b>\$ 1.3</b>	<b>0.5 %</b>
<b>International Revenue:</b>				
Marketing & Data Svcs	\$ 31.6	\$ 29.8	\$ 1.8	6.2 %
Other Services	9.1	7.4	1.7	22.3
<b>Total</b>	<b>\$ 40.7</b>	<b>\$ 37.2</b>	<b>\$ 3.5</b>	<b>9.4 %</b>
<b>Total Revenue</b>	<b>\$ 277.9</b>	<b>\$ 273.1</b>	<b>\$ 4.8</b>	<b>1.7 %</b>

# Operating Margin by Geography

Quarter Ended December 31

	FY14	FY13
<b>US Operating Margin:</b>		
Marketing & Data Svcs	11.5 %	12.0 %
IT Infrastructure Mgmt	10.2	13.8
Other Services	0.0	(210.8)
<b>Total</b>	<b>11.1 %</b>	<b>11.9 %</b>
<b>Intl Operating Margin:</b>		
Marketing & Data Svcs	7.8 %	(5.3) %
Other Services	5.4	2.9
<b>Total</b>	<b>7.2 %</b>	<b>(3.7) %</b>
<b>Total Margin*</b>	<b>10.6 %</b>	<b>9.8 %</b>

\*Excludes unusual items.

# Cash Flow

## Quarter Ended December 31

\$M

	FY14	FY13	Variance	
			\$	Percent
Operating Cash Flow	\$ 63.8	\$ 38.5	\$ 25.2	65.5 %
Total Capital Spending*	14.1	18.8	(4.7)	(25.1)
Free Cash Flow to Equity	47.5	13.8	33.7	243.6
Operating Cash Flow - TTM	195.4	132.4	63.0	47.6
Free Cash Flow to Equity – TTM	102.8	117.0	(14.2)	(12.1)

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

# Balance Sheet Highlights

*\$M*

	<b>Dec 31 2013</b>	<b>Mar 31 2013</b>	<b>Variance</b>	
			<b>\$</b>	<b>Percent</b>
Cash	\$ 380.9	\$ 223.0	\$ 157.9	70.8 %
Accounts Receivable	168.9	159.9	9.0	5.7
Total Debt	323.3	253.5	69.8	27.5
Total Equity	685.4	619.4	66.0	10.7

