Acxiom Corporation
2Q 2013 Conference Call

October 25, 2012

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 September 30

($M except EPS)

	FY13	FY12	Variance $	Variance Percent
Total Revenue	$ 277.5	$ 286.4	$ (9.0)	(3.1) %
Total Operating Expense	247.3	259.4	(12.1)	(4.7)
Operating Income*	30.2	29.5	0.7	2.5
Earnings Per Diluted Share	.21	.15	.06	40.0
Earnings Per Diluted Share*	.21	.19	.02	10.5
Free Cash Flow to Equity	18.9	35.3	(16.4)	(46.5)
Free Cash Flow to Equity - TTM	158.6	94.7	64.0	67.6

*Excluding unusual items

Revenue by Geography

Quarter Ended September 30

($M)

	FY13	FY12	Variance $	Variance Percent
US Revenue:				
Marketing & Data Svcs	$ 165.6	$ 162.3	$ 3.3	2.0 %
IT Infrastructure Mgmt	70.1	73.7	(3.7)	(5.0)
Other Services	5.2	8.4	(3.2)	(38.6)
Total	**$ 240.9**	**$ 244.4**	**$ (3.6)**	**(1.5) %**
International Revenue:				
Marketing & Data Svcs	$ 28.8	$ 33.5	$ (4.8)	(14.2) %
Other Services	7.8	8.5	(0.6)	(7.4)
Total	**$ 36.6**	**$ 42.0**	**$ (5.4)**	**(12.8) %**
Total Revenue	**$ 277.5**	**$ 286.4**	**$ (9.0)**	**(3.1) %**

Operating Margin by Geography

Quarter Ended September 30

	FY13	FY12
US Operating Margin:		
Marketing & Data Svcs	14.5 %	18.1 %
IT Infrastructure Mgmt	12.2	6.9
Other Services	(43.6)	(40.9)
Total	**12.6 %**	**12.7 %**
Intl Operating Margin:		
Marketing & Data Svcs	(2.2) %	(7.0) %
Other Services	8.1	9.2
Total	**(0.0) %**	**(3.8) %**
Total Margin*	**10.9 %**	**10.3 %**

*Excluding unusual items

Balance Sheet Highlights

($M)

			Variance	
	Sep 30 2012	**Mar 31 2012**	**$**	**Percent**
Cash	$ 188.4	$ 229.6	$ (41.2)	(18.0) %
Accounts Receivable	166.7	169.4	(2.8)	(1.6)
Total Debt	266.8	278.2	(11.4)	(4.1)
Total Equity	605.8	611.9	(6.1)	(1.0)

Cash Flow

Quarter Ended September 30

($M)

	FY13	FY12	Variance $	Variance Percent
Operating Cash Flow	$ 39.2	$ 57.7	$ (18.5)	(32.0) %
Total Capital Spending*	14.3	16.3	(2.0)	(12.4)
Free Cash Flow to Equity	18.9	35.3	(16.4)	(46.5)
Operating Cash Flow - TTM	176.4	196.7	(20.4)	(10.4)
Free Cash Flow to Equity – TTM	158.6	94.7	64.0	67.6

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

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