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ACXIOM CORP  
Form 8-K  
April 08, 2003

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

April 8, 2003  
Date of Report (Date of earliest event reported)

ACXIOM CORPORATION  
(Exact Name of Registrant as Specified in Charter)

|   |  |  |
|---|--|--|
| Delaware<br>(State or Other Jurisdiction<br>of Incorporation)                                       | 0-13163<br>(Commission File<br>Number) | 71-0581897<br>(IRS Employer<br>Identification No.) |
| 1 Information Way, P.O. Box 8180, Little Rock, Arkansas<br>(Address of Principal Executive Offices) |  | 72203-8180<br>(Zip Code)                           |

Registrant's telephone number, including area code: 501-342-1000

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ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

(c) Exhibits

99.1 Press Release dated April 8, 2003

ITEM 9. REGULATION FD DISCLOSURE.

See Item 12. Results of Operations and Financial Condition.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On April 8, 2003, Acxiom Corporation (the "Company") issued a press release announcing that it anticipates that revenue and earnings for the fourth quarter of fiscal 2003 ended March 31, 2002 will be below the Company's previously stated expectations. The press release is furnished herewith as Exhibit 99.1 and incorporated by reference herein.

The Company's press release and other communications from time to time include certain non-GAAP financial measures. A "non-GAAP financial measure" is defined as a numerical measure of a company's financial performance, financial position or cash flows that excludes (or includes) amounts that are included in (or excluded from) the most directly comparable measure calculated and presented in accordance with GAAP in the Company's financial statements. The attached press release utilizes a measure of earnings per share before giving effect to certain write-offs that were taken during the period.

The Company's management believes that the presentation of earnings per

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share (before write-offs) provides useful information regarding the Company's financial performance and earnings potential by calculating and quantifying the effect of certain write-offs on earnings per share calculated in accordance with GAAP and gives investors insight into the profitability of the Company's operating business. Management also believes that the presentation of the non-GAAP financial measure is consistent with its past practice, as well as industry practice in general, and will enable investors and analysts to compare current non-GAAP measures with non-GAAP measures presented in prior periods.

The non-GAAP financial measure used by the Company in the attached press release may not be comparable to similarly titled measures used by other companies and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with GAAP.

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### SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: April 8, 2003

ACXIOM CORPORATION

By: /s/ Jerry C. Jones

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Name: Jerry C. Jones

Title: Business Development/Legal Leader

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### EXHIBIT INDEX

| Exhibit Number | Description                                       |
|----------------|---|
| 99.1           | Press Release of the Company dated April 8, 2003. |