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ACXIOM CORP
Form 8-K
March 31, 2004

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

March 31, 2004
Date of Report (Date of earliest event reported)

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

Delaware	0-13163	71-0581897
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identifi- cation No.)

1 Information Way, P.O. Box 8180, Little Rock, Arkansas 72203-8180
(Address of Principal Executive Offices) (Zip Code)

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

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

(c) Exhibits

99.1 Press Release dated March 31, 2004

ITEM 9. REGULATION FD DISCLOSURE.

See Item 12. Results of Operations and Financial Condition.

ITEM 12. RESULTS OF OPERATIONS AND FINANCIAL CONDITION.

On March 31, 2004, Acxiom Corporation (the "Company") issued a press release confirming the first quarter of fiscal 2004 ended March 31, 2004. The press release is furnished herewith as Exhibit 99.1 herein.

The Company's press release and other communications from time to time include certain "non-GAAP financial measure" is defined as a numerical measure of a company's financial performance that excludes (or includes) amounts that are included in (or excluded from) the most direct and presented in accordance with GAAP in the Company's financial statements.

The attached press release utilizes a measure of free cash flow. Free cash flow is defined as cash received by investing activities excluding the impact of investments in joint ventures and other business received in acquisitions and dispositions. The Company's management believes that while free cash flow of money available for the Company's discretionary spending since certain obligations of the Company are excluded from free cash flow, it nevertheless provides a useful measure of liquidity for assessing the amount of cash available for strategic purposes after funding operating activities and capital expenditures, capitalized software development costs, and other intangible assets.

In addition, return on invested capital, also included in the attached press release, is a non-GAAP financial measure. Management defines "return on invested capital" as adjusted operating profit divided by invested capital.

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quarters average invested capital. In this calculation, operating profit is adjusted for the impl off-balance sheet financing (the present value of operating leases x 8% annually) and invested ca (current assets excluding cash and equivalents less current liabilities excluding interest bearin assets plus the present value of operating leases. Management believes that return on invested ca investors with additional useful information for evaluating the efficiency of the Company's capit

The non-GAAP financial measures used by the Company in the attached press release may no measures used by other companies and should not be considered in isolation or as a substitute for in accordance with GAAP.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has d on its behalf by the undersigned hereunto duly authorized.

Dated: March 31, 2004

ACXIOM CORPORATION

By: /s/ Jefferson D. Stalnaker

Name: Jefferson D. Stalnaker
Title: Financial Operations Leader
(principal financial and accounti

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EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release of the Company dated March 31, 2004.

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