



Explaining Experian

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Introduction

Experian is a global leader in providing information solutions to business clients and consumers. We help organisations to find new customers and to develop and manage existing relationships by providing data, decision-making solutions and processing services. We also help consumers to understand, manage and protect their personal information and to make more informed purchasing decisions. Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy around the world.

The information in this document has been prepared solely in order to assist shareholders, customers, suppliers and the public to understand the Experian business and does not purport to be a complete analysis of the Experian business or set out all the risks and benefits that are associated with it.

This document is not intended to form the basis of any investment decision and those intending to invest in Experian shares should make their own independent assessment of the business prior to making any investment and should not rely on Explaining Experian in making their judgement on whether to invest.

No representation or warranty, express or implied, is given and, so far as is permitted by law no responsibility or liability is accepted by any person, with respect to the accuracy or completeness of Explaining Experian or its contents. In particular, but without limitation, no representation or warranty is given as to the achievement or reasonableness of, and no reliance should be placed on, any projections, targets, estimates or forecasts contained in this document. Experian undertakes no obligation to provide any additional information or to update this document or any additional information or to correct any inaccuracies which may become apparent.

1 Overview of the business

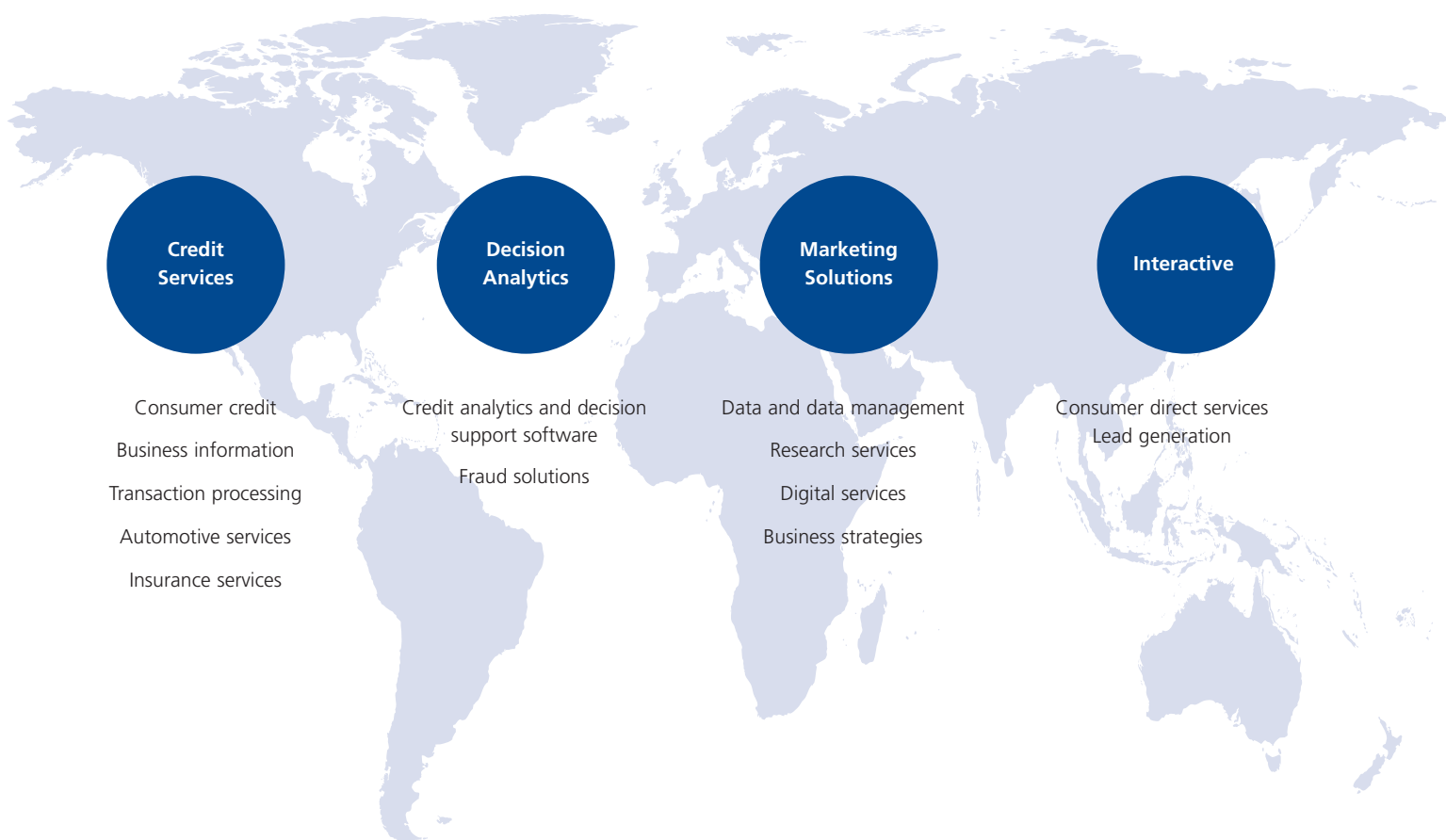
Our business is managed on a geographic basis across the Americas, the UK and Ireland and EMEA/Asia Pacific. We also categorise our business into four principal activities.

- Credit Services acquires, processes and manages large, comprehensive databases containing the credit application and repayment histories of consumers and businesses. Proprietary technology is used to organise and maintain this data.
- Decision Analytics unlocks the value of the Credit Services data and helps clients by applying analytical tools and software to convert data into business decisions.
- Marketing Solutions acquires, processes and manages large and comprehensive databases containing geographic, demographic and lifestyle information on consumers to help clients acquire new customers and manage existing ones.
- Interactive is an Internet marketing business with two types of activity: direct-to-consumer, which provides credit information directly to consumers, and lead generation, which connects consumers with businesses on the Internet.

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Explaining Experian

Principal activities



Sales by activity

	Credit Services	Decision Analytics	Marketing Solutions	Interactive
Sales (\$m) ¹	1,520	392	728	784
% of sales	44%	12%	21%	23%
Year to March 2007 underlying growth ²	3%	15%	0%	23%
Number of people (FTE) ³	6,281	1,674	3,418	984
Sales per FTE (\$k)	237	246	228	894

¹ Sales are for the year to March 2007 and exclude discontinuing activities

² Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

³ As at March 2007, excluding central activities

Major databases

US

Consumer credit database: 215 million consumers.

National business credit database: more than 19 million businesses.

National vehicle database: more than 500 million vehicles.

INSOURCE database: consumer marketing information on 215 million consumers in 110 million households.

BehaviorBank: self-reported consumer marketing information submitted by 40 million individuals and 35 million households.

Z-24 catalogue database: over 2.8 billion catalogue orders across 109 million households.

UK

Consumer credit database: 45 million consumers.

National business database: records on 4 million limited and non-limited active UK businesses, with over 5 million contact names.

Limited companies database: over 5.2 million companies of which 2.4 million are current and 2.8 million dissolved. Over 15 million directorship records.

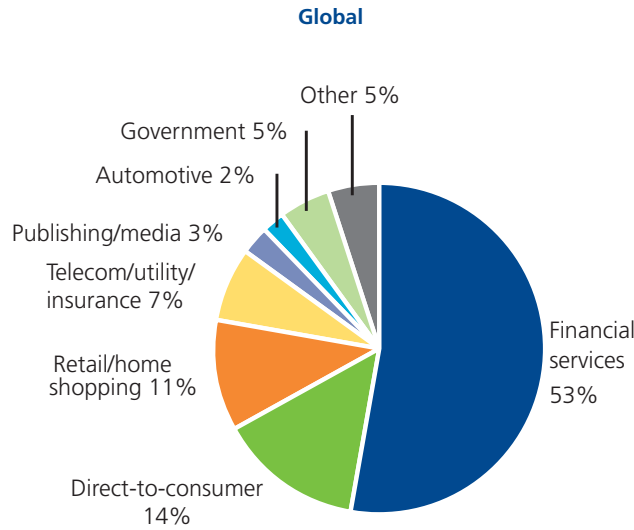
Car Data Check: 31 million vehicles and over 90 million DVLA registration records.

Marketing databases: lifestyle data on 8.4 million households and 14 million individuals.

Motor insurance database: 25 million motor insurance policies and 30 million vehicles, with 1.8 million online enquiries received each month.

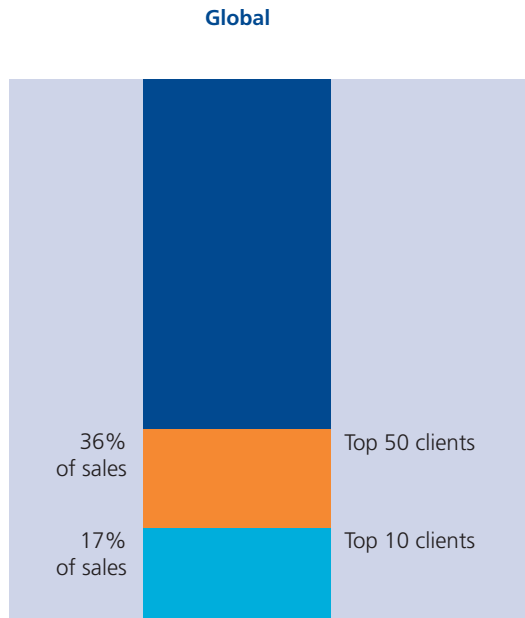
Market and client profile

Market profile



Approximate % of sales by vertical market
Sales are for the year to March 2007 and exclude discontinuing activities

Client profile

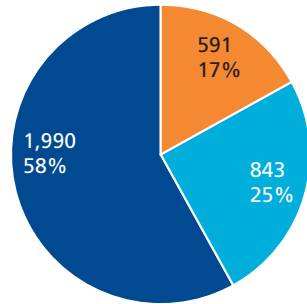


Sales are for the year to March 2007 and exclude discontinuing activities and Consumer Direct
Of the top 50 clients, at least 85% have been doing business with Experian for five years or more

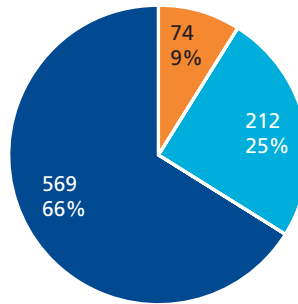
Financial analysis

Geographical split 2007

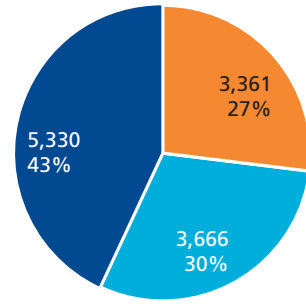
Sales (\$m)



EBIT (\$m)



Employees (FTEs)



■ Americas ■ UK and Ireland
■ EMEA/Asia Pacific

■ Americas ■ UK and Ireland
■ EMEA/Asia Pacific

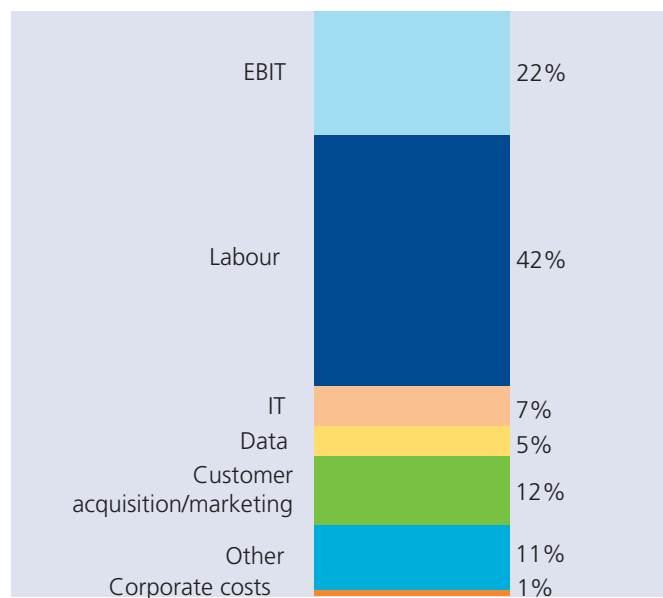
■ Americas ■ UK and Ireland
■ EMEA/Asia Pacific

All analysis excludes discontinuing activities

Cost profile

Global

% of sales



Costs are for the year to March 2007. Direct business only, excluding FARES and discontinuing activities
‘Other’ includes other depreciation, occupancy, royalties and voice telecommunications

Sales mix

Americas



Sales (\$m) ¹	804	82	353	751
% of sales	40%	4%	18%	38%
Year to March 2007 underlying growth ²	3%	29%	(2%)	20%

¹ Sales are for the year to March 2007 and exclude discontinuing activities

² Growth excluding discontinuing activities and corporate acquisitions

UK and Ireland



Sales (\$m) ¹	266	215	329	33
% of sales	32%	25%	39%	4%
Year to March 2007 underlying growth ²	3%	8%	1%	176%

¹ Sales are for the year to March 2007 and exclude discontinuing activities

² Growth excluding discontinuing activities and acquisitions at constant exchange rates

EMEA/Asia Pacific



Sales (\$m) ¹	450	95	46
% of sales	76%	16%	8%
Year to March 2007 underlying growth ²	4%	18%	9%

¹ Sales are for the year to March 2007

² Growth excluding acquisitions at constant exchange rates

Key details

Some major clients

American Express	Crédit Agricole	HSBC	Procter & Gamble
Bank of America	Crédit Lyonnais	IBM	Royal Mail
Barclaycard	Debenhams	ICICI	Siebel
Barclays	Dell	JCB	Société Générale
BMW Financial Services	Discover	Kohl's	Somerfield
BNP Paribas	eBay	Kookmin Bank	Staples
Boots	Egg	Lego	Tesco
Capital One	First American	Lloyds TSB	Toyota
CarMax	Ford	Marks & Spencer	Unicef
Citicard	France Telecom	Morgan Stanley	Washington Mutual
Commerzbank	HBOS	National Australia Bank	Westpac
Coors Brewers UK	Hilton International	Next	Yahoo!
Crate and Barrel	Household	Orange	

Experian operates in 36 countries and sells to clients in over 60 countries around the world



Countries where we have offices:

Argentina	China	Hong Kong	New Zealand	Sweden
Australia	Czech Republic	India	Norway	Turkey
Austria	Denmark	Ireland	Poland	United Kingdom
Belgium	Estonia	Italy	Romania	United States
Brazil	Finland	Japan	Russia	
Bulgaria	France	Mexico	Singapore	
Canada	Germany	Monaco	South Africa	
Chile	Greece	Netherlands	Spain	

Key markets and solutions

	Australia/NZ	Bulgaria/Romania/Russia	Canada	China	France/Belgium/ North Africa	Germany/Austria/ Switzerland	Italy	Japan	Latin America	Middle East/Pakistan	Netherlands	Norway/Sweden/ Denmark/Finland/Estonia	Republic of Ireland	South Africa	Other Asia Pacific	Spain/Portugal	Turkey	UK	US
Credit Services																			
Consumer bureaux		●	●				●			▼	●	●	●	●		●	▼	●	●
Business information				●	▼		●					●	●					●	●
Transaction processing					●	●													
Automotive databases							●											●	●
Insurance services																		●	
Decision Analytics																			
Decision support	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Application processing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fraud solutions	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Marketing Solutions																			
Data and data management	●				●	●	●		●		●	●	●				●	●	●
Research services	●			●											●			●	●
Digital services	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Business strategies																			
Micromarketing	●			●	●	▼	●	●			●	●	●		●	●	●	●	●
Economic forecasting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Interactive																			
Consumer Direct services																			●
Lead generation																		●	●

● Service offered ▼ Service offered via third party

Key global competitors

	Credit Services Information	Decision Analytics	Marketing Solutions	Interactive	
				Consumer Direct	Lead generation
Acxiom			●		
D&B	●	●	●		
Equifax	●	●	●	●	
Fair Isaac		●	●	●	
Harte-Hanks			●		
infoUSA Inc			●		
Interactive Corp					●
TransUnion	●	●		●	

Global management

Don Robert	Chief Executive Officer
Paul Brooks	Chief Financial Officer
Chris Callero	Chief Executive, Experian Americas
Richard Fiddis	Managing Director, Emerging Markets Development
Nigel Fine	Managing Director, EMEA
Ed Odjana	Chief Executive Officer, Experian Interactive
Tiku Patel	Managing Director, UK and Ireland
Ken Sansom	Managing Director, Asia Pacific
Elio Vitucci	Managing Director, Experian Decision Analytics

Global management biographies

Don Robert – Chief Executive Officer

Don Robert graduated from Oregon State University with a degree in Business Administration. He began his career with US Bancorp, a multi-state bank holding company, where he held positions of increasing responsibility over 15 years. From there he joined Credco, Inc., the largest specialist credit reporting company in the US, as President. In 1995, Credco was acquired by First American Corporation and over the next six years Don Robert held positions as Executive Vice President of Mortgage Origination Services and President of First American's Consumer Information and Services Group. In 2001, Don Robert joined Experian from First American, becoming Chief Executive Officer of Experian North America in December 2002. In February 2005, he took responsibility for Experian globally as Chief Executive Officer of Experian Group. Don Robert joined the Board of the former GUS plc in April 2005. His other business appointments include director of First Advantage Corporation, member of the Chapman University Board of Counsellors and past Chairman of the Consumer Data Industry Association.

Paul Brooks – Chief Financial Officer

Paul Brooks graduated from Cambridge with an economics degree and went on to qualify as a Chartered Accountant with KPMG. He then joined ICI where he worked for the Plastics Division in Brussels and Corporate Reporting Group in London. After five years with GKN's Industrial Services Division, mostly spent as Divisional CFO in the USA, Paul joined Inchcape, latterly as Inchcape Marketing Services Finance Director, based in Singapore. Paul joined Experian in April 1999 as Finance Director of Experian International and was appointed Chief Financial Officer in October 2001.

Chris Callero – Chief Executive, Experian Americas

Chris Callero currently serves as Chief Executive Officer of Experian Americas. Prior to joining Experian, Mr Callero spent more than 27 years at Bank of America where his roles included Group Executive Vice President, managing several national businesses including consumer lending, small business, interactive banking, eCommerce, ATMs, debit cards, deposit products, retail investments, insurance and liability risk management. He also previously served as Chief Operating Officer at Wink Communications, a leading interactive television company. Prior to his current role, he served as President of Experian's credit services business, having joined the company in 2002. At the University of California, Irvine, he serves as a member of the Chancellor's Chief Executive Roundtable, the Dean's Advisory Board of the Paul Merage School of Business and a member of the Leadership Council at the Bren School, Information and Computer Sciences. Additionally, Chris is on the board of directors for Orange County Technology Action Network (OCTANE).

Richard Fiddis – Managing Director, Emerging Markets Development

Richard Fiddis joined Experian in 1999, initially as Chief Operating Officer for the UK and subsequently Managing Director for UK, Ireland and Northern Europe. In 2007, he was appointed Managing Director – Emerging Markets Development. Before joining Experian, Richard Fiddis was Group Managing Director of Lorien plc, a UK management consultancy and resourcing company. Prior to that he was European Vice President, Sales and Marketing for Marcam, a US-based software and services business. Whilst in this role, he ran a 50/50 joint venture business with IBM UK, his previous employer for 14 years. He joined IBM after completing a PhD in Biomedical Engineering and working as a metallurgist.

Nigel Fine – Managing Director, EMEA

Nigel Fine graduated from Manchester University with a degree in Civil Engineering and began his career working on major infrastructure projects in the UK and Middle East with John Laing Plc, qualifying as a Chartered Engineer in 1982. He obtained his MBA from the London Business School and joined Courtaulds (now Akzo Nobel) in 1984. Over the next 10 years he held senior commercial and strategic roles, latterly as global Commercial Director for marine coatings, the largest division in the Industrial Coatings business group. Nigel Fine went on to Andersen Consulting (now Accenture) and was the Associate Partner responsible for Business Process Outsourcing solutions for the utilities and chemical vertical markets in EMEA. He joined Experian in April 1999 as Chief Operating Officer, ROW and was appointed Managing Director in 2004.

Ed Ojdana – Chief Executive Officer, Experian Interactive

Ed Ojdana is Chief Executive Officer of Experian Interactive, our Internet marketing business, which provides direct-to-consumer services and lead generation for businesses. He was the founder of ConsumerInfo.com, which was acquired by Experian in 2002. Ed Ojdana enjoyed a diverse and extensive career before coming to Experian, holding senior-level positions in finance, marketing, strategic planning, operations and management consulting. He served companies in a broad range of industries, including consumer goods, real estate, distribution, and entertainment. Ed Ojdana received a bachelor's degree in engineering from Notre Dame University, a master's degree in engineering from the Ohio State University and a master's in business administration from the University of Dayton. He also holds a doctorate in marketing and economics from the University of Southern California.

Tiku Patel – Managing Director, UK and Ireland

Tiku Patel was appointed Managing Director for UK and Ireland in 2007. He joined Experian in 2006 from Barclays Bank, where he was latterly Managing Director of Barclays Premier Banking and leader of a project to integrate the Woolwich bank. Before joining Barclays in 2002, Tiku Patel spent over nine years at Kingsfisher, where he held a number of senior roles including Head of Strategic Marketing & Planning for Woolworths and Finance Director for eKingfisher. He has an MA in Mathematics from Queen's College, Oxford and is a qualified accountant.

Ken Sansom – Managing Director, Asia Pacific

Ken Sansom joined Experian in 2006 as Chief Operating Officer for Asia Pacific, becoming Managing Director for Asia Pacific in 2007. He began his career with EDS, where he held technical, programme management and leadership roles throughout North America and Europe. More recently, he has been a Partner in two consulting firms, PricewaterhouseCoopers Consulting and Diamond Cluster International. Ken graduated with a Bachelor of Arts from Lewis and Clark College, where he majored in Business Administration and Computer Science. He also has MBA degrees from the Anderson School at UCLA and the National University of Singapore.

Elio Vitucci – Managing Director, Experian Decision Analytics

Elio has a Mathematics background and joined Experian in 1993 to provide analytics and consultancy in the EMEA team. He moved to Scorex in 1996 to open up and manage their activities in Italy, quickly followed by Spain, Greece and Portugal. He rejoined Experian when the joint venture with Scorex was acquired and was appointed MD of Southern & Eastern Europe in 2003. Most recently he was MD of the Experian-Scorex EMEA region and has created a strong, customer-focused organisation based on clearly accountable, goal-oriented business development teams supported by innovative centres of excellence. He took up the position of Managing Director, Experian Decision Analytics in October 2006.

2 What we do

Data

At the core of Experian are comprehensive databases of credit and marketing information on consumers and businesses. These databases are derived from both public and private sources and contain extensive, high quality information with considerable historical depth. Our comprehensive portfolio of data is maintained and owned by Experian and offers a greater breadth of information than any single competitor, making us a partner of choice to many clients.

Decisions

Building on this foundation of data, Experian uses proprietary analytical tools to help business clients turn raw data into critical decisions in a timely and consistent manner. Our tools also help consumers to make faster and more informed financial and purchasing decisions.

Distribution

Experian sells to clients in more than 60 countries around the world and has offices in 36 countries. We also serve clients in many different markets, including the financial services, retail, telecommunications, automotive and public sectors. This broad distribution platform is unmatched within the global information solutions industry.

2.01	Credit Services
2.02	Consumer credit
2.04	Business information
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2.12	Insurance services
2.13	FARES (First American Real Estate Solutions)
2.15	Decision Analytics
2.16	Credit analytics and decision support software
2.20	Fraud solutions
2.23	Marketing Solutions
2.24	Data and data management
2.28	Research services
2.30	Digital services
2.32	Business strategies
2.35	Interactive
2.38	Consumer Direct
2.40	Lead generation

Credit Services

Credit Services acquires, processes and manages comprehensive databases containing the credit applications and repayment histories of consumers and businesses. Using proprietary search and match systems and application software, we deliver a wide variety of credit reports and reporting services on consumers and businesses to our clients. This helps them to lend profitably to their customers, and to maximise revenue and minimise risk.

Credit Services also operates transaction processing services, mainly in France, which help banks and other clients with their back office functions. Other activities include Experian's real estate information joint venture called FARES and our automotive and insurance databases.

Consumer credit

Experian's goal as a consumer credit reporting agency is to help lenders make better informed lending decisions and to make it quicker and easier for consumers to obtain finance. When a consumer applies for credit, lenders usually contact a credit reporting agency for a consumer credit reference check to confirm the person's identity and creditworthiness. Lenders use this information to manage the risks associated with lending money to consumers, such as determining whether to offer loans, setting credit limits or assessing accounts that are in default.

Over the past four decades, Experian has developed core expertise in acquiring, processing, managing and operating very large and comprehensive databases. These are the foundation of our consumer credit business. Experian operates 14 consumer credit bureaux across the world, maintaining information on approximately 320 million consumers. In the US, our consumer credit bureau maintains very detailed historical information on how over 215 million adult consumers have fulfilled their past and current credit obligations. The US consumer credit database is ranked by industry analysts as one of the largest databases in the world and includes over 10 billion lines of data. In addition to the US, Experian maintains consumer credit histories on over 100 million consumers in the UK, Spain, Italy, Norway, Denmark, Netherlands, Ireland, South Africa, Bulgaria, Russia, Romania, Estonia and Canada. Experian also licenses proprietary credit bureau software to organisations in Turkey, Kuwait, Saudi Arabia and Pakistan for the development and operation of independently owned credit bureaux.

A credit reporting agency is an independent broker of information, provided either by lenders or sourced from third parties. This data varies by country, but typically may include

- credit account information, which is provided by lenders to allow them to access each other's credit history information. Typical examples of credit account information are mortgages, personal loans, credit and charge cards, mobile phone accounts and rental information;
- court judgments or their equivalent for the country of operation;
- bankruptcy information;
- information on repossessions;
- information provided by the financial services industry on suspected fraudulent applications;
- previous and forwarding addresses;
- association and alias information;
- collections data;
- electoral roll records.

To check a consumer's credit history and store information with a credit reference agency, a company must have a legitimate need or permissible purpose for accessing the data and must notify the applicant of their intention to contact a credit reference agency. In the UK, a company must hold a consumer credit licence (typically held by banks, building societies, finance houses, major retailers and telephone companies). In the US, permissible purposes for accessing a consumer credit report are defined by federal law. The laws of each country will vary in respect of the hosting of such data and access to it.

Experian does not make lending decisions or offer any comment or advice on particular applications, but simply provides factual information. Lenders then use that information, often in conjunction with other information, such as that included in an application form or in any previous agreements with the applicant, to help decide whether or not to lend. Experian is not told whether its information has affected the lender's decision or what decision was taken. Only the lender knows why an application was accepted or declined and (outside of the US) lenders are not under any legal obligation to tell people why they were refused credit. However, most lenders will follow their local industry code of conduct, which encourages the education of consumers.

As well as credit reports, clients can also use Experian's suite of notification services to drive their marketing, risk and retention programmes. The suite includes:

- **Risk triggers**, which provide daily notification of changes in a customer's credit behaviour, including new delinquent account information, new public record filings or other negative credit information. It enables clients to take quick action on potential high credit risk accounts.
- **Marketing triggers**, which provide daily notices of credit-active consumers who are most likely to respond to specific pre-approved credit offers.
- **Retention triggers**, which identify customers within a client's customer base who have started new credit account relationships or made new inquiries. It helps clients understand the ongoing credit activities of their most profitable customers.

VantageScoreSM is the US credit reporting industry's first credit score, developed jointly by the three national credit reporting companies with the aim of delivering consistent, objective credit scores on consumers from across their respective databases.

VantageScore was developed as a direct result of client demand for a more consistent and objective approach to credit scoring.

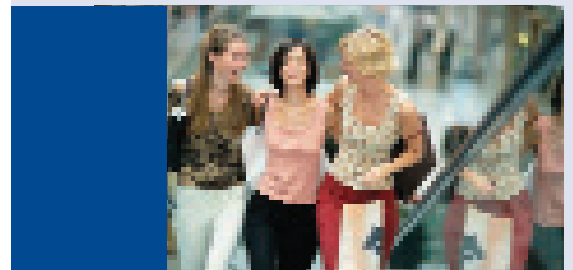
Benefits of consumer credit reporting:

- Underpins economic growth by providing the information and tools necessary for extending credit to consumers and businesses.
- Helps consumers obtain credit, where appropriate, quickly and conveniently.
- Helps lenders establish an applicant's credit worthiness and grant credit promptly, where appropriate.
- Keeps interest costs lower than they would otherwise be, as lenders can make allowances for bad debt risks.
- Helps combat fraud.
- Enables consumers to obtain a copy of their consumer credit file at any time to understand what information the credit reference agency holds.

Major US retailer selects Experian for its consumer credit data

The client

Kohl's Department Stores operates family oriented stores that feature quality, exclusive and national brand merchandise priced to provide value to customers. Their stores sell clothes, footwear, accessories and home products targeted to middle-income customers shopping for their families and homes. Kohl's offers a convenient shopping experience through easily accessible locations, well laid out stores, central checkouts and a good in-stock position which allows the customer to get in and out quickly.



The issues/challenges

Kohl's was searching for a business partner to provide consumer credit data for all aspects of their retail private label credit card business. The company wanted to utilise a custom solution that focused on its business needs and objectives. In addition, it required quality, accurate and timely consumer credit data to manage its credit decisioning process, approval rates and delinquencies while maintaining a superior customer satisfaction rating.

The solution

Kohl's selected Experian as its primary source for all consumer credit data. With Experian's custom solutions, it was able to utilise Experian's credit data for account acquisition, account management and collections processes. In addition, Kohl's used Experian's account review and notification services for account management purposes.

By selecting Experian for its consumer credit data needs, Kohl's has achieved its desired business results for its private label retail credit card by meeting its targets for approval rates, delinquency rates and collections.

Kohl's has recently decided to continue its partnership with Experian for another two year period.

Business information

Experian owns seven business credit bureaux across the world, maintaining information on about 30 million businesses, typically small to medium-sized enterprises. We help clients by providing them with industry leading data to assist them in making credit and marketing decisions. Experian owns and operates business credit bureaux in the US, UK, Italy, Denmark, Norway, Estonia and Ireland, and hosts databases for third parties in France.

A business information report contains publicly available information from local or nationally available sources such as Companies House in the UK or public record filings in the US, together with other available sources of information.

The success of a business is often dependent or linked to the financial stability and track record of its directors, so information is also provided on the financial status of company directors (Note: some information on directors' financial status will be available only to companies with a consumer credit licence and this service is not available in the US).

Experian's business information is available in various levels of detail, with delivery by a number of mechanisms, including the Internet.

As part of a typical report, the user will receive some or all of the following:

- company registration and incorporation details, company number and registered address;
- ownership details and principal activity of the company;
- trading addresses and phone numbers;
- names, home addresses, nationality of company directors and company secretary (outside of US);
- payment behaviour (up to a 12-month history of how quickly the business is paying its bills);
- Commercial Delphi (International) or Commercial Intelliscore (US) – a company credit risk score and rating. The rating gives Experian's recommendation of the maximum amount of credit the company should be allowed, while the credit score expresses a degree of risk;
- Small Business Intelliscore (US), which combines commercial and personal information on a business and its owner;

- any negative information such as county court judgments, winding-up petitions, tax liens and Uniform Commercial Code filings or bankruptcies in the US;
- turnover, profit and loss and balance sheet information (UK – up to ten years history where available).

US

- **National Business Credit Database:** more than 19 million business records with over 200 summarised credit attributes available.
- **Public Record Extract:** approximately 30 million credit records from state and federal public records. This provides users with access to corporate records, fictitious business names, bankruptcies, tax liens, judgments and Uniform Commercial Code filings for direct marketing purposes.

UK

- **Limited Companies Database:** a dynamic version of public record information on over 5.2 million UK limited liability companies, including details of payment behaviour, credit information and risk assessments. The result is a comprehensive up-to-date analysis of the financial and trading performance of UK companies.
- **Directors Database:** personal details on all UK Company Directors and Secretaries; current/previous/dissolved directorships, secretaryships and partnerships; convictions; disqualifications; plus full consumer details.
- **National Business Database (NBD):** is a comprehensive database of business information compiled specifically for B2B marketing purposes. The NBD can help businesses get the most out of their marketing budget. Database solutions include targeted prospects and integrated direct marketing campaigns, database management and customer insight.
- **Non-Limited Company Database:** a valuable decision-making tool for evaluating the track record of small businesses and making informed risk management decisions. By providing insight into the financial background and payment history of a small business, along with relevant personal information on its proprietors, the depth of Experian's non-limited information is extensive, with information on over 2.9 million UK small businesses, partnerships and sole traders.

Ireland

- registration details on registered Irish companies;
- financial information on over 100,000 registered Irish companies;

- details of registered judgments against businesses since 1991;
- details of directors of companies in Ireland;
- registration details of business names in Ireland.

France

- **Infogreffe:** database of legal information on companies from les Greffes des Tribunaux de Commerce (more than 180 registrars of the trade tribunals);
- **Telefirm:** French Chamber of Commerce and Industry – extensive business-to-business marketing database (data on 1.8 million companies).

Italy

- integrated database of public positive and negative information (from Courts, Chambers of Commerce, Land Registry offices), with more than 19 million records registered;
- Italian Chamber of Commerce data on companies (reports, balance sheets, company structure, judgments, administrators' files);
- real estate data – more than 1.5 million reports on Italian properties.

Denmark

- registration details on 550,000 Danish companies;
- registration details on directors and board members of Danish companies;
- financial data on 170,000 registered Danish companies.

Norway

- registration details on 750,000 Norwegian companies;
- unique registration details on managing directors and board members of Norwegian companies;
- financial data on all limited companies that have been in business more than 12 months.

Estonia

- registration details on 150,000 Estonian companies;
- registration details on directors and board members of Estonian companies;
- financial data on 64,000 registered Estonian limited companies;
- register for bad payers.

Taking the risk out of commercial leasing

The client

The client is part of a large commercial finance company, a global leader in developing and providing financial solutions and services to equipment manufacturers, distributors, dealers and their end users.



The issue/challenges

The client wanted to shorten its turnaround time when screening applications for lease funding while at the same time improving the quality of the decisions that were made.

The solution

Experian's Commercial Lease Decision Score was chosen because of two key attributes. Firstly, Experian developed an industry-specific leasing risk model that was an ideal fit for the client. Secondly, Commercial Lease Decision Score was available via mainframe delivery, which meant that it could be installed within the client's automated credit application process.

The client's automated decisioning system retrieves an Experian Commercial Lease Decision Score and integrates the risk score into the client's decision matrix that generates either an approval for a specific monetary amount or a referral to a credit analyst for individual attention.

The Commercial Lease Decision Score enables faster, accurate and consistent decisions, saving the client time and improving credit quality.

Business information

Business lending solutions

Baker Hill was acquired by Experian in August 2005 and has been focused on the banking industry for more than two decades. It delivers solutions that address the needs of banks, when lending to small and medium-sized enterprises, and works as a trusted advisor to its banking clients. Baker Hill understands banking processes, knows how to implement technology to enable those processes and has a long history of client success. More than 1,100 financial institutions in all segments have chosen Baker Hill's relationship management, credit origination and portfolio risk management solutions as their enabling technologies.

Baker Hill offers integrated technology solutions and general consulting and training for the financial services industry. It was an early industry leader in providing client relationship management systems, offering web-based origination solutions that address a bank customer's entire relationship cycle.

The solutions combine client management systems with process-flow solutions and can be easily integrated with an organisation's existing technologies to improve customer service.

- Relationship management solutions include One Point and Baker Hill Advisor. These enable an organisation to integrate all commercial lending processes and to create a single credit file, together with a cross-departmental client file for each client relationship, ensuring everyone in the organisation is working from the same base of information.
- Baker Hill's credit customer acquisition solutions automate the origination and underwriting process to free relationship managers of manual processing tasks. With four solutions sharing one common technology platform, there is less risk of redundant data entry and a reduced error rate. The solutions cover the entire loan process from application to underwriting and acceptance, document preparation and booking.

- Solutions from Baker Hill cover bank relationships with small and large businesses and consumers. The small business capability strengthens Experian's offering in the US.
- Increasingly, Baker Hill's competencies and solutions are being combined with Experian's and have resulted in the launch of new products. These include Portfolio Risk Advisor, which combines risk management solutions with the power of Experian's scores and data to give financial organisations a greater understanding of the strengths and weaknesses in their credit portfolio.

Loan processing reduced from two day turnaround to four hours

The client

Frost Bank is the banking subsidiary of Cullen/Frost Bankers Inc, a financial holding company in the US with assets of \$11.6 billion. The Bank provides a full range of business and consumer banking products, investment and brokerage services, insurance products and investment banking services. It operates more than 100 financial centres from its headquarters in Texas.



The issues/challenges

Frost Bank processes small-business loans under \$250,000. With its size and rate of growth, Frost had two challenges. The first was to standardise and streamline its loan origination processes, and the second was to simplify the management of its growing loan portfolio.

The Bank previously used a variety of systems. To complete the loan process the same information had to be manually entered into these different company systems. The Bank also wanted to save valuable resources and improve efficiency by using automated loan portfolio monitoring, which would help redirect its staff's focus to accounts requiring more detailed analysis and also help increase the rate of renewal for high-performing accounts.

The solution

Frost Bank's choice was to use Bank2Business® and Portfolio Risk Advisor® from Baker Hill®.

Bank2Business is a hosted service that uses browser-based technologies to automate the small-business loan process to manage the complete application process – from inception through document preparation to boarding and loan servicing. It also offers faster application processing, easier loan application tracking, high solution up-time, a scalable processing system, and quick solution set-up.

Portfolio Risk Advisor leverages Baker Hill's risk-management expertise and the power of Experian's data and analytics to help client's mitigate risk and streamline the portfolio management process. By integrating internal origination and performance data across the Bank with external scoring data, Portfolio Risk Advisor delivers an accurate, point-in-time view of the Bank's entire portfolio.

Bank2Business' has improved the efficiency of loan processing at Frost Bank. Since the solution went live, the bank has reduced the application turnaround time for small-business loans from an average of two days to four hours and increased the number of loans processed from 100 per month to 350 per month – without having to hire additional underwriting staff.

Portfolio Risk Advisor has streamlined Frost's small-business loan review and renewal processes. In addition, the solution has helped to identify deteriorating accounts before they became a problem.

Transaction processing

Experian's transaction processing operations in France cover a wide range of business processes providing the staffing, technology, systems, facilities and resources needed to support a full-service solution to organisations. Clients are able to outsource, fully or partially, particular business functions such as cheque processing, payment card processing, electronic services and remittance processing to assist businesses and public sector organisations to operate 'no paper' processes.

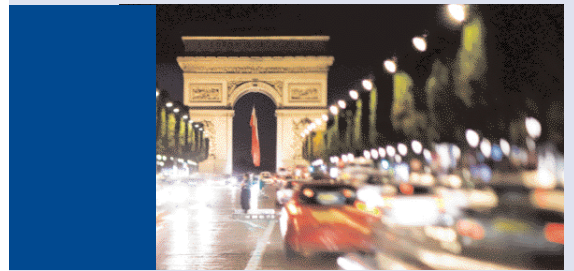
Experian offers a comprehensive range of transaction processing services in France to manage different methods of payments. These procedures can be structured to complement an organisation's portfolio of services and include:

- **Electronic transactions:** Experian offers Payline©, a solution to manage and secure distant and online payments, as well as consultancy and other solutions to help organisations migrate from paper-based process management to electronic procedures. We developed and manage the Web portal, www.jedeclare.com, on behalf of the French Association of Chartered Accountants, which is dedicated to electronic transmission of returns for both social and value added taxes. We also work with the Bailiff National Chamber to manage electronic transmission of certified documents.
- **Payment management:** Experian is a leader in cheque processing in France and one of the major players in card and remittance processing. We help organisations in sectors such as banking and utilities to benefit from best cash-flow management. We are able to handle all related services, including research and rejection, on behalf of clients and each year process an average of 1.35 billion cheques and 125 million remittances. Experian manages relationships with five million cardholders and over 550 million debit card transactions in France, collects information from 120,000 POS terminals and delivers 25 million authorisations.
- **Account and document processing:** Experian carries out diverse back-office activities, partially or fully, on behalf of clients and combines these services with other areas of expertise such as multimedia call centres, risk management tools, payment solutions and marketing services. Types of back-office services available include fulfilment of vouchers, questionnaires, orders and applications, management of customer databases, loyalty programmes and subscription management.

Experian delivers a revolutionary travel card to young people in Paris

The client

The client is a partnership of Parisian transportation companies offering young people the opportunity of cheaper travel rates in the Greater Paris area.



The issues/challenges

The client wanted to develop and manage the process for issuing yearly passes to school children and students under the age of 26 and to offer a subscription-based tariff giving young people access to cheaper fares, with minimum staff and administrative costs.

The solution

Experian's solution was to design a dedicated information system and provide data processing and management expertise, as well as process management and online access to personal files through a secure extranet. We provided computer maintenance and business continuity planning and worked closely with the transportation organisations to set up and operate a complete processing centre on behalf of the partnership. We also managed the transport subsidies to which travellers were eligible.

The result was that each year large numbers of pupils and students subscribe to a yearly pass, allowing them to benefit from a reduced fare when using public transport in the Île de France area of Greater Paris. The service offered allows Experian to collect and approve all subscription forms and supporting documentation, capture and check the personal details of applicants, process payments and issue the travel passes. The centre and the information system were designed by Experian to provide complete transparency to the consumer. With this solution, we created a fully scaleable service including managing the subscription programme. Ninety per cent of the 720,000 cards issued yearly are delivered between June and October.

Automotive services

Experian provides vehicle history information in the US, UK and Italy, to help manufacturers, dealers, finance providers, insurers, auction houses, government agencies and consumers to understand the risk associated with any given vehicle.

Our vehicle history information is used to establish whether a vehicle is currently registered as stolen, has outstanding finance or has been registered as a write-off. A vehicle history check can also help establish the market value of a vehicle, whether or not the vehicle has changed owners or been imported and the accuracy of the odometer reading.

Fraudulent representation of used vehicles poses a significant risk for consumers and a potential liability for dealers, finance providers and insurers. In the US, around 40% of all vehicles that are declared a total loss or write-off are eventually rebuilt and put back on the road, often in different locations, making it very difficult for the buyer or seller of a vehicle to detect the fraud.

Some of the various elements that an Experian vehicle history report may feature (dependent on country location) are:

- valuation based on the age, type and mileage of the vehicle (UK only);
- make/model, noted mileage, year of manufacture, colour, date of registration and engine number;
- number of previous vehicle owners and date of last change;
- mileage from odometer readings to identify possible mileage discrepancies;
- details of outstanding finance on the vehicle – even if the number plates have been changed;
- damage from major accident along with classification code of damage (UK only);
- fleet information – whether a vehicle is known to be rented, a taxi-cab or a company vehicle (US only);
- forfeiture information – whether a vehicle has been abandoned or repossessed (US only);
- theft – reported lost/stolen or recovered from theft;
- CO₂ emissions.

Benefits of using a vehicle history report:

- Helps consumers discover any adverse information to assist them in making an informed buying decision.
- Helps dealerships reduce risk, both financially in terms of making a sound investment and legally in terms of compliance with legislation.
- Helps finance institutions and insurers reduce financial risk by providing specific vehicle history.
- Helps provide auction houses with full disclosure at auction, enabling quality standards to be maintained and increasing residual re-sale value.
- Helps government bodies assist law enforcement in tracking vehicles.

Experian's Autocheck vehicle history reports help build buyer confidence

The client

CarMax is the largest retailer of used cars in the US and currently operates 80 used car superstores in 38 markets. In the twelve months to February 2007, CarMax retailed 337,021 used vehicles and sold 208,959 wholesale vehicles at its in-store auctions.



The issues/challenges

To improve the customer buying experience and increase buyer assurance, CarMax wanted to provide accurate and timely information on the history of a vehicle through a solution that could be easily integrated into the company's online inventory and its rigorous onsite vehicle inspection process.

Utilising its experience within the industry, Experian Automotive worked closely with CarMax to help them implement solutions that would meet both its needs as well as those of its customers. This included providing access to the most up-to-date information on a vehicle's history which would also reveal any possible undisclosed or unknown problems that could affect an automobile's safety and resale value.

CarMax Auto Finance also utilised Experian's collections, fraud protection and credit solutions to evaluate a customer's credit and pair them with the best financing option.

The solution

Experian Automotive's AutoCheck vehicle history reports have been adopted as part of CarMax's comprehensive inspection process for all vehicles they sell in their outlets. Experian Automotive's AutoCheck FreeLink service, has helped CarMax to build buyer confidence and provide added peace of mind by offering free, customised vehicle history reports on over 25,000 available vehicles.

In addition, CarMax Auto Finance uses Experian's Collection Report to help reduce labour costs for critical account management practices such as locating a debtor or debt collection. The finance house also uses Experian Credit Reports to evaluate consumer credit and assess risk for new and used vehicle financing, and Experian's Fraud ShieldSM to assess both credit risk and gain a full perspective on an account's fraud or potential first-payment default risk. This has helped CarMax to reduce the labour costs associated with prioritising and pursuing errant debtors.

Insurance services

Experian's insurance services in the UK provide dedicated sales, account management, systems and business consultancy service teams, who work with insurance organisations to deliver comprehensive information solutions for marketing, underwriting, risk assessment, claims handling and fraud prevention and detection.

The range of services enables insurers to target new customers more precisely, improve pricing accuracy, prevent fraud, reduce costs and build more successful customer relationships.

A number of databases and services have been developed or tailored specifically by Experian for insurance organisations.

- **Claims and Underwriting Exchange (CUE):** UK insurance industry shared databases of household, motor and personal injury claims. This data is used at all stages of the customer life cycle, from quotation and policy acceptance, through to renewal and claim. Insurers benefit from fraud prevention through the identification of non-disclosure and concurrent claim activity with other insurers, improved customer service through reduced call time and confirmation of claims history and more accurate pricing.
- **Motor Insurance Database (UK):** Experian operates the Motor Insurance Database, a UK motor insurance initiative to combat uninsured driving, on behalf of the Motor Insurers' Bureau. The Motor Insurance Database holds details on all UK insured drivers, covering 25 million private insurance policies, 30 million private vehicles and over 4 million commercial vehicles, with all motor insurers required to supply information. The database is central to the fight against uninsured driving and receives around 75,000 enquiries a day from the police.

- **Perils:** data models providing rating and geographical information on subsidence, theft, wind, coastal and river flooding, freeze and fire to assist insurers in the rating process and verify pricing. For claims, Perils data can help assess potential fraud and analyse and validate claims.
- **Unclaimed Assets Register (UAR):** a database of over five million owners of unclaimed financial assets. The UAR helps financial institutions, such as insurers, pension companies, unit trusts and listed companies to address the issue of lost customers and gone-away investors by providing sophisticated electronic tracing and a central repository for owners of unclaimed investments. The UAR's search service helps consumers and probate professionals recover lost investments, such as life policies, pensions, unit trusts and share dividends.
- **Existence Verifier:** a database to assist the pension industry in determining the likelihood of pensioners being deceased in order to identify and cease overpayments. Information from the Office of National Statistics is enhanced with Experian data to provide an effective verification process for pension schemes and annuity providers.
- **Vehicle provenance/history checks:** advanced vehicle identity and provenance systems, containing details of all registered vehicles (marketed as Car Data Check through the AA in the UK and AutoCheck in the US and Italy). These systems are widely used in the motor insurance quotation, underwriting and claims processes. Electronically available vehicle information instantly confirms a vehicle's identity and highlights any inconsistencies. Benefits to insurers include minimising fraud and data inaccuracies and increased efficiency through reduced call duration and better customer service.

In addition to its specialist insurance services, many products from Experian's wider portfolio provide support to the UK insurance market.

FARES (First American Real Estate Solutions)

In December 1997, Experian contributed its US property database businesses into a joint venture with First American Corporation. The joint venture, known as First American Real Estate Services (FARES), is a subsidiary of First American Corporation (NYSE – symbol FAF) and is 20% owned by Experian. Experian accounts for FARES as an associate, showing its 20% share of FARES profits but no sales.

First American Corporation specialises in offering mortgage lenders all of the information required to underwrite mortgage loans in the US. This includes title insurance, which insures against the risk that a newly acquired piece of property has a defective title, such as an undiscovered tax lien or a forged deed. FARES forms the major part of First American's Information Technology division.

Products and services of the FARES joint venture

FARES' aim is to offer a 'one-stop shop' for information required on property transactions (including re-financing). The information is normally provided to mortgage lenders, rather than to those purchasing the property. Services include:

- Mortgage credit information through FARES' c.30% ownership of First Advantage Corporation (FADV).
- Tax monitoring: FARES advises property mortgage lenders of the status of property tax payments due on real estate securing their loans (i.e. whether they have been paid or not).
- Flood certification: FARES has a flood reporting database, giving details of all reported insurance claims resulting from flood damage, enabling it to certify where a property is not at material risk from flooding.
- Property valuations: these can be either manual (based on an appraiser visiting the property) or automated (using FARES database information on the size and location of the property).
- Mortgage document preparation.
- Property inspections: this is the physical inspection of properties in the foreclosure process.

Sources of data

Property data is collected from public sources (e.g. county/municipal tax assessor and recorder's offices) and from commercial and private sources, which enhance the data with demographics, property characteristics and amenity information. The national coverage extends to 85% of the entire real estate activity in the US, with data on 100 million properties updated annually and an average of two million property and mortgage transactions each month.

Data content

The database includes the following types of data:

- complete owner name and address;
- property location information;
- detailed property characteristic information, where available;
- sales and transfer records, arm's-length transactions, nominal transfers, foreclosures and deeds to trust;
- mortgage financing records;
- tax assessor maps.

CoreLogic

In February 2007, First American merged the FARES business with CoreLogic Systems to expand further its mortgage risk analytics business. The merger is majority owned by FARES and creates a single unified company with unique data and predictive analytics that lenders, investors and consumers need throughout the mortgage process.

Decision Analytics

Decision Analytics unlocks the value of Experian's vast Credit Services data assets and other data sources by applying analytical tools, scoring, software and systems to convert data into valuable business decisions.

Decision Analytics offers two key services: credit analytics and decision support software and fraud solutions.

Decision Analytics' products are often used as the key method of entry into new geographic markets. They are a significant growth opportunity for the business because of their potential for global reach and their position at the forefront of product development and innovation. This opportunity is enhanced by the ability to combine the products with Experian data.

Credit analytics and decision support software

Experian has developed a global expertise in statistical analysis and scorecard development to enable clients to make consistent, high quality and efficient decisions about credit risk, customer marketing and account management. Its products fall into four main categories:

- Scoring
- Strategy Management
- Strategy optimisation
- Application processing

Scoring

Statistical analysis of data is used to define the characteristics (variables) that are most predictive of a consumer's future behaviour. A scorecard typically contains a list of 15-20 characteristics each of which is assigned points that reflect whether it is a positive or negative indicator of future behaviour. Usually, the characteristics that are associated with high risk result in an applicant losing points, while those linked to likely good performance (number of years in present job, for example) will gain points. When the points for all the characteristics are added together, the result is the final score for each individual.

This final score is judged against a pre-set range that the lender has determined is an acceptable risk, based on the ratios of good accounts to bad accounts. A credit cut-off score is the lowest acceptable final score. Any applications that score below this are rejected or are offered a product with different pricing and terms. There is not usually one single characteristic that would cause an application to be rejected - the scorecard balances all elements and it is the overall picture that counts.

Types of scoring models available include:

- **Application scoring** models are used by lenders at the time of issuing a new credit arrangement to assess the statistical probability of the account falling into arrears in the future. Scoring enables lenders to identify correctly the quality of an applicant against their own criteria before choosing whether to accept or decline the application.
- **Behavioural scoring** is used throughout the customer life cycle to help lenders assess a customer's suitability for additional products, based on their previous account payment history and credit behaviour.
- **Credit risk scoring** uses previous payment history to predict the likelihood of future credit risk. Credit risk scoring helps reduce the number of low quality, high-risk credit applicants that would previously have been accepted by the lender. Credit risk scores are also used to help set pricing and terms for new credit offers.
- **Credit marketing response scores** are used to predict the likelihood of a consumer responding to a new offer of credit.

Experian also offers bespoke decision support software to enable clients to process applications more efficiently and to implement, manage and optimise customer strategies.

Benefits of using scorecards for organisations:

- unbiased analytical assessment, not reliant on an individual judgment;
- decisioning is consistent whenever and wherever it is applied;
- provides the lender with improved control over acceptance levels and bad debt levels;
- reduces bad debts typically by 15%-30% over traditional subjective decisioning.

Benefits of using scorecards for consumers:

- applicants are treated equally and are not subject to the personal views of credit underwriters;
- offers made are relevant and targeted;
- creditworthy applicants are more likely to have their applications accepted;
- by screening out those accounts most likely to go bad, companies can expand the number of other applications that are accepted;
- by controlling bad debts, companies are keeping costs down and thus interest rates, making products more affordable.

Strategy Management

Experian's Strategy Management solutions help leading companies around the world to make more intelligent, faster decisions about whether to accept new (and unknown) customers, extend the credit arrangements for existing customers or target them with new products.

Strategy Management is used at every point of the relationship with a customer, from first targeting and accepting the customer into the organisation, to monitoring their performance and determining when would be the best time to offer new or additional products. In the event that an account falls into arrears, Strategy Management can define what processes to adopt in managing the account through to collections and recovery, including suggesting appropriate follow-up actions at every stage of the process.

One of the key features of Experian's Strategy Management solutions is that from their own PC, clients can design and test new strategies. By segmenting customers based on similar characteristics and applying scorecards for a range of objectives, an organisation can accurately assess an individual against their objectives and make the right decision in order to achieve their goals. Strategy Management solutions may be integrated with application processing, marketing or customer management systems. They may also operate independently in an organisation to guide strategy and policy decision-making.

Typical users of Experian's Strategy Management solutions include credit risk underwriters (making the decisions about who to lend to), credit marketers (deciding which variation of a product to offer a given applicant or existing customer and on what terms) and credit risk managers (deciding on the mix of applicants for the company to balance financial risk and returns).

Benefits for a credit-issuing organisation:

- increase the number of 'accepted' credit applications without increasing financial risk;
- reduce origination costs;
- generate customer loyalty by providing rapid and tailored decisions for each individual;
- provide greater speed and control in the development and delivery of customer acquisition and customer management strategies;
- ensure consistency of rules and strategies deployed throughout a branch network and over multiple geographies.

Benefits for a consumer:

- faster acceptance of credit applications;
- better customer service, with quicker acceptance and more targeted marketing offers;
- not reliant on subjective decisions of individuals.

Strategy optimisation

Experian's Strategy Optimisation helps leading companies around the world make the best decisions about each account in a portfolio in order to yield the highest profit and return on investment.

Strategy Optimisation maximises profit and return on investment by identifying the most profitable decision for each and every customer interaction. Experian's optimisation technology uses patented mathematical algorithms to calculate these decisions across portfolios or on a recurring basis such as is required in application processing.

Strategy Optimisation can be used at every point of the relationship with a customer. The optimisation technology can be deployed stand-alone or within Experian's Strategy Management solutions to ensure an efficient, integrated and superior decisioning solution.

Benefits for a credit-issuing organisation:

- maximises profitability and return on investment for every customer interaction;
- flexible, easy to use software;
- ability to arbitrate across competing business goals, objectives and operational constraints;
- robust simulation and decision planning.

Experian Strategy Management to help HSBC make billions of lending decisions each year

The client

HSBC is one of the world's largest banking and financial services organisations, with over 125 million customers in 82 countries.

Everyday, HSBC makes millions of decisions in the management of its customers' accounts and applications. It may be to authorise a payment to facilitate an Internet or in-store purchase, to consider an application for a new or increased credit limit, to determine the most appropriate product to offer, or to decide whether a customer can access money from a cash machine.

The issues/challenges

The ability to take those decisions quickly and accurately is critical to the success of HSBC's different delivery channels and operations around the world. Just as important is that each decision is taken in a timely, consistent and fair manner, wherever they are made and whatever the circumstances.

The solution

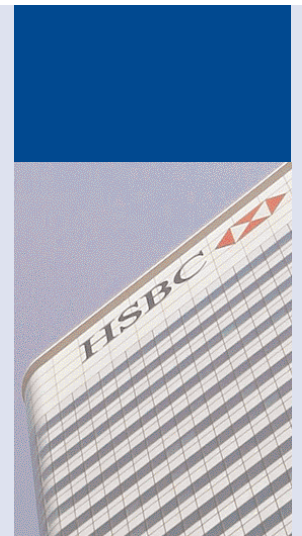
Faced with increasingly complex requirements and customer demands, HSBC chose Experian's Strategy Management software to assist in the delivery of mission-critical solutions. Strategy Management is a sophisticated business tool, used by over 600 organisations worldwide, that enables organisations to automate or simplify large volumes of decisions. It does this by assessing relevant information and customer requests against a wide array of regulatory, business and commercial requirements and objectives.

"Experian's Strategy Management solution will become an integral part of our global business," explains Chris Hawkes, Head of Group Retail Credit & Risk at HSBC. "It is enabling us to achieve consistency in decision-making across HSBC's diverse operations, whilst improving the speed and quality of our decisions. For our customers, it means that we can provide quicker decisions, offer a wider range of products and provide options that are more relevant to their particular needs and circumstances. In short, it is an essential component to delivering high quality customer service."

"Once we have rolled it out fully across our business, Strategy Management will be helping us make the billions of decisions we need to make each year."

Experian and HSBC have a longstanding relationship spanning 21 years and six continents.

"Like HSBC, Experian operates globally, but with a strong local focus on the markets in which it operates in order to provide local solutions" says Chris Hawkes. "In Experian we have a trusted global partner with the experience and technology to support our business going forward."



Credit analytics and decision support software

Application processing

Experian offers a range of scalable application processing solutions around the world to manage all stages of the credit application process, from capturing and verifying applicant information, to analysing and scoring the information and implementing a lender's acquisition policy.

Our application processing systems help lenders to reduce the cost and time taken to prepare data, whilst improving the speed with which an application can be processed. Data is captured from a lender's completed credit application form, over the telephone or online, and can be combined with additional information derived from existing databases, either within the client organisation or from other third party sources (including links to over 70 credit bureaux around the globe).

Experian's application processing systems, incorporating Strategy Management, are designed to ensure that appropriate data can be input to a lender's systems simply and efficiently, providing intelligent help features, short form address capture (eliminating the need to type out standard address elements in full) and applicant address targeting. All these features help lenders to reduce the cost and time taken to prepare data and train staff to use the system. For the consumer, they improve the speed with which an application can be processed.

Key products and systems include:

- Transact SM (software);
- Connect+ (hosted solution);
- Autoscore;
- CEMS (customer event management system).

Benefits:

- Streamlines business processes by providing full automation of the customer acquisition process.
- Enhances customer service and product take-up with decisions delivered in seconds at the point of customer contact.
- Minimise fraud and associated reputational losses by incorporating application and identity fraud checks.
- Improves customer decisions by incorporating shared data from many other lending organisations into the process.
- Assesses data using sophisticated analytics and a rules-based decision engine.
- Improves management information and understanding of customer trends by using comprehensive reporting facilities.

Typical users of application processing systems include:

- banks;
- credit card issuers;
- organisations that grant personal or trade credit;
- mortgage lenders;
- insurers;
- retail finance companies;
- mobile communications providers;
- home shopping companies;
- online lead generation companies.

Major finance company implements automated decisioning across Europe

The client

The client is a leading commercial and consumer finance company, providing customers with financing and leasing products.



The issues/challenges

They needed a solution that would automate credit decisioning, decreasing processing time and increasing the volume of applications from customers. They wanted to consistently implement and centrally control lending policies, risk management and credit decisioning by integrating the solution with their operations across Europe, but still allow for bespoke credit decisions in each country.

The solution

For efficiency and speed of process, it was important that the client had a single consistent system that provided instant real-time decisioning. They chose the global application solution, Transact SM from Experian.

The client's Transact SM solution receives, validates and processes applications from multiple channels. It is a centralised multi-country, multi-language and multi-currency solution, which allows the client to input data from external credit bureau sources and provide bespoke automated credit solutions to each of its vendors in each country. Transact SM gives the client a single web-based solution across all countries to enable the centralised management control and reporting that was key to their requirements.

Following implementation, the client saw automated decisioning rates up 75% within three months of operation through a streamlined, efficient operation with 80% of automated decisions made in less than 20 seconds. Risk management has been enhanced through consistent decisioning, application costs are controlled and the client can grow through the rapid deployment of the solution into new operations and territories.

The client's Head of Risk, said, "This project has been a great success as we have been able to deploy Transact SM easily with the support of Experian's business consultancy in multiple country locations. This, coupled with its technology, makes Experian an ideal partner to help us deploy and grow our business in new markets."

Customer service levels improved and bad debts reduced by fifty per cent

The client

The client is the UK's leading office supplies provider with thousands of small business customers making large numbers of generally small purchases. The client is renowned not just for the quality and breadth of its offering and pricing but also for its customer service, especially the fast turnaround of orders. The client already uses commercial credit scoring to ensure all the necessary credit vetting is undertaken prior to processing orders in a fast and efficient manner.

The issues/challenges

Due to data quality, the client's existing credit scorecard system did not provide consistent credit ratings and was unable to provide decisions.

The client decided to undertake a rigorous data trial to check the data quality of its existing system against an Experian automated decisioning system.

In 85–90% of cases, the Experian system returned a full report and credit score, even on the smallest of companies. This compared very favourably with the client's existing supplier, which only returned a full report in 17% of cases.

The solution

The client switched to Experian as a result of the trial and was provided with access to the online commercial credit application processing system, incorporating online business and consumer information as well as Commercial Delphi, a highly predictive scoring solution.

This online approach has enabled the client to improve the speed and quality of its credit decisions and has made a huge difference to debt reduction. By the end of the first year of use, it had reduced bad debt by fifty per cent – directly influenced by the new credit scoring system, which is used to check new and renewed business. Existing customers are now checked on a rolling 12 months basis.

The Credit Controller for the company commented: "The fact that Experian is able to access lots more information, including the track records of directors, County Court Judgment history and payment performance data, has been hugely valuable and made a considerable difference to our business. We are able to make more profitable decisions more effectively and have considerably reduced our exposure to risk and unpaid debt. Customer service levels have also improved thanks to the speed and quality of our credit decisions."

Fraud solutions

Experian offers a range of fraud prevention tools which are used by hundreds of the world's leading financial institutions. By sharing valuable and timely information about known fraudulent applications and transactions with other business sectors nationwide, greater fraud prevention success can be achieved.

- **Authentication services** provide the information needed to instantly verify customer identity and prevent fraud, while conducting secure transactions online and at call centres.

- **Credit card verification** checks whether a customer is using a valid, authorised credit card. It authenticates the user's link to the card in real-time to avoid transaction processing delays and potential fraud. Charge-backs and fraudulent transactions can be reduced significantly by verifying that consumers are using authorised credit cards.

- **Detect** provides significant savings to credit grantors by highlighting fraud instantly at the point of application, before the loan or personal finance facility is granted. Detect finds fraud by comparing application details with a range of data sources to identify anomalies that highlight potential fraudulent applications.

A powerful fraud checking system and predictive fraud scorecard are used to interpret unusual matches in the data, which can indicate that the application may be fraudulent.

- **E-identitycheck** combats identity fraud by providing a qualitative assessment of the degree of confidence a client can have in a customer's identity. It accesses several hundred million consumer information records in Experian's databases and then applies powerful Detect processing, which highlights identity fraud. The results of the processing are displayed in the form of an identity index value with the data that was used to calculate it.

- **Fraud Shield** offers protection from even the most sophisticated application fraud by launching a comprehensive series of checks, searches and counters to screen every application against information in the credit report.

- **Fraud Shield Score** is a unique solution that combines the most predictive fraud and high-risk indicators into one score for US clients. It helps identify which applications are most likely to be fraudulent or in need of further review.

- **Hunter** identifies fraudulent new accounts or claim applications throughout the financial services, telecommunications, retail and insurance sectors.

It does this by automatically checking new applications and claims against themselves, any previous applications or claims, suspect information and known fraudulent data. The latest version, Hunter II, provides online functionality, enhances workflow to increase productivity amongst fraud prevention teams and uses artificial intelligence techniques to rank and prioritise matches according to their potential for being fraudulent.

- **Knowledge IQ** challenges response processes using personal, confidential questions from credit and other databases to which only the consumer knows the answer.

- **National Fraud Database** is the first shared database of known cases of fraud in the US. Experian has joined forces with a consortium of businesses from several industries to provide a single point of access to consumer fraud records. The National Fraud Database is a powerful resource used to highlight fraud patterns and define and identify fraud attributes.

Subscription to the National Fraud Database is open to any business entity that needs information on known fraud records and represents data from a variety of sectors, including banks, credit card issuers, telecommunications providers, automotive companies, retailers, insurers and mortgage lenders.

- **Precise ID** validates and verifies application data through multiple credit and non-credit databases and returns highly predictive fraud and identity risk scores.

Experian's Authentication Solution improves client's ability to prevent fraud over the Internet

The client

CheckFree is a leader in providing financial electronic commerce services and products, from powering electronic billing and payment, and automating financial transactions, to streamlining regulatory reporting tasks. By the end of 2006, over 26 million consumers had initiated online payments through services managed by CheckFree.

The issues/challenges

Fraud and identity theft are a growing concern today on the Internet with financial implications for both the consumers and the Internet companies involved. CheckFree's concerns were that they needed to obtain a better performing consumer ID verification solution for authenticating new members during their online enrolment process.

CheckFree interviewed a number of data providers using the following selection criteria: ease of implementation, quality of data, pass rate and cost per acceptance. Their stated goals were to improve their existing pass rates while also achieving greater operating efficiencies.

The solution

CheckFree selected Experian's Authentication Solution for ID verification to meet their goals. Authentication Solutions is a powerful tiered application employing proprietary Experian technology to verify and authenticate a consumer's identity. **CheckFree sent Experian an initial test file for processing which yielded results that surpassed CheckFree's expectations.** Experian was awarded a pilot test for its product and participated in a champion challenger test. The pilot test ran for three months before the contract was awarded.

Following a rigorous analysis process, decision makers at CheckFree viewed Experian's solution as the best choice because of the quality of Experian's data, improved pass rates, ease of implementation and reduced costs achieved through automated processes. The solution is presently operating in a 'live' environment and thus far has helped CheckFree improve operating efficiencies and historical pass rates by 5 per cent.

Experian's Hunter II saves millions in fraud prevention for RBS

The client

The Royal Bank of Scotland Group (RBS) is one of the world's leading financial services providers. RBS' activities cover account management, savings, loans and credit cards for both professionals and private individuals. It also sells life and general insurance and investment products through its subsidiary Direct Line.

The issues/challenges

"Fraud is growing rapidly with fraudsters becoming more sophisticated and operating on a global stage. Protecting customers in different markets over a wide range of products is a significant, ongoing challenge for large organisations," said David Bowerman, Director of Group Security & Fraud. "The first and best strategy is prevention, identifying and stopping fraudsters at the point of initial contact, such as when they apply for an account or, for insurance, when a policyholder makes a fraudulent claim.

The solution

RBS chose to upgrade to Experian's HUNTER II solution which will become the Bank's primary application fraud detection platform helping prevent fraud for all areas of the retail banking and general insurance divisions.

The solution combines flexible corporate data sharing, a group-wide search capability, detailed management information, tools and reports, flexible and configurable referral management and access to value added data sources, whilst fulfilling both online and batch processing requirements.

In selecting Hunter II, RBS will take a corporate approach to fraud prevention, providing a single platform that facilitates effective data sharing at a group level. **HUNTER II will be used across 27 brands, 21 product types and tens of millions of customers, supporting both the Group's current and future business plans.** Experian's consultants have worked with RBS to design and implement a solution that covers many varied requirements, optimising both best practice and fulfilling user training needs.

The RBS Group is currently using Hunter to screen in excess of 20,000 customer applications per day. **The initial Hunter implementation has achieved multi-million pound fraud prevention benefits,** with additional financial and efficiency savings predicted as the solution is fully implemented across the Group.

Marketing Solutions

Marketing Solutions helps clients to acquire new customers and to manage their relationships with existing customers across multiple channels. It acquires, processes and manages large and comprehensive databases containing geographic, demographic, lifestyle and attitudinal information on consumers.

By appending hundreds of characteristics (e.g. type of residence, number of people in the household, estimated income and consumer interests such as leisure, sports and shopping preferences) to the data held in the databases, Marketing Solutions provides clients with information and tools designed to assist them in matching the relevant offer or product to the right customer.

Marketing Solutions also assists clients in planning and executing communication campaigns through a variety of media channels, ranging from direct media such as mail, email, SMS, Internet and telephone to mass media such as newspaper and television advertising.

Data and data management

Experian enables clients to communicate effectively with their customers through multiple channels. We help clients target consumers and businesses for customer acquisition, development and retention campaigns, managing and executing those campaigns and, finally, measuring and refining marketing strategies. Our marketing databases are the foundation for these skills.

Databases

Experian has a collection of databases that provide geographic, demographic, financial and lifestyle information on millions of consumers around the world and on businesses in the US and UK. This information allows Experian to offer highly targeted lists of potential customers to our clients and to enhance the information held by them about their existing customers. Clients seeking consumer information can make selections based on the profiles of their most profitable customers or select from specialist lists, such as new parents, new homeowners or investors.

The Canvasse and BehaviorBank lifestyle databases in the UK and US use large-scale surveys that provide insight into the buying habits and interests of consumers. This self-reported information ranges from the age, income and occupation of consumers to their hobbies and individual brand preferences. Experian has also developed information sharing among data providers, such as Z-24 in the US and Club Canvasse in the UK, which brings together shared customer transactional data from catalogue retailers. Searching and selecting lists of names is carried out by Experian on behalf of clients or by clients themselves at their desktop using Internet-based technology. Data is delivered via labels, tape, CD ROM, file transfer protocol or secure email.

Experian is one of the world's largest information providers and provides clients with the ability to identify customers (lists), understand customers better (list enhancement) and predict response and purchase behaviour (analytics). Experian's breadth, depth and quality of data provide a clear competitive advantage.

US databases

- **BehaviorBank:** consumer-supplied lifestyle data with coverage on more than 35 million households.
- **Business Owner Link:** over 6 million demographic records on both the business and the owner, helping clients modify their marketing efforts to appeal to specific audiences.
- **CircBase:** co-operative database of direct mail respondents for publishers, covering 161 publications and 63 million subscribers.
- **Cottage Industry File:** over 3 million home-based businesses identified on the National Business Database. This segment is unmatched in the industry by any major competitor.
- **Hotline File:** new and recently relocated businesses, with more than 250,000 businesses added each month.
- **INSOURCE National Consumer Database:** one of the largest marketing databases in the US, with information on 215 million consumers in 110 million living units including new parents, new homeowners and new movers.
- **National Business Database:** the largest and most extensive B2B marketing database in the industry, holding information on more than 19 million businesses, with a unique combination of geographic, demographic, legal, financial and credit data.
- **Z-24:** collects and shares information from over 700 catalogue retailers.

UK databases

- **Canvasse:** self-reported data on over 14 million individuals selectable by over 6,000 variables.
- **Club Canvasse:** shared customer transactional data from approximately 225 mail-order organisations.
- **National Business Database** (incorporating Yell data): marketing data on over 4 million businesses and 5 million contacts in the UK, from single-person businesses operating from home to multi-subsidary corporations. Data is captured from a combination of public and unique sources including Companies House, Thomson and Yell, in addition to our own in-house Directors Database, corporate tree information and credit and risk file.
- **National Canvasse:** Electoral Roll replacement, comprising compliant information supplied by consumers in the past 12 months; provides comprehensive coverage of the UK adult population.

Experian's Z-24 co-operative database strengthen's customer relationships

The client

Crate and Barrel is recognised across the US as a leading multi-channel retailer of household goods and furniture. The company was founded in 1962 as a family business and today has more than 150 stores and over 7,000 associates nationwide. During this time, it has also become a major catalogue and Internet retailer.

The issues/challenges

Direct marketing has been a key ingredient in Crate and Barrel's success and, for more than 15 years, the company has looked to Experian to help drive its catalogue and retail campaigns in many ways.

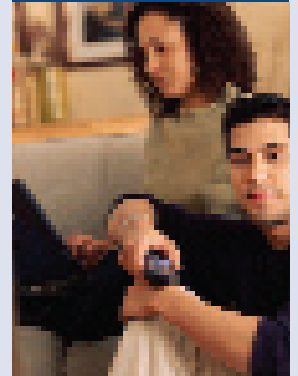
The solution

Underpinning these campaigns is the confidence that Crate and Barrel's customer database is operating effectively and that it is successfully reaching the right customers. Experian provides a range of list processing services to ensure that the company's mailing lists are accurate and up-to-date, as well as being compliant with postal regulations and properly formatted for quick and easy processing through the mail.

Prospecting for new customers is a key priority. Crate and Barrel needs access to potential customers with similar behaviors and lifestyles as its own, as well as a good understanding of these customers so that it can market to them in the most effective way. By participating in Experian's Z-24 co-operative database, Crate and Barrel has access to millions of avid catalogue shoppers, enabling the company to continue growing its customer base. Its prospecting efforts have also been supported by expert analysis from Experian of the responses to campaigns. This helps Crate and Barrel to identify those consumers that will be most responsive to its direct marketing and to determine the most appropriate messages and offers.

With the adoption of new online sales channels, Crate and Barrel has also needed an email service delivery solution that can help drive the same success in the digital world that it has experienced with direct mail. The company has therefore adopted Experian's CheetahMail services to deliver all of its email marketing offers.

"The partnership with Experian has been a long and successful one", said Gordon Segal, Director of Direct Marketing at Crate and Barrel. "Experian has helped Crate and Barrel maintain a strong relationship with lifelong customers, while ensuring that we continue to grow our customer base."



Data and data management

Database marketing

Experian helps clients to build and manage their own databases, combining both Experian and client data. For clients that already have in-house databases, Experian is able to provide tools and information to ensure that these databases operate more effectively.

Experian's database marketing solutions allow clients to have a complete view of their customer relationships and to determine both current and potential value of these relationships. These solutions were strengthened by the acquisition of ClarityBlue in January 2006.

ClarityBlue designs, builds and manages marketing databases for large companies with millions of customers, allowing them to undertake multiple transactions on a daily basis and through different channels. It works for financial services providers, entertainment companies, mobile phone operators and Internet service providers. Clients include Barclaycard, BSKyB, Morgan Stanley, O₂ and Orange.

When developing marketing databases for its clients, ClarityBlue uses its own unique technology platform and analytics to integrate data and software that best meet its clients' needs. In particular, it can link companies' existing information on customers with external data sources to create a complete picture of customer behaviour. Its key competitive advantage is that its technology platform is very fast and flexible, speeding up decision-making and reducing the lead time for delivering marketing campaigns. This is supported by ClarityBlue's extensive board-level consulting expertise, which helps to embed it at the heart of its clients' marketing strategies and processes.

Customer data integration

Experian launched Truvue in the US and Europe to enable businesses to integrate multiple data sources to get a single, accurate view of each customer.

Truvue uses Experian's core experience in name and address matching, but adds an extra dimension by using the largest, most comprehensive reference database to provide a more accurate match, even if the consumer has moved address.

Truvue initially cleanses and integrates customer data, assigning a persistent identifier to each unique consumer record, giving it the ability to track customers over time. Once the Truvue ID is assigned, Experian can identify changes in consumer data and push updates to clients. The Truvue process eliminates unnecessary data handling and implements a more efficient database update process.

Data quality services

Research shows that 73% of organisations worldwide believe that inaccurate data costs them money and 75% admitted that potential revenue is lost through missed business opportunities from not being able to use good quality data to find or profile customers and prospects.

Experian's data quality services aim to make mailings more economical and efficient. This includes standardisation of addresses, ensuring completeness (against nationally available verification sources such as national change of address files and nationally accepted address correction processes) through to eliminating duplicates and optimising postal expenditure.

The purpose of list enhancement is to ensure that the investment a company makes in its direct mail campaigns is maximised and that the desired marketing message reaches only the right customers, at the right addresses, with minimal delivery failure rates and with the fastest times possible.

Experian's comprehensive data and advanced technology resources ensure that the results delivered are consistent and to a high standard. In the UK, Experian Intact is a market leading data cleansing, suppression and enhancement service, processing in excess of 500 million records a year. In the US, Experian has pioneered many of today's address standardisation and targeting processes (such as inkjet personalisation and international address standardisation).

QAS

In 2004, Experian acquired QAS, a leading supplier of address management solutions. With offices across Europe, North America and Asia Pacific, QAS services more than 10,000 customers across all market sectors.

With its QuickAddress range of software, QAS offers the most comprehensive range of data quality services in the marketplace.

QuickAddress helps organisations capture accurate address data and conserve data integrity over time. This helps to enhance the experience of the customer dealing with that organisation and reduces the costs associated with poor data, increasing its ability to grow revenue through improved targeting and aiding compliance with data regulations.

Organisations who take advantage of the software cover a wide spectrum of industries, including banks, universities, telecommunication companies, the police, retail stores, hospitals, online gaming websites, charities and major football clubs. The flexibility of QuickAddress means it can be tailored to suit any industry-specific requirements and business processes.

In addition, QAS' Identifier range of software is designed to enable organisations to verify, find and track people. Fast and efficient electronic authentication of contacts minimises the risk of potential fraud and provides end users with security against ID theft. Identifier uses unique combinations of market-leading proprietary and third party data sources to ensure reliable and effective identity management.

Key characteristics of the software are:

- **capturing, verifying and entering** address data quickly and accurately into any database or application, from as little as just the ZIP or postal code and house or building number;
- **cleaning and maintaining** address data regularly to keep address records up to date and qualifying for bulk mailing and postage discounts from national postal authorities;
- **integrating** QuickAddress functionality across the entire organisation via the desktop, CRM or ERP systems, intranet applications or on worldwide websites;
- **suppressing** database records using market leading suppression files, through Experian's Intact service or QAS' desktop suppression software;
- **enhancing** the true potential of customer data with the addition of information from over 60 datasets;
- **authenticating** customer identities by comparing their details against personal information held on authoritative databases.

Eiger Systems

Eiger Systems, which was acquired in June 2006, is a market leading provider of bank account validation and payment processing software, which complements the services offered by QAS. Eiger Systems' software enables organisations to validate consumer and corporate bank sort code and account details, whether captured on paper, online or over the telephone, and ensures they are submitted securely to BACS, the UK's automated clearing house. This enables organisations to ensure that Direct Debits, such as the collection of utility bills, and direct credit payments to suppliers or employees are set up with accurate bank details and arrive at the correct destination account. Around one in three of all UK Direct Debits and direct credits are processed by Eiger Systems' software.

More than 1,000 organisations and over one third of FTSE 100 companies use Eiger Systems' software, including many of Europe's clearing banks, insurance companies, telecommunication providers, utility companies, building societies, charities, local authorities and central government departments. These include Nationwide Building Society, Standard Life Assurance, The Carphone Warehouse, Scottish Power and BT Retail.

Experian helps WaterAid cleanse data and fight poverty

The client

WaterAid is an international charity dedicated to helping people escape poverty and disease. Established in 1981 as a leading non-governmental organisation (NGO), it strives to enable some of the world's poorest people to gain access to safe domestic water, sanitation and hygiene education. The charity operates in 17 countries, with 132 employees in the UK, and many overseas partner organisations.

The issues/challenges

With over 450,000 names and addresses on its database, maintaining correct contact details is crucial to ensure that WaterAid maximises fundraising and helps improve the lives of those who suffer because they lack poor water sanitation. The charity recognised that not all its mailings were reaching their intended destination as its database contained both inaccurate and incomplete records, which resulted in over 5,000 returned mailings each year. As a result, the charity was not reaching all the people it needed to.

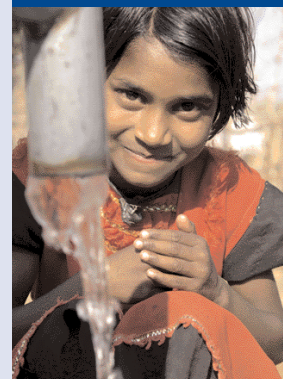
The solution

In early 2005, WaterAid implemented QuickAddress Batch from QAS to help clean and maintain data. QuickAddress Batch is a data cleansing and suppression solution that cleans inaccuracies in existing databases and puts the information into a consistent format. It is particularly useful for the charity's direct marketing campaigns as it cleans and verifies addresses against QAS' enhanced version of Royal Mail's Postcode Address File (PAF).

QuickAddress Batch is used up to ten times a week, prior to every import of data from different channels. This enables WaterAid to clean and maintain its customer database on an ongoing basis. Dan Lockeretz said: "Trying to keep our data accurate over time is a constant challenge. As the details of both individuals and organisations change, the smooth and hassle free implementation of QuickAddress Batch means that we can prevent data decay and ensure there is no duplication.

"The implementation of QuickAddress Batch has increased the speed of data import by 30 per cent. This has helped free up approximately 20 days labour a year, resulting in significant time and cost savings.

"We estimate that WaterAid raises an additional £12,000 appeal income each year because of more accurate data on our contacts and £1,000 is saved each year from a reduction in the amount of returned mail." Dan Lockeretz, Database Manager, WaterAid.



Research services

Experian offers a range of market research products to help its clients better understand their customers' needs and behaviour both offline and online.

Simmons Research

Simmons Research was acquired by Experian in October 2004 and has been a leading chronicler of the US consumer for over 50 years.

The Simmons' network of media experts, survey professionals, modelling statisticians and research analysts provide companies and advertising agencies with the critical marketing information needed to target their products, brands and media to today's consuming public. Its database, built from syndicated and customised surveys, contains the most detailed usage information available on over 8,000 brands, 400 product categories and every media genre accessible in the US.

Simmons carries out research on everything from the products consumers buy and the brands they prefer, to lifestyle and media preferences. It is used by virtually every major marketing firm and advertising agency in the US. Simmons research data is the standard for planning, product development, brand building and consumer profiling for differentiating programmes and products from the competition.

Simmons' suite of solution-based products help clients in three growing areas:

Simmons National Consumer Studies: Each year, Simmons interviews over 27,000 people nationwide in order to produce its well-known Simmons National Consumer Survey (NCS) on the marketplace behaviour of US adults. In addition, it collects comprehensive, insightful information on teens, kids and Hispanic consumers. Through partnerships with leading marketing companies, Simmons data is at the heart of leading segmentation systems.

Simmons Integrated Marketing Solutions: By marrying behavioural data from NCS and transactional data from other companies such as MasterCard, AOL, AT&T and Nielsen Media, Simmons has created a series of powerful new segmentation systems. For example, its BehaviorGraphics model shows advertisers how to identify their best customers based on what they buy in stores and what they watch on TV at home.

Simmons Global Information Services: Affiliated with the World Wide Target Group Index (TGI), Simmons also provides consumer behaviour research data – similar to the US data - from people in over 50 countries worldwide.

Vente

Vente was acquired by Experian in 2005 and is a leader in online consumer research and permission-based marketing.

Vente gathers information from consumers through its proprietary online survey platforms. Its database is made up of self-reported data by consumers (not third party sources or confidential consumer information). The millions of consumers in its database have given Vente permission to send them information and offers in which they have an interest. Self-reported data includes demographic and financial information, as well as hobbies, interests, ailments and purchase intentions.

Whether they are entrepreneurial start-ups or brand leading multi-nationals, Vente's services allow companies to get the most from their marketing budgets by helping to:

- extend the reach and frequency of advertising and promotional messages;
- receive targeted leads in real-time, daily, weekly or monthly as required;
- drive sales traffic to offline channel partners or websites;
- execute cost-effective customer acquisition and retention programmes;
- increase customer lifetime value;
- create brand advocates.

Vente's key differentiating factors include its emphasis on data hygiene and security, as well as its ability to provide complete end-to-end email solutions and analytics to ensure increased return on investment for customer acquisition campaigns.

Hitwise

Hitwise agreed to be acquired by Experian in April 2007 and is a leading Internet marketing intelligence company, which helps clients monitor the performance of their websites and target their online advertising spend more effectively.

Founded in 1998, Hitwise collects and aggregates information from Internet Service Providers (ISPs) on how over 25 million consumers use and search the Internet in the US, UK, Australia and other countries in Asia Pacific. Using proprietary technology, Hitwise reports on nearly a million websites each day and sells this information to companies who market their services online. The data allows companies to benchmark their websites against competitors in terms of visitor market share, visitor profiles and time spent on sites. It also helps companies to determine which are the best websites on which to advertise, which search engines drive traffic to their sites and which key words are most effective.

To safeguard consumer privacy, the data excludes personally identifiable information and is aggregated into socio-demographic marketing segments. Hitwise owns this data once it has been processed.

Hitwise has over 1,200 clients across numerous sectors including financial services, media, travel and retail. Hitwise's clients include HSBC, AXA, Google, eBay, CBS News, ask.com, IKEA, MTV and Qantas.

Hitwise strengthens Experian's position in market research by bringing new, unique data to Experian on how consumers behave online, to complement its existing knowledge of how they behave offline.

Motorcycle manufacturer increases market share with Hitwise

The client

Honda Motor Co Inc was founded in 1959 and currently produces automobiles, motorcycles, all-terrain vehicles, personal watercraft, lawn mowers and engines from ten major manufacturing plants in the US.

The issues/challenges

Honda Motorcycles, part of Honda Powersports, wanted to boost the level of visitors to its primary website and to quantify the suspected problem areas across its multiple micro sites in order to improve its market share.

The solution

Honda turned to Hitwise for its competitive intelligence data, using clickstream data to monitor traffic to and from its website, Manufacturers Category Ranking to view Honda's placement against their competitors and Hitwise Charting to measure their campaign performance against their key competitors.

Clickstream data helped it determine the origin of Honda's and its competitors online traffic and to see where the traffic went after visiting the Honda website. This information enabled Honda to place greater marketing emphasis on other sites that led traffic to the Honda Motorcycle site and away from competitor websites.

Honda's Jason Nicholas commented: "We then used the Manufacturers Category Ranking, to view our placement versus competitors, against a range of metrics such as user visits, page views, and average visit duration."

According to Nicholas: "Hitwise rankings data set a "baseline for future marketing activities," which enabled Honda to benchmark the effects of new website content and micro sites, email campaigns and other traffic driving initiatives.

Hitwise Charting highlighted how it performed against key competitors and the industry as a whole. This enabled the marketing team to match tangible marketing activities to online results, and assisted them in reporting back to senior management.

Hitwise competitive intelligence data helped Honda focus its traffic generation strategies, report on the return of online marketing investment and keep track of competitive movements, which ultimately led to more efficient marketing and an increase in visitors to their website.

"Hitwise is valuable because it allows us to keep track of our success and to keep an eye on what our competitors might be doing differently," says Nicholas.



Digital services

In 2004, Experian acquired CheetahMail, which undertakes permission-based targeted email marketing campaigns on behalf of its clients who supply the contact details of the customers to be targeted.

Globally, CheetahMail delivers emails to 60 countries in over 30 languages. As an example, KLM Royal Dutch Airlines utilises the CheetahMail system to send emails in over 15 languages from KLM offices worldwide. For the year ended 31 March 2007, CheetahMail sent over 20 billion email messages, an increase of over 70% from the previous year.

CheetahMail provides clients with the ability to manage, analyse and automate web and email marketing campaigns to build data-driven, relevant relationships with their customers. In addition, CheetahMail offers a broad range of client services including consulting, creative design, programme management, strategic analytics and technical consulting.

Its clients are category leaders in industry verticals such as retail, financial services, media and travel. Servicing over 350 world class organisations, CheetahMail's clients include Audi, CompUSA, Discovery Communications, J.Jill, Safeway.com, Sears and Wyndham Hotels, Hilton International, Adidas, HMV and Norwich Union.

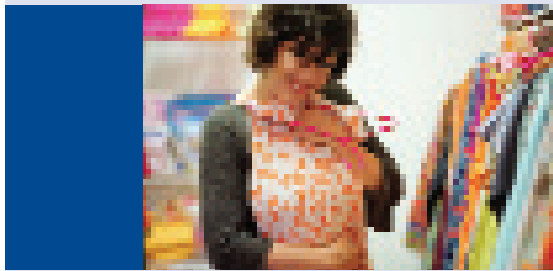
CheetahMail's campaign and data management and one-to-one messaging capabilities are complemented by its professional services which provide:

- campaign strategy, analysis and optimisation to help clients grow, evolve and maximise their email marketing programmes;
- analytic services, which combine in-depth campaign response analysis insights with strategic recommendations to improve the effectiveness of programmes;
- data services, which focus on evaluating the suitability and applicability of a client's existing data to be used for the deployment of more highly targeted and personalised email campaigns;
- creative services, which identify and remedy potential design flaws such as navigation or content errors;
- enhanced services, which ensure the successful delivery of each message;
- SiteClarity, CheetahMail's next-generation web analytics solution, which leverages the most robust tools for website data capture and multi-dimensional analysis.

Major retailer increases targeted email campaign conversion rates by 250 per cent

The client

The client is a clothing retailer, founded in 1818 and well renowned across the US where it has 250 stores, with one in most major cities. The retailer has a further 80 stores across Hong Kong, Taiwan, Japan and Italy.



The issues/challenges

The client was focused on ways to increase sales in its women's clothing line. Although it collected email addresses through opt-in processes, many subscribers had not identified their gender, leaving the clothing retailer unable to determine accurately which of its subscribers were men and which were women. The client did not want to alienate its customers for men's apparel by sending them a woman focused email, so it decided to identify gender-based segments from its database utilising email response data.

With limited self-identified information given by subscribers, creating behaviour or demographic specific segments for more targeted campaigns became increasingly difficult.

The solution

Using CheetahMail's Advanced Analytics Tool, the client was able to conduct a real-time query of all subscribers who had clicked on any women's product from its last three months of campaigns. The query produced a segment that was nearly twice as large as the number of subscribers who had self-identified themselves as female. The client believed that a targeted women's line campaign sent to subscribers who had previously expressed interest in women's products would increase response and so executed the mailing.

Conversion rates from the campaign were 250 per cent higher for the targeted women's line campaign than for the client's general mailing. The client had identified a segment that was most likely to purchase women's clothing and could track email responses over time through CheetahMail's system in order to gauge subscribers' interest levels in women's products versus all products. "This is a real testament to the importance of segmenting your database by subscriber behaviour rather than just self-identified data," said the client's eCommerce Marketing Manager. "CheetahMail's Advanced Analytics tools enabled us to identify segments that were not originally evident from information provided by subscribers."

Business strategies

Business Strategies includes Experian's consumer behaviour monitoring activities such as FootFall, consumer classification systems such as Mosaic and its economic forecasting unit. The target market for these services is broad but centres on the retail, property and public sectors, predominantly based in Europe.

The service is based on three key principles:

- Experian understands where people live, their demographics, lifestyles, behaviour and aspirations. This draws upon sources such as our Mosaic classification of consumers and consulting services such as the Future Foundation that monitor consumer trends and predict the future behaviour of consumers.
- Experian understands what and when people buy, through its ability to monitor and predict performance of national, regional and local economies and associated patterns of consumer expenditure.
- Experian understands where people shop using its databases of local market information, market research and retail locations data.

How does Experian help clients?

- **Understanding consumers:** providing insight into the demographic, socio-economic, behavioural and attitudinal characteristics of consumers.
- **Managing customer relations:** using customer insight to identify and develop profitable customer relations and target communications more effectively.
- **Identifying profitable locations for stores:** advising retailers on the optimum locations for new outlets.
- **Assessing the impact of a store opening:** assessing the impact of a new store on the sales of an existing store.
- **Measuring and predicting store performance:** evaluating the performance of stores and forecasting sales.
- **Managing branch networks:** developing appropriate strategies for store networks in relation to pricing, merchandising, stock control, sales forecasting, space optimisation and marketing.
- **Strategic forecasting:** identifying key economic, demographic, behavioural, social and cultural trends to help retailers future-proof their business.

Micromarketing

To develop long term profitable relationships with customers, organisations need to be able to identify, understand and quantify differences between customers and potential customers.

This is what is meant by micromarketing, the direct opposite of 'mass' marketing techniques.

What is Mosaic?

Mosaic is a range of classification systems that enables the segmentation of consumers and businesses into clearly identifiable groups and types. Examples include: Mosaic UK, Mosaic Public Sector, Mosaic Global and Mosaic Commercial. Mosaic is also available in 25 country-specific versions.

How is it created?

A Mosaic type is assigned to each household, business or geographic zone, based upon a large number of statistical measures, originating from different sources and relating either to a business, an individual person, household, postcode or higher level geographic unit.

What is it specifically used for?

Mosaic is used for everything from customer research, identifying who a client's customers are, the products they buy and where they buy them, to customer recruitment and tailoring customer communications to improve retention. It is also used extensively in branch and network planning and retail investment.

FootFall

FootFall is a leading provider of retail data, analysis and consultancy, and a market leader in customer counting technology. FootFall has established customer counting as a key performance indicator, enabling retail property professionals to achieve maximum operational efficiency and assess performance on a continuous basis. The FootFall Index is regarded as the industry standard benchmark for shopper visits and is endorsed by the British Council of Shopping Centres (BCSC).

Major food retailer expands its customer reach with the help of Mosaic

The client

The client is one of the UK's top five food retailers.

The issues/challenges

The retailer wanted to expand its offer and customer base with a non-food format in a new-style store that had been trialled in a handful of retail parks, and approached Experian for advice on the best locations for these new stores.

The characteristics of the new stores, the locations and customer base were different to the rest of the retailers' estate. The cost of experimenting with new store formats is prohibitive so it was important to minimise the risk by understanding as much as possible about the client's existing out of town stores. This knowledge could then be applied to all UK retail parks and other potential locations.

Insight was needed as to whether the new store format could provide sufficient draw through some of the secondary retail parks, or if the stores could operate as stand-alone destinations. Data from those already trading including catchment, demographic and footfall data was combined with more general market research to gain insight about how the stores were being used.

The solution

Experian designed and commissioned customer exit interviews at the existing trial stores to understand shoppers' visits, where else customers were shopping and how their behaviour at the retailer's existing supermarkets had changed. Responses were amalgamated with Mosaic and drive time codes to uncover differences in customer perceptions and distance travelled to the store.

Research indicated that the concept had the potential to extend to stand-alone units and could also be applied to a limited number of town centres where there was adequate demand but existing levels of competition were low. It also indicated that the impact on existing food stores with a non-food range was limited.

Variables were derived from Experian datasets including its 'Where Britain Shops' catchment areas, grocery market size database, Mosaic and drive times to competitors. These insights were used to score each location according to the mix of retailers already present, the proximity of competing venues and the demographic mix.

This project allowed the client to widen its target list of potential locations by several hundred by identifying secondary retail parks that were previously deemed to have insufficient demand, but also by demonstrating the opportunities for adjusting the format for towns with either no appropriate or affordable retail park offer,



FootFall helps leading retailer to increase customer conversion rates and average spend

The client

Marks & Spencer has over 450 stores located throughout the UK, 150 stores worldwide and operates in 30 countries.

The issues/challenges

Marks & Spencer launched a new look for its stores and wanted to measure the true impact that this had on its business. The company had trialled other customer counting systems in the past with varied success. So Marks & Spencer was keen to work with FootFall to deliver a cost effective solution with an accurate data management service, along with a user-friendly reporting tool.

The solution

FootFall launched a trial with Marks & Spencer to help it understand how well it was drawing customers into stores, how many people were buying and most importantly, how many people were not buying to give a measure of 'missed opportunity'. The key drivers of conversion in-store were identified as product, behaviour, conversion rates and staff and customer service.

FootFall developed an innovative in-store solution that linked FootFall customer counts (from thermal perimeter counting devices) with POS (point of sale) data and all of Marks & Spencer's current in-store data.

By combining all this data at Marks & Spencer's IT centre, FootFall was able to produce meaningful reports, showing conversion rates not just for the whole store but for each department. Figures could then be matched up to store visitor numbers providing the capability to measure departmental transaction and conversion rates. Reports were produced on a daily basis and long-term footfall and transaction patterns produced, including store comparisons.

The new system radically improved Marks & Spencer's use of its in-store data. Following installation, stores were able to see how customer flow and sales were linked and use this knowledge to improve conversion rates. Stores are able to create innovative staffing around customer flow and reinforce 'Our Service Style' behaviours. By setting targets for conversion rates by department, the FootFall data can be used proactively to manage, motivate and plan teams.

By making small, simple, sustainable changes in staffing, product availability and service, Marks & Spencer has been able to drive measurable improvements in conversion, units per transaction and basket size, which will result in significant and sustainable increases in sales.



Business strategies

Economic forecasting

The Economic Forecasting unit offers insight and consultancy expertise in the following areas:

- **Economic forecasting and model building:** develops and maintains highly sophisticated economic models of the UK and other major economies. Output from these models can provide businesses with detailed insights into the effects of economic change on their prospects. The unit can also build models that allow policy makers to assess the likely economic and social impact of various decisions.
- **Property analysis:** specialising in retail and commercial property marketplaces, the unit can help property professionals and regeneration experts to understand and make informed decisions on investments in, and marketing of, property assets. This is made possible by combining the extensive knowledge of city centres, using the industry-standard Goad plans, and sophisticated analysis of catchment areas and local economies.
- **Public sector consultancy:** provides strategic analysis to central, regional and local government, including policy advice, local economic assessments, regeneration analysis and impact studies. Specialisms include local economic modelling, market research, skills and labour market analysis, and the socio-demographic determinants of educational, health and housing patterns.
- **Strategic consultancy and research:** helps regional and local government agencies to develop strategies and formulate action plans. Techniques include scenario and futures analysis, socio-economic audits, market research on emerging trends, consultations and workshop leadership. All work takes place within an ISO quality framework and is based on a thorough knowledge of the regions concerned, policy frameworks and research evidence on the effectiveness of policies.

Below are some examples of the type of reports and services available.

- **Global Futures:** This is a quarterly report containing extensive forecasts, analysis and information to help clients understand the impact of the economic, financial and business climate on investments in over 40 countries.
- **European Regional Service:** This provides a wealth of historical data and ten-year forecasts for approximately 2,000 regions in 30 European countries. The service covers all key centres in the EU, including the new member states. Local area data is also available for a number of countries.

- **Regional Planning Service:** This provides businesses and policy makers with analysis of UK industrial and regional performance. It provides comprehensive data and quarterly forecasts for the next ten years at UK and Government Office Region (GOR) levels.
- **Local Markets Database:** This is an online service that provides instant access to high quality economic data and local area economic forecasts in a ready to use Internet-based format.
- **UK Property Market Forecasting Service:** This provides forecasts of rents, capital values, total returns and the underlying economic factors that have driven property markets for nearly a decade.
- **European Property Forecasts:** This provides comprehensive and consistent forecasts of rents, capital values and total returns for the principal European centres as covered by IPD (Investment Property Database).
- **Skills Futures:** This provides in-depth knowledge and bespoke research on industry sectors, occupations and regional and local labour markets. The team works with both public and private sector clients to help them understand issues related to skills and the labour market.

In addition, recent acquisitions include:

- **Future Foundation Group:** A London-based consumer think-tank and strategic consultancy whose main product is nVision, a web-based consumer intelligence service covering the UK and Europe. nVision draws on extensive research to determine significant changes in the consumer environment.
- **Catalist:** An international provider of information on the retail petroleum and garage forecourt market. Catalist holds information on outlets in over 20 countries and its databases cover most of Western Europe, India, Japan and South East Asia.
- **Economic Research Services (ERS):** An economic research consultancy based in the UK. It provides research and consultancy services to the public sector, specialising in economic development and regeneration. Its key clients include government departments and agencies, local authorities, voluntary bodies and regional development agencies.

nVision provides insight into consumer trends across Europe

The client

The client is one of the world's largest manufacturers of mobile devices and a leader in providing equipment, services and solutions for network operators. It has over 58,000 employees from 128 different nationalities.



The issues/challenges

The client wanted to deepen its understanding of social and consumer trends across a diverse range of global cultures and markets in order to inform its marketing, strategy and help its new product development teams. The client decided to appoint an agency to assist it in developing this understanding in the European market and in the project would help its business units decide which key consumer needs it should be focusing on for the future.

The solution

The nVision Europe service provided by the Future Foundation from Experian, offered a large amount of the initial content and insight for this project. This data was then augmented by original research from consumers and a panel of key experts and opinion formers from across Europe. Future Foundation's online methodology for the quantitative surveys was deemed the most cost-effective solution, based on the timescale available and the specific requirements of the client. Further interpretation and analysis was then carried by the Future Foundation. This helped to make the content more client-specific and more tailored to the client's issues and hypotheses than the standard nVision product.

The study was then used to formulate business implications for client stakeholders which was communicated via a new website using a template that had been designed in collaboration with the client.

These European area trends were published in February 2007 on the client's intranet

Interactive

Interactive is establishing a leading position as a reliable information source for consumers for key financial transactions and purchasing decisions to lower the cost of daily living. It has two core business activities: Consumer Direct and lead generation.

In the UK and US, Experian Consumer Direct offers consumers the ability to check their credit report and score online and to monitor the report for any changes. By enrolling in a credit monitoring programme, consumers are notified of any new or changed data reported on their personal credit file, which is a possible indication of identity theft. This product enables them to monitor the accuracy and completeness of their credit report, manage credit obligations more effectively and control unauthorised access. Experian Consumer Direct charges consumers a monthly membership fee for its various monitoring products and a transaction fee for one-off purchases of credit reports or scores.

Through its lead generation businesses, Experian is a trusted intermediary on the Internet and connects consumers to businesses, enabling consumers to identify financial services products through LowerMyBills.com, research products and shop online through PriceGrabber.com and enrol in online education programmes through ClassesUSA. These businesses provide valuable free services to consumers to help them make more informed decisions. In turn, Experian is paid on a pay-for-performance basis by clients for each lead generated through this marketing service.

Interactive has relationships with leading portals including Yahoo, AOL and MSN. It attracts over 24 million unique visitors to its various owned websites each month and is one of the largest online financial services advertiser in the US.

Consumer Direct

Experian's direct-to-consumer operations are the clear leader in this fast growing market in both the US and UK.

Consumer Direct provides consumers with instant access to both their complete credit history and to monitoring products that provide email or text notices of any changes that have occurred to their credit report. It also provides identity theft prevention products, fraud resolution services and information protection products.

Experian continues to be the leader in the online consumer credit membership industry, building one of the largest financial services-related partner programmes and offering consumers immediate access to a full suite of credit products through co-branded partners. Experian delivers more than 500,000 credit reports monthly in the US to consumers who subscribe to the services. Over three million reports have been delivered in the UK in 2006/7.

Products – US

The direct-to-consumer offering in the US is comprised of the following Internet-based products:

- **Instant Single Credit Report** is a product that provides an easily readable credit report to an individual consumer. Reports are available for \$10.00 each.
- **PLUS Score** is a consumer-friendly product that provides current credit score information along with positive and negative factors affecting the consumer's score. The product is priced at \$5.00.
- **Three Bureau Report** provides instant online access to a report that combines Experian, Equifax and TransUnion credit information, enabling consumers to review data maintained by all three credit reporting agencies in one easy to read format. Consumers also receive a free Experian credit score. This service is priced starting at \$39.95.
- **CreditCheck Monitoring** is a monthly subscription based product that provides unlimited access to Experian credit reports and daily monitoring for each member. Additional financial tools and educational information are also included in the monthly subscription price of \$9.95.
- **Triple AlertSM** offers consumers daily monitoring of all three national credit reporting companies' credit reports and sends consumers notification via email and/or SMS mobile text alerts when critical changes are detected on any of the consumers' three credit reports. As part of their membership, consumers receive \$10,000 in identity theft insurance. They also have toll-free access to fraud resolution professionals should they become victims of fraud or identity theft. Educational resources such as articles on credit and financial calculators are available to members through their personal online credit centre. Triple Alert is available to consumers for \$4.95 per month.
- **Triple AdvantageSM** offers services in addition to Triple AlertSM. Members receive unlimited Experian credit reports and credit scores and also have the opportunity to purchase discounted reports at any time from the other two credit reporting companies. Monthly credit score trending, credit score analysis, a credit score simulator and \$50,000 in identity theft insurance are also included. Triple Advantage is available to consumers for \$12.95 per month.

Marketing channels

Marketing in the US operates through two primary channels:

- **Partner network** websites or links are established for clients with a large number of existing subscriber bases (i.e. financial services companies, major credit card issuers, Internet portals and ISPs). These clients use a mix of traditional and web-based direct marketing to attract customers, including: web links, banner ads, statement inserts, email and direct mail. Premier partner sites include MSN, Yahoo! and AOL.
- **TV and radio advertising** is used extensively by Experian's direct-to-consumer initiative to attract new members.

Products – UK

- **CreditExpert** is an online credit monitoring and identity fraud protection membership service which was successfully launched in September 2003. Based on extensive consumer research, CreditExpert offers a premium online service for UK consumers and was adapted for the UK market from the successful US direct-to-consumer business model.

The service is offered on a 30-day, no obligation, free trial, when a consumer orders a monthly membership for just £5.99. It is an identity fraud protection service and helps people to understand their credit commitments and manage their finances. By subscribing to this service a consumer can have:

- unlimited online access to their credit report;
- knowledge of their credit history before applying for a financial product;
- email and text alerts for early fraud detection;
- freephone advice from credit reference specialists;
- credit tips and tools to help manage their money;
- the opportunity to buy their credit score instantly;
- quarterly newsletters.

Consumers can also purchase their National Credit Score, which is available to members for £5.95.

CreditExpert's partner programme offers websites the opportunity to give their users access to CreditExpert and to educate users about the importance of credit monitoring and the increasing risk of identity fraud. Partners will generate revenue from every user that signs up for a free trial of the CreditExpert service.

CreditExpert partners with most of the leading online brands in the UK and currently has over 1,500 partners including MSN and Yahoo!

Consumer Direct's membership services business provides white label credit monitoring and fraud resolution services through re-sellers and directly to banks and other organisations. These organisations look to differentiate their products lines, retain customers and boost revenue by drawing on core product features from CreditExpert.

Major financial portal supports responsible lending with CreditExpert

The client

MSN is one of the world's largest Internet portals, giving millions of people access to a range of specialist sites and services. Its financial section, MSN Money, is one of the most popular personal finance websites in the UK.

The issues/challenges

To find new ways to spread the message about the importance of credit report monitoring.

The solution

In 2004, MSN Money became a partner for Experian's online CreditExpert service, expanding on a successful and established relationship with Experian in the US.

CreditExpert gives consumers unlimited online access to their Experian credit report, enabling them to see the same information that financial organisations use when making decisions about lending money.

In return for a monthly subscription fee, CreditExpert users can monitor changes in their report and check that the information it contains is up to date and accurately reflects their situation. Email or text message alerts are sent to them if a significant change occurs that might indicate attempted identify fraud.

Subscribers also have access to help lines staffed by experts in credit matters and identity fraud, as well as a library of information about credit-related and identity fraud issues.

"Credit monitoring is still a relatively new concept for consumers in the UK, but with rising personal debt, soaring house prices and wide publicity around the risk of ID fraud, it is set to become part of everyday life," says Alastair Bruce, Senior Content Manager for MSN Money.

"CreditExpert is a logical extension of the services we provide through MSN Money. Visitors to our site can now learn how to take control of their credit history, which helps them to get the credit they need in future, and more importantly, guard against identity fraud."

MSN is one of several partners with whom Experian works to find new ways to spread the message about the importance of credit report monitoring. More than 2,000 websites have agreements to promote CreditExpert in the UK.



Lead generation

Experian has built up a significant presence in the fast growing business of connecting consumers to companies over the Internet (online lead generation), where companies pay Experian for each lead generated. Experian Interactive now operates in the mortgage, comparison shopping and online education sectors.

Mortgages

LowerMyBills.com, acquired by Experian in May 2005, is a leading online mortgage lead generator in the US. Founded in 1999, the business has helped more than five million consumers save more than \$1 billion.

LowerMyBills.com's vision is to provide consumers with a one-stop Internet destination to obtain better deals on all their recurring monthly expenses. It has a leading position in the US market, connecting consumers seeking home mortgages with lenders best suited to provide them. The mortgage sector today accounts for the majority of its revenue, with the balance being in other sectors such as automotive lending, credit cards and insurance.

LowerMyBills.com attracts customers for mortgage lenders and others by advertising on a wide variety of websites including the major portals such as MSN, AOL and Yahoo!.

Consumers who click through on mortgage advertisements, for example, are taken to the LowerMyBills.com website, where they provide information relevant to the mortgage approval process. This information is then matched against the lending criteria of the clients of LowerMyBills.com and qualifying leads are passed onto up to five different lenders. LowerMyBills.com's national network of lenders includes nearly 500 companies.

The lenders then contact the consumer, who can choose the most appropriate offer. LowerMyBills.com is paid for every lead passed on to each lender. This service is free for consumers.

The mortgage sector generates the vast majority of LowerMyBills.com revenue. Other services to consumers include:

Credit card: customers save on finance charges by searching for finance houses with introductory rates, no annual fees, low fixed rates, rewards and cash-back deals;

Loans – automotive: customers can quickly search and compare the prices of new cars or refinance their current car;

Insurance – automotive, life, homeowners and renters: customers can obtain quotes on automotive, life, home, and renters insurance from the biggest brand insurance companies in the US. The site can also provide quotes for automotive warranties;

Long distance: phone customers can save money on long distance calls in the US by quickly comparing the best in nationally advertised and hard-to-find plans side by side, with all charges clearly outlined. International rates are also available;

Wireless/cellular service: customers can get more minutes for less money by signing up for prepaid and free phones.

Online education

ClassesUSA was acquired by Experian in July 2005 and is a leading online higher education portal. Each month, more than 1.5 million adults visit the site, which has access to more than 100 accredited college and university partners.

Since entering the online higher education marketplace in 2001, ClassesUSA has fostered partnerships with many portals and websites and has built a reputation as one of the most trusted and recognised brands providing professional adults with access to online educational opportunities. ClassesUSA also publishes Online Degrees Magazine, a biannual national publication designed to empower adults considering distance learning as a tool to use to advance themselves both personally and professionally.

Comparison shopping

PriceGrabber.com was acquired by Experian in December 2005 and is a leading provider of online comparison shopping services that allows millions of consumers to search and compare information about products, services, merchants and sellers in order to make an educated purchase decision.

Through continued innovation and consistent focus on providing the best comparison shopping experience on the Internet, PriceGrabber.com has established itself as one of the most trusted and effective online destinations for discerning shoppers.

By using PriceGrabber.com, shoppers can instantly find and compare millions of unique products and services from thousands of merchants and sellers in over 18 product and service channels, thereby enabling users to find the right product/service from the right merchant/seller at the best price.

The free, unbiased comparative information covers items as diverse as computer hardware and software, electronics, clothes, jewellery, movies, music, books, video games and photography and toys.

Information available on the site includes the BottomLinePrice™ (which includes tax and shipping estimates) product descriptions and technical specifications, consumer reviews of products and merchants, side-by-side product comparisons and email notification of personalised target prices (Product Tracker).

The company underpins the comparison shopping functionality for a network of leading Internet sites, including MSN, Comcast and AOL Shopping, and many of the advertising placements extend across these web properties. It also offers comparison shopping in the UK.

Using PriceGrabber.com improves brand awareness and increases sales by over 700 per cent

The client

VioSoftware is an online provider of wholesale software solutions for clients ranging from individual consumers to Fortune 500 companies. With a comprehensive range of products, VioSoftware is able to provide consumers with leading brand software offerings at competitive prices.



The issues/challenges

When established in 1999, VioSoftware wanted to increase public awareness of its strong product offerings and low prices in order to build a steady client base.

In 2001, VioSoftware turned to PriceGrabber.com as a means of generating additional consumer leads, increasing software sales and establishing a presence in the online software market.

Originally a text-only listed customer on PriceGrabber.com, VioSoftware evolved to become a featured merchant, with an above-the-fold, premier listing that included their logo. With this preferential on site-placement, VioSoftware was well-positioned to take advantage of the approximately 24 million consumers who visit the PriceGrabber.com site every month.

The solution

Since partnering with PriceGrabber.com, VioSoftware has enjoyed greater brand awareness and visibility, and increased sales by more than 700 percent.

PriceGrabber.com's easy-to-use site layout and innovative technology, which incorporates measurable site ratings, has helped bring quality shoppers to the VioSoftware site, ultimately leading to a greater number of conversions and sales. PriceGrabber.com's products and strategic council from its experienced account management team have helped VioSoftware consistently grow its business during the past six years.

Lead generation

Below are some key statistics about the PriceGrabber website and the consumers who visit it:

■ **11,000 merchants and sellers**

PriceGrabber offers 100 million monthly impressions to an audience that is in the process of making a purchase decision. In addition, PriceGrabber offers product category targeted impressions so that advertisers can reach their media buying targets.

■ **24 million unique shoppers**

24 million consumers visit PriceGrabber to shop for products across over 18 product channels. The reason this influential audience visits PriceGrabber is to determine what products to buy, which in turn offers an excellent platform for advertisers to promote their brand attributes.

■ **300+ network of sites**

The PriceGrabber distribution network extends across 300-plus partner websites such as MSN, Comcast and AOL Shopping, and many of the advertising placements extend across these web properties.

■ **18-54 age range**

A young demographic lends itself to many years of purchasing power to come. Investment in brand equity through PriceGrabber yields a higher return on investment because of the extra years of purchasing power ahead.

■ **67% college educated**

A more educated consumer pool translates into higher purchasing power.

■ **\$71,000 average yearly income**

The PriceGrabber audience is financially capable of reacting to an effective message presented by an advertiser.

3 Detailed financial analysis

This section provides further analysis of Experian's sales, profit and major acquisitions.

3.02	Sales and profit by geography
3.03	Sales and profit by geography
3.04	Sales and profit by principal activity
3.05	Sales by geography and principal activity
3.06	Cost analysis
3.07	Cash flow
3.09	Major acquisitions

Sales and profit by geography

Experian

Year to March	2005⁵	2006	2007
Sales	\$m	\$m	\$m
Americas	1,319	1,731	1,990
UK and Ireland	659	677	843
EMEA/Asia Pacific	483	522	591
Total continuing activities	2,461	2,930	3,424
% continuing activities growth ¹	18%	30%	14%
% underlying growth ²	9%	12%	8%
EBIT			
Americas	356	473	569
UK and Ireland ³	180	179	212
EMEA/Asia Pacific	59	64	74
Central activities	(30)	(31)	(47)
Total continuing activities	565	685	808
% continuing activities growth ¹	17%	28%	16%
EBIT margin % ⁴	20.0%	21.0%	21.8%

¹ Growth excluding discontinuing activities at constant exchange rates

² Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

³ 2007 UK and Ireland EBIT includes an \$8m Marketing Solutions restructuring charge

⁴ EBIT margin excludes FARES EBIT

⁵ 2005 includes MetaReward incentive marketing websites and large-scale UK account processing which are treated as discontinuing activities in 2006 and 2007

Sales and profit by geography

Americas

Year to March	2005 ⁴ \$m	2006 \$m	2007 \$m
Sales			
Continuing activities	1,319	1,731	1,990
% continuing activities growth ¹	18%	40%	15%
% underlying growth ²	10%	15%	8%
EBIT			
Direct business	281	404	508
FARES	75	69	61
Continuing activities	356	473	569
% continuing activities growth ¹	13%	37%	20%
EBIT margin % ³	21.3%	23.3%	25.5%

¹ Growth excluding discontinuing activities

² Growth excluding discontinuing activities and corporate acquisitions

³ EBIT margin excludes FARES

⁴ 2005 includes MetaReward incentive marketing websites which is treated as discontinuing in 2006 and 2007

UK and Ireland

Year to March	2005 ⁴ \$m	2006 \$m	2007 \$m
Sales			
Continuing activities	659	677	843
% continuing activities growth ¹	16%	22%	17%
% underlying growth ²	7%	8%	7%
EBIT			
Continuing activities	180	179	212
% continuing activities growth ¹	22%	24%	12%
EBIT margin % ³	27.3%	26.4%	26.2%

¹ Growth excluding discontinuing activities at constant exchange rates

² Growth excluding discontinuing activities and acquisitions at constant exchange rates

³ 2007 EBIT margin excludes an \$8m Marketing Solutions restructuring charge

⁴ 2005 includes large-scale UK account processing which is treated as discontinuing activities in 2006 and 2007

EMEA/Asia Pacific

Year to March	2005 \$m	2006 \$m	2007 \$m
Sales			
Continuing activities	483	522	591
% continuing activities growth ¹	18%	11%	8%
% underlying growth ²	8%	8%	7%
EBIT			
Continuing activities	59	64	74
% continuing activities growth ¹	18%	9%	11%
EBIT margin %	12.2%	12.3%	12.5%

¹ Growth excluding discontinued activities at constant exchange rates

² Growth excluding discontinued activities and acquisitions at constant exchange rates

Sales and profit by principal activity

Experian Global

Year to March Sales	2006 \$m	2007 \$m	2007 Change %¹
Credit Services	1,420	1,520	3%
Decision Analytics	325	392	15%
Marketing Solutions	627	728	0%
Interactive	558	784	23%
Total continuing activities	2,930	3,424	8%
EBIT			
Credit Services	371	420	
Decision Analytics	102	136	
Marketing Solutions	57	65	
Interactive	117	173	
FARES	69	61	
Central activities	(31)	(47)	
Total continuing activities	685	808	
EBIT margin²			
Credit Services	26.1%	27.6%	
Decision Analytics	31.5%	34.7%	
Marketing Solutions	9.1%	10.0%	
Interactive	21.0%	22.1%	
Total continuing activities³	21.0%	21.8%	

¹ Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

² EBIT margin for principal activities excludes FARES EBIT and the UK and Ireland \$8m Marketing Solutions restructuring charge

³ EBIT margin excludes FARES

Sales by geography and principal activity

Americas

Year to March	2006 \$m	2007 \$m	2007 Change %¹
Credit Services	766	804	3%
Decision Analytics	63	82	29%
Marketing Solutions	355	353	(2%)
Interactive	547	751	20%
Total continuing activities	1,731	1,990	8%

¹ Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

UK and Ireland

Year to March	2006 \$m	2007 \$m	2007 Change %¹
Credit Services	245	266	3%
Decision Analytics	185	215	8%
Marketing Solutions	236	329	1%
Interactive	11	33	176%
Total continuing activities	677	843	7%

¹ Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

EMEA/Asia Pacific

Year to March	2006 \$m	2007 \$m	2007 Change %¹
Credit Services	410	450	4%
Decision Analytics	76	95	18%
Marketing Solutions	36	46	9%
Total continuing activities	522	591	7%

¹ Growth excluding discontinuing activities and corporate acquisitions at constant exchange rates

Cost analysis

Experian

Year to March	2006		2007		As a percentage of sales	
	\$m	\$m	Change % ¹	2006	2007	
Sales	2,930	3,424	14%	100%	100%	
Labour	(1,240)	(1,430)	12%	(42%)	(42%)	
IT	(216)	(221)	0%	(7%)	(7%)	
Data	(160)	(183)	12%	(6%)	(5%)	
Customer acquisition/marketing	(316)	(404)	27%	(11%)	(12%)	
Other	(351)	(392)	9%	(12%)	(11%)	
Total costs (before central activities)	(2,283)	(2,629)	13%	(78%)	(77%)	
Central activities	(31)	(47)	59%	(1%)	(1%)	
Total costs	(2,314)	(2,677)	13%	(79%)	(78%)	
EBIT – Direct Business	616	747	19%	21%	22%	
FARES	69	61	(11%)	2%	2%	
EBIT	685	808	16%	23%	24%	

Analysis excludes discontinuing activities

¹ At constant exchange rates

Experian – definition of costs

Labour Base payroll, bonus and commission, LTIP, pension, travel, recruitment and training

IT Computer costs (including depreciation) and IT telecommunications costs

Data Data purchased less amounts capitalised plus data amortisation

Marketing Mainly Interactive

Other Other depreciation, occupancy, royalties and voice telecommunications

Central activities Finance, treasury and other global functions

Cash flow

Experian

Year to March

	2005	2006	2007
	\$m	\$m	\$m
EBIT continuing activities	565	726	808
EBIT discontinuing activities	2	1	17
Total EBIT	567	727	825
Depreciation/amortisation	195	204	237
Capital expenditure	(205)	(212)	(275)
Working capital	8	18	39
Dividend from associates, less share of profit	(30)	(20)	(22)
Operating cash flow	535	717	804

Major acquisitions



TRW

In November 1996, the CCN Group merged with the leading North American information business, Experian, formerly known as TRW Information Systems and Services. The new global company, known as Experian, became the world's leading supplier of information on consumers, businesses and property.

Cost: \$1.7 billion

Credit
Services



Direct Marketing Technology

Acquired in 1997, this North American target marketing company specialised in high volume data hygiene and merge/purge processes. Market leader in data processing and database marketing services for the catalogue and retail sector.

Cost: \$300 million

Marketing
Solutions



SG2

Acquired in February 1998, SG2 is a leader in the French cheque and debit card processing market.

Cost: £70 million

Credit
Services



Metromail

Acquired in 1998, Metromail was the North American market and brand leader in providing consumer marketing information, data enhancement and processing services. Metromail was integrated with Direct Marketing Technology to complete the breadth and depth of services needed to service the entire direct marketing industry.

Cost: \$930 million

Marketing
Solutions



ConsumerInfo.com

Acquired in 2002, this was the first company to offer online credit reports and monitoring to consumers. ConsumerInfo.com remains the leading supplier of online credit reports, scores and related information to consumers in the US. ConsumerInfo.com has delivered more than 20 million credit reports direct to consumers over the Internet.

Cost: \$130 million, plus performance related payments

Interactive



Nordic Info Group AS

In 2003, Experian acquired this leading consumer and business information company operating in Denmark and Norway. The Group comprises; RKI Kredit Information (RKI); Købmandstandens Oplysnings Bureau (KOB) in Denmark and CreditInform in Oslo, Norway.

Cost: £90 million

Credit
Services



Scorex

Experian acquired the outstanding shareholdings in 2003 in its joint venture with Scorex, one of the world's foremost developers of credit scoring solutions, application processing and customer management software. It is one of the world's leading decision support businesses with offices in 36 countries providing risk management solutions to major financial organisations in more than 60 countries.

Cost: £70 million

Decision
Analytics



CheetahMail

Experian acquired CheetahMail, a leading email marketing firm, in 2004. CheetahMail's email delivery platform allows clients to send highly targeted and relevant emails to clients' permission-based subscriber lists. It is ranked by Jupiter Research as one of the top three leading email service providers.

Marketing
Solutions



QAS

Experian acquired the developer of the QuickAddress range of international address management software in 2004. QuickAddress captures, cleans and enhances the accuracy of address data for over 10,000 organisations worldwide and is the global leader in rapid addressing solutions.

Cost: £90 million

Marketing
Solutions



Simmons Research

In October 2004, Experian acquired Simmons Research, a leading provider of syndicated research information on what US consumers buy, where they shop, their attitudes and lifestyles and the media channels they use. Information is collected directly from more than 27,000 individuals who complete surveys about what brands they buy, what media they use and which Internet sites they visit. Simmons is the leading information survey used by media companies, advertising agencies and marketers to target marketing offers to the most appropriate consumer through the most appropriate media vehicle.

Marketing
Solutions



LowerMyBills.com

LowerMyBills.com, a leading online generator of mortgage and other loan application leads in the US, was acquired by Experian in May 2005. It assists consumers in making the most cost-effective financial services decisions, while providing lender clients with high quality leads for new borrowers. LowerMyBills.com's vision is to provide consumers with a one-stop Internet destination to obtain better deals on all their recurring monthly expenses. Its website is one of the most visited home loan services on the Internet.

Cost: \$330 million plus earn-out

Interactive



ClassesUSA.com

ClassesUSA.com was acquired by Experian in July 2005. It is a leading online higher education lead generation business that enables professionals to find an online degree or certificate programme best suited to advancing their professional goals.

Interactive



Baker Hill

Baker Hill, a provider of solutions to the banking industry when lending to small and medium-sized enterprises, was acquired in August 2005. It provides services to more than 1,100 banking, credit union and financial services clients, with installations across the US and recent expansion into international markets.

Credit
Services



PriceGrabber.com

PriceGrabber.com was acquired in December 2005 and is a leading provider of online comparison shopping services in the US, with a nascent and fast growing operation in the UK. It connects online shoppers to merchants of all sizes, from large traditional retailers to smaller local sellers. It also powers comparison shopping for websites such as About.com, Bell South, Comcast, MSN and AOL Shopping.

Interactive

Cost: \$485 million



ClarityBlue

Acquired in January 2006, ClarityBlue designs, builds and manages marketing database solutions for large organisations with millions of customers, who potentially make multiple transactions each day. Clients include some of the world's largest financial services providers, entertainment companies, mobile phone operators and Internet Service Providers.

Marketing
Solutions

Cost: £85 million plus earn-out



Hitwise

Agreed acquisition in April 2007, Hitwise collects and aggregates information from Internet Service Providers (ISPs) on how over 25 million consumers use and search the Internet in the US, UK, Australia and other countries in Asia Pacific. Hitwise's clients include HSBC, AXA, Google, eBay, CBS News, IKEA, MTV and Qantas.

Marketing
Solutions

Cost: \$240 million

4 Key market indicators

Information in this section is sourced from various publications, from third party research services and from Experian Business Strategies.

For further information about any of these market indicators, please reference the sources noted on each graph. You may also find additional research sources in Section 6 of this book.

- 4.02 Consumer spending growth
- 4.03 Consumer credit outstanding
- 4.04 Credit cards
- 4.05 Mortgages
- 4.06 Direct marketing
- 4.08 Fraud
- 4.09 Internet commerce
- 4.11 Online education

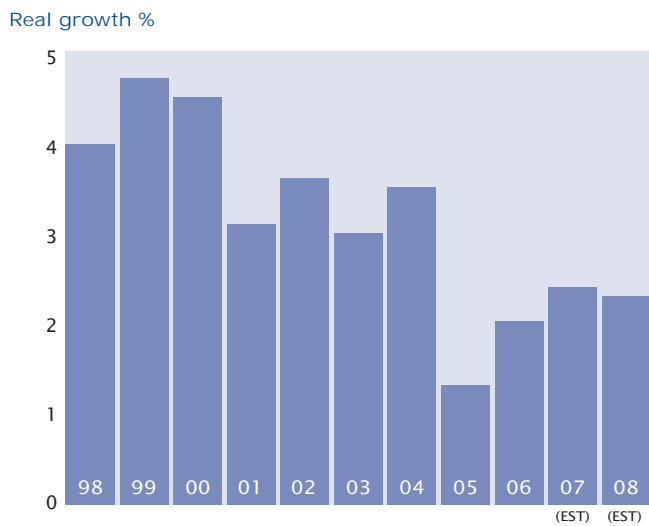
Consumer spending growth

US consumer spending growth



Source: US Bureau of Economic Analysis (www.bea.gov), Experian.

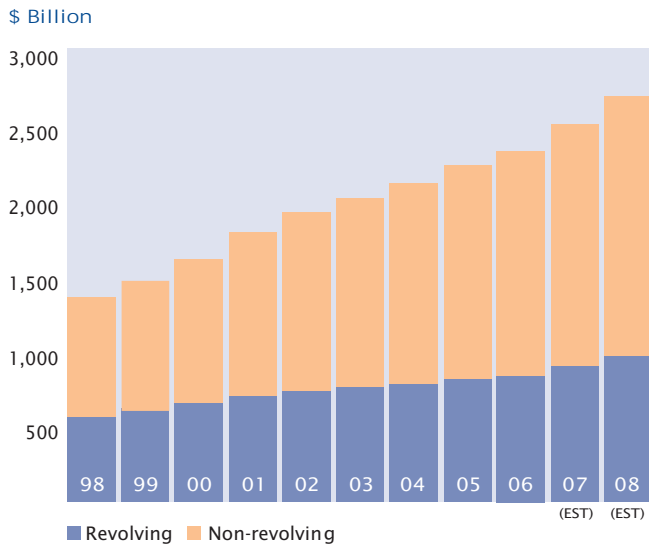
UK consumer spending growth



Source: Office of National Statistics, Experian.

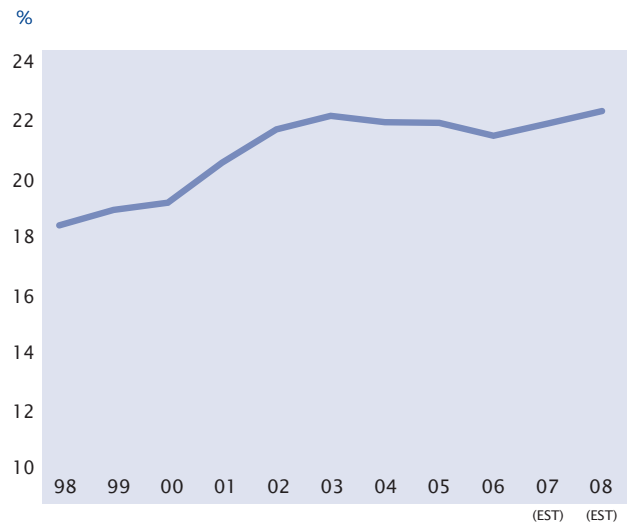
Consumer credit outstanding

US consumer credit outstanding



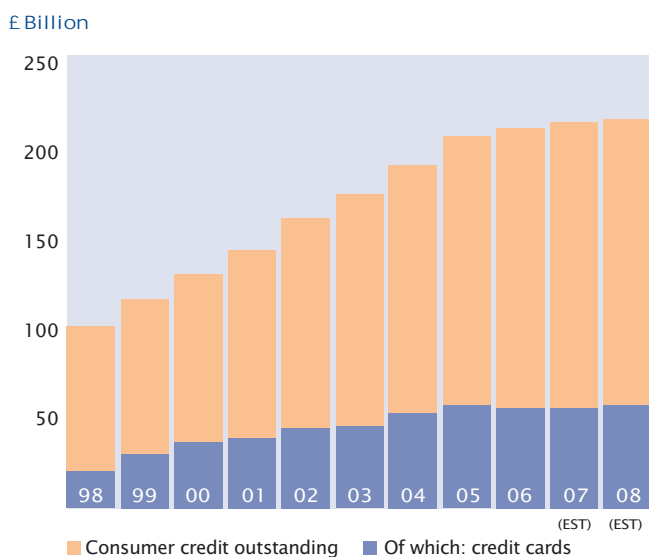
Source: US Federal Reserve (www.federalreserve.gov), Experian.

US consumer credit outstanding as % of household income



Source: US Bureau of Economic Analysis (www.bea.gov), Experian.

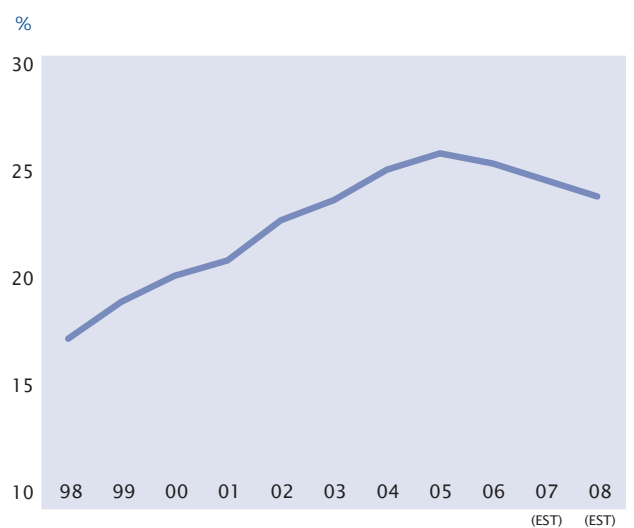
UK consumer credit outstanding



Source: Bank of England, Experian.

Consumer credit above includes overdrafts, personal loans, credit cards, store cards, hire purchase and other store credit agreements but excludes mortgages.

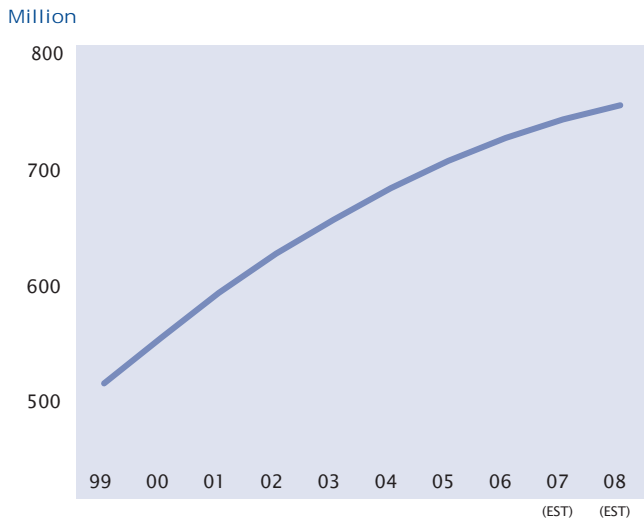
UK consumer credit outstanding as % of household income



Source: Bank of England, Experian.

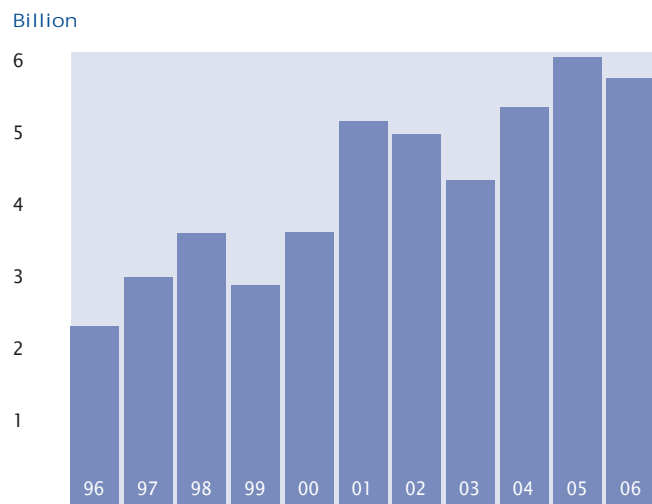
Credit cards

Number of credit cards in US



Source: Datamonitor 2005-US credit and charge cards.

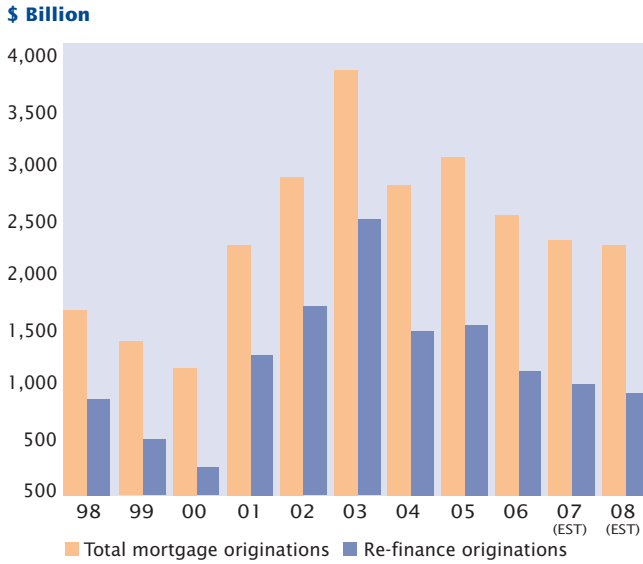
Credit card acquisition mailing volume in US



Sources: BAI Global (subscription-based direct mail acquisition tracking service) 1996-2000, Synovate 2001-2004.

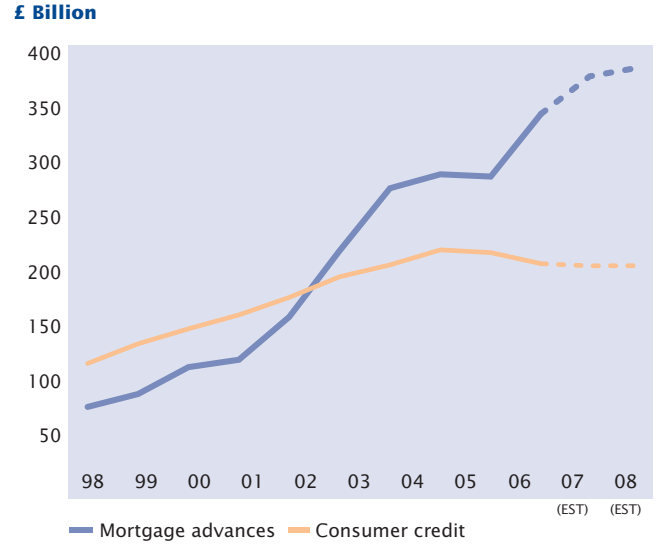
Mortgages

US mortgage originations



Sources: Mortgage Bankers Association of America, Experian.

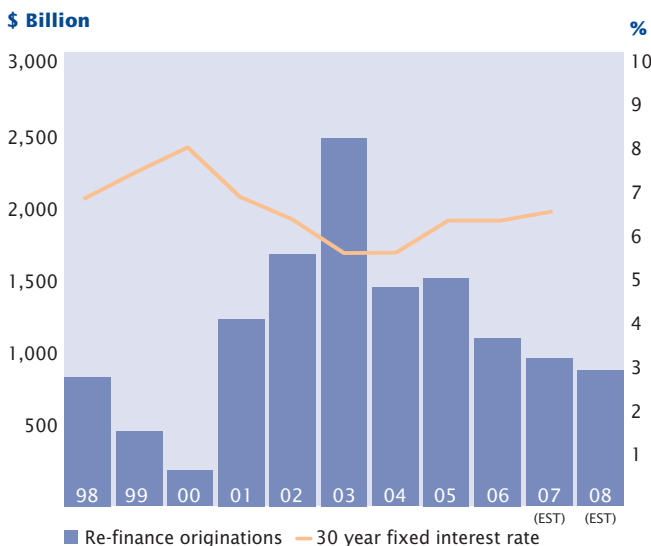
Gross new mortgage advances and consumer credit outstanding in the UK



Sources: Bank of England to 1999, Office of National Statistics 2000 onwards, Council of Mortgage Lenders, Experian.

Mortgage advances represent all new mortgage lending completed in a particular period (not the total mortgage balances outstanding at the time). It includes loans for house purchase, re-mortgages, further advances and top-up loans.

US refinance originations and interest rates



Source: Mortgage Bankers Association of America, Experian.

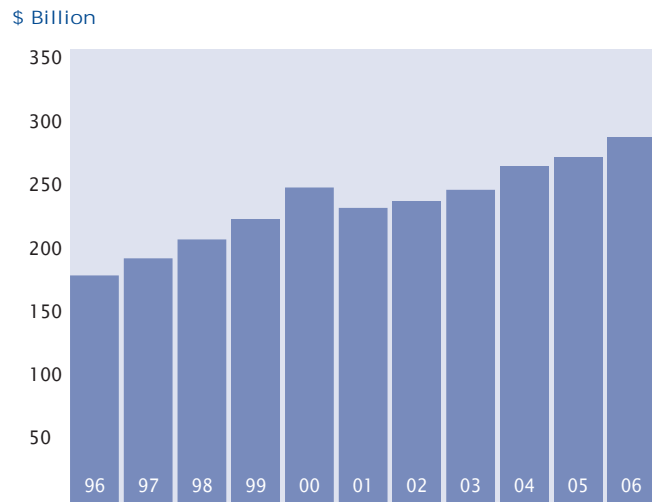
Total mortgage originations: value of secured and completed mortgage applications from a commercial or residential borrower.

Re-finance mortgage originations: those mortgage originations which are re-finances i.e. the repayment of a debt from the proceeds of a new loan, using the same property as security.

30 year fixed rate mortgage %: the fixed interest rate for 30 year mortgages (where the interest rate and payments will remain the same for the life of the 30 year loan).

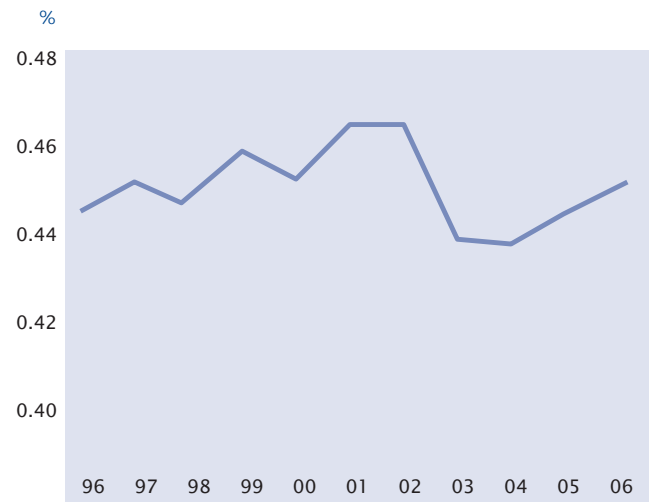
Direct marketing

US direct marketing spend



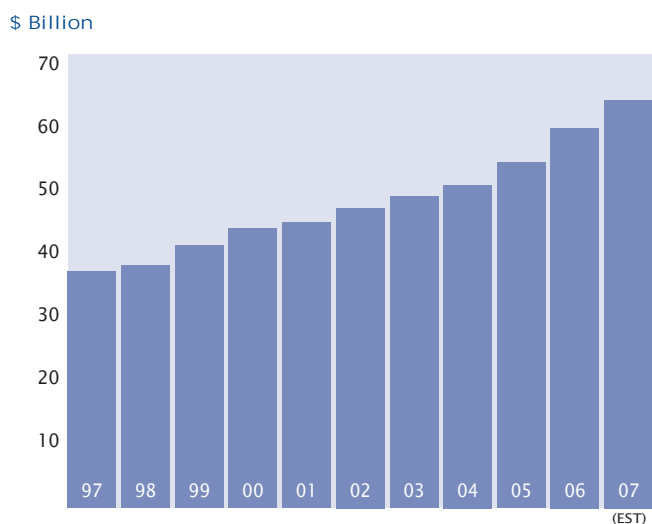
Source: Direct Marketing Association.

US direct mail spend as % of GDP



Source: Direct Marketing Association, US Bureau of Economic Affairs.

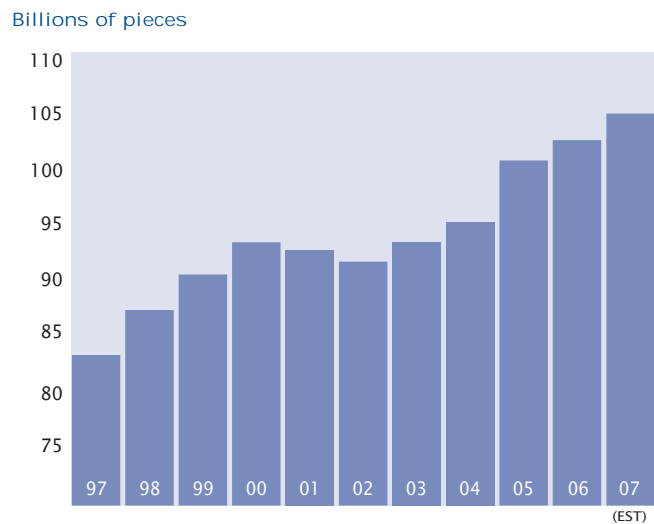
US direct mail spend



Source: Direct Marketing Association.

Direct marketing is broadly defined as any direct communication to a consumer or business recipient that is designed to generate a response in the form of an order (direct order), a request for further information (lead generation), and/or a visit to a store or other place of business for purchase of a specific product(s) or service(s) (traffic generation).

USPS standard A class mail volumes in US

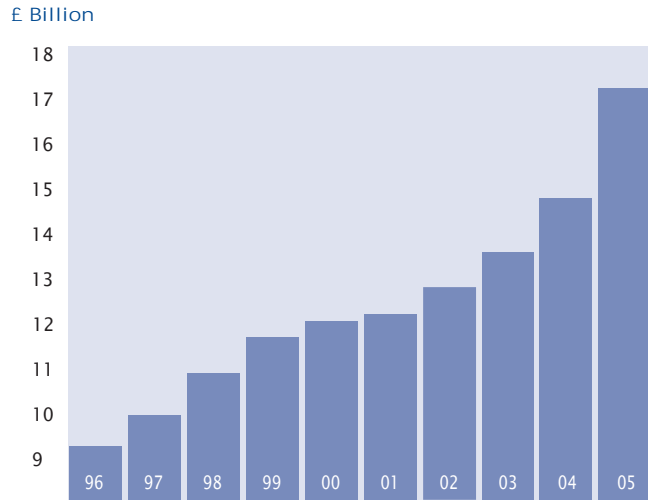


Source: www.usps.com/history (annual report).

Standard Mail weighs less than 16 ounces and includes circulars, printed matter, pamphlets, catalogues, newsletters, direct mail and merchandise. Standard Mail may be sent at pre-sorted rates and at automation rates. Standard Mail is formerly known as 3rd Class or Standard A Mail and is where the bulk of direct mail is categorised.

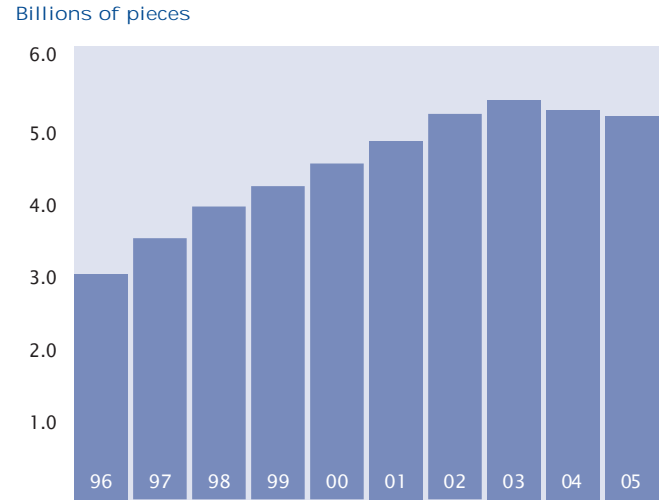
Direct marketing

UK direct marketing spend



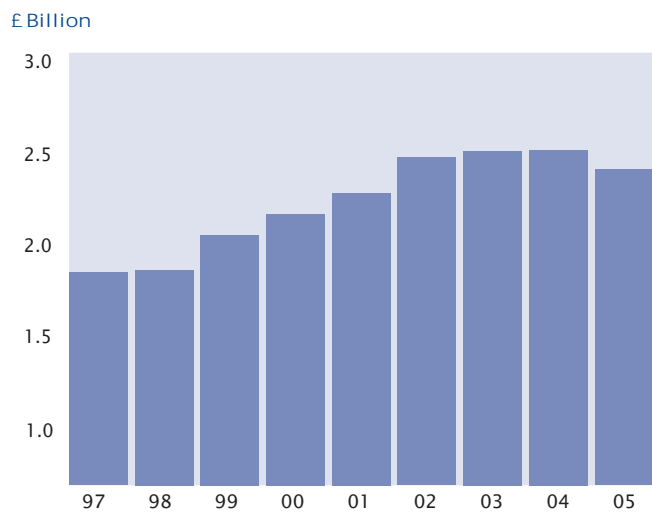
Source: Direct Marketing Association.

UK direct mail volumes



Sources: Direct Mail Information Service/Royal Mail.

UK direct mail spend



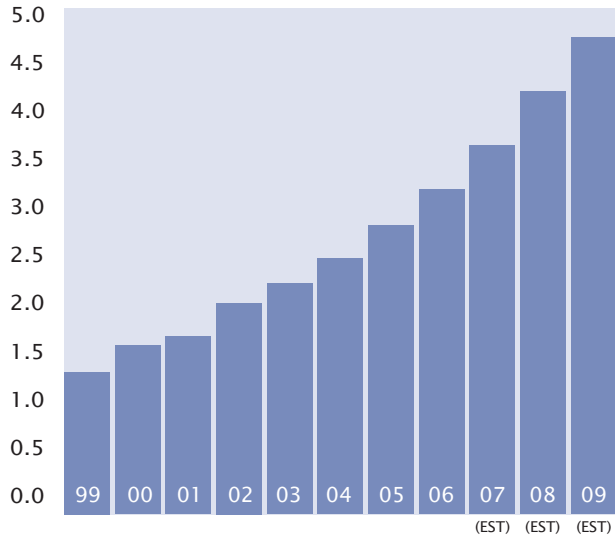
Source: Direct Mail Information Service 1997-2005.

DMIS conduct research into direct mail across all major sectors, as well as into both business and consumer attitudes towards the medium.

Fraud

US credit card fraud losses

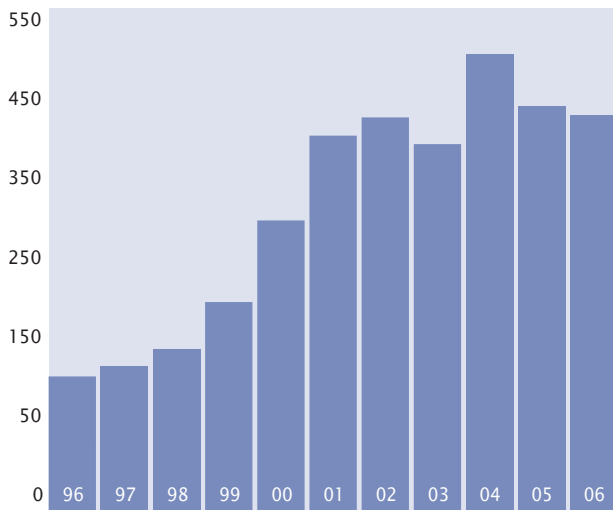
\$ Billion



Sources: Meridian Research 1999-2001.
Frost & Sullivan Marketing Engineering 2002 onwards.

UK total card fraud losses

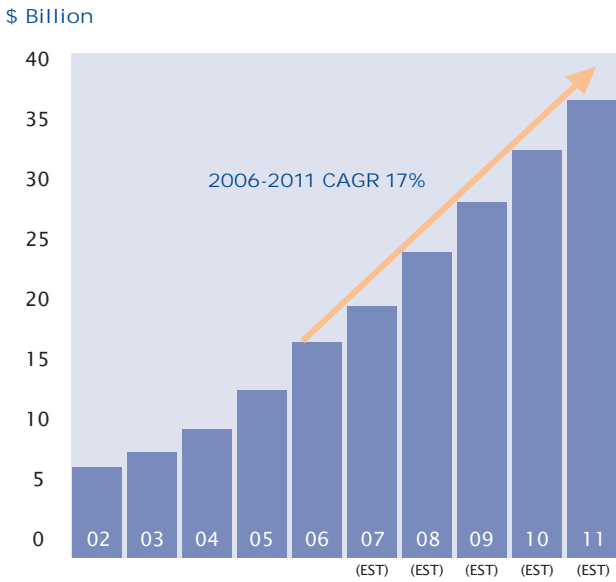
£ Million



Source: APACS, Home Office research.

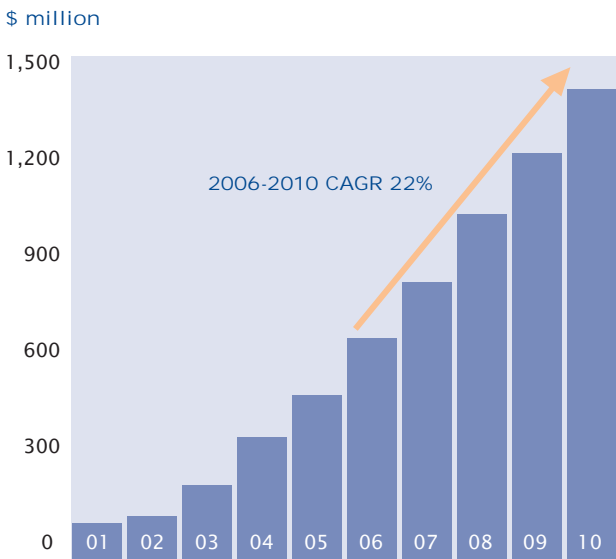
Internet commerce

US online advertising spend



Source: eMarketer.

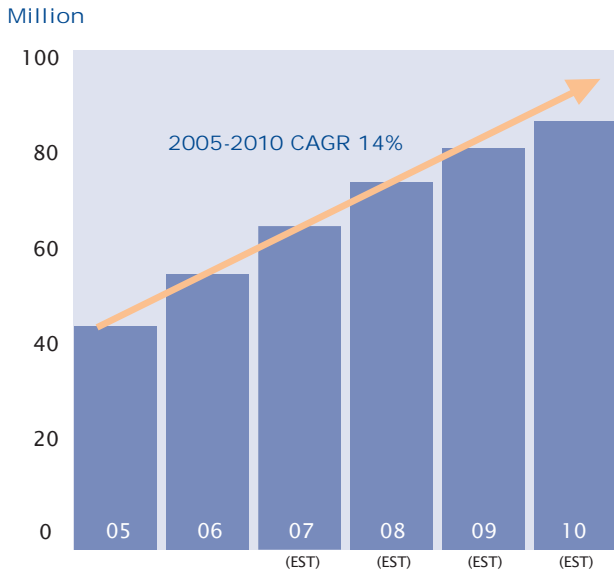
US comparison shopping search revenues



Source: Piper Jaffray & Co., January 2006.

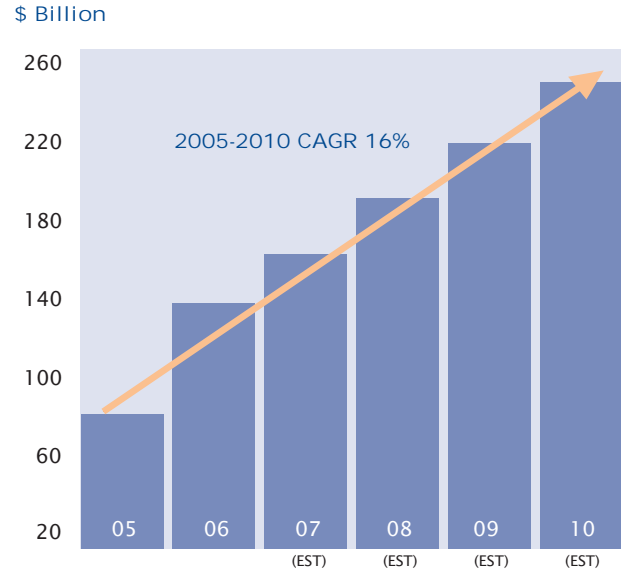
Internet commerce

US broadband households



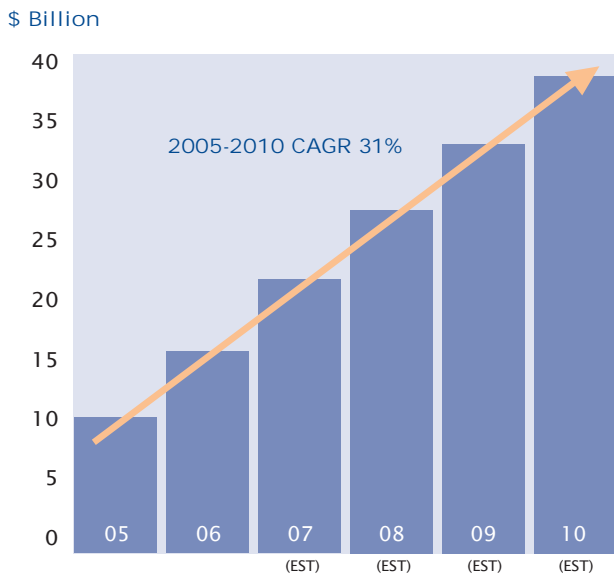
Source: eMarketer, March 2007.

US e-commerce revenue



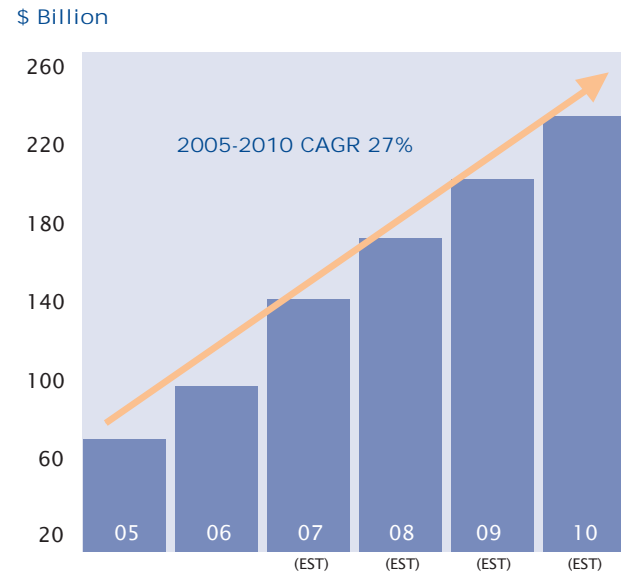
Source: Forrester Research Inc.

Global paid search revenues



Source: Piper Jaffray & Co., February 2007.

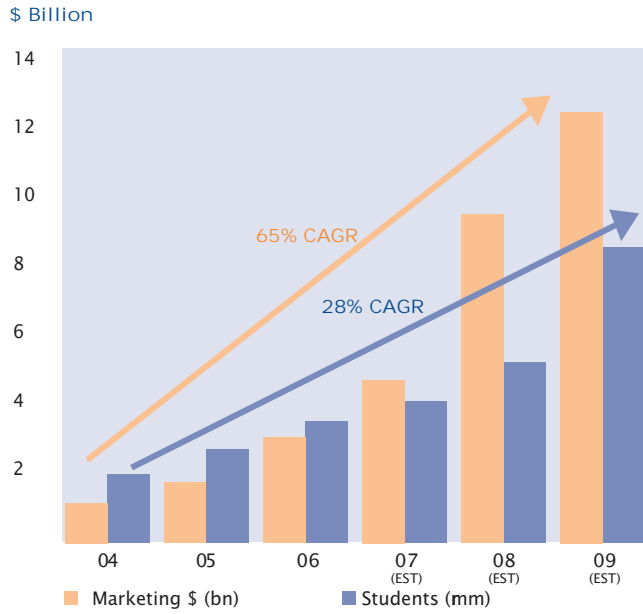
European e-commerce revenue



Source: eMarketer, September 2006.

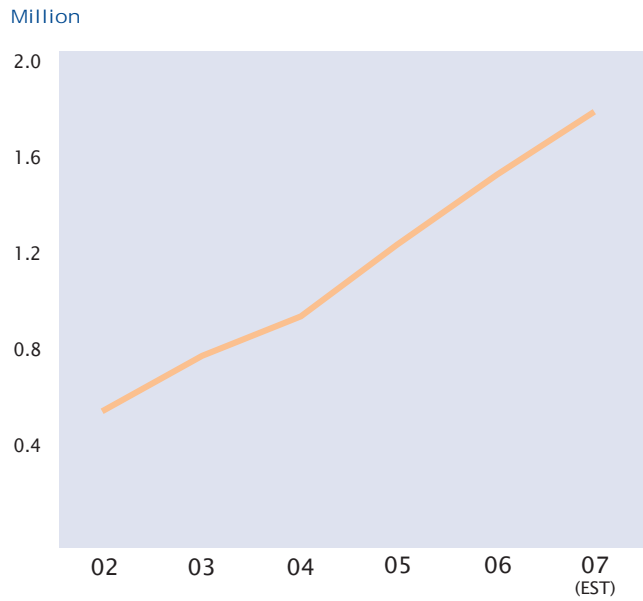
Online education

US online marketing spend vs. student enrolment



Source: eMarketer.

US students enrolled in 100% online distance education



Source: Eduventures.

5 Main products and services

On a global basis, Experian provides hundreds of products and services. Included in this section is a brief description of some of our core offerings.

5.02	Credit Services
5.03	Decision Analytics
5.04	Marketing Solutions
5.05	Interactive
5.06	Major databases

Credit Services

Automotive databases - information on motor vehicles to enable analysis of sales trends, franchise profitability and location and planning of marketing campaigns.

AutoCheck - vehicle history reports provide the automotive industry and its customers with historical information about pre-owned cars and trucks (US).

Auto Prospect Online - online tool that enables automotive dealers to identify their most profitable prospects and then create and order direct marketing lists based on information obtained from the National Vehicle Database and the INSOURCE consumer demographic database (US).

Backgroundchecking.com - offers detailed candidate pre- and post-employment screening services to clients in the UK and internationally.

Baker Hill Advisor - a secure, browser-based infrastructure system that manages all client information across all lines of a commercial lending business.

Baker Hill One Point - a fully integrated customer relationship management system for commercial lenders that consists of modules for sales automation, collateral and exception management, credit risk management and profitability and pricing.

Baker Hill Origination Solutions - manages the entire commercial loan process, from origination to underwriting and acceptance to document preparation and booking.

BizApps online - web-based interface for business credit information service (US).

BizInsight online - web-based list selection and fulfilment system for the National Business Database and Hotline Databases (US).

Business information - financial and credit information on limited companies, sole traders, partnerships and company directors.

Candidate Verifier - CV pre-screening for employers and recruitment agencies, including previous employment and academic qualifications.

Car Data Check - vehicle history and specification verification service for used car buyers in motor trade, insurance, finance and auctions. Consumers can access the service through the AA in the UK.

Card processing services - processing of debit, credit, subscription, loyalty and gift cards.

CEM - national consumer and business database supporting skip tracing/collections and identity verification. Includes information from the INSOURCE database with weekly telephone number adds from electronic directory assistance (US).

Cheque processing services - processing of cheques to ensure that a payer's bank account is debited and funds are transferred to a payee's bank account.

Consumer credit bureaux - in US, UK, Republic of Ireland, Bulgaria, Canada, Denmark, Estonia, Italy, Netherlands, Norway, Spain, Romania, Russia and South Africa.

Consumer credit information - public (e.g. electoral roll, county court judgments) and personal financial information (e.g. credit account history) on private individuals, used for credit checking purposes.

GAIN (Gone Away Information Network) - cross-industry database of known individuals who have moved address without notifying their creditors (absconders).

Loyalty processing - processing of loyalty card transactions to ensure that cardholders' loyalty rewards (e.g. points) are credited to their accounts.

Pre-screen - direct marketing lists screened against the File One database in the US to qualify consumers for specific credit offers. Used by lenders to eliminate mailings to high-risk prospects and to pre-approve credit terms for consumers who meet the client's credit criteria.

Property databases - plans, maps and statistical information on retail locations and domestic property statistics.

Risk scoring (commercial) - statistical modelling that predicts the probability of a business failing within 12-24 months.

Tenant Verifier - tenant checking service for letting agents and landlords, providing a financial check, previous landlord's reference and an employer's reference on prospective tenants for rented property.

Triggers - daily service alerting clients to changes in a consumer's credit behaviour. Clients use credit derived 'triggers' to drive risk, account retention and marketing decisions to improve customer relationships.

Unclaimed Assets Register (UAR) - a search facility for unclaimed financial assets, such as life policies, pensions and equities (UK).

VantageScoreSM - US credit reporting industry's first credit score, developed jointly by the three national credit reporting companies, in response to client needs for more predictive and consistent credit risk scores.

Decision Analytics

Application scoring - statistical modelling to predict the probability of an applicant being unable to repay a loan or debt.

Autoscore - Experian's proprietary application processing and scoring system.

Autotrace - automated system for tracing absconding debtors.

Bankruptcy scores - statistical risk models for predicting the probability of a consumer filing for bankruptcy.

Behavioural scoring for customer management - statistical models based on the customer's lifestyle and credit behaviour; used to predict future behaviour and to determine actions to be taken by the lender.

Behavioural scoring for marketing - statistical models based on the customer's lifestyle and previous responses to marketing offers; predicts future responses to offers and determines the most appropriate proposition to be made and the best medium.

Bureau scoring - generic credit scores based on credit reference bureau data only.

CEMS - combines Experian's data assets, analytical capabilities and strategy decisioning software to make real-time customer acquisition decisions based on accurate information.

Commercial Delphi - using statistical techniques to calculate risk and reduce the element of subjectivity in lending to business and trade credit decisions, enabling businesses to manage financial risk by identifying potential risks before they happen.

Collect SM - a collections and debt recovery solution that allows financial services organisations to adopt a more strategic and analytical approach to their customer service, collections and debt recovery processes.

Collection advantage - integrated collections management tool providing consumer contact data, credit-based scoring and advanced analytics (US).

Consumer Indebtedness Index - measures the level of indebtedness of consumers, without relying on detailed knowledge of their monthly disposable income, by assessing a borrower's total debt levels and predicting the likelihood of repayment (UK).

Delphi for Customer Management - bureau-based behavioural scoring system and account management for existing customers.

Delphi for New Business - bureau-based application scoring system for new accounts.

Detect - real-time credit application fraud prevention solution.

E-identitycheck - combats identity fraud by providing a qualified assessment of the degree of confidence in a customer's online identity.

Hunter II, the next generation of Hunter - developed on a web based architecture, providing online functionality, full audit trails, fraud scorecards, flexible rules configuration and ad hoc reporting.

Knowledge IQ - challenges-response processes using personal, confidential questions from credit and other databases to which only the consumer knows the answer.

Intelligent Business Reporting (Reporting Studio) - an advanced reporting and monitoring solution that gives users immediate access to business intelligence.

Intelliscore - suite of statistically-derived scoring models designed to predict the likelihood of severe delinquency over the next 12 months. Utilises commercial data and blended commercial and consumer data where appropriate.

New Business SM - a solution for new business acquisition, enabling lenders to centralise, monitor and change lending strategies quickly.

Precise ID - validates and verifies application data through multiple credit and non-credit databases and returns highly predictive fraud and identity risk scores.

Probe SM - a complete business solution designed to manage existing customer relationships by bringing together powerful behavioural scoring techniques, segmentation, portfolio analysis and strategy experimentation. Enables lenders to control limit management, authorisations, collections and marketing strategies.

Strategic and business consultancy - consultancy and advisory services for providing and implementing innovative solutions throughout the credit life cycle.

Strategy Management - helps companies make more intelligent decisions about whether to accept new customers, extend the credit arrangements for existing customers or target them with new products.

Strategy optimisation - uses objective mathematically based decisioning at an individual customer level to help an organisation identify the highest possible return from its credit strategies, given its customer needs, operational constraints and strategic goals.

Transact SM - comprehensive application processing system incorporating Strategy Management decisioning.

Marketing Solutions

Absolute Movers - data source for suppressing from mailing lists the names and addresses of individuals who have moved.

Acquisition and response models - scorecards to analyse consumer responses to direct marketing.

BehaviorBank - consumer-supplied lifestyle data with coverage on more than 35 million households and 40 million individuals (US equivalent to Canvase in the UK).

Campaign and trend analyses - advertising and direct marketing campaign planning and analysis service.

Canvase - consumer lifestyle, demographic, financial and geodemographic database for target marketing (UK).

CheetahMail - email delivery technology to help clients use multiple delivery channels to communicate with customers and drive sales.

CircBase - co-operative database of direct mail responders for publishers, covering 161 publications and 63 million subscribers (US).

Cottage Industry File - a segment of the National Business Database featuring home-based businesses (US).

Customer data integrity - completing, validating, suppressing, enhancing and integrating customer data to improve the quality of customer information.

Delphi for Mailings - bureau-based pre-screening system to ensure financially related offers are targeted to appropriate consumers.

Economic Research Services (ERS) - provides research and consultancy services to the public sector, specialising in economic development and regeneration.

Eiger Systems - develops bank account validation and payment processing software, which reduces the risks and costs involved with electronic transactions.

Elements - ClarityBlue's integrated direct marketing platform.

Emailing Solution - a leading French permission-based email marketing provider.

Experian Intact - data cleansing, suppression and enhancement service, processing in excess of 500 million records a year.

Experian Paladin - French suppression file, enhancing La Poste's own suppression files, providing a 36-month history of returned mail. Identifies an additional one million outdated (goneaway) addresses with 50,000 new home movers updated each month.

Good Explorer - decision support tool for property professionals working within multiple retailers, agencies, developers or investment companies. Contains a set of digital plans and associated data about retail outlets for over 1,300 of the country's retail centres (UK).

Hitwise - collects and aggregates information from Internet Service Providers (ISPs) on how consumers use and search the Internet in the US, UK, Australia and other countries in Asia Pacific.

Informarketing - provides direct marketing services to financial institutions in Brazil including database management, mailing list analysis and cleansing, data enhancement and enrichment and marketing campaign management.

INSOURCE - database combining data from hundreds of public and proprietary sources to provide extensive marketing information on US consumers.

Intelligent suppression management - intelligently managing customer communication preferences to handle the complexities of customer contact, whilst striking a balance between corporate compliance and maximising marketing opportunity.

Intravue Campaign Management - a customer management solution integrating powerful database technology, campaign management software, marketing information and analytical expertise.

Lifestyle data - results of questionnaires focused on consumers' lifestyles, habits, attitudes and purchasing behaviour.

List processing - creates lists for direct mail from single or multiple sources, cleansed for duplicate names, changes of address, deceased and opt-outs.

Marketing databases - databases of information about individuals collected from many different sources, for segmentation and target marketing.

Micromarketing profiling tools - aids decision making through geographic, demographic, financial and behavioural information on consumers; builds a picture of the target audience for a product, recognising the different motivations that lead different demographic segments to buy each variant of a brand.

Mosaic - a global network of segmentation that classifies a billion people worldwide, covering a third of the earth's surface.

nVision - an online UK and European consumer insight service that researches and provides market analyses on emerging consumer markets.

Parc Locator - software package for motor manufacturers and dealers to analyse sales trends and customers, and develop marketing strategies.

Marketing Solutions

Interactive

Profiling and segmentation - analysis of consumers to identify characteristics that lead to certain types of purchasing behaviour.

Prospect Locator - online direct marketing lists with search criteria based on demographics, lifestyle or business data.

QuickAddress - a global address management software suite which helps clients capture, verify and enter address data quickly and accurately by using ZIP or postal code, and house or building number.

QuickAddress Batch - cleanses existing customer address records to help maintain the validity of address data over time.

QuickAddress Names - verifies a person at an address and spells their name correctly on entry in almost any type of CRM or customer database application. The product incorporates Experian consumer data with the latest US Postal Service address data file.

QuickAddress Pro - validates customer addresses against official postal authority records in real-time, as data is entered in a call centre or at point-of-sale; ensures that billing and delivery addresses are complete and standardised.

QuickAddress Pro Web - brings real-time address validation to web-based environments, including e-commerce.

Simmons Research - collects information on over 8,000 brands in 460 product categories, creating detailed consumer profiles with over 600 lifestyle characteristics. The information can be used to provide consumer studies, segmentation systems or advanced integrated marketing solutions to clients (US).

The FootFall Index - a representative tool to assess consumer shopping behaviour. The Index monitors the changing pattern of shopper visits across the markets in response to events that impact on decisions to visit retail outlets.

TrueTouch - multi-dimensional contact system that not only identifies the best customers and prospects, but the types of messages and offers that motivate purchases, the preferred communication channels and the optimum time to contact customers.

Truvue - a customer data integration solution combining customer data from different sources to create a single customer view.

ClassesUSA - an online higher-education portal which connects consumers interested in enrolling in online education programmes with universities and other education organisations (US).

ConsumerInfo.com - a direct-to-consumer online credit information and monitoring service (US).

CreditExpert.com - free consumer education articles, calculators and advice on how consumers can manage and protect their credit histories; offers premium subscription products such as Credit Manager and Credit Report/Score (US/UK).

LowerMyBills.com - an online mortgage lead generator and financial services advertiser that provides consumers with comparative financial information on products such as mortgages and loans (US).

PriceGrabber.com - an online comparison shopping service for the US and UK markets.

Triple AdvantageSM - provides consumers with daily monitoring of all three national credit reporting companies' credit reports and sends text alerts via email or SMS mobile when critical changes are detected (US).

Major databases

Automotive database - contains details on ownership history, odometer readings and condition of over 600 million vehicles (US, UK and Italy).

Canvasse consumer database - for target marketing with 6,000 selectable elements and 14 million UK individuals (UK equivalent of INSOURCE in US).

Car Data Check automotive database (UK).

CIFAS - the UK's Fraud Prevention Service - suspected fraud information provided by lenders (UK)*.

Claims and Underwriting Exchange (CUE) - databases of household, motor and personal injury insurance claims (UK).

CML Council of Mortgage Lenders' Possessions Register - data contributed by the CML and available only to other CML members and their subsidiaries (UK)*.

Credit Account Information Sharing (CAIS) - shared credit account information maintained by Experian on behalf of lenders (UK).

Credit Application Previous Searches (CAPS) - records of previous applications for credit from individuals (UK).

Detect - shared database of previous credit applications, used by lenders to identify discrepancies in current applications that may be indicative of fraud (US/UK).

Directors' Database - business credentials of current and previous company directors and company secretaries (UK).

Existence Verifier - database of 13 million deceased persons in England and Wales; assists pensions industry to verify deceased persons.

File One - national consumer credit relational database with coverage of 215 million consumers (US).

GAIN (Gone Away Information Network) - shared information about absconders submitted by GAIN members for use by other members (UK)*.

Hotline File - B2B marketing database of recently relocated businesses (US).

INSOURCE - national consumer database with information on more than 215 million consumers and 110 million households compiled from public and proprietary sources. INSOURCE includes transactional and life event data.

Life event information - lists identifying key prospects with special needs, such as new homeowners, new movers, new parents, expectant parents (US).

Limited Company Database - limited liability companies and their directors (UK).

Motor Insurance Database - vehicle and motor policy records from registered motor insurers (UK).

National Business Database - business information for marketing purposes (US/UK).

National Canvasse Database - Electoral Roll replacement comprising compliant information supplied by consumers in the past 12 months. Provides comprehensive coverage of the UK adult population.

National Fraud Database - online database of industry-wide confirmed fraud records used for combating fraud by comparing applicant data to fraud data (US).

National Vehicle Database - database of over 500 million licensed and registered vehicles in the US.

Non-limited Database - data on small (unincorporated) businesses, partnerships and sole traders (UK).

Perils - rating and geographical models on subsidence, flood, wind, crime, freeze and fire (UK).

Postal address file - full official postal addresses and postcodes for all UK properties (UK)*.

Public information file - information compiled from Registry Trust Ltd, official gazettes and the Insolvency Service (UK)*.

Unclaimed Assets Register (UAR) - search facility that allows consumers to recover lost assets such as life policies, pensions, unit trusts and share dividends (UK).

Vehicle mileage check - the UK's leading mileage database, updated daily with information received from the DVLA and many other sources.

Voters' Roll - details of all individuals registered on the Electoral Roll (UK)*.

Z-24 National Catalog Database - data on more than 2.8 billion catalogue orders supplied by over 700 cataloguers/retail companies (US).

* Indicates non-proprietary or third party database utilised by Experian as an integral part of its service offering.

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6 Useful sources of information

The following section includes information about periodicals and websites that may be useful for further researching the markets in which Experian operates.

Periodicals

American Bankers Association Banking Journal -

the official periodical of the ABA, it provides access to banking's inner circles and to the developments and behind-the-scenes information that helps shape the banking industry in the US.

Cards International - news on the global cards market and the latest smart card development, chip technology updates, card marketing initiatives and credit card fraud issues.

Catalog Age - catalogue news, trends, technologies and strategies for improving profitability across all areas of multi-channel catalogue operations.

Credit Card Management - the leading source of credit and debit industry intelligence and analysis.

Credit Management - the UK's Institute of Credit Management monthly magazine; includes full coverage of consumer and trade credit, export and company news.

Credit Risk International - a global monthly magazine on the science and strategy of credit provision. Its twin aims are to open up opportunities in global credit provision and to spread best practice.

Credit Today - magazine for the consumer and commercial credit industry in the UK.

DM News - the direct marketing industry's weekly newspaper covering trends, vertical markets and financial performance.

Marketing Week - a UK source of news and information for marketing, advertising and media professionals.

Precision Marketing - a weekly business magazine devoted to targeted accountable and responsive marketing.

Sales & Marketing Strategies and News - addresses the entire spectrum of corporate sales and marketing information.

Websites

www.apacs.org.uk

(Association for Payment Clearing Services)

www.bba.org.uk

(British Bankers Association)

www.business-strategies.co.uk

(Experian's economic analysis and forecasting unit)

www.cml.org.uk

(Council of Mortgage Lenders)

www.dismal.com

(The Dismal Scientist)

www.dma.org.uk

(UK Direct Marketing Association)

www.ecri.be

(European Credit Research Institute)

www.federalreserve.gov

(Federal Reserve Board)

www.fedma.org

(Federation of European Direct Marketing)

www.fla.org.uk

(Finance & Leasing Association)

www.home.doc.gov

(US Department of Commerce)

www.icm.org.uk

(Institute of Credit Management)

www.mbaa.org

(Mortgage Bankers Association of America)

www.synovate.com

(Synovate Research)

www.usps.com

(US Postal Service)



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