



## VODAFONE TO DETECT FRAUD WITH EXPERIAN'S HUNTER SOLUTION

**May 2007– Rome, Italy - Vodafone Italy** has announced its implementation of the fraud detection solution, Hunter, from **Experian Decision Analytics**, part of Experian®. The Hunter solution is a web-based service to identify potentially fraudulent new subscriptions, which will enable Vodafone to detect and prevent fraud at the point of application, creating another barrier to prevent fraud.

The automated Hunter solution is implemented in the online environment, is fully integrated and operates in real-time alongside the application processing solution. It works by checking for inconsistencies in each application and comparing the data against the integrated information store of previous applications and suspect information. This ensures that Vodafone can match the application against fraudulent, declined or previous applications and identify where an alias, false details or impersonation is being attempted. However, Hunter isn't just a detection tool - it is also an interactive investigative tool that helps the investigation team to review an application and determine if it is fraudulent. Fraud detection continually improves and reflects new fraud trends as the database and rules are updated with every suspect case.

Ortenzio Bibbò, Credit Manager of Vodafone Italy, commented: "Vodafone's aim is to improve fraud interception systems and to reduce the loss rate. Hunter was the right solution as it stops fraud before it starts, at the point of registering new customers; Vodafone Italy has approximately 140.000 new applicants per year. Experian-Scorex demonstrated the very high value and the benefits of Hunter, and above all, this solution meets all our requirements of flexibility and integration in our system, being user-friendly and also able to manage different databases."

Miretta Menarini, Business Development Director of Experian-Scorex Italy, said: "Fraud is undoubtedly a major problem for the telecom industry. It is estimated that there were fraud-related losses of \$70 billion in 2005, which will increase to \$93.5 billion by 2010\*. The implementation of Hunter shows that Vodafone is at the forefront in the fight against fraud and will significantly reduce the problem, thus gaining a privileged position against its competitors."

She added "We are very pleased that Vodafone chose us. This decision reinforces our partnership as Experian-Scorex already assists Vodafone Italy in managing the entire client business cycle from the registration of a new client to proactively managing the existing customer portfolio."

\*The Insight Research Foundation '2006 Telecommunications Review: An anthology of market facts and forecasts' ([www.insight-corp.com](http://www.insight-corp.com))

### **About Experian Decision Analytics**

Experian Decision Analytics' enterprise-wide solutions combine data intelligence, predictive analytics, decision-enabling technologies, strategy optimisation and consulting services to enrich client data and allow organisations to maximise profitability and performance from their customer relationships. Its fraud and identity solutions enable clients to prevent fraud at all stages of the customer lifecycle – from authentication and application fraud through to transactional and open account fraud.

Experian Decision Analytics works closely with clients in more than 60 countries across diverse industries, including financial services, telecommunications, retail, leasing, automotive, insurance, government agencies and utilities, enabling them to make billions of customer-focused decisions annually.

With over 20 years experience in fraud and identity solutions, the company has clients worldwide and collaborates with organisations, associations and trade bodies to further develop data sharing schemes and support new fraud prevention initiatives.

As part of the global Experian Group, Experian Decision Analytics has more than 30 years experience of managing bureau data, adding intelligence to that data and delivering analytical solutions. It maintains connectivity with more than 70 credit bureaus around the world and, with offices worldwide, is uniquely qualified to support local, national, regional and global businesses.

For more information, visit the company's website on [www.experian-da.com](http://www.experian-da.com).

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, California and Nottingham, UK. Experian employs around 13,500 people in 36 countries worldwide, supporting clients in more than 60 countries. Annual sales are \$3.5 billion (£1.8 billion/€2.7 billion).

For more information, visit the Group's website on [www.experiangroup.com](http://www.experiangroup.com).

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### **About Vodafone Group**

Vodafone Group Plc is the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States through the Company's subsidiary undertakings, joint ventures, associated undertakings and investments.

At 30 September 2006, based on the registered customers of mobile telecommunications ventures in which it had ownership interests at that date, the Group had 191 million customers, excluding paging customers, calculated on a proportionate basis in accordance with the Company's percentage interest in these ventures.

The Company's ordinary shares are listed on the London Stock Exchange and the Company's American Depositary Shares ('ADSs') are listed on the New York Stock Exchange. The Company had a total market capitalisation of approximately £80 billion at 15 November 2005.

The Company was formed in 1984 as a subsidiary of Racal Electronics Plc. Then known as Racal Telecom Limited, approximately 20% of the Company's capital was offered to the public in October 1988. It was fully demerged from Racal Electronics Plc and became an independent company in September 1991, at which time it changed its name to Vodafone Group Plc.

Following its merger with AirTouch Communications, Inc. ("AirTouch"), the Company changed its name to Vodafone AirTouch Plc on 29 June 1999 and, following approval by the shareholders in General Meeting, reverted to its former name, Vodafone Group Plc, on 28 July 2000.

[www.vodafone.com](http://www.vodafone.com)