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UniCredit Family Financing to maximise the profitability of marketing campaigns with Experian

UniCredit Family Financing, the household financing company of Unicredit Group, has implemented Experian's Marketswitch Optimisation system. Specifically developed for dealing with the increasing complexity of Direct Marketing, the system enables organisations to achieve large reductions in wasted communications spend and significant revenue improvements.

Marketswitch Optimisation uses a mathematical process to maximise the performance of customer interactions by identifying the optimal action for each individual, thus improving service and business performance. The system will ensure that customers only receive relevant and focused offers, which will improve the return on investment for campaigns in total.

Optimisation simplifies the complexity of the making a decision about which offer will be the most effective by simultaneously considering the business objectives, customer behaviour, risk, propensities and range of eligible offers, as well as operational constraints, budgets and regulatory requirements.

Gabriella Miccolupi, Head of Customer Portfolio Management for UniCredit Family Financing, commented: "Our aim is to become a centre of excellence for direct marketing. Experian's Marketswitch Optimisation is the right tool as it enables us to support other marketing functions across Europe, with significant results. "

Miretta Menarini, Market Head of Experian's Decision Analytics division in Italy, said: "UniCredit Family Financing selected Experian because of our ability to deliver world class optimisation - from an international team and also providing the local support they need. Furthermore, the rapid deployment of Marketswitch Optimisation will enable the organisation to start accomplishing impressive results in the short term."

This tool further strengthens Experian's wider relationship with UniCredit Family Financing, the household financing institution also utilises Experian's tools to manage the complete credit cycle in its European operations. By using Marketswitch Optimisation in conjunction with Experian's Probe SM, UniCredit Family Financing will enhance its customer service and improve its overall profitability. Probe SM enables the organisation to create an insight into the behaviour and motivations of each customer to completely understand their individual needs, while Marketswitch Optimisation uses this information to make the right selection of customers for each marketing campaign.

For further information on the press release please contact:

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About Experian

Experian plc is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc 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 approximately 15,500 people in 38 countries worldwide, supporting clients in over 65 countries around the world. Revenue for the year ended 31 March 2008 was \$4bn.

For more information, visit the Group's website on www.experianplc.com.

About Experian Decision Analytics

Decision Analytics is the international division of Experian specialized in providing credit risk and fraud management consulting services and products. Over more than 30 years, it has developed its best practice analytical, consulting and product capabilities to support organisations to manage and optimise risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies throughout the customer relationship. With clients in more than 60 countries and offices in more than 30, the decision Analytics Division of Experian delivers experience and expertise developed from working with national and international organisations around the world across a wide range of industries and business size.

For more information, visit the company's website on www.experian-da.com.