

The Hague, March 2009

KPN reduces bad debt and operational costs with Experian

KPN, which serves more than 35 million customers across the Netherlands, Germany and Belgium, announces that it has achieved the same acceptance rate with a 5% decrease in bad debt with Transact SM, the application processing and decisioning system from Experian, the global information services company. With the automated registration process, KPN has also been able to remove manual processes including decreasing referrals by 95% for a significant improvement in operational costs.

Transact SM accesses only relevant data sources before applying complex business rules and strategies to make appropriate decisions based on the credit worthiness of the applicant and the suitability of the order considered. As a result, KPN has accepted the same number of applicants while decreasing credit risk and bad debt, as it can set terms and conditions which reflect the applicant profile.

In addition, Transact SM automatically retrieves information to prevent bad debt and fraud, from internal lists of known fraudsters and connecting to the national Preventel Telecom database. This functionality has enabled KPN to reduce losses and fraud by identifying potential fraudsters before they become a customer.

Armin Hoekstra, Credit Risk Manager KPN, said: "The impact of the Transact SM system has been significant. We have seen the immediate benefits of removing 90% of the manual processes and reducing the data costs by 15%, but we know that the strategic control and flexibility the system gives us is where we will see the biggest impact for many years to come. Experian has delivered a system that exceeds our expectations and will enable us to grow and improve profitability across the business."

Marco Nobel, Country Manager for Netherlands Experian's Decision Analytics division, comments: "KPN is always looking to increase market share and knows that the best way to achieve it is by ensuring every accepted application has the best offer to maximise return. As the results show, Transact SM is the right tool to accomplish this goal".

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 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.