

Comunicado de Imprensa

Increasing the decision analytics solutions portfolio in the Portuguese marketplace

Novabase enters partnership with Experian

Lisbon, February 2008

Novabase, the Portuguese leader in business solutions with Information Technologies, has established an agreement with Experian®, the global information services company, to provide Portuguese organisations with analytic solutions for the credit risk management and to maximize the results of its commercial and financial decisions.

The agreement is established with Experian's Decision Analytics division, which, specialises in providing credit risk and fraud management consulting services and products, and comprises the availability of analytic solutions for different industries such as Financial, Telecom and Utilities. Experian's solutions enable organisations to improve risk management decisions on customers as they apply for new accounts, manage all consumer or business data available and detect fraud. The process is completed with a comprehensive collections solution, deployed throughout the entire collections procedure, from pre-delinquency to late collections and write-off.

With this partnership, Novabase enriches its Business Intelligence solutions portfolio to tackle the client's challenges as well as challenges from this dynamic market. Moreover, Experian improves its capabilities in the Portuguese marketplace in terms of sales, implementation, integration and solutions maintenance.

Carlos Alves, Partner of Novabase, comments: "As a leader in Business Intelligence, it is extremely important for us to establish partnerships with organisations that offer high added value products and expertise, with a strong international presence. This will enable us to deliver solutions that help our clients achieve the highest standards in efficiency, excellence and competitiveness".

"Experian has a product portfolio that is already supporting some of the biggest and best world corporations to progressively achieve better results, focusing on the customer whilst attending the business and market constraints and accomplishing constant innovation as a differentiating factor among competitors. These are shared values with Novabase, we believe this partnership will help to improve our capacity to deliver more and better value to our clients".

Antonio Romero, Head of Experian's Decision Analytics division in Iberia, says: "This agreement is part of our strategy for the Portuguese market. We provide our clients with decision support solutions for the overall credit risk management cycle. Our offering is based on: customising expertise to the requirements of our clients; increasing business process efficiency and productivity; and saving cost and time. The aim is to increase our clients' ROI."

"The collaboration with Novabase, as an integrator, reinforces these objectives thanks to their deep expertise and experience in the market. As a result, any Portuguese organisation will have the possibility to rely on the high quality of Experian's solutions and services".

About Experian

Experian 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 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 15,500 people in 36 countries worldwide, supporting clients in more than 65 countries. Annual sales are in excess of \$3.8 billion (£1.9 billion/€2.8 billion).

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

The word 'Experian' is a registered trademark in the EU and other countries and is owned by Experian Ltd and/or its associated companies.

About Experian's Decision Analytics division

Decision Analytics is the international division of Experian specialising 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