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Team from the Royal Bank of Canada wins Experian's SimRisk Challenge, the international Credit Risk management competition

Experian, the leading global information services company, today announced that the Canadian team from the Royal Bank of Canada is the winner of its inaugural SimRisk Challenge, the international competition for credit risk experts. The Royal Canucks team comprised of Andrew George, Aaron Wan, Ted Yeung and John Katsoris, competed against more than 20 teams from around the world.

SimRisk is a virtual game that simulates a real business environment in which the participants managed a realistic retail credit portfolio over 36 months with the goal of increasing its profitability. Teams can change any part of the strategy for current accounts, personal loans and/or credit cards by using Experian's Strategy Management software.

The Royal Canucks won the competition ahead of the 'BOC Risk' team, from China and the Spanish team 'ACME'. The winning team's strategy was based on customer segmentation by risk score with the main focus on Account Management.

The Royal Canucks commented: "We thoroughly enjoyed the Challenge and had fun participating. It was an excellent opportunity to get a flavour for many of the risk concepts and strategies that help drive profitability for Financial Institutions. The simulation accurately reflected the reality of never having all the information we want to make decisions. You need to rely on experience, and the SimRisk is a good opportunity to gain that experience."

They added, "When trying an action that has never been used before, where there is no performance data or where the action may provoke a different Customer reaction, Strategy Management simulation capabilities allowed us to take a safe approach and adapt strategies to the changing market environments".

Marc Gaudart, Senior Vice President of Experian's Decision Analytics division, added: "We are proud to see how all the teams have made significant improvements compared to the results that would have been achieved with a 'Business As Usual' strategy. The Royal Canucks have demonstrated that a strategic approach to customer management can bring impressive improvements in profitability, even in difficult economic conditions".

For further information on the SimRisk competition and on Strategy Management, visit:
<http://www.experian-da.com/events/SimRiskChallenge/overview.html>

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian

employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

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

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. For 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