

UNIBANK IN AZERBAIJAN TO AUTOMATE LENDING PROCESSES WITH EXPERIAN'S SCORING MODELS AND STRATEGY MANAGER

Experian Decision Analytics, part of Experian®, the global information solutions company, has announced that Unibank, one of the leading banks in Azerbaijan is to implement the New Business SM (NBSM) decisioning technology and custom-tailored scorecards from Experian Decision Analytics to automate, maximise and control the bank's customer decision processes.

The scorecards and NBSM will enable Unibank to effectively evaluate the risks of cash loans and credit card applicants, make rapid decisions and accurately evaluate the potential value of each individual customer. The solutions from Experian Decision Analytics will enable Unibank to improve operational efficiency by replacing manual processes with automated technologies. As a result, the bank will considerably cut costs and improve the quality of its decisioning processes. The integration of application data with comprehensive records from external and in-house sources will ensure a clear understanding of loan and credit card applicants, leading to reduced referral rates and lower risk and future bad debts, while maximising revenues.

Faig Huseynov, Chairman of the Executive Board at Unibank, said: "We have been following carefully Experian Decision Analytics' development in the CIS markets. The company's recent progress and successful deals across the region, along with its high reputation, have played a key role in helping us come to this decision. The value added of the products and services offered by Experian has proven to be the most attractive and competitive in the market. We are confident that the availability of automated scoring and risk management technology provided by Experian will help Unibank improve its overall effectiveness and maintain its leadership position in this competitive market."

Daniel Zelenski, Head of Experian Decision Analytics in Russia and CIS, said: "This new agreement with Unibank is a significant milestone on our way to further developing our business in the CIS and, particularly, in Azerbaijan. Today, Azeri retail banks are increasingly aggressive in acquiring new customers; the number of banking offices across the country has been skyrocketing, with the quality of banking services considerably improving. More Azeris hold credit cards than ever before, and are getting used to applying for loans to improve their living standards. In this environment, we are excited to demonstrate our commitment by contributing Experian Decision Analytics' professional and technical support to help banking businesses in Azerbaijan develop in line with up-to-date international standards."

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About Experian Decision Analytics

Experian Decision Analytics' enterprise-wide solutions combine data intelligence, predictive analytics, decision-enabling technologies, strategy optimization and consulting services to enrich client data and allow organizations to maximize 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 organizations, 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.

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.

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About Unibank

The Unibank Commercial Bank Open Joint-Stock Company was registered (as MBANK) with the National Bank of the Azerbaijan Republic (the license №72) on 27 July 1992. Unibank is one of the biggest private banks in Azerbaijan, with paid-up charter capital of \$6.6 million and consolidated capital exceeding \$9 million. Unibank is the first private bank in Azerbaijan to have the European Bank for Re-construction and Development among its shareholders.

The bank provides its customers with a broad range of banking services and products, including cash handling, currency exchange and all kinds of documentary operations (LC settlements, collection and bank guarantees), lending, deposits, plastic cards, check service, consultancy, transactions with securities, etc. The bank is active in the inter-bank lending market, both attracting and extending inter-bank loans. The Bank has always maintained leadership in the introduction of new technologies

Unibank is a universal finance and credit institution rendering services for retail and corporate customers as well as for finance and credit organizations. To ensure efficient business development in compliance with international standards, the management of the bank developed a business development plan for 2003-2007 jointly with Glendale Consultancy Limited (UK).

Unibank is one of the first Azeri banks that have established long-term co-operation with the German-Azeri Fund (GAF), launched under the agreement between the governments of the two countries in 1999 to implement the Small and Medium Business Financing Program. Unibank cooperates successfully with a number of other finance institutions such as the Islamic Corporation for the Development of the Private Sector (ICD), The Black Sea Bank of Commerce and Development, IFC, CITIgroup, Morgan Stanley, Société Générale, Netherlands Financial Development Corporation, etc.

The bank holds a number of significant international awards including: The Most Actively Developing Bank in the Trade Facilitation Program of the EBRD (2004); The Fastest-Growing Bank of Azerbaijan, by The Banker magazine (2005); The Best Bank in Azerbaijan by Euromoney magazine (2005); The Bank of the Year 2005 in Azerbaijan, by The Banker magazine (2005).
