



news release

KPN strengthens anti-fraud measures with Hunter from Experian

Den Haag, Netherlands, Date — Experian®, the global information services company, today announced that KPN, the Dutch telecommunications and ICT service provider, has selected its Hunter fraud detection system to detect, investigate and record fraud at the point of application.

KPN will use Hunter to check applications from new and existing customers for signs of fraud, to identify where false details are used or impersonation attempted. Hunter, which will be deployed within KPN's existing application processing system, Experian's Transact SM, will also detect specific fraud types, such as individual data manipulation and the actions of fraud rings.

Hunter works by checking application data for anomalies within the current and previous applications, as well as matches against previous known and suspected fraudulent applications. It then provides a referral investigation management facility and enables the recording and sharing of decisions.

xxx, xxx, Experian, commented: "The implementation of Hunter places KPN at the forefront of the fight against fraud in the Netherlands. Hunter is used by many of the world's leading organisations across a variety of sectors, including financial services, telecommunications and insurance, to help manage fraud risk, minimise losses and ensure genuine customers are not hindered unnecessarily in the application process."

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About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 90 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, 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 2010 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 <http://www.experianplc.com>.