

easycash Continues Growth Strategy

easycash Acquires Loyalty Solutions from Experian Deutschland

Ratingen, September 2007. easycash, Germany's leading provider of non-cash payment solutions, announced the acquisition of the Loyalty Solutions business of Experian Deutschland. A correspondant agreement, which is still subject to the approval of the German Federal Cartel Office, was entered into on 24 September 2007. This transaction will enable the easycash Group to strengthen its position in the German market for card-based payments and their processing. The agreement serves to ensure and maintain the continuity of all contractual relations existing between Experian and its customers.*

With the takeover of the Experian Deutschland business units, easycash becomes the market leader for the implementation and support of individual customer card programmes. The company's office in Hamburg will continue its operations and all 76 employees of this area will be taken over. easycash will operate the unit as an independent company within the Group and develop it into a competence centre for customer card solutions.

The transaction and the business area's expansion involved are considered a decisive step taken by easycash to implement its growth strategy. With this re-alignment, the company, which was acquired by growth and technology investor Warburg Pincus in 2006, positions itself as a European service provider offering its wide range of services to customers outside of Germany, as well.

Commenting on the acquisition, Siegfried Heimgärtner, Chairman of the Management Board of easycash Holding, says: "With the takeover of the Experian business, we have reached an important interim goal. We consider the market for customer cards a more than promising and future-oriented business with a high potential. Due to the outstanding know-how of the employees and the excellent settlement platform we will be able to offer our customers even more customised and integrated solutions than before. Together with the other easycash business units, such as Network Operation and Terminal and Payment Services, we are now optimally positioned to meet the requirements made on us as a competent and preferred partner for our clients in trade and commerce."

Elmo Hagendorf, Managing Director of Experian Deutschland Holding GmbH, says: "During the last few years, Experian has successfully grown its market leading position in loyalty card management in Germany. We will now expand our activities in the areas of analytical and information services, focusing on solutions for steering credit risk and optimising marketing strategies. easycash has the strategic focus and range to provide our clients with a continued high level of processing service with further opportunities to grow in the future."

* According to the EHI Handelsinstitut, 40% of all electronic cash payments were settled through easycash in 2006.

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About easycash

Since 1992, easycash GmbH has been developing market-based solutions for card-supported, cashless payments. Germany's largest neutral POS network operation and transaction processor offers comprehensive service: with four areas of business—from Network Operation and Terminal and Payment Services to Card Solutions—the company from Ratingen covers all relevant areas of card-supported payment solutions.

easycash's product range comprises user-friendly terminals, high-performance solutions in the area of transaction settlement, and additional services that have been tailored to these products and solutions. As Germany's leading provider, the company supports all common payment methods and permits their individual combination. Extensive services and customer-specific solutions round off the full-service portfolio.

easycash has its own card management and settlement system. Individual card solutions can thus be integrated seamlessly into the existing POS infrastructure as complete payment systems.

The company has more than 200 employees and runs more than 170,000 terminals. The settled payment transactions amounted to 803 million in 2006, with 671 million own and 132 million service commission transactions. With a total of 372 million transactions, easycash is the market leader in the processing of payments via electronic cash and Maestro. The company has a settled payment volume of about EUR47 billion.

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 (€2.8 billion).

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