Experian^{SM}
RentBureau

news release

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Experian® RentBureau® to present rental payment history data session at National Apartment Association 2013 Education Conference and Expo
Industry executives to share benefits of leveraging rental payment data in screening

Costa Mesa, Calif., June 11, 2013 — Experian®, the leading global information services company, today announced that its RentBureau® business, will be presenting the upcoming session "Dr. Jekyll and Mr. Hyde? Rental Payment Data Helps Identify the Best Resident" at the 2013 National Apartment Association (NAA) Education Conference and Exposition in San Diego June 20-22nd. Brannan Johnston, vice president and managing director, Experian RentBureau will join Michelle Betchner, senior vice president of strategic partnerships, Alliance Residential; Keith Dunkin, vice president business development and client services, RealPage; and Carrie Polonsky, director of sales performance, AMC Living in this 90-minute panel discussion moderated by Eric Silverman, co-founder and managing partner of Eastham Capital.

"The NAA Education Conference consistently provides attendees with the most innovative best practices," said Johnston. "We are excited to share how accessing rental payment history data within existing screening practices can have significant, positive financial impact on multifamily apartment portfolios."

The session, scheduled for Friday, June 21st from 9:45 a.m.–11:15 a.m. PDT, will focus on how current leasing practices can be improved through the inclusion of rental payment history data in the screening process. By incorporating rental payment histories of residents in screening, multifamily owner/operators are identifying residents who pose an increased risk of late payments and skips. Session panelists Betchner, Polonsky, Dunkin and Johnston will share real-world best practices and show how utilizing rental payment history data has improved overall leasing decisions by better identifying the highest quality residents, as well as decreasing skips and effectively reducing bad debt.

In addition to the best practices offered during the session, Experian RentBureau will make available an analysis on the NOI impact of current rates of rent default in the multifamily industry. The analysis identifies default risks by VantageScore®, an advanced credit scoring model, age demographics, and rental payment history records including prior skips, owed rental

debt, and late and non-sufficient-fund payments. The analysis titled "Risk vs. Reward: Identifying the Highest Quality Resident Using Rental Payment History" will be available at the Experian RentBureau booth #820.

For more information about the 2013 National Apartment Association Education Conference and Exposition, speakers, and sessions, please visit http://educonf.naahq.org/.

About Experian RentBureau
Experian RentBureau is the largest and most widely used credit reporting agency for the multifamily industry. Experian RentBureau's database receives rental payment histories every 24 hours from property management companies and electronic rent payment processors and currently includes more than 10 million residents nationwide. Data contributors report their rental data to Experian RentBureau directly and automatically. Property management companies utilize this data to screen new rental applicants' payment history as part of their existing resident screening services.

To learn more about Experian RentBureau, please visit www.rentbureau.com.

About Experian
Experian is the leading global information services company, providing data and analytical tools to clients around the world. The Group 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 March 31, 2013, was US$4.7 billion. Experian employs approximately 17,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

For more information, visit http://www.experianplc.com.

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