

PRESS INFORMATION: JANUARY 2011

EXPERIAN DATA REVEALS 2010 M&A AND ECM DEAL ACTIVITY LEVELS

IN EAST ANGLIA

Experian®, the global information services company, today released its latest M&A and ECM (flotations, rights issues and placements) data covering Q4 and year-end 2010 for East Anglia. According to Corpfin, an Experian company specialising in the provision of corporate and financial information, the figures show the following:

Deal volumes in East Anglia

- The number of transactions announced in East Anglia in Q4 2010 was 46, representing a 27.78% increase on 36 deals announced in Q3 2010.
- A total of 204 M&A and ECM transactions were announced in 2009, a figure which was slightly bettered in 2010 with a figure of 205 deals, resulting in an increase in deal volume of 0.49%.
- There were 4,244 deals announced in 2010, of which East Anglia accounted for 205, meaning East Anglia has a presence in approximately 4.83% of deals.

Deal values in East Anglia

- The total deal value increased in Q4 2010 to £598.923million from £142.962million in Q3 2010, representing an impressive 318.9% increase.
- However, the deal value is down 11.61% from Q4 2009, which saw deals total £677.603million.
- Approximately £1.771 billion worth of transactions were announced in East Anglia during 2010, a figure down by approximately £1.876billion or 51.44% on 2009.

UK

- The UK saw a 4.44% decrease in UK M&A and ECM transactions announced during 2010 with 4,244 deals compared to 4,441 transactions in 2009.
- £212.746billion worth of transactions were announced in the UK in the year, down by 16.8% on 2009.
- Rothschild announced the most UK deals in 2010 by volume advising on 68 transactions.

- UBS Investment Bank was the best performing financial advisor by value of deals (£54.405bn).
- DLA Piper was the leading legal advisor by volume of deals (131) with Slaughter & May the leading advisor by value (£48.787bn).

Wendy Smith, Business Development Manager at Experian Corpfin, said: *“Whilst it is disappointing that the overall deal volumes have decreased in Q4 and year-on-year from 2009, the overall trend since Q3 2008 has been relatively flat. It remains to be seen if deal volumes have found a new level, the decline will continue or we will see the beginnings of a recovery in 2011. Market sentiment indicates that private equity investors are likely to take the lead in any future growth, although having said that international trade acquirers have already made an impact in 2010, significantly Indian takeovers have increased year-on-year and I am sure we will see this trend continue as cash-rich corporates take advantage of this buyers market. It has also been said that this prolonged stagnation will continue until we see a significant increase in the number of insolvencies, which will provide opportunities for stronger buyers and in turn trigger an upturn in the curve. However, Experian's insolvency index suggests that insolvencies are on a decline, not an increase. All this makes it very difficult to predict what will happen going forward.”*

EAST ANGLIA DEAL ACTIVITY IN DETAIL

DEAL SIZES ANALYSIS

Large deals (£100m*)

- There was 1 deal with a consideration over £100million* recorded in Q4 2010 in East Anglia, whereas in Q3 2010 there were no deals with a value over £100million.
- This single transaction saw Yule Catto & Co Plc, Harlow, Essex, agree to acquire Polymerlatex GmbH, a German company which manufactures latex, paints, adhesives, foams and other related products for £372.5million.
- In Q4 2009 there were 3 large deals, meaning a 66.67% decrease in large size deals.
- During 2009, there were 8 large deals announced, but in 2010 there were only 4, a decrease of 50%.
- In 2010, the large deals totalled £959.341million, a figure down on 2009's total of £2.715billion, a 64.66% decrease.

Mid-Market deals (£10-£100m*)

- Q4 2010 saw an increase in mid-market deal volume and value on Q3 2010, rising from 3 deals to 7 deals, with total value rising from £89.86million to £130.55million, representing a 133.33% and 45.28% change, respectively.
- The two largest transactions in the mid-market deal range in Q4 saw Uniserve Holdings Ltd, Tilbury, Essex, acquire Metro Shipping and Elite Consultants (GB) Ltd, both

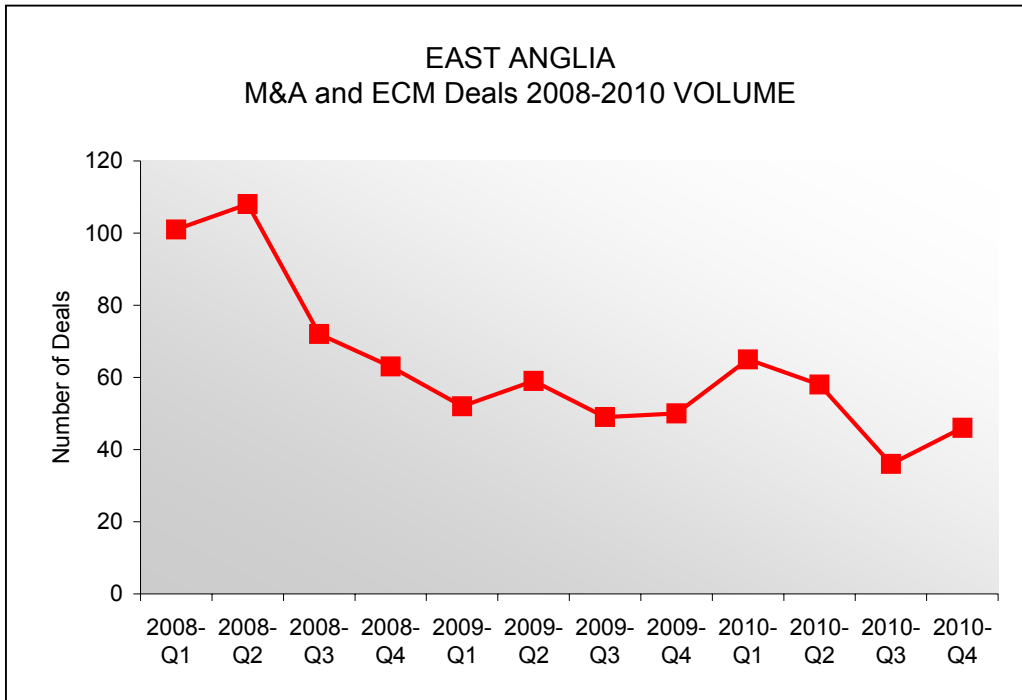
Birmingham-based providers of logistics services. The second deal saw Daisy Group Plc, Nelson, Lancashire, provider of telecommunications and internet services, acquire NEG MBO Two Ltd, Basildon, Essex, provider of network services, telephony hardware, installation and maintenance support to the private care sector. Both of these transactions were for £23.5million.

- A total of 24 deals were recorded in 2009 totalling £766.979million, however there were 25 transactions recorded in 2010 with a lesser value of £538.332million, representing a 4.17% increase in deal volume and a 29.8% decrease in deal value.

Small deals (under £10m*)

- Small deals accounted for 19 announced transactions and a deal value of £95.856million in Q4 2010 in contrast to Q3's 13 deals worth £53.102million.
- In 2009 there were 57 transactions announced totalling £166.255million but in 2010 there were 63 deals totalling £273.798million, representing increases of 10.5% and 64.7%, respectively.
- The largest small deal saw Brady Plc, Cambridge, Cambridgeshire, a supplier of integrated software solutions, acquire Viz Risk Management Services AS, Bergen, Norway, a trading and risk management software company, for NOK92.5million (£9.89million).

Graph 1: Deal volumes in East Anglia 2008 to 2010



Graph 2: Deal values in East Anglia 2008 to 2010

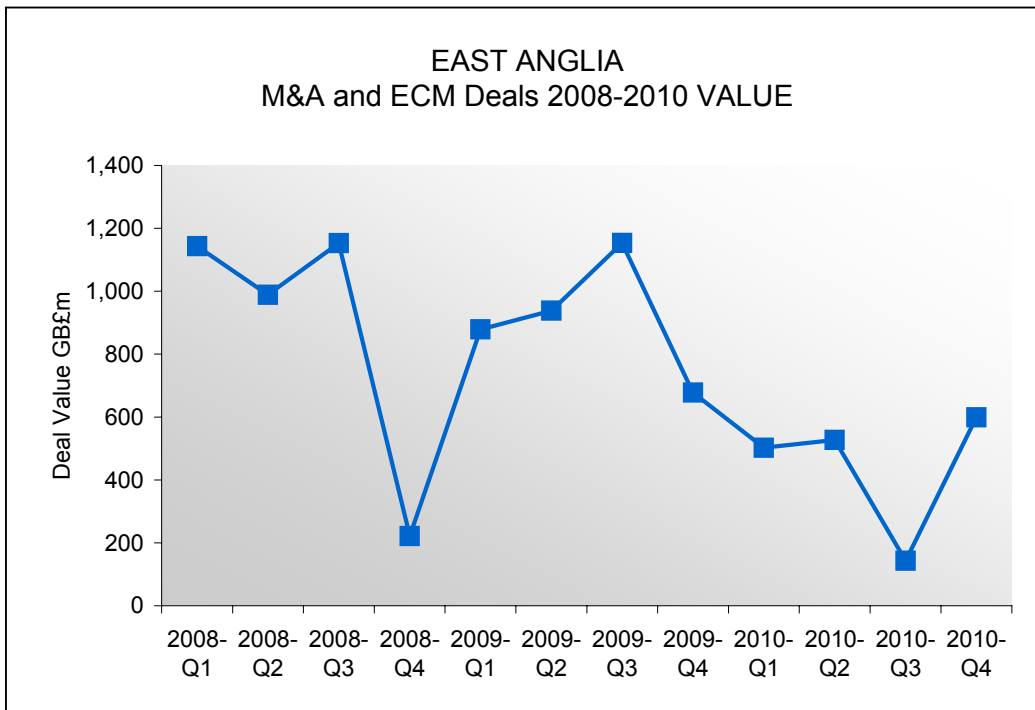


Table 3: Comparison of regional deal activity – Quarterly Volume and Value

Region	Value (£m)		Volume	
	Q4 2010	Q3 2010	Q4 2010	Q3 2010
Greater London	35,736	30,429	297	315
South East	5,536	11,133	106	98
South West	6,462	2,524	124	142
East Anglia	599	112	46	35
Midlands	1,130	2,211	102	125
Yorkshire	260	969	64	73
North West	2,729	4,288	127	142
North East	859	107	32	36
Wales	41	45	19	34
Scotland	2,205	13,733	68	90
Northern Ireland	91	1,139	4	7
Republic of Ireland	6,331	10,995	69	67

Table 4: Comparison of regional deal activity – Annual Volume and Value

Region	Value (£m)		Volume	
	2010	2009	2010	2009
Greater London	127,880	129,822	1,312	1,539
South East	36,129	16,415	483	511
South West	19,150	21,329	589	579
East Anglia	1,741	3,647	205	208
Midlands	5,987	5,123	504	549
Yorkshire	4,109	1,630	304	307
North West	12,472	8,907	557	605
North East	3,084	1,161	148	146
Wales	267	389	108	105
Scotland	19,649	74,831	365	361
Northern Ireland	1,380	93	32	47
Republic of Ireland	29,871	17,302	260	256

MOST ACTIVE FINANCIAL AND LEGAL ADVISORS IN EAST ANGLIA

Corpfin's insight into advisors' deal activity has enabled it to identify the most active financial and legal advisors in Q4 2010 and over the year as a whole in East Anglia.

2010	2009	Financial Advisor	Deal Volume
1	-	BREWIN DOLPHIN SECURITIES LTD	8
2	2	BAKER TILLY	6
3	6	CENKOS SECURITIES	5
4	-	INVESTEC BANK	4
5	5	ROTHSCHILD	3
6	4	PEEL HUNT LTD	3
7	1	GRANT THORNTON	3
8	-	SINGER CAPITAL MARKETS	3
9	-	KPMG	3
10	-	EVOLUTION SECURITIES	3

2010	2009	Financial Advisor	Deal Value (£m)
1	7	ROTHSCHILD	487
2*	-	BARCLAYS CAPITAL	373
2*	-	COLLINS STEWART EUROPE LTD	373
2*	-	COMMERZBANK	373
2*	-	HSBC BANK	373
2*	9	RBS HOARE GOVETT	373
7	-	INVESTEC BANK	301
8	-	ALTIUM CAPITAL LTD	281
9	4	CITIGROUP	225
10	-	NOMURA INTERNATIONAL PLC	210

In Q4 2010 Brewin Dolphin assisted on three transactions while Cenkos Securities and Peel Hunt advised on two deals each. Regarding financial advisors in Q4 2010 in East Anglia, Brewin Dolphin Securities Ltd was most prolific, scoring 3 deals totalling £4.7million. During Q4 2010 Barclays, Collins Stewart, Commerzbank, HSBC and RBS Hoare Govett were the leading financial advisors announcing deals totalling £372.5million. BCMS Corporate Finance, Grant Thornton and Liberum Capital were next, with deals amounting to £23.5million.

2010	2009	Legal Advisor	Deal Volume
1	6	DLA PIPER	9
2	4	JONES DAY	4
3	-	HAMMONDS	4
4	-	CMS	4
5	-	HOGAN LOVELLS	3
6	-	BERWIN LEIGHTON PAISNER	3
7	-	MACLAY MURRAY & SPENS	3
8	5	BIRKETTS LLP	3
9	-	TAYLOR WESSING	3
10	-	HEWITSONS	3

2010	2009	Legal Advisor	Deal Value (£m)
1	-	JONES DAY	413
2	-	KIRKLAND & ELLIS LLP	410
3	-	HAMMONDS	355
4	9*	ALLEN & OVERY	306
5	8	ASHURST	301
6	-	HOGAN LOVELLS	283
7	-	SJ BERWIN	281
8	5	CLIFFORD CHANCE	281
9	-	LINKLATERS	206
10*	-	CLEARY GOTTlieb STEEN & HAMILTON	206
10*	-	DEPREZ DIAN GUIGNOT	206

The most prolific legal advisors in East Anglia in Q4 2010 were Eversheds and Taylor Wessing, who each worked on 2 deals, with total deal values of £32.8million and £8million respectively.

Kirkland & Ellis led the Q4 2010 rankings advising on a deal worth £372.5million, followed by Eversheds on £32.8million

For further press information please contact:

Miss Serj Heera

Press Relations Manager

Business Information and Automotive Division

Experian | Riverleen House | Electric Avenue | Nottingham | NG80 1RH

T: 44 (0) 115 992 2773 | M: 44 (0) 7837 652169

E: serjeet.heera@uk.experian.com

For further data requests please contact:

Wendy Smith

Business Development Manager

Business Information

Corpfin, a part of Experian | Suite 206 | Peter House | Oxford Street | Manchester | M1 5AN

T: 44 (0) 161 209 3731 | F: 44 (0) 161 209 3729 | Mobile: 07889 251 587 | E:

wendy.smith@uk.experian.com

Jane Turner

Research Supervisor

Credit Services Operations

Corpfin - a part of Experian Ltd | Suite 206 | Peter House | Oxford Street | Manchester | M1 5AN

T: 44 (0) 161 209 3727 | F: 44 (0) 161 209 3729 | M 44 (0) 7527 462 089 |

E: jane.turner@corpfinworldwide.com

Notes to editors

***Where consideration disclosed**

Deal information is based on transactions announced between 1st October and 24th December 2010 for quarter four figures, and 1st January to 24th December 2010 for the year 2010. Target, bidder or parent of either party must be located in the region which is analysed in order to be included. The deal value of transactions covered in this report is £500,000 or above. Deal activity analysis referring to deal values is based on disclosed actual figures only.

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>.

About Corpfin

Since 1994, Corpfin have been providing outstanding information services tailored specifically to each individual customer, including private equity firms, venture capitalists, banks and intermediaries in the UK, Continental Europe and the USA.

The skills and knowledge of our multi-lingual research teams and input from strategic partnerships ensure that the information provided is of the highest quality. Our innovative systems development team ensures that clients have straightforward tools to quickly and intelligently access, analyse and work with the data.

Corpfin offers International M&A deal data, with specialist regional search ability; Company and Director Information and Filed Documents to enable our clients to effectively source deals; sell businesses; make valuations decisions; conduct deal due diligence and build their Corporate Finance practice.

For more information, visit www.corpfinworldwide.com.