

## Draft 4

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### **Nomis Solutions Expands Global Services Team with New Director of Professional Services**

*Alan Swindells to Support a Growing Number of Pricing Optimisation Implementations in  
the United Kingdom and Europe*

**LONDON, UK April 15, 2008** -- Nomis Solutions, the leader in price optimisation for banking and finance, today announced the appointment of Alan Swindells as director of professional services. In this position, Mr. Swindells will lead the United Kingdom Services Team and play a critical role in the leadership, support, development and growth of the services team, with overall responsibility for customer engagements. Mr. Swindells will report directly to Nomis Solutions' Vice President of Global Services, Matthew Kuckuk.

Over the last five years, Nomis Solutions has helped leading banks and finance companies adopt a more advanced approach to pricing enabled by the award-winning Nomis Price Optimizer™. Based on the company's deep domain expertise and extensive experience implementing pricing optimisation solutions in the banking and finance industry, Nomis Solutions has formulated a continually evolving set of best practices for customer success called the Pricing Excellence Program (PEP).

"We're very excited about Alan joining our Nomis Global Services management team. His experience forging strong customer relationships and delivering high-value services will help us ensure that our UK customers are successful with their pricing optimisation initiatives," said Mr. Kuckuk. "Alan is particularly focused on building high performance teams and developing best practices. He will greatly contribute to the ongoing improvement of our Pricing Excellence Program and its benefits for UK customers."

Mr. Swindells has 15 years of experience in finance technology; most recently with VeriFone, (NYSE: PAY), the global leader in secure electronic payment solutions, as Head of Professional Services, EMEA. Before that, Mr. Swindells held various leadership roles within Fortent Ltd., a provider of risk and compliance solutions to financial institutions.

"One of the main draws for me to join Nomis Solutions was the opportunity to be part of a transformation in the banking and finance industry," said Mr. Swindells. "It's exciting to work closely with forward-thinking bank executives and to manage a growing team that is helping the industry transition from its existing risk- and market-based pricing methods to a more advanced

pricing optimisation approach, which helps them quickly achieve profit and volume increases without the need to make changes to the existing infrastructure.”

The Nomis Price Optimizer Suite™ moves banks and finance companies beyond risk-based pricing practices to a more advanced approach that enables pricing managers to better tailor rates to various segments and markets, to quantify and gain valuable insights about customer preferences and to transition to a more consistent, repeatable and efficient pricing process. Currently deployed at more than 10 banks and finance companies worldwide, such as Abbey, AmeriCredit, Ford Motor Credit Company, GE Money, HBOS plc, Royal Bank of Canada, and Washington Mutual Bank, the award-winning Nomis Price Optimizer optimizes more than \$4 Billion in consumer lending each month.

### **About Nomis Solutions**

Nomis Solutions is the recognised leader in Profit-based Pricing for banking and finance. Powered by price optimisation technology, Profit-based Pricing is an innovative approach that enables executives to strategically use pricing to achieve improved financial results, gain insight into customer preferences, and support compliance. The award-winning Nomis Price Optimiser™ Suite is a set of business solutions that combines pricing analytics, optimisation, and execution into a comprehensive pricing strategy and process.

The suite includes specific solutions for personal lending, motor finance, mortgage, cards and deposits. Each solution delivers quick time-to-benefit, increases profits and market share by 10-20%, and provides valuable insights about how customer preferences impact product and portfolio performance, within a strong compliance framework. Select customers include Abbey, AmeriCredit, Ford Motor Credit Company, GE Money, HBOS plc, Royal Bank of Canada and WaMu. Nomis Solutions is headquartered in San Bruno, CA, USA, and in London, United Kingdom. Visit [www.nomissolutions.com](http://www.nomissolutions.com) or contact us at [info@nomissolutions.com](mailto:info@nomissolutions.com) or +44 2070318274.

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