



FOR IMMEDIATE RELEASE

## **APOLLO ENTERPRISE SOLUTIONS, LTD. DELIVERS BIG DATA ANALYTICS FOR CREDIT CARDS AND LOANS**

Los Angeles, California, March 26, 2014 – Apollo Enterprise Solutions, Ltd. (“AES”) (AES:BH; OAL:GR), a leading provider of “Big Data” Solutions utilizing Agent Emulation™ technologies, has expanded its suite of products with TRUEInsight™ that delivers Big Data warehousing and analytics for credit cards, secured and unsecured loans, and bank account overdrafts. The proliferation of digital consumer payments due to the rapid growth in online and mobile payments is generating a vast pool of consumer behavior data correlated to debt payments. This data holds important information that, once mined, can help create more effective modeling capabilities in originations, customer management, collections, and marketing which can be used to design credit products that are more likely to be placed and more likely to stay out of delinquency and write-off.

AES has an important competitive advantage due to its ability to pre-format Big Data agglomerations of payments and customized payment plans by structuring consumer offers and keeping track of the selections made by the consumers. This greatly speeds up the processing time and delivers much more reliable Big Data results.

“We are delighted to be one of the first companies to make Big Data agglomerations and analytics for credit cards and loan payments through our new TRUEInsight™ product,” said Joseph Konowiecki, Chairman and CEO of AES. “Big Data has become the go-to functionalities to enable companies to improve their products, services, and customer experience.”

### **About AES**

AES delivers “Big Data” Solutions utilizing Agent Emulation™ technologies, which provides superior economic returns and data analytics for consumer and business credit portfolios. AES’ patented TRUE™ System empowers consumers to self-serve on a highly individualized basis according to their personal profile. Consumers are empowered to interact on a self-serve basis to resolve situations on any device, at any time. AES’ patented TRUE™ System helps banks and financial institutions achieve significantly improved operational effectiveness and large increases in profit, while enhancing the customer experience and brand loyalty. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruetrue.com>.

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