

# The Royal Bank of Scotland selects Chordiant to deliver multi-channel unified customer relationship management

Melbourne 2nd June 2001 The Royal Bank of Scotland Group, now the third largest bank in Europe by market capitalisation, has chosen Chordiant Software, Inc. as its preferred platform for multi-channel Customer Relationship Management (CRM). After careful consideration, we have chosen Chordiant as our strategic CRM platform and the standard for all new CRM developments within the Group, said Steve North, head of strategy and architecture at The Royal Bank of Scotland Group Technology. This choice was based on Chordiant's superior ability to meet a specific set of requirements. These requirements included a proven commitment to open standards and hardware platform independence. Integrating Chordiant with our existing infrastructure will provide us with flexibility to rapidly change customer facing business processes, as and when they are required in the light of new or evolving business needs in our fast-changing environment. By combining the Chordiant platform with the PrimeResponse campaign management application already in use, we can develop highly personalised customer profiles and make these immediately available across the enterprise. Selection of Chordiant as the strategic CRM platform for The Royal Bank of Scotland Group follows evaluation against a number of competitive offerings. The Royal Bank of Scotland Group already has a number of Chordiant developments under way. The Royal Bank of Scotland Group's selection of Chordiant as its strategic CRM platform further reinforces our position as a leader in providing a true enterprise-class, real-time Intelligent Customer Interaction Management (ICIM) platform to financial world leaders, said Sam Spadafora, Chordiant's chairman and CEO. At the same time, The Royal Bank of Scotland Group adds to our growing customer portfolio of Global 1000 companies and underlines our position as a premier enterprise provider of customer acquisition, retention, relationship marketing, service and relationship management services. Spadafora continued, Companies in the business-to-individual (B-to-I) space come to us because we were the only company that can deliver an enterprise-wide platform and intelligent business and application services capable of embracing and enhancing existing applications and real-time systems to service millions of individual customers across multiple channels. The recent acquisition of PrimeResponse has grown our company to 430 people and has added global operations and partners to Chordiant, further expanding the breadth and depth of our presence in our target markets.

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About Chordiant Software, Inc. Chordiant Software ([www.chordiant.com](http://www.chordiant.com)) delivers a Unified CRM Solution that provides the Intelligent Customer Interaction Management (ICIM) platform for enterprise-wide integration with existing systems and Intelligent Business Services including: E-marketing, E-service, E-selling, E-fulfillment services and embracing customer's existing applications. Chordiant's solution is designed to solve the extreme customer requirements of complex businesses serving millions of individual customers in real-time and across multiple lines of business with the objectives of customer satisfaction, retention, growth, and lifetime value. Whether communicating via branch locations, Web, email, telephone, or wireless access, the Chordiant Unified CRM Solution provides a real-time, single view of each customer and a consistent, personalised message for every interaction. It includes a comprehensive business process engine, which allows companies to implement best business practices across multiple touchpoints. Marketers can maximise their marketing investment through the creation, execution and refinement of sophisticated direct marketing initiatives that span both traditional and online channels. Chordiant empowers high-value contacts designed to retain customers, grow revenue and drive profits during every contact. Headquartered in Cupertino, California, Chordiant maintains regional offices in Boston; Chicago; Dallas; Denver; Manchester, New Hampshire; New York; Amsterdam; London; Neu Isenburg and Munich, Germany; Paris; Sydney and Melbourne.

About The Royal Bank of Scotland Group The Royal Bank of Scotland Group, founded in 1727, is one of Europe's leading financial services groups and one of the largest banks in the UK, operating in Britain and throughout the world. In March 2000 The Royal Bank of Scotland Group acquired NatWest, creating an enlarged Group with a range of businesses serving personal, business and corporate customers. In addition to the provision of a full range of banking services under The Royal Bank of Scotland and NatWest brands, the Group also includes Citizens Financial Group, based in Rhode Island USA; Direct Line, the UK market leader in private motor insurance; and Ulster Bank, which operates in Northern Ireland and the Republic of Ireland. This news release includes forward-looking statements that are subject to risks, uncertainties and other factors that could cause actual results or outcomes to differ materially from those contemplated by the forward-looking statements. For this purpose, any statements contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Words such as believes, anticipates, plans, expects, will, would, and similar expressions are intended to identify forward-looking statements. There are a number of important factors that could cause the results of Chordiant, PrimeResponse or the combined company to differ materially from those indicated by these forward-looking statements, including, among others, potential difficulties in the assimilation of operations, strategies, technologies, methodologies, and products of the acquired company; the risk of loss of key personnel of the acquired company; diversion of management attention from other business concerns; and business risks including the risk of variations in quarterly operating results, significant current and expected additional competition, and the need to continue to expand product distribution and service offerings. Further information on potential factors that could affect the financial results of Chordiant, PrimeResponse or the combined company are included in risks detailed from time to time in Chordiant's and PrimeResponse's Securities and Exchange Commission filings, including Chordiant's Annual Report on Form 10-K filed on March 27, 2001; the joint proxy statement/prospectus filed by both Chordiant and

PrimeResponse on February 26, 2001; Amendment No. 1 to the Form S-4 filed by Chordiant on February 26, 2001; PrimeResponses final prospectus for its initial public offering filed on March 3, 2000; and Chordiants final prospectus for its initial public offering filed on February 15, 2000. Also, statements in this news release related to the expected benefits of the transaction are subject to risks related to the timing and successful completion of technology and product development efforts; integration of the technologies and businesses of Chordiant and PrimeResponse; unanticipated expenditures; changing relationships with customers, suppliers and strategic partners; and other factors described in both the Securities and Exchange Commission filings listed above and other periodic reports filed by Chordiant with the Securities and Exchange Commission. Chordiant and the Chordiant logo are registered trademarks and Chordiant Unified CRM for Extreme Demands is a trademark of Chordiant Software, Inc. PrimeResponse, Prime@Vantage, Prime@Vantage Wireless, Prime@Vantage.com, and Marketing Mission Control are trademarks and/or registered trademarks of Chordiant Software, Inc. All other trademarks and registered trademarks are the properties of their respective owners. Media inquiries Donna Thompson Marketing & Alliances Manager Chordiant Software (03) 9607 1308 donna.thompson@chordiant.com Rachel White Recognition Public Relations (02) 9252 2266 rmw@recognition.com.au H:\CLIENTS\Cho\1013 - Royal Bank of Scotland\r1 - Royal Banks of Scotland release.doc