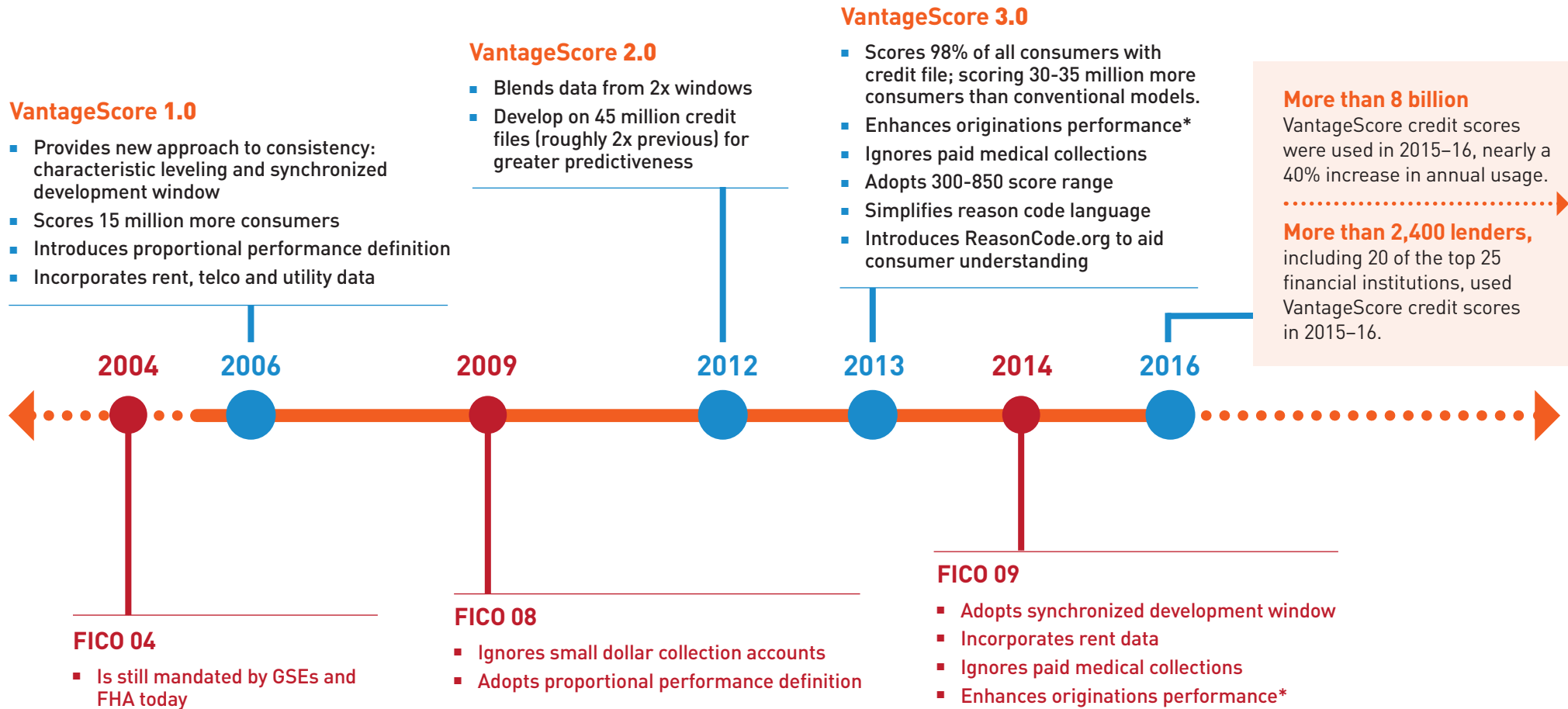


The credit industry follows the leader: VantageScore.

From 1987, when the first generic credit scoring models were introduced, through 2005, the credit scoring industry was dominated by a single company with little incentive to innovate. The arrival of VantageScore Solutions in 2006 brought competition between developers that has fueled innovation and benefitted both lenders and consumers.



* Some generic models are used both to originate new loans and to manage existing accounts. VantageScore 3.0, and later FICO 9, made changes to attribute specifications to enhance each model's predictiveness for the origination of new loans.