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# Equifax Recognized as a Technology Leader on the 2014 FinTech Forward 100 List

CHICAGO, Nov. 13, 2014 /PRNewswire/ -- Equifax announced today that it ranked 16<sup>th</sup> overall in the initial 2014 FinTech Forward 100 list, which recognizes the world's largest technology companies generating more than one-third of their total revenue from the financial services industry. The company made the announcement during the annual [BAI Retail Delivery Conference & Expo](#).



The FinTech Forward program is a new, collaborative initiative by *American Banker* and BAI that focuses on giving bankers the information and perspective on technology they need to plot a course for the future. The program's central objective is to identify the forces and trends that are motivating banks' technology investments. A complete listing of FinTech Forward ranked companies is available at <http://www.americanbanker.com/fintech-forward/>.

"Equifax has made significant investments in technology to the benefit of our customers, so this ranking is further recognition of those capital initiatives," said Joy Wilder Lybeer, Senior Vice President of the Financial Services Group at Equifax. "We are excited to be included on this prestigious list and to share the collective focus of strengthening processes and technology to ensure an improved customer experience."

To learn more about Equifax, please visit the Equifax booth #4121 at this week's BAI Retail Delivery.

## **About Equifax, Inc.**

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its

category, and was named to InfoWeek 500 as well as the FinTech 100.

### **About FinTech Forward**

FinTech Forward brings together the research, media and event capabilities – and the engaged and influential audience communities – of banking's top two professional information and education organizations. *American Banker* is the leading resource for banking and financial services professionals providing information and analysis, events, research, and marketing services. BAI is the financial service industry's resource for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace.

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