

A photograph of a modern glass skyscraper with the Equifax logo on top. The building's glass reflects the sky and clouds. A tree is visible in the lower foreground.

**EQUIFAX**

**Welcome**

**Annual Meeting of Shareholders**

**May 5, 2022**

# Forward-looking statements

This presentation contains certain forward-looking information to help you understand Equifax and its business environment. All statements that address operating performance and events or developments that we expect or anticipate will occur in the future, including statements relating to our future operating results, improvements in our IT and data security infrastructure, the expected financial and operational benefits, synergies and growth from our acquisitions, our strategy, our long-term financial framework, our ability to mitigate or manage disruptions posed by COVID-19 and the extent of the impact of COVID-19, changes in the U.S. mortgage market environment, as well as changes more generally in U.S. and worldwide economic conditions, such as rising interest rates and inflation, and similar statements about our financial outlook and business plans, are forward-looking statements.

We believe these forward-looking statements are reasonable as and when made. However, forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from our historical experience and our present expectations or projections. These risks and uncertainties include, but are not limited to, those described in our 2021 Form 10-K, our Form 10-Q for the quarter ended March 31, 2022, and future SEC filings.

As a result of such risks and uncertainties, we urge you not to place undue reliance on any forward-looking statements. Forward-looking statements speak only as of the date when made. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

# Non-GAAP disclosure statement

- **This presentation contains certain non-GAAP financial measures, including adjusted EBITDA margin, adjusted EPS, core revenue growth and local currency revenue growth**, which reflect adjustments for certain items that affect the comparability of our underlying operational performance.
- These are important financial measures for Equifax but are not financial measures as defined by GAAP. These non-GAAP financial measures should be reviewed in conjunction with the relevant GAAP financial measures and are not presented as an alternative measure of net income, EPS or revenue as determined in accordance with GAAP.
- Core revenue growth is defined as revenue growth excluding: (i) the impact on revenue from U.S. mortgage market activity, as measured by changes in total U.S. mortgage credit inquiries; (ii) the extraordinary revenue growth in our unemployment claims business; and (iii) Employee Retention Credit revenue from our recently-acquired HIREtech business.
- Local currency is calculated by conforming the prior period results to the comparable prior period exchange rates. Local currency can be presented for numerous GAAP measures, but is most commonly used by management to analyze operating revenue without the impact of changes in foreign currency exchange rates.
- Reconciliations of our other non-GAAP financial measures to the most directly comparable GAAP financial measures can be found under "Investor Relations/Financial Information/Non-GAAP Financial Measures" on our website at [www.equifax.com](http://www.equifax.com).



Mark Begor

CEO

# EFX: Leading data, analytics, & technology company

## Who we are

**Differentiated,**  
unique data assets  
in cloud

**Leading Identity  
and Fraud** data  
assets and  
**solutions** platform

**EFX cloud native**  
technology  
accelerating NPIs

**Best-in-class,**  
advanced analytics

Industry **leadership  
in security**

**Customer first**  
culture

**Global footprint**  
in key regions

## What we are doing

Delivering **Only EFX cloud native technology** and  
single **cloud based data fabric**

Leveraging EFX cloud for **innovation and new products**  
to drive growth

Strengthening our data portfolio with **new, unique  
data assets** that expand our view of consumers

Leveraging advanced analytics and cloud data and  
technology to deliver **multi-data solutions** to customers

Differentiating portfolio by acquiring **new capabilities  
to drive growth...** Kount, Insights

# Very strong 2021 results

**19% growth in 2021**

**Revenue \$4.9B** first time ever, delivering **15% organic growth**

Eighth straight quarter of **double-digit revenue growth** through the end of 2021

**EFX Cloud Data, Technology Transformation** delivering

Expanding **NPI roll-outs** and **9% product vitality in '21**

**Reinvesting outperformance** for future growth

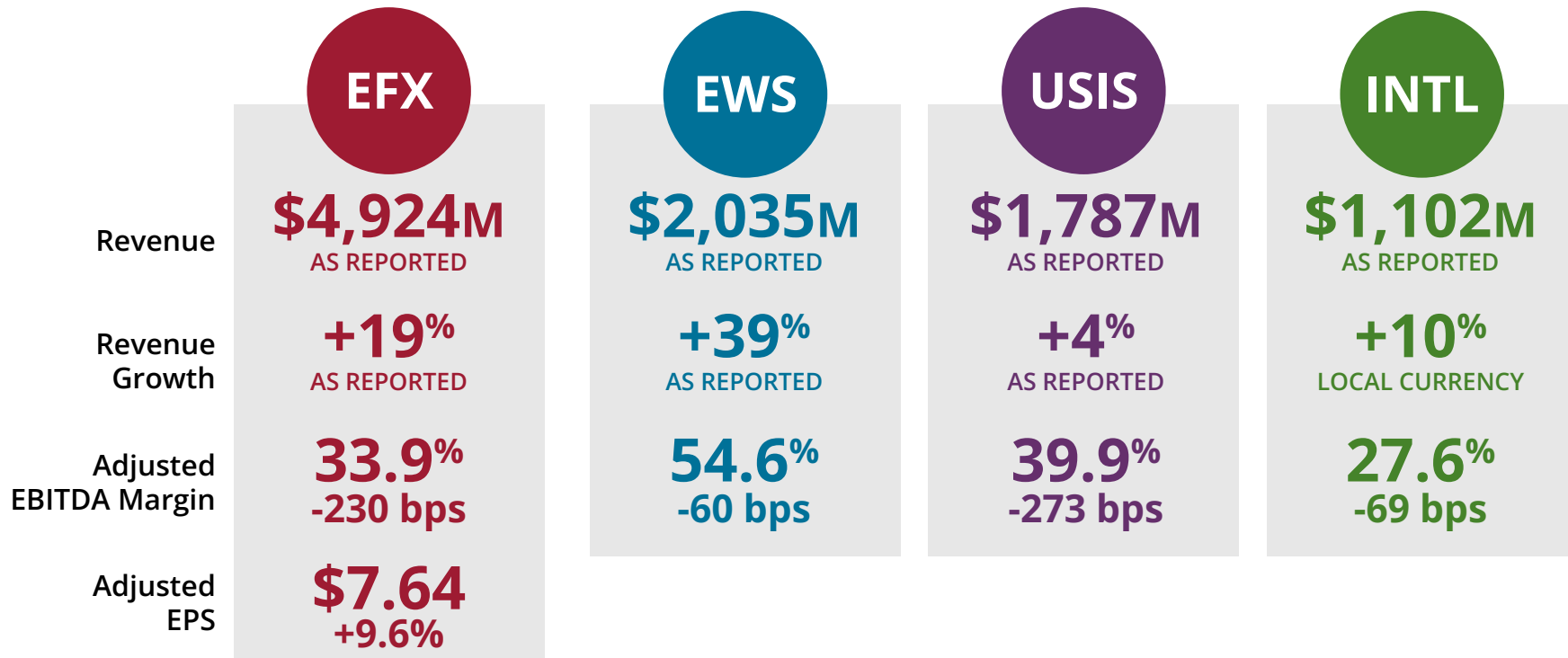
## New EFX

Core growth accelerated in 2021

Q4: 12% total growth / 18% core growth

Strong momentum into 1Q

# 2021 by the numbers



# Continued growth in M&A with 5 recent acquisitions



CLOSED August 9, 2021	CLOSED September 7, 2021	CLOSED October 1, 2021	CLOSED February 7, 2022	CLOSED March 15, 2022
<ul style="list-style-type: none"> <li>• ACA software solutions</li> <li>• Enhances EWS' ability to serve payroll, HR, Tax and Benefit Administrator industries</li> </ul>	<ul style="list-style-type: none"> <li>• Specialty consumer reporting agency providing credit data and insights to the alt-fin services industry</li> <li>• Combined with DataX creates a leading U.S. specialty consumer reporting agency</li> </ul>	<ul style="list-style-type: none"> <li>• Provider of comprehensive risk and criminal justice intelligence products and solutions</li> <li>• Expands and broadens EWS' offering of ID&amp;F for public and private sector decision intelligence</li> </ul>	<ul style="list-style-type: none"> <li>• Provider of cloud recruiting, onboarding and HR management solutions</li> <li>• Expands EWS' portfolio of employer and HR focused solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Largest consumer credit reporting agency in the Dominican Republic</li> <li>• Expands EFX' global presence and capabilities</li> </ul>

## Acquisitions over the past 12 months



# Macro trends advantage EFX

Key Macro Trends	2021	Future	EFX Response
More data	++	++	Single data fabric, multi-data solutions
Speed of data	++	++	EFX Cloud capabilities
Tech acceleration	++	++	
Digital explosion	++	++	ID & Fraud: \$19B TAM...EFX + Kount
Mortgage market	-	+	Normalizing... EFX will outgrow
Talent / Hiring	++	+	TWN + Insights...data hub
Social services	+	+	More services needed... TWN + Insights
Compliance & regulation	+	+	

# Equifax connected and differentiated data assets

**Consumer Credit**  
Traditional & Specialty Finance Records



**Telco, Cable & Utility**  
Unique National Data



**Employment & Income**  
Direct from Employers



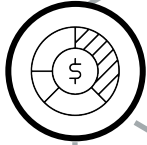
**Consumer Consented Information**  
Opt-in Bank Transaction & Utility Data



**Education & Credentials**  
Degree, Graduation, & Professional Licensure



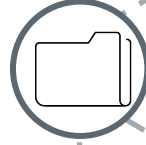
**Asset & Wealth**  
Anonymous, Direct Measured Deposits & Investments



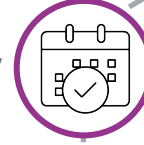
**Property & Valuation**  
Wide-ranging National Data Set & Tools



**Consumer Demographic**  
Multi-source Targeting & Segmentation Database



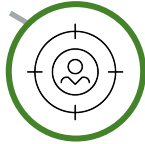
**Single-Source Verifications**  
IRS Transcripts, & Identity



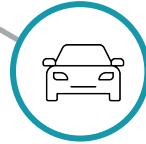
**Commercial Credit**  
Financial Trade, Receivables, & Lease Records



**Commercial Marketing**  
Small / Medium Business Profiles



**Auto**  
Motor Vehicle Registration & Owner / Buyer Propensity Marketing Data



**Identity & Fraud**  
Authentication, Known Fraud, & Real-Time Transaction Data



**People-based Risk**  
Incarceration, court, pharmacy



Certain data is ingested into the Equifax environment, and curated, enriched, and purposed. Moving from over 70 data silos, multiple sources of data are organized into a seamless, globally-distributed Data Fabric with logical separation and governing rules.

# Our cloud transformation: Accelerate innovation

## TECHNOLOGY

Migrate data, products, and customers

Migrations, decom, and new capabilities

Driving decom and enabling new markets and products

Finish decom, increase automation to reduce costs

Continuous evolution of new capabilities

2020

2021

2022

2023

2024

Global platforms deployed and leveraged

Expanding product resources and growing NPIs

Scaling cloud-based products, increasing NPI revenue

Differentiated product through customer co-innovation

Greater investment in Product Innovation for VI growth

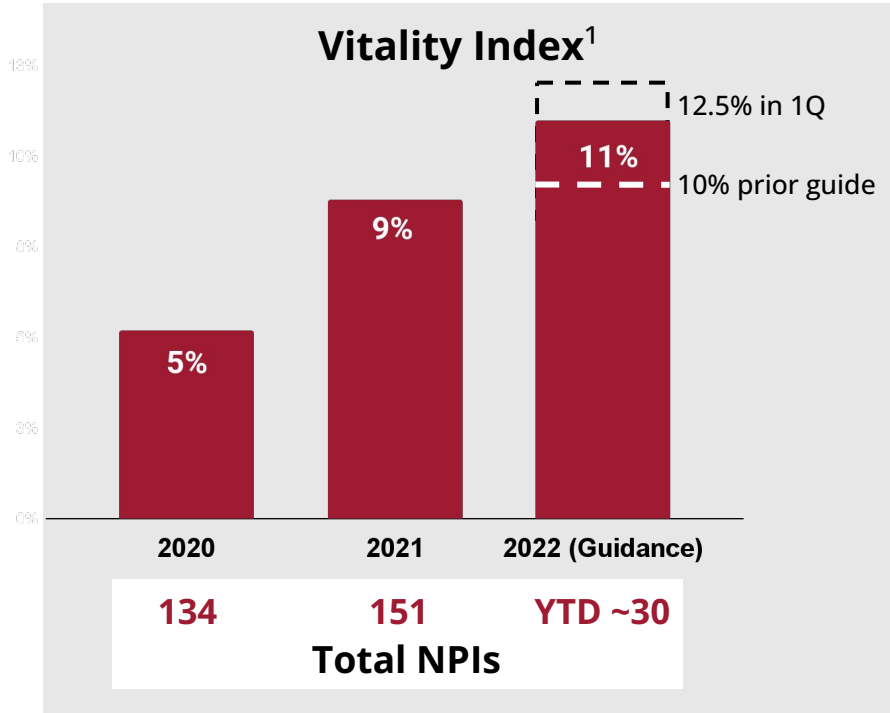
## PRODUCT

### The business transformation investment has enabled the future of product to take shape:

- Product led growth from shifting capital investment from transformation to new product innovation
- Sustaining product differentiation by amplifying customer co-innovation with Equifax unique data and analytics assets
- Greater vitality index from fast M&A integration
- Expand product distribution and frictionless onboarding, through focus on digital user experience across Equifax developer portals and 3rd party marketplaces
- Faster time to value and higher margin profile from leveraging cloud-native, modular, reusable and self-service capabilities

# Leveraging EFX Cloud to accelerate NPI roll-outs

## 2022 vitality index expected to be 11%



## 1Q Product Roll-Outs

- **Mortgage 60** - Provides all employment and income active records for 60 months and inactive records beyond 60 months
- **Self Employed Manual VOE** - Helps individuals without conventional payroll records to access credit
- **Supplier Risk Solution** - A supplier rating using news feeds, government sources (OFAC, shipping, licensing, SOS, SLJ, others), publicly available financial statements and credit ratings to render a supplier health score delivered through the Business Connect platform
- **DP3 Reporting Enhancements** - New reporting capability using our data and analytics to help Australian credit assessors better understand the business they write

**2022+**  
New Products:  
Over 30 NPI YTD

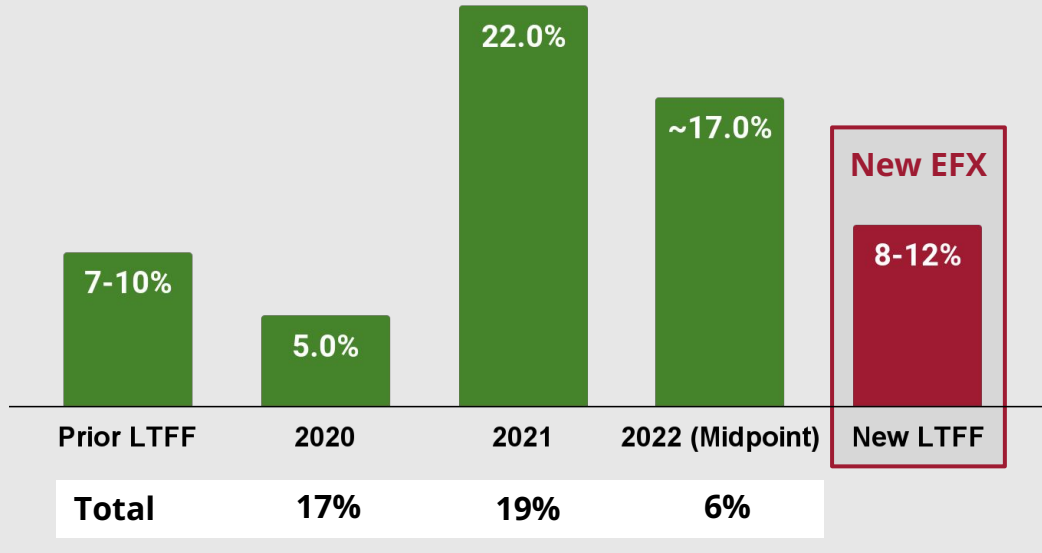


**Accelerating  
NPI revenue  
contribution**

# The New EFX



## Core Revenue Growth



- Accelerate Innovation and New Products
- Leverage Equifax Cloud Capabilities
- Expand Differentiated Data Assets
- Put Customers First
- Execute Bolt-on M&A
- Continue Leadership in Security
- Act as One Team, One Equifax

STRATEGIC PRIORITIES

**Faster growth, higher margins and free cash flow, higher returns**

# New EFX growth framework up 1-2%

Long Term Financial Framework	Historical EFX	New EFX	Change
<b>Organic revenue growth</b>	<b>6-8%</b>	<b>7-10%</b>	<b>+100-200 bps</b>
M&A contribution	1-2%	1-2%	=
<b>Total growth</b>	<b>7-10%</b>	<b>8-12%</b>	<b>+100-200 bps</b>
EBITDA% margin improvement	+25 bps	+50 bps	+25 bps
<b>Cash EPS growth</b>	<b>11-14%</b>	<b>12-16%</b>	<b>+100-200 bps</b>
Dividend yield	~1%	~1%	=
<b>Annual shareholder return</b>	<b>12-16%</b>	<b>13-18%</b>	<b>+100-200 bps</b>

**Faster growth, higher margins and free cash flow, higher returns**

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**13.5M** Latin American consumers gained access to credit

**12.5M**

In Chile, the number of identity theft queries Equifax received, helping prevent possible identity theft every day

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Over  
**2.8B**

Consumer credit card files were delivered to United States lenders

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**2.2M** Helped United Kingdom consumers get a credit card

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**Our Global Impact**  
Every year, the work we do helps change millions of lives around the world

**385k** Australians obtained access to their first car loan

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Over **900k** In Canada, the number of people Equifax helped to secure a mortgage

**21.7M**

United States consumers secured a mortgage or a home equity loan

**932k**

Families in Australia bought their first home with support from Equifax

Over  
**30M**

The Work Number service fulfilled verifications in support of government assistance programs in the United States

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Approx **1M** Canadian consumers secured a car loan through the support of Equifax

BASED ON RESULTS FROM JANUARY-DECEMBER 2021

Sources: Data & analytics captured by Equifax business units (U.S. Information Solutions, Workforce Solutions, and International)

# Key 2021 community accomplishments

**\$2M+**

invested into our communities by the **Equifax Foundation**

**Matching Gift Program**

over **\$1M** in donations gifted to **1,026 organizations**

**\$4M**

total giving in 2021





# ESG @ EFX: Strong momentum

**Environment:** We committed to reach net-zero greenhouse gas emissions by 2040 and released our initial TCFD report

**Inclusion & Diversity:** We shared our annual workforce demographics through established frameworks (EEO-1, SASB)

**Security:** We highlighted our commitment to transparency, collaboration and culture through our Security Annual Reports

**Consumer Impact:** We continued to focus on financial inclusion and help expand access to credit



We are committed to advancing our ESG journey and sharing our progress

A woman with long dark hair, wearing a dark blazer over a light-colored collared shirt, is seated at a desk. She is holding a black pen in her right hand and writing on a document. Her left hand rests on the desk near the document. The background is a bright, out-of-focus office space with a window and a small potted plant.

# Shareholder Q&A

***EQUIFAX***<sup>®</sup>

Powering the World with Knowledge<sup>™</sup>

equifax.com