

*Informing, Enriching, and Empowering Our  
Customers with Information and Insights*



Investor Presentation  
November 2012

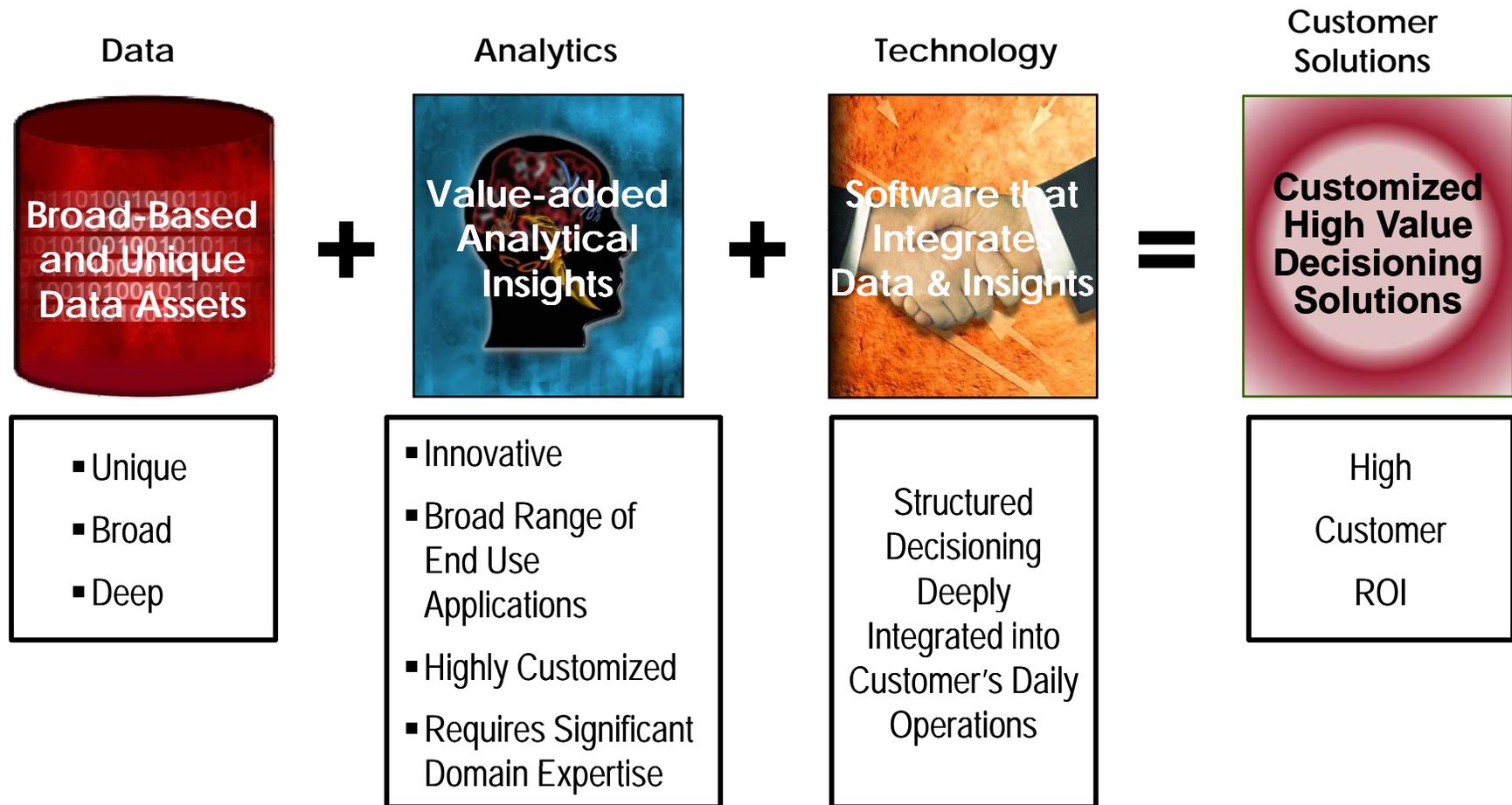
As usual, we will make statements during the presentation which are forward looking. Our 10Ks, 10Qs and other SEC documents outline the risks associated with these statements and we encourage you to review them.

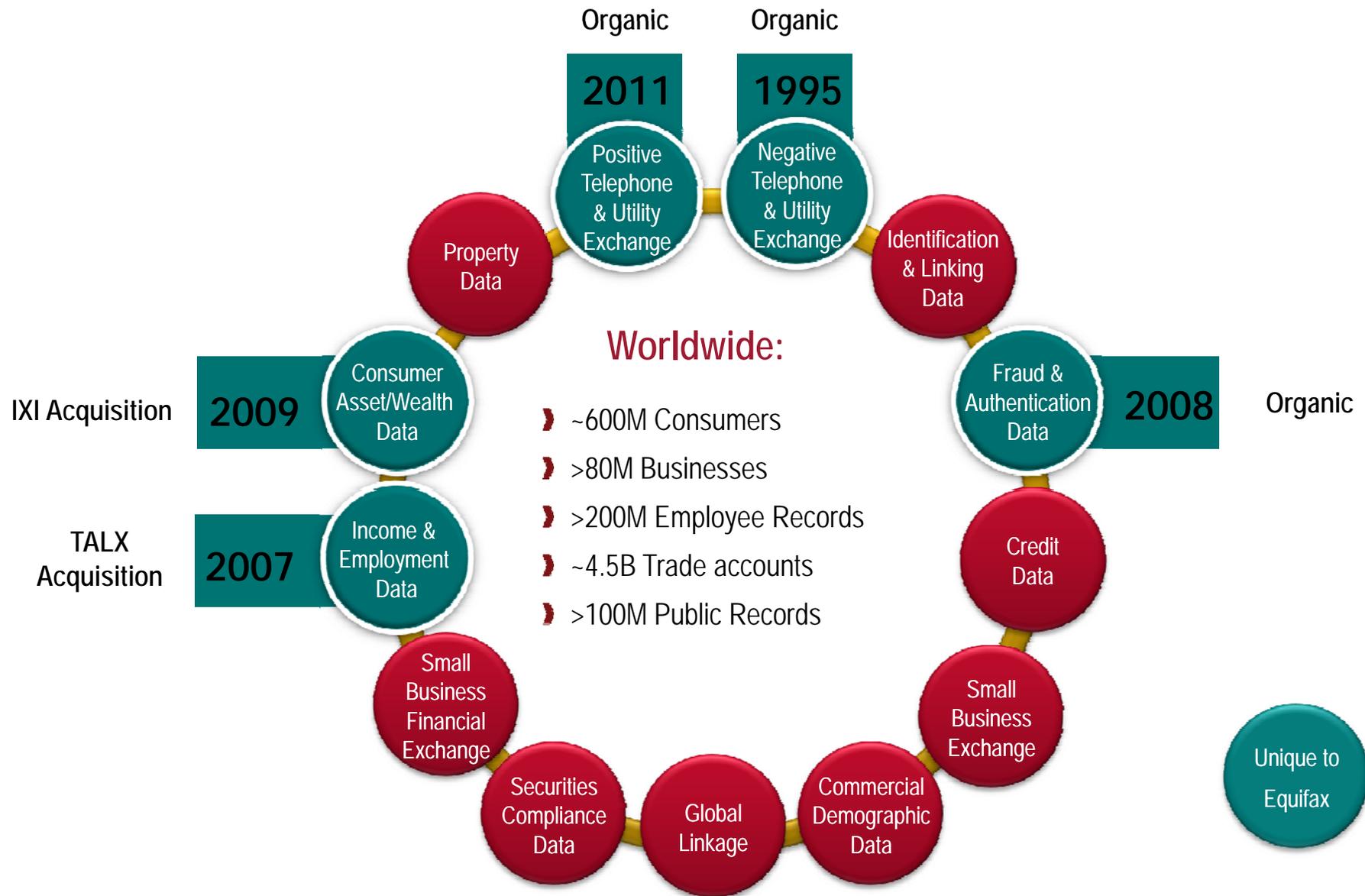
We also incorporate non-GAAP financial measures in this presentation. A reconciliation of those measures to the most directly comparable GAAP measure is available on our website at [www.equifax.com](http://www.equifax.com) in the Investor Center. You can also reach the same information by clicking on the link included for those sections which discuss these non-GAAP measures.

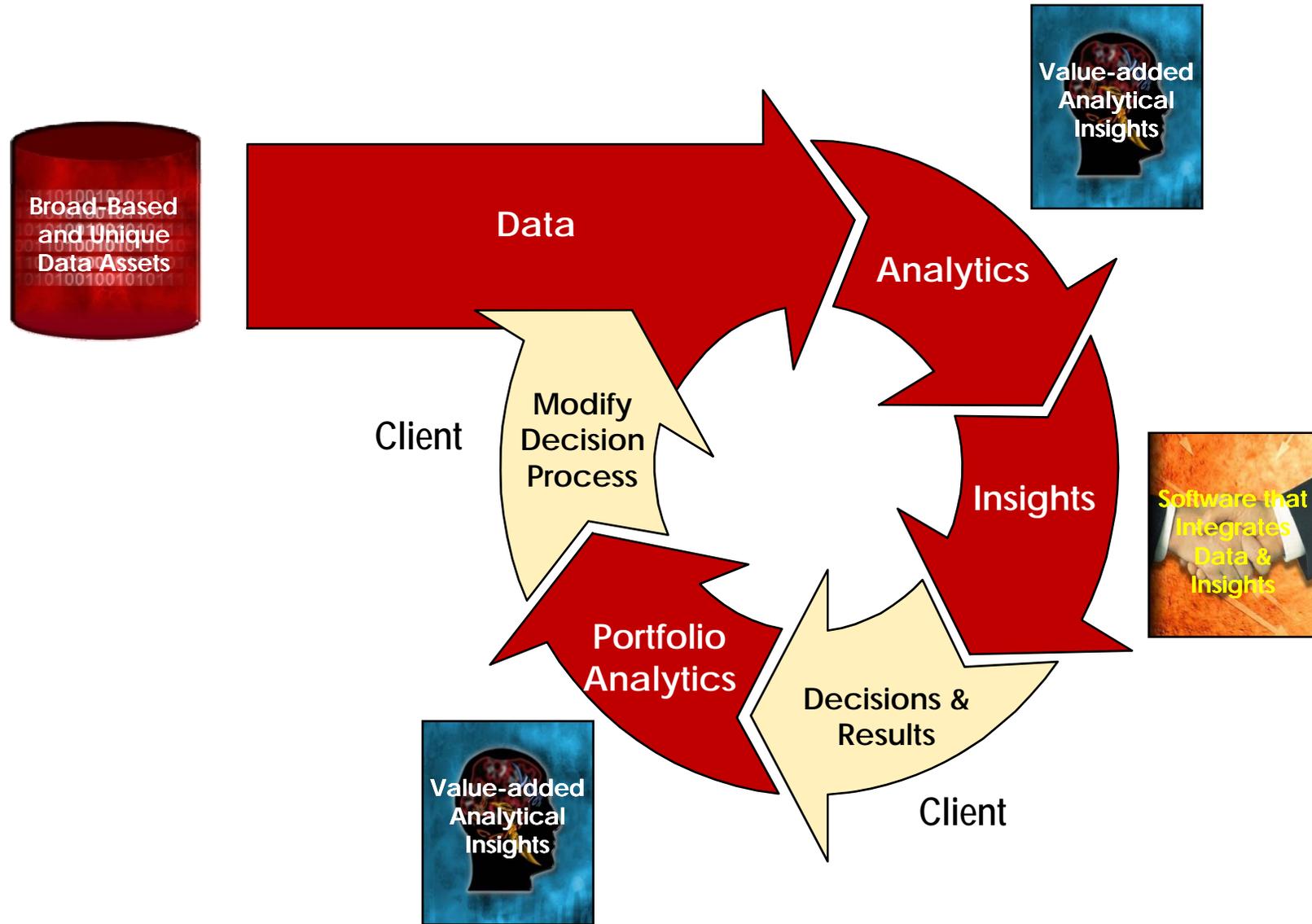
## GAAP/Non-GAAP Reconciliation

To be the **trusted provider of information solutions** that **empower** our customers to make **critical decisions with greater confidence.**

An Information Solutions Provider Combining Data, Analytics and Technology to Address All of Our Clients End-market Decisioning Needs

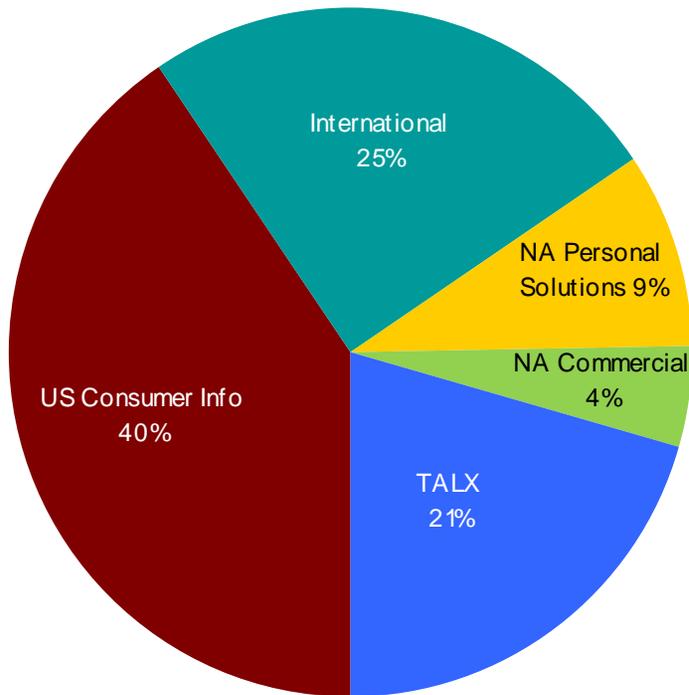




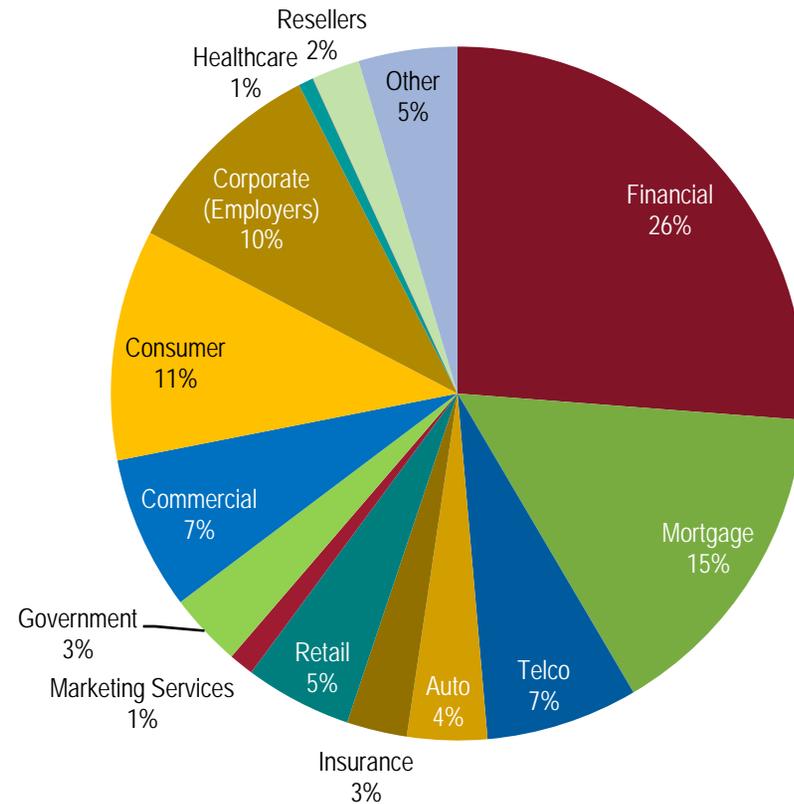


Total Year 2011

**Business Mix**

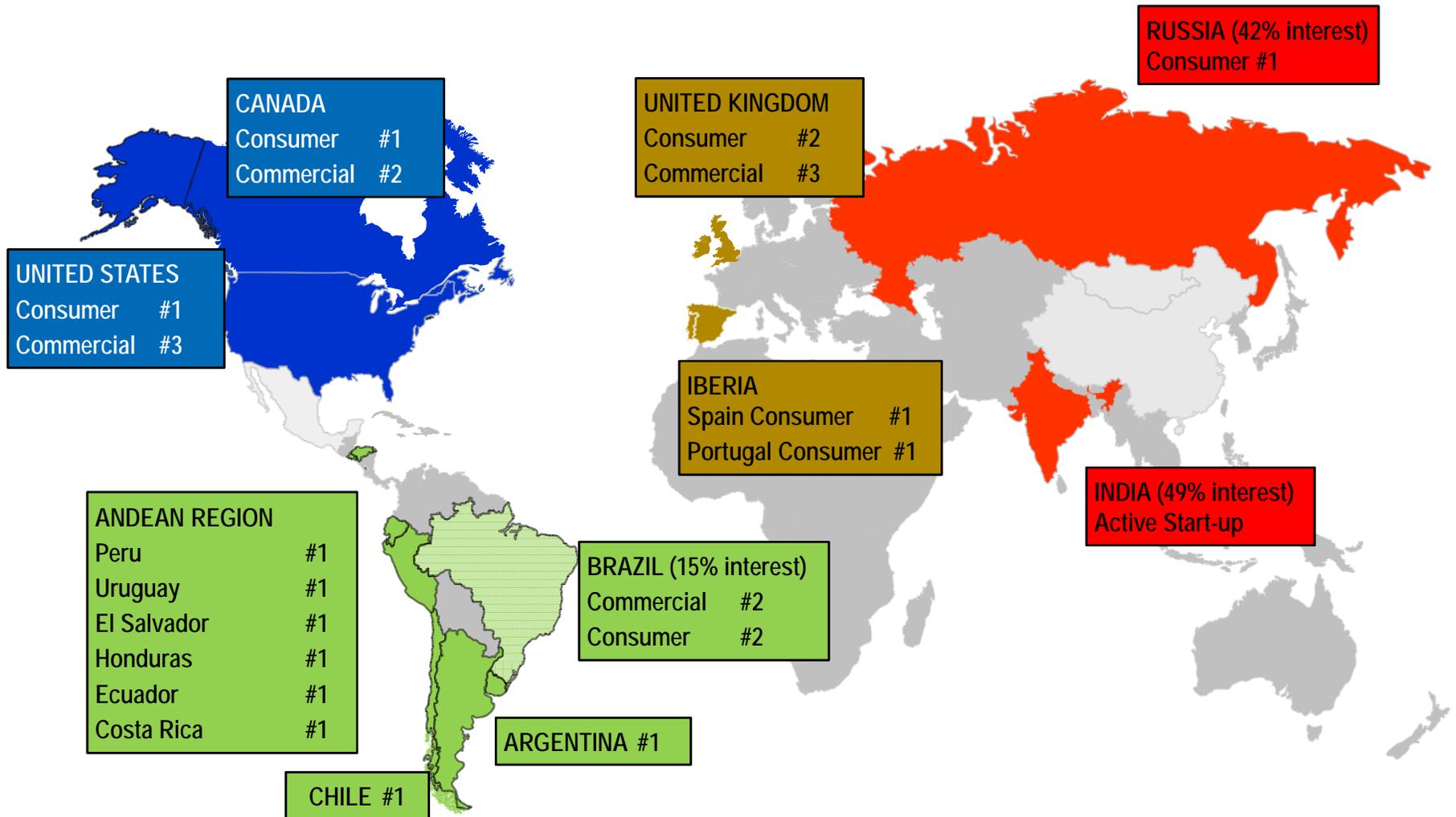


**Customer Mix**





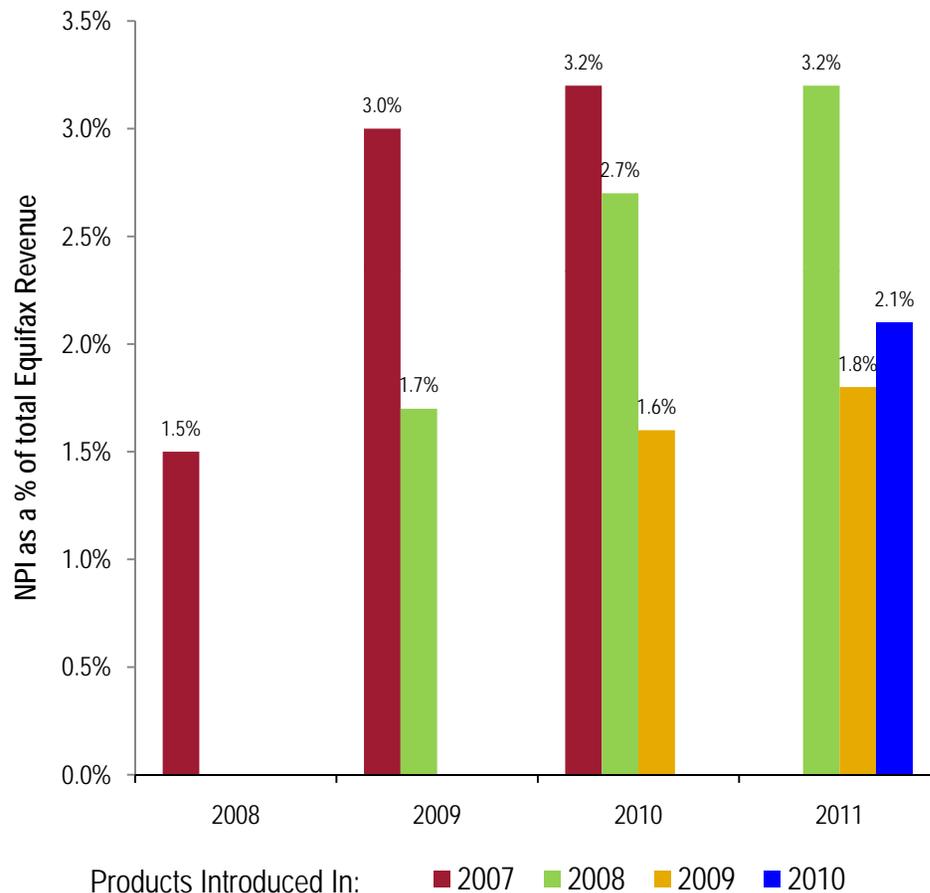
# A Strong Growing International Franchise in Key Growth Markets



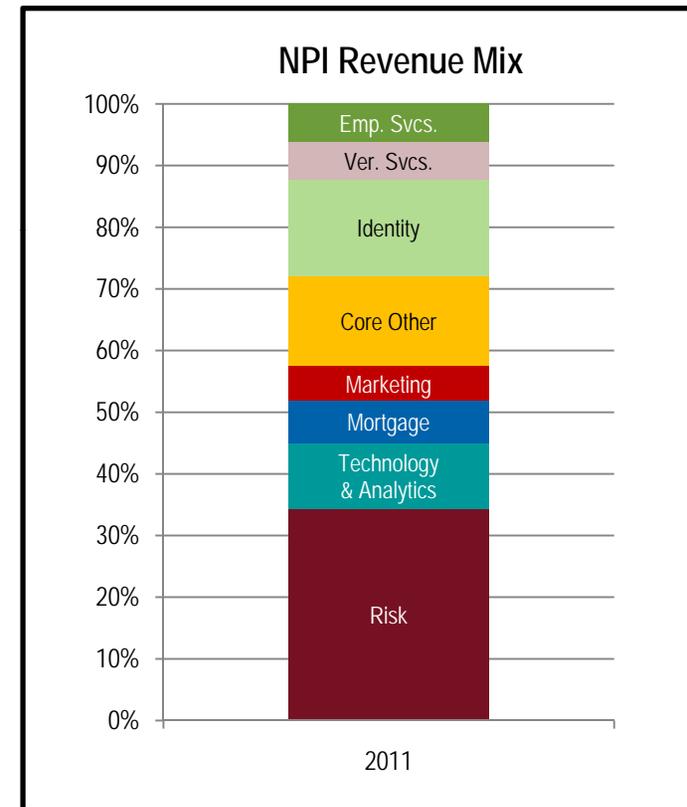


# NPI Adds 2 to 3 Percentage Points of Revenue Growth Annually

An Established and Proven Discipline for Developing Core, Information-Based Products ...



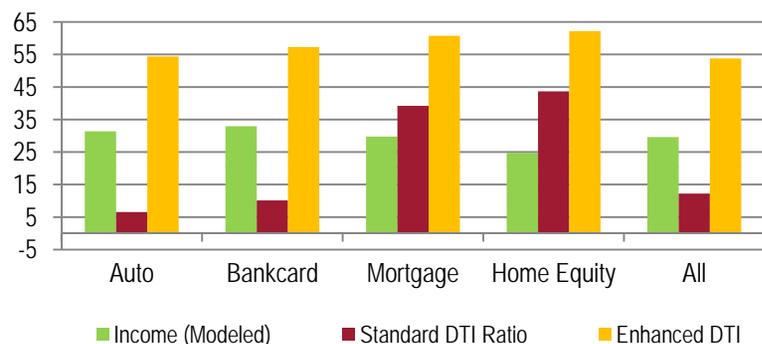
... Which Address a Broad Range of Customer Needs



**Problem:** Traditional DTI measures do not adequately distinguish risk

**Solution:** A unique analytic solution developed to optimize the relationship between debt and income for predicting credit default.

KS Value of Affordability Measures on a Standalone Basis



- Explored 450 formulations of debt and income
- The formula has been modified and attributes have been re-weighted to maximize the model's predictiveness for risk assessment

**Standard DTI**

Product	Auto	Bankcard	Mortgage	Home Equity	All
KS	6.54	10.14	39.18	43.66	12.21

**Enhanced DTI**

Product	Auto	Bankcard	Mortgage	Home Equity	All
KS	54.37	57.27	60.74	62.15	53.78

**Process**

**Focus Area**

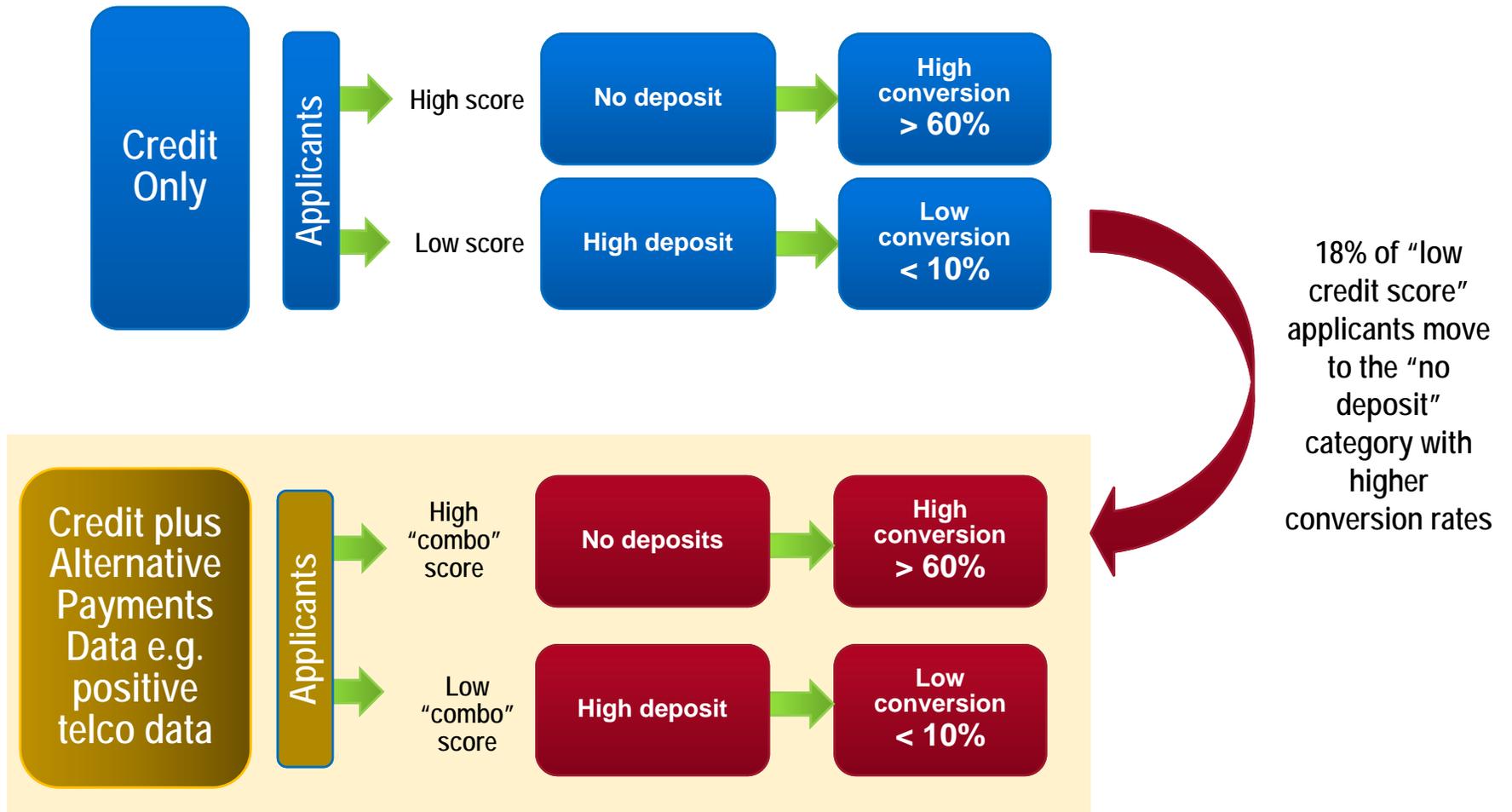
**Customer Impact**

**4G teams**

- Mortgage
- Insurance
- Capital Markets
- TALX Workforce Solutions
- International Telco

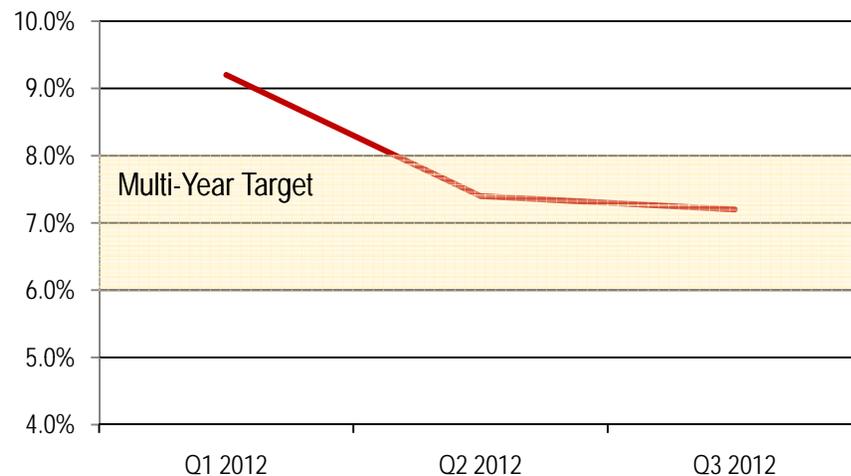


- Teams to-date have identified \$150M in new business opportunities
- New team focused on International opportunities
- Repeatable innovation process can be taken to other markets



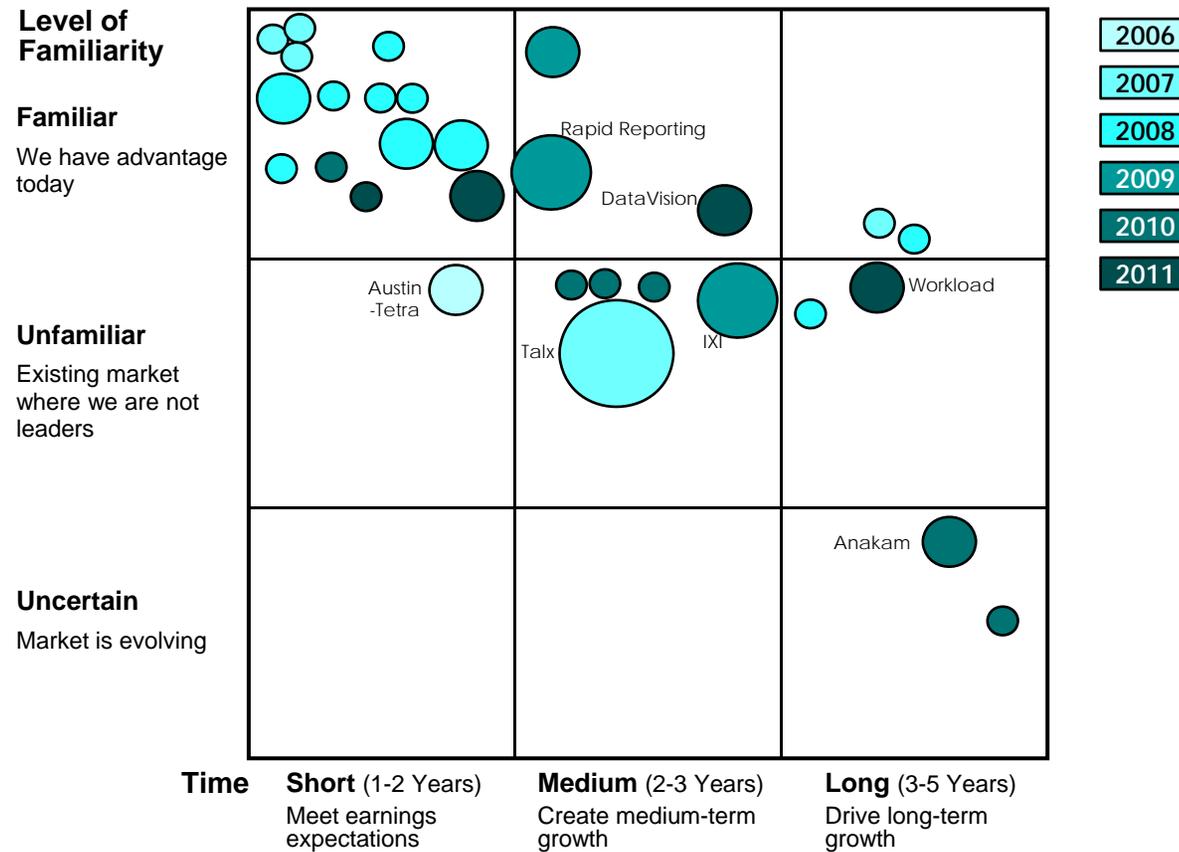
Mortgage Market growth has pushed total growth to 11-12% YTD, above our long term targets. Core plus Initiative growth is within our target 6-8% range.

Core + Initiatives Revenue Growth (constant \$)

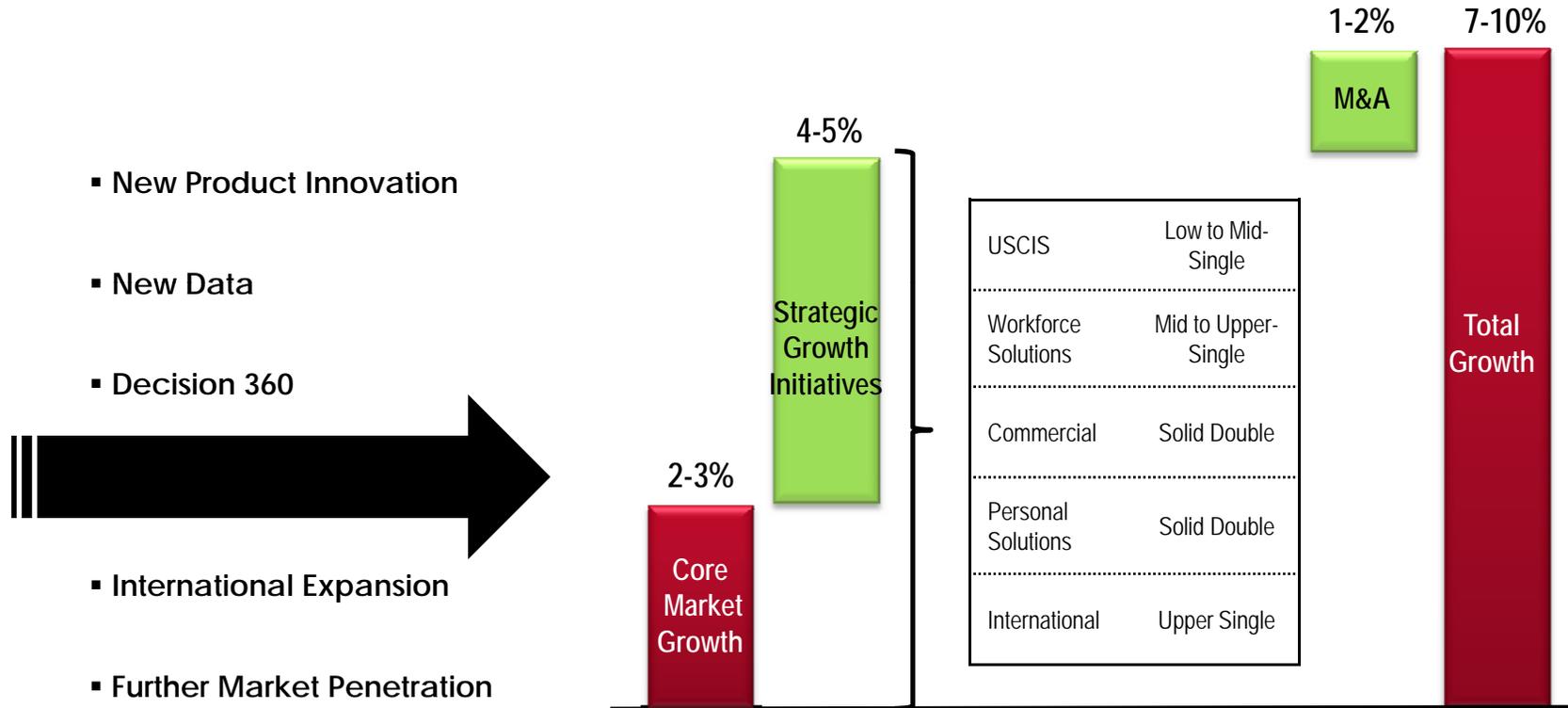


Contribution to Year-over-Year Growth (constant \$)	<u>2012</u>		
	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>
Core Non-Mortgage	8.7%	6.1%	5.9%
Mortgage Initiatives	<u>0.5%</u>	<u>1.3%</u>	<u>1.3%</u>
Core + Initiatives	9.2%	7.4%	7.2%
Mortgage Market	4.2%	5.5%	3.5%
Acquisitions	<u>2.4%</u>	<u>2.2%</u>	1.1%
Brazil Merger Impact	(4.7%)	(3.7%)	--
Total Revenue Growth	11.1%	11.4%	11.8%

**Portfolio of Initiatives Framework (2006 – 2011)**



Revenue Growth Model



- New Product Innovation
  - New Data
  - Decision 360
- 
- International Expansion
  - Further Market Penetration

▪ Adjusted EPS is expected to grow an additional 3% driven by operating and financial leverage

▪ Dividends add 1.5% to 2.0% of additional shareholder return annually

# Appendix

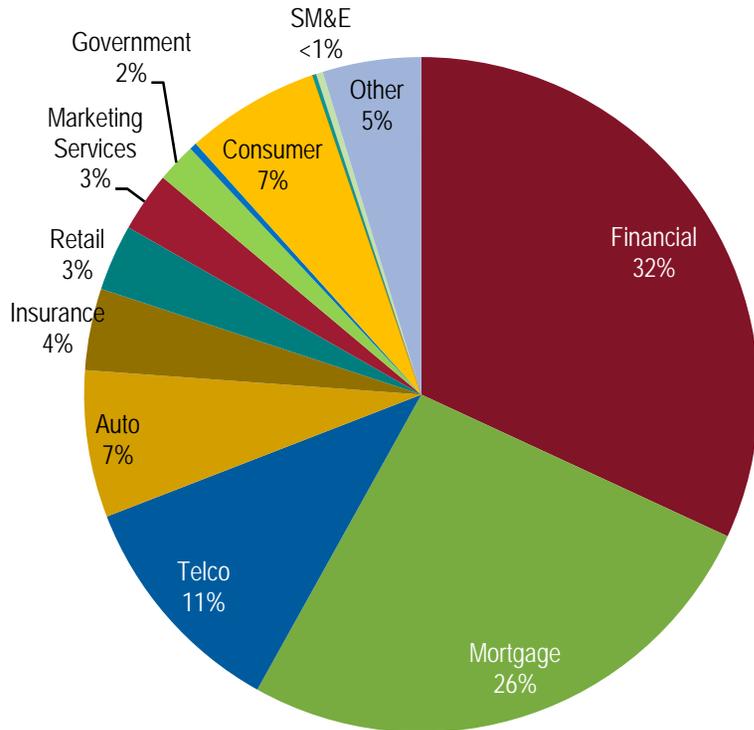


# Business Segments

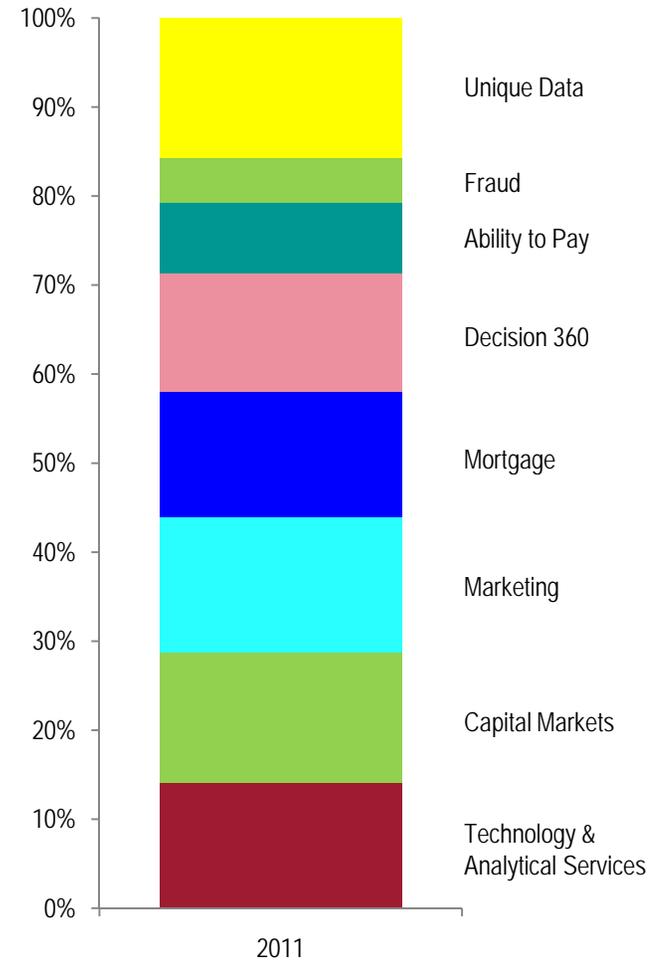


USCIS growth is built on a diverse customer base and new product innovation

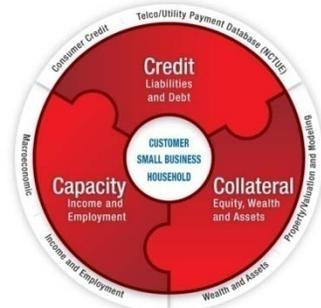
**Customer Mix**



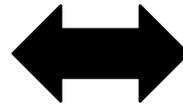
**New Product Mix**



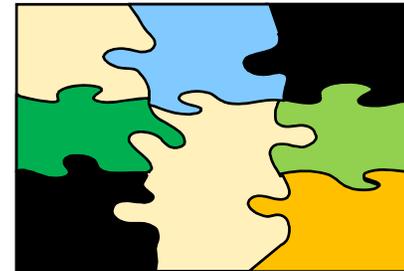
## Decision 360 – A Customer’s Perspective



Equifax Capabilities



Applied to



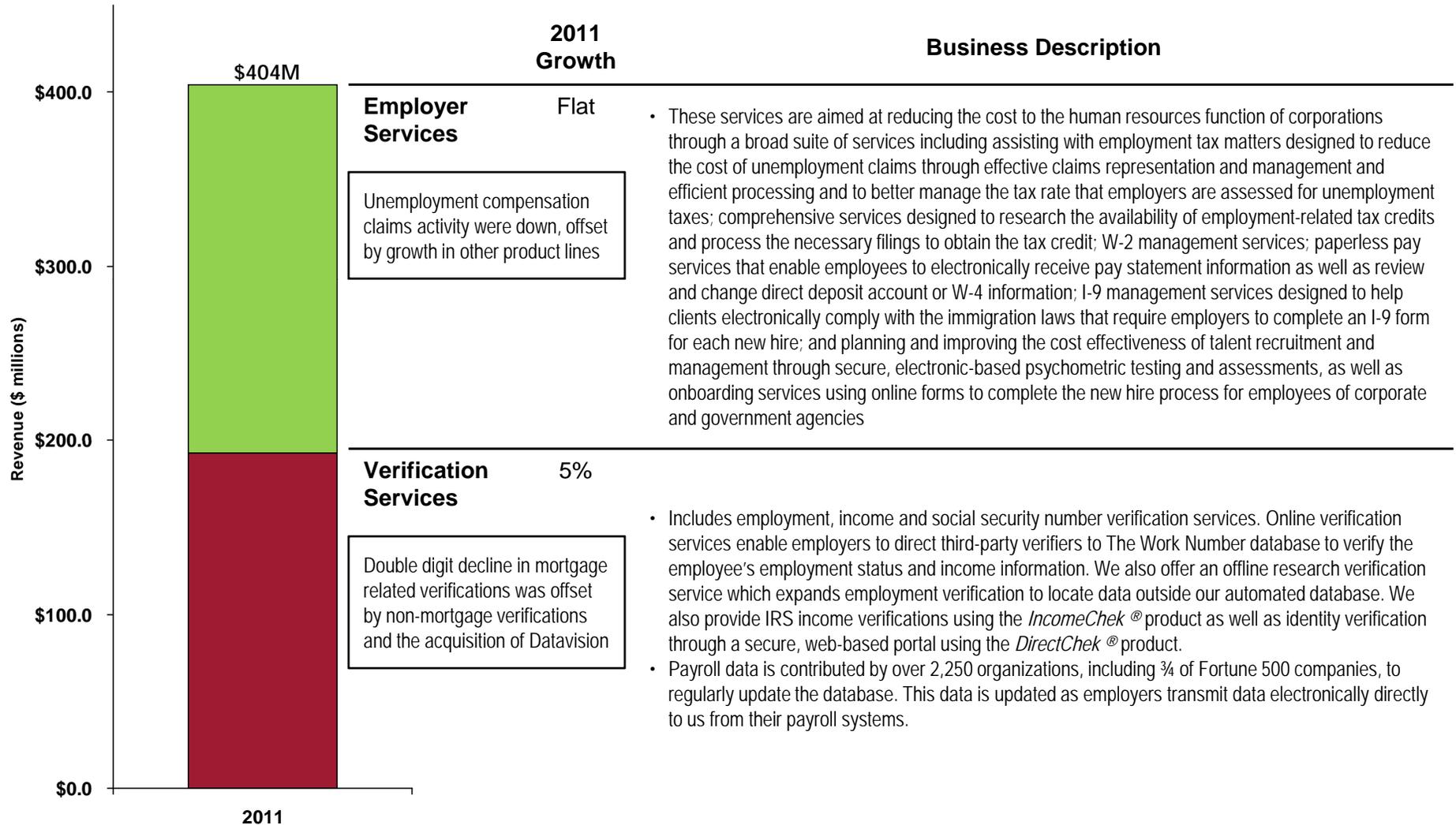
Customer's Dilemma



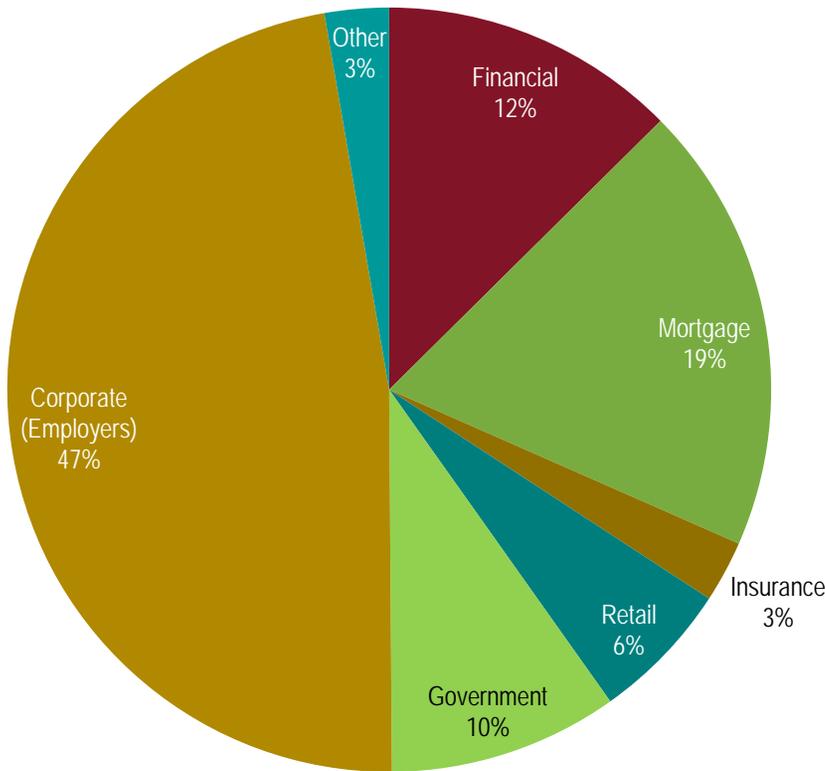
Assembling the applicable data assets, applying superior analytical expertise, and delivering the solution in real time to our customer's platform IS a Decision 360 solution

USCIS will leverage its diverse data assets and superior expertise in analytics to protect and grow the core business, enter new areas of the value chain in existing markets, and enter new markets.

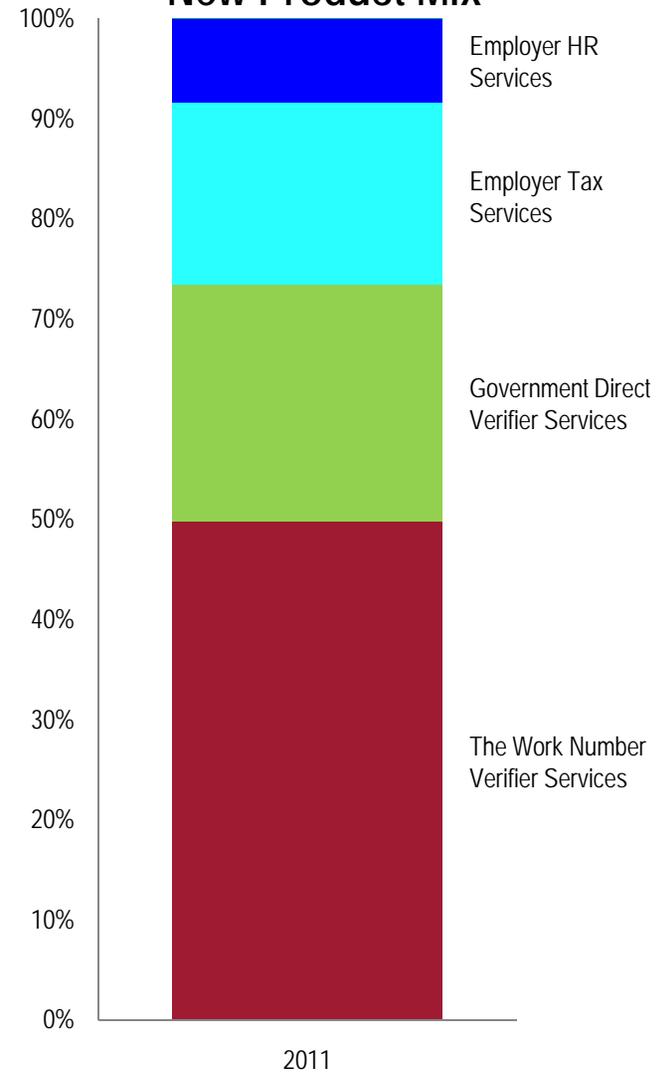
- **New/Unique Data:** Leverage game-changing data assets and expertise in analytics to deliver superior decisioning solutions to our customers
- **Mortgage:** Invest in analytics, reduce application fraud (e.g. UDM & PVE), and diversify value chain to reduce dependency on origination activity
- **Insurance:** Exploit value of unique data to improve consumer targeting and underwriting
- **Retail Banking:** Significantly enhance banks' ability to underwrite consumer risk and maximize Customer Lifetime Value through data and analytic driven solutions
- **Performance Marketing:** Utilize diverse data assets to address customer demand for improved targeting and Customer Lifetime Value performance
- **Improved Go-to-Market Capabilities:** Significantly improve go-to-market execution through alignment of Marketing and Sales across all BUs in select vertical markets



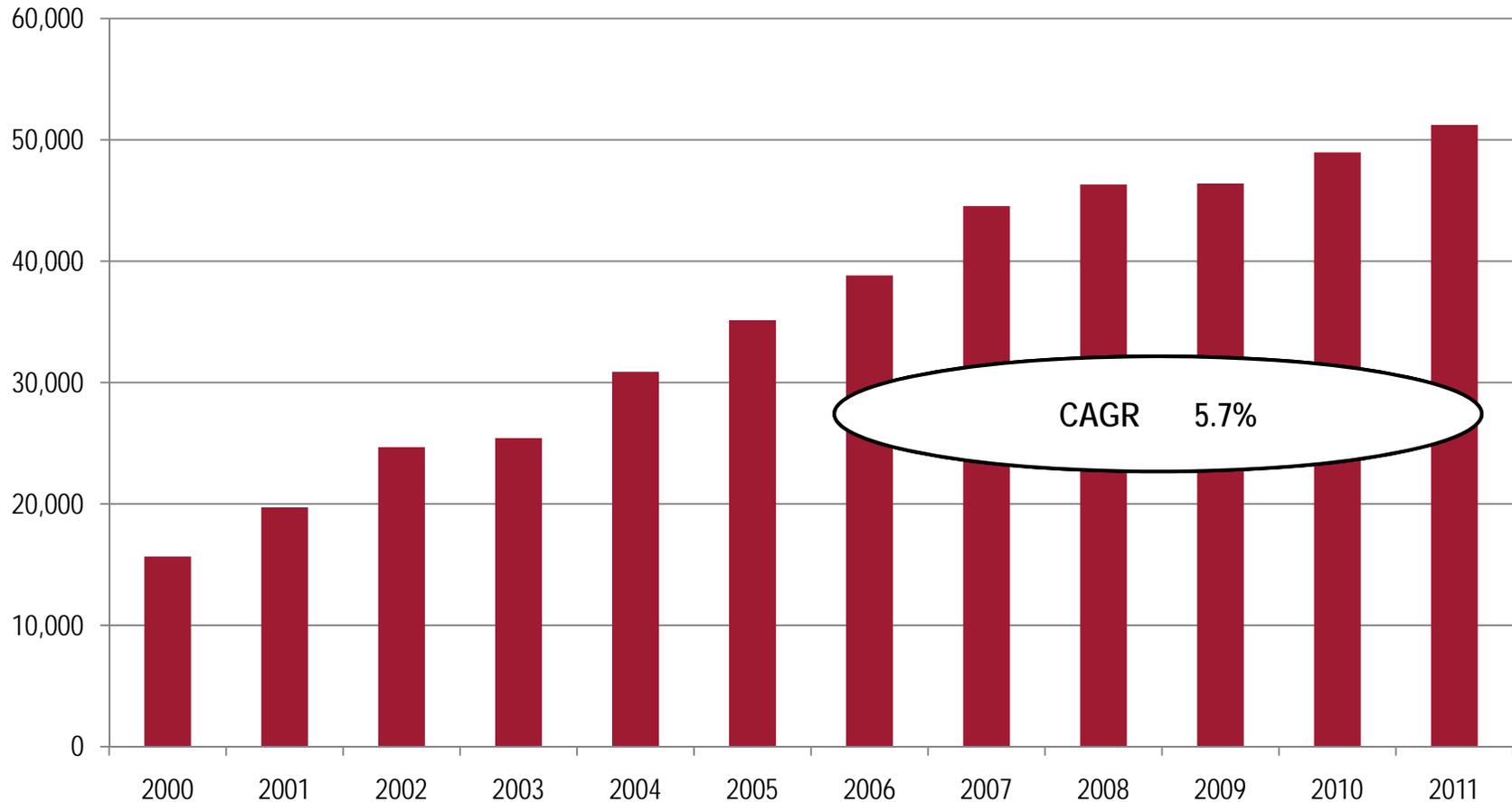
Customer Mix



New Product Mix



Active Records on TWN



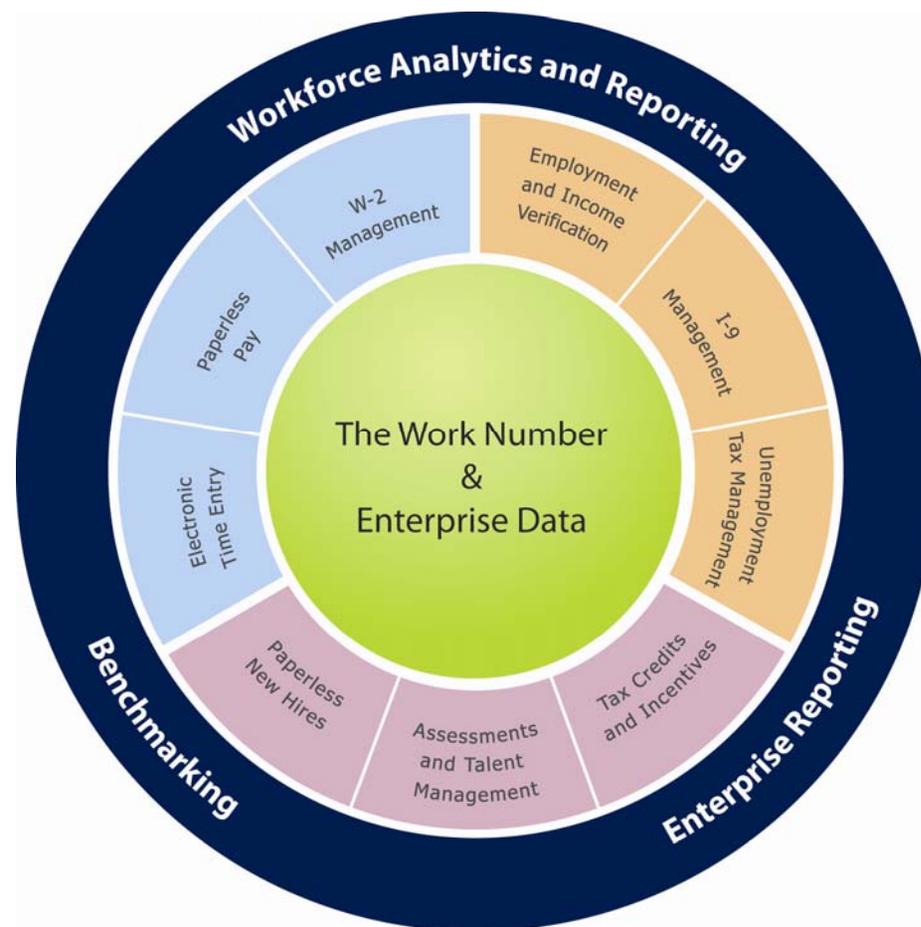
TALX Workforce Solutions will grow The Work Number (income and employment database), diversify and further penetrate the verifier base, and enhance our employer relationships with a diverse set of high value services.

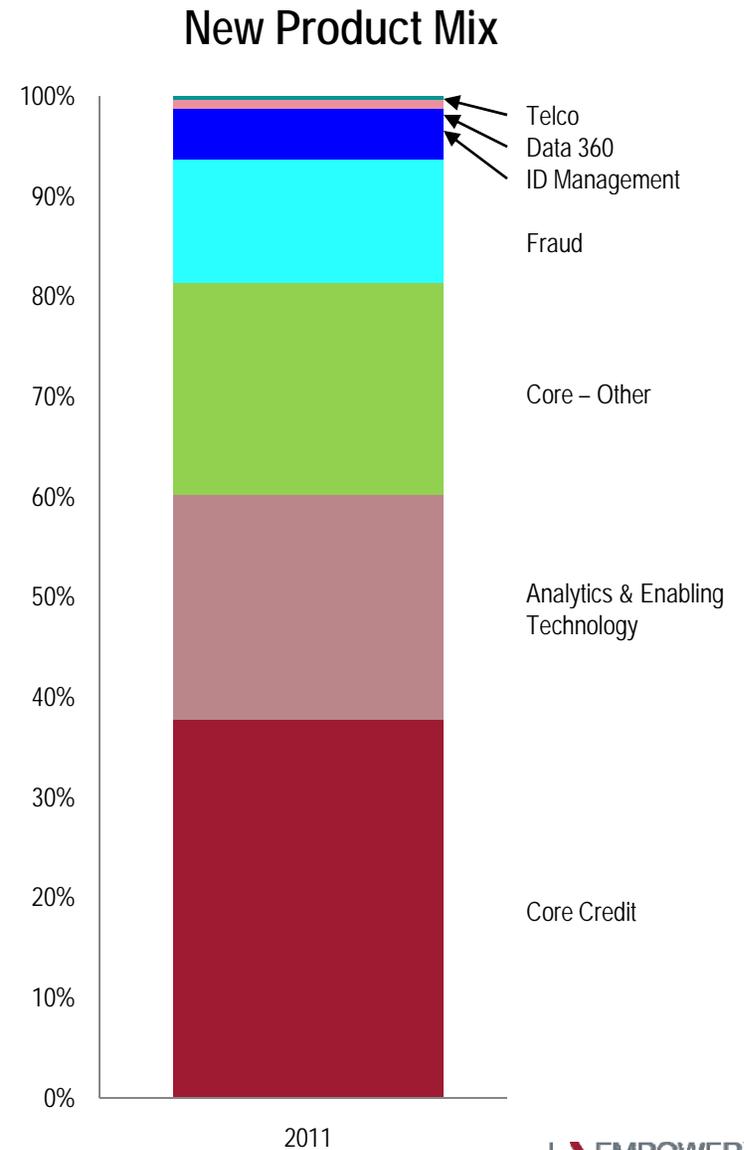
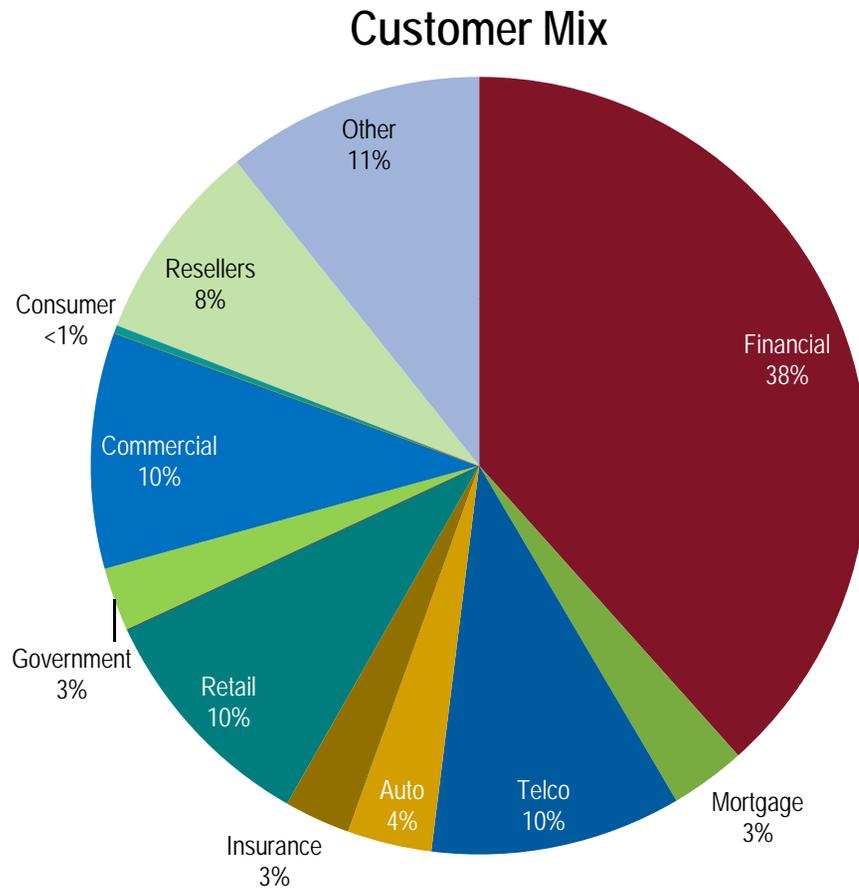
## Verification Services

- **The Work Number:** Grow active records from 50 million to 70 million active records by focusing efforts on mid-market and new partnerships/distribution channels
- **Verifier Clients:** Increase penetration by offering a complete range of verification services from manual research to fully automated verification
- **New markets & segments for The Work Number:** Deliver 100% solution in mortgage while diversifying verifier revenue through USCIS delivery channels

## Employer Services

- **Employer Relationships:** Add other BPO services to deepen & broaden employer relationships
- **Work Force Analytics :** Grow/broaden high value HR benchmarking and metrics product suite

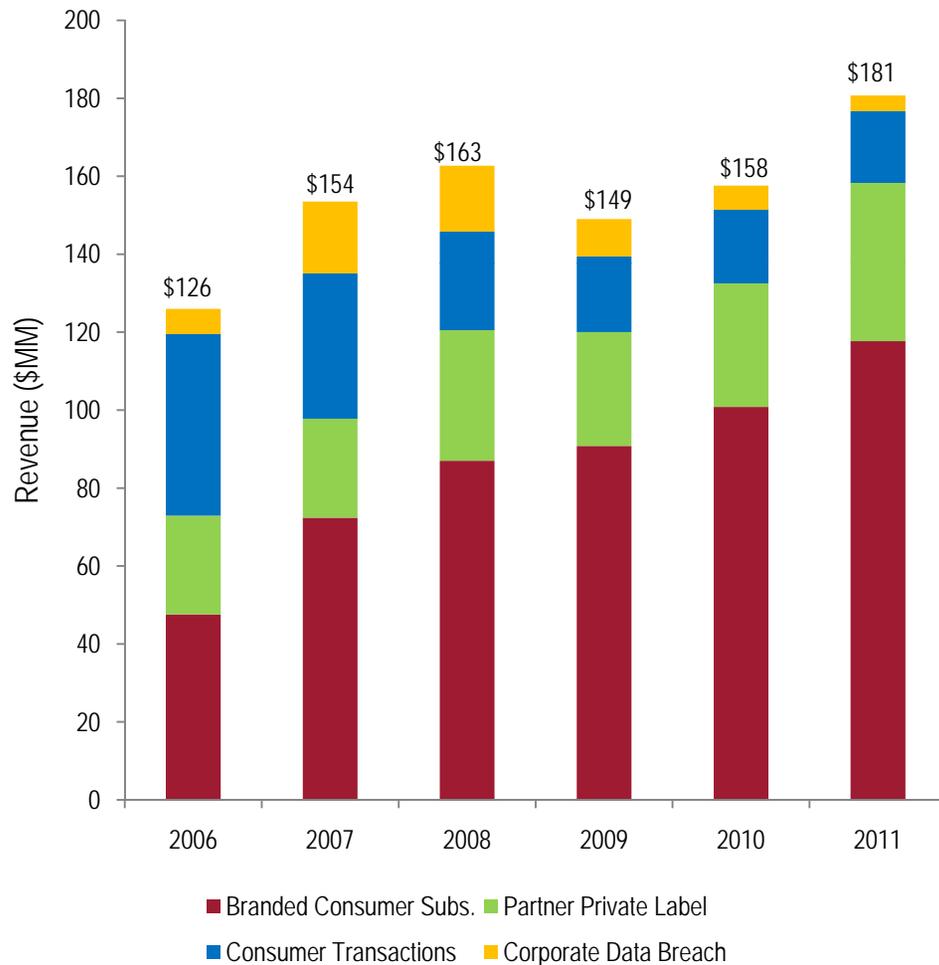




International will be the leading or #2 credit and marketing information bureau in all of our served markets. We will focus on vertical market growth anchored by Data, Identity Management and Technology & Analytical Solutions, as well as geographic expansion.

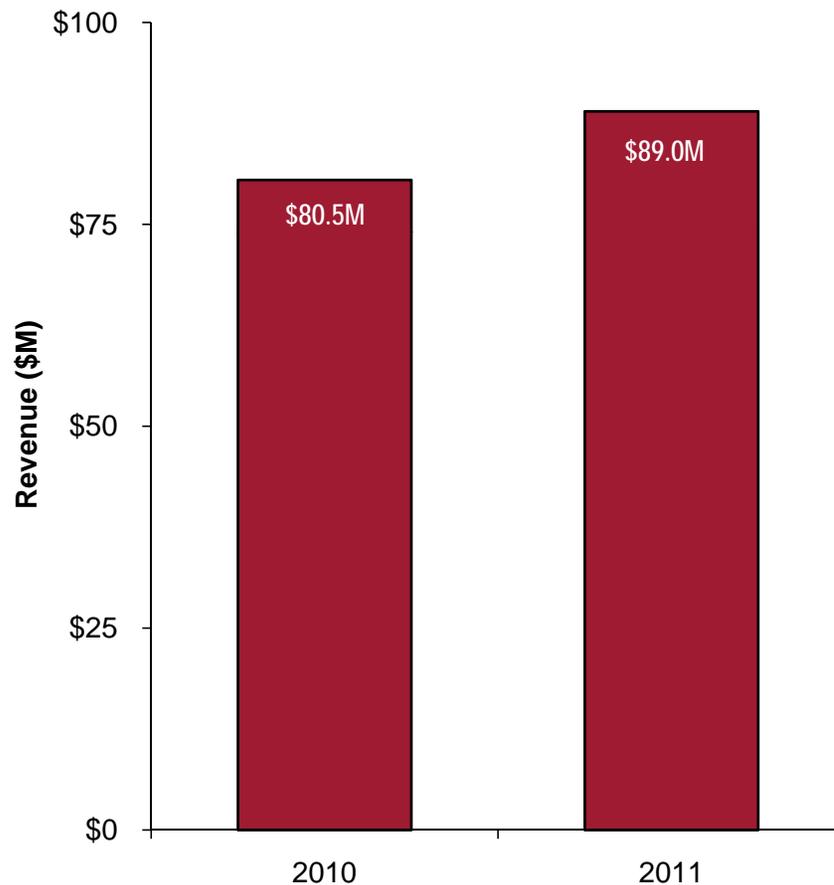
- **New Product Innovation:** Continue strengthening market position through new, high value core product offerings
- **Telco Presence:** Increase revenues from the Telecommunications vertical through development of global value propositions for risk, authentication and marketing
- **ID Management:** Strengthen market position with ID Verification and Authentication solutions
- **Global Decisioning Platforms:** Invest in and leverage platforms that can be easily adapted to all international geographies
- **Decision360:** Over time, build a 360-degree view of the consumer by acquiring and linking credit, wealth, income data, and emerging data sources
- **New Geographies:** Expand our information footprint, focusing on consumer information sources and capabilities

PSOL will grow its business through continued execution, new product offerings, and targeted marketing activity



- **Business Model:** Continue to evolve into a subscription-based business
- **Value Proposition and Customer Engagement:** Expand product offerings to improve value (ARPU) and drive improved customer engagement (churn, Customer Lifetime Value)
- **Execution:** Drive improvements through key operational levers (conversion, churn and ARPU); improve return on marketing investment
- **Canada/International:** Leverage strong data coverage and seize leadership position in direct-to-consumer mark

Commercial will win by being the premier provider of Small Business intelligence to banks and non-FI customers with industry-leading customer engagement

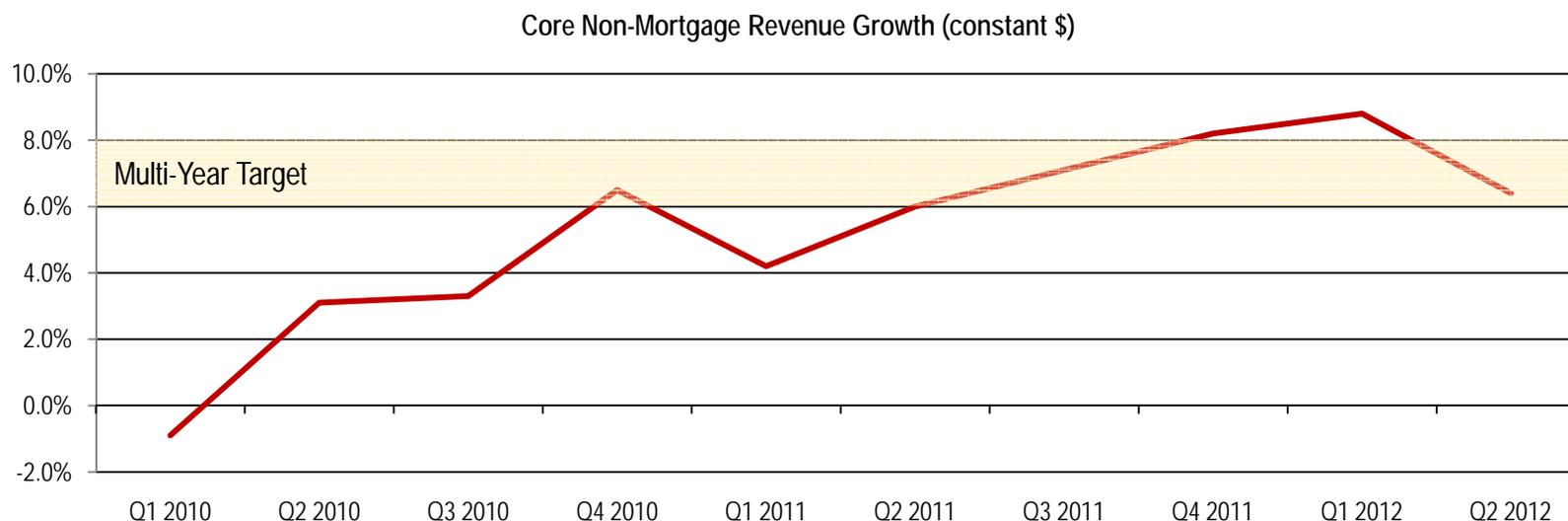


- **Small Business Banking Industry Leadership:** Increase share position in SMB Banking
- **Vertical Focus:** Differentiate and win in select, key vertical markets
- **Marketing:** Drive growth via innovation across key differentiated data sources (IXI, Consumer/ Commercial linkage)
- **New Product Innovation:** Invest in innovation that creates differentiation and sustainable competitive advantage
- **Partner Channel:** Expand beyond the traditional credit business into new SMB Ecosystems
- **Go-to-Market:** Optimize sales channels by leveraging points of distribution across USCIS sales force

# Corporate



## While a Few Key Factors Help Explain Quarter-to-Quarter Fluctuations in Growth, Underlying Core Organic Growth Has Increased Solidly



Contribution to Year-over-Year Growth (constant \$)	<u>2010</u>				<u>2011</u>				<u>2012</u>	
	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Q1</u>	<u>Q2</u>
Core Non-Mortgage	(0.9%)	3.1%	3.3%	6.5%	4.2%	6.0%	7.1%	8.2%	8.8%	6.4%
Brazil Merger Impact						(1.8%)	(4.8%)	(4.5%)	(4.7%)	(3.8%)
Mortgage	(1.7%)	(1.2%)	3.6%	2.6%	0.8%	(0.8%)	(1.6%)	0.2%	4.7%	6.4%
Acquisitions	<u>2.9%</u>	<u>3.7%</u>	<u>4.0%</u>	<u>1.3%</u>	<u>0.5%</u>	<u>0.2%</u>	<u>1.6%</u>	<u>2.3%</u>	<u>2.4%</u>	<u>2.2%</u>
Total Revenue Growth	0.3%	5.6%	10.9%	10.4%	5.5%	3.6%	2.3%	6.2%	11.2%	11.2%

**› Decision-making in businesses is becoming more knowledge intensive**

- Competition for customers is more intense
- Consumers are more selective
- Markets evolving toward one-to-one interaction across multiple channels

**› Technology greatly facilitates access to large volumes of data for real time decisioning**

- Able to process large amounts of data and complex algorithms in real time
- Increasing efficiency

**› Benefits of more accurate decisions have a very high value proposition****› Information solutions represent a long term, sustainable growth opportunity**

- End market growth through greater share of wallet
- New data sources broaden applications and increase value of installed solutions
- Becoming more embedded in clients' operations
- Penetrating new customer segments – insurance, healthcare

Although mature markets will likely become more cyclical, developing secular trends have the potential to add new growth opportunities

### Cyclical Trends

- › Increased consumer lending activity
- › Precipitously low interest rate environment for mortgage lending
- › Strong sentiment for regulatory & institutional relief benefitting delinquent and “underwater” borrowers, e.g. HARP II
- › Improving consumer confidence
- › Above average growth in emerging economies/markets

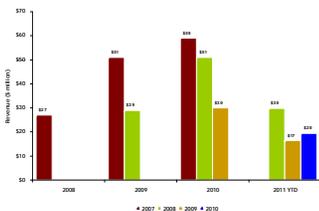
### Secular Trends

- › Demand for more information to improve decision making – both marketing and risk
- › Increased decisioning complexity requires more sophisticated software decisioning platforms
- › Maturity and utilization of more complex analytical techniques – neural networks, fused scores – to improve effectiveness
- › Increased discipline in underwriting process driven by increased regulatory oversight

Strategic growth initiatives have, and will continue to, support incremental revenue growth



› **Unique Data:** a premier portfolio of unique, consumer specific data assets accessible through a common platform

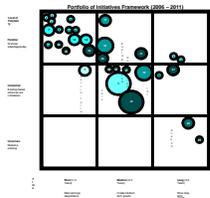


› **New Product Innovation:** be a recognized leader in the creative use of our information assets, leveraging our highly skilled analytical resources and decisioning platforms

4G teams

› **New Markets/End User Segments:** leverage our vast data assets & capabilities to broaden & expand our customer base

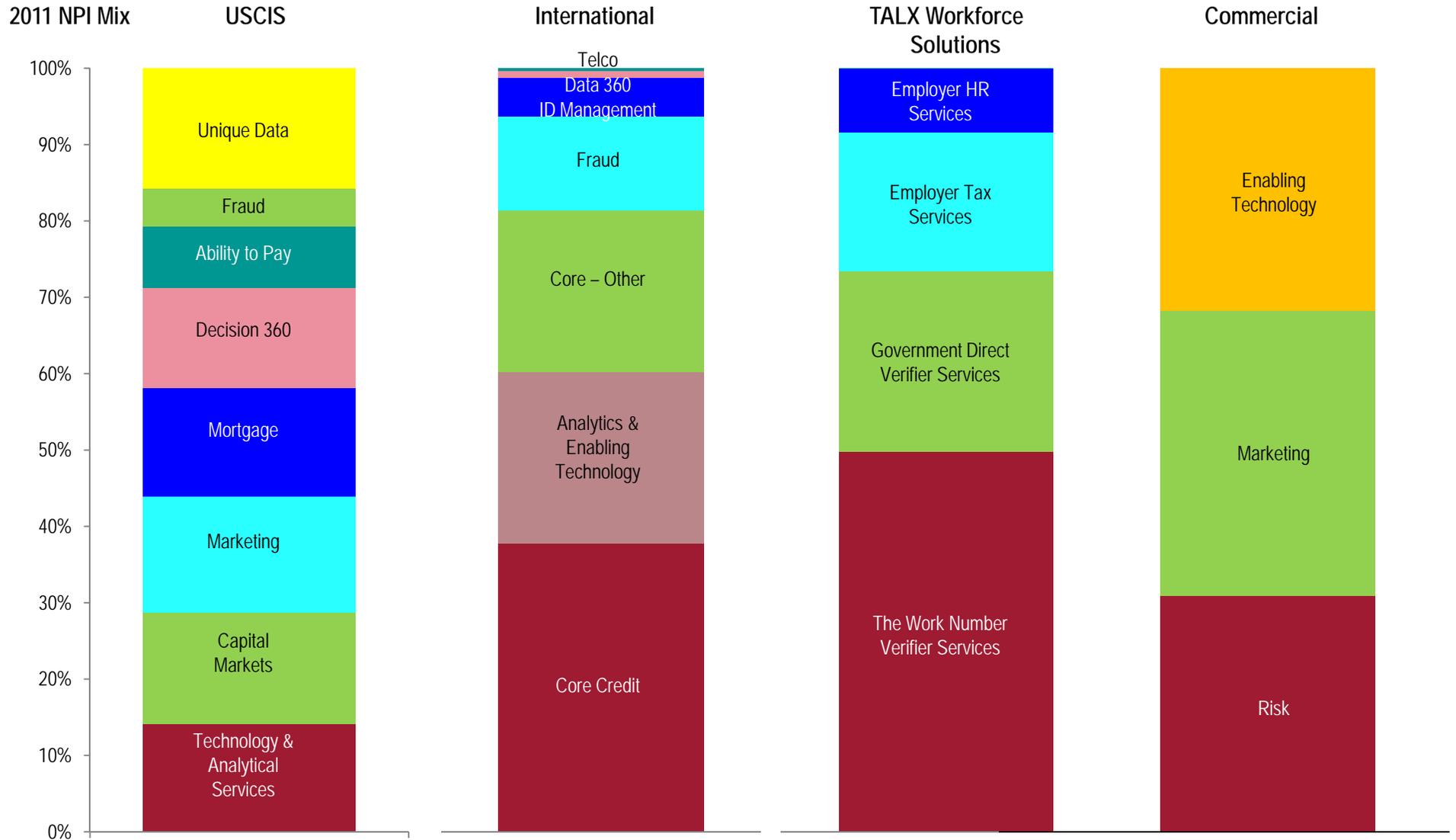
› **Key Focus Area: Analytics**



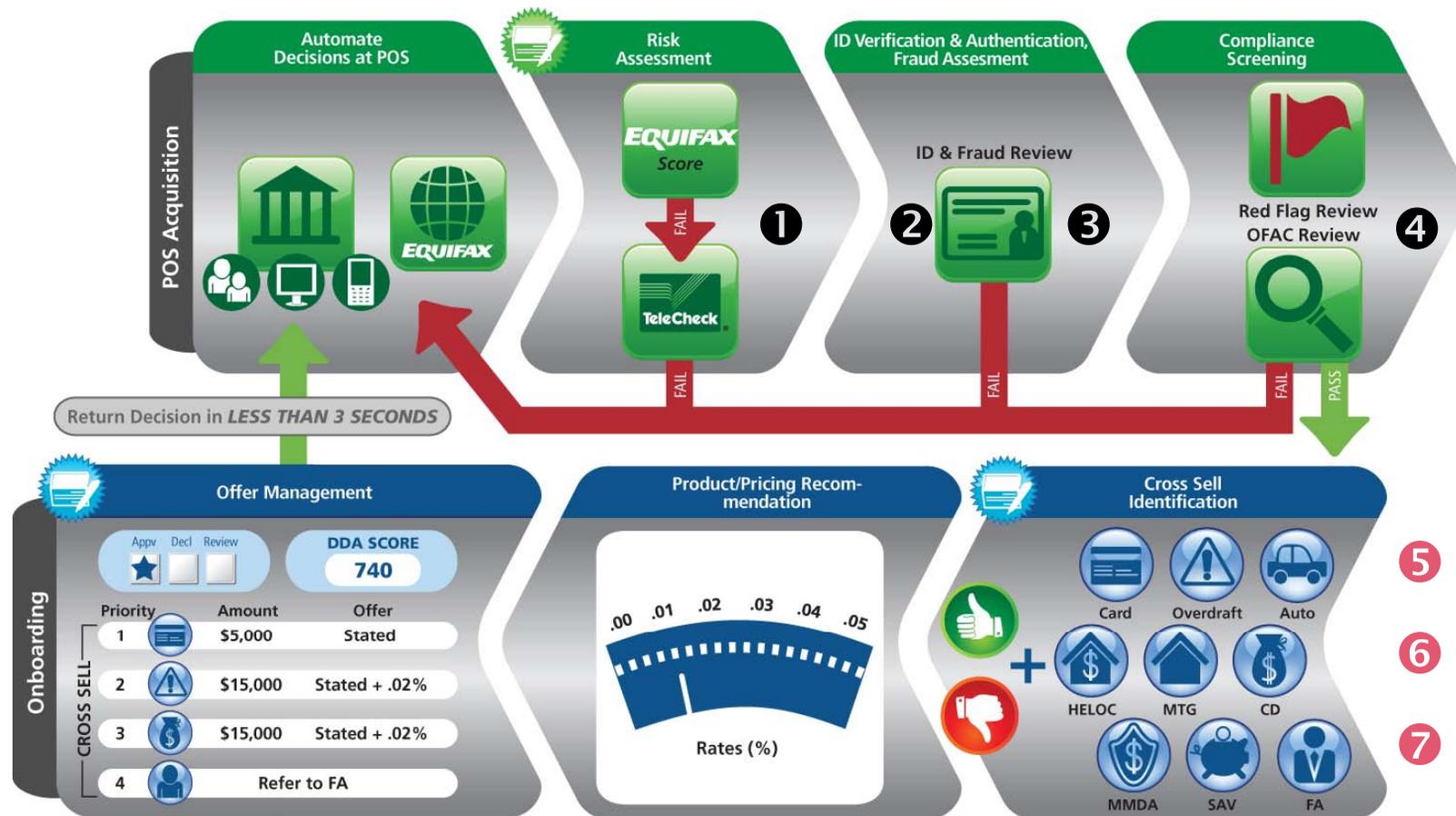
› **M&A:** strengthen our product offerings by acquiring new data assets, technological capabilities, and/or stronger access to new markets



# NPI Activity Is Diverse and Deeply Imbedded In BU Strategies



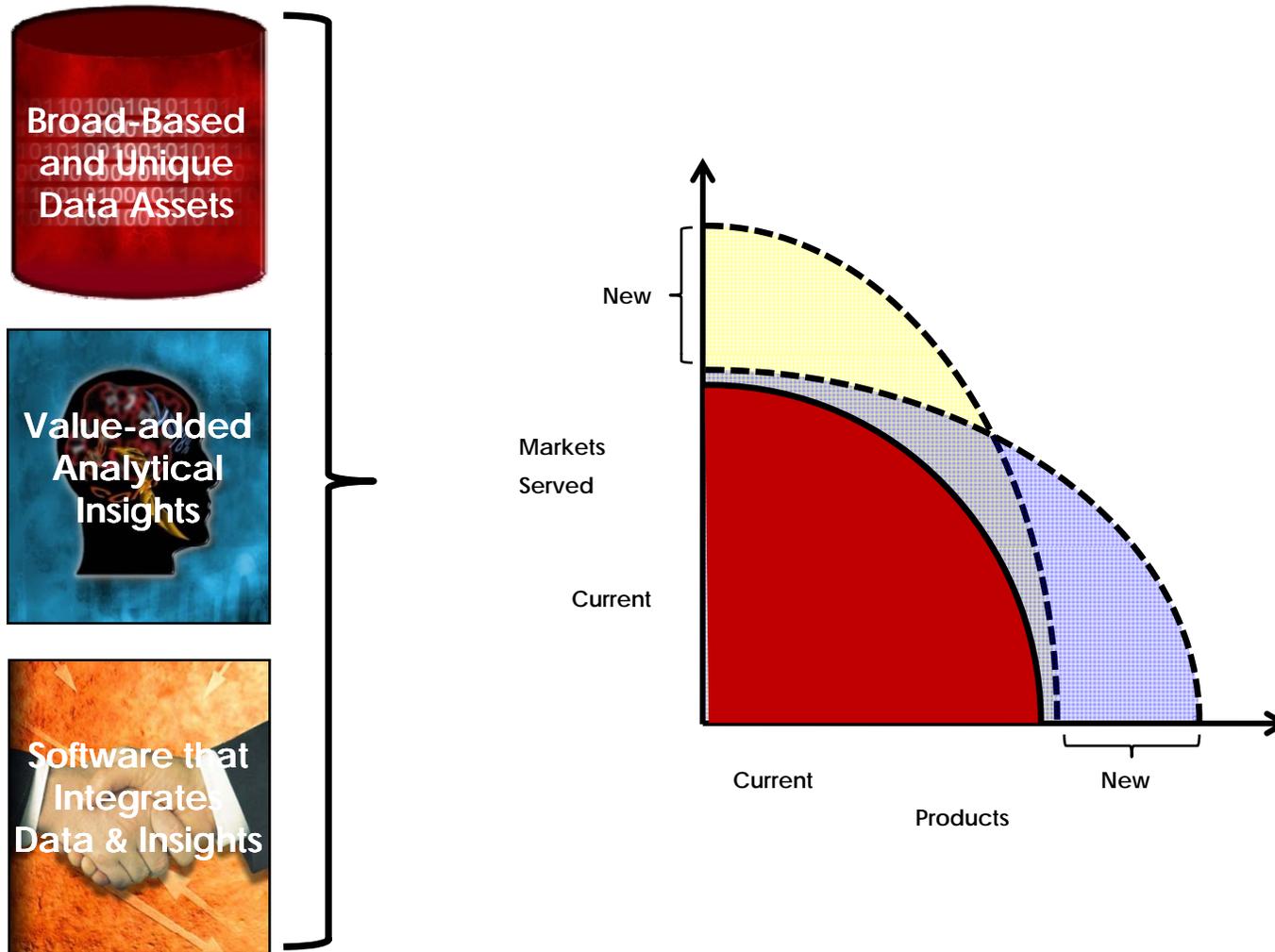
# Our Unique Data & Capabilities Positions Us Well for Many **New & Emerging Decisioning Opportunities** – e.g. New Checking Account



- ❶ Risk Assessment
- ❷ Authentication
- ❸ Fraud Review

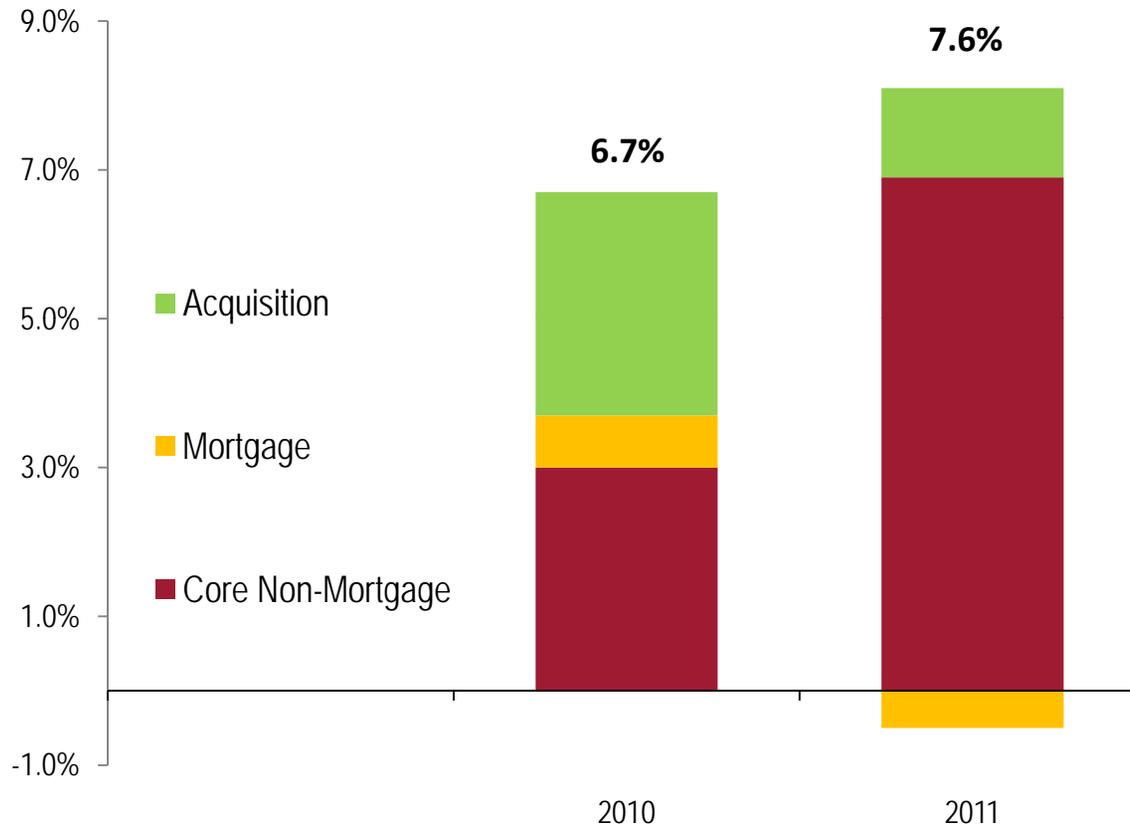
- ❹ Compliance/Regulatory Review
- ❺ Initial Product Recommendation
- ❻ Account Privileges and Rates

- ❼ Cross-sell Recommendation



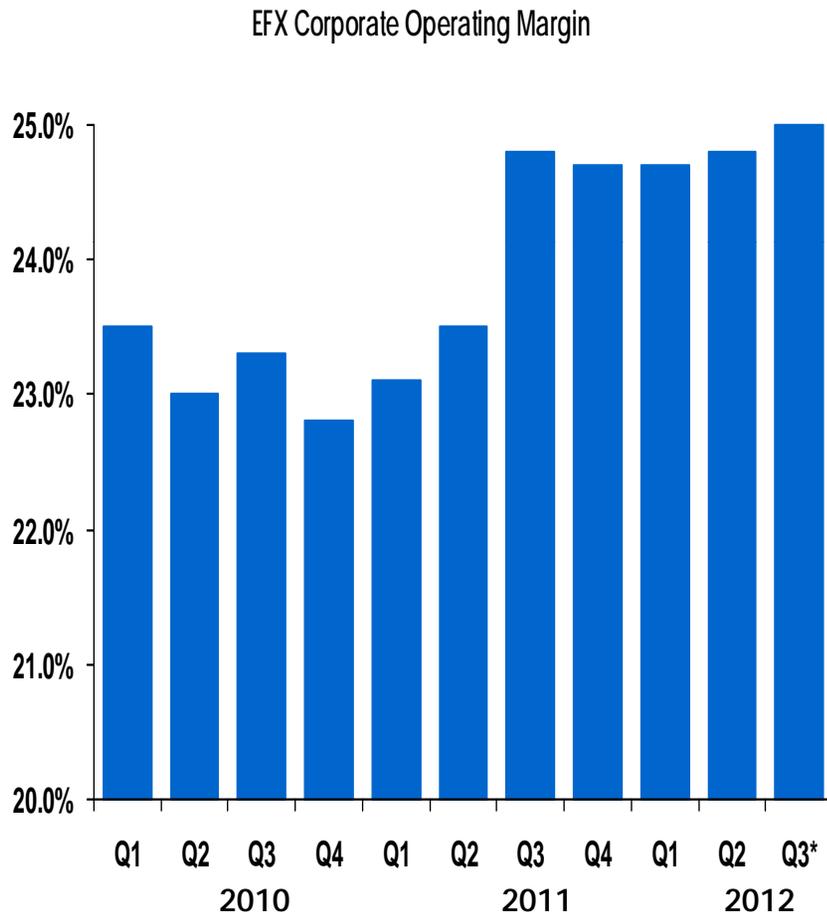


# Organic Revenue Growth Drives Improved Performance in 2011

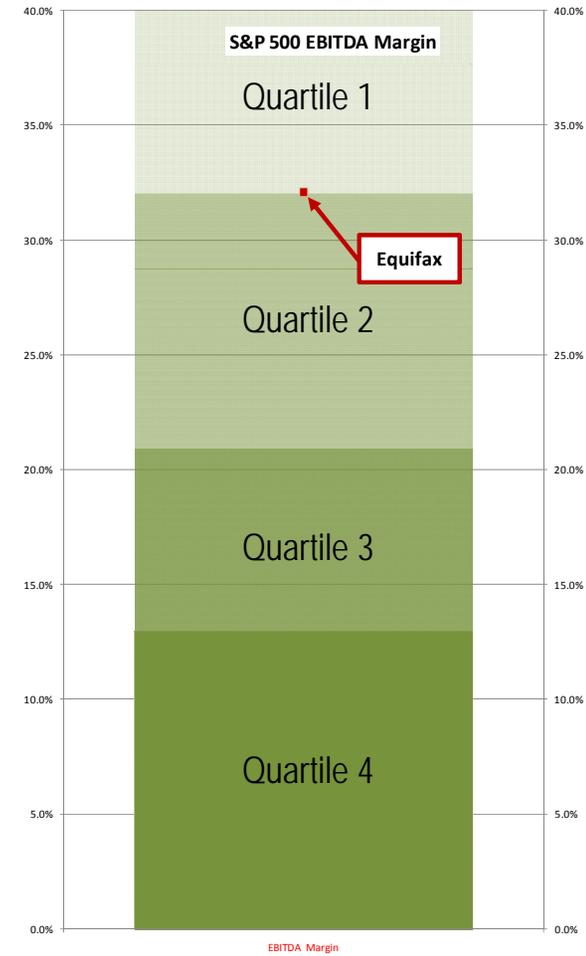
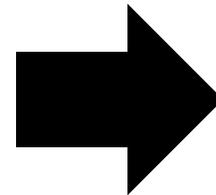


\*Continuing Operations; constant dollar; excluding Brazil in 2011 due to deconsolidation.

## Operating Margins Improved in H2 2011, Returning to the Levels of Late 2008-Early 2009, Moving Equifax into the Top Quartile of the S&P 500



\* Excludes severance charge in International



## Strong Cash Flow Supports Investment for Organic Growth, M&A, and Cash Returns to Shareholders

