



Annual Meeting of Shareholders

May 8, 2025

Forward-Looking Statements

This presentation contains certain forward-looking information, including 2025 guidance, 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, changes in the U.S. mortgage market environment, as well as changes more generally in U.S. and worldwide economic conditions, such as changes in interest rates and inflation levels, 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 2024 Form 10-K and subsequent 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 EPS and adjusted EBITDA, 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.

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.

Mark Begor

Chief Executive Officer



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 & Consumer
first** culture

Global footprint
in key regions

Driving **AI innovation**

What we are doing

Driving **innovation, new products** and **growth** through
the **EFX Cloud**, custom **data fabric** and **EFX.AI**

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

Leveraging advanced analytics and EFX Cloud native data
and technology to deliver unique **multi-data solutions**
to customers

Differentiating portfolio by acquiring **new capabilities
to drive growth**

2024: Strong year against tough mortgage market

\$5.7B total revenue for the first time ever

+9.3% Non-Mortgage constant dollar growth in 2024

+\$1.7B in Non-Mortgage revenue vs. 2019

EFX Cloud Data, Technology Transformation delivering

Expanding NPI roll-outs and 12% product vitality in 2024

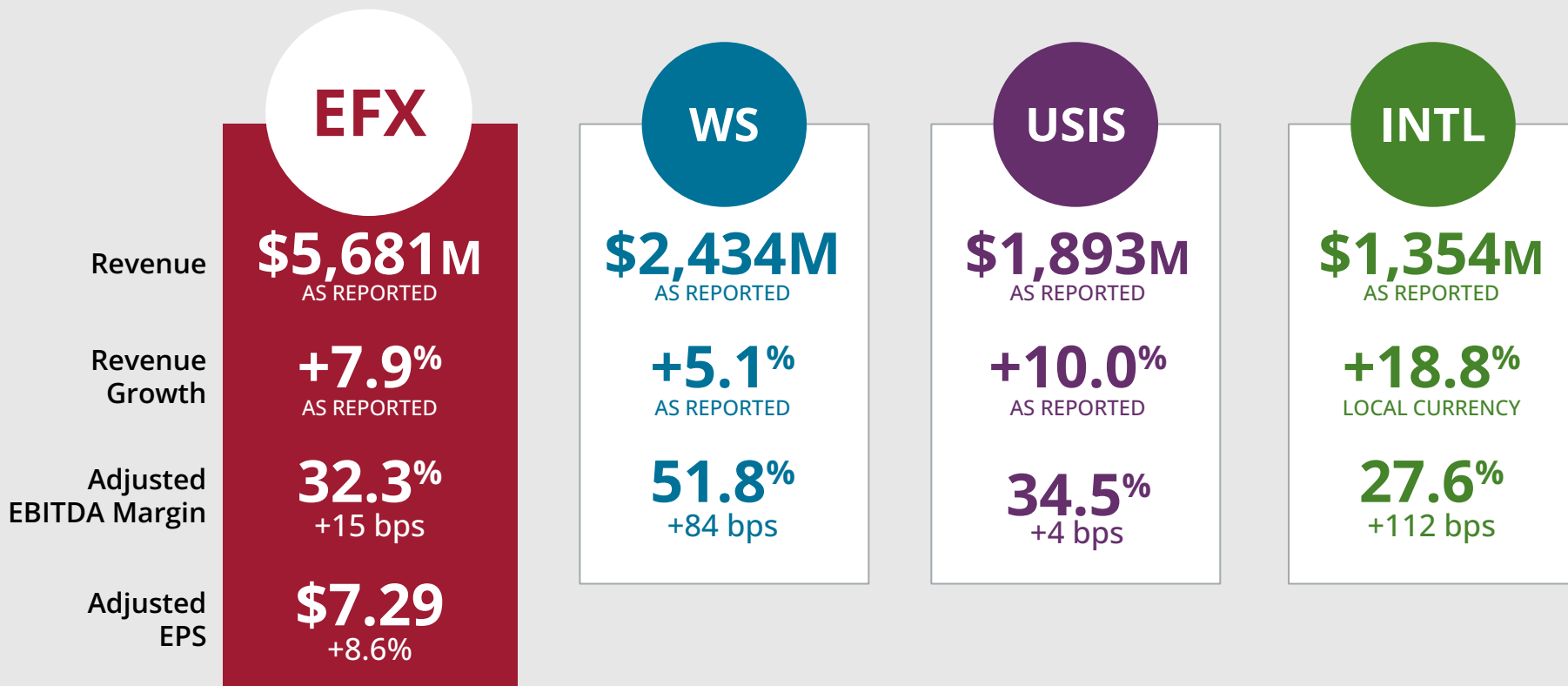
14 acquisitions since 2021

New EFX

Q4: +5.6%
Constant currency
Non-Mortgage growth

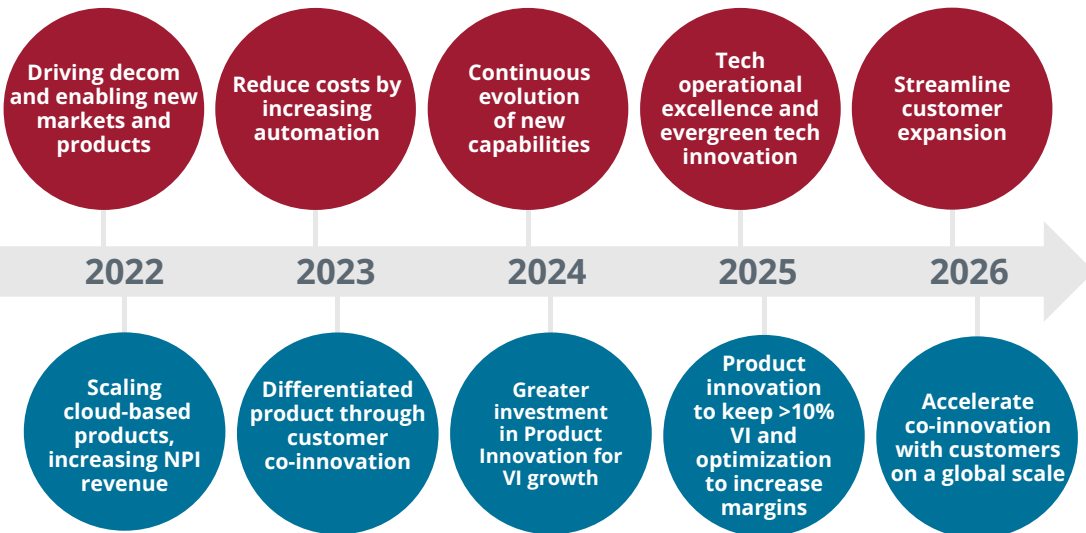
~\$610M run-rate
revenue from
2021-23 M&A

2024 by the Numbers



The Cloud changed Equifax. Now it changes everything for our customers.

TECHNOLOGY



PRODUCT

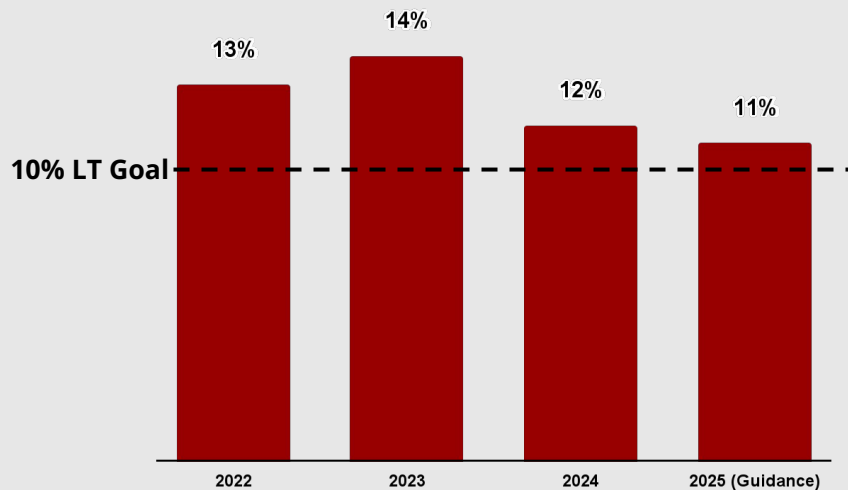
It's not just infrastructure — it's our fastest, smartest, most trusted value delivery system

- Re-engineered our approach to data and product development to deliver what was not feasible before
- Sustained speed and scale of innovation to deliver 100+ NPIs annually, 10%+ Vitality Index, and <90 day product concept-to-launch timeframes by leveraging the expanded functionality and adoption of global platforms, including Ignite and InterConnect
- Harnessing the power of the EFX Cloud, our custom data fabric, unique Equifax data, and EFX.AI capabilities to co-innovate with customers and partners for growth and differentiation
- Easier to integrate products across existing and new market segments through a wide range of digital delivery channels
- Product line margin expansion through global or multi-market products which account for 50% of all NPIs in 1Q

Building on foundation of Equifax Cloud to accelerate innovation, new products, EFX.AI capabilities, and growth

Projecting Full Year 11% NPI Vitality Index... ~60+ NPIs in 1Q

Vitality Index¹



1Q Product Roll-Outs

- **Mortgage Employer Select (EWS)** - Provides a preview list of all available employers on The Work Number per Social Security Number. From the preview list, specific records can be selected to "build-your-own" verification.
- **Verification Of Employment (VOE) Active 365 (EWS)** - Returns all active employment records from 365 days of request. Available for consumer finance, credit card and auto customers.
- **K360 Chargeback Management**: Chargeback Management is a comprehensive, multi-layer solution that helps customers prevent chargebacks and fight them. It integrates into customer workflows and processes, providing online monitoring, real-time alerts, and reporting/ analysis, empowering customers to prevent and manage chargeback risk.
- **Authorized Push Payment Fraud Solution (LATAM)** - Authorized Push Payment product designed with Faster-Payments rails in mind to screen for the risk of a Destination Account based on abnormal behaviors
- **Financed Emissions Calculator (CienDos) (INTL - UK)** - helps clients collect emissions data to submit their emissions data to regulators
- **EFX One Score (INTL - BRA)** - a risk analysis solution with updated and segmented data that helps with strategic decisions. With 11% higher predictiveness than previous models, financial institutions, retailers and telecom companies - regardless of size - can identify additional opportunities to grant credit, among other things

2025
New Products



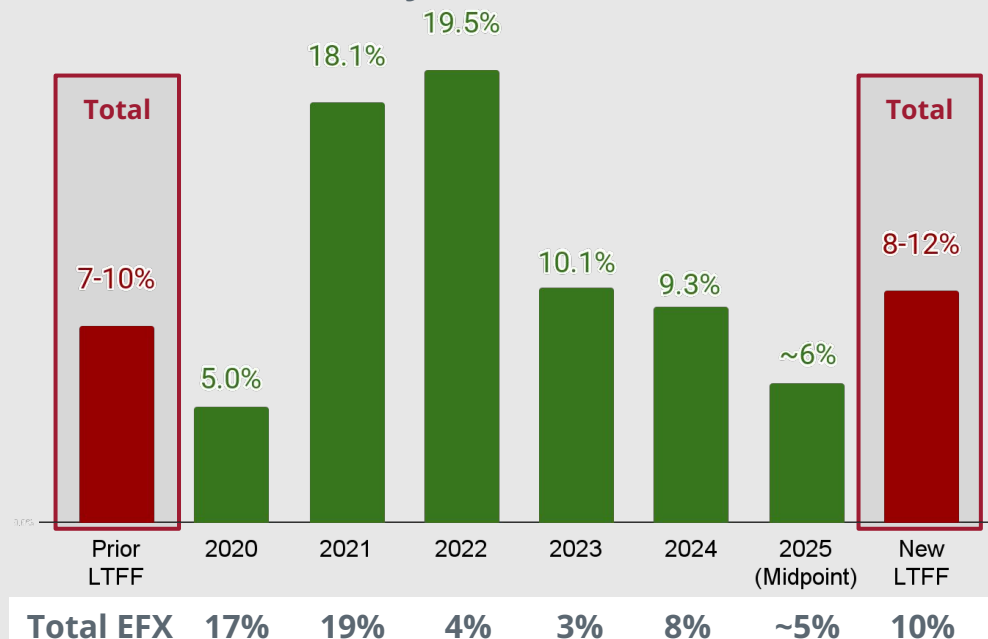
~60+ NPIs in 1Q

Strong post Cloud innovation, EFX.AI, and NPI momentum

The New Equifax

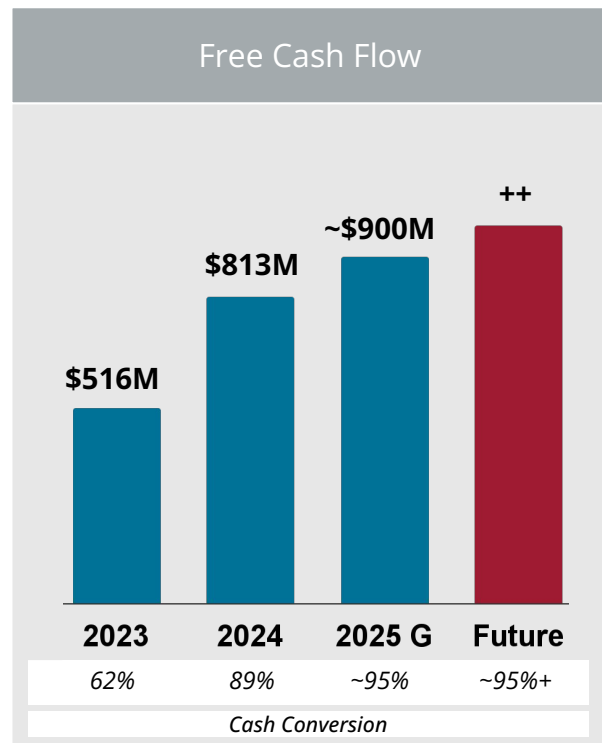
EFX 2027

Constant Currency Non-MTG Revenue Growth



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

Strong Post-Cloud FCF drives Investment in EFX and Cash to Shareholders



Long Term Capital Allocation Framework	New EFX
Maintain strong balance sheet	2.5 - 3x leverage
Invest in EFX growth <ul style="list-style-type: none"> - CapEx for growth - Bolt-on M&A 	\$1-\$1.2B/year Investment in EFX Growth <ul style="list-style-type: none"> 6-7% of revenue (~\$500M+/yr) 1-2% of revenue (~\$500-\$700M/yr)
Strong return of cash to shareholders <ul style="list-style-type: none"> - Dividend - Share Repurchase 	~\$1B+/year (Avg) '26 - '29 <ul style="list-style-type: none"> - +28% increase to \$0.50 / share - Grow annually approx. in line w/ growth in Adj EPS - 20-30% payout ratio of Adjusted Net Income - \$3B Multi-year Share Repurchase Program / expect to execute over ~4 years - Consistently in market / at least offset employee plan dilution - Flex up/down based on M&A / market conditions

NewEFX ... Dividend growth in line with earnings, \$3B Buyback

Positive economic change starts with a **single** financial opportunity.

A first cell phone, a first apartment, a first car, an insurance policy, a non-traditional job or a chance to get a job after incarceration. And it doesn't stop there.




More than **700 M** 

Credit searches in Brazil with the help of Equifax during 2024

Over **378 K** 

Equifax helped Australians obtain access to their first car loan

Over  **638 K**

Families in Australia bought their first home with support from Equifax

66 M 

In India, Equifax helped consumers secure microfinance loans

3.6 M 

Equifax helped United Kingdom consumers get a credit card

4.6 M 

Brazilian consumers secured a car loan through the support of Equifax



25.5 M

The Work Number service fulfilled verifications for people seeking government assistance in the United States

12.7 M

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



1.1 M

In Canada, the number of people Equifax helped to secure a mortgage

43.8 M 

Equifax helped Latin American consumers gain access to credit

Key 2024 Community Accomplishments

\$1.31M

invested into our
communities by the
Equifax Foundation

**Matching
Gift Program**

over **\$1M** in donations
gifted to **700+**
organizations

\$3.3+M

total giving
in 2024



A man with dark hair and a beard, wearing a light blue button-down shirt, is seated at a table and gesturing with his hands while speaking. He is looking towards the right side of the frame. In the background, several other people are seated at the same table, some looking towards the speaker. The setting appears to be a professional meeting or conference. The text "Shareholders Q&A" is overlaid on the left side of the image in a large, white, sans-serif font.

Shareholders Q&A



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