EQUIFAX

2Q25 Earnings Review

July 22, 2025

Forward-looking Statements

This presentation contains certain forward-looking information, including third quarter and full year 2025 guidance as well as our LT Financial Framework, 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, Adjusted EBITDA, and Cash Conversion, which reflect adjustments for certain items that affect the comparability of our underlying operational performance.

Adjusted EPS is defined as net income adjusted for acquisition-related amortization expense, accrual for legal and regulatory matters related to the 2017 cybersecurity incident, gain on sale of equity investment, foreign currency impact of certain intercompany loans, acquisition-related costs other than acquisition amortization, income tax effect of stock awards recognized upon vesting or settlement, Argentina highly inflationary foreign currency adjustment and realignment of resources and other costs. All adjustments are net of tax, with a reconciling item with the aggregated tax impact of the adjustments.

Adjusted EBITDA is defined as consolidated net income attributable to Equifax plus net interest expense, income taxes, depreciation and amortization, and also excludes certain one-time items.

Adjusted Net Income is defined as net income adjusted for certain one-time items.

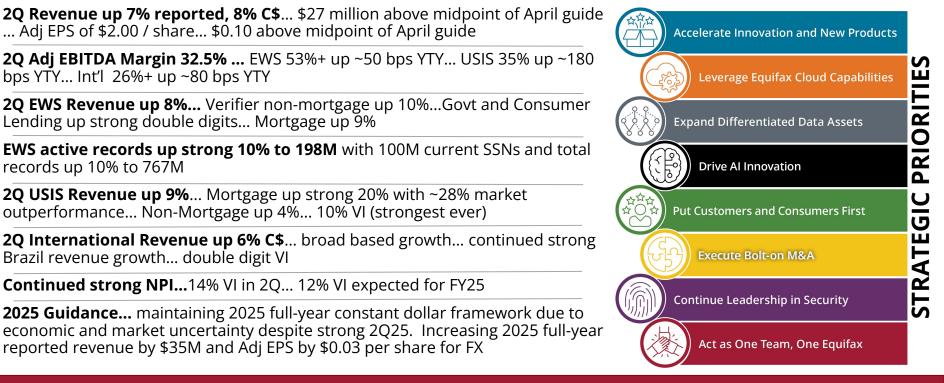
Free Cash Flow is defined as the cash provided by operating activities less capital expenditures.

Cash Conversion is defined as the ratio of Free Cash Flow to adjusted net income.

Local currency is calculated by conforming the current 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.

These non-GAAP measures are detailed in reconciliation tables which are included with our earnings release and are also posted at www.equifax.com under "Investor Relations/Financial Results/Non-GAAP Financial Measures."

Strong 2Q Results, Returning Cash to Shareholders



28% dividend increase to \$0.50, launched \$3B buyback program

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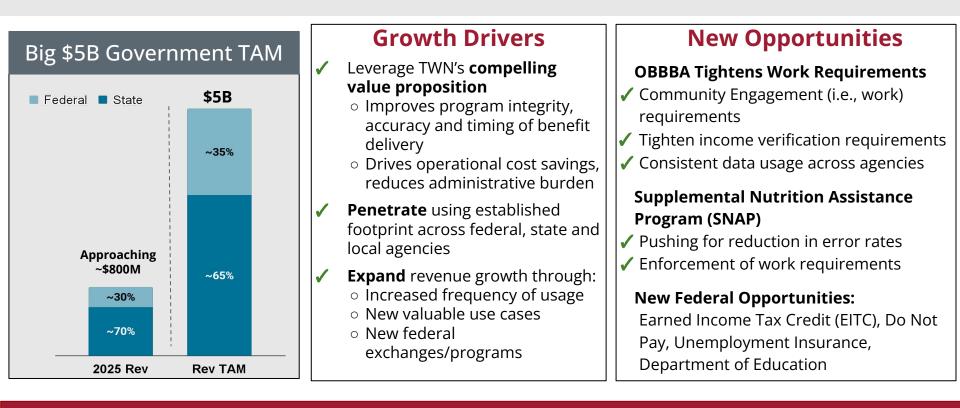
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2Q EWS Revenue Up 8%... 10% Non-Mortgage Verifier Growth... Strong 14% Growth in Government... Margins up ~50 bps YTY

Verifier	Verifier Government Consumer Lending	
Total Revenue +10%Verifier Non-Mtg+10%Government+14%Talent+4%Consumer Lending+19%Mortgage+9%	+14% Annual SSA agreement ~\$50M to ramp monthly income / employment volumes began April OBBBA provides significant growth opportunities	+19% Product, records, penetration, price driving revenue growth Auto +8% P-Loan / Other +35% Card +12%
~53% Adj EBITDA Margin	EWS +8% 2Q Revenue Growth	Employer -2%

TWN Well Positioned for Government Growth



TWN well positioned to support reduction in Federal improper payments of ~\$160B

Long Runway for TWN Record Growth



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TWN Records

- 4 new partners added YTD on top of 10 added in 2H 2024
- ✓ 198M Active records reflect how employers report employees... up 10% YTY
- 113M Current records, up 9%, with 100M Current SSNs, up 8%... Current records have been paid in the last 35 days... aligns with demand and revenue
- 4.6M contributing companies
- 767M Total Records +10% YTY

Big opportunity to grow TWN records from 100M current to 250M earners

2Q USIS Revenue Up 9%... Mortgage Up Strong 20%... Non-Mortgage up 4%...EBITDA Margins Up ~180 bps YTY

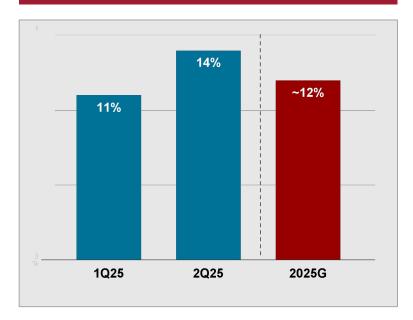
S Mortgage	Non-Mortgage	Non-Mtg B2B
+20% Revenue Growth Strong market outperformance New Only EFX solution with TWN indicator Hard credit inquiries down ~8.5% YoY	+4%Revenue GrowthB2B (Total)+4%Online+3%Offline / Batch+6%Consumer Solutions+8%	+4%Stable Lending EnvironmentFILSD growth ▲AutoHSD growth ▲OtherLSD growth ▲
35% Adj EBITDA Margins	USIS +9% 2Q Revenue Growth	Non-Mortgage +4% ~67% of Revenue

International Revenue Up 6% C\$... Broad Based Led By Latam and Europe... EBITDA Margins Up ~80 bps YTY

Reve	nue	EFX Cloud	Brazil
+4% / + Revenue		 Peru & UK migrations completed in 2Q UK reached ~30x better availability after EFX Cloud transformation Multi-market products up 3x to ~40% of total EFX products 	 Revenue +8% C\$ yrb Large market growing double digits annually Data differentiation with e-commerce records Winning with models and scores using AI/ML Leveraging EFX Platforms
-	j EBITDA rgin	Int'l +6% C\$ 2Q Revenue Growth	Double Digit Vitality Index in 2Q

14% 2Q Vitality Index... OnlyEquifax Mortgage Solution with TWN Indicator... Auto / P-Loan in 2H

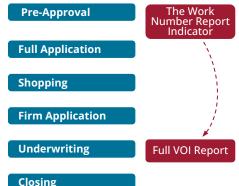
EFX VI Accelerated in 2Q



Rolling Out TWN Indicator

Delivered *alongside* the Equifax Soft Pull credit report **at no** additional fee

- Reduces friction early in **Pre-Approval** The Work the process by verifying Indicator income at PreOual **Full Application** Streamlines loan processing steps with Shopping upfront income data clarity **Firm Application** Helps lenders move faster from PreQual to Underwriting close without manual delays
- ✓ Supports better borrower experience by reducing last-minute surprises

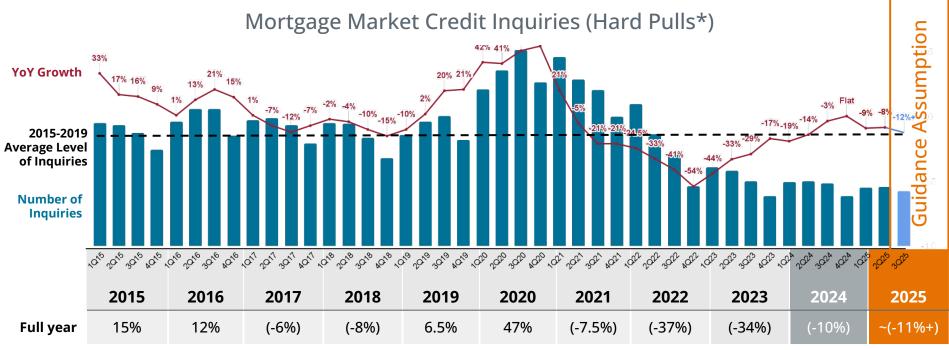


Strong post Cloud innovation, EFX.AI, and NPI momentum

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Note: Vitality index is percentage of revenue in a given year derived from new product releases over the prior three years and the current year. Note: This slide contains forward-looking information, including 2025 guidance. Actual results may differ materially from our historical experience and our present expectations or projections. PROPRIETARY | 10 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.

2Q USIS Mortgage Hard Inquiries -8%... Mortgage Rates Remain Elevated... 2H25 Inquiries Expected Down ~13%+



*Hard Pulls do not include soft pulls (including PreApproval or PreQualification).

Uncertain rate environment... Big upside with Mortgage recovery

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FY 2025 Guidance (Constant Currency) Unchanged Due To Economic and Market Uncertainty. Reported Revenue Increased \$35M for FX

	2025	\$ vs 2024	% vs 2024
Revenue ¹	\$5,970M - \$6,040M	\$289M - \$359M	5.1% - 6.3% ¹
Adjusted EPS	\$7.33 - \$7.63 / share	\$0.04 - \$0.34 / share	0.6% - 4.7%
Free Cash Flow	~\$900M+	~\$87M	~10.7%

Business Units	Revenue Growth Rate	Adj. EBITDA Margins (YTY)	Guidance Specifics	
Workforce Solutions	~5.0%	~51.0%	Depreciation and amortization	~\$472M
US Information Solutions	~7.0%	~35.5%	Amortization of acquired intangible assets	~\$250M
International	~7.0% ²	~28.5%	Interest & Other expense / Other Income	~\$207M
			Effective tax rate	~26.5%
Equifax Adjusted EBITDA		Flat YTY		

1. 2025 FX based on July 2025 rates. FX impact is unfavorable to revenue by ~0.3% and no M&A impact.

2. Figures in constant currency.

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3Q25 Guidance

	3Q 2025	\$ vs 3Q 2024	% vs 3Q 2024
Revenue ¹	\$1,505M - \$1,535M	\$63M - \$93M	4.4% - 6.5% ¹
Adjusted EPS	\$1.87 - \$1.97 / share	\$0.02 - \$0.12 / share	1.0% - 6.4%

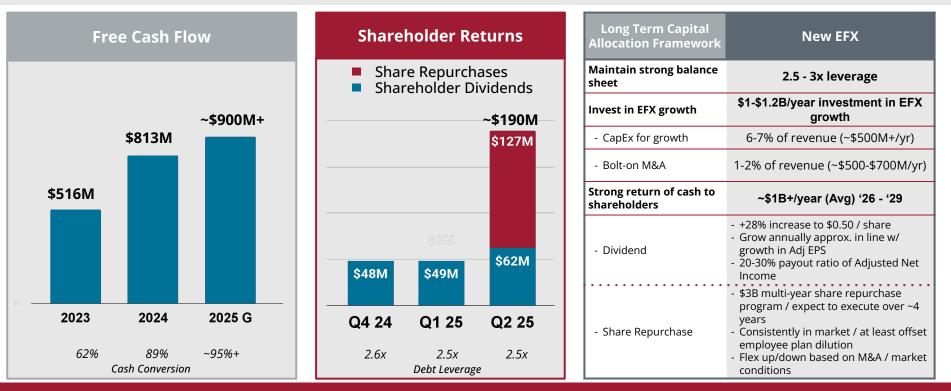
Business Units	Revenue Growth Rate	Adj. EBITDA Margins (YTY)	Guidance Specifics	
Workforce Solutions	~3.5%+	~51.0%	Depreciation and amortization	~\$120M
US Information Solutions	~7.0%	~35.25%	Amortization of acquired intangible assets	~\$63M
International	~7.0% ²	~29.5%	Interest & Other expense / Other Income	~\$53M
			Effective tax rate	~26.0%
Equifax Adjusted EBITDA		~32.5%		

1. 3Q25 FX based on July 2025 rates. FX impact has 0% revenue impact and no M&A impact.

2. Figures in constant currency.

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Capital Allocation... Repurchased 480k Shares for ~\$127M in the Quarter... Dividend Increased to \$0.50



Returned ~\$190M to shareholders in 2Q

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June Investor Day Outlook... \$700M+ Rev from Mtg Mkt Recovery Will Flow Through to EBITDA, EPS, and Cash to Shareholders

LT Financial Framework	New EFX	Revenue, Organic Revenue CAGR v	~\$9.6B ~8.5% Organic ~10% Total	~\$10.8B ~11% Organic, ~12.5 CAGR vs 2025 Mtg Recovery	
Organic revenue growth	7-10%	Total Revenue CAGR vs 2025		CAGR vs 2025 Mtg ~\$1.8B	~\$1.2B Mtg ~\$1.8B
M&A contribution	1-2%			(2% Mtg Market Growth)	(2% Mtg Marke Growth)
Total growth	8-12%	-	~\$6B, ~+5%		
EBITDA% margin improvement	+50 bps		Mtg ~\$1.2B	Non-Mtg ~\$7.2B	Non-Mtg
Cash EPS growth	12-16%		Non-Mtg		~\$7.2B
Dividend yield	~1%		~\$4.8B		
Annual shareholder return	13-18%			Acq ~\$0.6B	Acq ~\$0.6B
Cash Conversion	95%+		2025 Guide	2030 Scenario ¹ (No Mtg Recovery)	2030 Mortgage Market Recovery to Avg*
Cash Conversion	95%+	EBITDA	~\$1.9B	~\$3.3B	
Dividend (+28% in Q2)	+5-15%	EBITDA Margin	~32.3%	~35%	~37%+
		Earnings per Share	~\$7.48	~\$15.00	~\$19.00+
Buyback	\$3B, 4-Yr Program	Cash to Shareholders + Acq	~\$0.9B	~\$2.5B	! ~\$3.5B+

Strong NewEFX growth outlook... Mortgage recovery flows to shareholders

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Note: This slide contains forward-looking information, including 2025 guidance, 2030 scenarios, and potential share repurchases in 2029-2030. Any repurchases in excess of our existing authorization to repurchase up to \$3B will require additional Board approval, which cannot be assured. Actual results may differ materially from our historical experience and our present expectations or projections. 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.

% Total

Strong 2Q Performance... Returned Cash to Shareholders

Strong 2Q25 broad based results led by Mortgage and Non-mortgage Revenue growth

Expect FY Free Cash Flow ~\$900M+ and FY Cash Conversion ~95%+

EWS Government revenue growth accelerates in 2Q +14% YoY

\$3B share repurchase program... expect to execute over 4 years... started repurchases in 2Q25... upside expected with \$1.2B Mortgage market recovery

Increase dividends in line with earnings... 5-15% Adjusted EPS... increased 2Q25 dividend 28% to \$0.50 per share

Returned ~\$190M cash to shareholders in 2Q25

Strong 2Q25 14% VI led by double digit VI in all business units... strong interest in Mortgage Prequal products with TWN indicator... increased full year VI to 12%



New

- 8-12% LT revenue growth
- 1-2 pts rev growth from Bolt-on M&A
- 50 bps EBITDA margin expansion
- Accelerating FCF / leverage, dividend growth and buyback
- Growth expected in recession from resilient business mix
- Upside with mortgage market recovery

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Investor Relations

July 2025

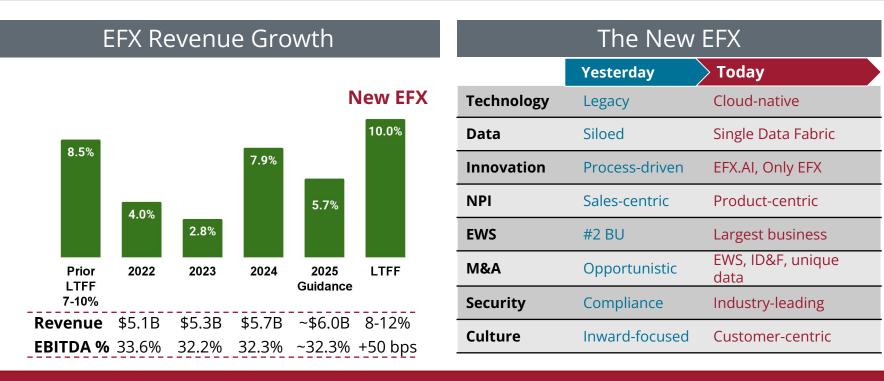
Index

	Pages
The New EFX	21-35
Workforce Solutions Overview	36-41
Supplemental Financial Information	42-46

The New EFX



The New Equifax... we are just getting started

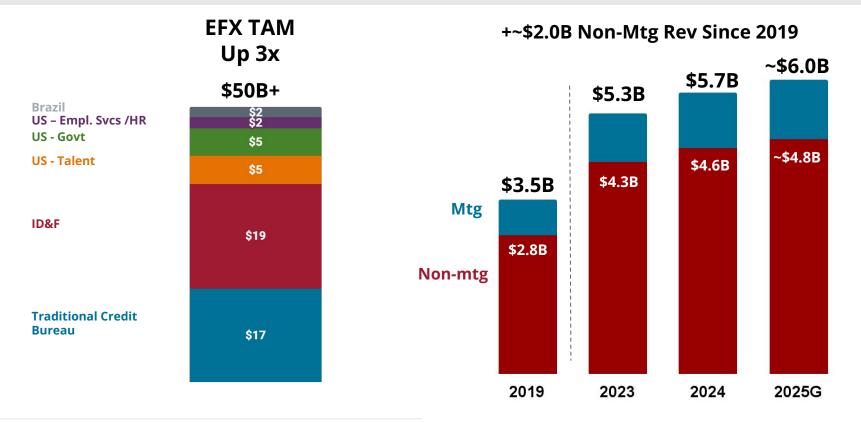


Faster growth, higher margins and free cash flow, higher returns

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Note: 2025 projections represent midpoint of the guidance range issued on 7/22/25. Additional detail regarding LTFF projections can be found in the 2025 Investor Day presentation found on our Investor Relations website. This slide contains forward-looking information, including 2025 guidance. Actual results may differ materially from our historical experience and our present expectations or projections.

Expanding TAM and Broadening Revenue Base





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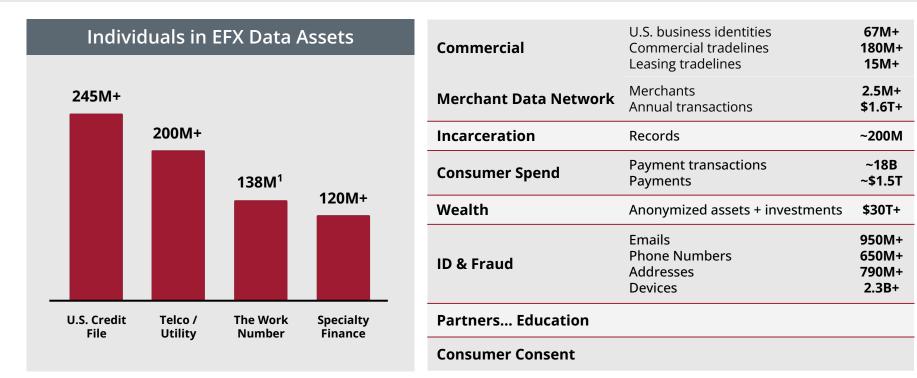
The EFX Cloud



What's Next for EFX Cloud

- Share gains from always-on and speed
- NPI and Vitality
- EFX.AI powered solutions
- Multi-data and multi-market solutions
- More data and faster ingestion
- Industry leading security
- ✓ Future-proof

Scale, Differentiated EFX Data Assets



Industry Leading Portfolio of Proprietary Data Assets at Scale

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Note: Data as of Q1 2025. Specialty Finance includes DataX and Teletrack. All counts are U.S. except ID&F counts which are global. 1. Reflects individuals with Active Employment Records on The Work Number.

Data Advantages Drive Revenue Growth

Diversified and differentiated sources of data exist today in all geographies

Data fabric for easier ingestion of new data, facilitating diversification and differentiation

Keying and Linking to maximize use of the data, create unique insights, and drive revenue



Combining Unique Data Sources to Deliver Differentiated Insights



Commercial Credit

Employment & Income

ID & Fraud

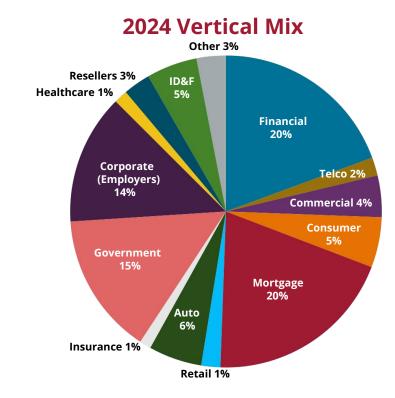


Collections

A Strong Portfolio of Businesses

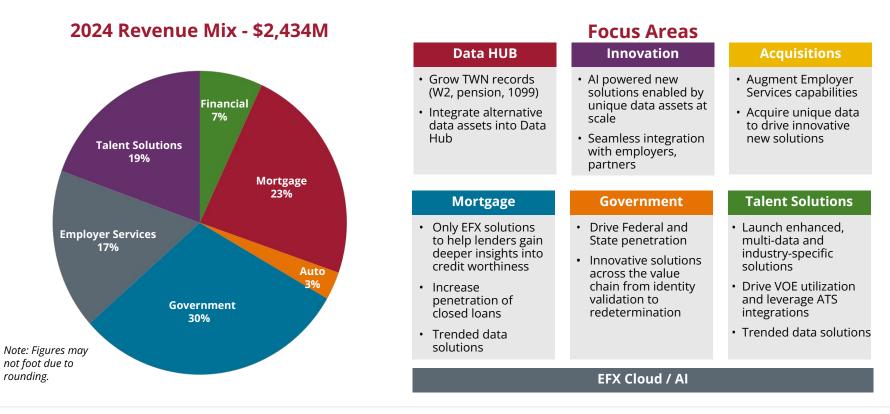
2024 Business Mix

		2024 Revenue Growth (Constant \$)	2024 Adjusted EBITDA Margin	
	International	+19%	27.6%	
	US Information Solutions	+10%	34.5%	
	Workforce Solutions	+5%	51.8%	
Note: Figu	Note: Figures may not foot due to rounding.			

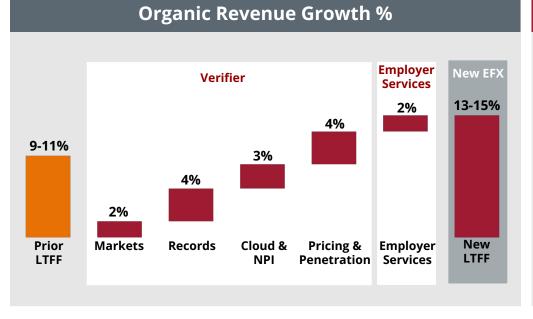


Workforce Solutions (WS)

Accelerating growth through The Work Number expansion, advanced analytical solutions, and vertical expertise across direct and indirect channels



EWS Long Term Growth Framework



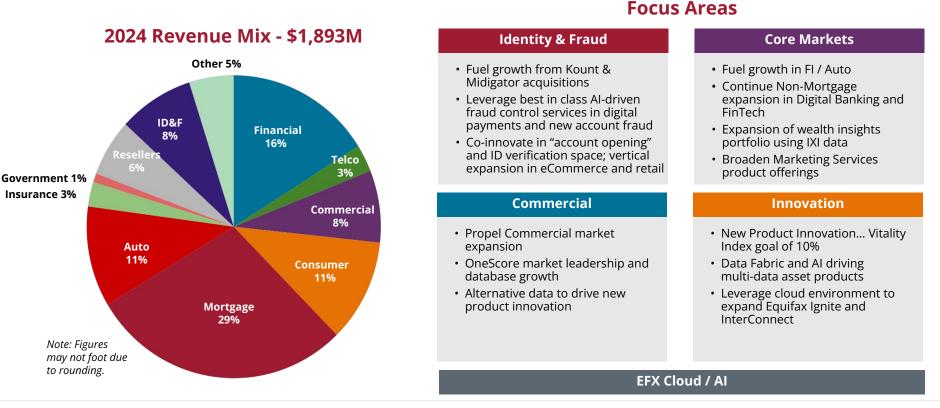
LTFF Growth Drivers

- The Work Number[®] record growth thru direct clients, strategic partnerships and alternative data
- Growth in new verticals: Government, Talent
- Robust set of growth levers: hit rate, NPI, penetration, price-value
- Bolt-on M&A to broaden EWS
- Data hub and use case expansion

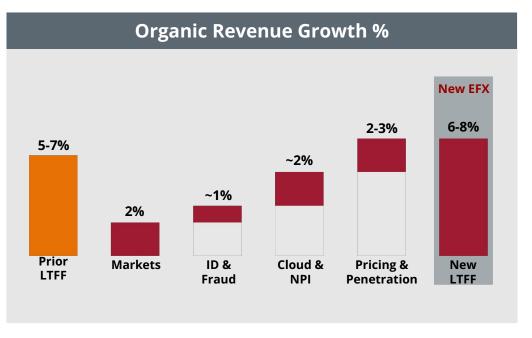
Note: Figures may not foot due to rounding. Prior LTFF as of August 2017. New EFX as of November 2021.

US Information Solutions (USIS)

Strengthen our foundation of assets and capabilities while investing in solutions and adjacencies that accelerate sustainable growth in existing and new markets



USIS Long Term Growth Framework



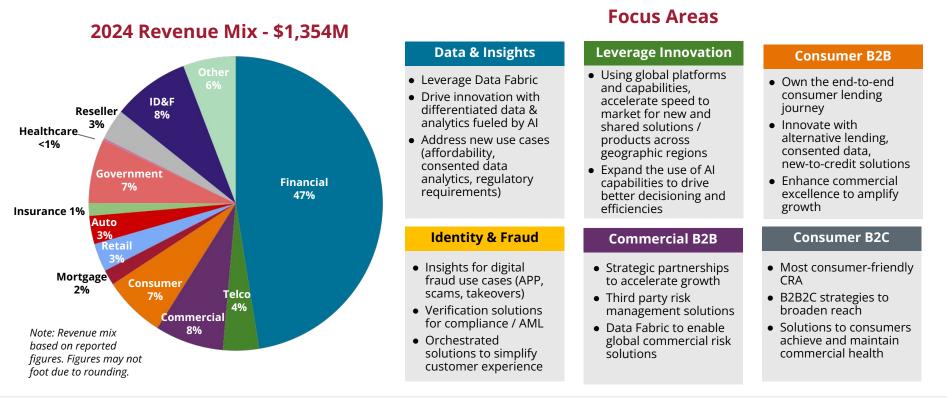
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LTFF Growth Drivers

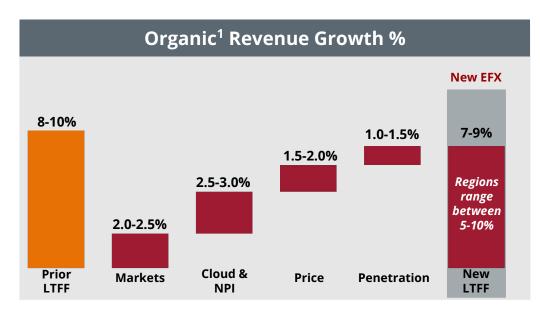
- New product innovation enabled by differentiated data, EFX Cloud, EFX.AI, Only EFX (EWS alongside USIS)
- Enable the digital client experience: "Say Yes More" and frictionless, personalized experiences
- Be the leader in Identity solutions
- Accelerate Commercial B2B growth
- Above-market Mortgage growth
- "Customer First" sales transformation
- Bolt-on M&A to broaden USIS

International (INTL)

Address customer needs through unique data assets to drive insights delivered via strategic technology platforms complemented by M&A for geographic and domain expansion



INTL Long Term Growth Framework



Note: Prior LTFF as of August 2017. New EFX as of November 2021. 1. Organic excludes the impact of FX and acquisitions.

LTFF Growth Drivers

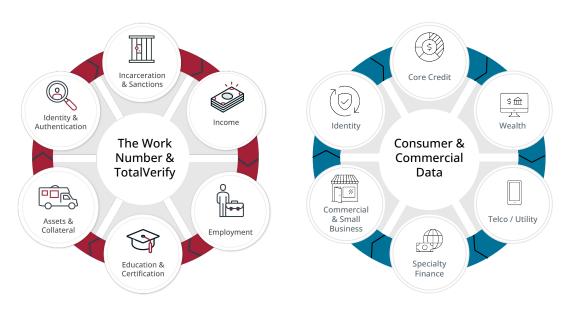
- EFX Cloud-enabled innovation
- Differentiated data and insights
- NPI acceleration across INTL platforms
- Global platforms in local markets
- Bolt-on M&A to strengthen portfolio

OnlyEquifax... Power of USIS and EWS

U.S. Information Solutions

Consumer & Commercial Data

Workforce Solutions
The Work Number & TotalVerify



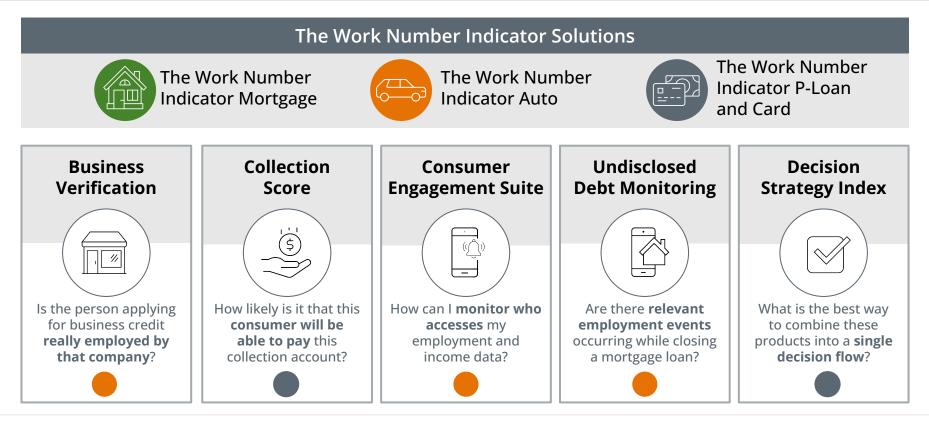
+

Achieving unparalleled value by aligning our differentiated data to...

Deliver comprehensive **customer-centric solutions** tailored to lender needs, ultimately increasing customer value by leveraging Equifax differentiated, competitive edge

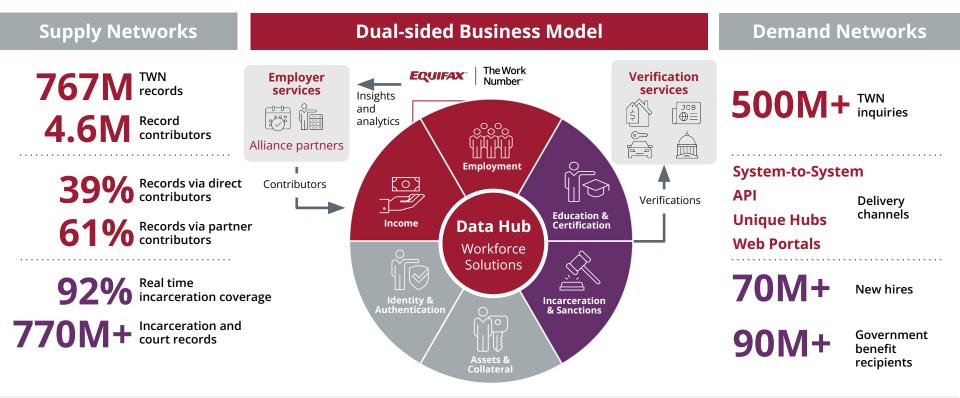
Launch new products that leverage the unique data and capabilities of USIS + EWS

OnlyEquifax Solutions Reimagine What's Possible



Workforce Solutions Overview

Unique Dual-sided Business Model Driving Growth



Helping people live their best!

The Work Number Delivers Speed, Accuracy, and Productivity

Verifications Powered by The Work Number

The Work Number provides an **FCRA-governed** and **frictionless** process that delivers significant **value** for all stakeholders

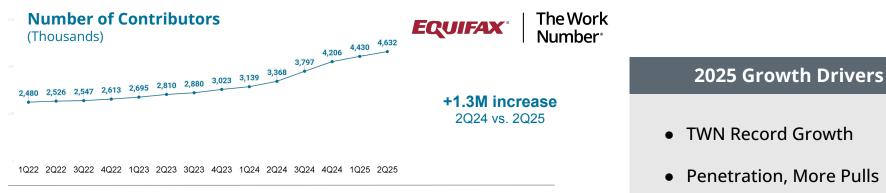


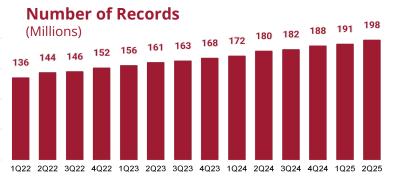
Count on The Work Number to Deliver

- ✓ Speed to decision-making
- Accuracy harnessing Payroll Data
- Productivity for Lenders, Background Screeners and Government Agencies
- High coverage, with increasing number of records available

Compelling Contributor Value Prop: Security, Privacy, Control at No Cost

Continued Strong Record Growth





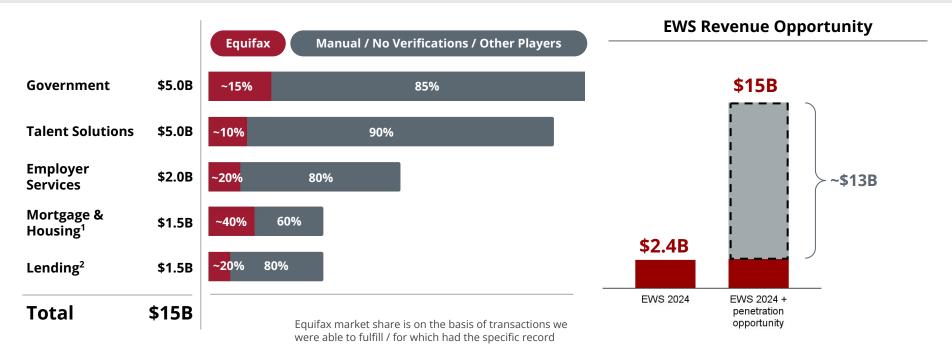
+18M increase 2Q24 vs. 2Q25

140M Unique SSNs

• New Products / Use Cases

• Data Hub Expansion

Growth Verticals in Big TAMs - Government and Talent



~\$13B EWS Growth Opportunity

EWS Non-Mortgage Products and Trends

2Q25: \$208M; +14%



Increase CMS / SSA penetration, expand Federal and State contracts, increase utilization of TWN 2Q25: \$132M; +4%

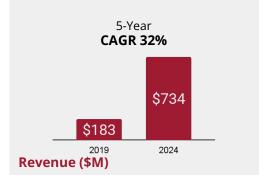


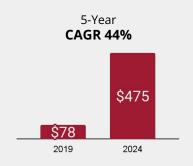
Drive utilization and leverage new products based on industry needs leveraging trended data solutions 2Q25: \$95M; -2%



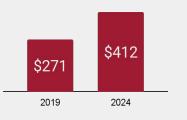
Employer Services

Grow adoption of I-9 & Onboarding products across direct, partner and digital channels





5-Year CAGR 9%



Supplemental Financial Information



2Q 2025 Business Unit Performance

	Reported Revenue Growth	Local Currency Revenue Growth	Adj. EBITDA Margin	Adj. EBITDA Margin Growth / (Decline)
Workforce Solutions	8.0%	8.0%	53.3%	52 bps
Verification Services	9.9%	9.9%	N/A	N/A
Employer Services	(2.0%)	(2.0%)	N/A	N/A
USIS	9.0%	9.0%	35.0%	183 bps
Online (Excl. US Consumer)	9.8%	9.8%	N/A	N/A
US Consumer Solutions	7.6%	7.6%	N/A	N/A
Financial Marketing	5.9%	5.9%	N/A	N/A
International	4.1%	5.9%	26.4%	82 bps
Asia Pacific	0.8%	3.5%	N/A	N/A
Europe	12.4%	6.4%	N/A	N/A
Latin America	2.4%	10.6%	N/A	N/A
Canada	0.2%	1.4%	N/A	N/A

See Earnings Release for reconciliation of non-GAAP measures and related disclosures.

2Q2025 - General Corporate Expense, Capital Spending, D&A, Interest Expense and Other Income / Expense, excluding non-recurring costs

General Corporate Expense (Including D&A)* – 2Q25 \$152M in 2Q25, as compared to \$128M in 2Q24 Capital Expenditures (incurred) in 2Q25 were \$122M, down from \$131M in 2Q24. Depreciation and Amortization** in 2Q25 was \$115M, up from \$99M in 2Q24. Amortization of acquired intangible assets in 2Q25 was \$63M, down from \$65M in 2Q24. Interest Expense & Other Income / (Expense)* in 2Q25 was \$49M, down from \$57M 2Q24. Effective Income Tax Rate*** in 2Q25 was 26.3%, compared to 26.5% in 2Q24.

*excluding non-recurring costs

** excluding amortization of acquired intangible assets

*** The effective tax rate used in calculating our Adjusted EPS



3Q25 & FY25 Guidance - General Corporate Expense, Capital Spending, D&A, Interest Expense and Other Income / Expense, excluding non-recurring costs

General Corporate Expense (including D&A) * – 3Q25 Expected to be ~\$141M in 3Q25 up from 3Q24 of \$123M

General Corporate Expense (including D&A) * – 2025 Expected to be ~\$590M in 2025. General corporate expense was \$524M in 2024

The increase in 2025 is primarily from higher variable compensation,, higher depreciation and amortization expense, higher litigation costs and certain non-recurring costs. Capital Expenditures (incurred) in 3Q25 are expected to be ~\$130M, up from \$123M in 3Q24. Capital Expenditures (incurred) in 2025 are expected to be ~\$480M, down from \$496M in 2024.

Depreciation and Amortization in 3Q25 is expected to be ~\$120M, up from \$104M in 3Q24. Depreciation and Amortization**** in 2025 is expected to be ~\$472M, up from \$409M in 2024.

Amortization of acquired intangible assets in 3Q25 is expected to be ~\$63M, down from \$65M in 3Q24. Amortization of acquired intangible assets in 2025 is expected to be ~\$250M, down from \$261M in 2024.

Interest & Other Income / (Expense)* in 3Q25 is expected to be ~\$53M, flat to 3Q24. Interest & Other Income / (Expense) in 2025 is expected to be ~\$207M, down from \$218M in 2024.

Effective Income Tax Rate*** in 3Q25 is expected to be ~26%, down from 27.8% in 3Q24. Effective Income Tax Rate in 2025 is expected to be ~26.5%, up from 26.0% in 2024.

*excluding non-recurring costs

** excluding amortization of acquired intangible assets *** The effective tax rate used in calculating our Adjusted EPS



Strong balance sheet and liquidity

	June 30, 2025		
Cash	\$189.0M		
Available Borrowing Capacity ¹	\$1,329.5M		
Total Liquidity	\$1,518.5M		
Leverage Ratio for 2Q25 ²	2.47x		
Credit Ratings	BBB (S&P) / Baa2 (Moody's)		
Next debt maturity: 2.60% \$400M Sr Notes Due 12/15/2025			



\$1.5 billion Revolver
 Covenant compliance leverage ratio calculated in accordance with EFX credit agreement



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