September 18, 2015

Equifax Confirms Proposal to Acquire Australia's Leading Credit Bureau, Veda Group Limited

ATLANTA, Sept. 18, 2015 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) confirmed that on September 17, 2015 it submitted a non-binding proposal to acquire all the outstanding shares of common stock of Veda Group Limited (ASX: VED) ("Veda") for AUD$2.70 per share in cash in a transaction valued at approximately AUD$2.3 billion or USD$1.6 billion. Veda is a data analytics company and the leading provider of credit information and analysis in Australia and New Zealand.

The proposal represents a 35% premium over Veda's closing price of AUD$1.995 on September 17, 2015, one day prior to the announcement by Veda of Equifax's proposal. Equifax believes the proposal is financially compelling, and creates considerable value for the shareholders of Veda, as well as Veda's customers and employees. The proposal is consistent with Equifax's stated strategic focus to expand into attractive new markets.

There is no certainty that any transaction will ultimately be agreed to or as to the terms on which such a transaction, if any, might occur. Equifax does not intend to make any additional comments on this matter unless and until it believes it is appropriate to do so or a definitive agreement has been reached.

About Equifax
Equifax is a global leader in consumer, commercial and workforce information solutions that provides 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 enables 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 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit www.equifax.com.

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