

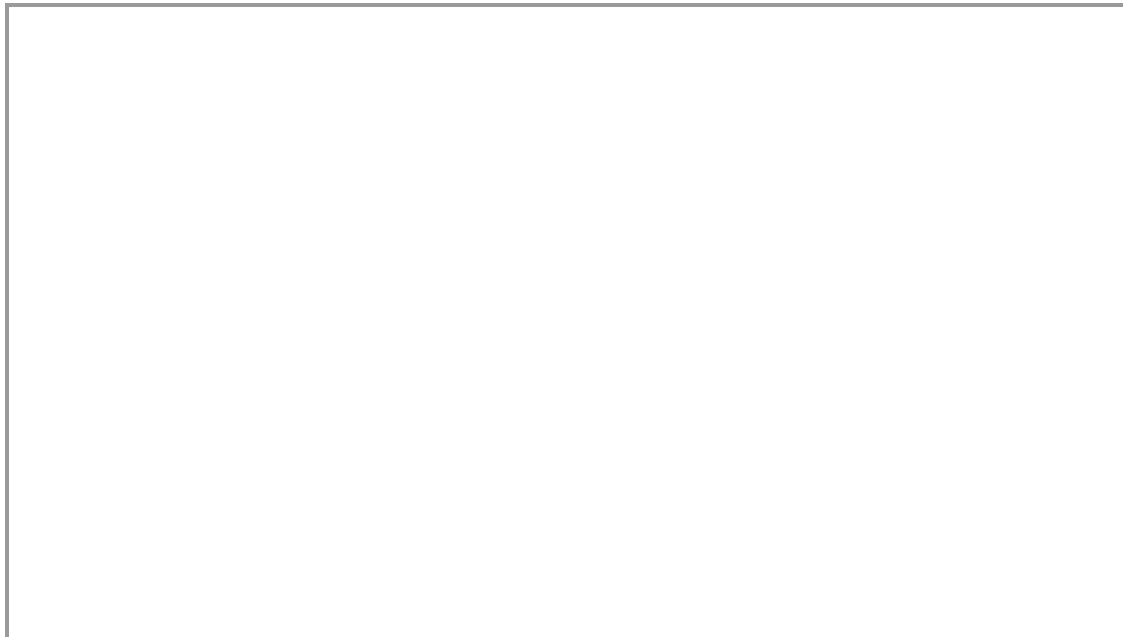
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# Equifax InstaTouch ID Fuels ExxonMobil's Speedpass+™ App with Citi Retail Services

**Data, analytics and technology converge to help consumers quickly apply, purchase and save at the pump nationwide, mitigating fraud risk and application abandonment**

ATLANTA, June 13, 2017 /PRNewswire/ -- [Equifax Inc.](#) (NYSE: EFX), a global information solutions company, today announced that it is partnering with Citi Retail Services with its solution, [InstaTouch ID](#), to enable customers to apply for an ExxonMobil Smart Card credit card through ExxonMobil's Speedpass+ app and begin saving on fuel purchases.



Equifax's InstaTouch ID uses unique and differentiated data sources, including carrier data and Equifax identity data to authenticate consumers interested in an ExxonMobil Smart Card. In a simple two-step process, application forms can be automatically prefilled with the consumer's personally identifiable information, creating a faster application process and reducing the risk of fraud.

"We are pleased to partner with Citi Retail Services to enhance the type of digital experience their consumers expect," said Lindsay Soergel, GM, Mobile and eCommerce, Equifax. "Equifax uses this combination of technology and differentiated data and analytics to change the way consumers interact with businesses through their mobile devices. InstaTouch simplifies digital interactions, providing instantaneous identity results and minimizing the frustration and abandonment that occurs when consumers attempt to interact digitally."

"Citi Retail Services, our private label credit card partner, and Equifax have helped us deliver this innovative mobile feature that allows consumers to quickly and seamlessly apply for a Smart Card, which will be automatically added as a payment option within the app once approved," said Miguel Castillo, Americas payments marketing manager for ExxonMobil Fuels, Lubricants & Specialties Marketing Company.

Equifax uses its differentiated and unique consumer profile and credit data to expand the opportunities to improve consumer digital experiences and business outcomes across the digital interaction ecosystem. This [video](#) shows how InstaTouch ID works.

"We are excited about this innovative partnership with Equifax and ExxonMobil," said Craig Vallorano, Head of Citi Retail Services. "Together, we are delivering more convenient payment options and ongoing savings to drivers nationwide."

### **About Equifax**

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its database includes employee data contributed from more than 7,100 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,700 employees worldwide.

Some noteworthy achievements for the company include: Named to the Top 100 American Banker FinTech Forward list (2015-2016); named a Top Technology Provider on the FinTech 100 list (2004-2016); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2016); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015-2016). For more information, visit [www.equifax.com](http://www.equifax.com).



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