



# 2021 Annual Meeting of Shareholders

May 6, 2021

# Forward-looking statements

This presentation contains certain forward-looking information to help you understand Equifax and its business environment. All statements that address operating performance, events or developments that we expect or anticipate will occur in the future, including statements relating to future operating results, improvements in our IT and data security infrastructure, our strategy, our ability to mitigate or manage disruptions posed by COVID-19, the impact of COVID-19 and changes in U.S. and worldwide economic conditions, and similar statements about our 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 2020 Form 10-K, our Form 10-Q for the quarter ended March 31, 2021, and future 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 EBITDA margin, adjusted EPS, core revenue growth and local currency revenue growth**, 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.
- Core revenue growth is defined as Equifax revenue growth excluding: (i) the impact on revenue from U.S. mortgage market activity, as measured by changes in total U.S. mortgage market credit inquiries; (ii) the extraordinary revenue growth in our unemployment claims business in 2020 and 2021; and (iii) employee retention credit revenue from our recently-acquired HIREtech business in 2021.
- Local currency is calculated by conforming the prior 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.
- 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](http://www.equifax.com).



Mark Begor

CEO

# EFX: 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 first**  
culture

**Global footprint**  
in key regions

## What we are doing

Delivering **Only EFX cloud native technology** and  
single **cloud based data fabric**

Leveraging EFX cloud for **innovation and new products**  
to drive growth

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

Leveraging advanced analytics and cloud data and  
technology to deliver **multi-data solutions** to customers

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

# Strong 2020 results provide momentum for 2021

**17% 2020 growth, 23% in 4Q**

**Revenue +\$4B** first time ever, highest organic growth on record

Fourth straight quarter of **double-digit revenue growth:** 11% core growth in 4Q

**EFX Cloud Data, Technology Transformation** delivering

Expanding **product resources** and **NPI roll-outs**

**Reinvesting 2020 outperformance** in **future growth:** Kount

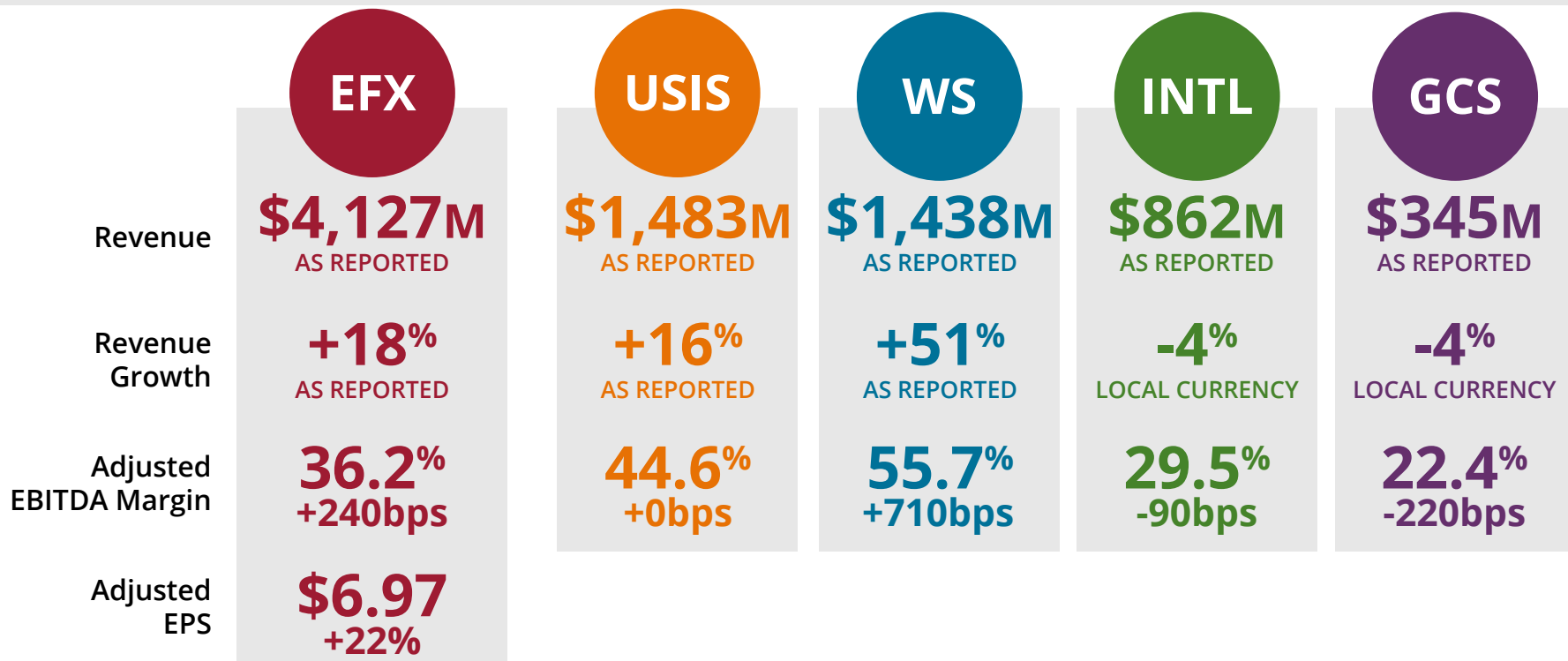
## New EFX

Core growth accelerated in 2020

23% total / 11% core growth in 4Q

Strong momentum into 1Q

# 2020 by the numbers



# Strong start to 2021 with 5 acquisitions



- Closed February 2
- Australia-based low-cost, flexible and modular decisioning platform (i.e. Trade Credit)
- Acquired remaining minority stake (already owned 51%)



- Closed February 8
- Globally scalable, UK-based bank transaction data analytics and consent business
- UK-licensed for open banking



- Closed February 10
- Enhances EFX role in \$20B Identity and Fraud market
- Expansion into eCommerce
- Unique and differentiated digital data assets



- Closed March 8
- Human capital management and tax incentives capabilities
- Technology capabilities will boost WS existing employer tax incentive services



- Closed March 24
- Income and employment verification provider
- Expertise and focus in healthcare and education sectors

Reinvesting 2020 Mortgage & UC outperformance in future growth



# COVID-19 response

## Priorities

- 1 Health and safety of **our team and their families**
- 2 Continue operations for **customers and consumers**
- 3 Continue investment and execution on **Cloud Technology, Data, and Security Transformation**
- 4 Continue **new product investments...** tailor for recession environment

## Business Continuity

- **Crisis Management Team** reporting to the CEO, daily updates, reviews with Board of Directors
- **“Work-from-home”** policy, progressive **“Return-to-office”** process launched
- Continuous operations leveraging **Cloud investments**

## COVID Actions

- Customer outreach on **recession tools...** webinars, videos, calls, analytics
- **New products** leveraging Equifax differentiated data
- **Free credit reports** and **COVID + Credit Financial Resource Center** for consumers
- **Forbearance** coordination with Financial Institutions
- **Small businesses** data support

# Favorable market macros

## Pre-existing market trends

## Changes driven by COVID-19 impact

## Implications

Better insights require **multiple and alternative data types**

**+** Accelerated

Increasing **governance and control of data by consumers**

**=** Continuing

Data volumes require **real-time analytics and AI / ML**

**=** Continuing

Need for **real-time identity and fraud** solutions

**+** Accelerated

Revamped customer expectations driven by **digitalization** of businesses

**+** Accelerated

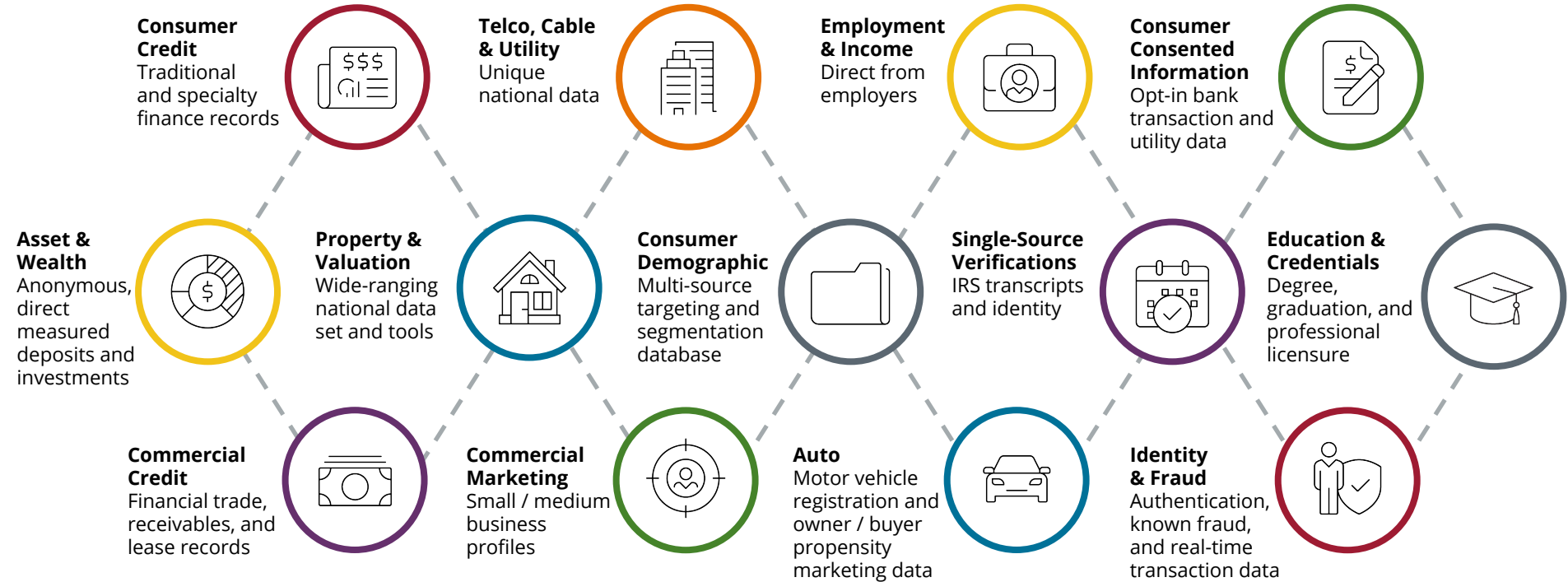
**Higher demand for Integrated insights that leverage alternative, fresher data**

**TWN income and employment data incredibly valuable**

**ID & Fraud expanding to almost all types of transactions**

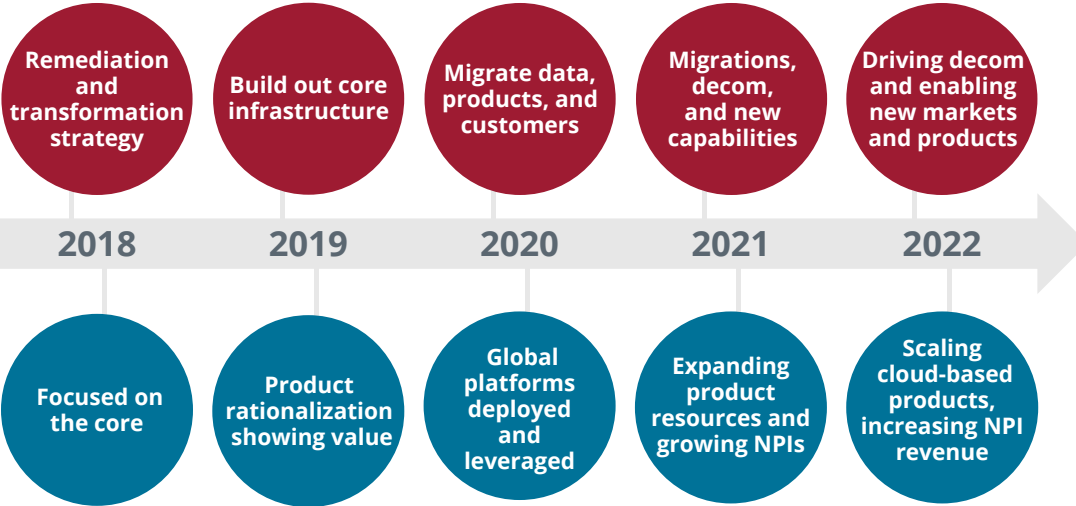
**Digital rising expectations on CX and flexibility in doing business**

# Equifax connected and differentiated data assets



# Equifax cloud transformation: accelerate innovation

## TECHNOLOGY



## PRODUCT

**Equifax is engaged in a \$1.5B business transformation — fundamentally changing the DNA of the company and providing key benefits and opportunities for our customers.**

- Always-on stability
- Innovation with speed and scale
- Rapid response times
- Built in security
- Personalized experiences
- Leading data ingestion APIs



**Only Equifax**  
delivers unrivaled  
**decision intelligence,**  
and it means **growth now.**



**We start with  
differentiated data**



**We leverage cloud native  
data fabric**



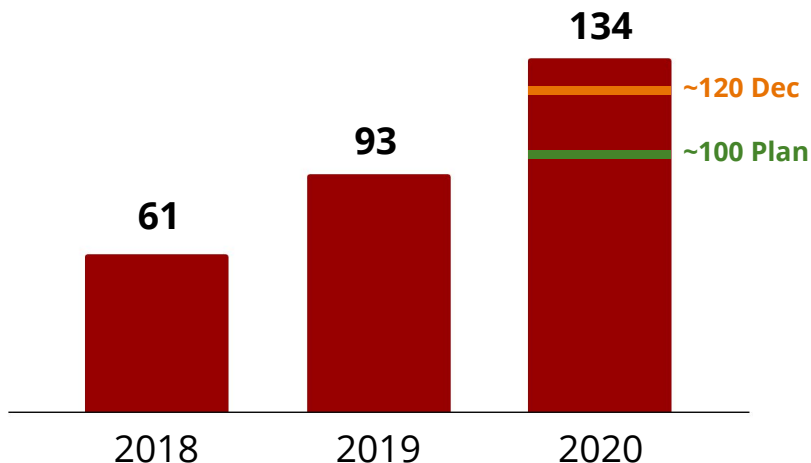
**We add advanced analytics**



**We offer global platforms**

# Accelerating new product innovation by leveraging Equifax cloud investments

## New products



## Product Roll-Outs

- Acceleration of product launch pace throughout 2020 with all time high of 134 NPIs launched in 2020
- Global product platforms (Luminate, Ignite, InterConnect, Data Fabric) leveraged for two thirds of new product launches
- EWS launch of new Employment Verification (Talent Report and Mortgage) products fueling growth
- USIS launch of new Identity & Fraud products (Biometric Document Verification), OneView configurable credit report and solutions leveraging FICO, Yodlee partnerships

**2021+**  
New Products:  
39 during 1Q21



**Accelerating  
NPI revenue  
contribution**



# 2023

Leveraging Cloud for Growth



Accelerate Innovation and New Products



Leverage Equifax Cloud Capabilities



Expand Differentiated Data Assets



Put Customers First



Execute Bolt-on M&A



Continue Leadership in Security



Act as One Team, One Equifax

**STRATEGIC PRIORITIES**

# A purpose-driven brand

## Helping people live their financial best

NEARLY  
**30.3M**

US consumers obtained loans to buy a car



**800k+**

Canada consumers secured a car loan

NEARLY  
**395k**

Australians obtained access to their first car loan

**1.9M**

India consumers obtained two-wheeler loans



NEARLY  
**1.5M**

UK consumers got a credit card

MORE THAN  
**1.3M**

In Canada, helped consumers with new credit cards

**14.8M**

Latin America consumers gained access to credit



**7.7M**

US people secure a loan to further their education



**20.5M+**

US consumers secured a mortgage or a home equity loan



**31M+**

In India, Equifax helped source microfinance loans



**70M+**

In US, a key contributor in helping consumers obtain credit cards and retail cards



# Key 2020 community accomplishments

**\$2.8M**

Invested into our communities by the **Equifax Foundation**

**1000+**

**Volunteer hours** worldwide

**Matching Gift Program**

Over **400 employees** donated, **\$840,000** in matches

**\$50,000+**

**Direct revenue** received as a result of Equifax-powered HomeScreen product



# EFX ESG: Positioned for long-term sustainability



## Consumers

Unique and differentiated data assets help increase access and lower costs for individuals with non-traditional credit files



## Our People

Committed to inclusion and diversity at the board and executive levels, within our employee base and in our recruitment



## Environment and Energy


Technology and cloud transformation will have a positive environment impact by reducing our greenhouse gas emissions



## Security

Corporate culture prioritizes security, and we have enhanced our controls and completed rigorous certifications

[ESG home page on equifax.com](#)

A man with a shaved head, wearing a dark grey suit jacket over a white collared shirt, is sitting at a wooden desk. He is smiling broadly and looking towards the camera. His right hand is raised, with his index finger pointing upwards. In front of him is a silver laptop. The background is a bright, out-of-focus office space with large windows.

# Shareholder Q&A

***EQUIFAX***<sup>®</sup>

Powering the World with Knowledge<sup>™</sup>

[equifax.com](https://www.equifax.com)