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Equifax among top 50 in 'FinTech Leaders 2019' ecosystem rankings

FinTech Leaders 2019 - A comprehensive report providing a 'Voice to the Market' with over 850 end-user perspectives on the Financial Technology Ecosystem

ATLANTA, April 18, 2019 /PRNewswire/ -- [Equifax](#), a global data, analytics and technology company, are among the top 50 within the Center for Financial Professionals (CeFPro) FinTech Leaders Report 2019. The report is industry-led research with independent insight from CeFPro's specialized FinTech Advisory Board comprised of more than 60 experts. Over 850 end-users from CeFPro's community of finance, technology, operations, risk and compliance professionals provided their perspective on the Financial Technology Ecosystem. The full report is available at www.cefpro.com/regportal-ft-leaders.



"This distinguished recognition as a FinTech leader by peers and experts in the industry is a testament to how Equifax partners with businesses and consumers to power the global financial ecosystem with innovative solutions and insights," said Mark Begor, CEO, Equifax. "Our mission is to help customers drive growth and move people forward, and without a doubt, we are doing that very well."

"The reality of the FinTech marketplace is that it is multi-dimensional, dynamic and non-linear. The FinTech Leaders Rankings are primarily based on a global voting system, combining end-user feedback with domain expertise. Therefore, these rankings should be viewed as the "voice of the market" – in terms of brand recognition, market presence, trust and customer satisfaction." - Peyman Mestchian, Chairman – CeFPro FinTech Advisory Board.

Marcela Londono, CeFPro FinTech Advisory Board Member and VP, Corporate Cash Management, FinTech, Client Intelligence Unit, Deutsche Bank perspective on this report is that - "A truly global FinTech survey with insights from independent industry experts is crucial to keep a finger on the pulse of the market trends and signals of change that are driving the sector. This is fundamental to identify the most topical issues, mitigate the risks and capitalize on the opportunities entailed in the technology revolution that is transforming finance."

Equifax continues to expand its financial ecosystem with a new strategic partnership with FICO introducing the [Data Decisions Cloud](#), an end-to-end suite that addresses key needs across risk, marketing and fraud to enable financial institutions to meet the needs of consumers faster and more precisely than ever before. Also, the company has

developed [Insight Score™ for Personal Loans](#), a risk score optimized to help lenders evaluate applicants seeking unsecured personal loans.

Download the full freely available report and rankings here: www.cefpro.com/regportal-ft-leaders.

About Equifax

Equifax is a global data, analytics, and technology company and believes knowledge drives progress. The Company blends unique data, analytics, and technology with a passion for serving customers globally, to create insights that power decisions to move people forward. Headquartered in Atlanta, 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 11,000 employees worldwide. For more information, visit Equifax.com and follow the company's news on [Twitter](#) and [LinkedIn](#).

About the Center for Financial Professionals

The Center for Financial Professionals (CeFPro) is driven by and dedicated to high quality and reliable primary market research; an independent international research organization and the focal point for financial risk professionals to advance through renowned thought-leadership, knowledge sharing, unparalleled networking, industry solutions and lead generation. www.cefpro.com

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