



Investor Relations

February 2020

(updated on 2/14/2020, slide 32 added)

Forward Looking Statements

This document contains certain forward-looking information, including full year and quarterly 2020 guidance, to help you understand Equifax and its business environment. Actual results may differ materially from the forward looking information. Factors that could cause actual results to differ materially from our expectations are set forth in filings with the SEC, including our 2018 Form 10-K and subsequent filings.

We also present non-GAAP financial measures in this presentation. A reconciliation of those measures to the most directly comparable GAAP measure is available in our Q4 2019 Earnings Release and also on our website.

Non-GAAP Disclosure Statement

This document contains certain non-GAAP financial measures, including Adjusted EPS attributable to Equifax and Adjusted EBITDA, which will be adjusted for certain items that affect the comparability of our underlying operational performance.

- Adjusted EPS attributable to Equifax for the fourth quarter of 2019 excludes accruals for legal matters related to the 2017 cybersecurity incident, legal and professional fees related to the 2017 cybersecurity incident, acquisition-related amortization expense net of tax, the income tax effects of stock awards recognized upon vesting or settlement, and foreign currency losses from remeasuring the Argentinian peso denominated net monetary assets. For the fourth quarter of 2018, Adjusted EPS attributable to Equifax excludes the foregoing items, except for the accrual for legal matters related to the 2017 cybersecurity incident and also excludes costs related to the realignment of internal resources. For the full year of 2019, Adjusted EPS attributable to Equifax excludes the foregoing items, and also excludes costs related to the realignment of internal resources, settlements with commercial customers and acquisition costs. For the full year of 2018, Adjusted EPS attributable to Equifax excludes the foregoing items, except for the accrual for legal matters related to the 2017 cybersecurity incident and also excludes a charge for legal settlements unrelated to cybersecurity incident, uncertain tax positions, and costs related to the realignment of internal resources.
- Adjusted EBITDA is defined as Net Income Attributable to Equifax adding back Interest Expense net of Interest Income, Income Tax Expense, and Depreciation and Amortization, and also as is the case for Adjusted EPS, excluding certain non-recurring or one-time items including an accrual for legal matters related to the 2017 cybersecurity incident, legal and professional fees related to the cybersecurity incident, costs related to the realignment of internal resources, settlements with commercial customers, acquisition costs, and foreign currency losses from remeasuring the Argentinian peso denominated net monetary assets. For the full year of 2018, Adjusted EBITDA also excludes a charge for a legal settlement unrelated to the cybersecurity incident, legal and professional fees related to the cybersecurity incident, costs related to the realignment of internal resources, and foreign currency losses from remeasuring the Argentinian peso denominated net monetary assets.
- Adjusted Revenue is defined as GAAP revenue adjusted for a charge related to settlements with commercial customers.
- Free Cash Flow is defined as Cash Provided by Operating Activities Less Capital Expenditures.
- 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.

These non-GAAP measures are detailed in reconciliation tables which are included with our earnings release and are also posted on our web-site.

2019 by the Numbers

+5.6%

CONSTANT DOLLAR
ADJUSTED REVENUE
GROWTH

\$3.53B

ADJUSTED REVENUE

33.4%

ADJUSTED
EBITDA MARGIN

\$5.62

ADJUSTED EPS
(CONTINUING OPS)

\$292M

TRANSFORMATION
INVESTMENT

\$1.18B

ADJUSTED EBITDA

Broad Based Execution to Strengthen Equifax

| USIS | WS | INTL | GCS |
|---|---|--|--|
| Adj. Revenue: +4% | Revenue: +15% | C\$ Revenue: +3% | Revenue: -3% |
| <ul style="list-style-type: none"> + Acquired PayNet (commercial credit data) + Executed new partnerships to expand unique data sets into bank transaction & rental data + Leveraged partnerships to create new products | <ul style="list-style-type: none"> + Grew TWN records to over 100M + Significantly expanded TWN record contributors + Building foundation for International Work Number | <ul style="list-style-type: none"> + Over 100 customer instances of Ignite across multiple regions + Expanded positive data in AUS + Launched over 60 new products | <ul style="list-style-type: none"> + Launched myEquifax.com consumer portal + Returned to growth in 2H19 |
| Security | Technology | D&A | <h1>2019</h1> |
| <ul style="list-style-type: none"> + Strengthened cloud protection and detection controls + Expanded coverage of data protection and access management controls + Obtained key security industry re-certifications + Announced early adoption of NIST Privacy Framework | <ul style="list-style-type: none"> + Continued our strategic move to the cloud to enhance performance and returns + Launched Ignite in the cloud for US, UK, LatAm, and Australia + Deployed Data Fabric and migrated significant assets to our Data Fabric + Began customer migrations to Cloud infrastructure | <ul style="list-style-type: none"> + Ignite available on AWS and GCP, 35+ Ignite Direct and 100+ Ignite Marketplace Customers + Integrated Ignite, IC, AME, and AE for accelerated A2P + Extending NDT – In use in 30+ customer models + Launched FICO Ignite Connected Platform | |

Equifax Imperatives – EFX2020

DRIVE GROWTH



- Leverage global data assets in unique ways
- Bring innovative new products to market in collaboration with customers
- Expand partnerships and drive M&A

CLOUD-FIRST TECHNOLOGY



- Standardize architecture and platforms to accelerate speed to market
- Accelerate public cloud migration
- Rebuild and rationalize application portfolio for highly resilient uptime goals

CULTURE OF CUSTOMER CENTRICITY



- Exceed customer expectations by delivering solutions with speed, flexibility, stability and performance
- Achieve industry-leading risk management

MARKET-LEADING D&A



- Ongoing data perfection and acquisition of unique and differentiated assets
- Artificial intelligence, machine learning, and advanced visualization
- Integration and interoperability of analytical and delivery platforms

CONSUMER-FRIENDLY CRA



- Provide consumer-centric digital experience (regulated, non-regulated)
- Offer set of value-add services for consumers (e.g., analytics and alerts)
- Stand up call center with state-of-the-art technology and tools

INDUSTRY LEADER IN SECURITY



- Build security deep into our culture
- Enhance ID and access management
- Provide industry thought leadership

EQUIFAX TEAM



Employee Experience

Leadership

Talent

Organization Effectiveness

Unique Data Assets

ACRO
The Work Number®
NCTUE+
IXI

Advanced Analytics

Trended Data
Configurable Scores
NDT
Attributes

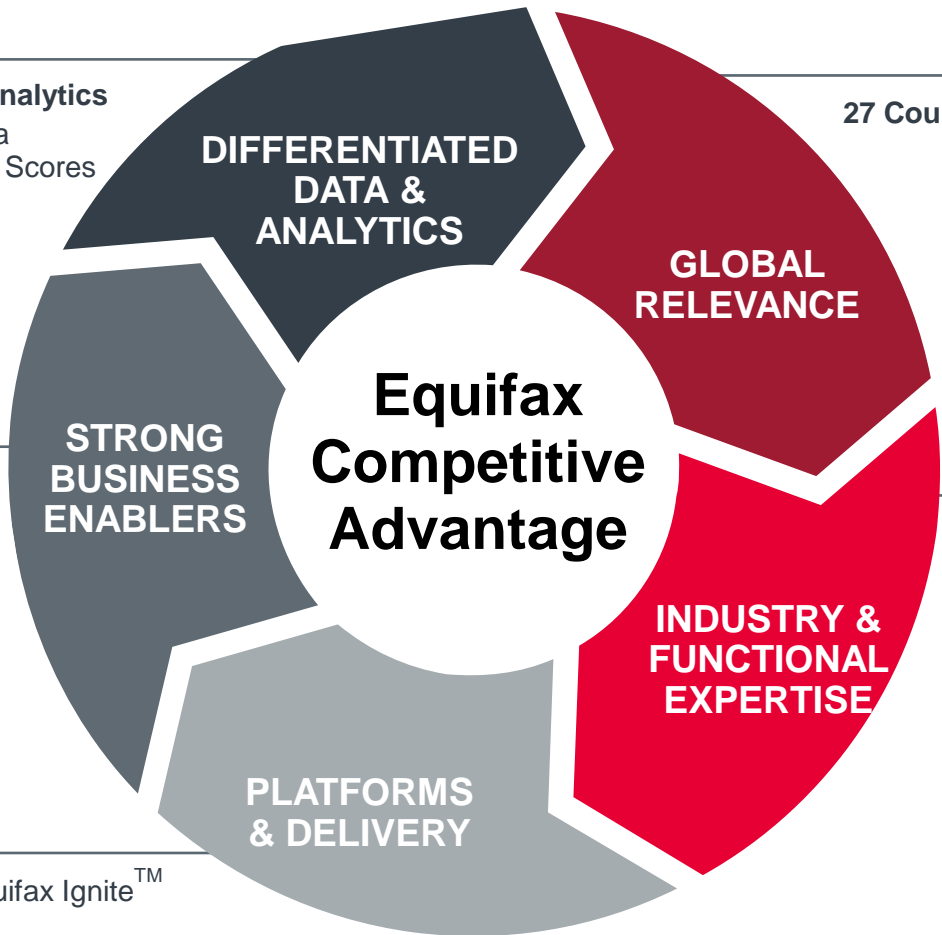
27 Countries | 5 Continents

United States
Canada
Australia & New Zealand
Latin America
Europe
India
Russia

Innovation
IT
Security
Distribution

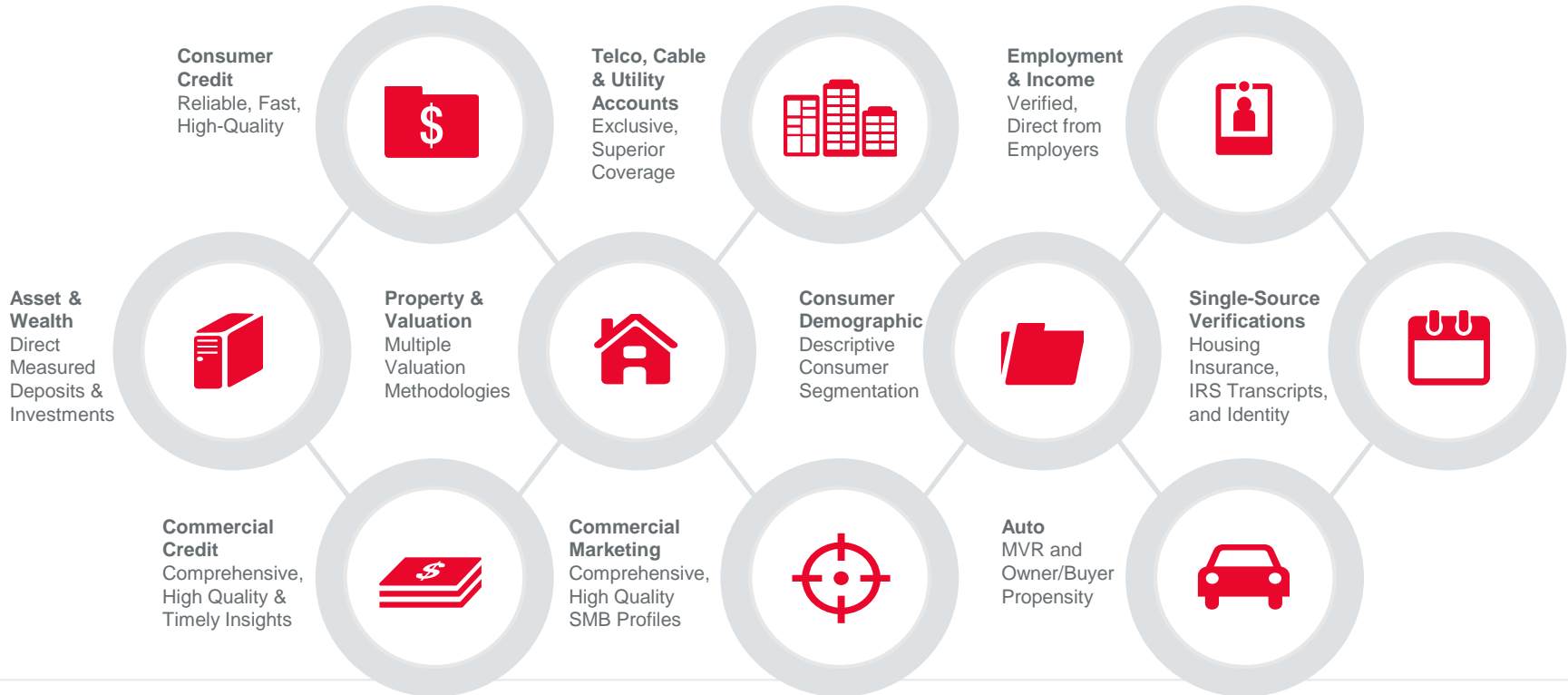
M&A
Partnerships
Processes
Talent

Cambrian InterConnect® Equifax Ignite™



Auto
Mortgage
Banking & Lending
Commercial
Communications
Employer Services
Government
Risk
Identity & Fraud
Data-driven Marketing
Debt Management

Dramatically Stronger Insights Through a Vast Array of Direct, Verified Data



Real Time Integration of Data from Multiple Sources and State-of-the-Art Analytics Drives Unique Insights

Big Data

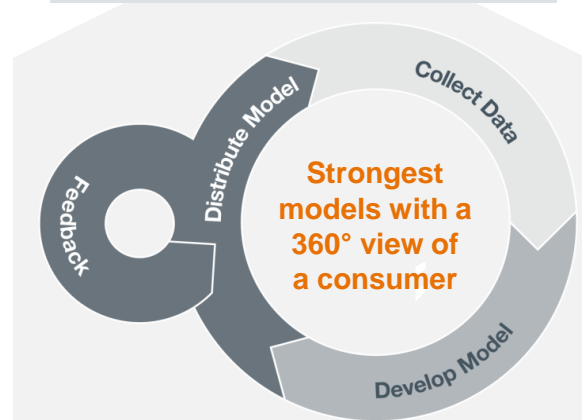
Varied new data constantly gathered from diverse sources and at large volumes



Customer/Consumer Data

Unique customer data integrated into models

Population-based Analysis

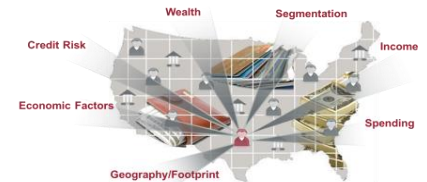


Dynamic Analytics

Data, attributes, models, and algorithms updated continuously

Wide Range of Data, Analytics and Insights

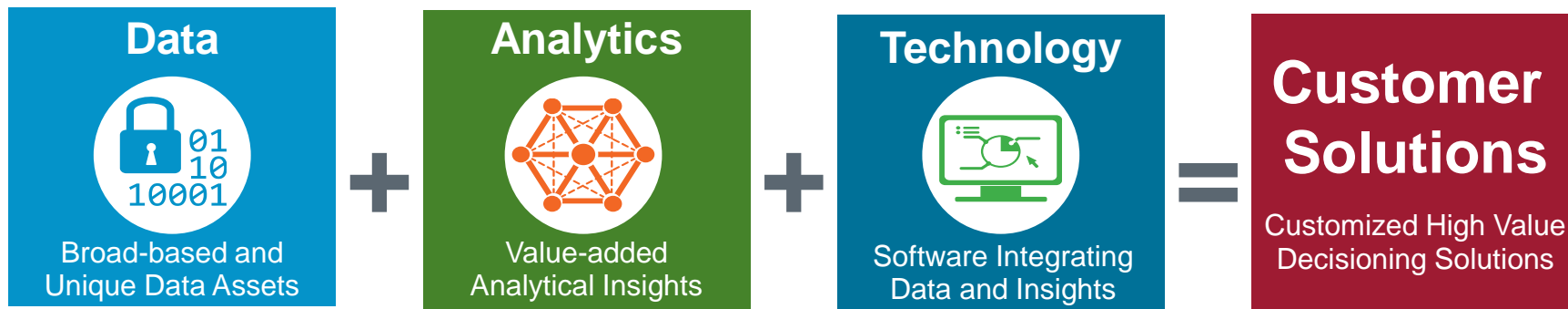
VARIABLES & METHODS



ANALYTIC DIMENSIONS



Our Business Model is Robust and Resilient



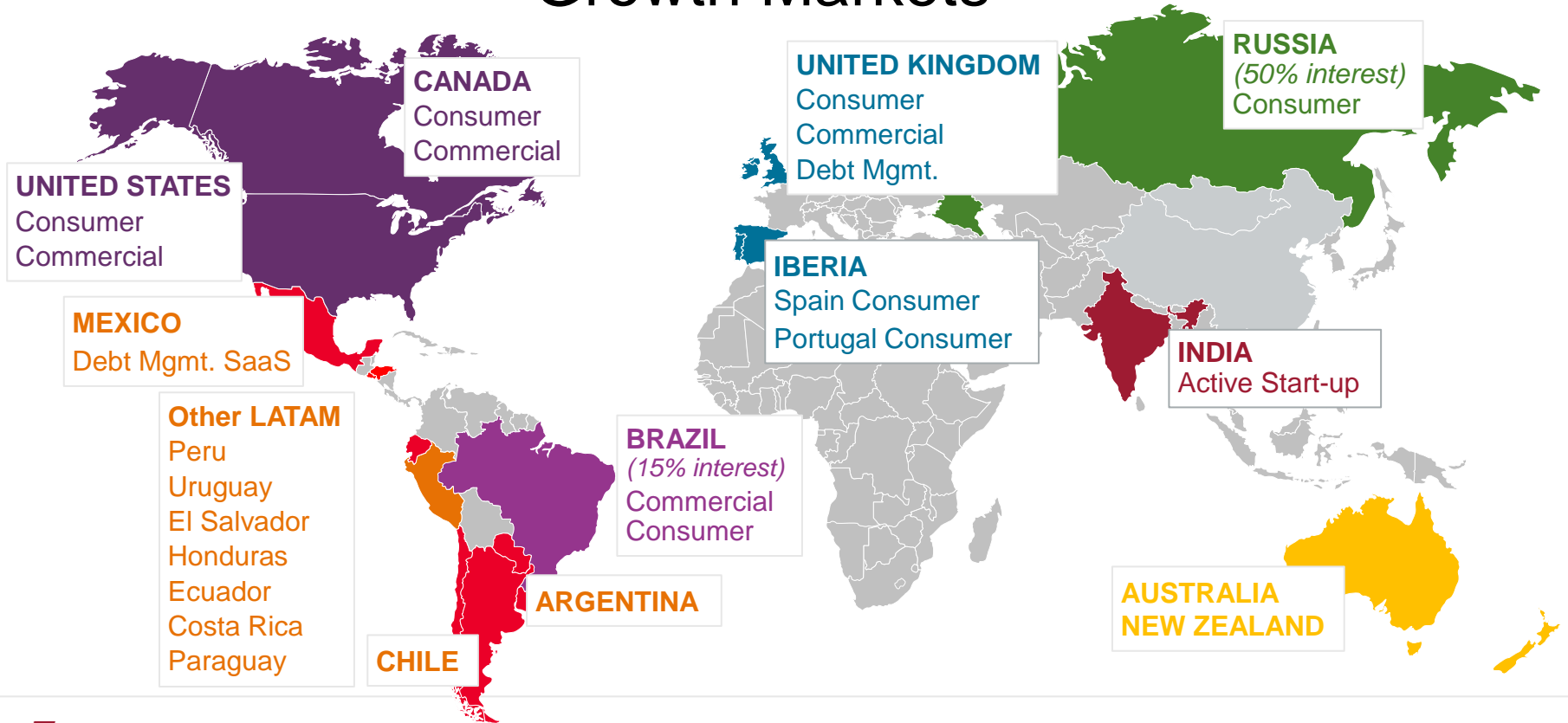
- › Credit
- › Alternative Credit and Payment Data
- › Income
- › Employment
- › Wealth
- › Property
- › Telco/Utility
- › Commercial

- › Scores and Models
- › Bankruptcy
- › Delinquency
- › Prepayment
- › Event Risk
- › Fraud Risk
- › Fused Scores

- › Optimization
- › Waterfalling
- › Segmentation
- › Workflow Management
- › Flexible Rules-based Engines
- › Debt Mgmt. SaaS

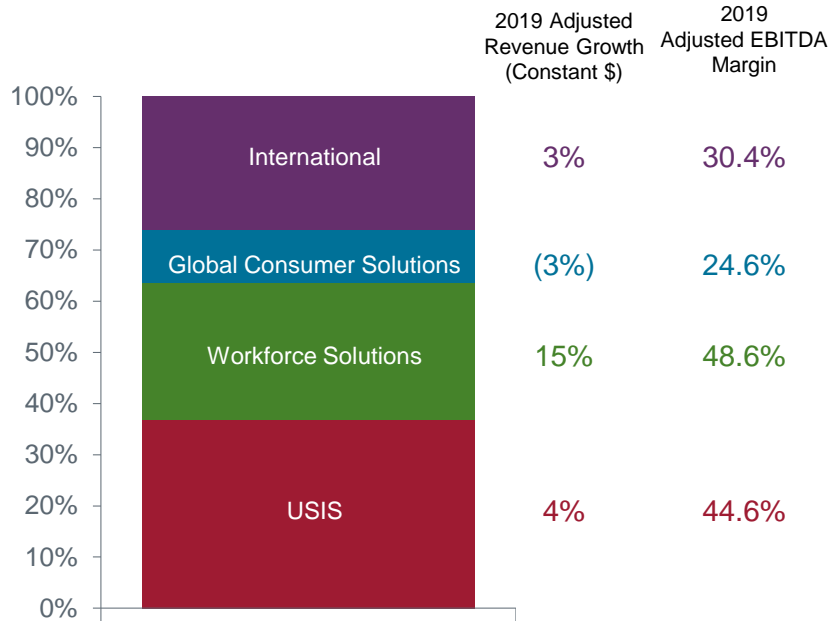
- › Banks
- › Financial Institutions
- › Mortgage Companies
- › Telcos
- › Auto
- › Healthcare
- › Insurance
- › Government

Broadening Our Global Presence in Important Growth Markets

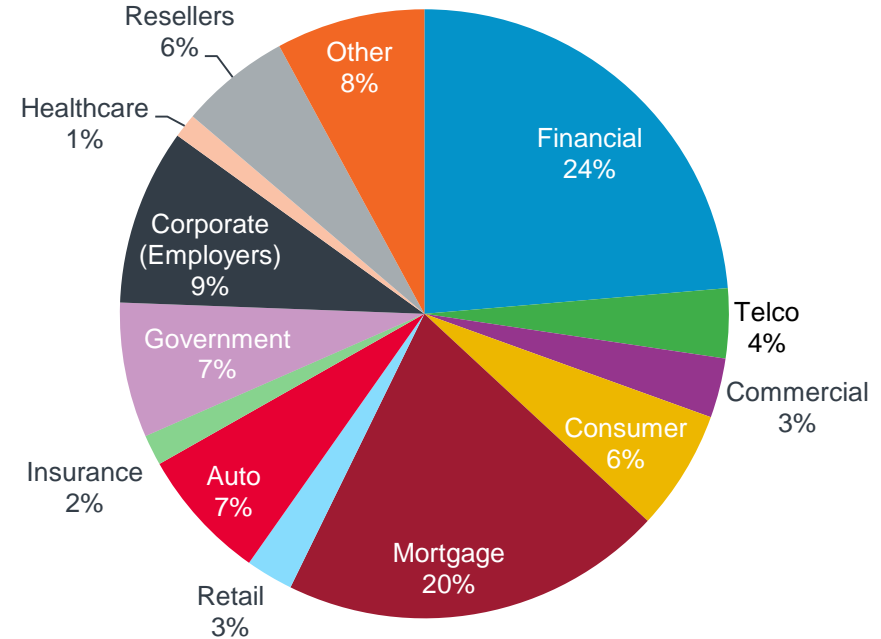


A Strong Portfolio of Businesses

2019 Business Mix



2019 Vertical Mix



We have completed the second year of our 3-act security transformation.

ACT 1 BUILD | 2018

- Talent
- Capabilities
- Compensating Controls

ACT 2 MATURE | 2019

- Cloud
- Expand Coverage
- Certifications



ACT 3 LEAD | 2020

- Risk Awareness
- Capability Automation
- Control Assurance

The 4 C's represent the pillars of our transformation.

CULTURE

We're embedding security into our DNA. This means making sure that all employees understand how they contribute to the security of our data and systems and treat security as a personal priority.

CONTROLS

The best offense is a good defense. We employ a defense-in-depth approach with multiple primary and compensating controls designed to prevent or limit the success of an attack. Our controls work in concert – no control is viewed in isolation.

COMPLIANCE

We are in the spotlight – but we view it as an opportunity to become stronger. Addressing compliance standards improves our security program and is critical for growing our customer relationships.

CUSTOMERS

We exist to serve our customers, and maintaining their trust is non-negotiable. Each day we strive to prove our commitment by partnering with our customers and industry organizations to share what we have learned for the collective good.

Transformation Highlights

CULTURE

Continued to hire a significant number of security employees

Achieved a technical to non-technical talent ratio of 79:21 (exceeding our goal)

Trained 100% of crisis teams on how to respond in the event of an incident

COMPLIANCE

Obtained key security industry re-certifications and continue to focus on achieving and maintaining relevant certifications

Built compliance programs to address privacy regulations such as the California Consumer Privacy Act (CCPA)

Operationalized key processes to make security "business as usual"

CONTROLS

Prioritized and implemented fit-for-purpose controls tailored to the specific threats we face

Launched the new Equifax Global Security Fusion Center, enhancing our detection, response, and recovery capabilities

Demonstrated improvement in our security program, as measured by 3rd parties

CUSTOMERS

Conducted "lessons learned" briefings with customer security teams and participated in multiple industry events to share insights

Engaged with external organizations including World Economic Forum Centre for Cybersecurity, Better Identity Coalition, and the World Bank

Announced that we will be an early adopter of the National Institute of Standards and Technology (NIST) Privacy Framework

2020 Priorities

In 2020 we will continue to execute our transformation, build trust, and pursue security leadership as we mature capabilities throughout our security program.

We will optimize our control environment, expand automation to remediate weaknesses, and remain a strong contributor to the advancement of security worldwide.

Supplemental information



Equifax will spend over \$1.25B between 2018 – 2020 to transform our Data Security and Technology. This is a technology and business transformation.

- Become an industry leader in Data Security;
- Rebuild global decisioning, delivery and analytical platforms in the cloud – Interconnect, Ignite;
- Rebuild over 100 global data exchanges (US Credit, EWS);
- Migrate over 4,000 customers onto latest decisioning applications – over 1,000 in the US;
- 23 global markets, including Australia, UK, Canada; and
- ...change the way we operate to deliver new innovative products in an always-on capacity to our customers.

Our Technology Transformation Is Empowered by the Following Focus Areas

People

Culture of innovation and collaboration, with a strong developer-first mindset



Discipline

Standardized platforms and applications that reduce complexity and enable innovation.



Data

Data that is highly scalable, configurable and infused with AI.



Cloud

Technologies that are highly automated, secure, scalable and evergreen.



It's about harnessing technology to better anticipate and deliver on our customers' needs.



Always on and available

- Default deployment on multiple availability zones or multiple regions that enables "Always On"



Ready and agile

- Predicting customer behavior and reacting quickly to their needs



Empowered and innovative

- Our products will be globally deployable on cloud
- Our Data Fabric services and Analytics platform are built on standard architectural principles on cloud to be able to ingest, store and process multitude of data formats from our customers and data providers alike



Integrated Security

Our transformation is harnessing technology to anticipate and deliver on our customers' needs.



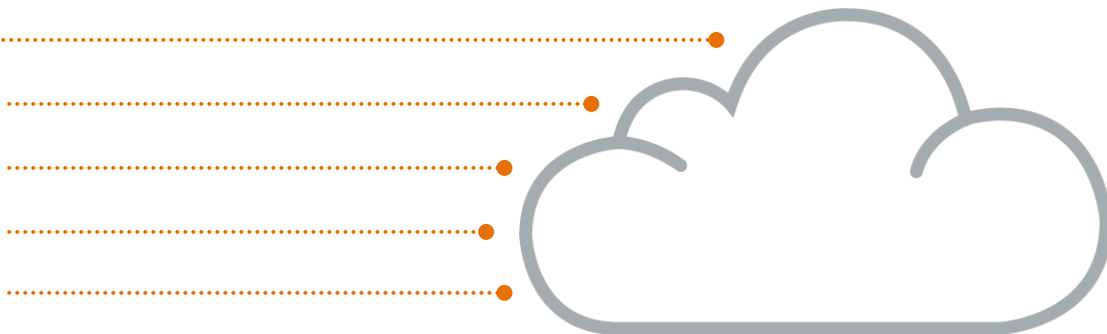
Security is Integrated into Everything We Do

How are we putting this approach into action?

We're performing a cloud and data migration, which is critical for high velocity product innovation that fuels customer growth and prosperity.

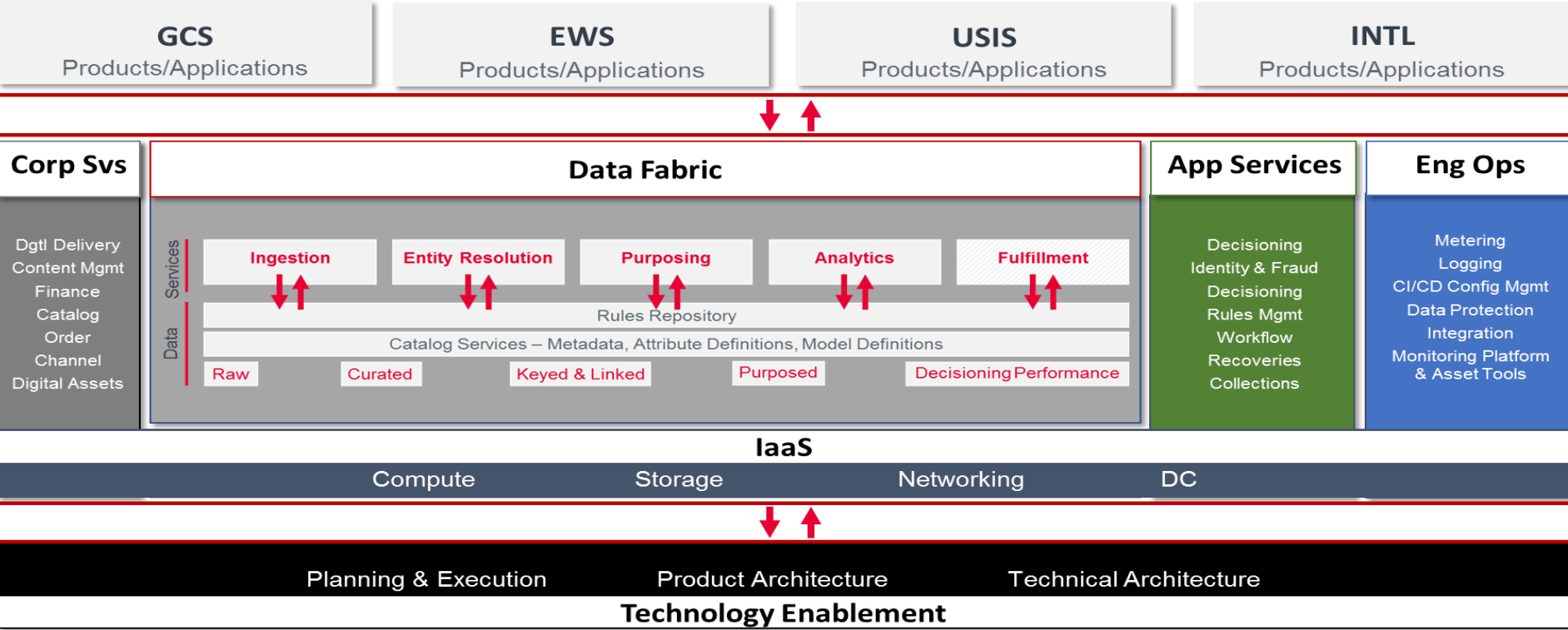


We are re-architecting our platforms, including developing a standardized Data Fabric for data consistency, powered by the Cloud.



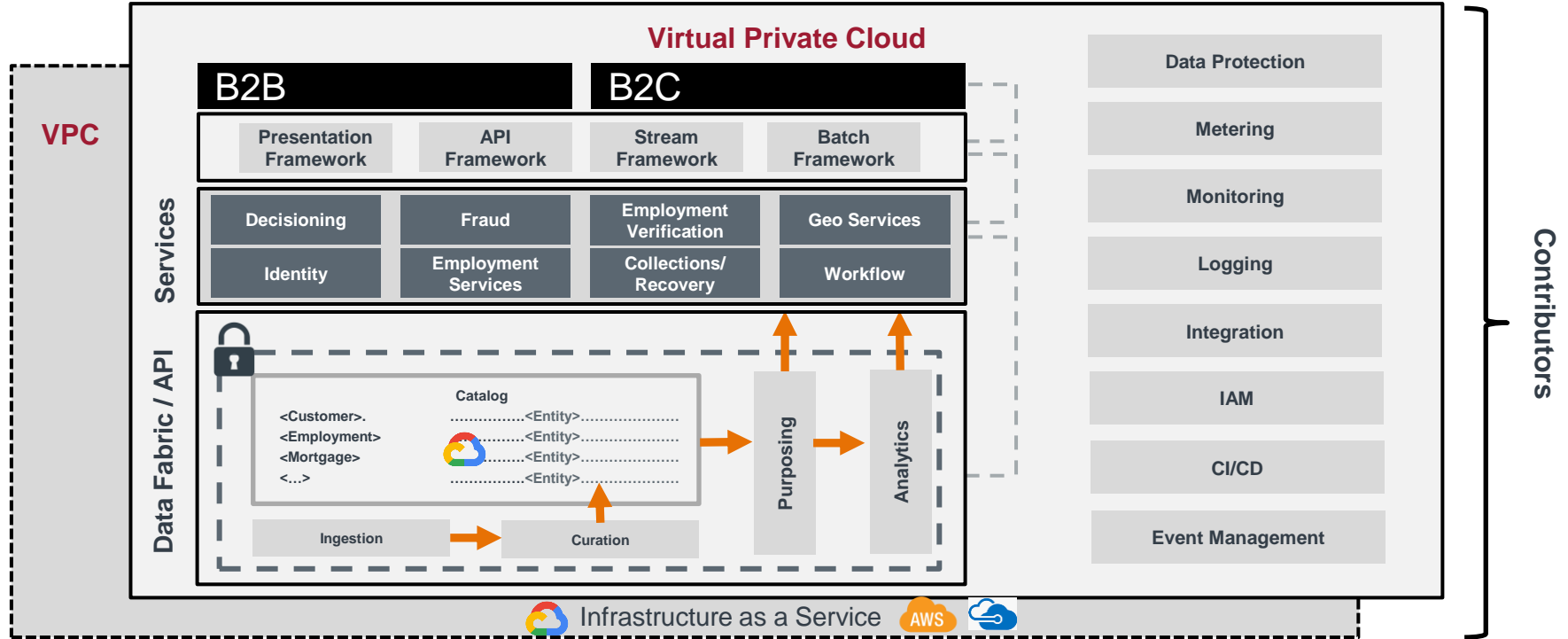
But what does this look like?
Let's dive a little deeper.

Our common **Data Fabric**, built on the standard Google Cloud Platform will enable seamless, real time integration and data access across our unique data sources

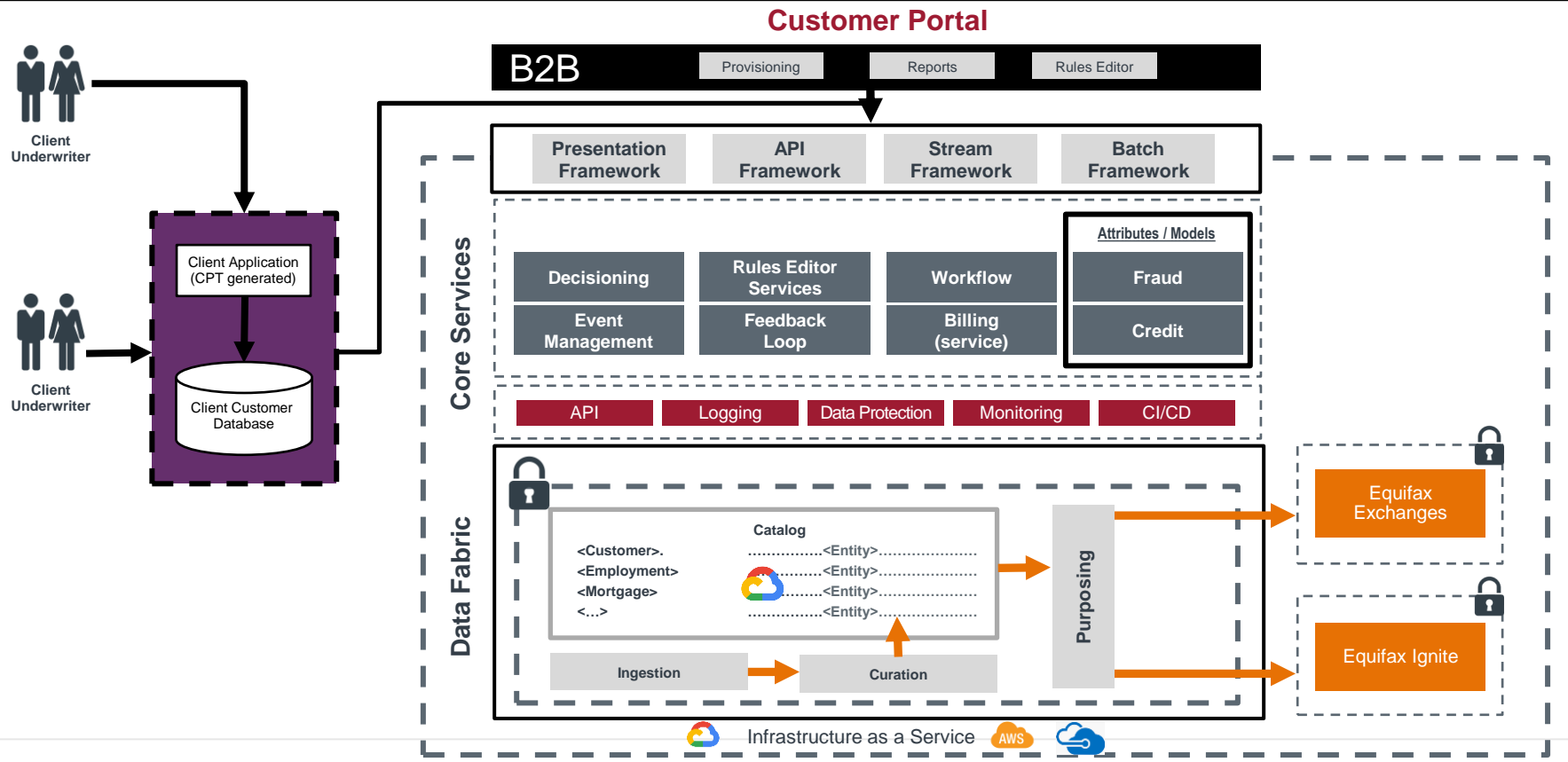


Our **Network Fabric**, cloud enabled through GCP, AWS and Azure, is integrated with our Data Fabric to enable faster delivery and increased uptimes

Equifax Network Fabric



Our InterConnect[®] ecosystem, is a prime example of delivering innovative solutions, built in Ignite, to our customers on an end-to-end, standalone cloud-based architecture



Why the Cloud?

It provides **security — at scale**

It has a more **scalable** infrastructure

It offers a **faster** network

It has **engineering services** around data
(that align with our targets)

It provides the **data fabric**

It has **regional availability**

Enhanced innovation through AI / ML

Cloud delivers **cost savings**

Reduce maintenance on global consolidated,
cloud native platforms

Reduce costs to build, deploy and maintain
cloud native products

Leverage cloud provider scale

Eliminate redundant hardware to support on
premise stability



Reduce technology COGS by +15%

Reduce product development by 25%

Consolidated 4Q 2019 Equifax Results

| Dollars in millions (except per share amounts) | 4Q19 | 4Q18 |
|--|---------|-----------|
| Reported Revenue | \$905.8 | \$835.3 |
| <i>Growth %</i> | 8.4% | (0.4%) |
| Local Currency Revenue | \$916.0 | \$856.9 |
| <i>Growth %</i> | 9.7% | 2.2% |
| GAAP Net Income | \$9.2 | \$25.6 |
| <i>Growth %</i> | (64.1%) | (85.2%) |
| Adjusted EBITDA Margin | 35.2% | 33.2% |
| <i>Growth %</i> | 200 bps | (160 bps) |
| GAAP Diluted EPS | \$0.08 | \$0.21 |
| <i>Growth %</i> | (64.4)% | (85.2%) |
| Adjusted EPS | \$1.53 | \$1.38 |
| <i>Growth %</i> | 11.2% | (0.9%) |
| Capital Expenditures | \$90.0 | \$117.7 |

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

4Q19 Business Unit Performance

| | Reported Revenue Growth | Local Currency Revenue Growth | Adj. EBITDA Margin | Adj. EBITDA Margin Growth / (Decline) |
|----------------------------------|-------------------------|-------------------------------|--------------------|---------------------------------------|
| USIS | 8% | 8% | 45.1% | (240 bps) |
| Online | 8% | 8% | N/A | N/A |
| Mortgage Solutions | 19% | 19% | N/A | N/A |
| Financial Marketing | 3% | 3% | N/A | N/A |
| Workforce Solutions | 22% | 22% | 47.0% | (170 bps) |
| Verification Services | 33% | 33% | N/A | N/A |
| Employer Services | (6%) | (6%) | N/A | N/A |
| International | -% | 4% | 36.4% | 400 bps |
| Canada | 9% | 9% | N/A | N/A |
| Latin America | (3%) | 11% | N/A | N/A |
| Europe | -% | 1% | N/A | N/A |
| Asia Pacific | (4%) | 1% | N/A | N/A |
| Global Consumer Solutions | 3% | 3% | 26.9% | 580 bps |

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

Cybersecurity Related Costs and Other Items

| Dollars in millions | FY18 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | FY19* |
|------------------------------------|----------|---------|--------|--------|-----------|-----------|
| CYBERSECURITY RELATED | | | | | | |
| Legal and Investigative Fees | \$73.6 | \$12.5 | \$12.4 | \$10.3 | \$6.1 | \$41.3 |
| Technology and Data Security | \$307.2 | \$82.8 | \$68.9 | \$64.5 | \$75.9 | \$292.1 |
| Product Liability | \$20.4 | \$1.5 | \$0.2 | \$2.2 | \$- | \$3.9 |
| Litigation and Regulatory Accruals | \$- | \$690.0 | \$11.3 | \$- | \$212.0 | \$913.3 |
| Gross Expenses | \$401.2 | \$786.8 | \$92.8 | \$77.0 | \$294.0 | \$1,250.6 |
| Insurance Recoveries | (\$75.0) | \$- | \$- | \$- | (\$112.4) | (\$112.4) |
| Net Expenses | \$326.2 | \$786.8 | \$92.8 | \$77.0 | \$181.6 | \$1,138.2 |
| OTHER ITEMS | | | | | | |
| Internal resource realignment | \$46.1 | \$11.5 | \$- | \$- | \$- | \$11.5 |
| Other** | \$18.5 | \$- | \$6.3 | \$20.0 | \$- | \$26.3 |
| Total | \$390.8 | \$798.3 | \$99.1 | \$97.0 | \$181.6 | \$1,176.0 |

Amounts in the table above have been excluded from GAAP earnings.
See Earnings Release for reconciliation of non-GAAP measures and related disclosures.

Cash Flow and Other Metrics

| Dollars in millions | 4Q19 | 4Q18 | FY 2019 | FY 2018 |
|--|----------|-----------|-----------|-----------|
| Operating Cash Flow* | \$230.7 | \$164.8 | \$313.8 | \$672.2 |
| Capital Expenditures (Cash) | (\$93.9) | (\$113.8) | (\$399.6) | (\$321.9) |
| Free Cash Flow | \$136.8 | \$51.0 | (\$85.8) | \$350.3 |
| Dollars in millions | 4Q19 | 4Q18 | FY 2019 | FY 2018 |
| Cash Capex as a % Revenue | 10.4% | 13.6% | 11.4% | 9.4% |
| Depreciation Expense** | \$51.6 | \$44.3 | \$191.0 | \$157.6 |
| Depreciation and Amortization | \$86.9 | \$79.1 | \$331.1 | \$310.4 |
| Cash Paid for Acquisitions, Net and Other Investments*** | \$38.1 | \$29.9 | \$297.9 | \$176.1 |

*FY19 Operating Cash Flow includes \$341M of payments for legal settlements.

**Depreciation expense does not include the acquisition-related amortization of acquired intangibles.

***Amount includes cash paid for acquisitions, net of cash acquired; investments in unconsolidated affiliates, net; and purchase of redeemable noncontrolling interests appearing in our consolidated statements of cash flows.

Effective Income Tax Rate

- The effective tax rate used in calculating our GAAP and Adjusted EPS is as follows:

| | GAAP EPS | Adjusted EPS |
|---------|----------|--------------|
| FY 2018 | 14.0% | 22.6% |
| 1Q 2019 | 13.7% | 24.1% |
| 2Q 2019 | 23.3% | 24.6% |
| 3Q 2019 | 14.5% | 21.2% |
| 4Q 2019 | 54.8% | 22.7% |
| FY 2019 | 9.3% | 23.1% |

- We expect our 2020 tax rate for Adj EPS to be about 24%.

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

2020 Guidance

| | FY 2020 | 1Q 2020 |
|-------------------------------|---------------------------|------------------------------|
| Revenue | \$3.650B - \$3.750B | \$915M - \$930M |
| Local Currency Revenue Growth | 4% - 7% | 9% - 11% |
| FX Impact on Revenue Growth | Almost (1%) | Over (1%) |
| Adjusted EPS | \$5.60 - \$5.80 per share | \$1.29 - \$1.34 |
| FX Impact on Adjusted EPS | (\$0.03) per share | Less than (\$0.01) per share |
| Capital Expenditures | \$335M | |
| Cybersecurity Related Costs * | \$255M | |

| 2020 vs. 2019 | USIS | WS | International | GCS |
|----------------------|----------------------|---------------------|----------------------|----------------------|
| YoY Revenue Growth | Up mid-single digits | Double digit growth | Up mid-single digits | Up mid-single digits |

* Cybersecurity related costs do not include any potential accruals for legal matters related to the 2017 cybersecurity incident.

2020 Guidance – Additional Assumptions

US Mortgage Market Credit Inquiries are expected to be unchanged in 2020 from 2019.

- By quarter, the change in 2020 vs. 2019 will be:
 - 1Q2020 up over 21% from 1Q2019
 - 2Q2020 approximately unchanged from 2Q2019
 - 3Q2020 down approximately 10% from 3Q2019
 - 4Q2020 down approximately 10% from 4Q2019

General Corporate Expense, excluding non-recurring costs, was \$284 million in 2019 and is expected to increase by approximately \$45 million in 2020 versus 2019.

- Depreciation, excluding Acquisition Amortization, included in General Corporate Expense is expected to increase by over \$15 million in 2020 versus 2019.
- Security, Risk Management and Technology expenses, as well as Equity Compensation expense, are the primary drivers of the remaining more than \$30 million increase in 2020 versus 2019.
- Over half of the increase in General Corporate Expense in 2020 versus 2019 of over \$45 million will occur in 1H2020.

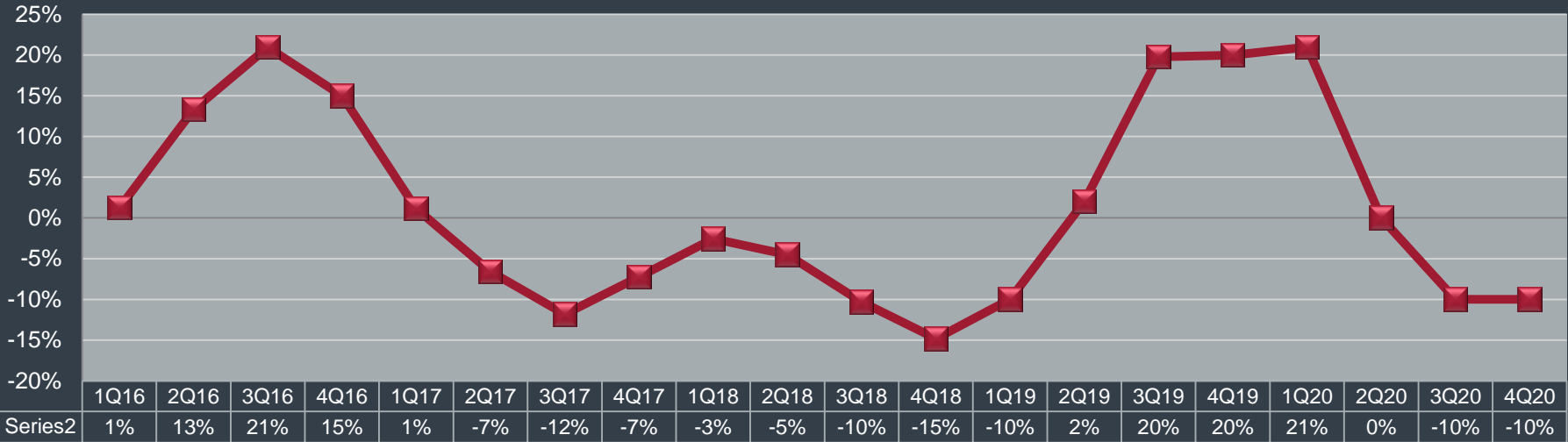
Interest Expense in 2019 was \$112 million, and is expected to increase by \$13 million in 2020 versus 2019.

- The increase in Interest Expense in 1Q2020 versus 1Q2019 is expected to be approximately \$5 million. Approximately two-thirds of the increase in Interest Expense of \$13 million in 2020 is expected to occur in 1H2020.
- 2020 Interest Expense Guidance does not include any incremental borrowings for the approximately \$355 million in remaining payments to be made for the Consumer Class Action Settlement, as the timing of these payments is uncertain.

Effective Tax Rate for Adjusted EPS in 2020 is expected to be 24%. The Effective Tax Rate for Adjusted EPS in 1Q2020 is expected to be 25%.

We see all inquiry transactions in our Mortgage business.

Quarterly Change in Mortgage Inquiries

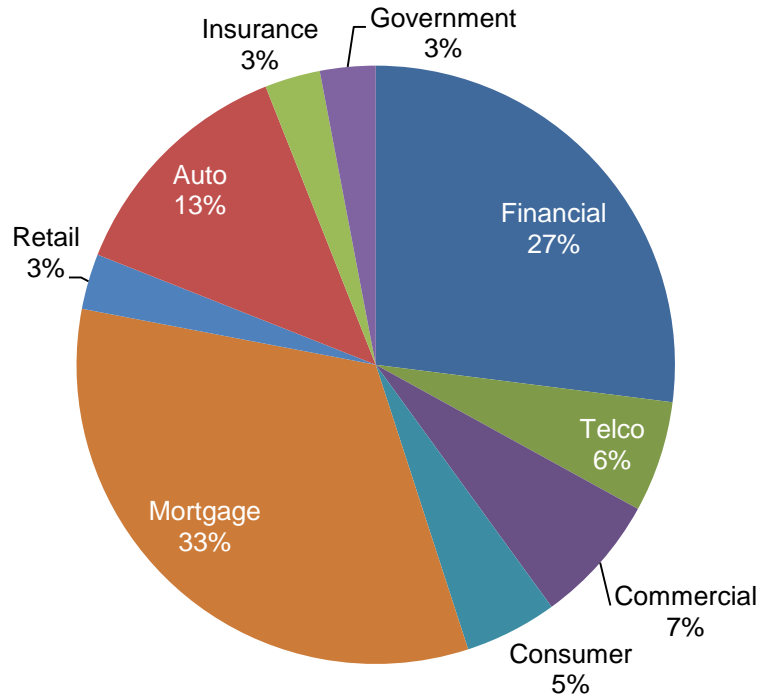


| | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 |
|-----------|------|------|------|------|------|------|
| Full Year | Flat | 6 ½% | -8% | -6% | 12% | 15% |

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

2019 Revenue Mix



Focus Areas

STRENGTHEN & EXTEND CORE

- Speed time to market
- Execute Trended Data
- Expand & mature Auto
- Streamline on-boarding
- Enhance customer experience
- New product innovation

BUILD EMERGING BUSINESSES

- Expand Anti-Money Laundering Solutions
- Deploy Debt Mgmt
- Broaden Marketing Services Solutions

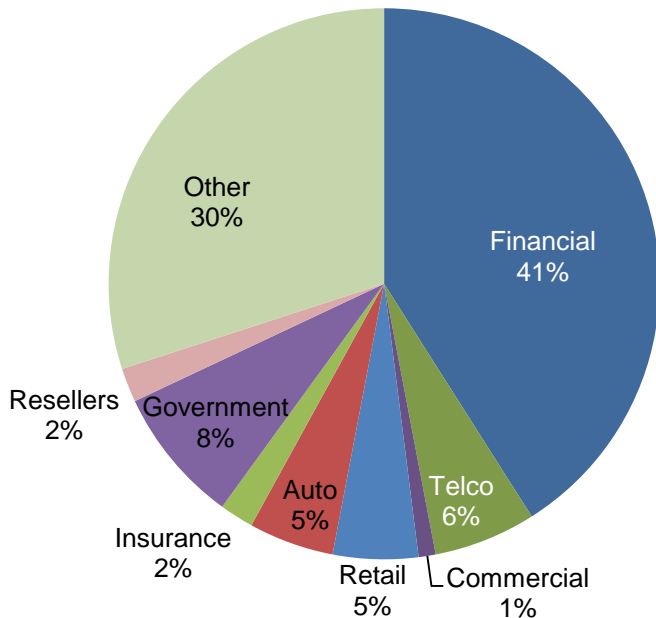
ENABLE TECHNOLOGY

- Migrate customers to Ignite & Interconnect in the cloud
- Move unique data assets to the Data Fabric to increase speed to market of new products

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.

2019 Revenue Mix



Focus Areas

INSIGHTS

- New data & exchanges
- Analytics enabled by Cambrian and Ignite
- Global InterConnect delivery platform

ID & FRAUD

- Build ID & Fraud exchanges
- Identity authentication

DEBT SVCS

- Expand across markets
- Focus on government
- Deploy solutions across markets

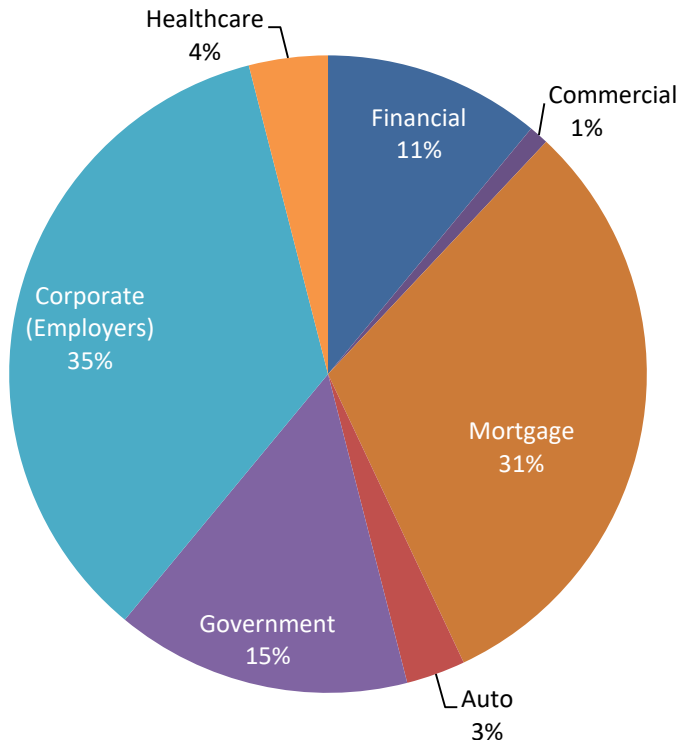
EXPLORE & DEVELOP

- Intl Work Number
- Access to consumer and commercial transaction data
- Australia positive data

Workforce Solutions (WS)

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

2019 Revenue Mix



Focus Areas

RECORD GROWTH

- Enhance partnerships and connector relationships to expand The Work Number® coverage, particularly in small to medium businesses

DIGITAL

- Emphasis on a self-service, mobile-first customer experience
- Transform technology platforms to accelerate speed-to-market and increase flexibility

MORTGAGE

- Expand the portfolio of verification solutions that empowers a fully digital mortgage lending experience
- Drive penetration and utilization growth

GOVERNMENT

- Drive penetration with increased usage, system-to-system integration, and new states and programs
- Introduce new data solutions for the eligibility decision waterfall

TALENT SOLUTIONS

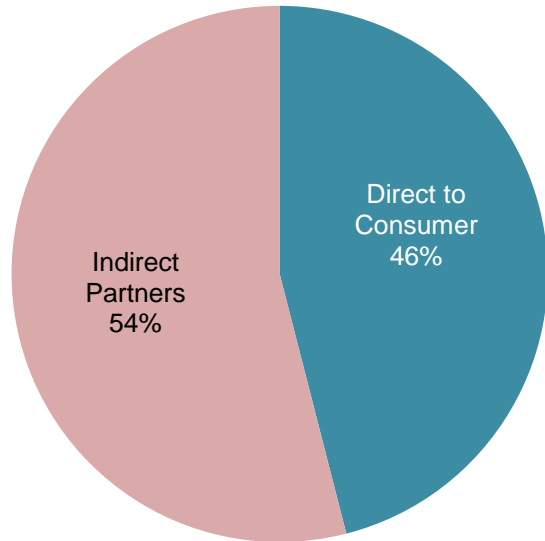
- Increase customer value and digital access to data through enhanced solutions
- Leverage employment data in new use cases to grow penetration

*All Healthcare revenue is ACA Verifications & Compliance

Global Consumer Solutions (GCS)

Giving consumers more control over personal credit data

2019 Revenue Mix



Focus Areas

CONSUMER CONTROL

- Meet consumer interest in increased transparency and control for their credit data
- Free lifetime Lock and Alert & Freeze services

PARTNERS

- Co-innovating new solutions with existing strategic partners
- Help digital lending networks and marketplaces grow

TECHNOLOGY

- Launch new platforms that enhance digital consumer services and membership capabilities

STRATEGIC MARKETING

- Engage consumers with targeted media, content and services that help consumers monitor their credit health

Glossary

| Term | Our Definition |
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| Closed Exchange | A give-to-get model where data providers determine the content of the database, utilization requirements/obligations, and governance philosophy; generally, all data providers contribute the same amount/type of data in return for their access to the consolidated data. |
| Growth Playbook | <p>The process of developing strategic growth plans for 3 years into the future</p> <ul style="list-style-type: none"> • Enterprise Growth Initiatives (EGI): the process whereby large strategic initiatives are developed and tracked against specific milestones/metrics; ensures continuous senior management involvement and oversight • New Product Innovation (NPI): the process of developing from 55 to 65 new product launches every year which contribute approximately 3 points of revenue growth each year • Vitality Index: an NPI metric that measures the revenue in any given year from products launched in the prior three years |
| LEAN | The process of streamlining various processes to improve both operating efficiency and effectiveness. |
| Data & Analytics (D&A) | The organization of our data and analytic professionals responsible for developing new analytic insights used for new products and other research endeavors. |
| Insights | Analytical interpretations of various data assets that enable institutions to make better, more precise, real time decisions. |
| Fused Scores | A statistical process where multiple databases/scores are integrated into a single insight for customers to consume/integrate into their internal IT platforms. |
| Verticals | Our various end-use markets aka industry verticals; reflects how we organize our sales professionals and go-to-market strategies. |
| Enterprise Selling | The process whereby our sales organizations represent ALL of Equifax's capabilities to their respective vertical focus. |
| Connectors | Institutions that enable broader, more diverse distribution of insights and information. |
| InterConnect | The global IT platform whereby many customers consume our data and insight products; our most common decisioning platform that is and has been developed for global implementation. |
| Cambrian | The analytic platform utilized by the Data & Analytics team to develop analytic insights for new products. |
| Adjusted EBITDA | Consolidated Net Income Attributable to Equifax adding back Depreciation & Amortization, taxes, select periodic (i.e. less frequent) one-time items, e.g. restructuring charges, large tax credits, etc., and net Interest Expense (excluding Interest Income). |
| Adjusted EPS | GAAP EPS excluding acquisition amortization and select periodic (i.e. less frequent) one-time items, e.g. restructuring charges, large tax credits, etc. |
| Adjusted Revenue | GAAP revenue excluding charges related to settlements with commercial customers. |

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| Agile | A method of project management used in software development that is characterized by the division of tasks into short phases of work and frequent reassessment and adaptation of plans. |
| API – Application Programming Interface | A software intermediary that allows two applications to talk to each other. |
| Architecture | The process by which organizations standardize and organize IT infrastructure to align with business goals. |
| Automation | The use of software to create repeatable instructions and processes to replace or reduce human interaction with IT systems. |
| Cloud First | A strategy where any new or updated IT project will evaluate safe, secure cloud computing options before making any new investments. |
| Cloud Native | As defined by the Cloud Native Computing Foundation (CNCF), Cloud native computing uses an open source software stack to deploy applications as microservices, packaging each part into its own container, and dynamically orchestrating those containers to optimize resource utilization. |
| Data Analytics | The process of examining data to draw conclusions about the information they contain. |
| Data Catalog | Metadata containing data objects definitions that enable any user to discover, understand and consume data store in an Enterprise data sources. |
| Data Center | A physical facility that enterprises use to house their business critical applications and information. |
| Data Encryption | The conversion of data from a readable format into an encoded format that can only be read or processed by people with access to a secret key or password. |
| Data Fabric | A converged platform supporting the diverse data management, processing and access needs across all disparate data sources and infrastructure types. A data fabric focuses on the data aspect of cloud computing as the unifying factor. |
| Data Ingestion | The process of obtaining and importing data for immediate use or storage in a database. |
| Data Insight | Information gained from analyzing data that could be used to make better business decisions. |

| Term | Our Definition |
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| Data Gateway | A system that connects to multiple data sources and provides a single and central point of access to connect to each data source. |
| Data Governance | The overall management of the availability, usability, integrity and security of data used in an Enterprise. |
| Data Lineage | Data life cycle that describes the data's origins and where its transformations over time. |
| Data Linking | A technique for connecting pieces of information that are thought to relate to the same person, family, place or event. |
| Data Modeling | A set of tools and techniques used to understand and analyze how an organization should collect, update and store data. |
| Data Security | The process of protecting data from unauthorized access and data corruption throughout its lifecycle. |
| Data Silo | A collection of information in an organization that is isolated from and not accessible by other parts of the organization. |
| Data Taxonomy | Taxonomy is the science of data classification according to a pre determined system to provide a conceptual framework for discussion, analysis of information retrieval. |
| Data Tokenization | Tokenization is the process of replacing sensitive data such as a Credit Card Primary Account Number (PAN) or Social Security Number with unique identification symbols that retain all the essential information about the data without compromising its security. |
| Decisioning System | A computerized information system that allows to sift through and analyze massive reams of data and compile information that can be used to solve problems and make better decisions. |
| Deployment | Interrelated set of activities that make a software system available to the users. |
| IVR – Interactive Voice Response | A technology that allows a computer to interact with humans through the use of voice. |
| On Premises | Traditional methods of installing and customizing software on the customer's own computers that reside inside their own data center. |