



Winning with **360**[®] Insight

Investor Presentation
February 2013

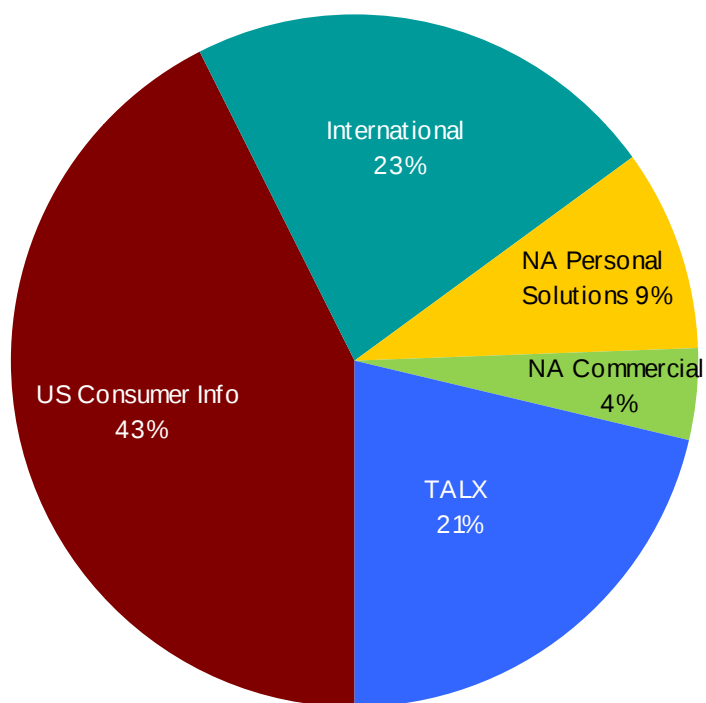
As usual, we will make statements during the presentation which are forward looking. Our 10Ks, 10Qs and other SEC documents outline the risks associated with these statements and we encourage you to review them.

We also incorporate non-GAAP financial measures in this presentation. A reconciliation of those measures to the most directly comparable GAAP measure is available on our website at www.equifax.com in the Investor Center. You can also reach the same information by clicking on the link included for those sections which discuss these non-GAAP measures.

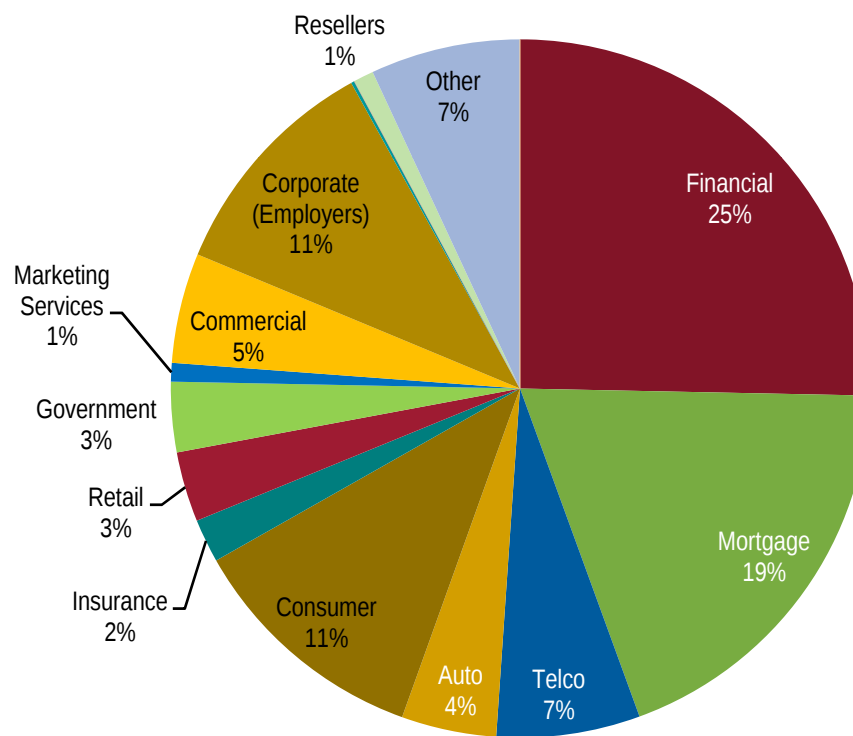
GAAP/Non-GAAP Reconciliation

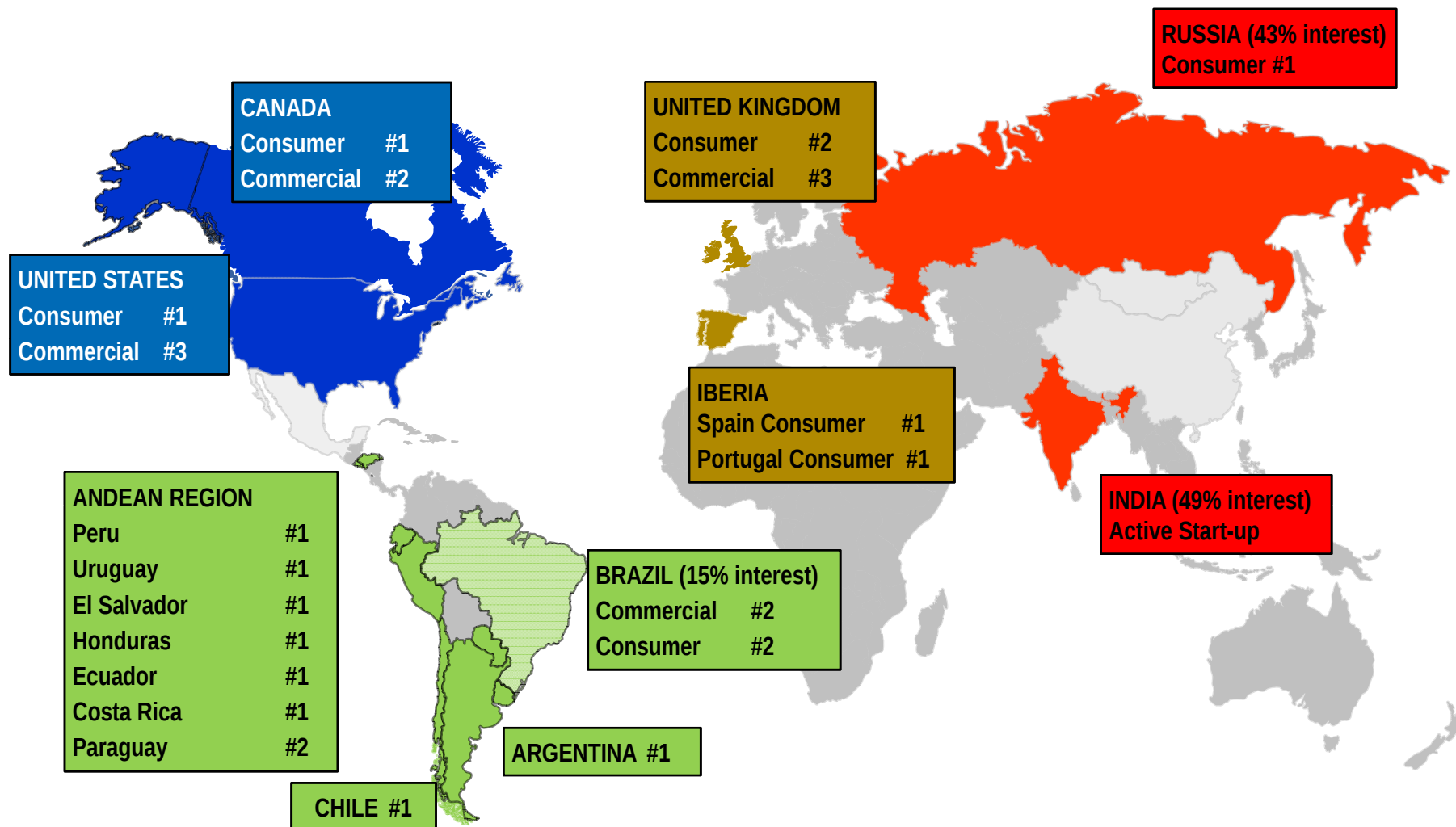
Total Year 2012

Business Mix



Consolidated Customer Mix





To be the **trusted provider of information solutions** that **empower** our customers to make **critical decisions** with **greater confidence**.

- › **Decision-making in businesses is becoming more knowledge intensive**
 - Competition for customers is more intense
 - Consumers are more selective
 - Markets evolving toward one-to-one interaction across multiple channels

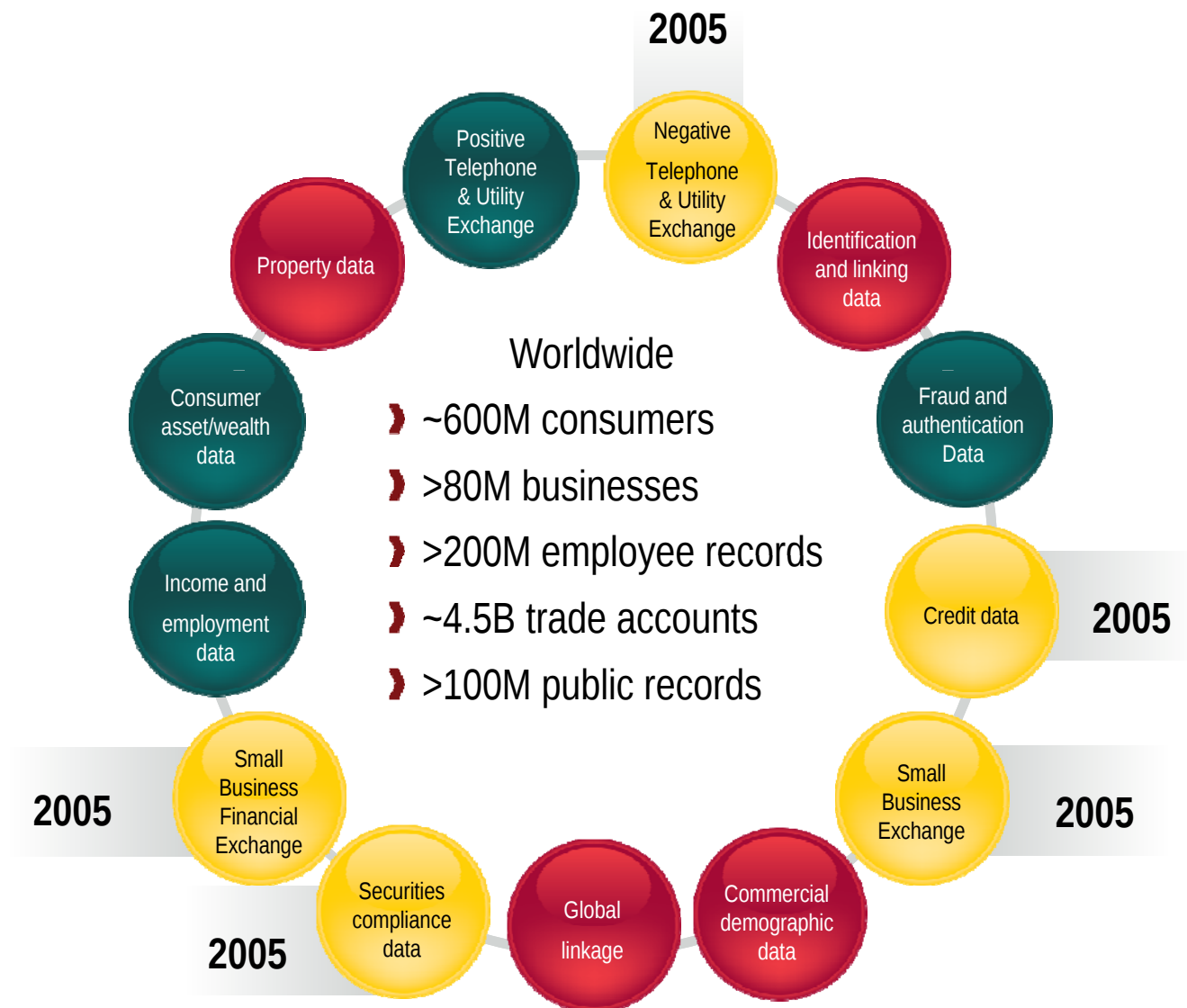
- › **Technology greatly facilitates access to large volumes of data for real time decisioning**
 - Able to process large amounts of data and complex algorithms in real time
 - Increasing efficiency

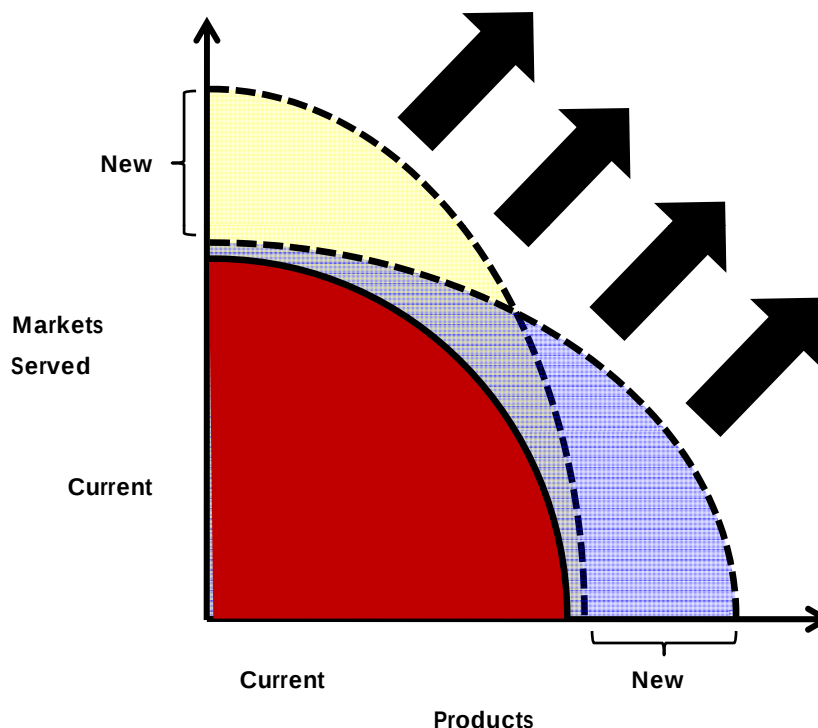
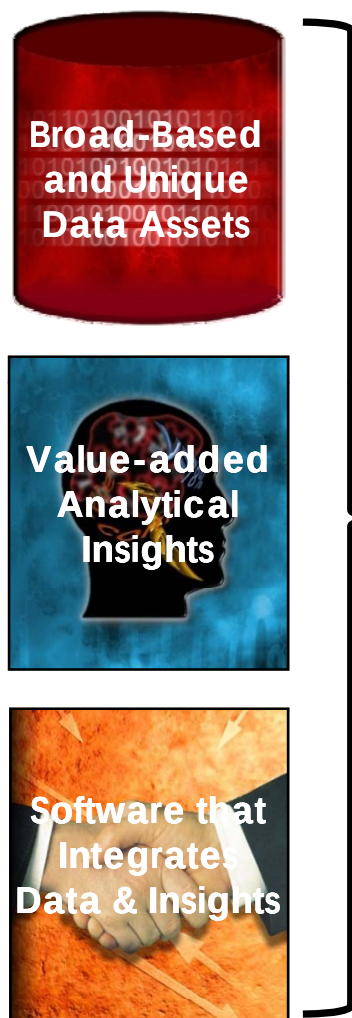
- › **Benefits of more accurate decisions have a very high value proposition**

- › **Information solutions represent a long term, sustainable growth opportunity**
 - End market growth through greater share of wallet
 - New data sources broaden applications and increase value of installed solutions
 - Becoming more embedded in clients' operations
 - Penetrating new customer segments – insurance, healthcare



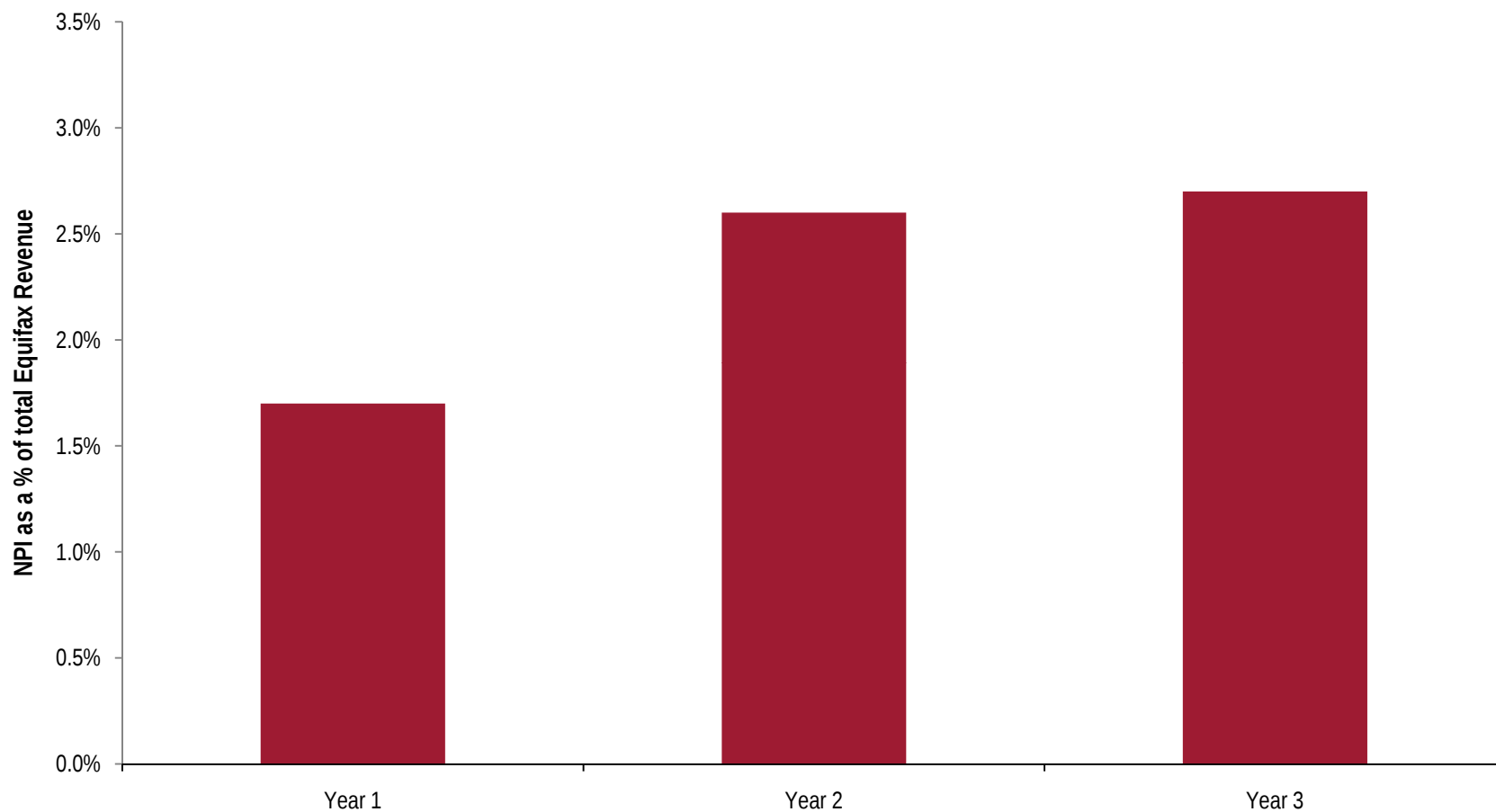
We have developed critical competencies that will continue to have great leverage and opportunity



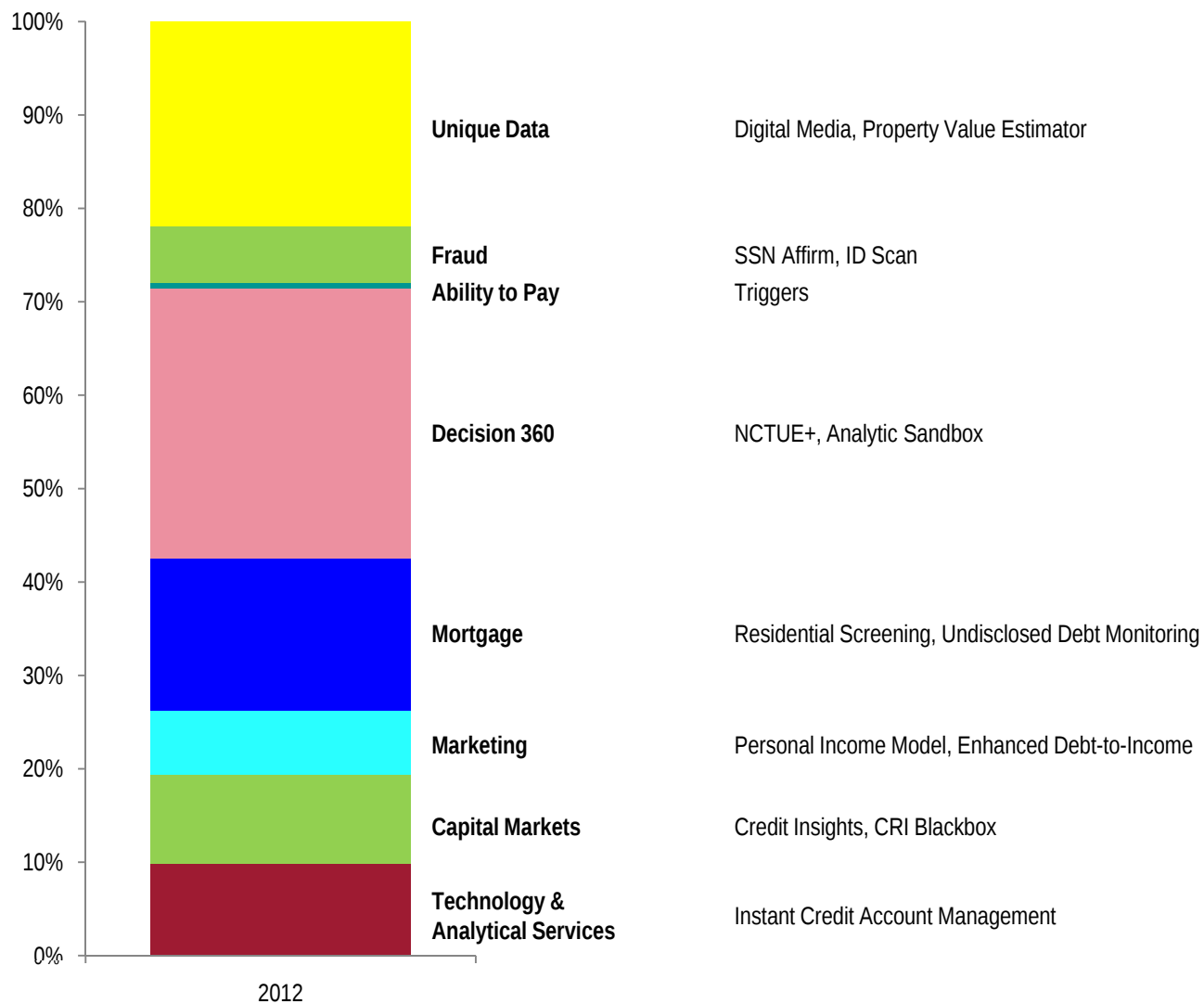


Growth Vectors

- Unique Data
- New Product Innovation
- Enterprise Growth Initiatives
- Analytics & Decisioning Technology
- Strategic M&A



Adds 2-3% of Growth



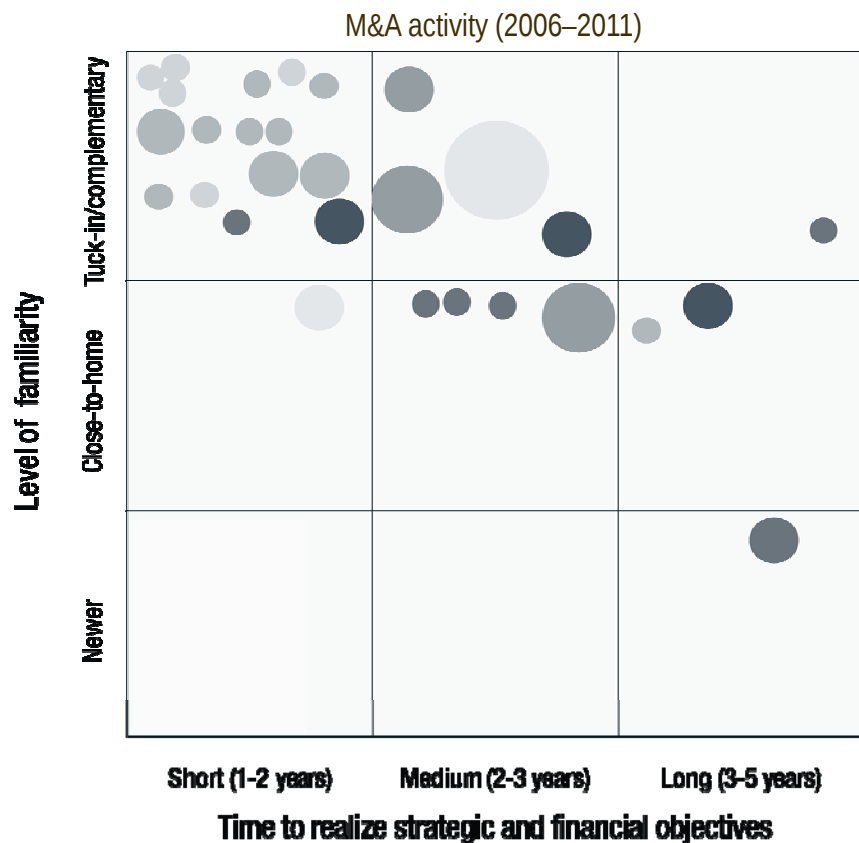
Markets which have driven recent growth

- Mortgage
- Telco
- Auto
- United Kingdom & Spain
- Costa Rica

Markets which are expected to drive future growth

- Insurance
- Fraud
- Government
- International Telco
- Russia
- India
- Brazil

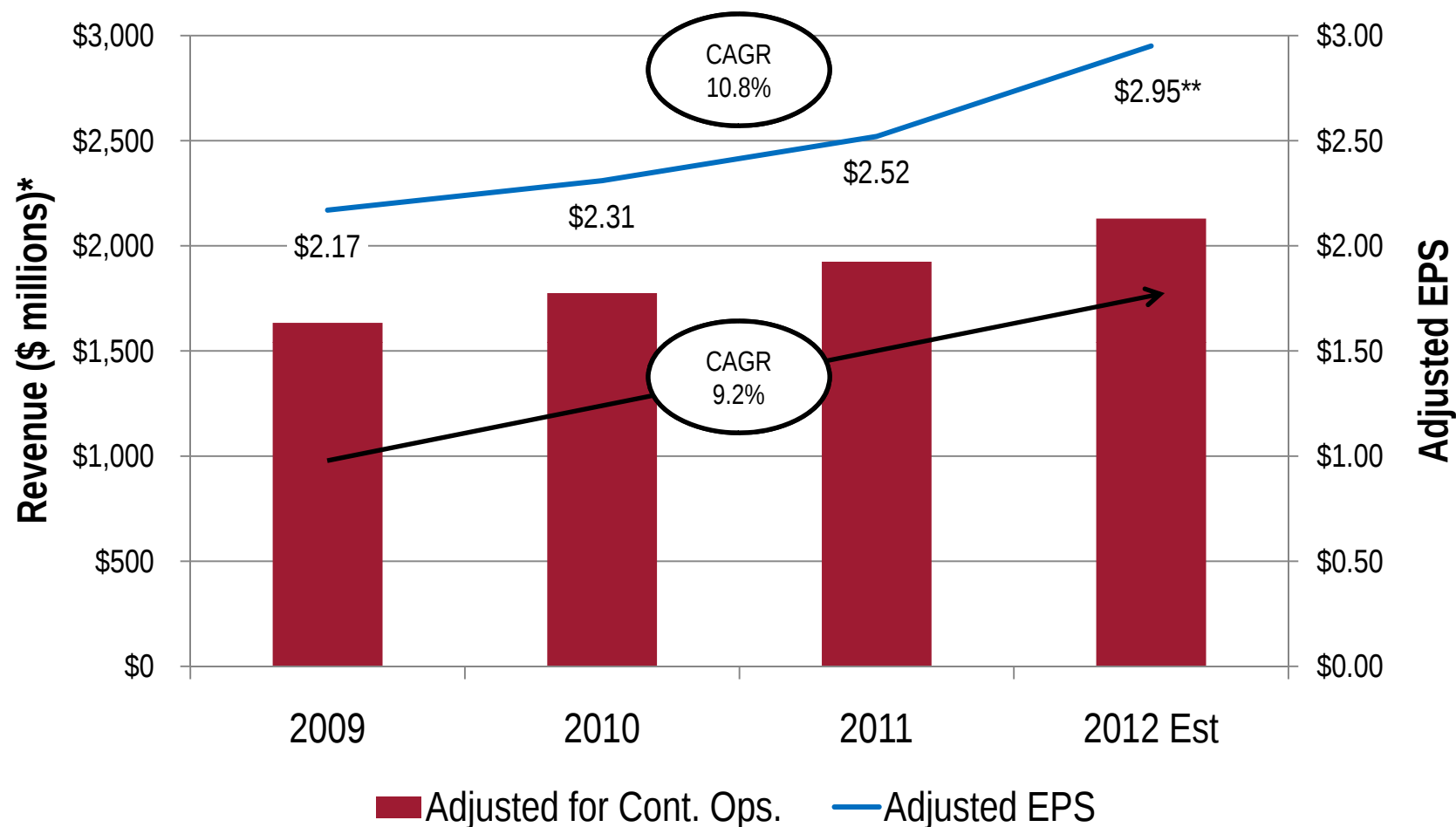
M&A activity encompasses a balanced portfolio addressing short, medium and long-term growth opportunities



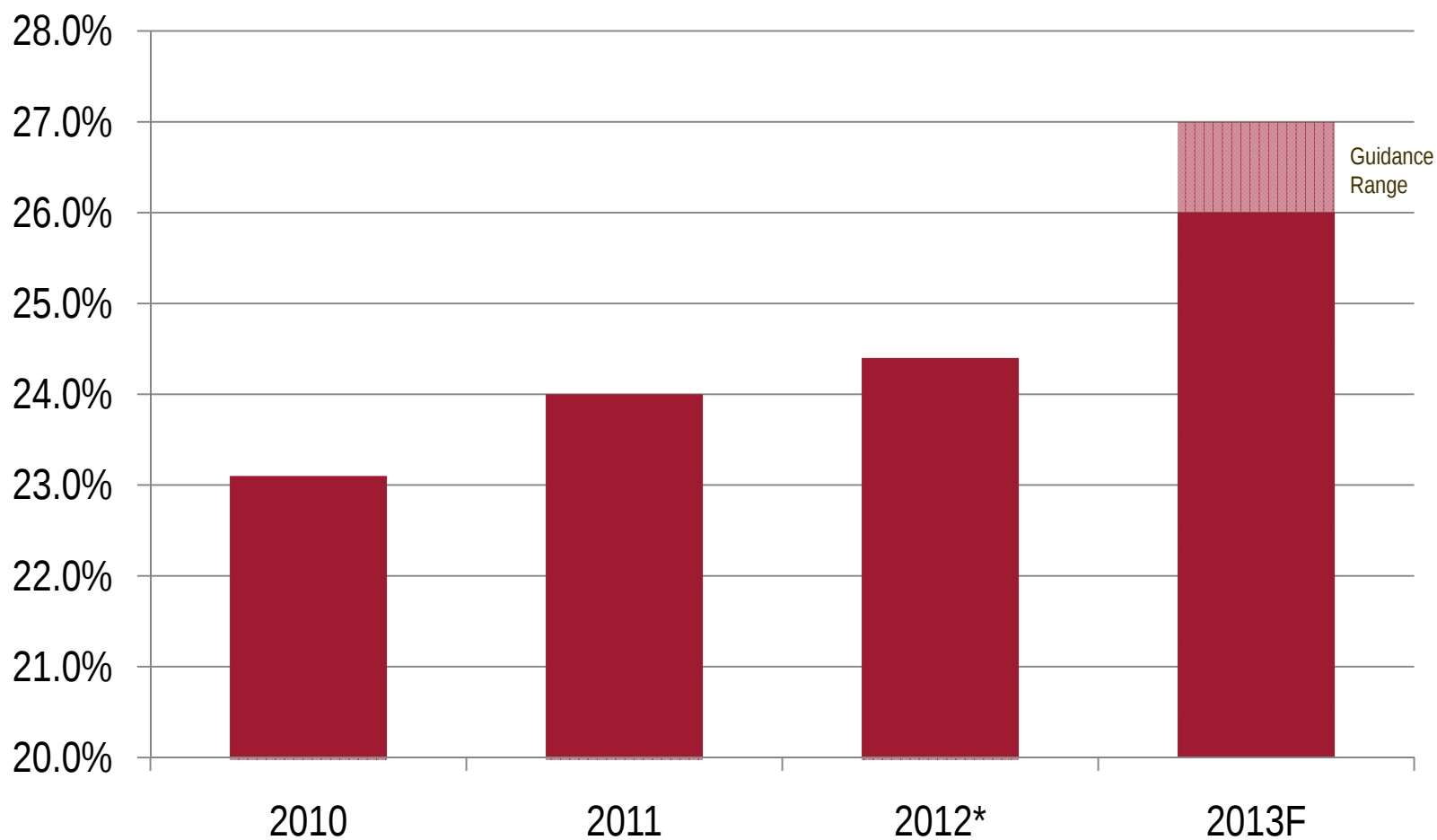
Strategic acquisition focus

- › Unique data
- › Geographic expansion
- › Analytics
- › Decisioning technology
- › Scaling existing operations

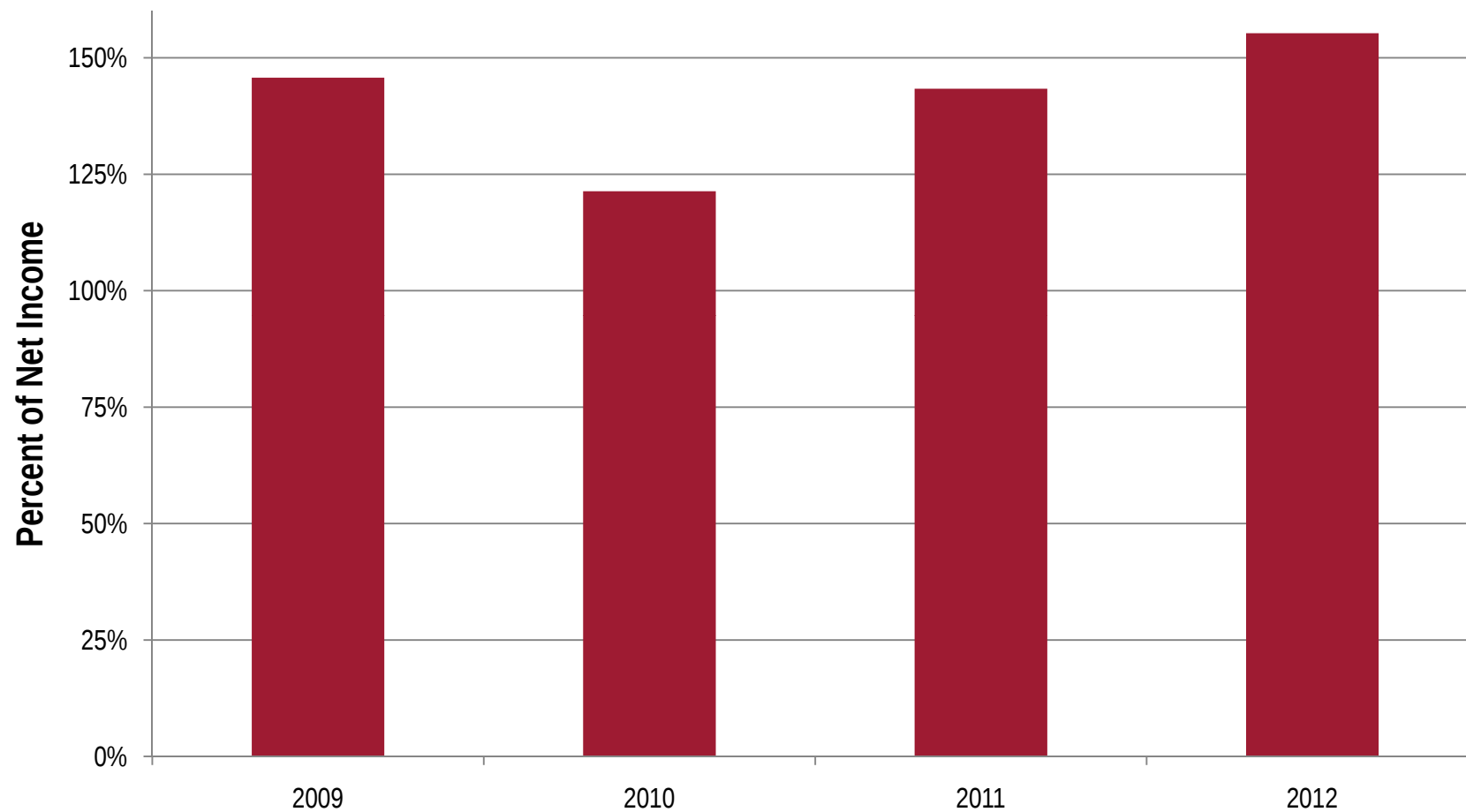
Acquisitions deliver 1–2% of annual revenue growth



*Revenue (\$ millions), excluding Brazil and Divested Operations
 ** Excludes income tax benefit from CSC Credit Services acquisition

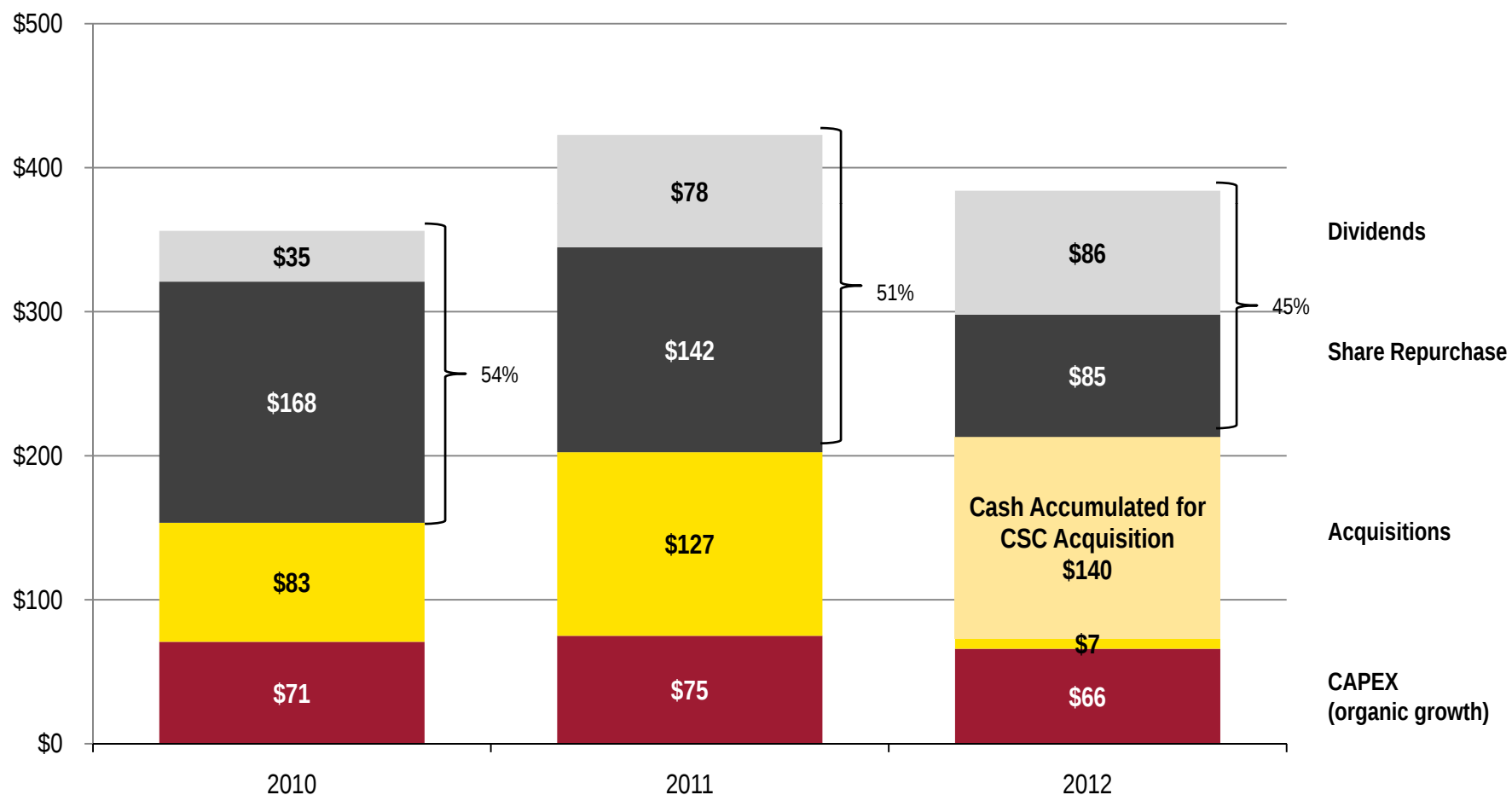


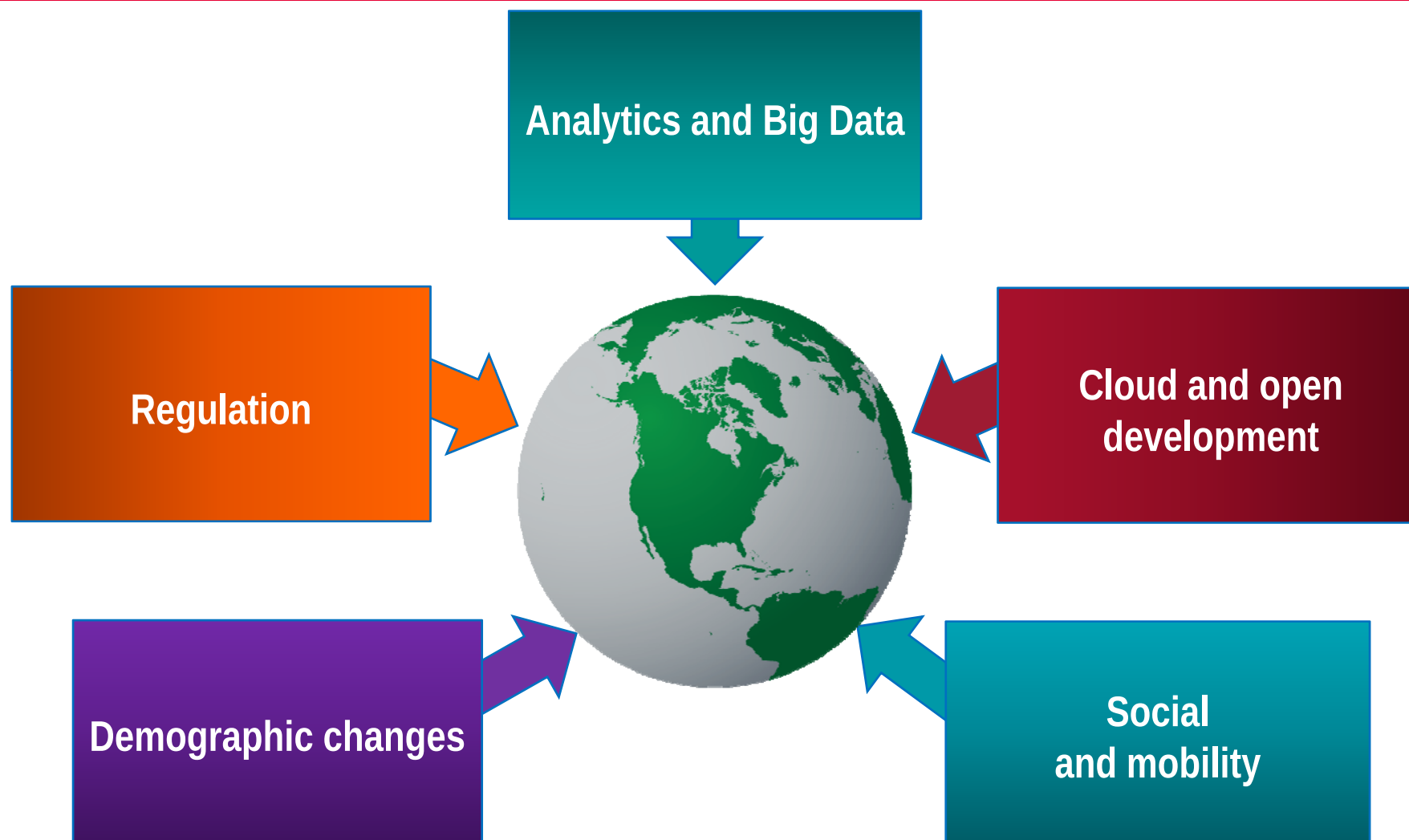
*Note: 2012 Operating Margin excludes pension adjustment



Note: Reported Net Income; Free Cash Flow is Reported Cash from Operations less Capital Expenditures

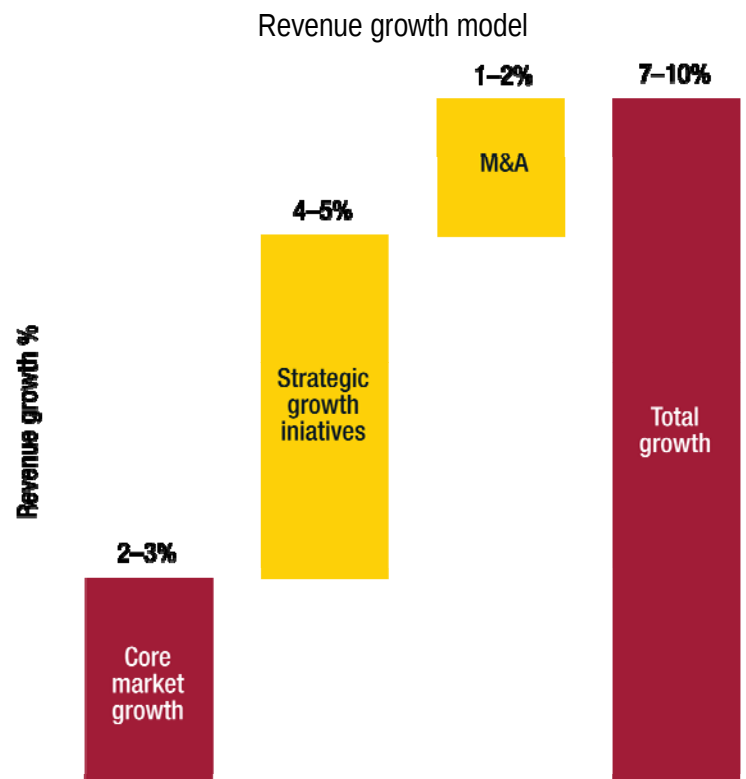
Strong Cash Flow Supports Investment for Organic Growth, M&A, and Cash Returns to Shareholders





Stand still, risks bite you ... Move and you seize the opportunity

	Multi-year organic growth	Operating margin trend
USCIS	5–7%	Low 40's
N.A. Commercial	6–10%	Low-to-mid 20's
Workforce Solutions	7–9%	Upper 20's
N.A. Personal Solutions	8–12%	Upper 20's
International	7–10%	Upper 20's/Low 30's
Corporate expenses		Mid-single digits
Total company	6–8%	Mid-to-upper 20's



The five business units are expected to drive 6–8% in organic growth from core market growth and their strategic growth initiatives. With an additional 1–2% from strategic acquisitions, total long-term revenue growth is expected to be 7–10%.

**Multi-Year
Outlook****Organic Revenue Growth**

6-8%

Inorganic Growth

1-2%

Operating Margin

+25 bps/year

Adjusted EPS Growth

10% - 13%

Dividends25% - 35% of
Net Income**Free Cash Flow Conversion¹**

120% - 150%

Adjusted ROIC²

>15%

Note:1) Free Cash Flow / Net Income

2) Adjusted ROIC = Net Income (excluding Acquisition Amortization) / Average LT Debt & Shareholders Equity

Long Term Revenue Growth (CAGR) 7-10%

Contribution from

- Margin Improvement 1%

- Financial Leverage (share repurchase/debt reduction) 2%

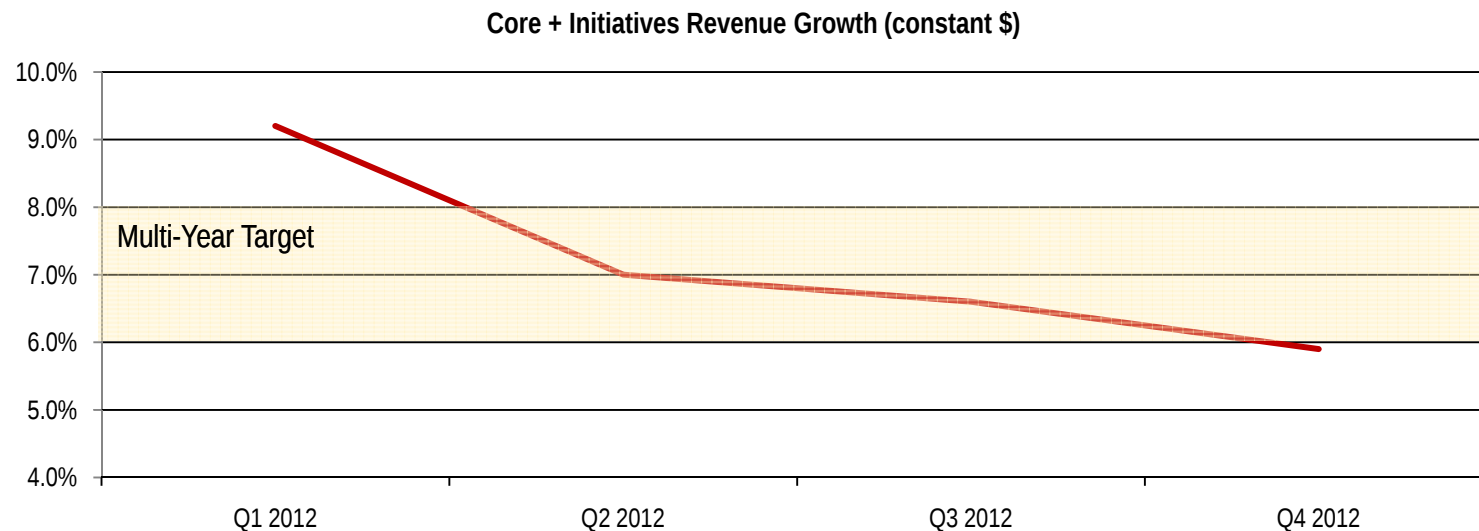
Cash EPS Growth¹ 10-13%

Dividend Yield 1.5-2%

Consistent Annual Shareholder Returns² 11.5-14.5%

¹Excludes any impact from changes in income tax rates

²Excludes impact of valuation multiple expansion or contraction



Contribution to Year-over-Year Growth (constant \$)

2012

	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>
Core + Initiatives	9.2%	7.0%	6.6%	5.9%
Mortgage Market*	4.2%	5.9%	4.1%	3.1%
Acquisitions	2.4%	2.2%	1.1%	0.2%
Brazil Merger Impact	(4.7%)	(3.7%)	--	--
Total Revenue Growth	11.1%	11.4%	11.8%	9.2%

* Mortgage market growth is based on both internal and external data on total market activity. The external market data is subject to revision in subsequent periods and is used to update our growth analyses.

» Revenue Growth 10 – 12 %

» Operating Margin 26 – 27%

» Adjusted EPS
Growth \$3.56 -- \$3.64
21 – 24%

- › We are delivering strong, consistent growth
- › Our core competencies support continued growth and strong market position
 - Unique data assets
 - Data aggregation and management expertise
 - Analytical resources
 - Deep customer insight and strong domain expertise
 - Well established growth processes: Growth Playbook, NPI, 4G, EGI
- › Evolving strategy to changing market conditions
 - Access a broader array of data from customers and partners
 - Enhance analytics to drive insight from the data
 - Leverage innovation to create new avenues for growth
 - Expand global footprint

Our strategy is evolving as we build on our core competencies to go broader and deeper into the value chain of delivering world class decisioning tools.

- › Leverage innovation in all of our served markets to drive incremental growth
- › Become a worldwide leader in analytics based decisioning tools
- › Become a worldwide competitor in ID Management
- › Continue growing the active records in The Work Number database
- › Expand and further develop international footprint; maintain strong market positions
- › Achieve consistent, above average revenue growth
- › Leverage world class process management discipline to support sustainable, above average operating margins

**Premier provider of critical decisioning solutions
Incorporating unique data and advanced analytics**

**Broad and diverse customer base with increasing
demand for high value decisioning tools**

Product offerings heavily integrated into customers' daily operating activities

Transaction driven business model with strong operating leverage

**Consistent financial performance delivering stable revenue growth,
strong operating margins, and high levels of free cash flow**

**Strong management discipline – new product innovation,
LEAN, strategic acquisitions, focused growth initiatives**

Commitment to shareholders – share buyback & dividends

Q&A



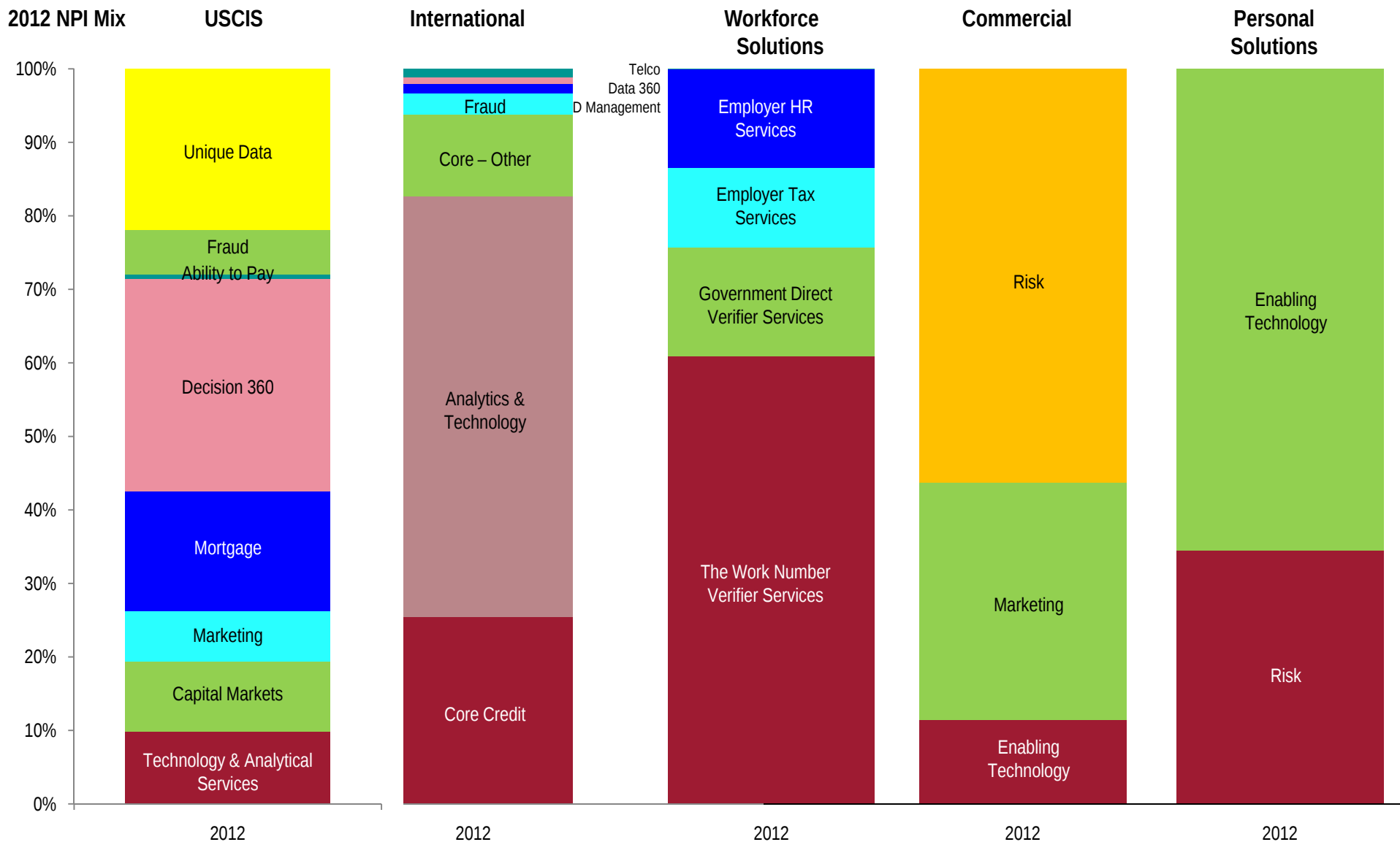
Appendix



- › Generates additional \$0.45–\$0.50/share of adjusted EPS
- › Contributes \$110–\$115M EBITDA
- › Adds \$115–\$125M of revenue
- › Expands Equifax margins
- › Allows team to focus on innovation, not managing the relationship
- › Opportunity to leverage process improvement expertise
- › Very limited revenue synergies assumed



NPI Activity Is Diverse and Deeply Imbedded In BU Strategies



USCIS leverages a diverse and broad-based portfolio of data assets to address a wide range of customers' analytic and decisioning needs across a very diverse end user customer base.

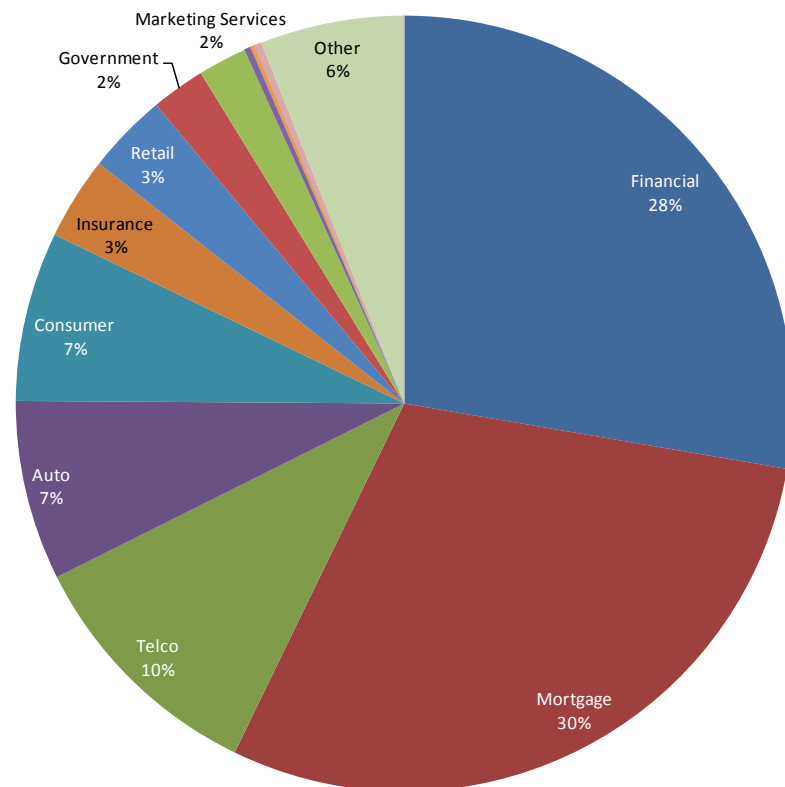
Accessible Data/Attributes

- Credit information & attributes
- Income
- Asset profile
- Employment information
- ID authentication and verification
- Share of spend (modeled)
- Identify anomalous behavior
- Relationship between business owner & consumer

Key Business Challenges We Solve

- Acquisition
 - Targeting and segmentation
 - Propensity to open accounts
- Origination
 - ID verification and authentication
 - Ability to pay
- Account Management
 - Payment behavior changes
 - Cross-sell and up-sell
- Business Intelligence

USCIS Customer Mix



Identify Problems

What additional products should I offer customers at POS?



Gather & Combine Data

EFX Data: IXI, TWN

Client Data



Structured Data



Unstructured Data

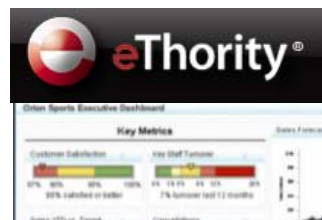


Hosting/Database Services

Create Insights & Deliver Analytics



Predictive Analytics



Next Best Offer identified in BI Tool



Advise Customer

Operationalize with Continuous Loop

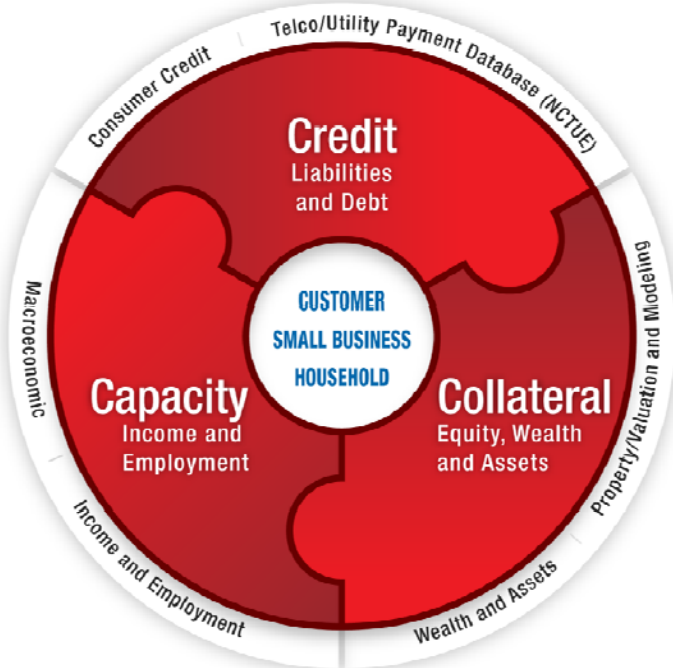
Provide solution to deliver Next Best Offer



Continually monitor consumer through BI

Delivering insights into a consumer's assets, income statement and liabilities like no one else can is core to our strategy

Decision360™



Core credit data

250M+ consumer credit files

Alternative data

184M and growing NCTUE+ consumers
(20% not on credit file)

Housing data

Property data and valuation models

Asset/wealth data

Over \$11T at the "micro-neighborhood" level

Tax return transcripts

4506-T tax return data through IRS

Income and employment data

Over 52M active consumer records

Protect "the core" while delivering **differentiation through unique data, analytics and technology**

- › Expansion in key markets
- › Increased penetration of Decision 360 initiatives
- › Recognized leader in identity authentication/management
- › Superior decisioning solutions leveraging proprietary analytical driven insights



Multi-year organic growth 5–7%

Expanded operating margins

NACS uses it's unique data sources, expertise in the small and medium business market and advanced analytics to provide customers solutions that help them grow their business intelligently

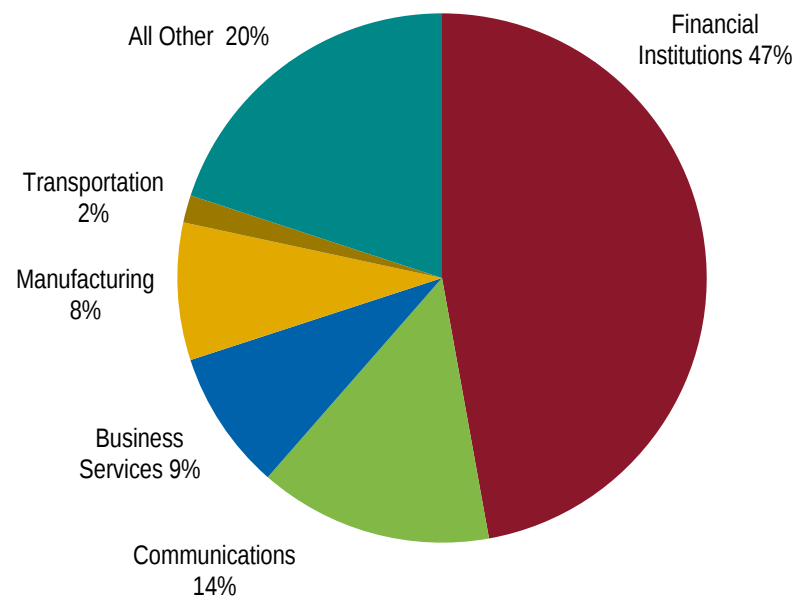
Accessible Data/Attributes

- Credit information & attributes for businesses
- Revenue, # of employees
- Business Ownership Hierarchy and Linkage
- Business ID authentication and verification
- Relationship between business owner & consumer

Key Business Challenges We Solve

- New Customer Acquisition
 - Targeting and segmentation
 - Offer Development
 - Customer Data Management
- Underwriting
 - ID verification and authentication
 - Ability to pay
 - Bankruptcy
- Account Management
 - Payment behavior changes
 - Cross-sell and up-sell
- Asset Recovery
 - Collections

Customer Mix





Providing Advanced Analytics to power decision-making at top-tier financial institutions

- › Next Generation Risk Scores
- › Early Default Scores



Delivering business risk process management to broad range of industries

- › QTC Advantage
- › Enhanced business linkage



Leveraging broad range of enterprise capabilities to enhance customer experience

- › Linking Equifax consumer identity with Equifax commercial identity
- › Enterprise sales model

Use unique assets
and competencies...

- > Core credit data: Focus on credit data for small and medium businesses
- > International credit data: Delivery of current credit reports for companies in over 50 countries
- > Analytics: NPI to penetrate key verticals
- > Business lending industry trends: Trended data for lending

...to penetrate key markets...

- > Financial Services: Leverage strong relationships within banking and SBFE
- > Telecommunications: Continue to diversify position with analytics and marketing solutions
- > Manufacturing: Credit decisioning platform
- > Other verticals: Transportation, Business Services

...through an
enterprise channel

- > Organize around the customer, leverage scale and reach to represent all of Equifax
- > Significantly improve go-to-market through alignment of marketing, sales and the business units in critical vertical markets

Multi-year organic growth 6–10%

Expanded operating margins

Work Force Solutions is building out the largest US based Employment and Income Repository - The Work Number Database – enabling two key business units.

Verification Services

WORK NUMBER DRIVERS

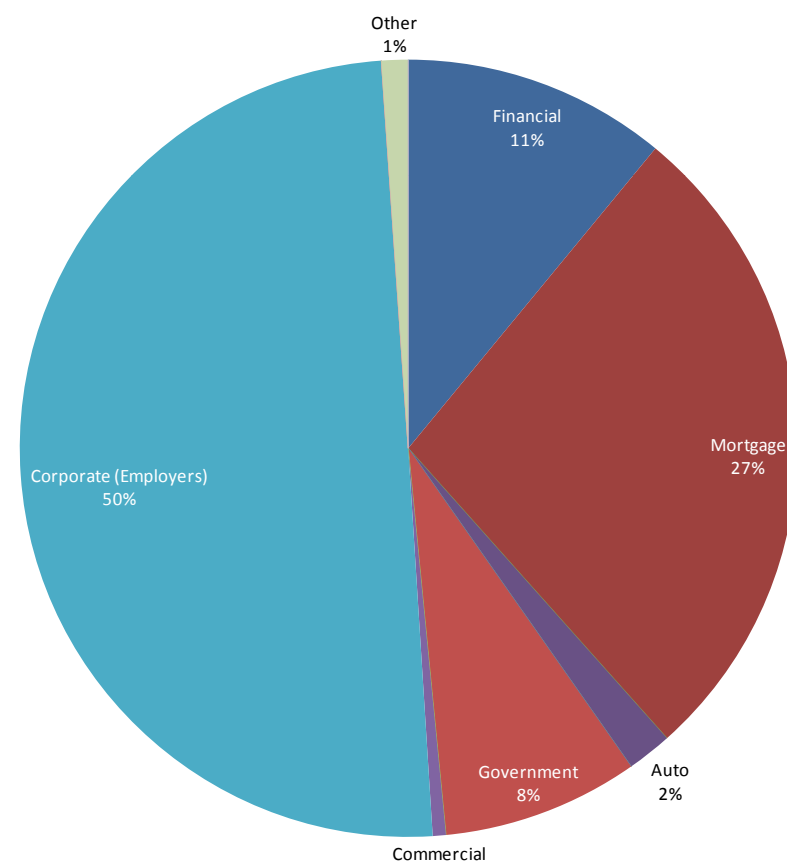
- Mortgage GSE required
- “Ability to Pay” in Card
- Government Eligibility
- Pre-Employment
- Collection and Garnishment
- Automotive and Student Lending
- Enabling Next Generation risk tools - D360

Employer Services

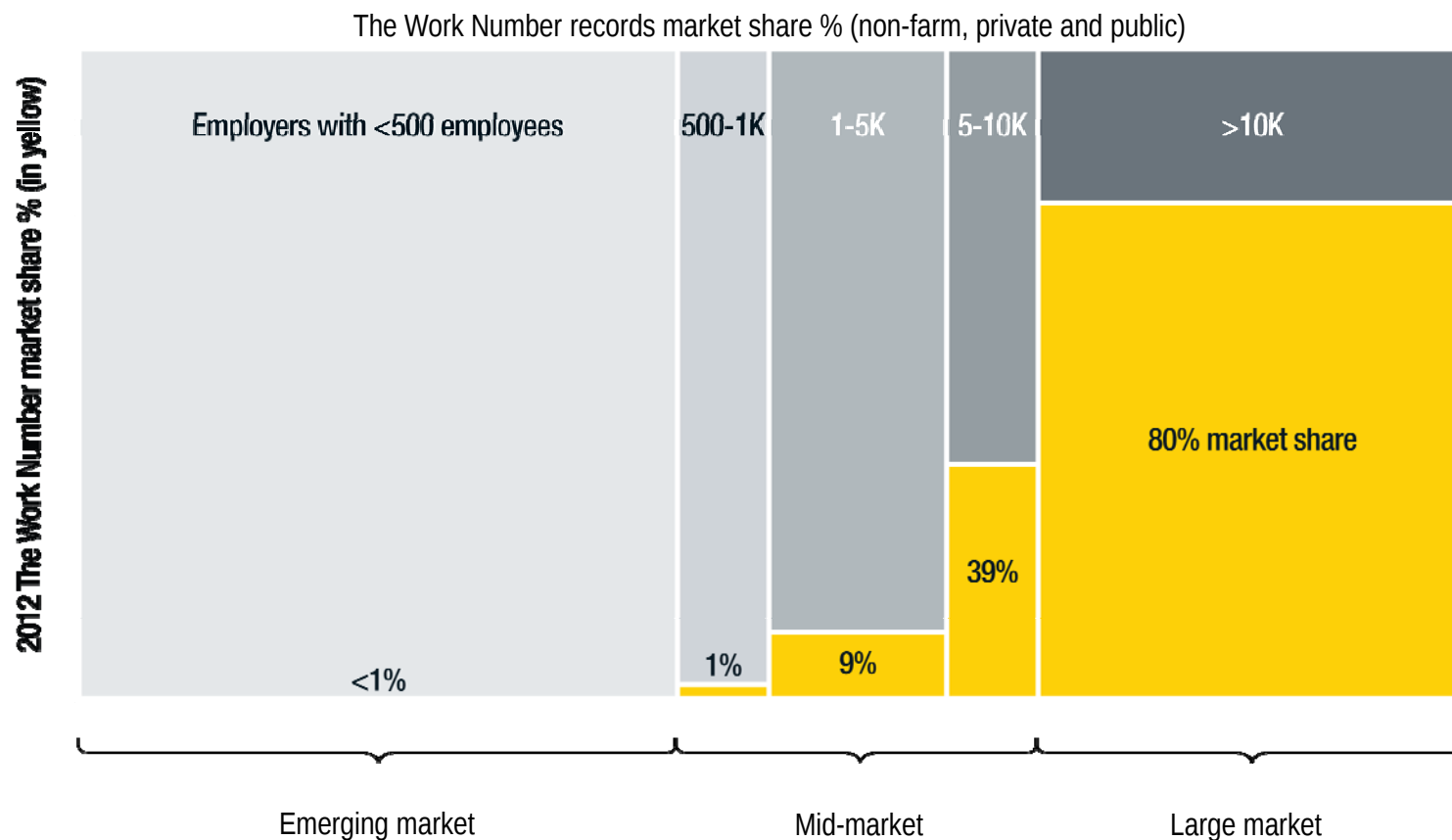
WORK NUMBER ENABLERS

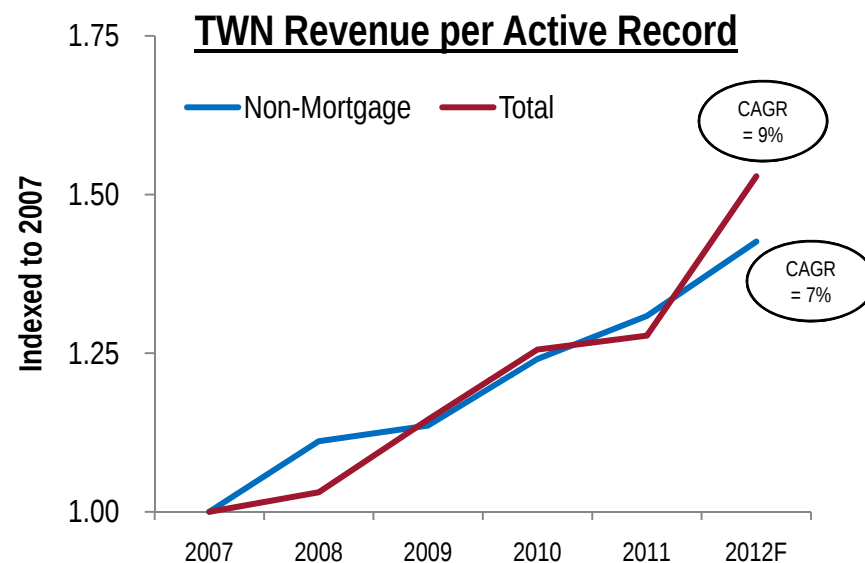
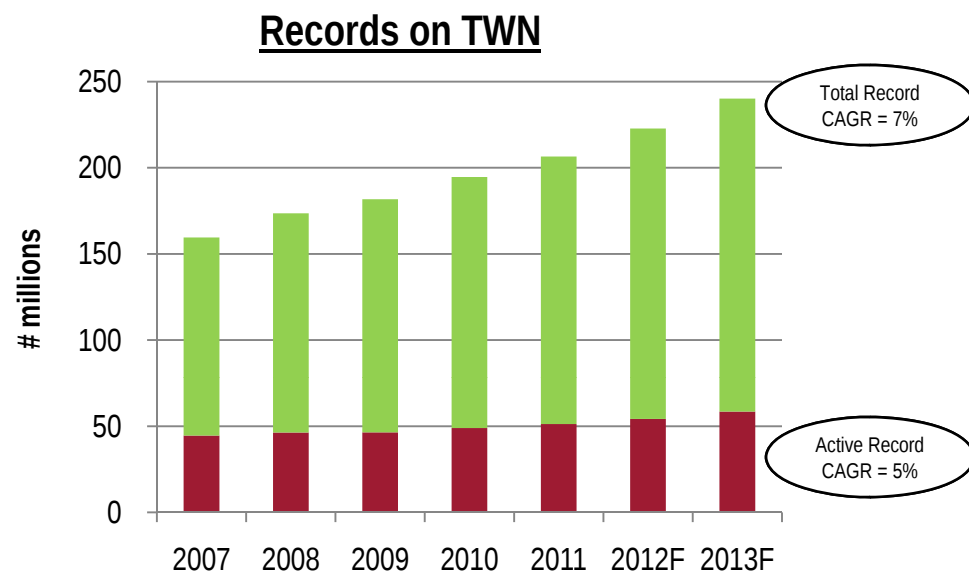
- Unemployment Claims
- I-9 and eVerify
- OnBoarding
- Tax Credits and Incentives
- Workforce Analytics
- Customer Value

EWS Customer Mix



We have 80% of the employers with over 10,000 employees reporting and now have also gone down-market





Strategies to Grow Records in the Database

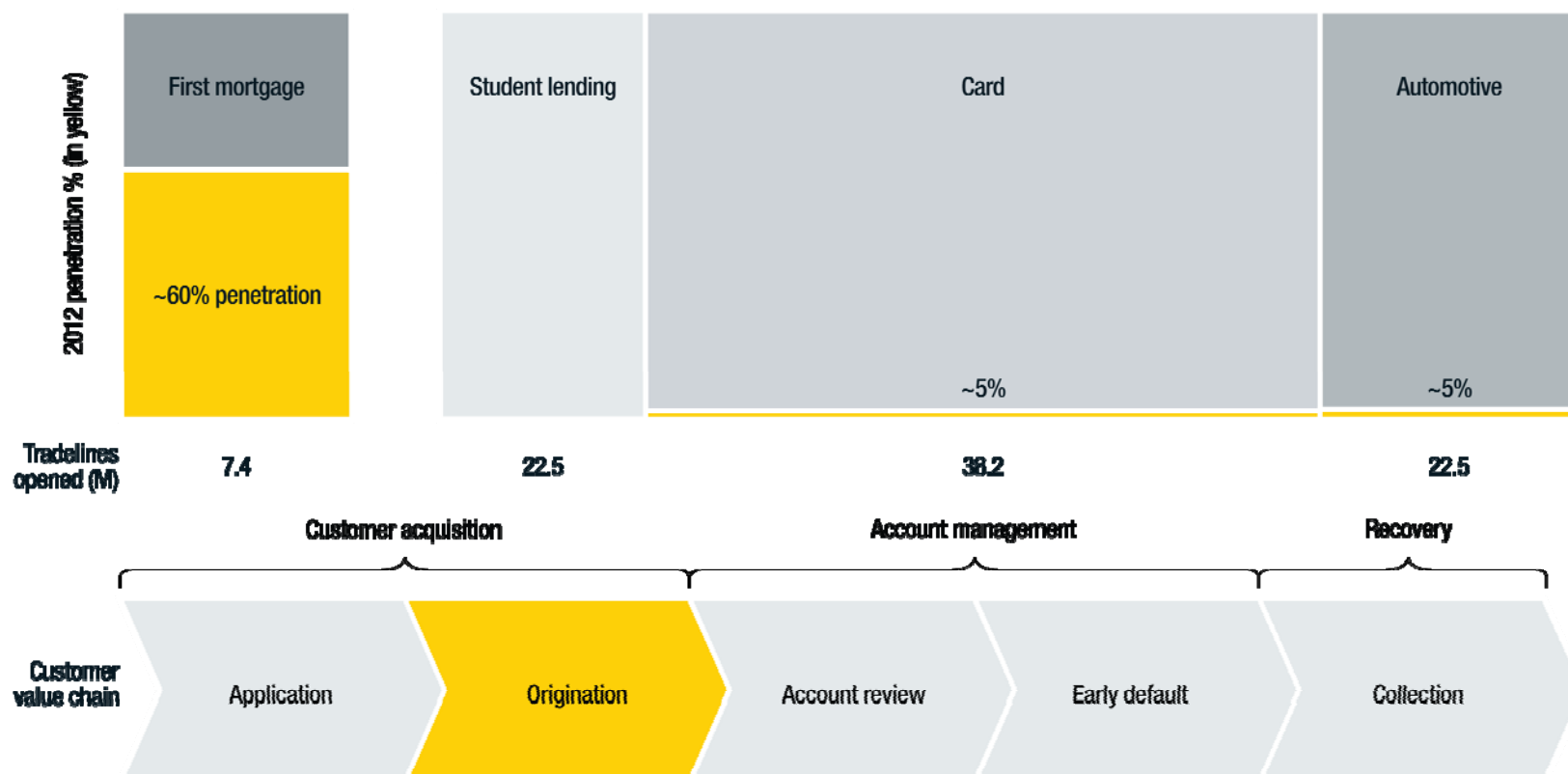
- Direct sales to employers
- Commercial partnerships to access small to mid-size employers
- Technology and process improvement
- Penetration of high value employer services to gain and retain records

Strategies to Grow Average Revenue per Record

- Penetration and value add in government benefits applications
- Penetration in emerging applications: Card, Auto
- Penetration from system-to-system integration
- New products for specialized applications
- Pricing
- Increase use of historic records

We will continue to penetrate originations and expand our presence along the lending value chain via analytic solutions and channel partners

Market penetration for The Work Number instant verifications in originations



- › Solid, sustainable growth in TWN records
- › Deeper penetration of Verification Services in USCIS customer base
- › Broaden markets served with Verification Services



Multi-year organic growth 7–9%

Expanding operating margins

Personal Solutions **Vision**

We will **empower**
people with the
confidence and
control to be their
financial best



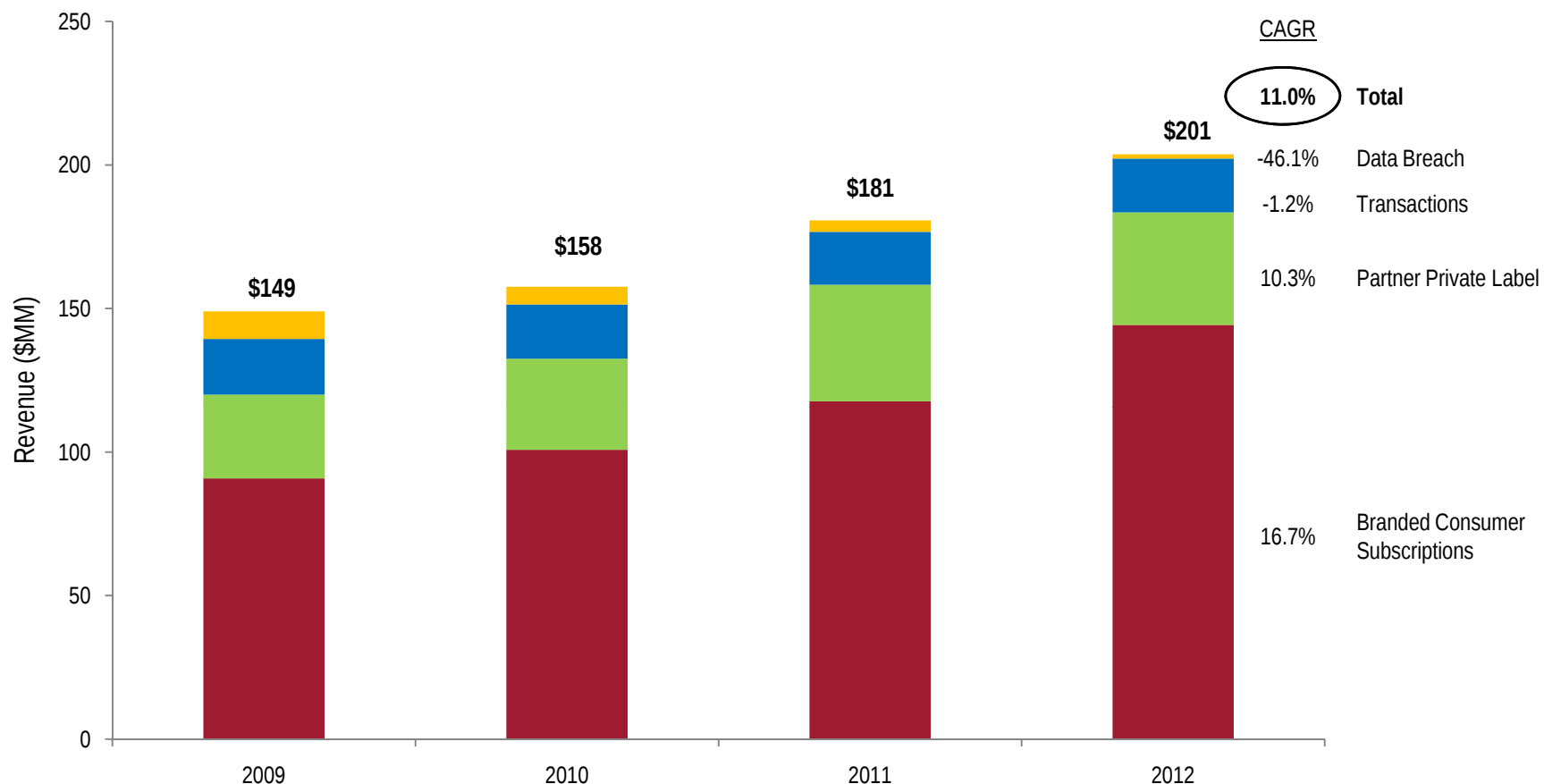
How

Deliver unique personal
financial and identity
information

Offer **insights** about how
that information impacts
customers' lives

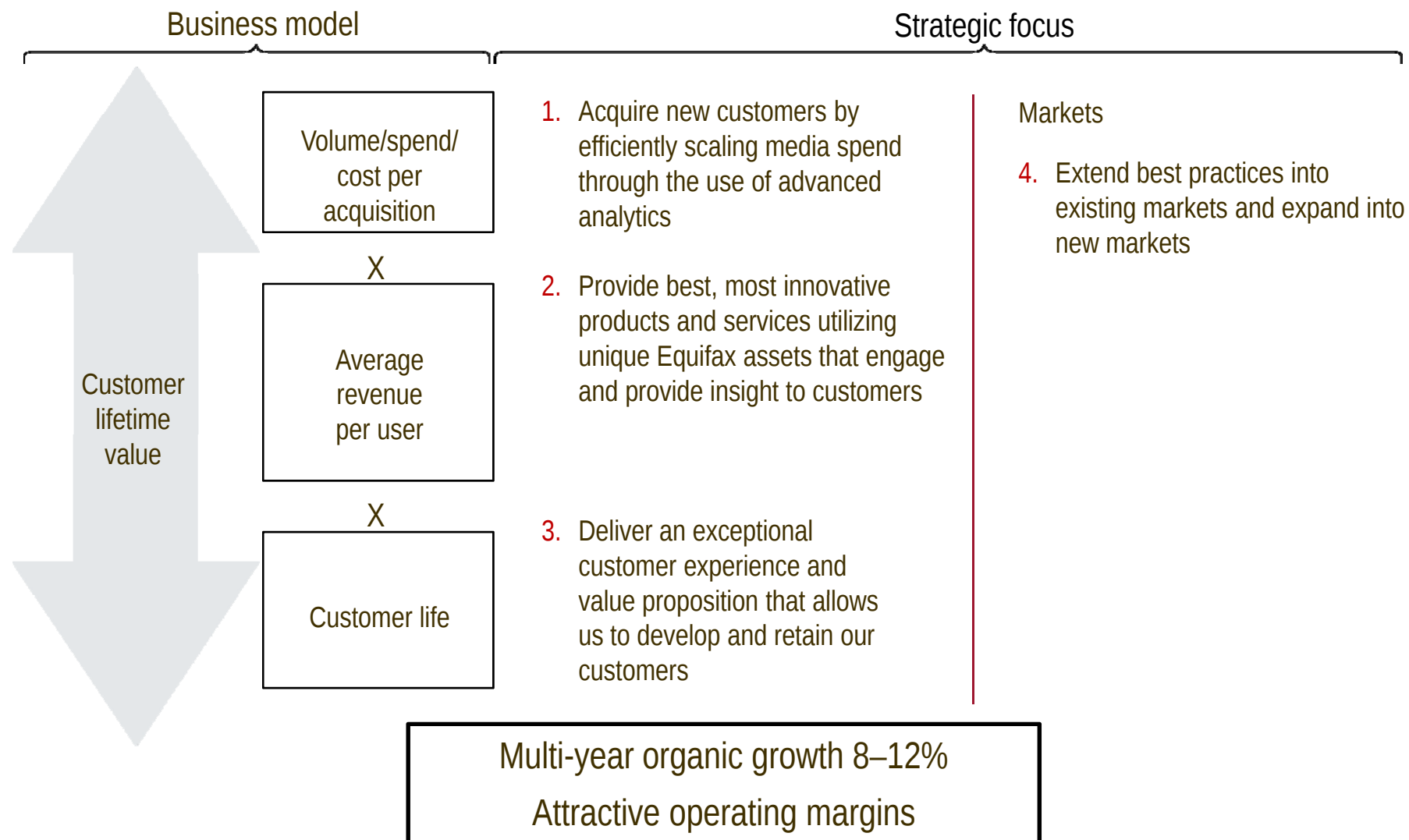
Engage customers in
understanding their
situation

Through the best
customer experience



Explanatory Notes:

- Breach activity has declined due to fewer breaches, shorter service terms, and limited consumer response
- Transaction volume has declined as consumers seek high value monitoring and financial management services
- Partner private label growth is driven by expansion into Canada and with partners seeking to provide value added services to their customers
- Aggressive growth in branded subscriptions has been driven by new products, increased ARPU, and improved customer experience/service



International leverages enterprise growth initiatives, operational discipline, and new product innovation to drive growth and strong operating margins.

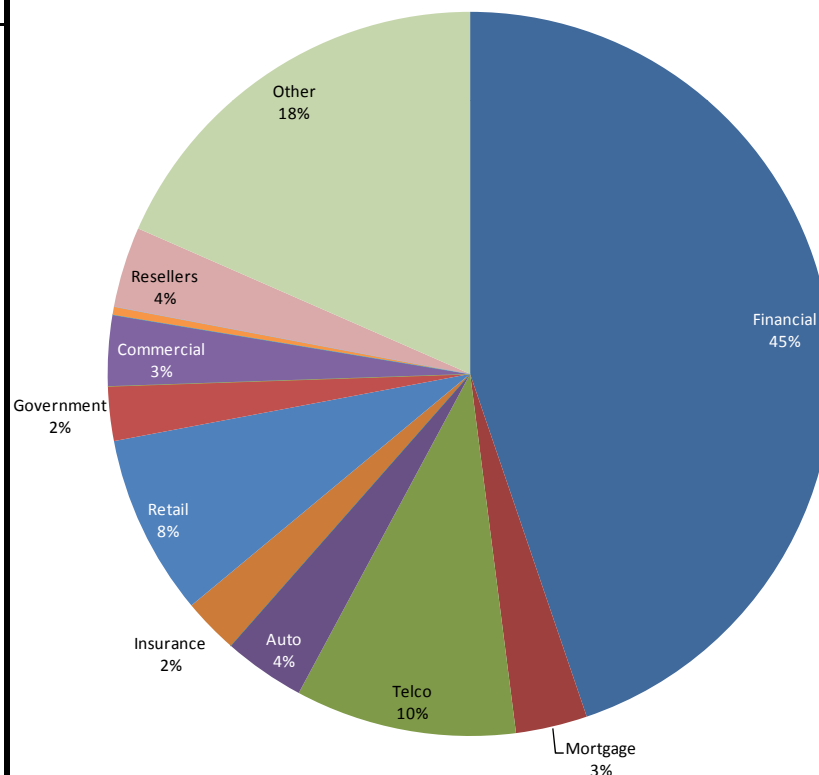
Strong, Broad-based Geographic Presence

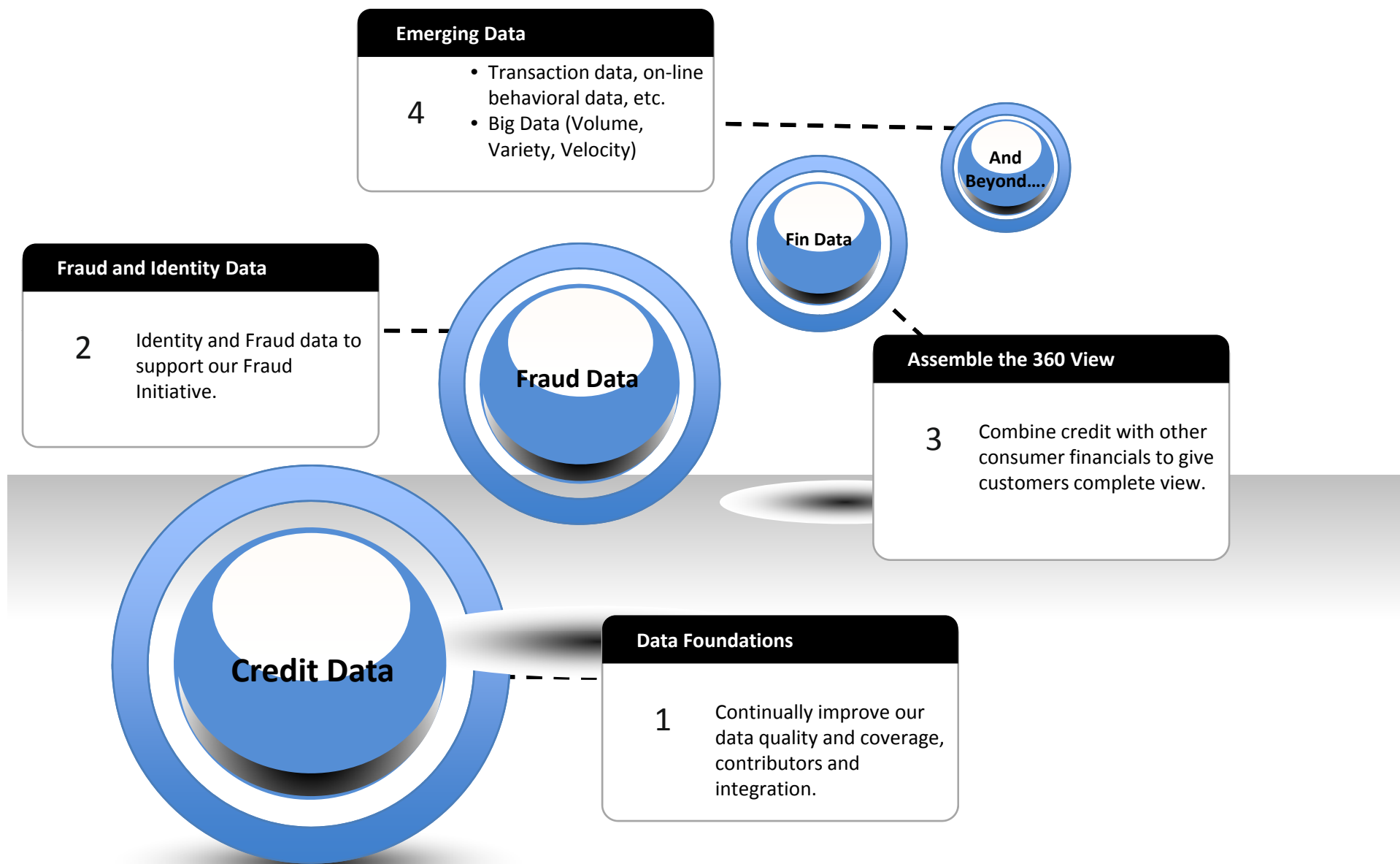
- Canada
- Europe
- Latin America
-
- Brazil
- Russia
- India

Building Blocks for Growth

- Differentiated Data
- Fraud – real time; across geographies
 - Citadel
 - FICO Partnership
- ID authentication & management
 - eID Verifier
- Decisioning platforms
 - InterConnect
 - Experto
- Personal Solutions
- NPI

Int'l Customer Mix





- › Increase Technology Services presence in Latin America, Canada, UK, & Spain
- › Accelerate deployment of decisioning platforms in countries & regions – Citadel & InterConnect
- › Expand and enhance analytics capabilities in Latin America, Canada, UK & Spain
- › Create new competencies in third party data (and technology) combined with Equifax data and solutions for enhanced insights for decision making
- › Expand presence in Telco

Canada



Opportunities

- Leverage Fraud consortium data (financial institutions and Telco)
- Develop next generation application fraud solution in collaboration with technology partner Fico
- eID presently deployed supporting multiple verticals
- Developing action plan to position application fraud solution within Insurance Vertical

Iberia



Opportunities

- Develop next generation application fraud solution in collaboration with technology partner Fico
- Application fraud solution PoC underway with automotive finance industry

LatAm



Opportunities

- eID deployed in Chile with focus on Telecommunication and financial institutions
- EFX Global ID solution under consideration for other countries

UK



Opportunities

- Develop next generation application fraud solution in collaboration with technology partner Fico
- eID presently deployed supporting financial institutions and telecommunication vertical

- › Focus on key market verticals – Financial Institutions, Telco and SME
- › Leverage Technology and Analytical Services to deliver unique, high value solutions
- › Expand into new geographies



Multi-year organic growth 7–10%

Attractive and sustainable operating margins