



Winning with **360**[®] Insight

Investor Presentation
October 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.

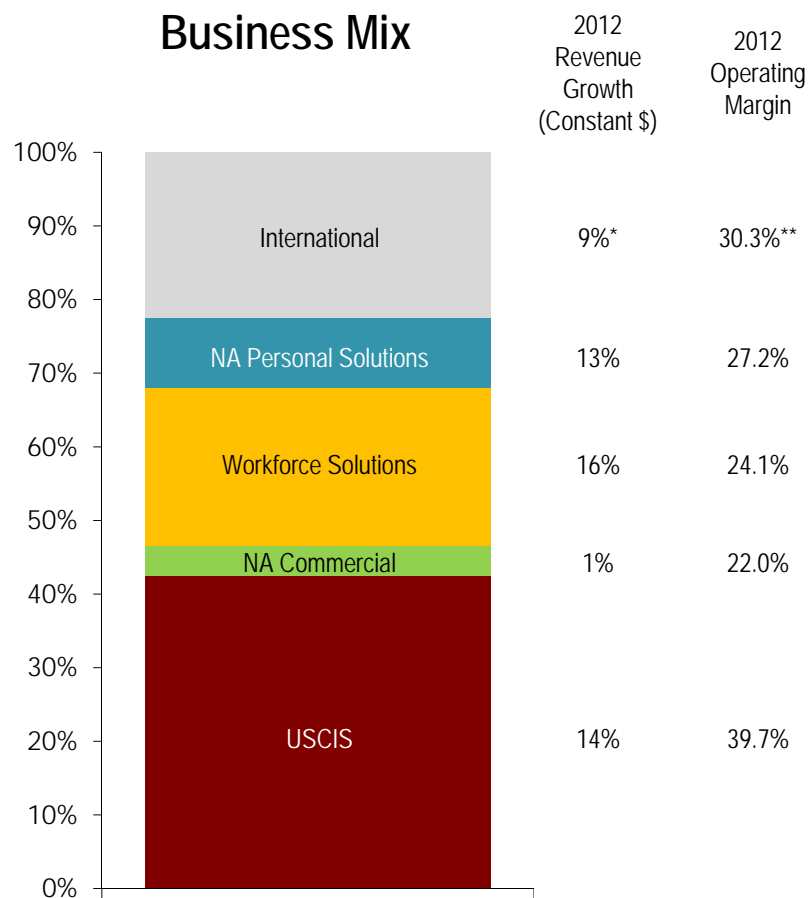
We also incorporate non-GAAP financial measures in this presentation. A reconciliation of those measures to the most directly comparable GAAP measure is available on our website at www.equifax.com in the Investor Center. You can also reach the same information by clicking on the link included for those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

GAAP/Non-GAAP Reconciliation

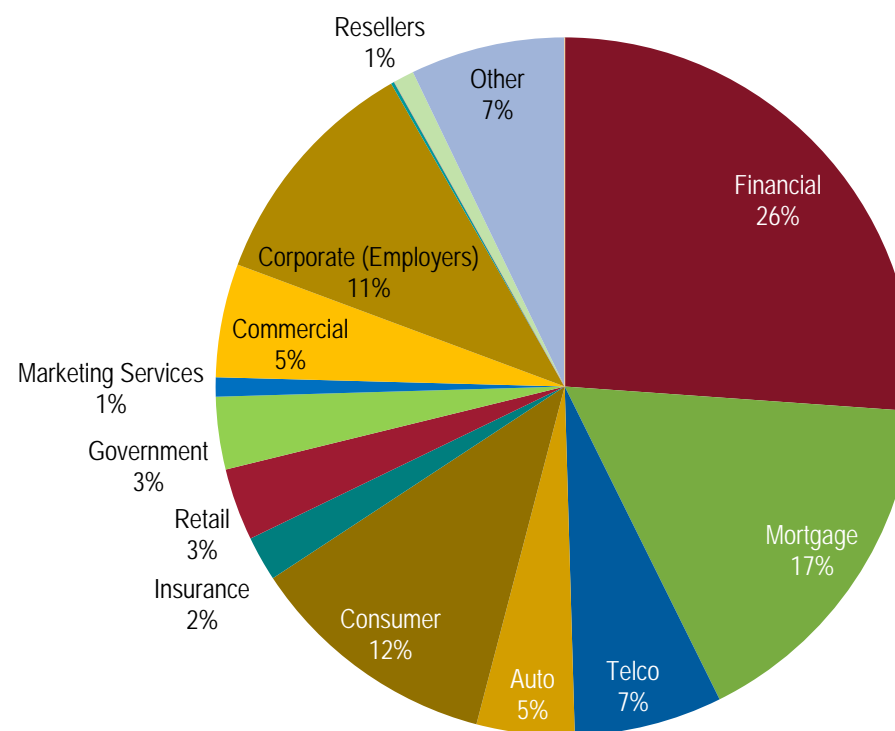
- › Diverse portfolio of businesses and end user markets
- › Strong global presence/franchise
- › Evolution of technology complements strong business fundamentals
- › A resilient strategy/business model is enabled through an intense focus on evolving customer needs
- › Consistent & sustainable performance with attractive shareholder returns
- › Results in consistent outperformance in the equity market

Total Year 2012

Business Mix



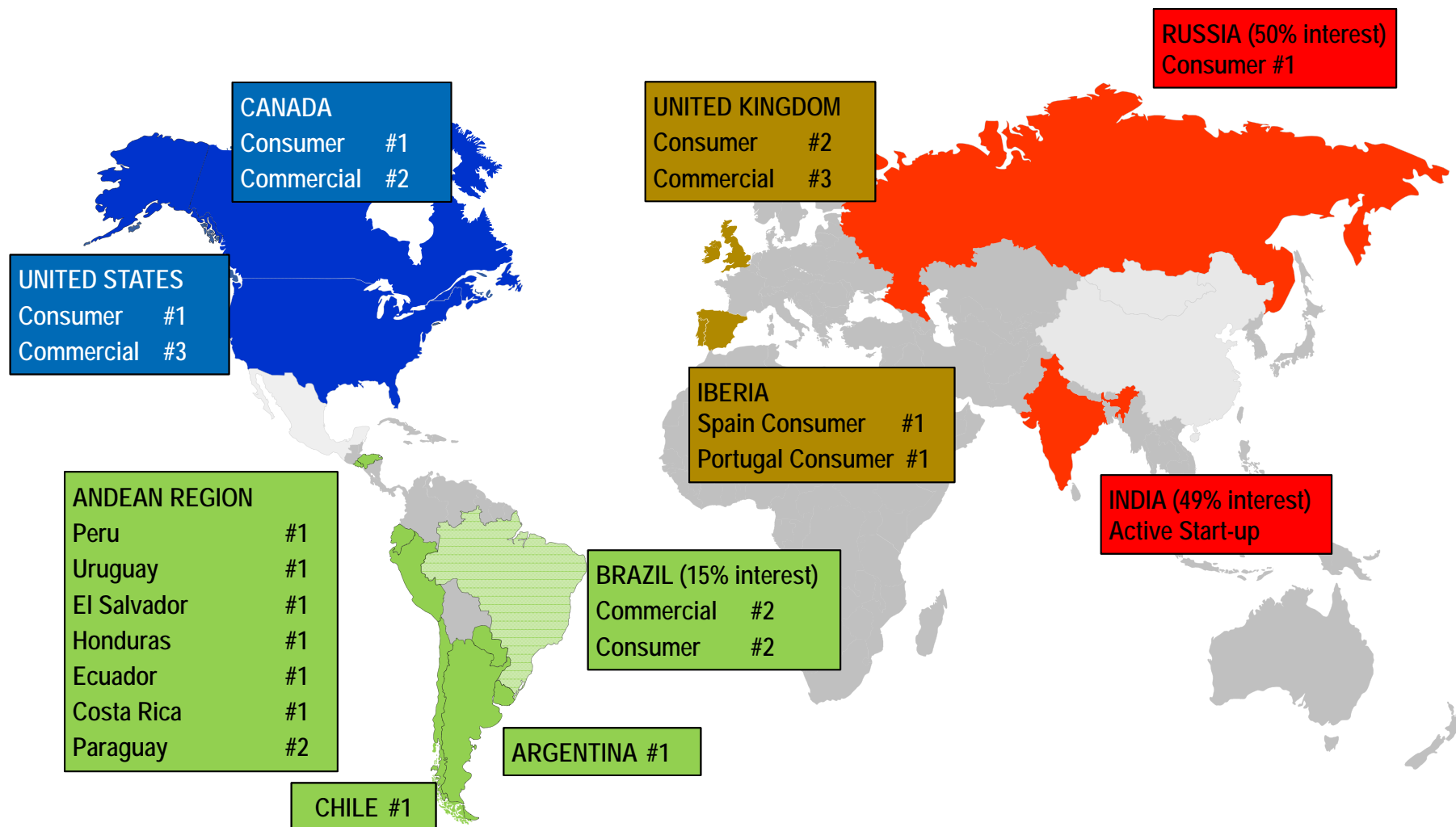
Consolidated Customer Mix

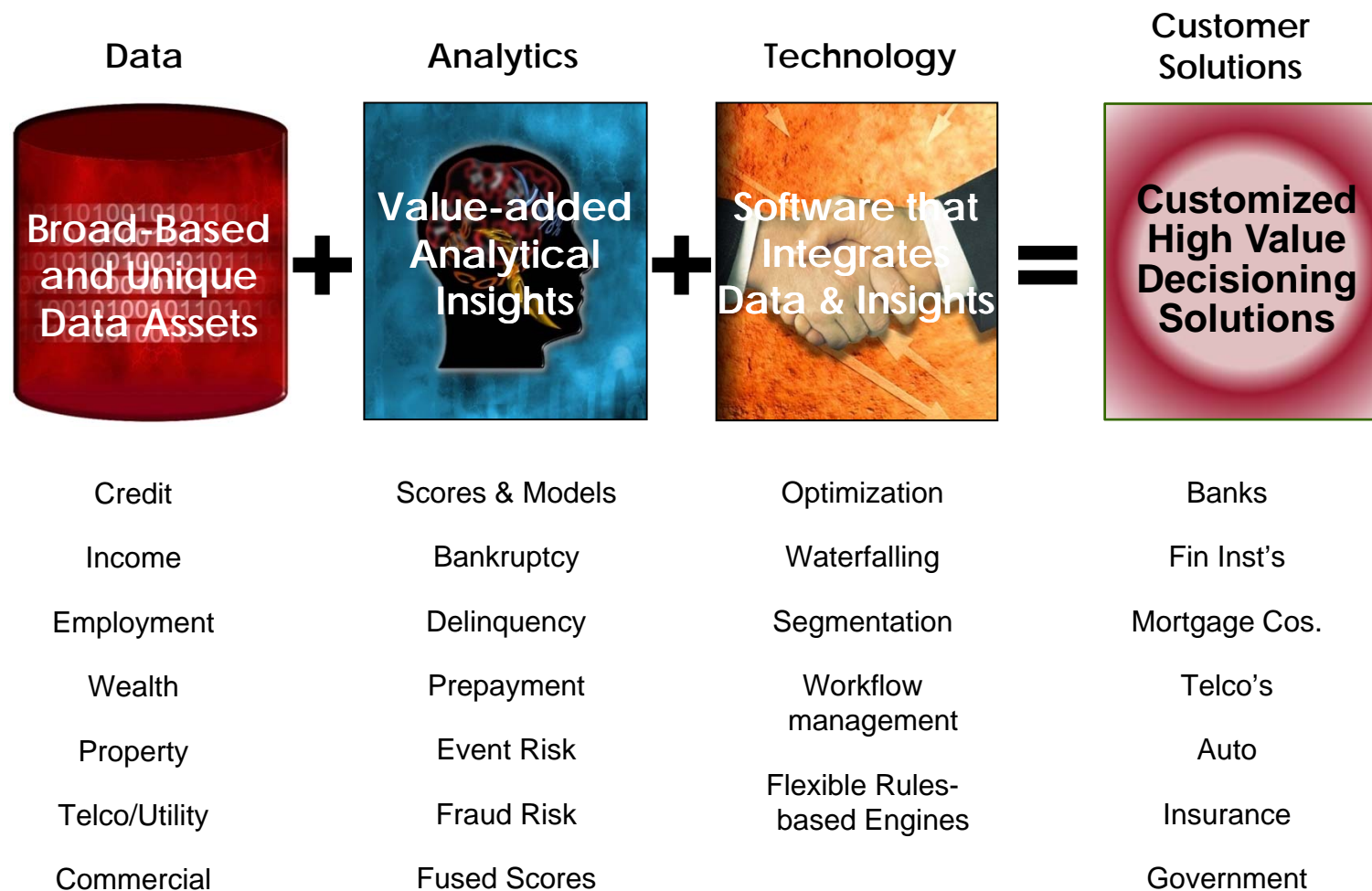


Note: Continuing operations basis

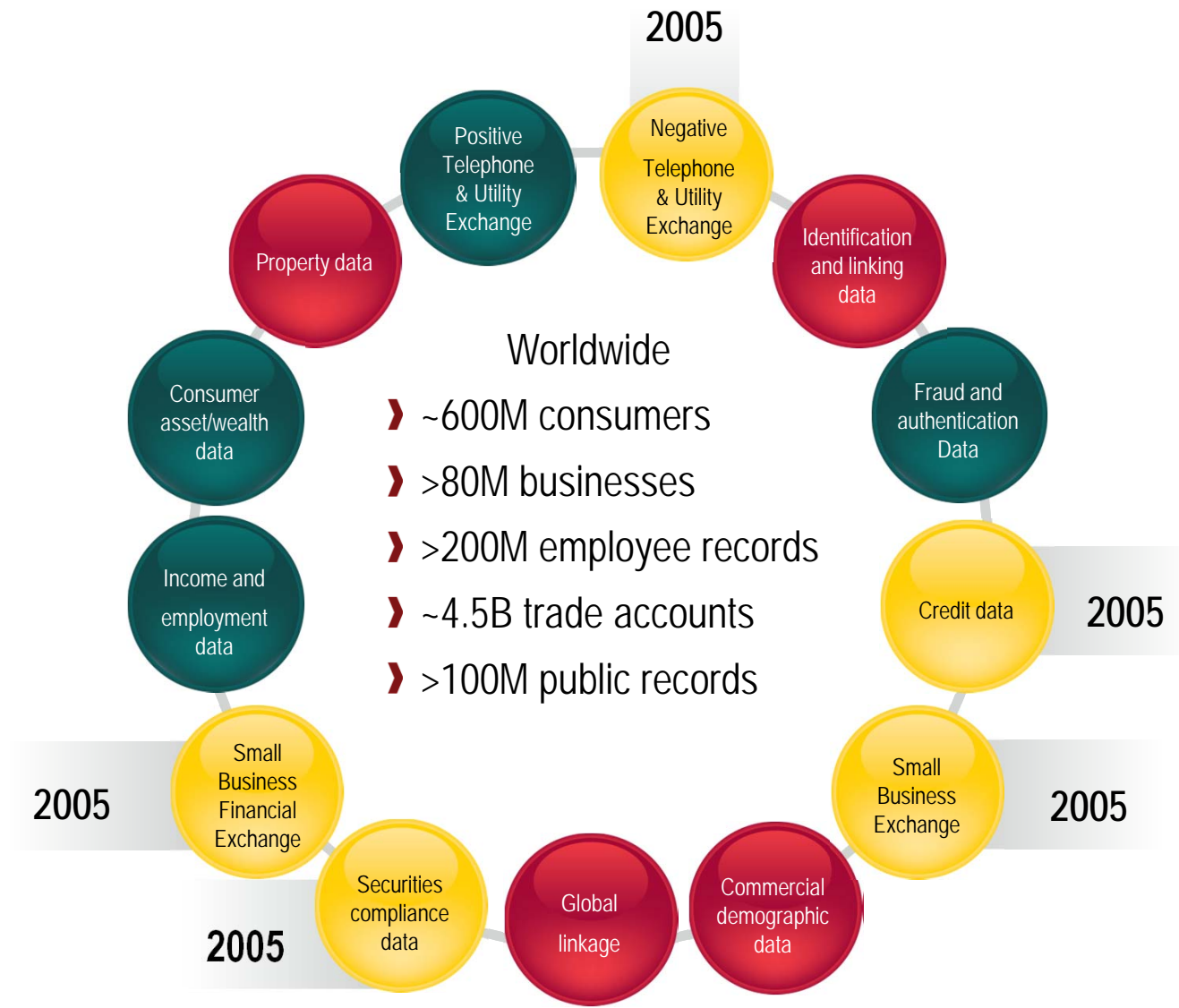
* Excludes Brazil which was deconsolidated in Q2, 2011

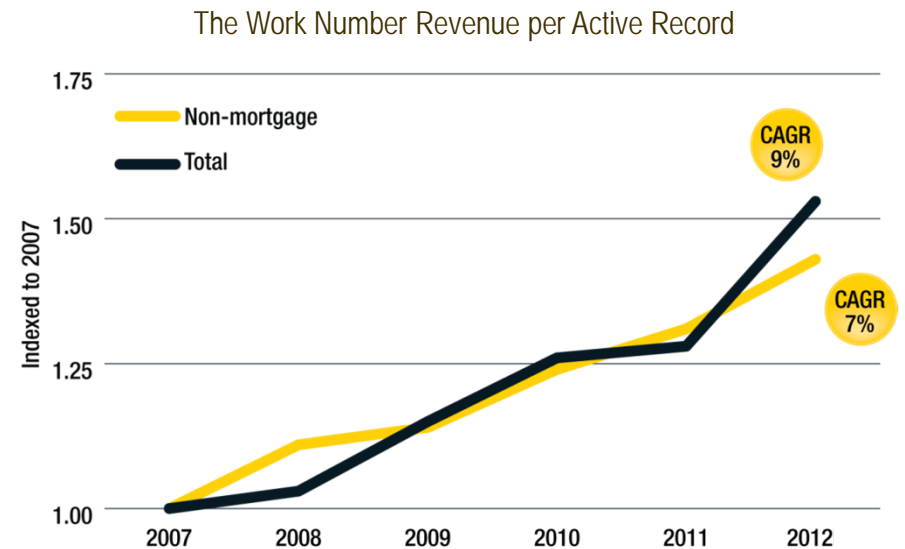
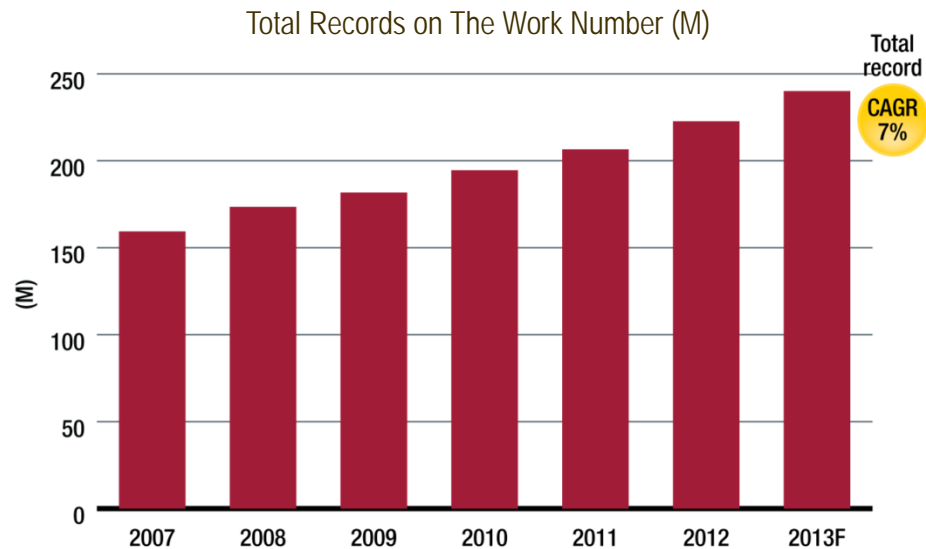
**Excludes \$3.7M of severance expense in Q3





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



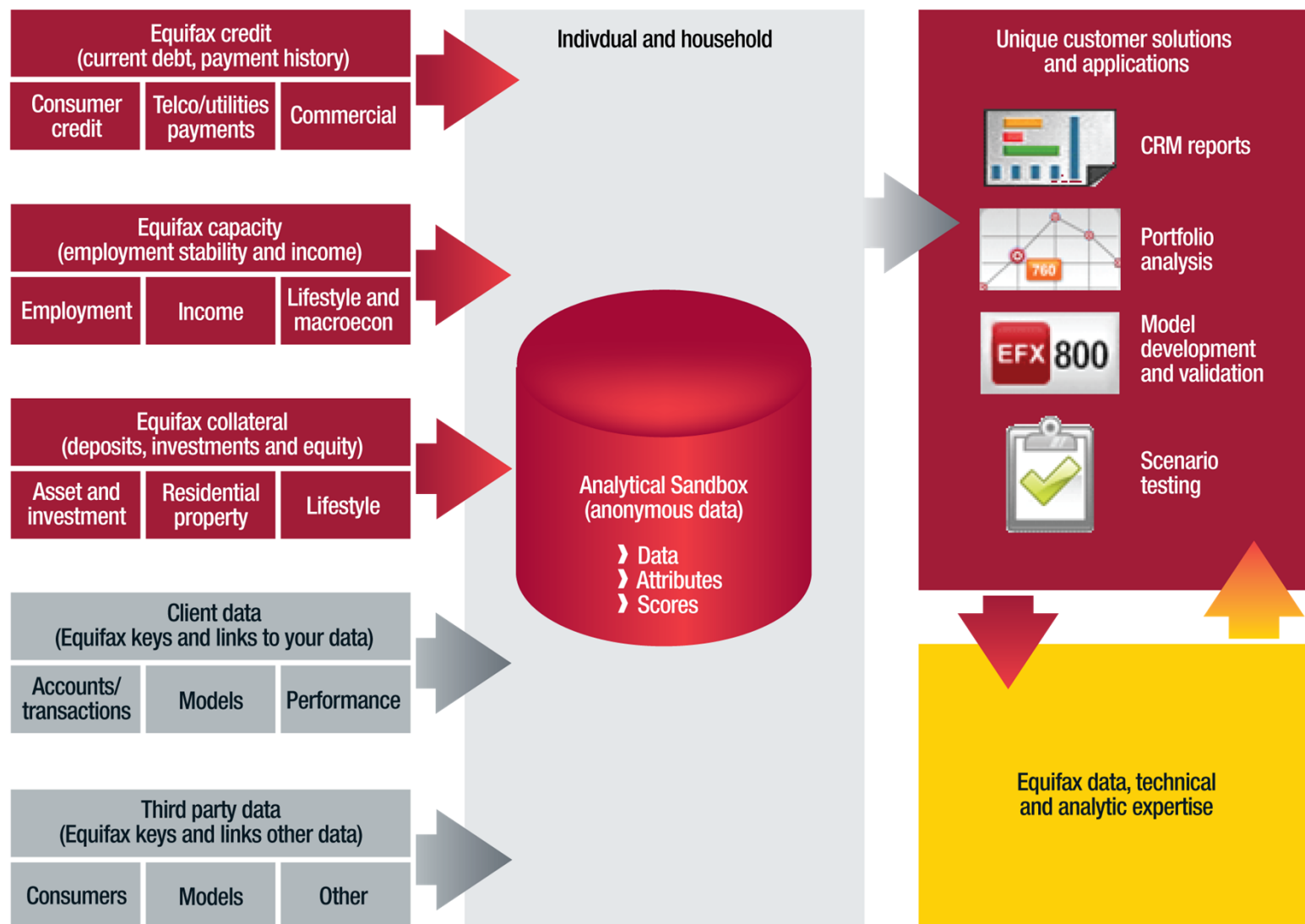


Strategies to Grow Records in the Database

- 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
- New products for specialized applications
- Pricing
- Increase use of historic records, approximately 25% of Verifications Services reported revenue

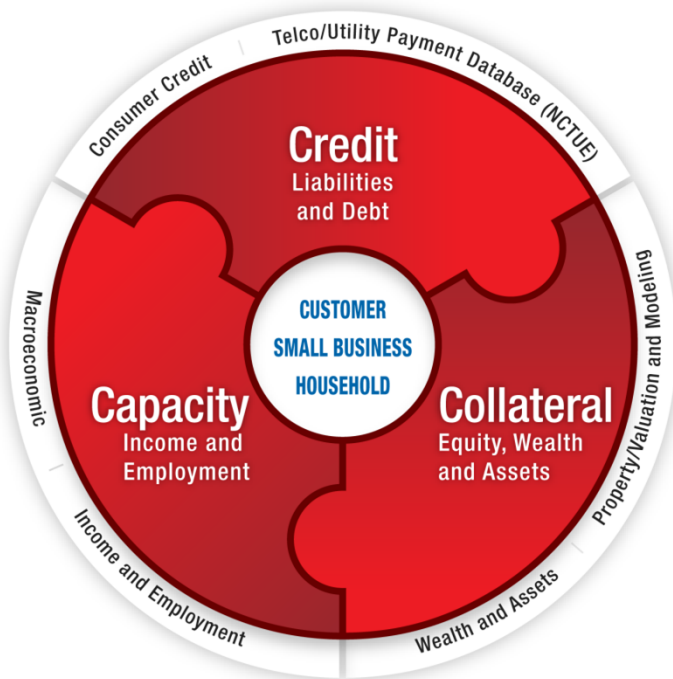


Source and integrate structured and unstructured data from any industry, anywhere in the world and proactively deliver actionable insight valued by customers

- › Drive towards data “perfection” by ensuring best-in-class data quality and accuracy
- › Maximize value of existing data assets and single-source data solutions
- › Accelerate advanced analytics to explore and develop new multi-source data solutions
- › Provide thought leadership and transformation capability to lead Equifax into new markets with analytics innovation



Decision360™



Core credit data
250M+ consumer
credit files

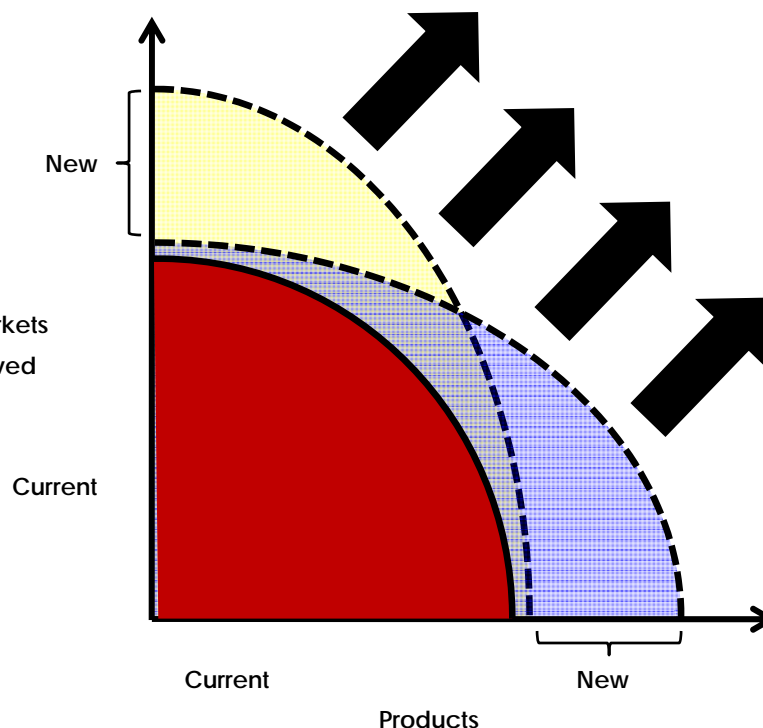
Alternative data
184M and growing
NCTUE+ consumers
(20% not on credit file)

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

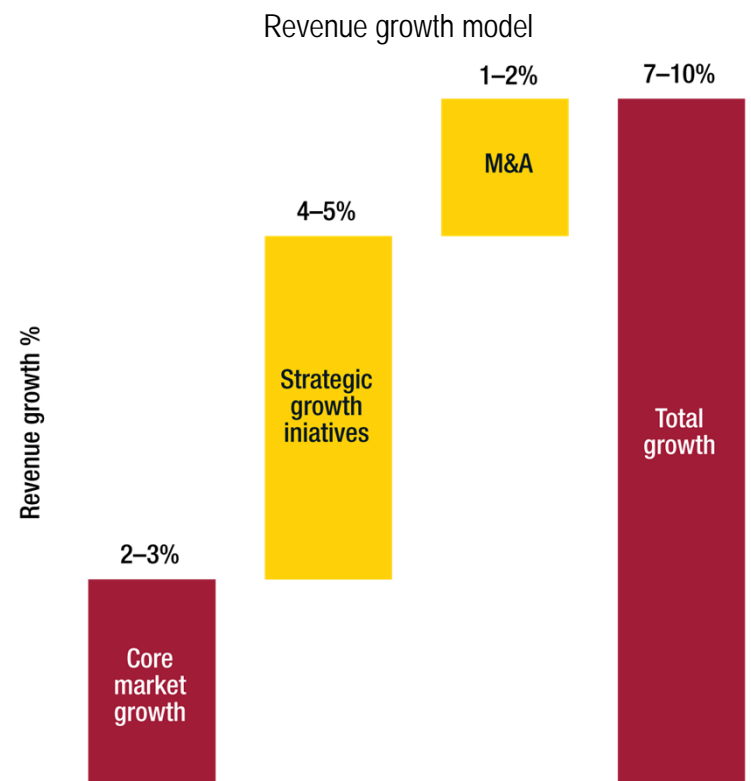
Income and
employment data
Over 52M active
consumer records



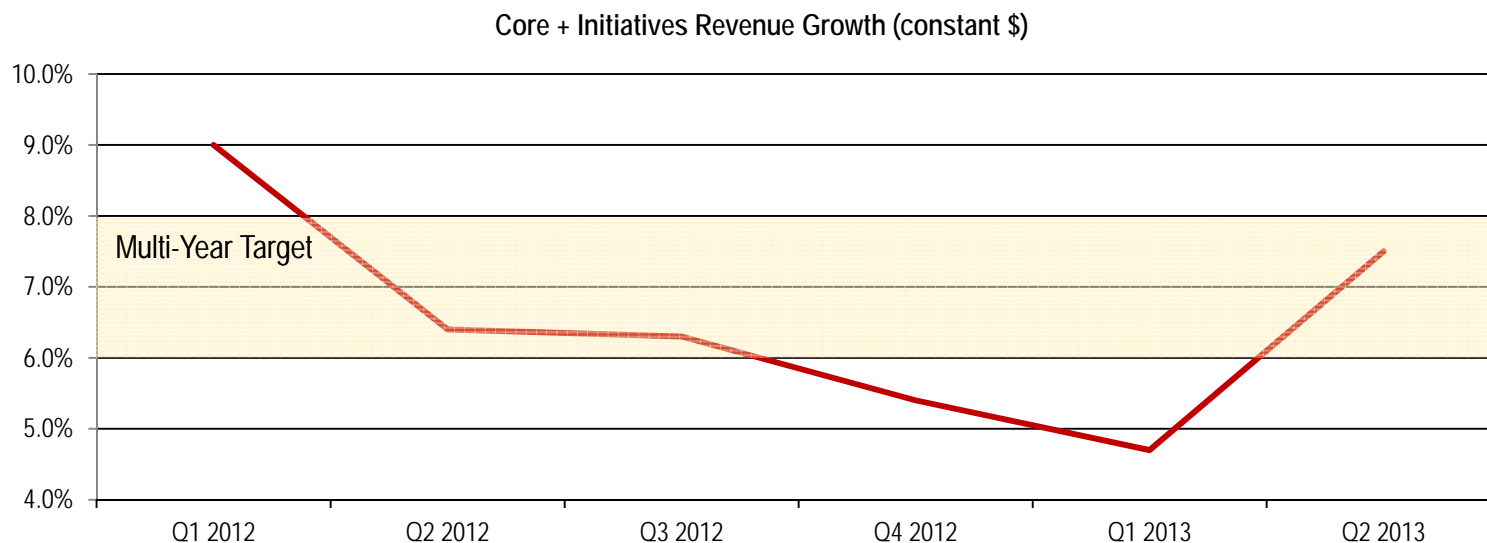
Growth Vectors

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

	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%	Low 30'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



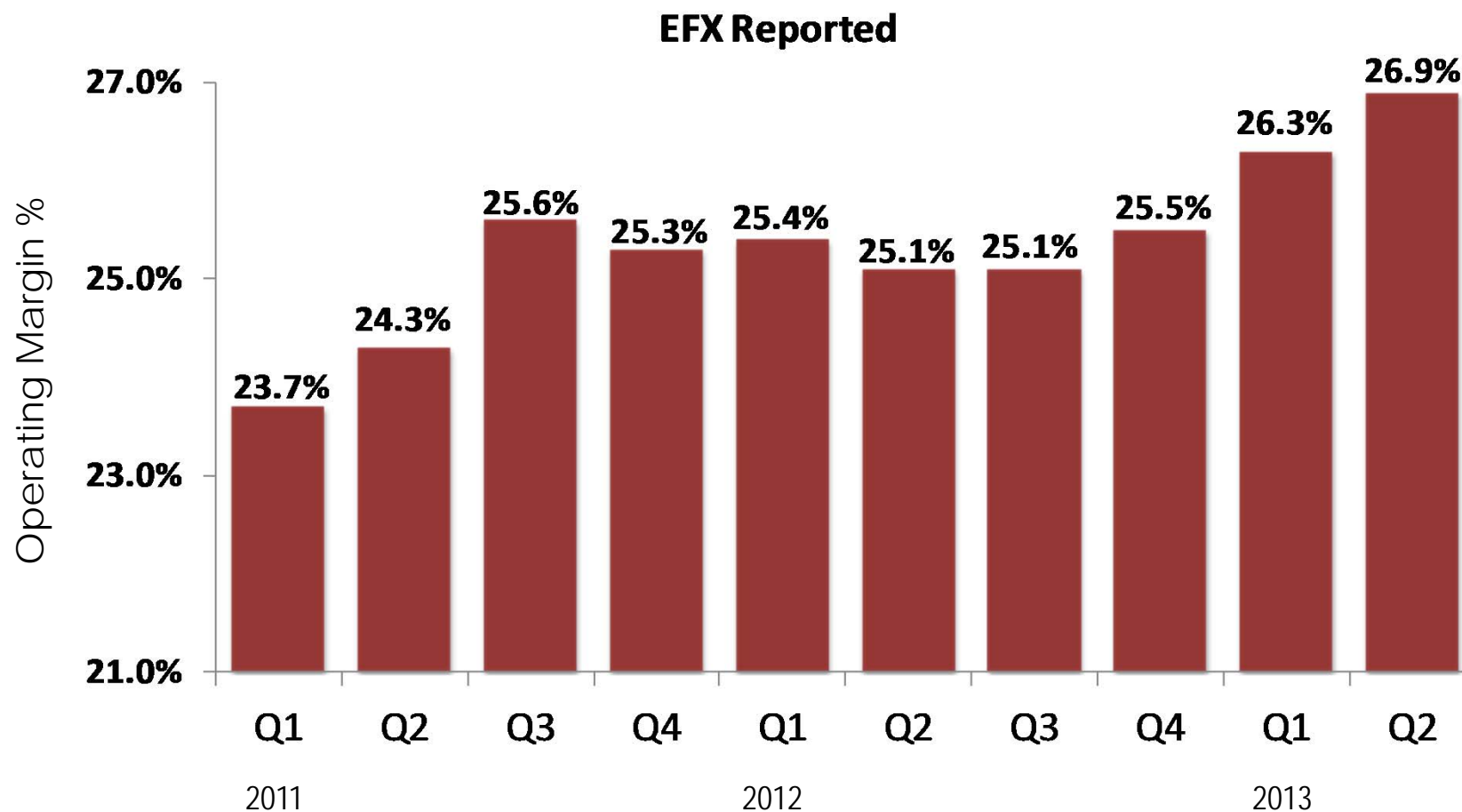
The five business units are expected to drive 6–8% in organic growth from core market growth and their strategic growth initiatives. With an additional 1–2% from strategic acquisitions, total long-term revenue growth is expected to be 7–10%.

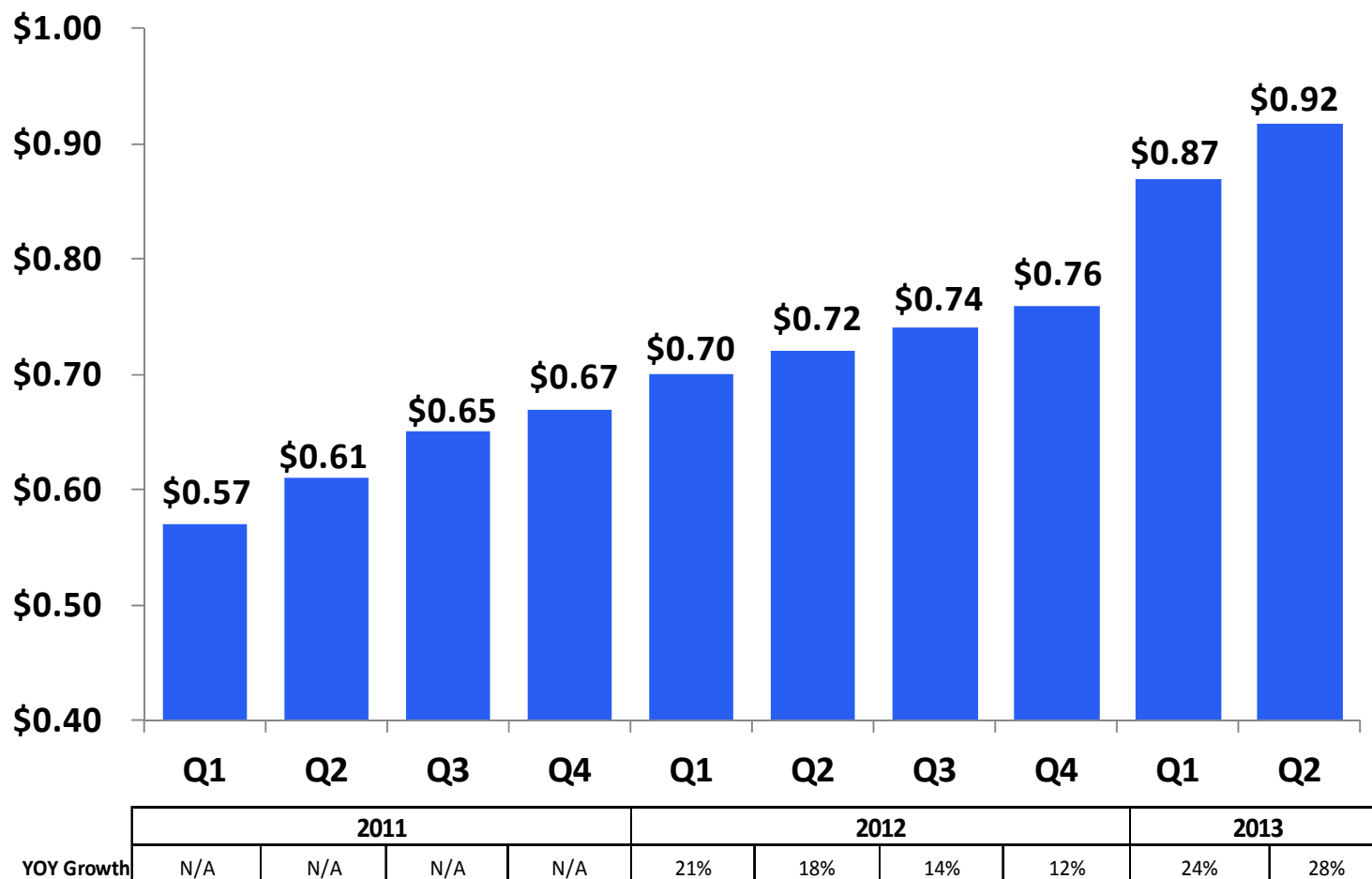


Contribution to
Year-over-Year
Growth (constant \$)

	<u>2012</u>				<u>2013</u>	
	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Q1</u>	<u>Q2</u>
Core + Initiatives	9.0%	6.4%	6.3%	5.4%	4.7%	7.5%
Mortgage Market*	4.1%	5.3%	3.6%	2.6%	1.5%	1.2%
Acquisitions	2.6%	2.3%	1.1%	0.4%	6.3%	6.4%
Brazil Merger Impact	(4.9%)	(3.8%)	--	--	--	--
Total Revenue Growth	10.8%	10.2%	11.0%	8.4%	12.4%	15.1%

* 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.





Long Term Revenue Growth (CAGR)	7-10%
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Contribution from

- Margin Improvement	1%
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- Financial Leverage (share repurchase/debt reduction)	<u>2%</u>
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Cash EPS Growth ¹	10-13%
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Dividend Yield	<u>1.5-2%</u>
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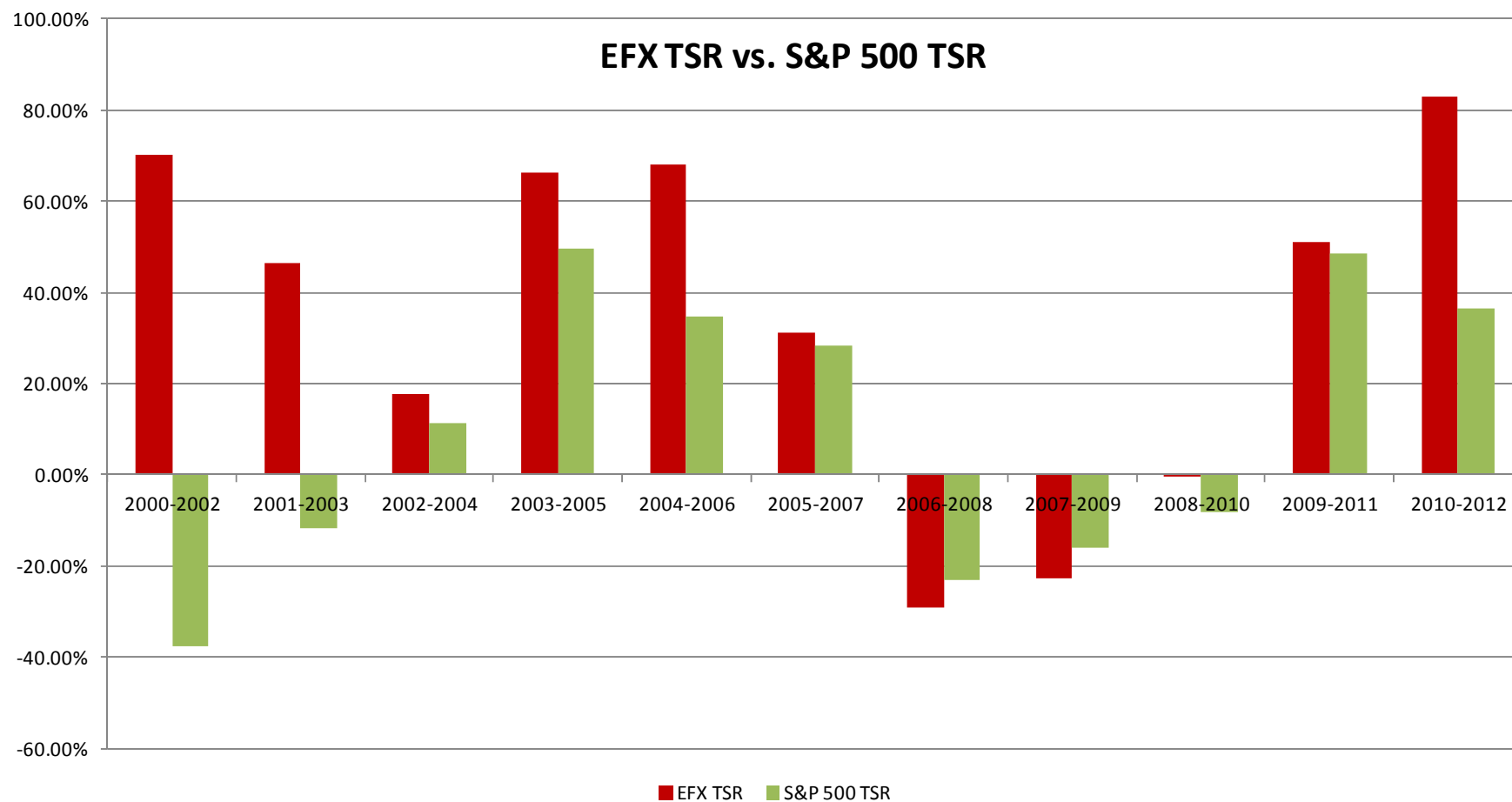
Consistent Annual Shareholder Returns ²	11.5-15%
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¹Excludes any impact from changes in income tax rates





²Excludes impact of valuation multiple expansion or contraction



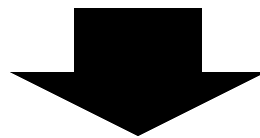
Enables Strong and Consistent Outperformance vs. Equity Index



EFX Out-performance over 3 year intervals	107.7	58.0	6.4	16.6	33.2	2.9	-6.3	-6.8	8.2	2.4	46.6
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<u>Value Proposition</u>		<u>Implication for Information Providers</u>
Core Capabilities & Customers		Increased focus on insights about people/companies, properties, and devices (transactions, performance telematics, text, geo/catastrophic, etc.)
Insights on Consumers & Businesses		Social insights powering CRM and local search; use of "single sign-on for partners"
Value-Added Solutions & Analytics		Integrated solutions and predictive insights, investment in analytics and delivery platforms
Access & Integration into Customer Work Flow		Vertical intimacy and sector specific insights, lifecycle platforms embedding insights into workflows

- Demand for information solutions is growing as decision-making becomes more knowledge intensive AND the benefits of more accurate decisions deliver above average ROI to the user
 - Competition for customers is more intense
 - Consumers are more selective
 - Markets evolving toward one-to-one interaction across multiple channels
- Supply of information solutions is expanding as technology facilitates access to more types and larger volumes of data for real time decisioning at an increasingly lower cost
 - Different ways to apply or combine existing data
 - New sources of data becoming available (transaction data, social data, demographic data, etc.)



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

Industry challenges require broad-based data assets & powerful analytics to enable our customers to sustain profitable growth

Industry trends and corresponding competencies

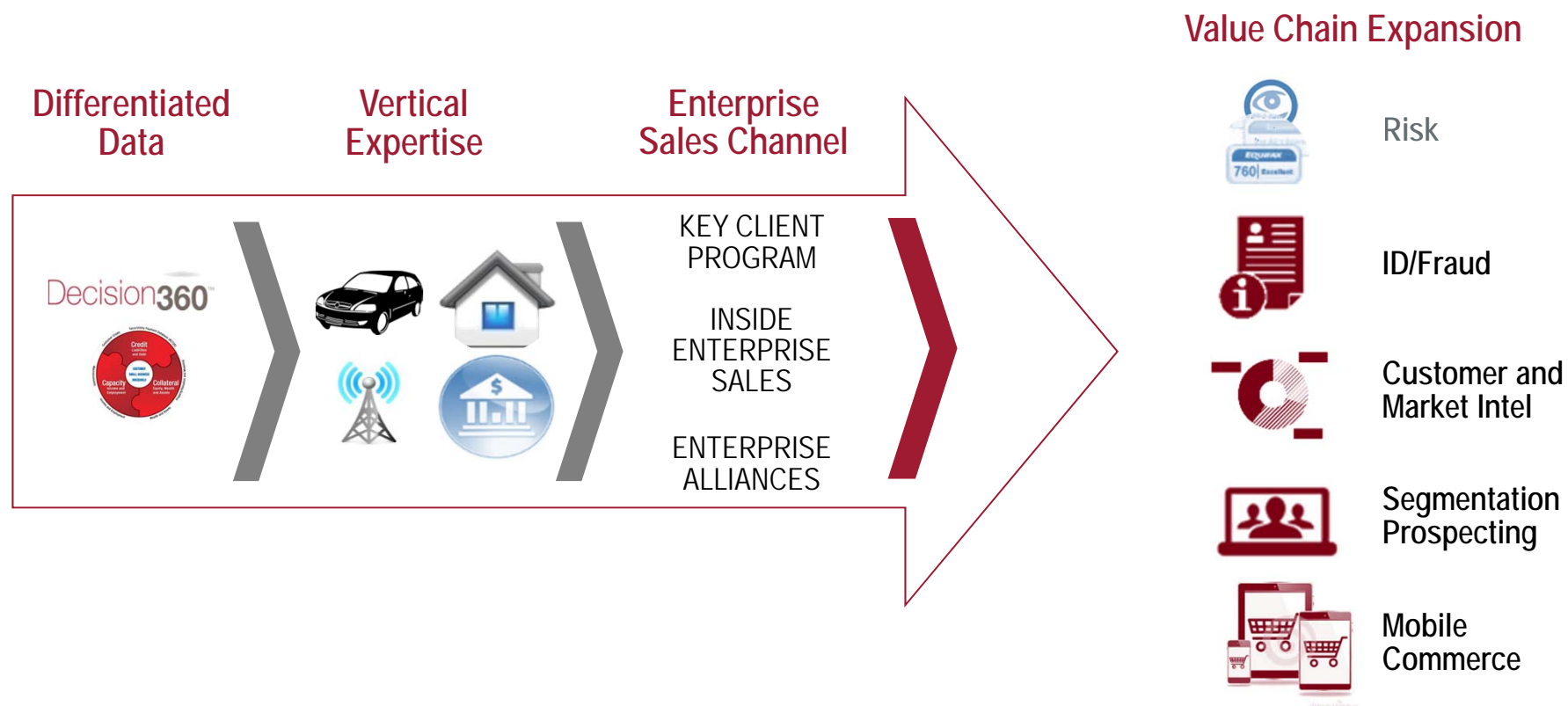
<u>Industry Trend</u>	<u>Equifax Competency</u>
• Demographic Changes	• Broad, Diverse Portfolio of High Value, Consumer Specific Data Assets
• Evolution of Analytics & Big Data	• Tools & Domain Expertise to Develop Analytically Driven Insights
• Movement Towards Cloud & Open Development Technologies	• Flexible, Cost Effective Data Environment
• Increasing Social Mobility	• Ability to Interface/Communicate with Mobile Devices
• Changing Regulatory Environment	• Sound, Proven Data Governance

Data and Analytics capabilities frame the Equifax response to industry challenges and underpin our strategic initiatives.

Equifax Vision

To be the **global leader** in information solutions that **creates unparalleled insights** to solve customer challenges.

Because we more deeply understand customer problems throughout each vertical, we can find innovative solutions that leverage our unique data in new areas of the customer value chain that we have not served before.



Unique data assets and capabilities exist in each BU...

...which the Enterprise Sales Channel leverages to deepen customer relationships

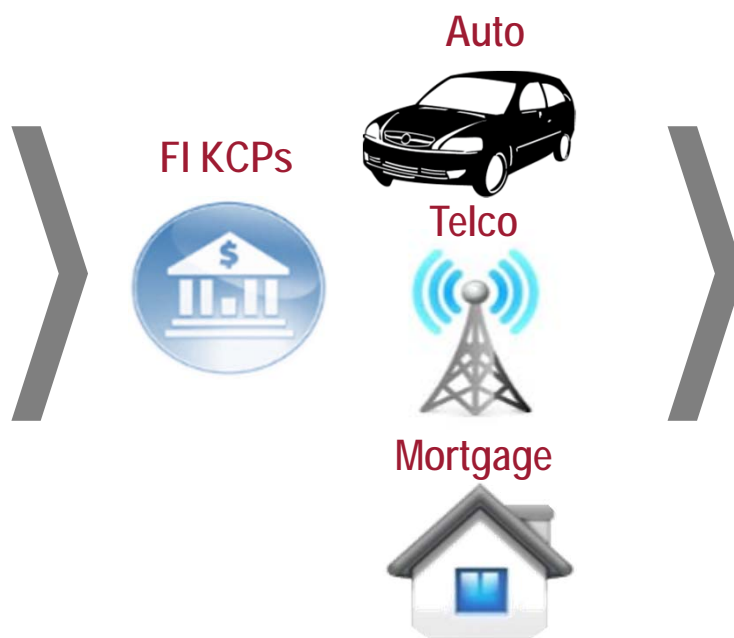
... and drive Revenue across the Enterprise

Identity & Fraud Solutions

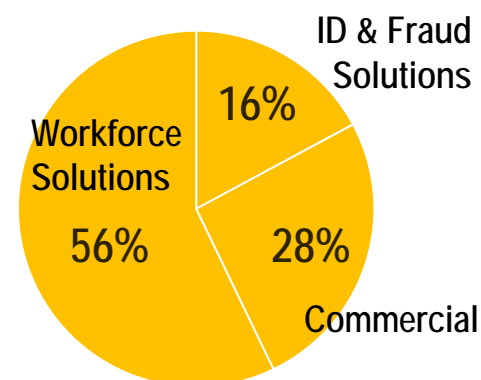
Workforce Solutions

Commercial

USCIS



Percentage of Enterprise Sales revenue by BU



Markets which have driven recent growth

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

Markets which are expected to drive future growth

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

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

Appendix



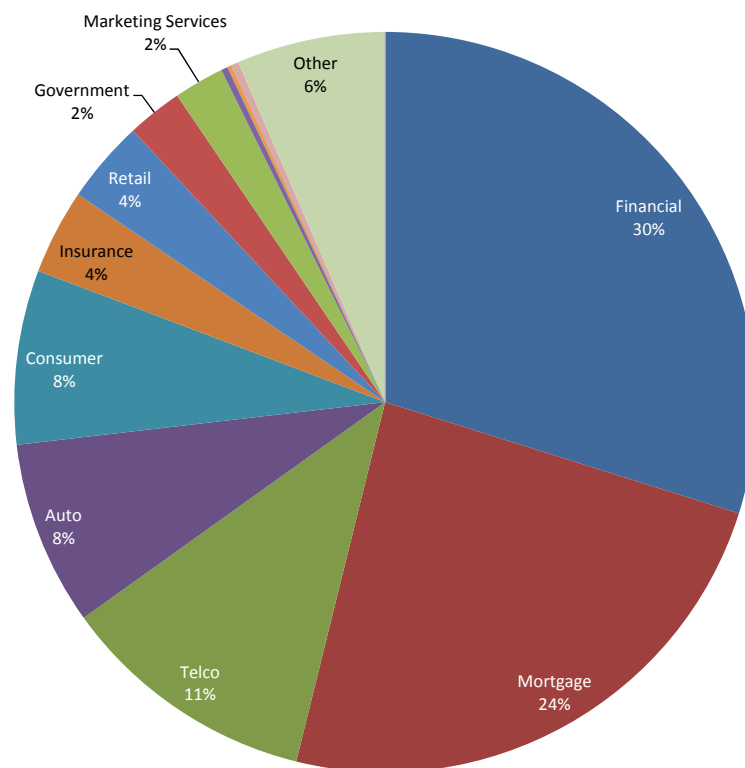
USCIS leverages a diverse and broad-based portfolio of data assets to address a wide range of customers' analytic and decisioning needs across a very diverse end user customer base.

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 will leverage deep vertical insights and investments in Decision360 data assets and analytics to drive profitable core business and expand across our customers' value chain.

Key Growth Drivers

Gain deep Vertical Insights: Gain vertical industry expertise and knowledge to identify new innovation, better position capabilities and enhance go-to-market efforts.

Invest in Unique Data and Analytics: Leverage data and analytics to develop insight based innovation that strengthens core and enables expansion in key vertical markets.

To Expand Beyond Credit Risk: Expand beyond credit to help clients with marketing, fraud and regulatory issues.

Leverage Enterprise Distribution: Leverage Enterprise Sales Channel and Enterprise Alliance partners to broaden distribution while building deeper customer relationships.

By focusing on verticals, USCIS is able to deepen its understanding of industry market problems and customer need to deliver relevant insights.

Key Benefits to Going Vertical

Deep understanding of industry market problems across the value chain...



...drives innovation...



...deepens our customer relationships...



... leverages enterprise channel scale



USCIS Key Verticals



Auto

Annualized Revenues

\$100M



Communications

\$80M



Mortgage

\$325M

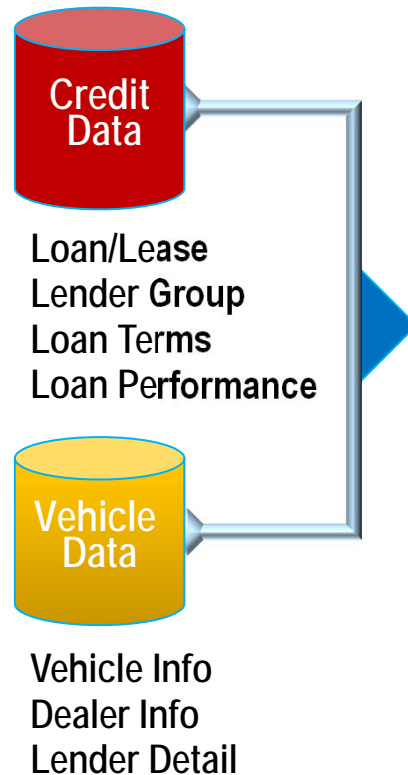


Our unique data assets and analytics in combination with partner data assets helps Lenders and Dealers work together to finance and sell cars.

Lost Sales Analysis



Auto lenders have limited insight into loans they approved but did not book



dealers



partners



lenders

- **Improve lending intelligence** by tracking performance metrics on lost loans
- **Track loan metrics** to gauge industry competitiveness
- **Implement policy enhancements** to improve market competitiveness
- **Benchmark performance statistics** for a given population of loans
- **Better manage dealer relationships** based on where dealers are sending their business



Connecting core assets and solutions to key customer needs in a post recession mortgage market opens new avenues for innovation.

Undisclosed Debt Monitoring (UDM) reduces mortgage lender risk by providing visibility into post-origination increases in the applicant's consumer debt obligations

Origination



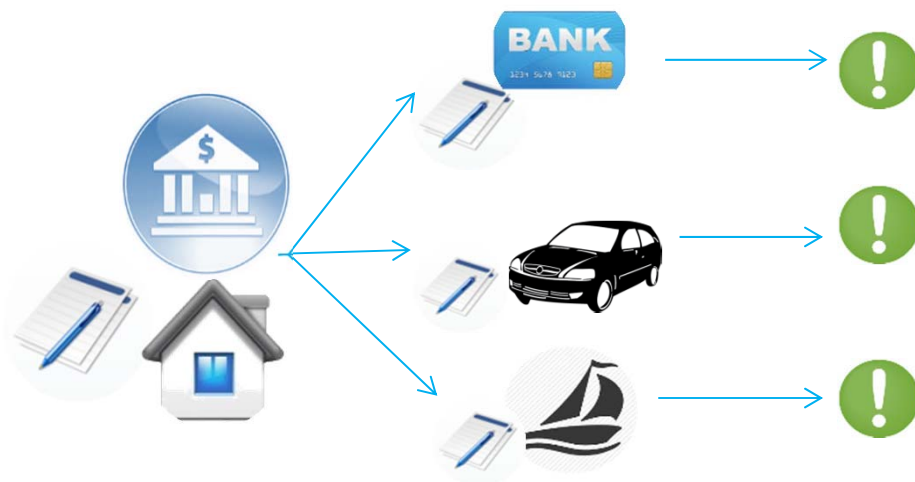
Post Origination



Consumer applies for a mortgage; Lender reviews credit report...

Applicant takes on new debts...

UDM alerts Lender of additional debt before closing



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

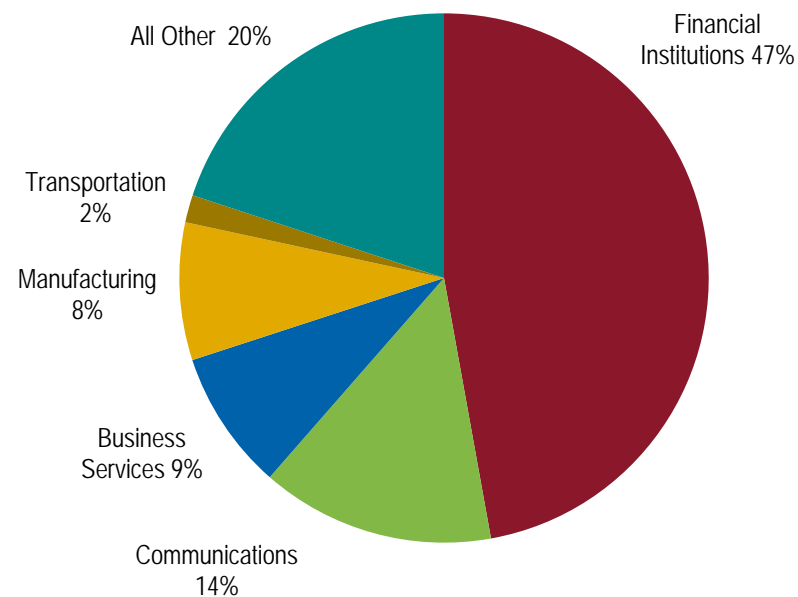
Accessible Data/Attributes

- 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



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

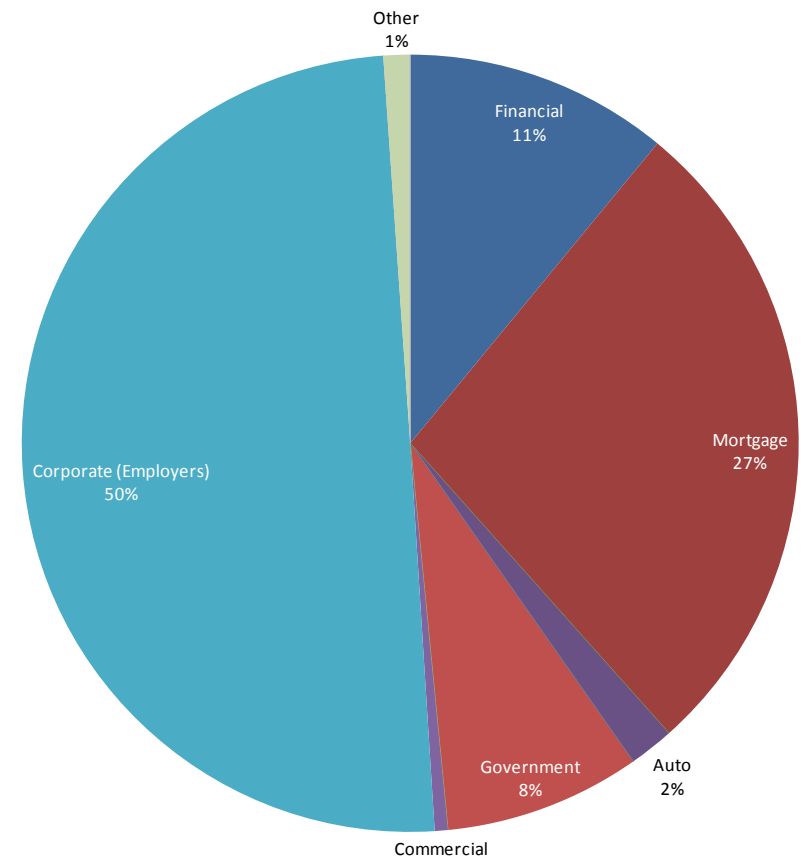
- Mortgage GSE required
- “Ability to Pay” in Card
- Government Eligibility
- Pre-Employment
- Collection and Garnishment
- Automotive and Student Lending
- Enabling Next Generation risk tools - D360

Employer Services

WORK NUMBER ENABLERS

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

EWS Customer Mix



Workforce Solutions (WS) will be the de facto standard for Employment and Income Verification, covering 50+% of the US as lenders, government agencies, and employers leverage our data and the derived insights as necessary to their business decisions

Key growth drivers

- **Grow The Work Number (TWN):** Achieve 250+ million total records.
- **Diversify Verification Markets:** Redefine credit space via D360 to diversify revenue into auto, card, telco, and credit unions.
- **Grow Employer Services:** Deliver a comprehensive regulatory-based solution set and extend our business proposition from an unemployment claims BPO outsourcer to an advisory insights organization enabled by TWN and Workforce Analytics.
- **Go-to-Market:** Continue to leverage enterprise sales model and align our HR services organization by key employer industries. Create insights to serve our customers via superior analytics.

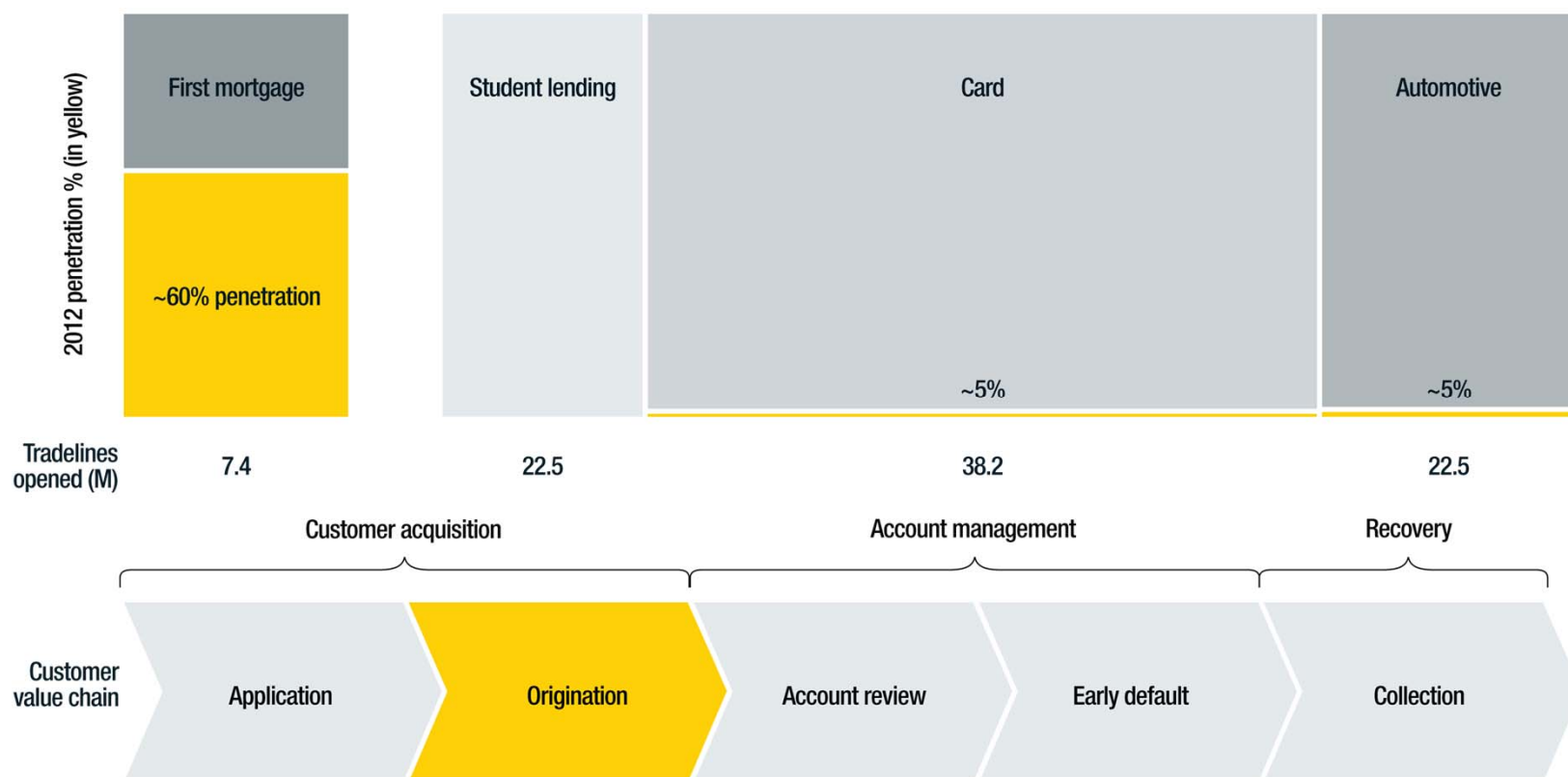
By helping organizations satisfy regulatory challenges, Workforce Solutions helps individual consumers gain access to the credit and government benefits that they deserve

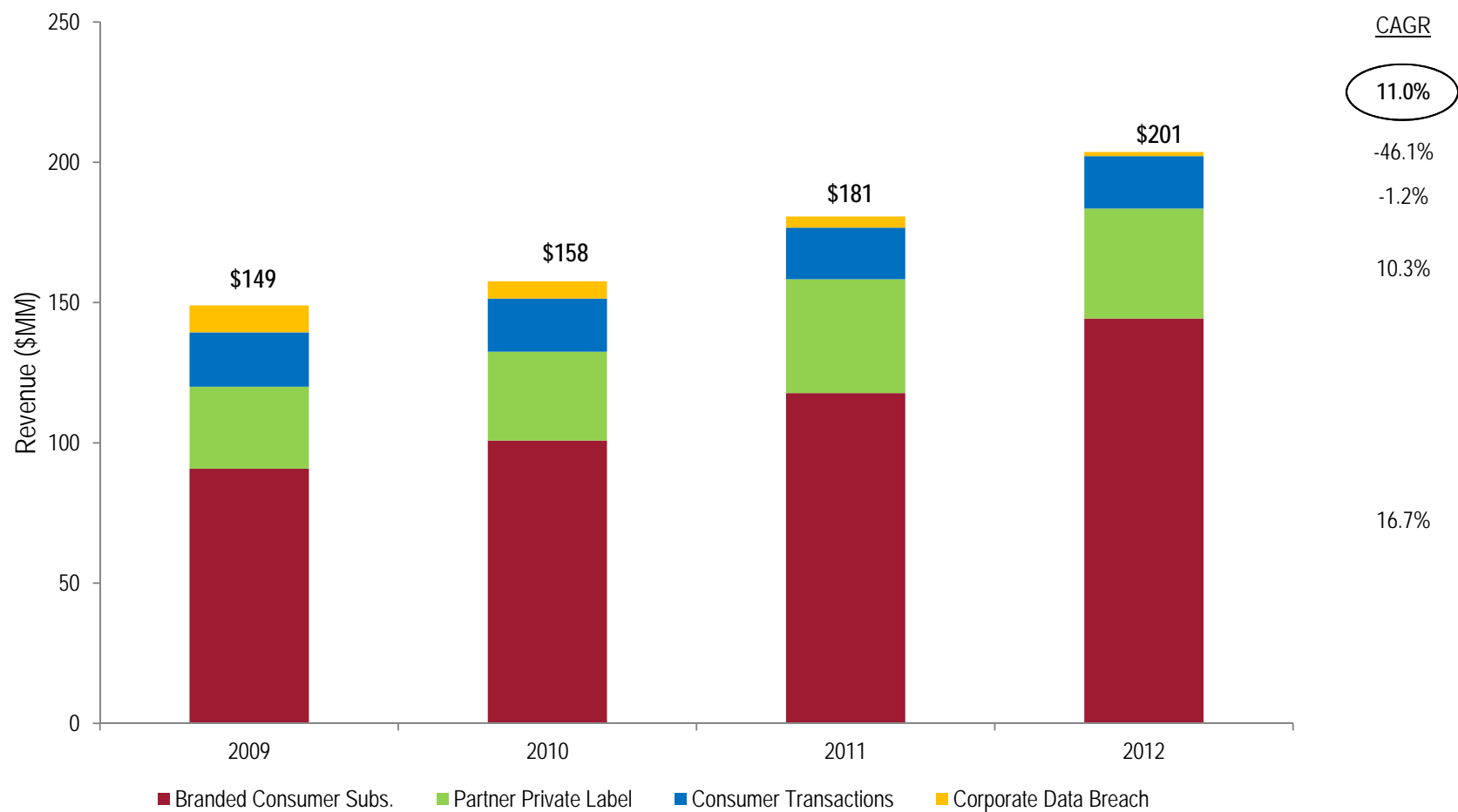
Help Commercial Clients Reduce Workforce and Portfolio Risk	Regulation	Description
	HIRE Act	Tax credit incentive to hire unemployed
	I-9 / E-Verify	New hires must complete an I-9 form
	Work Opportunity Tax Credit (WOTC)	Employer tax credit for qualifying new hires
	Card Ability to Pay	Card issuers must obtain Verification of Income
	Mortgage VOE/I Requirements	Mortgage lenders must obtain Verification of Employment 10 days prior to loan closing

Allow the Government to Determine Program Eligibility	Program	Description
	SNAP	Domestic hunger safety net for qualified families
	TANF	Cash assistance to qualified needy families
	CSE	Enforce child support via wage garnishments
	State Medicaid	Health insurance for qualified families

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





PSOL will maintain double-digit growth by investing in capabilities to scale marketing spend, strengthening the consumer value proposition, and driving market and channel expansion.

Key Growth Strategies

- › **Scale marketing** – acquire better customers more efficiently through use of advanced analytics to better segment and target, building relevance through offline investment and launching select new storefronts
- › **Customer Relationship Management** – expand customer life through improved retention efforts in call centers, better use of technology and improving customer communications
- › **Product and experience evolution** – grow ARPU and customer life through expanded feature offerings in identity and financial management, better abilities to cross and upsell customers, and transforming the customer experience
- › **Indirect channels** – attack the \$1.6B indirect market with a focus on non-FI customers and utilizing TrustedID foundation
- › **International expansion** – continue to grow Canada and U.K. aggressively through leveraging of best practices and expand selectively into new markets
- › **Re-platform technology** – develop and launch new platform which will be more scalable, flexible, and dramatically improve speed and ease to market to enable key strategies

Implications

Credit and Identity market estimated at ~\$3.1B with ~7% growth in '12

- Equifax market share ~6% of total market; 11% of direct

Crowded,
competitive
market; spend
efficiency critical

Business models in Credit and Identity are evolving

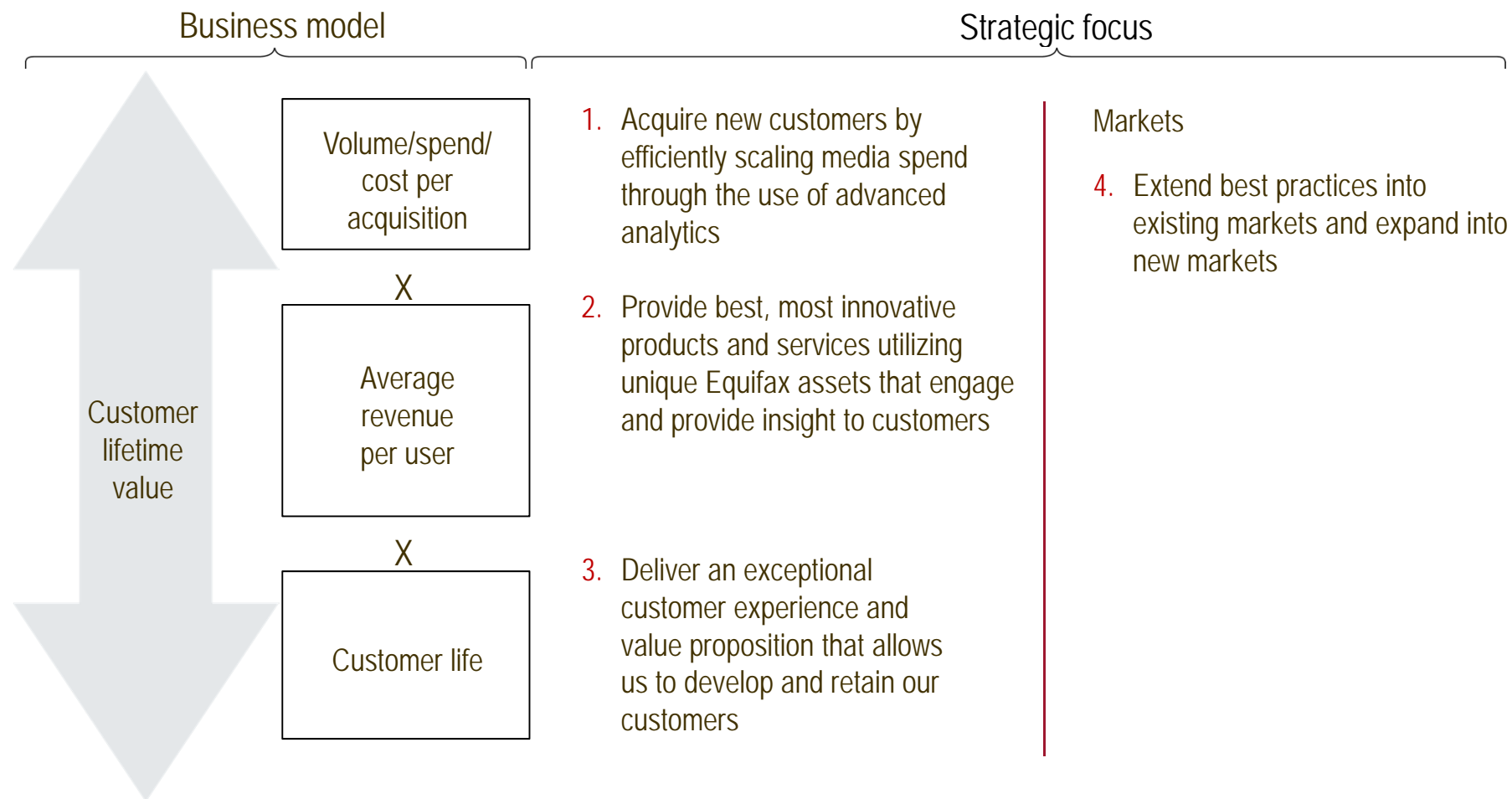
- Increasing focus on identity as diversification play (LifeLock member and consumer revenue growth 20% and 31%)

Product and
experience must
evolve to stay
competitive

Indirect partner channel is a large opportunity

- Over 50% of credit market through indirect partner channels (primarily through financial institutions)
- Growing opportunity exists within the non-FI partner market (Trusted ID focus area)

Large, untapped
opportunity for
PSOL



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

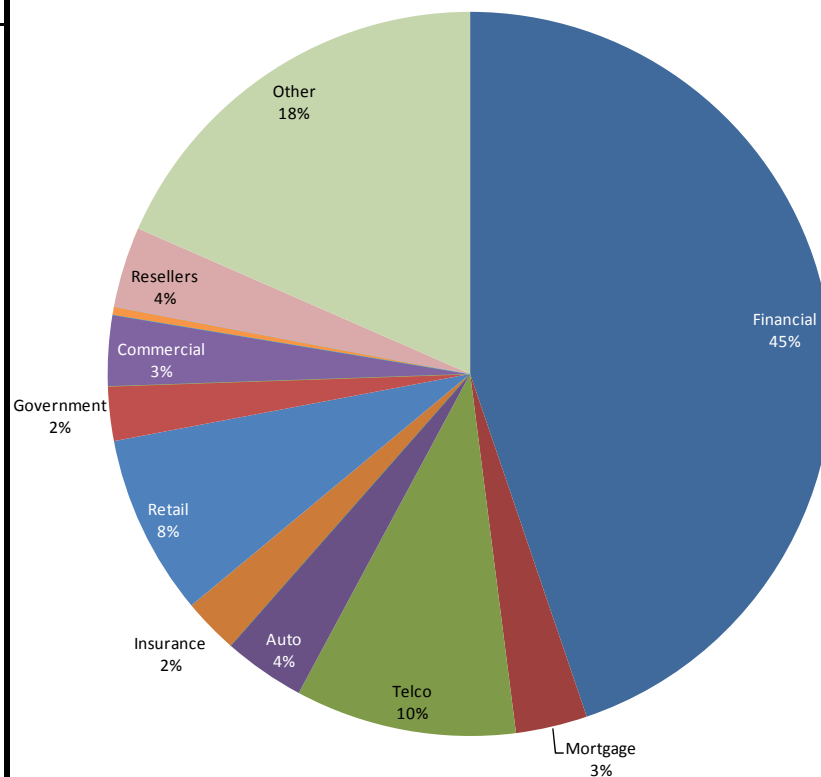
Strong, Broad-based Geographic Presence

- Canada
- Europe
- Latin America
- 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



To be the #1 or #2 Credit and Marketing information bureau in all markets where we operate, focus on vertical industry growth (FIs, Telcos, SMEs) anchored by data, ID/Fraud management and TAS solutions, as well as geographic expansion.

Key Growth Drivers

- **Data 360:** Continue to build a 360° consumer view by acquiring and linking credit, wealth and income data, and exploring emerging data sources. Leverage Data 360 as a basis for developing insights.
- **Expand Telco Presence:** Significantly grow revenues from telco vertical via development of global value propositions for Risk, Fraud and Marketing
- **Enhance ID and Fraud Portfolio:** Strengthen position with exportable verification/Fraud solutions, leveraging eID/Citadel, focus on Telco vertical
- **Enter New Geographies:** Expand presence in Europe and LatAm, focusing on consumer, commercial and PSOL. Seek adjacencies to expand offerings.
- **Scalability:** Enable operational scalability and sustainability across international markets

Growth Drivers				
	Financial Services	Telco	Small & Medium Enterprise	Personal Solutions
Data360	Continue to build 360° consumer view. Build differentiated data for Consumer, Commercial and PSOL			
Expand Telco Presence	Increase revenues via global value propositions for Risk, Fraud and Marketing			
Enhance Fraud & ID Portfolio	Strengthen position with ID Verification/Fraud solutions.			
Enter New Geographies	Expand presence in Europe and Latin America, focusing on consumer, commercial and PSOL information sources and capabilities.			
Explore and Develop	Expand collections and recovery capabilities			Expand PSOL into new geographies

Our ability to execute today is much stronger because of the critical investments we make.

New Product Innovation

- › Drives approximately 10% of Equifax revenue through 2015
- › Over 70 new products annually

Data

- › Inorganic – The Work Number, IXI, Workload
- › Organic – NCTUE+, positive data, ACRO Prime
- › Partnerships – customer data, third parties

4G Growth Teams & Enterprise Growth Initiatives

- › Focuses efforts on highest priority revenue growth initiatives
- › Anticipate >\$100M multi year revenue from 10-15 initiatives annually across the enterprise
- › Strategic M&A

Organizational Transformation

- › Continued investment in pricing, marketing, analytics, and best practices

Process Improvement

- › Focuses on incremental operational improvement, e.g. LEAN
- › Measure and report progress against established targets

