# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### FORM 8-K

# CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (Date of earliest event reported): July 23, 2014

# EQUIFAX INC.

(Exact name of registrant as specified in Charter)

Georgia	001-06605	58-0401110							
(State or other jurisdiction	(Commission File	(IRS Employer							
of incorporation)	Number)	Identification No.)							
1550 Peachtree Street, N.W. Atlanta, Georgia		30309							
(Address of principal executive offices)	(Zip Code)								
Registrant's telephone number, including area code: (404) 885-8000  Not Applicable  (Former name or former address, if changed since last report)									
Check the appropriate box below if the Form 8-K filing is intended to simultaneous	usly satisfy the filing obligations of the regis	trant under any of the following provisions:							
☐ Written communication pursuant to Rule 425 under the Securities Act (17 CFF ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFF 2 ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Excl ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Excl	240.14a-12) hange Act (17 CFR 240.14d-2(b))								

### Item 2.02. Results of Operations and Financial Condition.

On July 23, 2014, Equifax Inc. issued a press release disclosing financial results for the three and six month periods ended June 30, 2014. A copy of the text of the press release is attached as Exhibit 99.1 hereto. The information in Exhibit 99.1 shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

### Item 9.01. Financial Statements and Exhibits.

- (d) Exhibits
- 99.1 Press release of Equifax Inc. dated July 23, 2014.

# SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

# EQUIFAX INC.

By: /s/ John W. Gamble, Jr.

Name: John W. Gamble, Jr.

Title: Corporate Vice President and Chief Financial Officer

Date: July 23, 2014

# **Exhibit Index**

The following exhibit is	being filed with this report:		
Exhibit No.		Description	
99.1	Press release of Equifax Inc. dated July 23, 2014.		
	4		



1550 Peachtree Street, N.W. Atlanta, Georgia 30309

**NEWS RELEASE** 

#### Contact:

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### **Equifax Reports Second Quarter 2014 Results**

ATLANTA, July 23, 2014 — Equifax Inc. (NYSE: EFX) today announced financial results for the quarter ended June 30, 2014. The company reported revenue from continuing operations of \$613.9 million in the second quarter of 2014, a 5 percent increase from the second quarter of 2013 and a 6 percent increase in local currency.

Second quarter diluted EPS from continuing operations attributable to Equifax was \$0.75, an increase of 2 percent from the second quarter of 2013. On a non-GAAP basis, adjusted EPS attributable to Equifax, excluding the impact of acquisition-related amortization expense, net of associated tax impacts, was \$0.96, up 5 percent from the second quarter of 2013.

"Our second quarter performance was very strong and above our guidance due primarily to continued strong execution on our key strategic initiatives. For the quarter, the mortgage market headwind was consistent with our expectation," said Richard F. Smith, Chairman and Chief Executive Officer of Equifax. "Given our strong, first half performance and the abating mortgage headwinds, our full year outlook for 2014 has improved."

### Second Quarter 2014 Highlights

- · Operating margin was 27.3 percent for the second quarter of 2014, compared to 26.9 percent in the second quarter of 2013.
- · We repurchased 0.7 million of our common shares on the open market for \$49.0 million during the second quarter of 2014. At June 30, 2014, our remaining authorization for future share repurchases was \$141.7 million.

#### **U.S. Consumer Information Solutions (USCIS)**

Total revenue was \$264.1 million in the second quarter of 2014, a 2 percent increase when compared to the second quarter of 2013.

- Online Consumer Information Solutions revenue was \$191.3 million, up 4 percent when compared to a year ago.
- Mortgage Solutions revenue was \$27.6 million, down 15 percent from a year ago.
- · Consumer Financial Marketing Services (CFMS) revenue was \$45.2 million, up 7 percent when compared to a year ago.

Operating margin for USCIS was 41.5 percent in the second quarter of 2014 compared to 40.2 percent in the second quarter of 2013.

#### International

Total revenue was \$153.4 million in the second quarter of 2014, an 18 percent increase from the second quarter of 2013 and a 23 percent increase on a local currency basis.

- · Latin America revenue was \$47.9 million, up 19 percent in local currency and down 1 percent in U.S. dollars from a year ago.
- Europe revenue was \$72.3 million, up 40 percent in local currency and 53 percent in U.S. dollars from a year ago. European revenue includes the results of TDX Group since the date of its acquisition in the first quarter of 2014.
- Canada Consumer revenue was \$33.2 million, up 3 percent in local currency and down 3 percent in U.S. dollars from a year ago.

Operating margin for International was 21.8 percent in the second quarter of 2014 compared to 28.7 percent in the second quarter of 2013 principally reflecting the near-term effect of recent acquisitions.

#### Workforce Solutions

Total revenue was \$119.4 million in the second quarter of 2014, a 3 percent decrease when compared to the second quarter of 2013.

- · Verification Services revenue was \$72.3 million, down 6 percent when compared to a year ago.
- Employer Services revenue was \$47.1 million, up 1 percent when compared to a year ago.

Operating margin for Workforce Solutions was 33.9 percent in the second quarter of 2014 compared to 31.1 percent in the second quarter of 2013.

#### North America Personal Solutions

Revenue was \$54.0 million, a 5 percent increase from the second quarter of 2013. Operating margin was 30.5 percent compared to 27.6 percent in the second quarter of 2013.

#### North America Commercial Solutions

Revenue was \$23.0 million, a 1 percent increase in U.S. dollars and up 3 percent in local currency compared to the second quarter of 2013. Operating margin was 17.3 percent compared to 16.8 percent in the second quarter of 2013.

#### Full Year and Third Quarter 2014 Outlook

Based on the current level of domestic and international business activity and current trends in foreign exchange rates, consolidated revenue for the full year of 2014 is expected to be between \$2.440 billion and \$2.465 billion and full year 2014 Adjusted EPS is expected to be between \$3.83 and \$3.91.

For the third quarter of 2014, consolidated revenue is expected to be between \$620 million and \$625 million and third quarter 2014 Adjusted EPS is expected to be between \$0.96 and \$0.99.

#### **About Equifax**

Equifax is a global leader in consumer, commercial and workforce information solutions, providing businesses of all sizes and consumers with insight and information they can trust. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit <a href="www.equifax.com">www.equifax.com</a>.

#### Earnings Conference Call and Audio Webcast

In conjunction with this release, Equifax will host a conference call tomorrow, July 24, 2014, at 8:30 a.m. (EDT) via a live audio webcast. To access the webcast, go our website at <a href="https://www.investor.equifax.com/events.cfm">www.investor.equifax.com/events.cfm</a>. The discussion will be available via replay at the same site shortly after the conclusion of the webcast. This press release is also available under "Earnings Releases" at <a href="https://www.investor.equifax.com">www.investor.equifax.com</a>.

#### **Non-GAAP Financial Measures**

This earnings release presents net income and diluted EPS from continuing operations attributable to Equifax which excludes acquisition-related amortization expense, net of tax. 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 or EPS as determined in accordance with GAAP.

Reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measures and related notes are presented in the Q&A. This information can also be found under "Investor Relations/GAAP/Non-GAAP Measures" at <a href="https://www.investor.equifax.com">www.investor.equifax.com</a>.

#### Forward-Looking Statements

This release contains forward-looking statements or forward-looking information. These statements can be identified by expressions of belief, expectation or intention, as well as statements that are not historical fact. These statements are based on certain factors and assumptions including with respect to foreign exchange rates, expected growth, results of operations, performance, business prospects and opportunities and effective tax rates. While we believe these factors and assumptions to be reasonable based on information currently available, they may prove to be incorrect.

Several factors could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including, but not limited to actions taken by us, including restructuring or strategic initiatives (including capital investments or asset acquisitions or dispositions), as well as from developments beyond our control, including, but not limited to, changes in worldwide and U.S. economic conditions that materially impact consumer spending, consumer debt and employment and the demand for Equifax's products and services. Other risk factors include adverse or uncertain economic conditions and changes in credit and financial markets; risks relating to illegal third party efforts to access data or other cybersecurity or physical security breaches; changes in, and the effects of, laws and regulations and government policies governing our business, including our examination and supervision in the U.S. by the Consumer Financial Protection Bureau ("CFPB") and in the United Kingdom by the Financial Conduct Authority; federal or state responses to identity theft concerns; potential adverse developments in new and pending legal proceedings or government investigations, including investigations or examinations undertaken by the CFPB, State Attorneys General or other governmental agencies; our ability to successfully develop and market new products and services, respond to pricing and other competitive pressures, complete and integrate acquisitions and other investments and achieve targeted cost efficiencies; timing and amount of capital expenditures; changes in capital markets and corresponding effects on our investments and benefit plan obligations; foreign currency exchange rates and earnings repatriation limitations; and the decisions of taxing authorities, all of which could affect our effective tax rates. A summary of additional risks and uncertainties can be found in our Annual Report on Form 10-K for the year ended December 31, 2013, including without limitation under the captions "Legal

# EQUIFAX CONSOLIDATED STATEMENTS OF INCOME

Three	Months	Ended
	June 30.	

	J	une 30,	30,		
	2014		2013		
(In millions, except per share amounts)	(U	naudited)			
Operating revenue	\$ 613	.9 \$	586.9		
Operating expenses:			_		
Cost of services (exclusive of depreciation and amortization below)	212	.3	198.2		
Selling, general and administrative expenses	183	.5	186.5		
Depreciation and amortization	50	.7	44.1		
Total operating expenses	446		428.8		
Operating income	167	.4	158.1		
Interest expense	(17	.4)	(17.6)		
Other income, net		.5	3.5		
Consolidated income before income taxes	150	.5	144.0		
Provision for income taxes	(56	.0)	(51.7)		
Consolidated income from continuing operations	94	.5	92.3		
Discontinued operations, net of tax		-	-		
Consolidated net income	94	.5	92.3		
Less: Net income attributable to noncontrolling interests	(1	.7)	(1.8)		
Net income attributable to Equifax	\$ 92	.8 \$	90.5		
Amounts attributable to Equifax:					
Income from continuing operations attributable to Equifax	\$ 92	.8 \$	90.5		
Discontinued operations, net of tax		-	-		
Net income	\$ 92	.8 \$	90.5		
Basic earnings per common share:					
Income from continuing operations attributable to Equifax	\$ 0.7	<b>'6</b> \$	0.75		
Discontinued operations attributable to Equifax		-	-		
Net income attributable to Equifax	\$ 0.3	<del>6</del> \$	0.75		
Weighted-average shares used in computing basic earnings per share	122	.0	121.0		
Diluted earnings per common share:					
Income from continuing operations attributable to Equifax	\$ 0.3	'5 \$	0.73		
Discontinued operations attributable to Equifax	*	_	-		
Net income attributable to Equifax	\$ 0.7	<u>'5</u> \$	0.73		
Weighted-average shares used in computing diluted earnings per share	124		123.6		
Dividends per common share	\$ 0.2		0.22		
Dividends per common strate	\$ 0.2	3 <b>3</b>	0.22		

# EQUIFAX CONSOLIDATED STATEMENTS OF INCOME

	June 30,		
	2014		2013
(In millions, except per share amounts)		udited)	
Operating revenue	\$ 1,198.4	\$	1,153.4
Operating expenses:			
Cost of services (exclusive of depreciation and amortization below)	419.1		393.3
Selling, general and administrative expenses	358.9		361.0
Depreciation and amortization	101.1		92.0
Total operating expenses	879.1		846.3
Operating income	319.3		307.1
Interest expense	(34.7	)	(35.3)
Other (expense) income, net	(1.6	)	3.6
Consolidated income from continuing operations before income taxes	283.0		275.4
Provision for income taxes	(102.2	)	(98.9)
Consolidated income from continuing operations	180.8		176.5
Discontinued operations, net of tax	-		19.0
Consolidated net income	180.8		195.5
Less: Net income attributable to noncontrolling interests	(4.1	)	(3.9)
Net income attributable to Equifax	\$ 176.7	\$	191.6
	<u>-</u>	_	
Amounts attributable to Equifax:			
Income from continuing operations attributable to Equifax	\$ 176.7	\$	172.6
Discontinued operations, net of tax	·		19.0
Net income	\$ 176.7	\$	191.6
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Basic earnings per common share:			
Income from continuing operations attributable to Equifax	\$ 1.45	\$	1.43
Discontinued operations attributable to Equifax	-		0.16
Net income attributable to Equifax	\$ 1.45	\$	1.59
Weighted-average shares used in computing basic earnings per share	122.0	_	120.7
Diluted earnings per common share:			
Income from continuing operations attributable to Equifax	\$ 1.42	\$	1.40
Discontinued operations attributable to Equifax	, <u>.</u>		0.15
Net income attributable to Equifax	\$ 1.42	\$	1.55
Weighted-average shares used in computing diluted earnings per share	124.4	<u> </u>	123.4
Dividends per common share	\$ 0.50	•	0.44
Diriamas per common smale	<del>\$ 0.50</del>	Ф	0.44

Six Months Ended

# EQUIFAX CONDENSED CONSOLIDATED BALANCE SHEETS

	J	une 30,	De	cember 31,
		2014		2013
(In millions, except par values)		(Unai	dited)	
ASSETS				
Current assets:				
Cash and cash equivalents	\$	91.7	\$	235.9
Trade accounts receivable, net of allowance for doubtful accounts of \$8.7 and \$6.8 at June 30, 2014 and December 31, 2013,				
respectively		345.3		309.7
Prepaid expenses		43.3		34.5
Other current assets		73.9		68.3
Total current assets		554.2		648.4
Property and equipment:				
Capitalized internal-use software and system costs		391.6		388.0
Data processing equipment and furniture		192.2		188.0
Land, buildings and improvements		190.7		185.2
Total property and equipment		774.5		761.2
Less accumulated depreciation and amortization		(482.2)		(472.3)
Total property and equipment, net		292.3		288.9
Goodwill		2,646.0	-	2,395.1
Indefinite-lived intangible assets		95.5		95.5
Purchased intangible assets, net		1.030.6		973.2
Other assets, net		147.7		138.8
Total assets	0		Φ.	
Total assets	\$	4,766.3	\$	4,539.9
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LIABILITIES AND EQUITY				
Current liabilities:	Φ.	400.0	Ф	206.5
Short-term debt and current maturities of long-term debt	\$	409.8	\$	296.5
Accounts payable		40.9		19.9
Accrued expenses		98.0		95.4
Accrued salaries and bonuses		54.1		90.2
Deferred revenue		68.0		61.8
Other current liabilities		89.0		98.7
Total current liabilities		759.8		662.5
Long-term debt		1,145.6		1,145.5
Deferred income tax liabilities, net		290.5		263.7
Long-term pension and other postretirement benefit liabilities		72.6		72.4
Other long-term liabilities		56.6		54.8
Total liabilities		2,325.1		2,198.9
Equifax shareholders' equity:				
Preferred stock, \$0.01 par value: Authorized shares - 10.0; Issued shares - none		-		-
Common stock, \$1.25 par value: Authorized shares - 300.0; Issued shares - 189.3 at June 30, 2014 and December 31, 2013;				
Outstanding shares - 121.8 and 121.9 at June 30, 2014 and December 31, 2013, respectively		236.6		236.6
Paid-in capital		1,197.7		1,174.6
Retained earnings		3,424.4		3,309.2
Accumulated other comprehensive loss		(299.5)		(312.6)
Treasury stock, at cost, 66.9 shares and 66.8 shares at June 30, 2014 and December 31, 2013, respectively		(2,150.1)		(2,101.2)
Stock held by employee benefits trusts, at cost, 0.6 shares at June 30, 2014 and December 31, 2013, respectively		(5.9)		(5.9)
Total Equifax shareholders' equity		2,403.2		2,300.7
Noncontrolling interests		38.0		40.3
Total equity		2,441.2		2,341.0
Total liabilities and equity	\$	4,766.3	\$	4,539.9
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# EQUIFAX CONSOLIDATED STATEMENTS OF CASH FLOWS

Six	Mon	ths	Enc	led
		•	^	

	2	014		2013
(In millions)		(Unau	dited)	
Operating activities:				
Consolidated net income	\$	180.8	\$	195.5
Adjustments to reconcile consolidated net income to net cash provided by operating activities:				
Gain on divestitures		-		(19.0)
Depreciation and amortization		101.2		92.3
Stock-based compensation expense		19.6		16.7
Excess tax benefits from stock-based compensation plans		(10.4)		(7.6)
Deferred income taxes		2.8		(7.5)
Changes in assets and liabilities, excluding effects of acquisitions:				
Accounts receivable, net		(27.8)		(14.5)
Prepaid expenses and other current assets		(15.1)		(3.9)
Other assets		(3.6)		0.6
Current liabilities, excluding debt		(31.9)		(57.2)
Other long-term liabilities, excluding debt		2.2		7.4
Cash provided by operating activities		217.8		202.8
Investing activities:	·			
Capital expenditures		(37.7)		(36.2)
Acquisitions, net of cash acquired		(333.7)		-
Cash received from divestitures		-		47.5
Investment in unconsolidated affiliates, net		3.8		(2.4)
Cash (used in) provided by investing activities		(367.6)		8.9
Financing activities:				
Net short-term borrowings (repayments)		131.4		(206.6)
Payments on long-term debt		(15.0)		(15.0)
Treasury stock purchases		(73.4)		-
Dividends paid to Equifax shareholders		(61.2)		(53.2)
Dividends paid to noncontrolling interests		(6.3)		(3.9)
Proceeds from exercise of stock options		24.5		24.3
Excess tax benefits from stock-based compensation plans		10.4		7.6
Other		0.1		(0.6)
Cash provided by (used in) financing activities		10.5		(247.4)
Effect of foreign currency exchange rates on cash and cash equivalents		(4.9)		(6.2)
Decrease in cash and cash equivalents		(144.2)		(41.9)
Cash and cash equivalents, beginning of period		235.9		146.8
Cash and cash equivalents, end of period	\$	91.7	\$	104.9
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# Common Questions & Answers (Unaudited)

(Dollars in millions)

# 1. Can you provide a further analysis of operating revenue and operating income by operating segment? Operating revenue and operating income consist of the following components:

(in millions)	Three Months Ended June 30,							
		-011		-01-			0.4.53	Local Currency
Operating revenue:		2014		2013		\$ Change	% Change	% Change*
Online Consumer Information Solutions	\$	191.3	\$	184.8	\$	6.5	4%	
Mortgage Solutions		27.6		32.5		(4.9)	-15%	
Consumer Financial Marketing Services		45.2		42.4		2.8	7%	
Total U.S. Consumer Information Solutions		264.1		259.7		4.4	2%	
Latin America		47.9		48.6		(0.7)	-1%	19%
Europe		72.3		47.1		25.2	53%	40%
Canada Consumer		33.2		34.1		(0.9)	-3%	3%
Total International		153.4		129.8		23.6	18%	23%
Verification Services		72.3		76.7		(4.4)	-6%	
Employer Services		47.1		46.5		0.6	1%	
Total Workforce Solutions		119.4		123.2		(3.8)	-3%	
North America Personal Solutions		54.0		51.5		2.5	5%	
North America Commercial Solutions		23.0		22.7		0.3	1%	3%
Total operating revenue	\$	613.9	\$	586.9	\$	27.0	5%	6%

(in millions)		Six Months Ended June 30,										
Operating revenue:		2014		2013		\$ Change	% Change	Local Currency % Change*				
Online Consumer Information Solutions	\$	369.8	\$	360.4	\$	9.4	3%					
Mortgage Solutions		52.0		62.1		(10.1)	-16%					
Consumer Financial Marketing Services		86.2		82.3		3.9	5%					
Total U.S. Consumer Information Solutions		508.0		504.8		3.2	1%					
Latin America		94.5		95.1		(0.6)	-1%	21%				
Europe		138.2		91.7		46.5	51%	39%				
Canada Consumer		64.6		66.7		(2.1)	-3%	4%				
Total International	<u></u>	297.3		253.5		43.8	17%	23%				
Verification Services		136.2		145.5		(9.3)	-6%					
Employer Services		102.9		101.4		1.5	1%					
Total Workforce Solutions		239.1		246.9		(7.8)	-3%					
North America Personal Solutions		108.1		102.6		5.5	5%					
North America Commercial Solutions		45.9		45.6		0.3	1%	3%				
Total operating revenue	\$	1,198.4	\$	1,153.4	\$	45.0	4%	5%				

(in millions)	Three Months Ended June 30,							
			Operating			Operating		_
Operating income:		2014	Margin		2013	Margin	\$ Change	% Change
U.S. Consumer Information Solutions	\$	109.5	41.5%	\$	104.3	40.2% \$	5.2	5%
International		33.4	21.8%		37.2	28.7%	(3.8)	-10%
Workforce Solutions		40.5	33.9%		38.3	31.1%	2.2	6%
North America Personal Solutions		16.5	30.5%		14.2	27.6%	2.3	16%
North America Commercial Solutions		4.0	17.3%		3.8	16.8%	0.2	4%
General Corporate Expense		(36.5)	nm		(39.7)	nm	3.2	8%
Total operating income	\$	167.4	27.3%	\$	158.1	26.9% \$	9.3	6%

(in millions)	 Six Months Ended June 30,						
		Operating		Operating			
Operating income:	2014	Margin	2013	Margin	\$ Change	% Change	
U.S. Consumer Information Solutions	\$ 204.3	40.2% \$	196.2	38.9%	\$ 8.1	4%	
International	62.8	21.1%	71.9	28.4%	(9.1)	-13%	
Workforce Solutions	79.2	33.1%	75.7	30.7%	3.5	5%	
North America Personal Solutions	31.8	29.4%	28.7	28.0%	3.1	11%	
North America Commercial Solutions	8.4	18.3%	8.7	19.1%	(0.3)	-3%	
General Corporate Expense	(67.2)	nm	(74.1)	nm	6.9	9%	
Total operating income	\$ 319.3	26.6% \$	307.1	26.6%	\$ 12.2	4%	

nm - not meaningful

<sup>\*</sup> Reflects percentage change in revenue conforming 2014 results using 2013 exchange rates.

# Common Questions & Answers (Unaudited)

(Dollars in millions)

# 2. Can you provide depreciation and amortization by segment?

Depreciation and amortization are as follows:

	Three Months Ended June 30,			Six Months Ended June 30,				
		2014		2013	-	2014		2013
U.S. Consumer Information Solutions	\$	21.3	\$	18.1	\$	42.7	\$	36.4
International		10.9		6.1		21.8		12.1
Workforce Solutions		10.7		12.9		21.7		29.5
North America Personal Solutions		1.9		1.7		3.7		3.3
North America Commercial Solutions		0.9		1.0		1.7		2.1
General Corporate Expense		5.0		4.3		9.5		8.6
Total depreciation and amortization	\$	50.7	\$	44.1	\$	101.1	\$	92.0

### 3. What was the currency impact on the foreign operations?

The U.S. dollar impact on operating revenue and operating income is as follows:

	 Three Months Ended June 30, 2014						
	 Operating Rev	venue	Operating Income				
	 Amount	%	Amount	%			
Canada Consumer	\$ (2.1)	-6% \$	(1.0)	-7%			
Canada Commercial	(0.4)	-2%	(0.2)	-4%			
Europe	6.2	13%	0.9	8%			
Latin America	(9.9)	-20%	(4.1)	-24%			

		Six Months Ended June 30, 2014						
		Operating Rev	venue	Operating Income				
		Amount	%	Amount	%			
Canada Consumer	\$	(5.0)	-7% \$	(2.4)	-8%			
Canada Commercial		(0.9)	-2%	(0.4)	-4%			
Europe		10.3	12%	1.2	6%			
Latin America		(20.4)	-22%	(8.6)	-25%			
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# Reconciliations of Non-GAAP Financial Measures to the Comparable GAAP Financial Measures (Unaudited)

(Dollars in millions, except per share amounts)

# A. Reconciliation of net income from continuing operations attributable to Equifax to diluted EPS from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense:

	Three Months Ended June 30,						
		2014		2013		\$ Change	% Change
Net income from continuing operations attributable to Equifax	\$	92.8	\$	90.5	\$	2.3	3%
Acquisition-related amortization expense, net of tax, and cash income tax benefit of acquisition-related amortization expense of certain acquired intangibles		26.9		22.9		4.0	17%
Net income from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense	\$	119.7	\$	113.4	\$	6.3	5%
Diluted EPS from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense	<b>s</b>	0.96	<u> </u>	0.92	<u> </u>	0.04	5%
Weighted-average shares used in computing diluted EPS	÷	124.3	Ė	123.6	Ė		- 7,
	Six Months Ended   June 30,     2014   2013   \$ Change   % Change						
Net income from continuing operations attributable to Equifax	\$	176.7	\$	172.6	\$	4.1	2%
Acquisition-related amortization expense, net of tax, and cash income tax benefit of acquisition-related amortization expense of certain acquired intangibles		53.9		48.4		5.5	11%
Net income from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense	\$	230.6	\$	221.0	\$	9.6	4%
Diluted EPS from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense	\$	1.85	\$	1.79	\$	0.06	4%
Weighted-average shares used in computing diluted EPS		124.4		123.4			
nm – not meaningful							

# Notes to Reconciliations of Non-GAAP Financial Measures to the Comparable GAAP Financial Measures

Diluted EPS and net income from continuing operations attributable to Equifax, adjusted for acquisition-related amortization expense. We calculate this financial measure by excluding the impact of acquisition-related amortization expense and including a benefit to reflect the material cash income tax savings resulting from the income tax deductibility of amortization for certain acquired intangibles. These financial measures are not prepared in conformity with GAAP. Management believes excluding the impact of amortization expense is useful because excluding acquisition-related amortization, and other items that are not comparable, allows investors to evaluate our performance for different periods on a more comparable basis. Certain acquired intangibles result in material cash income tax savings which are not reflected in earnings. Management believes that including a benefit to reflect the cash income tax savings is useful as it allows investors to better value Equifax. Management makes these adjustments to earnings when measuring operating profitability, evaluating performance trends, setting performance objectives and calculating our return on invested capital.