

December 19, 2022



Boa Vista Serviços Acquisition Offer

Investor Update

Forward-looking statements

This presentation contains certain forward-looking information to help you understand Equifax and its business environment. All statements that address operating performance and events or developments that we expect or anticipate will occur in the future, including statements relating to future financial and operating results, our strategy, our ability to successfully negotiate and consummate the proposed transaction with Boa Vista Servicos, the ability of Boa Vista Servicos to receive shareholder approval if a definitive agreement is signed, the expected financial and operational benefits, synergies and growth from the proposed transaction, our ability to integrate Boa Vista Servicos and its products, services, technologies, IT systems and personnel into our operations, the impact of COVID-19 and changes in U.S. and worldwide economic conditions, and similar statements about our outlook and our business plans are forward-looking statements.

We believe these forward-looking statements are reasonable as and when made. However, forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from our historical experience and our present expectations or projections. These risks and uncertainties include, but are not limited to, those described in our 2021 Form 10-K and subsequent SEC filings. As a result of such risks and uncertainties, we urge you not to place undue reliance on any forward-looking statements. Forward-looking statements speak only as of the date when made.

We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

No Offer or Solicitation; Filings with the SEC

NO OFFER OR SOLICITATION

This communication shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction. No offering of securities shall be made except by means of a prospectus meeting the requirements of the U.S. Securities Act of 1933, as amended.

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FILINGS WITH THE SEC

Equifax® (NYSE: EFX) and Equifax Brazil plan to file a Registration Statement on Form S-4/F-4 with the U.S. Securities and Exchange Commission (SEC) in connection with the Boa Vista Servicos transaction. The Form S-4/F-4 will contain an exchange offer prospectus and other documents. The Form S-4 and prospectus will contain important information about Equifax, Equifax Brazil, Boa Vista Servicos, the transaction and related matters. Investors and shareholders of Boa Vista Servicos should read the prospectus and the other documents filed with the SEC in connection with the transaction carefully before they make any decision with respect to the transaction. The Form S-4/F-4 and the prospectus and all other documents filed with the SEC in connection with the acquisition will be available when filed free of charge at the SEC's web site at www.sec.gov. In addition, the prospectus and all other documents filed with the SEC in connection with the acquisition will be made available to investors free of charge by calling or writing to Equifax Inc., Attn: Office of Corporate Secretary, P.O. Box 4081, Atlanta, Georgia 30302, telephone (404) 885-8000.



EFX has made offer to acquire BVS, the second largest credit bureau in large and fast-growing Brazilian market

EFX has made offer to acquire all outstanding shares of Boa Vista Servicos ("BVS")... R\$8 offer implying an Enterprise Value of USD\$583M¹... Paid in combination of cash, EFX BDRs², and EFX Brazil shares. EFX intends to buy back stock in 3-12 months following closing to offset dilution. EFX would take BVS private and de-list it from Brazilian stock exchange

Attractive returns in fast growing Brazil market ... **Accretive revenue and margins**, expect EPS accretive in Year One. **Attractive EBITDA multiple** of 11X 2021 US GAAP Equivalent EBITDA

Proposal delivers compelling value to BVS shareholders ... 89% premium to 12/15 close, 185% premium to enterprise value, immediate liquidity

ACSP (30% owner) is aligned with EFX (10% owner) behind acquisition proposal... Former EFX CEO - Paulino Barros - expected to assume Executive Chair role of BVS. Closing expected in mid-2023

Acquisition expands International footprint in large and fast-growing Brazilian market and aligned with EFX2023 Non-mortgage and Bolt-on M&A strategy... differentiated data, NPI growth, EFX Cloud

Offers BVS access to Equifax's expansive global capabilities and cloud-native data, products, decisioning and analytical technology for the rapid development of new products and services, and expansion into new vertical industries

EFX knows business and market well from investment in BVS over the past 11 years



1. Valued as of 12/15/2022
2. Brazilian Depositary Receipt

Proposal Overview

Financial Consideration

- Under the terms of the proposal, Equifax would offer all BVS shareholders the option to receive (1) R\$8.00 per share in cash, (2) a combination of cash and Brazilian Depositary Receipts ("BDRs") representing shares of Equifax common stock or (3) a combination of shares of Equifax Brasil common stock and cash or Equifax BDRs.
- EFX intends to buy-back an equivalent number of EFX shares in the 3-12 months following closing to offset dilution

Purchase Consideration

- EFX purchase remaining 90% of BVS shares for net purchase price of \$564 million, representing \$722 million gross purchase price (@ R\$8 / share) net of BVS excess cash (\$158 million)
- Expect ACSP to retain up to 20% ownership in Equifax
- Net purchase price of \$564 million will be \$404 million of cash and EFX shares/BDRs, and \$160 million in shares of Equifax Brazil (20% ownership) ... plan to repurchase EFX shares issued over 3-12 months following closing

Transaction Review

- The transaction would be subject to BVS board and shareholder approval and other customary closing conditions and is expected to close in mid-2023.

ACSP Agreement

- ACSP, BVS's largest shareholder, would enter into a 15-year agreement with BVS to provide exclusive access to its data, refrain from competing with BVS's business and provide BVS with consulting and regulatory support services.

Other

- Offer is not subject to any financing contingency and was made with the support and agreement of ACSP, the largest shareholder of BVS, who is expected to maintain ownership of up to 20% in EFX Brazil.

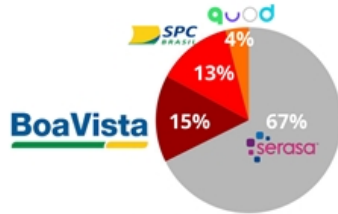


Note: USD figures are based on purchase price for BVS shares of R\$8/share, and USD/BRL exchange rate of 5.3180 (PTAX as of December 15, 2022). Available BVS cash based on BVS Financial Statements as of 9/30/2022.

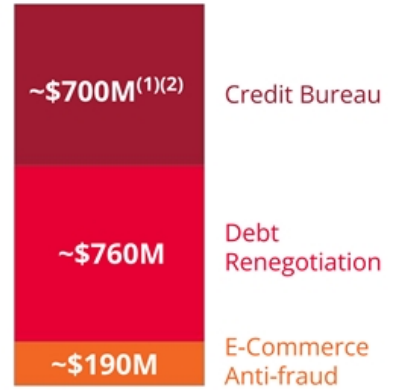
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Brazilian Credit Bureau Industry

Estimated Market Share for Credit Bureau Industry in Brazil



Estimated Brazilian TAM for BVS's Product Offerings



Main Clients of Credit Bureau Players

Traditional Financial Institutions

Traditional financial institutions are the largest client segment for credit bureau players, as they consume a large range of analytical solutions and risk report services

Fintechs

Fintechs are the fastest-growing clients of credit bureau clients. **BVS has the leading share in this segment (~80% of revenues)**, given its increasing investments in new analytical solutions

Other Clients

Companies in telco, utilities, insurance, consumer goods, and retail sectors represent a large share of clients that consume credit bureau products focused on risk reports and recovery solutions

TAM is growing ~14% from positive data, open banking, and growing credit penetration



1. Assumes Quod's 2021A revenue breakdown is equal to 2020A's. Assumes SPC's 2021A revenue breakdown is equal to industry average.
2. Considers 2021A Credit Bureau revenues from Serasa, BVS, SPC, and Quod.

BVS Overview

BVS is a high-quality credit bureau in Brazil

- BVS is a key player in a large, fast-growing Brazilian market that provides data collection, data processing, and analytical solutions (decision and recovery products)
- BVS is seeing strong growth with positive data adoption across Brazil
- Two main LOBs: Decision Services (decision support scoring products, models, algorithms and data analytics) and Recovery Services (assists clients with delinquency and recovery)
- Expands access to credit for traditionally underbanked and underserved populations
- Strong financial performance with mid-teen revenue growth and expanding EBITDA margins

EFX would accelerate BVS's Technology, Product and Data Transformation

- EFX Cloud technology and unique data assets would help BVS become the go-to platform for millions of Brazilian consumers
- Leverage global EFX footprint and technology to drive new products and capabilities in Brazil
- Enhanced security capabilities would improve BVS's platform and position as market leader

BVS

- ✓ Strategic, adds non-mortgage growth
- ✓ Expands INTL footprint
- ✓ Aligned with Bolt-on M&A strategy
- ✓ Large and fast growing Brazilian market
- ✓ Leverage EFX Cloud, products, and capabilities
- ✓ Barros will lead as Exec Chair
- ✓ Attractive +20% YTD revenue growth in CC
- ✓ 38% YTD EBITDA margins accretive to EFX
- ✓ Attractive financials at \$48M YTD EBITDA

BVS is a leader in analytical solutions

1 BVS is a leading provider of credit reporting services and analytical solutions. Founded in 2010, BVS is headquartered in Sao Paulo, Brazil

1M+ customers across wide range of industries in Brazil

2 Positive data adoption and open banking driving growth; early innings

Beginning to see benefits from strategic transformation and M&A strategy



3 YTD 2022 revenue +20% growth

Decision Services: Custom products and services that apply analytical content to large amounts of data; ~85% YTD revenue

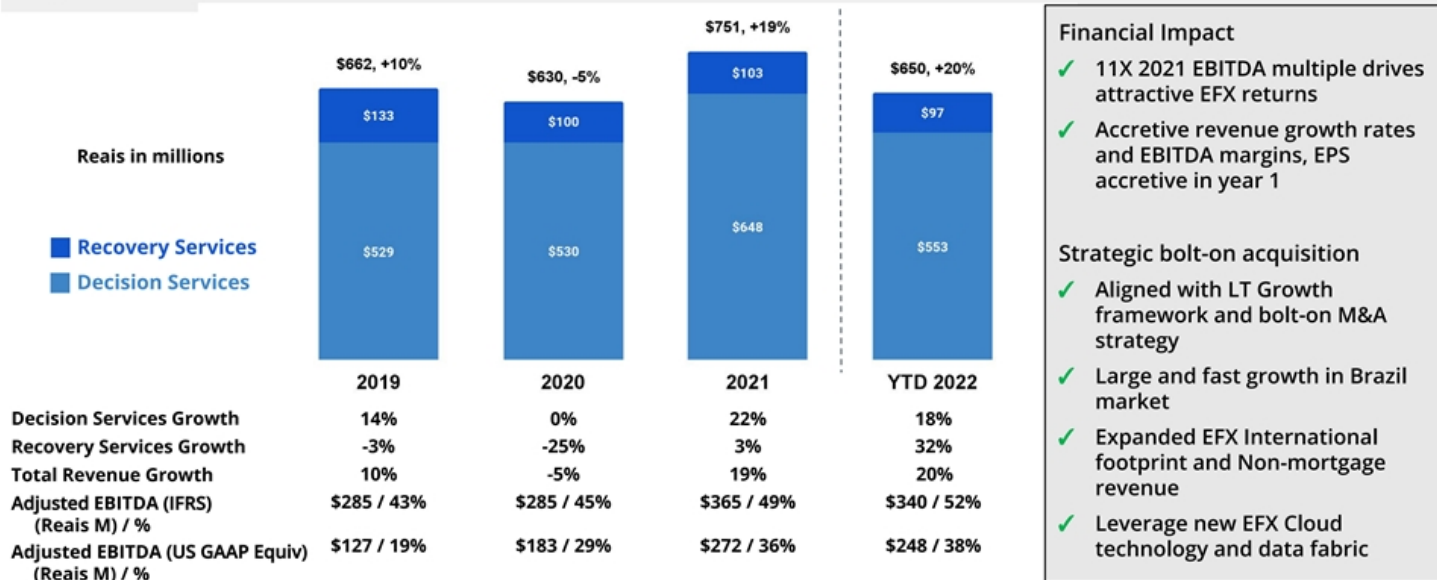
Recovery Services: Helps customers reduce delinquencies through collection platforms, electronic notifications and printed letters; ~15% YTD revenue



Leading Credit Bureau with Advanced Analytics

- Extensive and exclusive database built over many years
- Proprietary data enriched by analytics
- Pioneer in positive data
- Sophisticated capabilities to develop advanced algorithms
- Customized and scalable solutions
- Partner of choice among fintechs
- Digital transformation powering agile solutions

BVS has shown strong historical financial performance



Financial Impact

- ✓ 11X 2021 EBITDA multiple drives attractive EFX returns
- ✓ Accretive revenue growth rates and EBITDA margins, EPS accretive in year 1

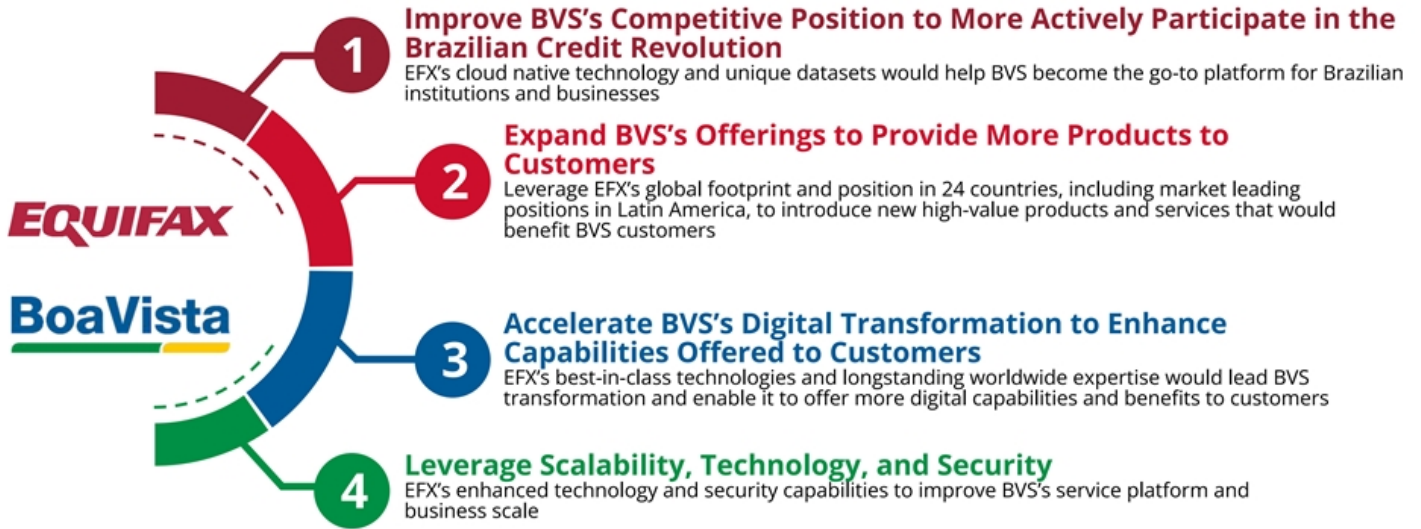
Strategic bolt-on acquisition

- ✓ Aligned with LT Growth framework and bolt-on M&A strategy
- ✓ Large and fast growth in Brazil market
- ✓ Expanded EFX International footprint and Non-mortgage revenue
- ✓ Leverage new EFX Cloud technology and data fabric

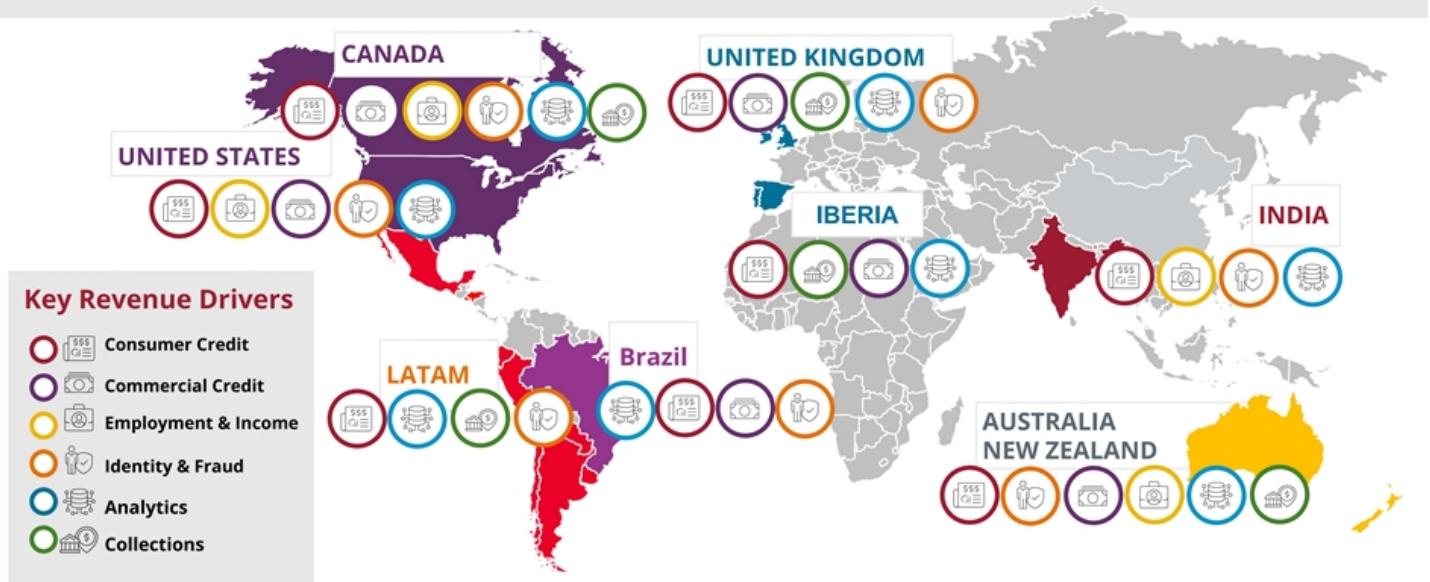


*YTD FY22 are financials through 9/30/2022 and are publicly available through BVS's filings.
 **Financial results reported in accordance with IFRS. Adjusted EBITDA (US GAAP Equivalent) is an EFX estimate.

EFX will deliver strong synergies to BVS



BVS would broaden our global presence in an important growth market



BVS aligns with EFX bolt-on M&A strategy... Adding over ~\$615M in revenue plus synergies to non-mortgage run-rate revenue in last 24 months

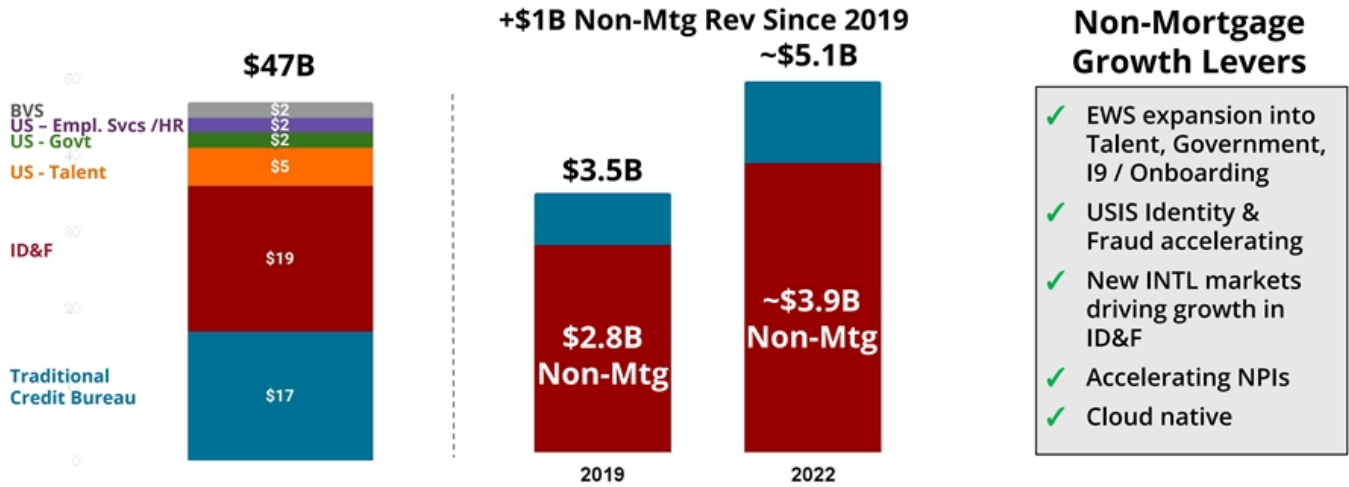
| Run-rate Revenue | | M&A PRIORITIES | | | |
|-----------------------------------|-------------------------|----------------|---------------------|----------------|---------------------------|
| ~\$615M / ~1,150 BPS ¹ | | Date | Differentiated Data | Strengthen EWS | Broaden ID&F Capabilities |
| \$175M | Insights | 4Q21 | ✓ | ✓ | ✓ |
| ~\$165M | BVS ³ | 2Q23 | ✓ | | ✓ |
| \$115M | Kount ID&F Midigator | 1Q21 | ✓ | | ✓ |
| | | 3Q22 | ✓ | | ✓ |
| \$160M+ | LawLogix | 3Q22 | | ✓ | |
| | Data-Credito | 1Q22 | ✓ | | |
| | Efficient Hire | 1Q22 | ✓ | ✓ | |
| | Teletrack | 3Q21 | ✓ | | |
| | Health e(fx) | 3Q21 | ✓ | ✓ | |
| | i2Verify | 1Q21 | ✓ | ✓ | |
| | HIREtech | 1Q21 | ✓ | ✓ | |
| Other ² | 1Q21 | ✓ | | | |

Reinvesting strong performance in strategic, bolt-on M&A for future growth



1. Calculated as \$615M of acquisition revenue divided by midpoint of 2022 Equifax revenue guidance provided on 10/20/22.
2. Includes AccountScore and Creditworks acquisition.
3. BVS ~\$165M revenue is annualized estimate based on 9/30/22 YTD financials.

BVS would add over \$165M in non-mortgage revenue from the fast growing Brazilian market



EFX non-mortgage growing at ~12% CAGR... Non-Credit Revenue over 50% of EFX revenue



Note: 2022 projections represent midpoint of the guidance range issued on 10/20/22.



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