



Equifax Inc.






EFX NYSE

Business Support / Supplies

Market Capitalization USD:

\$3,762.89 mm

CONCERN LEVEL: HIGH

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less. 
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years. 
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration. 
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Richard F. Smith

Age: 52

CEO Since: 2005

	2009	2010	2011
Base Salary	\$1,450,000	\$1,450,000	\$1,450,000
Discretionary Bonus	\$580,000	\$0	\$0
Annual Cash Incentive	\$1,101,807	\$2,213,015	\$2,310,627
Benefits and Perquisites	\$145,043	\$162,561	\$98,019
TOTAL ANNUAL COMPENSATION	\$3,276,850	\$3,825,576	\$3,858,646
Increase in Post-Retirement Benefits	\$1,410,400	\$1,662,800	\$2,323,000
Stock Option Awards	\$1,648,186	\$1,582,306	\$1,891,062
Stock Awards	\$2,474,442	\$2,571,445	\$2,940,530
TOTAL COMPENSATION	\$8,809,878	\$9,642,127	\$11,013,238
Median of Other Named Executive Officers Total Compensation	\$1,732,872	\$2,134,808	\$1,985,967
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$1,133,200	\$2,683,450	\$3,330,000
TOTAL REALIZED EQUITY COMPENSATION	\$1,133,200	\$2,683,450	\$3,330,000

Proxy Date: 21 Mar 2012

Annual Meeting Date: 3 May 2012

Equity Reserves: 13.03%

Stock Option Run Rate: 1.03%

Equifax Inc.

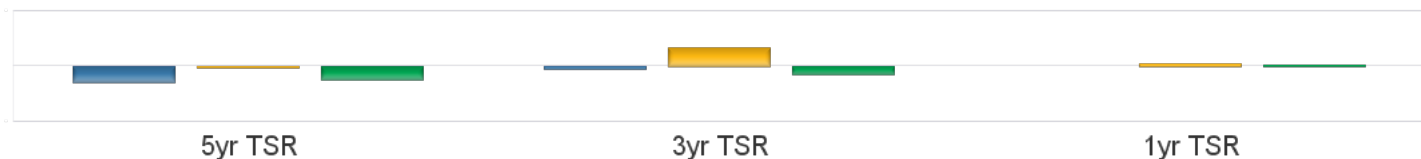
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Performance Comparison

■ S&P500 ■ Industry ■ EFX



Peer Comparisons (TRBC) =Business Support / Supplies

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
EFX	Equifax Inc.	\$8,809,878	\$9,642,127	\$11,013,238	\$3,762,889,148
WU	Western Union Company (The)	\$8,138,700	\$7,750,700		\$9,597,571,117
PAYX	Paychex, Inc.	\$3,445,104	\$4,657,403		\$9,564,022,462
MCO	Moody's Corporation	\$5,424,636	\$9,146,844	\$11,917,042	\$6,942,633,647
IRM	Iron Mountain Incorporated	\$1,676,456	\$1,420,217		\$6,350,440,960
IHS	IHS Inc.	\$8,032,534	\$4,412,383	\$4,691,526	\$4,850,602,597
TW	Towers Watson & Company		\$3,222,143		\$4,459,106,890

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Alliance Data Systems Corp., Automatic Data Processing Inc., CGI Group Inc., DST Systems Inc., Dun & Bradstreet Corp., Fidelity National Financial, Inc., Fidelity National Information Services, Inc., Fiserv Inc., FTI Consulting Inc., Intuit Inc., Lender Processing Services, Inc., Moody's Corp., Paychex Inc. and Western Union Co.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
L. Phillip Humann	Chairman	66	Male	20	Outside Related
Mark B. Templeton	Member	59	Male	4	Outside
Siri S. Marshall	Member	63	Female	6	Outside

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