

Welcome from Mark

Welcome to Mexico!

Congratulations on your selection to the elite **CEO's Global Circle of Excellence!** Your positive impact has made a big difference, and we're excited to recognize you for your outstanding achievements in 2023. I truly hope that you and your guest enjoy your stay here at the beautiful [Conrad Punta de Mita](#) in Punta de Mita, Mexico.

Let the celebration begin!



Copy for trip registration site:

As a 2023 CEO's Global Circle of Excellence winner, you and a guest are invited to the beautiful Conrad Punta de Mita, Mexico.

We look forward to celebrating together your contributions and dedication to the New Equifax! All the information you'll need to plan for this program is included in this site.

2022 Copy for trip registration site:

As a 2022 CEO's Global Circle of Excellence winner, you and a guest are invited to the beautiful Ritz-Carlton, Aruba.

We look forward to celebrating together your contributions and dedication to the New Equifax! All the information you'll need to plan for this program is included in this site.

CGCOE 2024 Invite for L3s

To: L3 CGCOE winners
From: Mark (banner: A Message from Mark)
Date: Dec 8, 2023
Subject: **See you soon at the CEO's Global Circle of Excellence!**

+SECONDARY BANNER

(personalized first name),

Congratulations! I'm excited to personally **welcome you and your guest to the 2024 CEO's Global Circle of Excellence.**

Within the GLT, I select winners of our top leadership award. You are a recipient of that award. As a member of the Global Circle of Excellence, you are playing a critical role in our return to market leadership and strong growth. In short, you are key to the New EFX .. the *Only EFX!*

Congratulations again! Keep an eye out for registration details, and I look forward to seeing you in Punta de Mita, Mexico!

Thanks for all you do,



To: Non-GLT
Date: January TBD 2024
From: Mark Begor
Subject: See you in Mexico for the CEO's Global Circle of Excellence!

(personalized first name),

Congratulations! I'm excited to personally **welcome you and your guest to the 2024 CEO's Global Circle of Excellence!**

As you know, each year I select the winners of our top recognition award. You are a recipient of that award. **As a member of the Global Circle of Excellence, your positive impact is inspiring and is the key to the New EFX ...** you set the standard for our EFX Team!

Congratulations again! Keep an eye out for an email with registration information, and I look forward to seeing you in Punta de Mita, Mexico!

Thanks for all you do,



2022 invite from Mark to Non-GLT

To: Non-GLT
Date: Jan 6., 2023
From: Mark Begor
Subject: See you in Aruba for the CEO's Global Circle of Excellence!

(personalized first name),

Congratulations! I'm excited to personally **welcome you and your guest to the 2022 CEO's Global Circle of Excellence!**

As you know, each year I select the winners of our top recognition award. You are a recipient of that award. **As a member of the Global Circle of Excellence, your positive impact is inspiring and is the key to the New EFX ...** you set the standard for our EFX Team!

Congratulations again! Keep an eye out for an email with registration information, and I look forward to seeing you in Aruba!

Thanks for all you do,

Mark

Mark's intro for 'CEO's Global Circle of Excellence' Booklet w/ Winner Profiles

2023 Profile Book Intro DRAFT - TBD

To: Non-attendees
Date: Tuesday, March 26
From: Mark Begor
Subject: CEO's Global Circle of Excellence - You Were Missed!

You were missed at the CEO's Global Circle of Excellence in Mexico last week! Recognizing the efforts and tremendous contributions of our top team members is a top priority for me, and I was honored to join our award winners and their guests to celebrate this elite group's leadership and incredible contributions to EFX in 2023.

As a member of the Global Circle of Excellence, and in lieu of your attendance, **you will be receiving \$5,000 (USD) in your next paycheck** as recognition for your accomplishments and for all you do. I hope you will use the award to enjoy a trip or special celebration when the time is right.

Thank you for your drive and dedication to the New EFX. **You play a critical role**, and I appreciate your efforts in 2023 and beyond!

Thanks for all you do,



2022 Mark's note to non-attendees

To: Non-attendees
Date: 3/28/2023
From: Mark Begor
Subject: CEO's Global Circle of Excellence - You Were Missed!

You were missed at the CEO's Global Circle of Excellence in Aruba last week! Recognizing the efforts and tremendous contributions of our top team members is a top priority for me, and I was honored to join our award winners and their guests to celebrate this elite group's leadership and incredible contributions to EFX in 2022.

As a member of the Global Circle of Excellence, and in lieu of your attendance, **you will be receiving \$5,000 (USD) in your next paycheck** as recognition for your accomplishments and for all you do. I hope you will use the award to enjoy a trip or special celebration when the time is right.

Thank you for your drive and dedication to the New EFX. **You play a critical role**, and I appreciate your efforts in 2022 and beyond!

Thanks for all you do,

A handwritten signature in black ink, appearing to read "Mark". The signature is stylized with a large, looped 'M' and a trailing 'k'.

Mark's intro for 'CEO's Global Circle of Excellence' Booklet w/ Winner Profiles

2023 Profile Book Intro DRAFT

Our EFX performance in 2022 — in the face of a U.S. mortgage market that was down a historic 37% and an increasingly challenging global economic environment — is a **direct testament to the exceptional hard work, dedication and focus of our 14,000 EFX team members worldwide. And to you, our CEO's Global Circle of Excellence award winners — the best of the best!**

Despite the challenging conditions, this team came together and delivered \$5.2B of revenue, up 6% with our Non-mortgage businesses growing a strong 17%. We launched 113 new products — our third straight year of 100+ NPI launches with our Vitality Index up to a record 13.4%. We invested \$450M into four new bolt-on acquisitions, building on our \$3B of M&A activity in 2021. We made big steps toward **Completing the Cloud** with 77% of revenue now in our new EFXCloud. Great progress as we enter 2023 with incredible momentum!

I am incredibly proud of you and your accomplishments. We delivered as One EFX for our customers, consumers, investors, and each other, and our success is thanks to the drive and extra efforts of leaders like you! You exemplify how Equifax is a place for the best to grow, develop and drive results... **you are key to the New EFX and we are just getting started!**

The CEO's Global Circle of Excellence Award recognizes top performers across Equifax who made outstanding contributions to our performance in 2022 and our EFX2025 strategic imperatives. You are part of an elite group that was hand-selected by the Senior Leadership Team from our pool of quarterly One Equifax Award winners and from our highest performing sales leaders, along with a number of leaders I personally selected for their demonstrated excellence in leadership in 2022.

A big thank you and congratulations to our 2022 CEO's Global Circle of Excellence honorees for this well-deserved recognition! Welcome to Aruba!



Mark Begor
Chief Executive Officer
Equifax

Announcement of winners was in [Mark's Weekly, Feb. 17](#)

The SLT and I recently selected our 2022 CEO's Circle of Excellence Winners. This Award recognizes top performers across Equifax who made outstanding contributions to our performance in 2022 and against our EFX2025 strategic priorities. Selected from our quarterly One Equifax winners, this group is the 'best of the best' for 2022 and I am looking forward to hosting them during our upcoming winners' trip to Aruba! **Check out the [full list of winners here](#) and leave a note of congratulations! #CircleofExcellence**

[Mark's recap in March 31, 2023 Weekly Note](#)

It was an energizing weekend with our 143 2022 Circle of Excellence [winners](#) in Aruba! Congratulations again to all of our winners ... check out the picture below from our time together! **Hope to see you as part of the Circle next year!**

