Equifax and Danal Join Forces to Help Enhance Consumers’ Mobile Shopping Experience

Instatouch™ Mobile Commerce Services by Equifax get boost from Danal's Mobile Identity Suite

ATLANTA, Aug. 25, 2015 /PRNewswire/ -- Equifax Inc., a global information solutions company, and Danal, Inc. today announced the release of a new service that will help improve the mobile shopping experience for consumers, while also empowering merchants to sell products and acquire more store card holders. The two companies will work in tandem to leverage the Instatouch™ Mobile Commerce Services by Equifax and Danal's real-time Mobile Identity Suite.

Additionally, the service aims to improve consumer shopping-cart abandonment rates, thereby helping conversions for merchants. Via the relationship, Danal will authenticate both the mobile device number and the subscriber using that device when certain Instatouch services are used. As a result, consumers will be able to simply, securely and instantly help verify their identity to automatically fill out registration and payment forms on smartphones, tablets and personal computers with minimal screen taps.

Anand Krishnaswamy, VP of Mobile Commerce at Equifax said, "Equifax is excited to work with Danal to develop new ways for consumers to more easily verify their devices and identities - therefore speeding up the checkout process when shopping on their smartphones. This new service provides the consumer identity verification with minimal disruption to the user."

Jim Greenwell, CEO of Danal, Inc. commented, "Both Equifax and Danal are global providers of data services, and we look forward to seeing this service widely adopted by carriers around the world. Recently, Danal signed a mobile identity contract with a top European wireless carrier, which we hope will serve as a springboard for future opportunities to work together globally."

About Equifax
Equifax is a global leader in consumer, commercial and workforce information solutions that provides businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. 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 enables 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 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit www.equifax.com.

About Danal
Danal, Inc. is the premier provider of mobile identity and authentication solutions driven by unique real-time connections to mobile operator networks and data. Danal's Mobile Identity platform offers financial institutions and major retailers groundbreaking mobile transaction risk management services, and streamlined, customer conversion solutions that lower customer abandon rates during registration and checkout. Danal is also known globally as BilltoMobile™, a Danal carrier billir service that utilizes global direct connections with Tier-1 mobile operators to enable the purchase of goods and services billed directly to mobile accounts. Danal, Inc. is a privately-held US company whose investors include Discover Financial Services, Morgenthaler Group and majority shareholder Danal Co, Ltd., a publicly traded company (KOSDAQ) based in South Korea with offices worldwide.

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