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Intuit Launches Financial Literacy Month Challenge to Empower Nation's Students

"Hour of Finance Challenge" encourages students to learn financial skills through an online game with real-world scenarios as schools compete for state and national recognition

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU), the global financial technology platform that makes Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp, today announced the launch of its second annualIntuit Hour of Finance Challenge. The Challenge is a national initiative designed to introduce middle and high school students to essential financial literacy skills through interactive activities with real-world scenarios – in celebration of Financial Literacy Month this April.

The company launched the **Intuit Hour of Finance Challenge**in 2024 to encourage students to spend one hour on financial education during Financial Literacy Month in April. The challenge features free lessons on money management through real-world situations that can be completed in under an hour. Participating students play Intuit Prosperity Quest, an interactive, online game. The initiative is open to middle and high schools nationwide and offers schools the opportunity to compete for prizes and the chance to be recognized as a state or national champion.

The opening of the 2025 Intuit Hour of Finance Challenge coincides with Intuit's Financial Literacy Forum event, hosted in partnership with the LA Clippers at Intuit Dome in Los Angeles on April 1. Special guests mutli-platinum selling recording artist and entrepreneur Saweetie and former Clippers star and 3-time NBA 6th Man of the Year Lou Williams will join Intuit to inspire students through conversations about money, entrepreneurship, and building long-term financial success. The Los Angeles event marks the next stop of Intuit's nationwide Financial Literacy Forum series, which began during Super Bowl week in New Orleans. At each stop, which has also included San Francisco and Washington DC, students receive hands-on experience with financial education tools powered by **Intuit for Education,** a financial literacy program that provides teachers and students with free personal and entrepreneurial finance courses used by more than two million students. Intuit for Education includes real-life simulations driven by TurboTax, Credit Karma, QuickBooks and Mailchimp and has been used by two million students nationwide.

"We are committed to helping the next generation to graduate financially literate, capable, and confident," said Dave Zasada, Vice President of Education and Corporate Responsibility at Intuit. "Through Intuit for Education's interactive and engaging simulations and games, including the Intuit Hour of Finance Challenge, we are introducing students to personal finance concepts and inspiring them to become financially literate."

"Financial literacy is key to leveling up in life," said Saweetie, recording artist and entrepreneur. "I'm all about empowering young people to secure the bag and their future. Programs like Intuit for Education give students the real-world tools to become more

financially confident."

The Challenge launches in tandem with Intuit's upcoming *2025 Prosperity Index Study: The New Prosperity Playbook*, which uncovers how Gen Z and Millennials are redefining what it means to be financially successful today. According to the study, financial success today is no longer solely defined by milestones like homeownership or retirement—it's about feeling secure, having options, and creating a life that's fulfilling.

Intuit's latest data reinforces the need for innovative, relevant financial education tailored to what younger generations value today. Key findings from the *2025 Prosperity Index* show that:

- **Life-Fulfillment**: 60% of Gen Z and Millennials would rather have a better quality of life than extra money in the bank
- **Work-Life Balance**: 62% prefer more personal time and flexibility, even if it means earning less
- **Career Development**: 68% pursue additional certifications or education to get ahead —suggesting a skills-first path to earning more
- **Financial Stability**: 43% identify as cautious savers who prioritize safety and security over risk and reward

For more information on these nationwide educational programs, visit Intuit.com/education. To learn more and sign up your school for the Intuit Hour of Finance Challenge, visit intuit.com/houroffinance.

About Intuit

Intuit is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as TurboTax, Credit Karma, QuickBooks, and Mailchimp, we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at Intuit.com and find us on social for the latest information about Intuit and our products and services.

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