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Intuit Launches the Completely New QuickBooks Online

Offers a Powerfully Simple and Engaging Experience that Works Across Intuit and Third-Party Apps, Anywhere You Want to Work

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: [INTU](#)) has reimaged QuickBooks Online as the global small business operating system. This next-generation QuickBooks Online, available in more than 100 countries, provides small businesses and accountants with an intuitive, easy-to-use design that gives small businesses access to a robust, open platform that grows with small businesses and works anytime, anywhere.

A screenshot of the QuickBooks Online 'Expense Transactions' page. The interface features a dark blue sidebar on the left with navigation links: Home, Customers, Vendors, Employees, Transactions, Banking, Sales, Expenses (highlighted), Reimburse, Post Checks, Reports, Tools, and Apps. The main content area is titled 'Expense Transactions' and includes a 'Filter' dropdown set to 'All' and a 'Batch actions' dropdown. Below these is a table with columns: DATE, TYPE, NO., FROM, DUE DATE, BALANCE, TOTAL, STATUS, and ACTION. The table contains several rows of expense data, including bills, gas expenses, burger purchases, and credit card payments. Each row has a checkbox on the left and an action button on the right, such as 'Make payment' or 'Print check'. The top right of the interface shows the user's name 'Joe's Landscaping' and a 'Create new' button.

“Today we’re unveiling the next generation of QuickBooks Online, the biggest release in decades,” said Dan Wernikoff, SVP & GM of Intuit Small Business Financial Solutions. “We rebuilt QuickBooks Online from the ground up to deliver a simple, yet powerful platform that goes beyond accounting and offers

Expense Tracking (Photo: Business Wire)

small businesses an unprecedented business management solution. The online version of QuickBooks is built to take advantage of the cloud and is an open platform that sets our foundation for future growth in the United States and globally.”

A Powerfully Simple Solution

QuickBooks Online is now faster and easier to use than ever. The engaging new design is not only beautiful, but also built for better functionality. The latest version streamlines business tasks to boost efficiency and help save small businesses time. Customized data now appears in a visual manner that is informative and easy-to-understand. Enhanced features include:

- Simple set-up and easy to learn, intuitive functions for any small business
- Fast performance, offering real-time data and reports
- Scalable solutions to fit the needs of any size small business

- The power of QuickBooks with the benefits of the Intuit accountant ecosystem

“I was happy with QuickBooks Online before, but when I saw the new version, I was blown away,” said Laura Redmond, founder of Redmond Accounting. “It’s sleek, fast, and simple and the layout is clean and fresh.”

Open and Integrated Platform

The online version of QuickBooks has been rebuilt as an open platform. For small businesses, this simplifies work by integrating all of Intuit’s powerful business management tools under one umbrella. The QuickBooks Online platform includes Intuit’s robust small business tools, including Payroll and Payments, which are now interconnected and built into the online version of QuickBooks. The open platform design allows third parties and app developers to create small business applications that are available to nearly 500,000 QuickBooks Online subscribers, which boast more than 1.3 million users, giving customers the ability to customize the online version of QuickBooks to meet their specific business needs, while providing them access to data across applications. The QuickBooks Online platform offers a range of collaborative tools including:

- Access to Intuit’s accounting, payments and payroll add-on solutions through one login, from a computer, iPhone, iPad, and Android phones and tablets
- Real-time data updates enabling immediate accountant or bookkeeper collaboration
- Large-scale app integration and access to Intuit’s Apps.com, one of the largest and most diverse small business apps marketplaces

Work Anytime, Anywhere

QuickBooks Online has evolved to adapt to the evolving needs of small business owners, who are increasingly on-the-go and rely on mobile for day-to-day tasks. This release of the online version of QuickBooks features a mobile-first design approach that gives small business owners around the world access to information wherever they work. Features include:

- Availability in more than 100 countries and will be available in more than 10 languages
- Data safely stored in the cloud for on-the-go accessibility via any internet-connected computer, iPhone, iPad or Android phone or tablet
- Compatibility across PC, Mac, iPhone, iPad, and Android phones and tablets

“When you log in, it’s beautiful,” said Adam Wegener, co-owner of TrashAmps, a portable sound system company. “I appreciate the functionality of being able to access the software from my phone and tablet. Being a small business owner, you never know when or where you’re working, so the ability to go in and check on things is a real benefit to me.”

Pricing and Availability

The new QuickBooks Online experience is scheduled to be available starting in late October for new users, and rollout to existing users in more than 100 countries is scheduled to begin in 2014.

After a 30-day free trial, the online version of QuickBooks starts at the standard list price of \$12.99 per month or \$124.99 per year for new users, which includes free access to all of Intuit's mobile apps. Visit www.quickbooks.com/new for more information.

About Intuit Inc.

[Intuit Inc.](#) creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), which make it easier to manage [small businesses](#) and [payroll processing](#), [personal finance](#), and [tax preparation and filing](#). [Mint.com](#) provides a fresh, easy and intelligent way for people to manage their money, while [Demandforce®](#) offers marketing and communication tools for small businesses. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. The company has approximately 8,000 employees with major offices in the [United States](#), [Canada](#), the [United Kingdom](#), [India](#) and other locations. More information can be found at www.intuit.com.

Cautions About Forward-looking Statements

This press release contains forward-looking statements, including statements regarding the pricing and availability of our products and services. Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause our actual results to differ materially from the expectations expressed in the forward-looking statements. These factors include, without limitation, the following: inherent difficulty in predicting consumer behavior; consumers may not respond as we expected to our advertising and promotional activities; the competitive environment; our ability to innovate and adapt to technological change; business interruption or failure of our information technology and communication systems; problems with implementing upgrades to our customer facing applications and supporting information technology infrastructure; any failure to properly use and protect personal customer information and data; our ability to develop, manage and maintain critical third party business relationships; increased government regulation of our businesses; any failure to process transactions effectively or to adequately protect against potential fraudulent activities; any significant offering quality problems or delays; the global economic environment; increased risks associated with international operations; our inability to adequately protect our intellectual property rights; amortization of acquired intangible assets and impairment charges; and the cost of, and potential adverse results in, litigation involving intellectual property, antitrust, shareholder and other matters. More details about these and other risks that may impact our business are included in our Form 10-K for fiscal 2013 and in our other SEC filings. You can locate these reports through our website at <http://investors.intuit.com>. Forward-looking statements are based on information as of September 24, 2013 and we do not undertake any duty to update any forward-looking statement or other information in these materials.

The information in this press release is intended to outline our general product direction, but represents no obligation and should not be relied on in making a purchasing decision.

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