

Investor Relations (650) 944-6181

NASDAQ: INTU

| Financial Summary | | | | | | | Guidance [G] | |
|---|----------|----------|----------|----------|----------|----------|--------------|-----------------|
| (\$ millions), except per share data | | | | | | | | |
| | Q1 FY09 | Q2 FY09 | Q3 FY09 | Q4 FY09 | FY09 | Q1 FY10 | Q2 FY10 | FY10 |
| Revenue: | | | | | | | | |
| Small Business Group | | | | | | | | |
| Financial Management Solutions (Quickbooks) [A] | \$144 | \$158 | \$142 | \$135 | \$579 | \$134 | | |
| % change YOY | 7% | (1%) | (9%) | (5%) | (2%) | (7%) | | |
| Employee Management Solutions (Payroll) | \$89 | \$94 | \$91 | \$91 | \$365 | \$97 | | |
| % change YOY | 11% | 9% | 8% | 5% | 8% | 9% | | |
| Payments Solutions (Payments) | \$71 | \$70 | \$74 | \$76 | \$291 | \$75 | | |
| % change YOY | 20% | 18% | 13% | 10% | 15% | 4% | | |
| Total Small Business ^[8] | \$304 | \$322 | \$307 | \$302 | \$1,235 | \$306 | | \$1,280-\$1,330 |
| % change YOY | 11% | 5% | 1% | 1% | 4% | 1% | | 4%-8% |
| <u>Tax</u> | | | | | | | | |
| Consumer Tax | \$14 | \$187 | \$777 | \$18 | \$996 | \$22 | | \$1,045-\$1,085 |
| % change YOY | 7% | (25%) | 18% | 62% | 7% | 57% | | 5%-9% |
| Accounting Professionals | \$21 | \$133 | \$179 | \$19 | \$352 | \$22 | | \$363-\$375 |
| % change YOY | 16% | 14% | 4% | (2%) | 8% | 3% | | 3%-7% |
| Financial Institutions | \$75 | \$76 | \$78 | \$82 | \$311 | \$80 | | \$330-\$341 |
| % change YOY | 3% | 5% | 3% | 6% | 4% | 7% | | 6%-10% |
| Other Businesses | \$67 | \$73 | \$94 | \$55 | \$289 | \$63 | | \$305-\$318 |
| % change YOY | 0% | (21%) | (9%) | (24%) | (14%) | (5%) | | 6%-10% |
| Total Revenue | \$481 | \$791 | \$1,435 | \$476 | \$3,183 | \$493 | \$800-\$835 | \$3,300-\$3,430 |
| % change YOY | 8% | (5%) | 9% | 0% | 4% | 2% | 1%-6% | 4%-8% |
| GAAP Operating Income (Loss) | (\$76) | \$109 | \$764 | (\$115) | \$682 | (\$99) | \$94-\$109 | \$785-\$825 |
| Non-GAAP Operating Income (Loss)[C] | (\$29) | \$172 | \$837 | (\$49) | \$931 | (\$39) | \$160-\$175 | \$985-\$1,025 |
| Non-GAAP Operating Margin % ^[c] | NA | 22% | 58% | NA | 29% | NA | 20%-21% | 29%-30% |
| Interest and Other Income ^[D] | (\$2) | \$6 | \$6 | \$10 | \$20 | \$5 | | |
| Interest Expense | (\$12) | (\$12) | (\$12) | (\$15) | (\$51) | (\$16) | | |
| GAAP Share Based Compensation Expense | \$22 | \$35 | \$37 | \$39 | \$133 | \$27 | | |
| GAAP EPS Share Based Compensation Expense [H] | (\$0.04) | (\$0.07) | (\$0.07) | (\$0.08) | (\$0.26) | (\$0.05) | | |
| GAAP Diluted EPS | (\$0.16) | \$0.26 | \$1.47 | (\$0.22) | \$1.35 | (\$0.21) | \$.15-\$.18 | \$1.49-\$1.56 |
| Non-GAAP Diluted EPS ^{[C] [E]} | (\$0.09) | \$0.34 | \$1.68 | (\$0.10) | \$1.82 | (\$0.10) | \$.29-\$.32 | \$1.89-\$1.96 |
| Basic Share Count | 323 | 320 | 322 | 323 | 322 | 320 | 311-315 | 310-314 |
| Diluted Share Count | 323 | 326 | 329 | 323 | 330 | 320 | 320-324 | 319-323 |
| GAAP Tax Rate F | 42% | 18% | 36% | 41% | 31% | 38% | 37% | 35% |
| Capital Expenditures | | | | | \$183 | | | \$150M |
| Depreciation | | | | | \$149 | | | * |
| ' | | | | | | | | |

[[]A]Beginning in Q4 FY09 results for the Point-of-Sale product line have been reflected in the Payments Solutions segment. Historical results have been reclassified from Financial Management Solutions to Payments Solutions for all periods presented.

Financial Management Solutions: QuickBooks - QuickBooks -

Quarterly Point-of-Sale reclass: Q1 FY08 \$9M, Q2 FY08 \$8M, Q3 FY08 \$7M, Q4 FY08 \$6M, Q1 FY09 \$8M, Q2 FY09 \$6M, Q3 FY09 \$7M, Q4 FY09 \$7M

[[]B]The Financial Management Solutions, Employee Management Solutions, and Payments Solutions segments have been summed to facilitate the calculation of total Small Business Group results and growth rates for investors.

[[]C] These are non-GAAP financial measures. See tables B1, E1 and E2 of the accompanying sections for reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures and the reasons management uses each measure.

^[9] Interest and other income includes variable royalty income from the purchaser of our former Quicken Loans, including \$4M in Q2 FY09, and \$4M in Q4 FY09; excludes gains and losses on marketable securities and other investments.

⁽E) The annual effective tax rates used to calculate non-GAAP EPS were 36% for Q1 FY09, 34% for Q2 & Q3 FY09, 33% for Q4 FY09 and 37% for Q1 FY10

FO ur effective tax rate for FY09 was materially impacted by one-time tax benefits in Q1 and Q2 FY09. Excluding these one-time benefits related to the reinstatement of the research and experimental credit and other discrete tax benefits, our effective tax rate for that period was approximately 35%.

^[9] All of the numbers provided in the table entitled "Guidance," are forward-looking statements. Please see the accompanying section entitled "Cautions About Forward-Looking Statements" for important information

to assess when evaluating these statements. Actual future results may differ materially due to a number of risks and uncertainties.

^[11] The impact of Share Based Compensation Expense on GAAP EPS in Q1 and Q2 FY09 is based upon our effective tax rate excluding one-time tax benefits in those periods, a tax rate of 35% in Q1 and 36% in Q2.

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| | | | | | | | | | INAUDA | Q. IIII | |
|--|---------|---------|---------|---------|-------|---------|---------|---------|---------|---------|---------|
| Business Metrics | | | | | | | | | | | |
| Units in thousands, except where noted | Q1 FY08 | Q2 FY08 | Q3 FY08 | Q4 FY08 | FY08 | Q1 FY09 | Q2 FY09 | Q3 FY09 | Q4 FY09 | FY09 | Q1 FY10 |
| Financial Management Solutions (Quickbooks)[1] | | | | | | | | | | | |
| Total QuickBooks software units sold | 298 | 467 | 508 | 324 | 1,597 | 267 | 482 | 517 | 347 | 1,613 | 312 |
| Free Simple Start Activations | 19 | 38 | 48 | 37 | 142 | 40 | 48 | 79 | 57 | 224 | 41 |
| Total QuickBooks Units | 317 | 505 | 556 | 361 | 1,739 | 307 | 530 | 596 | 404 | 1,837 | 353 |
| QuickBooks Online subscriptions [J] | 124 | 128 | 131 | 133 | 133 | 136 | 139 | 142 | 147 | 147 | 149 |
| Enterprise Solutions Active Customers | 28 | 29 | 30 | 33 | 33 | 34 | 35 | 36 | 37 | 37 | 39 |
| QuickBooks Retail Share ^[K] | | | | | | | | | | | |
| Unit share FYTD | 89% | 89% | 91% | 91% | 91% | 90% | 93% | 94% | 94% | 94% | 93% |
| Dollar share FYTD | 94% | 94% | 95% | 95% | 95% | 92% | 95% | 95% | 95% | 95% | 92% |
| Employee Management Solutions (Payroll) | | | | | | | | | | | |
| Total EMS customers [L] | 1,025 | 1,046 | 1,055 | 1,045 | 1,045 | 1,052 | 1,056 | 1,058 | 1,137 | 1,137 | 1,151 |
| Payment Solutions (Payments) | | | | | | | | | | | |
| Merchant Account Services customers [M][P] | 198 | 205 | 215 | 222 | 222 | 230 | 235 | 243 | 253 | 253 | 258 |
| Yr/Yr Charge Volume increase/(decrease) [™] | 5% | 1% | 1% | 0% | 2% | -3% | -9% | -9% | -9% | -8% | -8% |
| Consumer Tax | | | | | | | | | | | |
| Federal TurboTax (millions) | | | | | | | | | | | |
| Desktop units | NM | 3.8 | 3.3 | NM | 7.1 | NM | 3.4 | 2.9 | NM | 6.3 | NM |
| Web units | NM | 1.3 | 7.0 | 0.1 | 8.4 | NM | 2.2 | 9.1 | 0.2 | 11.5 | NM |
| Free File Alliance | NM | 0.3 | 1.3 | NM | 1.6 | NM | 0.3 | 1.0 | NM | 1.4 | NM |
| Total TurboTax federal units | NM | 5.5 | 11.6 | 0.1 | 17.2 | NM | 5.8 | 13.0 | 0.2 | 19.2 | NM |
| Federal TurboTax retail share [™] | | | | | | | | | | | |
| Unit share FYTD | NM | 85% | 82% | 82% | 82% | NM | 84% | 81% | 81% | 81% | NM |
| Dollar share FYTD | NM | 87% | 84% | 84% | 84% | NM | 89% | 86% | 86% | 86% | NM |
| Accounting Professionals | | | | | | | | | | | |
| Professional Tax units | NM | 98 | 11 | NM | 109 | NM | 97 | 11 | NM | 108 | NM |
| Financial Institutions | | | | | | | | | | | |
| Number of Internet Banking End-Users | 8,078 | 8,300 | 8,499 | 8,695 | 8,695 | 8,690 | 8,609 | 8,889 | 8,942 | 8,942 | 9,044 |
| Number of Bill Pay End-Users ^[O] | 2,212 | 2,291 | 2,383 | 2,474 | 2,474 | 2,613 | 2,749 | 2,848 | 2,969 | 2,969 | 3,096 |

[[]I]Sales to end users (sell-through) by Intuit and via retailers and distributors for which Intuit relies on reports from these merchants. These numbers include estimates, including estimates of sales by merchants who do not report sales to Intuit. These numbers reflect total QuickBooks purchases for the period, including subscription purchases.

[[]J] includes total QuickBooks Online Edition subscriptions. Subscription units sold in any particular period are a subset of total QuickBooks software units sold in that period.

^[K]Sources: NPD Group Monthly Retail Software Report through October 2009.

[[]Li]includes Standard Payroll, Enhanced Payroll, Assisted Payroll, Complete Payroll, Premier Payroll, Online Payroll, Basic Payroll, QuickPayroll, and PayCycle.

Q3 FY08 to Q3 FY09 EMS Customer counts have been adjusted from prior reports to exclude Online Payroll trial customers

^[M]Does not include customers from Electronic Clearing House

^[N]Sources: NPD Group Retail Software Report through June 2009.

^[0]Number of Bill Pay end-users are those of Digital Insight and exclude Quicken Bill Pay customers.

[[]P] Includes processing customers only

Intuit Facts

Intuit Inc.

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Segment Operating Income

(\$ millions)

| | | Q. | 1 | | | ΥT | | Full-Year | | |
|--------------------------------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|---------|-----------|
| | | % Related | | % Related | | % Related | | % Related | | % Related |
| | FY10 | Revenue | FY09 | Revenue | FY10 | Revenue | FY09 | Revenue | FY09 | Revenue |
| Financial Management Solutions | \$25 | 18% | \$29 | 20% | \$25 | 18% | \$29 | 20% | \$113 | 20% |
| Employee Management Solutions | \$56 | 58% | \$54 | 61% | \$56 | 58% | \$54 | 61% | \$208 | 57% |
| Payments Solutions | \$13 | 17% | \$5 | 7% | \$13 | 17% | \$5 | 7% | \$32 | 11% |
| ConsumerTax | (\$29) | -130% | (\$34) | -237% | (\$29) | -130% | (\$34) | -237% | \$628 | 63% |
| Accounting Professionals | (\$15) | -67% | (\$17) | -80% | (\$15) | -67% | (\$17) | -80% | \$186 | 53% |
| Financial Institutions | \$17 | 22% | \$15 | 20% | \$17 | 22% | \$15 | 20% | \$69 | 22% |
| Other Businesses | \$4 | 7% | \$9 | 13% | \$4 | 7% | \$9 | 13% | \$66 | 23% |
| Total Segment Op Income | \$71 | 14% | \$61 | 13% | \$71 | 14% | \$61 | 13% | \$1,302 | 41% |

^{1.} Operating income for the company and segments may be impacted by shifts in revenue from one quarter to another. Therefore, these measures are most relevant when viewed on a full-year basis.

Table A1 INTUIT INC. GAAP CONSOLIDATED STATEMENTS OF OPERATIONS (In millions, except per share amounts) (Unaudited)

Three Months Ended October 31, October 31, 2009 2008 Net revenue: \$ \$ 220 206 Product 261 Service and other 287 493 481 Total net revenue Costs and expenses: Cost of revenue: Cost of product revenue 35 33 Cost of service and other revenue 119 112 Amortization of purchased intangible assets 22 15 Selling and marketing 185 186 Research and development 143 136 78 65 General and administrative Acquisition-related charges 10 10 Total costs and expenses [A] 592 557 (99) (76) Operating loss (16)(12)Interest expense Interest and other income (expense) 5 (1) (110)(89)Loss before income taxes Income tax benefit [B] (42)(37) \$ (52)Net loss (68)(0.21)(0.16)Basic and diluted net loss per share

Shares used in basic and diluted

per share calculations

See accompanying Notes.

323

320

INTUIT INC. NOTES TO TABLE A1

[A] The following table summarizes the total share-based compensation expense that we recorded for the periods shown.

| | Three Months Ended | | | | | | | | |
|-----------------------------------|---------------------------|-----------------|--------------------|----|--|--|--|--|--|
| (in millions) | | ober 31, 009 | October 31 2008 | | | | | | |
| Cost of service and other revenue | \$ | 2 | \$ | 1 | | | | | |
| Selling and marketing | | 7 | | 8 | | | | | |
| Research and development | | 9 | | 7 | | | | | |
| General and administrative | | 9 | | 6 | | | | | |
| Total share-based compensation | \$ | 27 | \$ | 22 | | | | | |

[B] Our effective tax benefit rate for the three months ended October 31, 2009 was approximately 38%. This differed from the federal statutory rate of 35% primarily due to state income taxes, which were partially offset by the benefit we received from the domestic production activities deduction and the federal and state research and experimentation credits. Our effective tax benefit rate for the three months ended October 31, 2008 was approximately 42%. Excluding net one-time benefits primarily related to the reinstatement of the research and experimentation credit, our effective tax benefit rate for that period was approximately 35% and did not differ significantly from the federal statutory rate of 35%.

Table A2 INTUIT INC. NON-GAAP CONSOLIDATED STATEMENTS OF OPERATIONS DATA (In millions, except per share amounts)

(Unaudited)

| | | Three Mon | nths E | ths Ended | | | |
|--------------------------------------|-----|-----------|--------|-----------|--|--|--|
| | Oct | tober 31, | Oct | tober 31, | | | |
| | | 2009 | | 2008 | | | |
| Net revenue: | | | | | | | |
| Product | \$ | 206 | \$ | 220 | | | |
| Service and other | | 287 | | 261 | | | |
| Total net revenue | | 493 | | 481 | | | |
| Costs and expenses: | | | | | | | |
| Cost of revenue: | | | | | | | |
| Cost of product revenue | | 35 | | 33 | | | |
| Cost of service and other revenue | | 117 | | 111 | | | |
| Selling and marketing | | 178 | | 178 | | | |
| Research and development | | 134 | | 129 | | | |
| General and administrative | | 68 | | 59 | | | |
| Total costs and expenses | | 532 | | 510 | | | |
| Operating loss | | (39) | | (29) | | | |
| Interest expense | | (16) | | (12) | | | |
| Interest and other income (expense) | | 5 | | (2) | | | |
| Loss before income taxes | | (50) | | (43) | | | |
| Income tax benefit | | (18) | | (15) | | | |
| Net loss | \$ | (32) | \$ | (28) | | | |
| | | | | | | | |
| Basic and diluted net loss per share | \$ | (0.10) | \$ | (0.09) | | | |
| Shares used in basic and diluted | | | | | | | |
| per share calculations | | 320 | | 323 | | | |

See "About Non-GAAP Financial Measures" immediately following Table E2 for information on these measures, the items excluded from the most directly comparable GAAP measures in arriving at non-GAAP financial measures, and the reasons management uses each measure and excludes the specified amounts in arriving at each non-GAAP financial measure.

Table B1 INTUIT INC.

RECONCILIATION OF NON-GAAP STATEMENTS OF OPERATIONS DATA TO GAAP CONSOLIDATED STATEMENTS OF OPERATIONS

(In millions, except per share amounts)
(Unaudited)

| | Three Months Ended October 31, 2009 | | | | | | | | Three Months Ended October 31, 2008 | | | | | | | | |
|--------------------------------------|--|-----|-----|------|-----|----|----------|----|--|----|------|-----|----|--|--|--|--|
| | Non | - | | | | | | | Non- | | | | | | | | |
| | GAA | P | Adj | mts | | G | AAP | G | AAP | Ad | jmts | | G | \$ 220 261 481 33 112 15 186 | | | |
| Net revenue: | | | | | | | | | | | | | | | | | |
| Product | \$ 2 | 06 | \$ | - | | \$ | 206 | \$ | 220 | \$ | - | | \$ | 220 | | | |
| Service and other | 2 | 87_ | | - | | | 287 | | 261 | | - | | | 261 | | | |
| Total net revenue | 4 | 93 | | - | | | 493 | | 481 | | - | | | 481 | | | |
| Costs and expenses: | <u></u> | | | | | | <u>-</u> | | | | | | | | | | |
| Cost of revenue: | | | | | | | | | | | | | | | | | |
| Cost of product revenue | | 35 | | - | | | 35 | | 33 | | - | | | 33 | | | |
| Cost of service and other revenue | 1 | 17 | | 2 | [a] | | 119 | | 111 | | 1 | [a] | | 112 | | | |
| Amortization of purchased | | | | | | | | | | | | | | | | | |
| intangible assets | - | | | 22 | [b] | | 22 | | - | | 15 | [b] | | 15 | | | |
| Selling and marketing | 1 | 78 | | 7 | [a] | | 185 | | 178 | | 8 | [a] | | 186 | | | |
| Research and development | 1 | 34 | | 9 | [a] | | 143 | | 129 | | 7 | [a] | | 136 | | | |
| General and administrative | | 68 | | 10 | [c] | | 78 | | 59 | | 6 | [a] | | 65 | | | |
| Acquisition-related charges | - | | | 10 | [d] | | 10 | | - | | 10 | [d] | | 10 | | | |
| Total costs and expenses | 5 | 32 | | 60 | | | 592 | | 510 | | 47 | | | 557 | | | |
| Operating loss | (| 39) | | (60) | | | (99) | | (29) | | (47) | | | (76) | | | |
| Interest expense | (| 16) | | - | | | (16) | | (12) | | - | | | (12) | | | |
| Interest and other income (expense) | | 5 | | - | [e] | | 5 | | (2) | | 1 | [e] | | (1) | | | |
| Loss before income taxes | (| 50) | | (60) | | | (110) | | (43) | | (46) | | | (89) | | | |
| Income tax benefit | (| 18) | | (24) | [f] | | (42) | | (15) | | (22) | [f] | | (37) | | | |
| Net loss | \$ (| 32) | \$ | (36) | | \$ | (68) | \$ | (28) | \$ | (24) | | \$ | (52) | | | |
| Basic and diluted net loss per share | \$ (0. | 10) | | | | \$ | (0.21) | \$ | (0.09) | | | | \$ | (0.16) | | | |
| Shares used in basic and diluted | | _ | | | | | | | | | | | | | | | |
| per share calculations | 3 | 20 | | | | | 320 | | 323 | | | | | 323 | | | |

See "About Non-GAAP Financial Measures" immediately following Table E2 for more information on these non-GAAP adjustments.

- [a] Adjustment to exclude share-based compensation expense from non-GAAP financial measures.
- [b] Adjustment to exclude amortization of purchased intangible assets from non-GAAP financial measures.
- [c] Adjustment to exclude share-based compensation of approximately \$9 million and professional fees for business combinations of approximately \$1 million.
- [d] Adjustment to exclude acquisition-related charges from non-GAAP financial measures.
- [e] Adjustment to exclude net gains on marketable equity securities and other investments from non-GAAP financial measures.
- [f] Adjustment to reflect the tax effects of items [a] through [e] and to exclude certain GAAP discrete tax items from non-GAAP financial measures.

Table E1 INTUIT INC.

RECONCILIATION OF FORWARD-LOOKING GUIDANCE FOR NON-GAAP FINANCIAL MEASURES TO PROJECTED GAAP REVENUE, OPERATING INCOME (LOSS), AND EPS

(In millions, except per share amounts) (Unaudited)

Forward-Looking Guidance

| | G. | AAP | | | | | | Non-GAAP Range of Estimate | | | | |
|----------------------------|-------------|---------|-------|-------------|--------|------------|----|----------------------------|----|-------|--|--|
| | Range o | f Estir | nate | | | | | | | | | |
| | From | | To | <u>Ad</u> j | ustmen | t <u>s</u> | | From | | To | | |
| Three Months Ending | | | | | | | | | | | | |
| January 31, 2010 | | | | | | | | | | | | |
| Revenue | \$ 800 | \$ | 835 | \$ | - | | \$ | 800 | \$ | 835 | | |
| Operating income | \$ 94 | \$ | 109 | \$ | 66 | [a] | \$ | 160 | \$ | 175 | | |
| Diluted earnings per share | \$ 0.15 | \$ | 0.18 | \$ | 0.14 | [b] | \$ | 0.29 | \$ | 0.32 | | |
| Shares | 320 | | 324 | | - | | | 320 | | 324 | | |
| Twelve Months Ending | | | | | | | | | | | | |
| July 31, 2010 | | | | | | | | | | | | |
| Revenue | \$ 3,300 | \$ | 3,430 | \$ | - | | \$ | 3,300 | \$ | 3,430 | | |
| Operating income | \$ 785 | \$ | 825 | \$ | 200 | [c] | \$ | 985 | \$ | 1,025 | | |
| Diluted earnings per share | \$ 1.49 | \$ | 1.56 | \$ | 0.40 | [d] | \$ | 1.89 | \$ | 1.96 | | |
| Shares | 319 | | 323 | | - | | | 319 | | 323 | | |

See "About Non-GAAP Financial Measures" immediately following Table E2 for information on these measures, the items excluded from the most directly comparable GAAP measures in arriving at non-GAAP financial measures, and the reasons management uses each measure and excludes the specified amounts in arriving at each non-GAAP financial measure.

- [a] Reflects estimated adjustments for share-based compensation expense of approximately \$36 million; amortization of purchased intangible assets of approximately \$17 million; and acquisition-related charges of approximately \$13 million.
- [b] Reflects the estimated adjustments in item [a], income taxes related to these adjustments, and adjustments for certain discrete GAAP tax items.
- [c] Reflects estimated adjustments for share-based compensation expense of approximately \$124 million; amortization of purchased intangible assets of approximately \$36 million; and acquisition-related charges of approximately \$40 million.
- [d] Reflects the estimated adjustments in item [c], income taxes related to these adjustments, and adjustments for certain discrete GAAP tax items.

Table E2
INTUIT INC.
RECONCILIATION OF HISTORICAL NON-GAAP FINANCIAL MEASURES TO MOST DIRECTLY COMPARABLE FINANCIAL MEASURES
(In millions, except per share amounts)
(Unaudited)

| | Q1 Fiscal 2009 | | F | Q2 iscal | Q3 Fiscal 2009 | | F | Q4 Siscal 2009 | F | l Year iscal 2009 | Q1 Fiscal 2010 | | |
|--|----------------------|--------|----|-------------|----------------------|-------|----|----------------------|----|-------------------------|----------------------|--------|--|
| GAAP operating income (loss) | | (76) | \$ | 109 | \$ | 764 | \$ | (115) | \$ | 682 | \$ | (99) | |
| Amortization of purchased intangible assets | | 15 | | 15 | | 15 | | 16 | | 61 | | 22 | |
| Acquisition-related charges | | 10 | | 13 | | 10 | | 9 | | 42 | | 10 | |
| Charge for historical use of technology licensing rights | | - | | - | | 11 | | 2 | | 13 | | - | |
| Professional fees for business combinations | | - | | - | | - | | - | | - | | 1 | |
| Share-based compensation expense | | 22 | | 35 | | 37 | | 39 | | 133 | | 27 | |
| Non-GAAP operating income (loss) | \$ | (29) | \$ | 172 | \$ | 837 | \$ | (49) | \$ | 931 | \$ | (39) | |
| GAAP net income (loss) | \$ | (52) | \$ | 85 | \$ | 485 | \$ | (71) | \$ | 447 | \$ | (68) | |
| Amortization of purchased intangible assets | | 15 | | 15 | | 15 | | 16 | | 61 | | 22 | |
| Acquisition-related charges | | 10 | | 13 | | 10 | | 9 | | 42 | | 10 | |
| Charge for historical use of technology licensing rights | | - | | - | | 11 | | 2 | | 13 | | - | |
| Professional fees for business combinations | | - | | - | | - | | - | | - | | 1 | |
| Share-based compensation expense | | 22 | | 35 | | 37 | | 39 | | 133 | | 27 | |
| Net gains on marketable equity securities | | | | | | | | | | | | | |
| and other investments | | (1) | | - | | - | | - | | (1) | | - | |
| Income tax effects of non-GAAP adjustments | | (16) | | (22) | | (26) | | (27) | | (91) | | (23) | |
| Exclusion of discrete GAAP tax items and other | | (6) | _ | (16) | | 20 | | - | | (2) | | (1) | |
| Non-GAAP net income (loss) | \$ | (28) | \$ | 110 | \$ | 552 | \$ | (32) | \$ | 602 | \$ | (32) | |
| GAAP diluted net income (loss) per share | \$ | (0.16) | \$ | 0.26 | \$ | 1.47 | \$ | (0.22) | \$ | 1.35 | \$ | (0.21) | |
| Non-GAAP diluted net income (loss) per share | \$ | (0.09) | \$ | 0.34 | \$ | 1.68 | \$ | (0.10) | \$ | 1.82 | \$ | (0.10) | |
| Shares used in diluted per share amounts | | 323 | | 326 | | 329 | _ | 323 | | 330 | | 320 | |
| Non-GAAP tax rate | | 35.5% | | 34.0% | | 33.5% | | 42.0% | | 33.0% | | 36.5% | |

See "About Non-GAAP Financial Measures" immediately following this Table E2 for information on these measures, the items excluded from the most directly comparable GAAP measures in arriving at non-GAAP financial measures, and the reasons management uses each measure and excludes the specified amounts in arriving at each non-GAAP financial measure.

INTUIT INC. ABOUT NON-GAAP FINANCIAL MEASURES

The accompanying financial information dated November 19, 2009 contains non-GAAP financial measures. Table B1, Table E1, and Table E2 reconcile the non-GAAP financial measures in that financial information to the most directly comparable financial measures prepared in accordance with Generally Accepted Accounting Principles (GAAP). These non-GAAP financial measures include non-GAAP operating income (loss), non-GAAP net income (loss) and non-GAAP net income (loss) per share.

Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same names and may differ from non-GAAP financial measures with the same or similar names that are used by other companies.

We compute non-GAAP financial measures using the same consistent method from quarter to quarter and year to year. We may consider whether other significant items that arise in the future should be excluded from our non-GAAP financial measures.

We exclude the following items from all of our non-GAAP financial measures:

- Share-based compensation expense
- Amortization of purchased intangible assets
- Acquisition-related charges
- Charges for historical use of technology licensing rights
- Professional fees for business combinations

We also exclude the following items from non-GAAP net income (loss) and diluted net income (loss) per share:

- Gains and losses on marketable equity securities and other investments
- Income tax effects of excluded items

We believe that these non-GAAP financial measures provide meaningful supplemental information regarding Intuit's operating results primarily because they exclude amounts that we do not consider part of ongoing operating results when planning and forecasting and when assessing the performance of the organization, our individual operating segments or our senior management. Segment managers are not held accountable for share-based compensation expenses, acquisition-related charges, or the other excluded items and, accordingly, we exclude these amounts from our measures of segment performance. We believe that our non-GAAP financial measures also facilitate the comparison by management and investors of results for current periods and guidance for future periods with results for past periods.

The following are descriptions of the items we exclude from our non-GAAP financial measures.

Share-based compensation expenses. These consist of non-cash expenses for stock options, restricted stock units and purchases of common stock under our Employee Stock Purchase Plan. When considering the impact of equity awards, we place greater emphasis on overall shareholder dilution rather than the accounting charges associated with those awards.

Amortization of purchased intangible assets and acquisition-related charges. When we acquire an entity, we are required by GAAP to record the fair values of the intangible assets of the entity and amortize them over their useful lives. Amortization of purchased intangible assets in cost of revenue includes amortization of software and other technology assets of acquired entities. Acquisition-related charges in operating expenses include amortization of other purchased intangible assets such as customer lists, covenants not to compete and trade names.

Charge for historical use of technology licensing rights. We exclude from our non-GAAP financial measures the portion of technology licensing fees that relates to historical use of that technology.

Professional fees for business combinations. We exclude from our non-GAAP financial measures the professional fees we incur to complete business combinations. These include investment banking, legal and accounting fees.

Gains and losses on marketable equity securities and other investments. We exclude from our non-GAAP financial measures gains and losses that we record when we sell or impair marketable equity securities and other investments.

Income tax effects of excluded items. We exclude from our non-GAAP financial measures the income tax effects of the adjustments described above that relate to the current period as well as adjustments for similar items that relate to prior periods. This is consistent with how we plan, forecast and evaluate our operating results.

The reconciliations of the forward-looking non-GAAP financial measures to the most directly comparable GAAP financial measures in Table E1 include all information reasonably available to Intuit at the date of this financial information. These tables include adjustments that we can reasonably predict. Events that could cause the reconciliation to change include acquisitions and divestitures of businesses, goodwill and other asset impairments and sales of marketable equity securities and other investments.

INTUIT INC. CAUTIONS ABOUT FORWARD-LOOKING STATEMENTS

This financial information contains forward-looking statements, including forecasts of Intuit's future expected financial results; its prospects for the business in fiscal 2010; the features and availability of future products and services; and all of the statements under the heading "Forward-looking Guidance."

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: product introductions and price competition from our competitors can have unpredictable negative effects on our revenue, profitability and market position; governmental encroachment in our tax businesses or other governmental activities or public policy affecting the preparation and filing of tax returns could negatively affect our operating results and market position; we may not be able to successfully introduce new products and services to meet our growth and profitability objectives, and current and future products and services may not adequately address customer needs and may not achieve broad market acceptance, which could harm our operating results and financial condition; business interruption or failure of our information technology and communication systems may impair the availability of our products and services, which may damage our reputation and harm our financial results; if economic and market conditions in the U.S. and worldwide continue to decline, our customers may delay or reduce technology purchases which may harm our business, results of operations and financial condition; any significant product quality problems or delays in our products could harm our revenue, earnings and reputation; any failure to properly use and protect personal customer information could harm our revenue, earnings and reputation; our revenue and earnings are highly seasonal and the timing of our revenue between quarters is difficult to predict, which may cause significant quarterly fluctuations in our financial results; predicting tax-related revenues is challenging due to the heavy concentration of activity in a short time period; we have implemented, and are continuing to upgrade, new information systems and any problems with these new systems could interfere with our ability to deliver products and services and gather information to effectively manage our business; our financial position may not make repurchasing shares advisable or we may issue additional shares in an acquisition causing our number of outstanding shares to grow; our acquisition activities may be disruptive to Intuit and may not result in expected benefits; and litigation involving intellectual property, antitrust, shareholder and other matters may increase our costs. More details about these and other risks that may impact our business are included in our Form 10-K for fiscal 2009 and in our other SEC filings. You can locate these reports through our website at http://www.intuit.com/about intuit/investors. Forward-looking statements are based on information as of Nov. 19, 2009, and we do not undertake any duty to update any forward-looking statement or other information in these remarks.