



Fact Sheet and Outlook

November 20, 2014

Fact Sheet – Financial Summary

Financial Summary												Guidance ^[D]	
(\$ millions, except per share data)													
	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	FY13	Q1 FY14	Q2 FY14	Q3 FY14	Q4 FY14	FY14	Q1 FY15	Q2 FY15	FY15
Revenue:													
Small Business Group	\$469	\$518	\$529	\$541	\$2,058	\$520	\$560	\$569	\$604	\$2,254	\$548		\$2,130-\$2,180
% change YOY	17%	16%	17%	13%	16%	11%	8%	8%	12%	10%	5%		(6%)-(3%)
Consumer Group													
Consumer Tax	\$38	\$216	\$1,261	\$37	\$1,552	\$42	\$138	\$1,437	\$46	\$1,662	\$57		\$1,750-\$1,775
% change YOY	(11%)	(28%)	14%	3%	4%	11%	(36%)	14%	22%	7%	36%		5%-7%
Consumer Ecosystem	\$34	\$43	\$47	\$32	\$156	\$35	\$49	\$48	\$37	\$168	\$31		
% change YOY	9%	(2%)	7%	(6%)	2%	2%	15%	1%	14%	8%	(11%)		
Total Consumer	\$72	\$259	\$1,308	\$69	\$1,708	\$76	\$187	\$1,484	\$82	\$1,830	\$88		\$1,880-\$1,915
% change YOY	(2%)	(25%)	14%	(1%)	4%	7%	(28%)	13%	19%	7%	15%		3%-4%
ProTax Group	\$21	\$107	\$253	\$24	\$405	\$25	\$35	\$334	\$28	\$422	\$36		\$265-\$280
% change YOY	24%	(9%)	8%	25%	5%	16%	(67%)	32%	16%	4%	46%		(37%)-(34%)
Total Revenue	\$562	\$884	\$2,091	\$634	\$4,171	\$622	\$782	\$2,388	\$714	\$4,506	\$672	\$780-\$800	\$4,275-\$4,375
% change YOY	15%	(3%)	14%	12%	10%	11%	(12%)	14%	13%	8%	8%	0%-2%	(5%)-(3%)
GAAP Operating Income (Loss)	(\$73)	\$84	\$1,282	(\$60)	\$1,233	(\$77)	(\$46)	\$1,494	(\$57)	\$1,314	(\$114)	(\$125)-(\$120)	\$800-\$830
Non-GAAP Operating Income (Loss) ^[A]	(\$16)	\$140	\$1,337	\$9	\$1,470	(\$20)	\$17	\$1,556	\$18	\$1,571	(\$36)	(\$50)-(\$45)	\$1,110-\$1,140
Non-GAAP Operating Margin % ^[A]	NA	16%	64%	1%	35.2%	NA	2%	65%	3%	34.9%	NA		
Interest Expense	(\$8)	(\$7)	(\$8)	(\$7)	(\$30)	(\$8)	(\$8)	(\$8)	(\$7)	(\$31)	(\$7)		
Interest and Other Income	\$2	\$1	\$4	(\$0)	\$7	\$3	\$1	\$4	\$23	\$31	\$0		
GAAP Share Based Compensation Expense	\$46	\$44	\$43	\$51	\$184	\$47	\$52	\$49	\$56	\$204	\$61		
GAAP EPS Share Based Compensation Expense	(\$0.10)	(\$0.12)	(\$0.09)	(\$0.12)	(\$0.41)	(\$0.12)	(\$0.12)	(\$0.11)	(\$0.13)	(\$0.46)	(\$0.15)		
GAAP Diluted EPS	(\$0.06)	\$0.23	\$2.71	(\$0.05)	\$2.83	(\$0.04)	(\$0.13)	\$3.39	(\$0.10)	\$3.12	(\$0.29)	(\$0.31)-(\$0.29)	\$1.70-\$1.75
Non-GAAP Diluted EPS^{[A][B]}	(\$0.05)	\$0.30	\$2.94	\$0.00	\$3.20	(\$0.06)	\$0.02	\$3.53	\$0.03	\$3.52	(\$0.10)	(\$0.13)-(\$0.11)	\$2.45-\$2.50
GAAP Diluted EPS (YTD)	(\$0.06)	\$0.17	\$2.88	\$2.83	\$2.83	(\$0.04)	(\$0.17)	\$3.22	\$3.12	\$3.12	(\$0.29)		
Non-GAAP Diluted EPS (YTD) ^{[B][C]}	(\$0.05)	\$0.25	\$3.20	\$3.20	\$3.20	(\$0.06)	(\$0.03)	\$3.49	\$3.52	\$3.52	(\$0.10)		
Basic Share Count	296	296	297	298	297	288	284	284	284	285	286		280-285
Diluted Share Count	296	303	304	304	303	288	290	290	290	291	286		285-290
GAAP Tax Rate ^[C]	33%	17%	33%	31%	32%	29%	31%	34%	32%	34%	31%		35%
Capital Expenditures					\$195					\$194			\$280-\$300

Fact Sheet – Business Metrics

Worldwide Business Metrics ^[E]											
Units in thousands, except where noted	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	FY13	Q1 FY14	Q2 FY14	Q3 FY14	Q4 FY14	FY14	Q1 FY15
<u>Small Business Group Online Ecosystem</u>											
QuickBooks Online Subscribers	399	430	459	487	487	516	561	624	683	683	739
Online Payroll Subscribers ^[F]	246	256	268	276	276	290	307	330	345	345	359
Online Active Payments Customers ^[G]	129	116	132	131	131	137	125	135	136	136	141
Online Payments Charge Volume (\$ millions)	\$1,214	\$1,188	\$1,375	\$1,533	\$5,310	\$1,582	\$1,455	\$1,653	\$1,879	\$6,569	\$1,936
Small Business Online Ecosystem ARR (\$ millions)^[H]	\$403	\$432	\$475	\$501	\$501	\$526	\$555	\$618	\$670	\$670	\$680
<u>Small Business Group Desktop Ecosystem</u>											
QuickBooks Desktop Units Sales	202	307	422	315	1,246	194	280	371	279	1,124	149
QuickBooks Desktop Subscribers ^[I]	241	255	264	274	274	285	303	319	326	326	321
Desktop Payroll Customers ^[J]	1,029	1,039	1,042	1,021	1,021	1,023	1,031	1,037	1,017	1,017	1,014
Desktop Active Payments Customers ^[K]	151	147	150	146	146	147	143	148	149	149	145
Desktop Payments Charge Volume (\$ millions)	\$6,081	\$5,802	\$6,038	\$6,340	\$24,261	\$6,271	\$5,840	\$6,088	\$6,540	\$24,740	\$6,394
<u>Total QuickBooks Paying Customers</u>	842	991	1,145	1,078	2,009	994	1,144	1,313	1,288	2,133	1,209
<u>Consumer Tax</u>											
Federal U.S. TurboTax Units (millions)											
Desktop Units	NM	3.1	2.7	NM	5.8	NM	3.2	2.5	NM	5.7	NM
Web units	NM	3.7	14.9	0.7	19.3	NM	3.8	17.4	0.8	21.9	NM
Free File Alliance	NM	0.1	1.0	NM	1.1	NM	0.2	1.0	NM	1.2	NM
Total U.S. TurboTax Federal units	NM	6.9	18.6	0.7	26.2	NM	7.1	20.9	0.8	28.9	NM
Canada TurboTax Units (millions)	NM	0.3	1.5	0.1	1.9	NM	0.3	1.5	0.2	2.1	NM
<u>ProTax Customers</u>	NM	103	17	NM	120	NM	101	19	NM	121	NM

Fact Sheet – Segment Revenue

(\$ millions)

	FY'14					FY'15
	Q1	Q2	Q3	Q4	FY	Q1
	Total	Total	Total	Total	Total	Total
QuickBooks Online	\$ 36	\$ 38	\$ 42	\$ 45	\$ 160	\$ 48
Online Payroll	\$ 31	\$ 34	\$ 40	\$ 39	\$ 144	\$ 42
Online Payments	\$ 26	\$ 24	\$ 26	\$ 31	\$ 107	\$ 28
Other Online Services	\$ 39	\$ 43	\$ 47	\$ 52	\$ 181	\$ 52
Total Online Ecosystem	\$ 131	\$ 139	\$ 155	\$ 168	\$ 592	\$ 170
QuickBooks Desktop, Enterprise, & Desktop Subscriptions	\$ 100	\$ 121	\$ 129	\$ 126	\$ 476	\$ 89
Desktop Payroll	\$ 121	\$ 129	\$ 123	\$ 133	\$ 506	\$ 132
Desktop Payments	\$ 90	\$ 85	\$ 87	\$ 98	\$ 360	\$ 84
Supplies, Accounting and Advisor Group & Other	\$ 78	\$ 86	\$ 76	\$ 80	\$ 320	\$ 74
Total Desktop Ecosystem	\$ 389	\$ 421	\$ 415	\$ 437	\$ 1,661	\$ 379
Total Small Business	\$ 520	\$ 560	\$ 569	\$ 604	\$ 2,254	\$ 548
Consumer Tax	\$ 42	\$ 138	\$ 1,437	\$ 46	\$ 1,662	\$ 57
Consumer Ecosystem	\$ 35	\$ 49	\$ 48	\$ 37	\$ 168	\$ 31
Consumer	\$ 76	\$ 187	\$ 1,484	\$ 82	\$ 1,830	\$ 88
ProTax	\$ 25	\$ 35	\$ 334	\$ 28	\$ 422	\$ 36
Total Segment Revenue	\$ 622	\$ 782	\$ 2,388	\$ 714	\$ 4,506	\$ 672

	FY'13					FY'12				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
QuickBooks Online	\$ 27	\$ 29	\$ 31	\$ 33	\$ 121	\$ 20	\$ 22	\$ 24	\$ 26	\$ 93
Online Payroll	\$ 24	\$ 26	\$ 29	\$ 29	\$ 108	\$ 17	\$ 19	\$ 22	\$ 22	\$ 81
Online Payments	\$ 20	\$ 21	\$ 23	\$ 26	\$ 90	\$ 11	\$ 13	\$ 14	\$ 17	\$ 55
Other Online Services	\$ 30	\$ 32	\$ 35	\$ 37	\$ 134	\$ 9	\$ 10	\$ 10	\$ 24	\$ 53
Total Online Ecosystem	\$ 101	\$ 108	\$ 119	\$ 125	\$ 453	\$ 58	\$ 63	\$ 70	\$ 89	\$ 281
QuickBooks Desktop, Enterprise, & Desktop Subscriptions	\$ 94	\$ 113	\$ 128	\$ 119	\$ 454	\$ 90	\$ 110	\$ 118	\$ 107	\$ 424
Desktop Payroll	\$ 112	\$ 118	\$ 114	\$ 122	\$ 467	\$ 104	\$ 108	\$ 108	\$ 112	\$ 432
Desktop Payments	\$ 87	\$ 89	\$ 90	\$ 92	\$ 358	\$ 77	\$ 81	\$ 85	\$ 92	\$ 335
Supplies, Accounting and Advisor Group & Other	\$ 76	\$ 92	\$ 78	\$ 82	\$ 329	\$ 72	\$ 87	\$ 75	\$ 77	\$ 311
Total Desktop Ecosystem	\$ 369	\$ 410	\$ 410	\$ 415	\$ 1,604	\$ 342	\$ 385	\$ 384	\$ 387	\$ 1,498
Total Small Business	\$ 469	\$ 518	\$ 529	\$ 540	\$ 2,057	\$ 400	\$ 448	\$ 454	\$ 477	\$ 1,779
Consumer Tax	\$ 38	\$ 216	\$ 1,261	\$ 37	\$ 1,552	\$ 42	\$ 302	\$ 1,107	\$ 36	\$ 1,488
Consumer Ecosystem	\$ 34	\$ 43	\$ 47	\$ 32	\$ 156	\$ 31	\$ 43	\$ 44	\$ 34	\$ 153
Consumer	\$ 72	\$ 259	\$ 1,308	\$ 69	\$ 1,708	\$ 73	\$ 345	\$ 1,152	\$ 70	\$ 1,640
ProTax	\$ 21	\$ 107	\$ 253	\$ 25	\$ 406	\$ 17	\$ 117	\$ 234	\$ 19	\$ 388
Total Segment Revenue	\$ 562	\$ 884	\$ 2,091	\$ 634	\$ 4,171	\$ 491	\$ 911	\$ 1,840	\$ 566	\$ 3,808

Fact Sheet – Segment Operating Income

(\$ millions)

	FY'15	
	Q1	
	% Rev	
	Op. Inc.	Related
Total Small Business	\$ 192	35%
Consumer	\$ (34)	-39%
ProTax	\$ (3)	-8%
Total Segment Operating Income	\$ 155	23%

	FY'14									
	Q1		Q2		Q3		Q4		Year	
	% Rev		% Rev		% Rev		% Rev		% Rev	
	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related
Total Small Business	\$ 190	37%	\$ 197	35%	\$ 224	39%	\$ 216	36%	\$ 827	37%
Consumer	\$ (24)	-32%	\$ (3)	-2%	\$ 1,199	81%	\$ (33)	-40%	\$ 1,138	62%
ProTax	\$ (9)	-35%	\$ (9)	-25%	\$ 294	88%	\$ (8)	-30%	\$ 269	64%
Total Segment Operating Income	\$ 157	25%	\$ 185	37%	\$ 1,717	72%	\$ 174	24%	\$ 2,233	50%

	FY'13									
	Q1		Q2		Q3		Q4		Year	
	% Rev		% Rev		% Rev		% Rev		% Rev	
	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related	Op. Inc.	Related
Total Small Business	\$ 165	35%	\$ 190	37%	\$ 223	42%	\$ 222	41%	\$ 801	39%
Consumer	\$ (17)	-24%	\$ 38	15%	\$ 1,033	79%	\$ (19)	-27%	\$ 1,035	61%
ProTax	\$ (11)	-53%	\$ 65	61%	\$ 216	85%	\$ (11)	-43%	\$ 259	64%
Total Segment Operating Income	\$ 137	24%	\$ 294	33%	\$ 1,471	70%	\$ 192	30%	\$ 2,094	50%

Subscriber Guidance and Long-Term Outlook

	Q2 FY'15	FY'15	
QuickBooks Online Subscribers (000s)	~ 800	925	950
<i>Year/Year Growth</i>	43%	35%	39%

	FY'17 Outlook
QuickBooks Online Subscribers	~ 2 million
Intuit Revenue	~\$5.8 billion
Non-GAAP Earnings per Share	~\$5.00
GAAP Earnings per Share	~\$4.25

Fiscal 2015 Revenue Guidance Bridge

<i>(\$ in millions)</i>	Fiscal 2015 Revenue Guidance	Add Impact of Desktop Product Offering Change	Add Impact of Accelerated QuickBooks Online Growth	Adjusted Fiscal 2015 Revenue
Revenue	\$4,275 - \$4,375	~\$400	~\$75	\$4,750-\$4,850
Revenue Growth	(5%) – (3%)			5% - 8%

- Intuit will be delivering improved product experiences for its desktop customers, including ongoing updates, support and services. As a result, revenue for related desktop solutions will be recognized over approximately three years (QuickBooks and Quicken) or one calendar tax year (ProTax) rather than up front.
- Fiscal 2015 deferred revenue will increase by approximately \$200 million for Small Business, \$150 million for ProTax and \$50 million for Quicken, equivalent to the above \$400 million related to the change in desktop products offerings.

Fact Sheet – Footnotes

Numbers may not agree with the sum of the components, nor with SEC filing(s), due to immaterial rounding adjustments. Worldwide Business Metrics include estimates, including estimates of sales by merchants who do not report sales to Intuit. Sales to end users (sell-through) by Intuit and via retailers and distributors for which Intuit relies on reports from these merchants. When reported on August 21, 2014, fourth quarter results included an accrual for a loss contingency that was resolved before we filed our fiscal 2014 Form 10-K. We have adjusted our fiscal fourth quarter and full-year 2014 operating income and earnings per share accordingly, resulting in a GAAP and non-GAAP operating income increase of approximately \$16 million, and a GAAP and non-GAAP earnings per share increase of approximately \$0.03.

^[A]These are non-GAAP financial measures. See tables 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.

^[B]The annual effective tax rates used to calculate non-GAAP EPS were 35% for Q1 FY13, 33% for Q2 FY13, 33% for Q3 FY13, 33% for Q4 FY13, 35% for Q1 FY14, 35% for Q2 FY14, 34% for Q3 FY14, 34% for Q4 FY14, and 34% for Q1 FY15

^[C]Our GAAP effective tax rate for the second quarter of fiscal year 2013 was affected by one-time tax benefits related to the retroactive reinstatement of the research and experimentation credit. Excluding those discrete benefits, our GAAP effective tax rate for that period was approximately 33%.

^[D]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.

^[E]All applicable metrics include worldwide customers.

^[F]Includes Intuit Online Payroll, Intuit Full Service Payroll and QuickBooks Online Payroll.

^[G]Includes QuickBooks Online Merchant Services, GoPayment, Intuit Pay, Innovative Gateway, Intuit Online Terminal, Intuit Web Payment, Intuit Commerce Network and QuickBooks WebStore processing customers.

^[H]Quarterly revenue for QuickBooks Online, online payroll and payments offerings, QuickBase, and Demandforce times 4.

^[I]Includes QuickBooks Desktop Subscribers and Enterprise Solutions Subscribers.

^[J]Includes Desktop Basic, Desktop Enhanced and Assisted Payroll.

^[K]Includes Point Of Sale Merchant Services, QuickBooks Merchant Services and Non-QuickBooks processing customers.

Small Business Group Includes: QuickBooks Software, Financial Supplies, Merchant Services, Demandforce, QuickBooks Payroll, Intuit Online Payroll, Intuit Full Service Payroll, QuickBooks Software for Accountants, Practice Management/Virtual Office and ProAdvisor Program.

Consumer Tax Includes: TurboTax.

Consumer Ecosystem Includes: Quicken, Check and Mint.

ProTax Includes: ProSeries, Lacerte and Intuit Tax Online.

TABLE E1
INTUIT INC.
RECONCILIATION OF FORWARD-LOOKING GUIDANCE FOR NON-GAAP FINANCIAL MEASURES
TO PROJECTED GAAP REVENUE, OPERATING INCOME, AND EPS
(In millions, except per share amounts)
(Unaudited)

	Forward-Looking Guidance					
	GAAP		Adjmts	Non-GAAP		
	Range of Estimate			Range of Estimate		
	From	To		From	To	
Three Months Ending January 31, 2015						
Revenue	\$ 780	\$ 800	\$ —		\$ 780	\$ 800
Operating income	\$ (125)	\$ (120)	\$ 75	[a]	\$ (50)	\$ (45)
Diluted earnings per share	\$ (0.31)	\$ (0.29)	\$ 0.18	[b]	\$ (0.13)	\$ (0.11)
Twelve Months Ending July 31, 2015						
Revenue	\$ 4,275	\$ 4,375	\$ —		\$ 4,275	\$ 4,375
Operating income	\$ 800	\$ 830	\$ 310	[c]	\$ 1,110	\$ 1,140
Diluted earnings per share	\$ 1.70	\$ 1.75	\$ 0.75	[d]	\$ 2.45	\$ 2.50

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 \$60 million, amortization of acquired technology of approximately \$9 million, amortization of other acquired intangible assets of approximately \$6 million.
- [b] Reflects the estimated adjustments in item [a], income taxes related to these adjustments, and other income tax effects related to the use of the long-term non-GAAP tax rate.
- [c] Reflects estimated adjustments for share-based compensation expense of approximately \$251 million; amortization of acquired technology of approximately \$35 million; and amortization of other acquired intangible assets of approximately \$24 million.
- [d] Reflects the estimated adjustments in item [c], income taxes related to these adjustments, and other income tax effects related to the use of the long-term non-GAAP tax rate.

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

	Fiscal 2014					Fiscal 2015				
	Q1	Q2	Q3	Q4	Full Year	Q1	Q2	Q3	Q4	Full Year
GAAP operating income (loss)	\$ (77)	\$ (46)	\$ 1,494	\$ (57)	\$ 1,314	\$ (114)				\$ (114)
Amortization of acquired technology	6	6	6	8	26	10				10
Amortization of other acquired intangible assets	4	5	5	6	20	6				6
Professional fees for business combinations	—	—	2	5	7	1				1
Share-based compensation expense	47	52	49	56	204	61				61
Non-GAAP operating income (loss)	<u>\$ (20)</u>	<u>\$ 17</u>	<u>\$ 1,556</u>	<u>\$ 18</u>	<u>\$ 1,571</u>	<u>\$ (36)</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ (36)</u>
GAAP net income (loss)	\$ (11)	\$ (37)	\$ 984	\$ (29)	\$ 907	\$ (84)				\$ (84)
Amortization of acquired technology	6	6	6	8	26	10				10
Amortization of other acquired intangible assets	4	5	5	6	20	6				6
Professional fees for business combinations	—	—	2	5	7	1				1
Share-based compensation expense	47	52	49	56	204	61				61
Net gains on debt securities and other investments	(2)	1	1	(21)	(21)	1				1
Income tax effects and adjustments	(14)	(20)	(23)	(16)	(73)	(23)				(23)
Discontinued operations	(46)	—	—	—	(46)	—				—
Non-GAAP net income (loss)	<u>\$ (16)</u>	<u>\$ 7</u>	<u>\$ 1,024</u>	<u>\$ 9</u>	<u>\$ 1,024</u>	<u>\$ (28)</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ (28)</u>
GAAP diluted net income (loss) per share	<u>\$ (0.04)</u>	<u>\$ (0.13)</u>	<u>\$ 3.39</u>	<u>\$ (0.10)</u>	<u>\$ 3.12</u>	<u>\$ (0.29)</u>				<u>\$ (0.29)</u>
Non-GAAP diluted net income (loss) per share	<u>\$ (0.06)</u>	<u>\$ 0.02</u>	<u>\$ 3.53</u>	<u>\$ 0.03</u>	<u>\$ 3.52</u>	<u>\$ (0.10)</u>				<u>\$ (0.10)</u>
Shares used in diluted per share calculation	<u>288</u>	<u>284</u>	<u>290</u>	<u>290</u>	<u>291</u>	<u>286</u>				<u>286</u>
Non-GAAP tax rate	<u>34.5%</u>	<u>34.5%</u>	<u>34.0%</u>	<u>34.0%</u>	<u>34.0%</u>	<u>34.0%</u>				<u>34.0%</u>

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 20, 2014 contains non-GAAP financial measures. 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 acquired technology
- Amortization of other acquired intangible assets
- Goodwill and intangible asset impairment charges
- 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 debt and equity securities and other investments
- Income tax effects and adjustments
- Discontinued operations

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 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 acquired technology and amortization of other acquired intangible assets. 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 acquired technology in cost of revenue includes amortization of software and other technology assets of acquired entities. Amortization of other acquired intangible assets in operating expenses includes amortization of assets such as customer lists, covenants not to compete and trade names.

Goodwill and intangible asset impairment charges. We exclude from our non-GAAP financial measures non-cash charges to adjust the carrying values of goodwill and other acquired intangible assets to their estimated fair values.

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 debt and equity securities and other investments. We exclude from our non-GAAP financial measures gains and losses that we record when we sell or impair available-for-sale debt and equity securities and other investments.

Income tax effects and adjustments. During fiscal 2014, we excluded from our non-GAAP financial measures the income tax effects of the non-GAAP pre-tax adjustments described above, as well as income tax effects related to business combinations. In addition, the effects of one-time income tax adjustments recorded in a specific quarter for GAAP purposes were reflected on a forecasted basis in our non-GAAP financial measures. This was consistent with how we were evaluating our operating results and planning, forecasting, and evaluating future periods during that fiscal year.

During fiscal 2015, we began using a long-term non-GAAP tax rate for evaluating operating results and for planning, forecasting, and analyzing future periods. This long-term non-GAAP tax rate excludes the income tax effects of the non-GAAP pre-tax adjustments described above, assumes the federal research and experimentation credit is continuously in effect, and eliminates the effects of non-recurring and period specific items which can vary in size and frequency. Based on our current long-term projections, we are using a long-term non-GAAP tax rate of 34% which is consistent with the average of our normalized fiscal year tax rate over a four year period that includes the past three fiscal years plus the current fiscal year forecast. We will evaluate this long-term non-GAAP tax rate on an annual basis and whenever any significant events occur which may materially affect this long-term rate. This long-term non-GAAP tax rate could be subject to change for various reasons including significant changes in our geographic earnings mix or fundamental tax law changes in major jurisdictions in which we operate.

Operating results and gains and losses on the sale of discontinued operations. From time to time, we sell or otherwise dispose of selected operations as we adjust our portfolio of businesses to meet our strategic goals. In accordance with GAAP, we segregate the operating results of discontinued operations as well as gains and losses on the sale of these discontinued operations from continuing operations on our GAAP statements of operations but continue to include them in GAAP net income or loss and net income or loss per share. We exclude these amounts from our non-GAAP financial measures.

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 available-for-sale debt 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. 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. More details about the risks that may impact our business are included in our Form 10-K for fiscal 2014 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 November 20, 2014 and we do not undertake any duty to update any forward-looking statement or other information in these materials.