

INTUIT



turbotax



credit karma



quickbooks



mailchimp

CORPORATE RESPONSIBILITY

September 2022

Forward-looking statements

These presentations contain forward-looking statements. There are a number of factors that could cause our results to differ materially from our expectations. Please see the section entitled “Cautions about forward-looking statements” in the Appendix accompanying this presentation for information regarding forward-looking statements and related risks and uncertainties. You can also learn more about these risks in our Form 10-K for fiscal 2022 and our other SEC filings, which are available on the Investor Relations page of Intuit's website at www.intuit.com. We assume no obligation to update any forward-looking statement.

Lara Balazs



INTUIT MISSION

Powering Prosperity Around the World

MISSION

INTUIT Powering Prosperity Around the World

VALUES

Integrity Without Compromise

Courage

Customer Obsession

Stronger Together

We Care and Give Back

2025 GOALS

Prosperity

Double household savings rate and improve SMB success rate > 10 pts vs. industry

Reputation

Best-in-class of Most Reputable Companies

Growth

>200M customers, accelerating revenue growth

TRUE NORTH GOALS

Employees

Empower the world's top talent to do the best work of their lives

Customers

Delight customers by solving the problems that matter most

Communities

Make a difference in the communities we serve

Shareholders

Drive long-term growth, increasing shareholder value

STRATEGY

AI-Driven Expert Platform

More Money. No Work. Complete Confidence.

BIG BETS

Revolutionize speed to benefit

Connect people to experts

Unlock smart money decisions

Be the center of small business growth

Disrupt the small business mid-market

METRICS

Accelerate with Data and AI: Increase bank statement coverage to accelerate Never Enter Data. Grow customer-facing AI tasks. Data feeding into Data Marts, AI Models and customer-facing product experiences are clean data entities from the Data Map

FinTech at the Core: Prevent fraud. Reduce manual review decision time. Fintech at the core ready for top use cases

Emerging Tech: Increase # of experiences that leverage crypto capabilities

Customers: TTL, QBL, Payroll Expert Services

Retention: TTL, QBL

PRS: TTL, QBL, Payroll Expert Svc, Domain Expert

ARPC: TTL, QBL

Revenue: TTL, QBL

Efficiency: Services variable margin, CST, TTL full service ratio, QBL full service ratio

Customers: CK Annual SDU, funded CKM from TTO, funded CKM from Early Pay

Retention: CK

ARPC: CK RpDAU

Revenue: CK, ACK-CK, ACK-TTO

Customer: Mailchimp, Trada active buyers

Retention: Mailchimp

PRS: Mailchimp, Trada by QuickBooks

ARPC: Mailchimp

Revenue: Mailchimp

Efficiency/Usage: Commerce customer engagement, Commerce customer effort score

Customers: QBO Advanced

Retention: QBO Advanced

PRS: QBO Advanced

ARPC: QBO Advanced, Mid-mkt Online

Revenue: QBO Advanced

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Guiding principles

ALIGNED TO DELIVER AT SCALE

Intuit's efforts reflect our mission to Power Prosperity Around the World and deliver on our belief that everyone deserves the opportunity to prosper. We are aligned to key principles to deliver Intuit's unique and ownable impact at scale:

- Supports our Mission
- Aligns to our Values
- Supports our Big Bets, Bold Goals, and True North Goals

**SUSTAINABLE
DEVELOPMENT
GOALS**

Using these principles
our programs are also aligned
with the UN SDGs that focus
on education, equity for all,
and protecting our planet



Corporate Responsibility strategy summary

AREAS OF FOCUS



JOB CREATION

Through our Prosperity Hub program spark economic prosperity for people and underserved communities

JOB READINESS

Preparing individuals for the jobs of the future



POSITIVE IMPACT ON CLIMATE (50X)

Commitment to make a positive impact on the climate 50x greater than our carbon footprint by 2030



DIVERSITY, EQUITY AND INCLUSION

Commitment to increase diversity of our organization resulting in higher engagement and fueling innovation

Please review the Diversity, Equity and Inclusion presentation for a more comprehensive overview including KPIs

KPIs (cumulative)

**Jobs
created**

FY21: 6,500
FY22: 19,638
FY25 Goal: 26,000

**People better
prepared for jobs**

FY21: 512,359
FY22: 1,268,967
FY25 Goal: 5,000,000

**Carbon positive to Intuit
2018 footprint**

FY21: 2x Carbon positive
FY22: 7x Carbon positive
FY25 Goal: 25x Carbon positive

Note: Data and goals do not include Credit Karma, which maintains separate recordkeeping systems, or Mailchimp, for which data is not yet available; jobs created data since FY16 and includes seasonal and year-round jobs; people better prepared for jobs data since FY20.

Job creation

THE PROBLEM

Rapid technological, environmental, and societal shifts are driving rising inequality in communities.

THE SOLUTION — PROSPERITY HUB

Designed to spark economic prosperity for people and underserved communities by:

- Creating new jobs in underrepresented communities
- Creating new geographically dispersed jobs

The Impact (cumulative):

Jobs created

FY21

6,500

FY22

19,638

FY25 Goal

26,000

Note: Jobs created data since FY16 and includes seasonal and year-round jobs.



Job readiness

THE PROBLEM

Rapid technological, environmental, and societal shifts are driving rising inequality in communities.

THE SOLUTION — PROSPERITY HUB SCHOOL DISTRICTS

Designed to spark economic prosperity for people and underserved communities by:

- Preparing people for jobs of the future
- Increasing educational equity by reaching underrepresented racial groups in underserved communities
- Supporting 21 Prosperity Hub School Districts in 9 countries with durable skills

The Impact (cumulative):

People better prepared for jobs

FY21

512,359

FY22

1,268,967

FY25 Goal

5,000,000

Note: People better prepared for jobs data since FY20.



Positive impact on climate

THE PROBLEM

Climate change is one of the most significant issues of our time.

THE SOLUTION – 50X BY 30 GOAL

Intuit achieved carbon neutrality for our operations in 2015. We are committed to surpassing carbon neutrality to make a positive impact on the planet equal to 50x greater than our carbon footprint by 2030.

- Employees: Carbon neutral solutions for our employees
- Customers: Sustainability solutions inside and outside of our products
- Communities: Environmental programs at Intuit Prosperity Hub locations

The Impact (cumulative):	<u>FY21</u>	<u>FY22</u>	<u>FY25 Goal</u>
Carbon positive to Intuit's 2018 footprint	2x	7x	25x

Note: Data and goals do not include Credit Karma, which maintains separate recordkeeping systems, or Mailchimp, for which data is not yet available



Intuit Dome

AREAS OF FOCUS

JOB CREATION

COMMUNITY BENEFITS

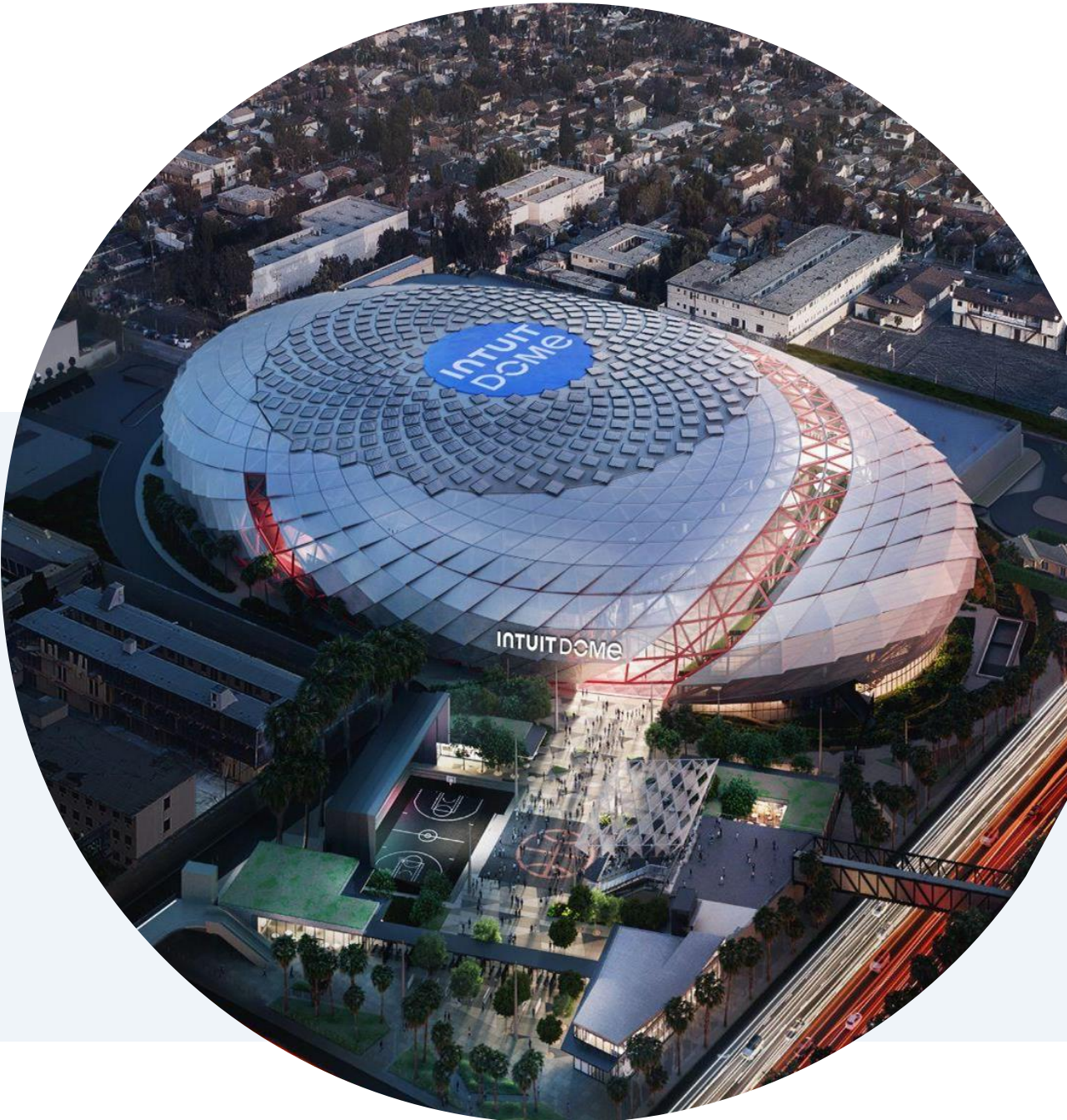
Estimated 1,500 permanent jobs created, 35% staffed by local residents

JOB READINESS

Inglewood, Compton, and Los Angeles school districts added to Intuit's Prosperity Hub School District program with a combined 487K students, 79% of whom qualify for free or reduced price lunch

POSITIVE IMPACT ON CLIMATE

Most sustainable arena in the world – Leed Platinum certified with no net new greenhouse gas emissions



Social and environmental strategy benefits

AREAS OF FOCUS

JOB CREATION

COMMUNITY BENEFITS

Expanding access to experts wherever they are to drive customer success

JOB READINESS

Introducing the next generation of customers to Intuit brand and products

POSITIVE IMPACT ON CLIMATE

Supporting small businesses to reduce their carbon footprint while providing financial benefits to help them be more successful

INTUIT MISSION

Powering Prosperity
Around the World



Appendix

Cautions about forward-looking statements

Except for historical or current facts, the content in this presentation contains forward-looking statements, which include expectations regarding our prospects for the business in fiscal 2023 and beyond; our growth outside the US; the timing and growth of revenue for each of Intuit's reporting segments and from current or future products and services; our customer growth; our corporate tax rate; changes to our products and their impact on our business; the amount and timing of any future dividends or share repurchases; the availability of our offerings; the impact of our strategic decisions on our business and reputation; and the timing of and progress on strategic initiatives, including our DEI and corporate responsibility initiatives.

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 risks and uncertainties may be amplified by the effects of global developments, conditions or events like inflationary pressures, the Russia-Ukraine war and the COVID-19 pandemic, which have caused significant global economic instability and uncertainty. Given these risks and uncertainties, persons reading this communication are cautioned not to place any undue reliance on such forward-looking statements. These factors include, without limitation, the following: our ability to compete successfully; potential governmental encroachment in our tax businesses; our ability to adapt to technological change; our ability to predict consumer behavior; our reliance on third-party intellectual property; our ability to protect our intellectual property rights; any harm to our reputation; risk associated with our ESG and DEI practices, risks associated with acquisition and divestiture activity, including the integration of Credit Karma and Mailchimp; the issuance of equity or incurrence of debt to fund an acquisition; cybersecurity incidents (including those affecting the third parties we rely on); customer concerns about privacy and cybersecurity incidents; fraudulent activities by third parties using our offerings; our failure to process transactions effectively; interruption or failure of our information technology; our ability to maintain critical third-party business relationships; our ability to attract and retain talent; any deficiency in the quality or accuracy of our offerings; any delays in product launches; difficulties in processing or filing customer tax submissions; risks associated with international operations; risk associated with climate change; changes to public policy, laws or regulations affecting our businesses; litigation in which we are involved; the seasonal nature of our tax business; changes in tax rates and tax reform legislation; global economic conditions (including, without limitation, inflation); exposure to credit, counterparty and other risks in providing capital to businesses; amortization of acquired intangible assets and impairment charges; our ability to repay or otherwise comply with the terms of our outstanding debt; our ability to repurchase shares or distribute dividends; volatility of our stock price; and our ability to successfully market our offerings.

More details about these and other risks that may impact our business are included in our Form 10-K for fiscal 2022 and in our other SEC filings. You can locate these reports through our website at <http://investors.intuit.com>. Forward-looking statements represent the judgment of the management of Intuit as of the date of this presentation. Except as required by law, we do not undertake any duty to update any forward-looking statement or other information in this presentation.