

# Intuit Facts

## Q2/FY14

Intuit Inc.

Investor Relations (650) 944-2536

NASDAQ: INTU

Financial Summary								Guidance <sup>[D]</sup>	
(\$ millions, except per share data)								Q3 FY14	FY14
	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	FY13	Q1 FY14	Q2 FY14		
<b>Revenue:</b>									
<b>Small Business Group</b>									
Small Business Financial Solutions	\$291	\$324	\$335	\$336	\$1,285	\$316	\$340		
% change YOY	13%	10%	11%	10%	11%	9%	5%		
Small Business Management Solutions	\$164	\$175	\$177	\$186	\$701	\$189	\$202		
% change YOY	27%	29%	27%	19%	25%	15%	16%		
Accounting and Advisor Group	\$14	\$20	\$17	\$19	\$71	\$15	\$18		
% change YOY	10%	13%	21%	32%	19%	7%	(12%)		
<b>Total Small Business</b>	<b>\$469</b>	<b>\$518</b>	<b>\$529</b>	<b>\$541</b>	<b>\$2,058</b>	<b>\$520</b>	<b>\$560</b>		\$2,270-\$2,310
% change YOY	17%	16%	17%	13%	16%	11%	8%		10%-12%
<b>Consumer Group</b>									
Consumer Tax	\$38	\$216	\$1,261	\$37	\$1,552	\$42	\$138		\$1,610-\$1,635
% change YOY	(11%)	(28%)	14%	3%	4%	11%	(36%)		4%-5%
Consumer Ecosystem	\$34	\$43	\$47	\$32	\$156	\$35	\$49		
% change YOY	9%	(2%)	7%	(6%)	2%	2%	15%		
<b>Total Consumer</b>	<b>\$72</b>	<b>\$259</b>	<b>\$1,308</b>	<b>\$69</b>	<b>\$1,708</b>	<b>\$76</b>	<b>\$187</b>		\$1,765-\$1,795
% change YOY	(2%)	(25%)	14%	(1%)	4%	7%	(28%)		3%-5%
<b>ProTax Group</b>									
ProTax	\$21	\$107	\$253	\$24	\$405	\$25	\$35		\$405-\$420
% change YOY	24%	(9%)	8%	25%	5%	16%	(67%)		0%-4%
<b>Total Revenue</b>	<b>\$562</b>	<b>\$884</b>	<b>\$2,091</b>	<b>\$634</b>	<b>\$4,171</b>	<b>\$622</b>	<b>\$782</b>	<b>\$2,325-\$2,400</b>	<b>\$4,440-\$4,525</b>
% change YOY	15%	(3%)	14%	12%	10%	11%	(12%)	11%-15%	6%-8%
GAAP Operating Income (Loss)	(\$73)	\$84	\$1,282	(\$60)	\$1,233	(\$77)	(\$46)	\$1,480-\$1,500	\$1,345-\$1,375
Non-GAAP Operating Income (Loss) <sup>[A]</sup>	(\$16)	\$140	\$1,337	\$9	\$1,470	(\$20)	\$17	\$1,530-\$1,550	\$1,580-\$1,610
Non-GAAP Operating Margin % <sup>[A]</sup>	NA	16%	64%	1%	35.2%	NA	2%		
Interest Expense	(\$8)	(\$7)	(\$8)	(\$7)	(\$30)	(\$8)	(\$8)		
Interest and Other Income	\$2	\$1	\$4	(\$0)	\$7	\$3	\$1		
GAAP Share Based Compensation Expense	\$46	\$44	\$43	\$51	\$184	\$47	\$52		
GAAP EPS Share Based Compensation Expense	(\$0.10)	(\$0.12)	(\$0.09)	(\$0.12)	(\$0.41)	(\$0.12)	(\$0.12)		
<b>GAAP Diluted EPS</b>	<b>(\$0.06)</b>	<b>\$0.23</b>	<b>\$2.71</b>	<b>(\$0.05)</b>	<b>\$2.83</b>	<b>(\$0.04)</b>	<b>(\$0.13)</b>	<b>\$3.33-\$3.38</b>	<b>\$3.11-\$3.19</b>
<b>Non-GAAP Diluted EPS<sup>[A]</sup>[B]</b>	<b>(\$0.05)</b>	<b>\$0.30</b>	<b>\$2.94</b>	<b>\$0.00</b>	<b>\$3.20</b>	<b>(\$0.06)</b>	<b>\$0.02</b>	<b>\$3.46-\$3.51</b>	<b>\$3.52-\$3.60</b>
GAAP Diluted EPS (YTD)	(\$0.06)	\$0.17	\$2.88	\$2.83	\$2.83	(\$0.04)	(\$0.17)		
Non-GAAP Diluted EPS (YTD) <sup>[B]</sup> [C]	(\$0.05)	\$0.25	\$3.20	\$3.20	\$3.20	(\$0.06)	(\$0.03)		
Basic Share Count	296	296	297	298	297	288	284		280-285
Diluted Share Count	296	303	304	304	303	288	290		285-290
GAAP Tax Rate <sup>[C]</sup>	33%	17%	33%	31%	32%	29%	31%		35%
Capital Expenditures					\$195				\$145-\$165

Numbers may not agree with the sum of the components, nor with SEC filing(s), due to immaterial rounding adjustments.

<sup>[A]</sup>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 mea-

<sup>[B]</sup>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 and 35% for Q2 FY14.

<sup>[C]</sup>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%.

<sup>[D]</sup>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.

Small Business Financial Solutions - QuickBooks Software, Financial Supplies, Merchant Services; Small Business Management Solutions - Demandforce, QuickBooks Payroll, Intuit Online Payroll, Intuit Full Service Payroll; Accounting and Advisor Group - QuickBooks Software for Accountants, Practice Management/Virtual Office, ProAdvisor Program; Consumer Tax - TurboTax; Consumer Ecosystem - Quicken, Mint; ProTax - ProSeries, Lacerte, Intuit Tax Online

# Intuit Facts

<b>Worldwide Business Metrics<sup>[E]</sup></b>												
Units in thousands, except where noted	Q1 FY12	Q2 FY12	Q3 FY12	Q4 FY12	FY12	Q1 FY13	Q2 FY13	Q3 FY13	Q4 FY13	FY13	Q1 FY14	Q2 FY14
<b>Small Business</b>												
Total Small Business Customers (millions) <sup>[F]</sup>	5.0	5.1	5.1	5.0	5.0	4.9	5.0	4.9	4.9	4.9	4.9	5.0
<b>Small Business Financial Solutions<sup>[G]</sup></b>												
QuickBooks Online Subscribers	309	336	363	380	380	399	430	459	487	487	516	561
Enterprise Solutions Subscribers	61	64	66	73	73	76	80	85	89	89	91	96
QuickBooks Desktop Subscribers	133	140	149	150	150	166	175	179	185	185	193	208
Total Subscriber Base (Net)	503	540	578	602	602	640	684	723	763	763	800	864
QuickBooks Desktop Units Sales <sup>[H]</sup>	216	372	420	319	1,327	202	307	422	315	1,246	194	280
Total QuickBooks Paying Customers	718	913	998	921	1,929	842	991	1,145	1,078	2,009	994	1,144
Merchant Account Services customers <sup>[I],[J]</sup>	331	336	359	364	364	385	382	403	410	410	422	409
Merchant Account Services Card Volume YOY % <sup>[I]</sup>	14%	13%	13%	12%	13%	11%	10%	7%	7%	9%	6%	3%
<b>Small Business Management Solutions</b>												
Total Payroll Customers <sup>[K]</sup>	1,258	1,269	1,276	1,267	1,267	1,275	1,295	1,310	1,298	1,298	1,313	1,338
Online Payroll Subscribers	205	216	224	234	234	246	256	268	276	276	290	307
<b>Consumer Tax</b>												
Federal U.S. TurboTax Units (millions)												
Desktop units	NM	3.3	2.5	NM	5.9	NM	3.1	2.7	NM	5.8	NM	3.2
Web units	NM	4.6	13.0	0.5	18.1	NM	3.7	14.9	0.7	19.3	NM	3.8
Free File Alliance	NM	0.3	0.9	NM	1.2	NM	0.1	1.0	NM	1.1	NM	0.2
Total U.S. TurboTax Federal units	NM	8.3	16.4	0.5	25.2	NM	6.9	18.6	0.7	26.2	NM	7.1
Canada TurboTax Units (millions)	NM	0.3	1.3	0.1	1.7	NM	0.3	1.5	0.1	1.9	NM	0.3
<b>ProTax Customers</b>												
	NM	102	17	NM	119	NM	103	17	NM	120	NM	101

Numbers may not agree with the sum of the components, nor with SEC filing(s), due to immaterial rounding adjustments.

<sup>[E]</sup>All applicable metrics include worldwide customers.

<sup>[F]</sup>If Small Business Customers are using more than one offering, we count them only once. Methodology change: Total Small Business Customers now exclude inactive GoPayment Free customers.

<sup>[G]</sup>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.

<sup>[H]</sup>Total QuickBooks Desktop Units are paid only, and include only QB Desktop.

<sup>[I]</sup>Does not include customers from Electronic Clearing House.

<sup>[J]</sup>Includes processing customers only.

<sup>[K]</sup>Includes Standard Payroll, Enhanced Payroll, Assisted Payroll, Online Payroll, Basic Payroll, QuickPayroll, PayCycle, and Intuit Full Service Payroll.

## Segment Revenue

(\$ millions)

	FY'14					
	Q1			Q2		
	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total
QuickBooks Desktop, Enterprise, & Desktop Subscriptions	\$ 51	\$ 49	\$ 100	\$ 69	\$ 52	\$ 121
QuickBooks Online	\$ 0	\$ 36	\$ 36	\$ 0	\$ 38	\$ 38
Payments	\$ 0	\$ 116	\$ 116	\$ 0	\$ 109	\$ 109
Supplies & Other	\$ 50	\$ 14	\$ 64	\$ 57	\$ 15	\$ 72
<b>Small Business Financial Solutions</b>	<b>\$ 101</b>	<b>\$ 215</b>	<b>\$ 316</b>	<b>\$ 126</b>	<b>\$ 214</b>	<b>\$ 340</b>
Employee Management Solutions	\$ 77	\$ 75	\$ 152	\$ 79	\$ 85	\$ 163
Demandforce, QuickBase, & Other	\$ 0	\$ 37	\$ 37	\$ 0	\$ 39	\$ 39
<b>Small Business Management Solutions</b>	<b>\$ 77</b>	<b>\$ 112</b>	<b>\$ 189</b>	<b>\$ 79</b>	<b>\$ 124</b>	<b>\$ 202</b>
<b>Accounting and Advisor Group</b>	<b>\$ 14</b>	<b>\$ 1</b>	<b>\$ 15</b>	<b>\$ 16</b>	<b>\$ 2</b>	<b>\$ 18</b>
<b>Total Small Business</b>	<b>\$ 192</b>	<b>\$ 329</b>	<b>\$ 520</b>	<b>\$ 221</b>	<b>\$ 339</b>	<b>\$ 560</b>
Consumer Tax	\$ 7	\$ 35	\$ 42	\$ 9	\$ 129	\$ 138
Consumer Ecosystem	\$ 12	\$ 23	\$ 35	\$ 23	\$ 26	\$ 49
<b>Consumer</b>	<b>\$ 19</b>	<b>\$ 58</b>	<b>\$ 76</b>	<b>\$ 32</b>	<b>\$ 155</b>	<b>\$ 187</b>
<b>ProTax</b>	<b>\$ 18</b>	<b>\$ 7</b>	<b>\$ 25</b>	<b>\$ 33</b>	<b>\$ 2</b>	<b>\$ 35</b>
<b>Total Segment Revenue</b>	<b>\$ 229</b>	<b>\$ 393</b>	<b>\$ 622</b>	<b>\$ 286</b>	<b>\$ 495</b>	<b>\$ 782</b>

	FY'13															
	Q1			Q2			Q3			Q4			FY'13			
	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	% CS Rev
QuickBooks Desktop, Enterprise, & Desktop Subscriptions	\$ 56	\$ 38	\$ 94	\$ 71	\$ 42	\$ 113	\$ 85	\$ 44	\$ 128	\$ 72	\$ 47	\$ 119	\$ 283	\$ 171	\$ 454	38%
QuickBooks Online	\$ 0	\$ 27	\$ 27	\$ 0	\$ 29	\$ 29	\$ 0	\$ 31	\$ 31	\$ 0	\$ 33	\$ 33	\$ 0	\$ 121	\$ 121	100%
Payments	\$ 0	\$ 107	\$ 108	\$ 0	\$ 109	\$ 110	\$ 0	\$ 113	\$ 114	\$ 0	\$ 118	\$ 118	\$ 1	\$ 448	\$ 449	100%
Supplies & Other	\$ 47	\$ 15	\$ 62	\$ 57	\$ 15	\$ 72	\$ 47	\$ 15	\$ 62	\$ 50	\$ 16	\$ 66	\$ 200	\$ 62	\$ 262	23%
<b>Small Business Financial Solutions</b>	<b>\$ 102</b>	<b>\$ 188</b>	<b>\$ 291</b>	<b>\$ 128</b>	<b>\$ 196</b>	<b>\$ 324</b>	<b>\$ 132</b>	<b>\$ 203</b>	<b>\$ 335</b>	<b>\$ 122</b>	<b>\$ 214</b>	<b>\$ 336</b>	<b>\$ 484</b>	<b>\$ 801</b>	<b>\$ 1,285</b>	<b>62%</b>
Employee Management Solutions	\$ 72	\$ 64	\$ 136	\$ 74	\$ 70	\$ 144	\$ 74	\$ 70	\$ 144	\$ 79	\$ 72	\$ 151	\$ 299	\$ 276	\$ 574	48%
Demandforce, QuickBase, & Other	\$ 0	\$ 29	\$ 29	\$ 0	\$ 31	\$ 31	\$ 0	\$ 33	\$ 33	\$ 0	\$ 35	\$ 35	\$ 0	\$ 128	\$ 128	100%
<b>Small Business Management Solutions</b>	<b>\$ 71</b>	<b>\$ 93</b>	<b>\$ 164</b>	<b>\$ 73</b>	<b>\$ 101</b>	<b>\$ 175</b>	<b>\$ 74</b>	<b>\$ 103</b>	<b>\$ 177</b>	<b>\$ 79</b>	<b>\$ 107</b>	<b>\$ 186</b>	<b>\$ 298</b>	<b>\$ 404</b>	<b>\$ 701</b>	<b>58%</b>
<b>Accounting and Advisor Group</b>	<b>\$ 13</b>	<b>\$ 1</b>	<b>\$ 15</b>	<b>\$ 19</b>	<b>\$ 1</b>	<b>\$ 20</b>	<b>\$ 16</b>	<b>\$ 1</b>	<b>\$ 17</b>	<b>\$ 18</b>	<b>\$ 0</b>	<b>\$ 18</b>	<b>\$ 67</b>	<b>\$ 3</b>	<b>\$ 70</b>	<b>5%</b>
<b>Total Small Business</b>	<b>\$ 187</b>	<b>\$ 282</b>	<b>\$ 469</b>	<b>\$ 220</b>	<b>\$ 298</b>	<b>\$ 518</b>	<b>\$ 222</b>	<b>\$ 307</b>	<b>\$ 529</b>	<b>\$ 219</b>	<b>\$ 321</b>	<b>\$ 540</b>	<b>\$ 849</b>	<b>\$ 1,208</b>	<b>\$ 2,057</b>	<b>59%</b>
Consumer Tax	\$ 8	\$ 30	\$ 38	\$ 55	\$ 161	\$ 216	\$ 192	\$ 1,069	\$ 1,261	\$ (1)	\$ 39	\$ 37	\$ 255	\$ 1,298	\$ 1,552	84%
Consumer Ecosystem	\$ 14	\$ 19	\$ 34	\$ 22	\$ 21	\$ 43	\$ 24	\$ 23	\$ 47	\$ 9	\$ 23	\$ 32	\$ 70	\$ 86	\$ 156	55%
<b>Consumer</b>	<b>\$ 23</b>	<b>\$ 49</b>	<b>\$ 72</b>	<b>\$ 78</b>	<b>\$ 182</b>	<b>\$ 259</b>	<b>\$ 216</b>	<b>\$ 1,092</b>	<b>\$ 1,308</b>	<b>\$ 8</b>	<b>\$ 61</b>	<b>\$ 69</b>	<b>\$ 324</b>	<b>\$ 1,384</b>	<b>\$ 1,708</b>	<b>81%</b>
<b>ProTax</b>	<b>\$ 18</b>	<b>\$ 4</b>	<b>\$ 21</b>	<b>\$ 104</b>	<b>\$ 2</b>	<b>\$ 107</b>	<b>\$ 200</b>	<b>\$ 53</b>	<b>\$ 253</b>	<b>\$ 21</b>	<b>\$ 4</b>	<b>\$ 25</b>	<b>\$ 342</b>	<b>\$ 63</b>	<b>\$ 406</b>	<b>16%</b>
<b>Total Segment Revenue</b>	<b>\$ 227</b>	<b>\$ 335</b>	<b>\$ 562</b>	<b>\$ 402</b>	<b>\$ 482</b>	<b>\$ 884</b>	<b>\$ 638</b>	<b>\$ 1,452</b>	<b>\$ 2,091</b>	<b>\$ 248</b>	<b>\$ 387</b>	<b>\$ 634</b>	<b>\$ 1,516</b>	<b>\$ 2,656</b>	<b>\$ 4,171</b>	<b>64%</b>

	FY'12															
	Q1			Q2			Q3			Q4			FY'12			
	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	Product	Svcs <sup>[O]</sup>	Total	% CS Rev
QuickBooks Desktop, Enterprise, & Desktop Subscriptions	\$ 59	\$ 30	\$ 90	\$ 78	\$ 33	\$ 110	\$ 82	\$ 35	\$ 118	\$ 70	\$ 37	\$ 107	\$ 289	\$ 135	\$ 424	32%
QuickBooks Online	\$ 0	\$ 20	\$ 20	\$ 0	\$ 22	\$ 22	\$ 0	\$ 24	\$ 24	\$ 0	\$ 26	\$ 26	\$ 0	\$ 93	\$ 93	100%
Payments	\$ 0	\$ 88	\$ 88	\$ 0	\$ 93	\$ 93	\$ 0	\$ 99	\$ 99	\$ 1	\$ 109	\$ 109	\$ 1	\$ 388	\$ 390	100%
Supplies & Other	\$ 43	\$ 17	\$ 60	\$ 53	\$ 17	\$ 69	\$ 44	\$ 16	\$ 60	\$ 47	\$ 17	\$ 64	\$ 186	\$ 67	\$ 253	26%
<b>Small Business Financial Solutions</b>	<b>\$ 102</b>	<b>\$ 155</b>	<b>\$ 258</b>	<b>\$ 131</b>	<b>\$ 164</b>	<b>\$ 295</b>	<b>\$ 126</b>	<b>\$ 175</b>	<b>\$ 301</b>	<b>\$ 117</b>	<b>\$ 188</b>	<b>\$ 306</b>	<b>\$ 477</b>	<b>\$ 683</b>	<b>\$ 1,159</b>	<b>59%</b>
Employee Management Solutions	\$ 68	\$ 54	\$ 121	\$ 69	\$ 59	\$ 127	\$ 71	\$ 59	\$ 130	\$ 73	\$ 61	\$ 134	\$ 280	\$ 232	\$ 513	45%
Demandforce, QuickBase, & Other	\$ 0	\$ 8	\$ 8	\$ 0	\$ 8	\$ 8	\$ 0	\$ 9	\$ 9	\$ 0	\$ 22	\$ 22	\$ 0	\$ 48	\$ 48	100%
<b>Small Business Management Solutions</b>	<b>\$ 67</b>	<b>\$ 62</b>	<b>\$ 129</b>	<b>\$ 69</b>	<b>\$ 67</b>	<b>\$ 136</b>	<b>\$ 70</b>	<b>\$ 68</b>	<b>\$ 139</b>	<b>\$ 73</b>	<b>\$ 83</b>	<b>\$ 157</b>	<b>\$ 280</b>	<b>\$ 281</b>	<b>\$ 560</b>	<b>50%</b>
<b>Accounting and Advisor Group</b>	<b>\$ 12</b>	<b>\$ 1</b>	<b>\$ 13</b>	<b>\$ 17</b>	<b>\$ 1</b>	<b>\$ 18</b>	<b>\$ 13</b>	<b>\$ 1</b>	<b>\$ 14</b>	<b>\$ 13</b>	<b>\$ 1</b>	<b>\$ 14</b>	<b>\$ 55</b>	<b>\$ 5</b>	<b>\$ 59</b>	<b>8%</b>
<b>Total Small Business</b>	<b>\$ 182</b>	<b>\$ 218</b>	<b>\$ 400</b>	<b>\$ 216</b>	<b>\$ 232</b>	<b>\$ 448</b>	<b>\$ 210</b>	<b>\$ 244</b>	<b>\$ 454</b>	<b>\$ 203</b>	<b>\$ 273</b>	<b>\$ 477</b>	<b>\$ 811</b>	<b>\$ 968</b>	<b>\$ 1,779</b>	<b>54%</b>
Consumer Tax	\$ 12	\$ 30	\$ 42	\$ 70	\$ 232	\$ 302	\$ 174	\$ 933	\$ 1,107	\$ 9	\$ 28	\$ 36	\$ 265	\$ 1,223	\$ 1,488	82%
Consumer Ecosystem	\$ 15	\$ 16	\$ 31	\$ 21	\$ 23	\$ 43	\$ 23	\$ 21	\$ 44	\$ 10	\$ 24	\$ 34	\$ 69	\$ 84	\$ 153	55%
<b>Consumer</b>	<b>\$ 26</b>	<b>\$ 47</b>	<b>\$ 73</b>	<b>\$ 91</b>	<b>\$ 255</b>	<b>\$ 345</b>	<b>\$ 197</b>	<b>\$ 955</b>	<b>\$ 1,152</b>	<b>\$ 19</b>	<b>\$ 51</b>	<b>\$ 70</b>	<b>\$ 333</b>	<b>\$ 1,307</b>	<b>\$ 1,640</b>	<b>80%</b>
<b>ProTax</b>	<b>\$ 14</b>	<b>\$ 3</b>	<b>\$ 17</b>	<b>\$ 112</b>	<b>\$ 5</b>	<b>\$ 117</b>	<b>\$ 191</b>	<b>\$ 43</b>	<b>\$ 234</b>	<b>\$ 17</b>	<b>\$ 2</b>	<b>\$ 19</b>	<b>\$ 334</b>	<b>\$ 54</b>	<b>\$ 388</b>	<b>14%</b>
<b>Total Segment Revenue</b>	<b>\$ 222</b>	<b>\$ 269</b>	<b>\$ 491</b>	<b>\$ 419</b>	<b>\$ 492</b>	<b>\$ 911</b>	<b>\$ 598</b>	<b>\$ 1,242</b>	<b>\$ 1,840</b>	<b>\$ 240</b>	<b>\$ 327</b>	<b>\$ 566</b>	<b>\$ 1,479</b>	<b>\$ 2,329</b>	<b>\$ 3,808</b>	<b>61%</b>

Numbers may not agree with the sum of the components, nor with SEC filing(s), due to immaterial rounding adjustments.

<sup>[O]</sup> Services revenue includes service and other revenue as reported in SEC filing(s).

## Segment Operating Income

(\$ millions)

	FY'14			
	Q1		Q2	
	% Rev		% Rev	
	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>
Total Small Business	\$ 190	37%	\$ 197	35%
Consumer	\$ (24)	-32%	\$ (4)	-2%
ProTax	\$ (9)	-35%	\$ (9)	-25%
<b>Total Segment Operating Income</b>	<b>\$ 157</b>	<b>25%</b>	<b>\$ 185</b>	<b>37%</b>

	FY'13									
	Q1		Q2		Q3		Q4		Year	
	% Rev		% Rev		% Rev		% Rev		% Rev	
	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>
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%
<b>Total Segment Operating Income</b>	<b>\$ 137</b>	<b>24%</b>	<b>\$ 294</b>	<b>33%</b>	<b>\$ 1,471</b>	<b>70%</b>	<b>\$ 192</b>	<b>30%</b>	<b>\$ 2,094</b>	<b>50%</b>

	FY'12									
	Q1		Q2		Q3		Q4		Year	
	% Rev		% Rev		% Rev		% Rev		% Rev	
	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>	<u>Op. Inc.</u>	<u>Related</u>
Total Small Business	\$ 152	38%	\$ 173	39%	\$ 188	41%	\$ 199	42%	\$ 712	40%
Consumer	\$ (24)	-33%	\$ 131	38%	\$ 891	77%	\$ (32)	-46%	\$ 965	59%
ProTax	\$ (15)	-86%	\$ 76	65%	\$ 199	85%	\$ (13)	-65%	\$ 248	64%
<b>Total Segment Operating Income</b>	<b>\$ 113</b>	<b>23%</b>	<b>\$ 380</b>	<b>42%</b>	<b>\$ 1,278</b>	<b>69%</b>	<b>\$ 154</b>	<b>27%</b>	<b>\$ 1,926</b>	<b>51%</b>

Numbers may not agree with the sum of the components, nor with SEC filing(s), due to immaterial rounding adjustments.

**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 Range of Estimate		Adjmts	Non-GAAP Range of Estimate	
	From	To		From	To
<b>Three Months Ending April 30, 2014</b>					
Revenue	\$ 2,325	\$ 2,400	\$ —		\$ 2,325 \$ 2,400
Operating income	\$ 1,480	\$ 1,500	\$ 50	[a]	\$ 1,530 \$ 1,550
Diluted earnings per share	\$ 3.33	\$ 3.38	\$ 0.13	[b]	\$ 3.46 \$ 3.51
<b>Three Months Ending July 31, 2014</b>					
Revenue	\$ 710	\$ 720	\$ —		\$ 710 \$ 720
Diluted earnings (loss) per share	\$ (0.04)	\$ (0.02)	\$ 0.15	[c]	\$ 0.11 \$ 0.13
<b>Twelve Months Ending July 31, 2014</b>					
Revenue	\$ 4,440	\$ 4,525	\$ —		\$ 4,440 \$ 4,525
Operating income	\$ 1,345	\$ 1,375	\$ 235	[d]	\$ 1,580 \$ 1,610
Diluted earnings per share	\$ 3.11	\$ 3.19	\$ 0.41	[e]	\$ 3.52 \$ 3.60

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 \$41 million, amortization of acquired technology of approximately \$6 million, amortization of other acquired intangible assets of approximately \$3 million.
- [b] Reflects the estimated adjustments in item [a] and income taxes related to these adjustments.
- [c] Reflects estimated adjustments for share-based compensation expense of approximately \$61 million, amortization of acquired technology of approximately \$6 million, amortization of other acquired intangible assets of approximately \$3 million, and income taxes related to these adjustments.
- [d] Reflects estimated adjustments for share-based compensation expense of approximately \$196 million; amortization of acquired technology of approximately \$25 million; and amortization of other acquired intangible assets of approximately \$14 million.
- [e] Reflects the estimated adjustments in item [d], income taxes related to these adjustments, and the net gain on discontinued operations of \$46 million.

**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 2013					Fiscal 2014				
	Q1	Q2	Q3	Q4	Full Year	Q1	Q2	Q3	Q4	Full Year
<b>GAAP operating income (loss)</b>	\$ (73)	\$ 84	\$1,282	\$ (60)	\$1,233	\$ (77)	\$ (46)			\$ (123)
Amortization of acquired technology	4	5	5	4	18	6	6			12
Amortization of other acquired intangible assets	7	7	7	14	35	4	5			9
Share-based compensation expense	46	44	43	51	184	47	52			99
<b>Non-GAAP operating income (loss)</b>	<u>\$ (16)</u>	<u>\$ 140</u>	<u>\$1,337</u>	<u>\$ 9</u>	<u>\$1,470</u>	<u>\$ (20)</u>	<u>\$ 17</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ (3)</u>
<b>GAAP net income (loss)</b>	\$ (19)	\$ 71	\$ 822	\$ (16)	\$ 858	\$ (11)	\$ (37)			\$ (48)
Amortization of acquired technology	4	5	5	4	18	6	6			12
Amortization of other acquired intangible assets	7	7	7	14	35	4	5			9
Share-based compensation expense	46	44	43	51	184	47	52			99
Net gains on debt securities and other investments	(1)	2	—	—	1	(2)	1			(1)
Income tax effect of non-GAAP adjustments	(17)	(32)	(20)	(22)	(91)	(14)	(20)			(34)
Discontinued operations	(35)	(6)	36	(30)	(35)	(46)	—			(46)
<b>Non-GAAP net income (loss)</b>	<u>\$ (15)</u>	<u>\$ 91</u>	<u>\$ 893</u>	<u>\$ 1</u>	<u>\$ 970</u>	<u>\$ (16)</u>	<u>\$ 7</u>	<u>\$ —</u>	<u>\$ —</u>	<u>\$ (9)</u>
<b>GAAP diluted net income (loss) per share</b>	<u>\$(0.06)</u>	<u>\$0.23</u>	<u>\$ 2.71</u>	<u>\$(0.05)</u>	<u>\$ 2.83</u>	<u>\$(0.04)</u>	<u>\$(0.13)</u>			<u>\$(0.17)</u>
<b>Non-GAAP diluted net income (loss) per share</b>	<u>\$(0.05)</u>	<u>\$0.30</u>	<u>\$ 2.94</u>	<u>\$ —</u>	<u>\$ 3.20</u>	<u>\$(0.06)</u>	<u>\$0.02</u>			<u>\$(0.03)</u>
<b>Shares used in diluted per share calculation</b>	<u>296</u>	<u>303</u>	<u>304</u>	<u>304</u>	<u>303</u>	<u>288</u>	<u>284</u>			<u>286</u>
<b>Non-GAAP tax rate</b>	<u>34.5%</u>	<u>32.8%</u>	<u>33.0%</u>	<u>33.0%</u>	<u>33.0%</u>	<u>34.5%</u>	<u>34.5%</u>			<u>34.5%</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 February 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 of excluded items
- 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 of excluded items and certain discrete tax items.* We exclude from our non-GAAP financial measures the income tax effects of the items 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 are reflected on a forecasted basis in our non-GAAP financial measures. This is consistent with how we plan, forecast and evaluate our operating results.

*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. These factors include, without limitation, the following: inherent difficulty in predicting consumer behavior; difficulties in receiving, processing, or filing customer tax submissions; consumers may not respond as we expected to our advertising and promotional activities; 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 innovate and introduce new offerings and business models to meet our growth and profitability objectives, and current and future offerings 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 future financial results; as we upgrade and consolidate our customer facing applications and supporting information technology infrastructure, any problems with these implementations could interfere with our ability to deliver our offerings; any failure to properly use and protect personal customer information and data could harm our revenue, earnings and reputation; if we are unable to develop, manage and maintain critical third party business relationships, our business may be adversely affected; increased government regulation of our businesses may harm our operating results; if we fail to process transactions effectively or fail to adequately protect against potential fraudulent activities, our revenue and earnings may be harmed; any significant offering quality problems or delays in our offerings could harm our revenue, earnings and reputation; our participation in the Free File Alliance may result in lost revenue opportunities and cannibalization of our traditional paid franchise; the continuing global economic downturn may continue to impact consumer and small business spending, financial institutions and tax filings, which could negatively affect our revenue and profitability; year-over-year changes in the total number of tax filings that are submitted to government agencies due to economic conditions or otherwise may result in lost revenue opportunities; 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; 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 inability to adequately protect our intellectual property rights may weaken our competitive position and reduce our revenue and earnings; our acquisition and divestiture activities may disrupt our ongoing business, may involve increased expenses and may present risks not contemplated at the time of the transactions; our use of significant amounts of debt to finance acquisitions or other activities could harm our financial condition and results of operation; 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 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 February 20, 2014, and we do not undertake any duty to update any forward-looking statement or other information in these materials.