

intuit



Corporate Responsibility

September 2021

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 2021 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.



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

Self Service: Reduce unnecessary data work; City map domains with self-service access
Data and AI: Increase acquisition of most important customer data/docs; Grow AI-enabled tasks in ML, NLP, and KE
Customer Benefit: Instrument top customer intents; Increase customer benefit for a set of experiences; Reduce time to insights; Increase number of experiments

Customers: TTL, QBL
Retention: TTL, QBL
PRS: TTL, QBL, Experts
ARPC: TTL, QBL
Revenue: TTL, QBL
Efficiency: Decrease services variable margin, Increase Customer to Expert ratio TTL U.S./CA., and QBL

Customers: CK Annual SDU, ACK NMM, CKM from TTO, CKM from Payroll, Mint MAU, MxQB Actives, MM monthly GPU
Retention: CK, Mint
PRS: Mint, MM Product Market Fit
ARPC: CK RpDAU, Mint RpS, MM loan per customer
Revenue: CK, ACK-CK, ACK-TTO, Mint

Customer: Omnichannel commerce
Retention: Omnichannel commerce
PRS: Omnichannel commerce
ARPC: Omnichannel commerce
Revenue: Omnichannel commerce

Customers: QBO Advanced
Retention: QBO Advanced
PRS: QBO Advanced
ARPC: QBO Advanced
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 True North Goals, Big Bets, and Bold 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 communities in need

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

Jobs created

FY'20: 2,200
FY'21: 6,500
FY'24 Goal: 10,000

People better prepared for jobs

FY'20: 150,000
FY'21: 510,000
FY'24 Goal: 3,600,000

Carbon positive to Intuit 2018 footprint

FY'20: Carbon neutral
FY'21: 2x Carbon positive
FY'24 Goal: 15X Carbon positive

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 communities in need by:

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

The impact:

Jobs created

FY'20

2,200

FY'21

6,500

FY'24 Goal

10,000



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 communities in need by:

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

The impact:

People better prepared for jobs

FY'20

150,000

FY'21

510,000

FY'24 Goal

3,600,000



Positive impact on climate

THE PROBLEM

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

THE SOLUTION - 50X BY 30 GOAL

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:

Carbon positive to Intuit's 2018 footprint

FY'20

Carbon Neutral
(since 2015)

FY'21

2x

FY'24 Goal

15x



Social and environmental strategy benefits

AREAS OF FOCUS

BUSINESS BENEFITS

JOB CREATION

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 (50X)

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



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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 2022 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 timing and impact of our strategic decisions and initiatives on our business and reputation; and the timing, completion and impact of our proposed Mailchimp acquisition.

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 COVID-19 pandemic, which continues to cause global economic instability and uncertainty. Given these risks and uncertainties, you 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; risks associated with acquisition and divestiture activity, including our proposed acquisition of Mailchimp; the issuance of equity or incurrence of debt to fund an acquisition; any cybersecurity incidents that may affect us (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 products (including the advice given by experts on our platform); any delays in product launches; difficulties in processing or filing customer tax submissions; risks associated with international operations; 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 changes; exposure to credit, counterparty or 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 2021 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. We do not undertake any duty to update any forward-looking statement or other information in this presentation.