

Fact Sheet

October 3, 2017

Financial summary

FINANCIAL SUMMARY																GUIDANCE ^[E]	
(\$ millions, except per share data)	Q1 FY15	Q2 FY15	Q3 FY15	Q4 FY15	FY15	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	FY16	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17	Q1 FY18	FY18
Small Business & Self-Employed	\$501	\$506	\$494	\$527	\$2,027	\$530	\$547	\$557	\$587	\$2,220	\$593	\$618	\$656	\$672	\$2,539		\$2,850-\$2,900
% change YOY	4%	(3%)	(6%)	(6%)	(3%)	6%	8%	13%	11%	10%	12%	13%	18%	15%	14%		12%-14%
Consumer	\$74	\$232	\$1,512	\$62	\$1,881	\$73	\$292	\$1,621	\$59	\$2,045	\$73	\$299	\$1,769	\$60	\$2,201		\$2,355-\$2,395
% change YOY	32%	50%	4%	(3%)	9%	(1%)	26%	7%	(6%)	9%	0%	2%	9%	1%	8%		7%-9%
Strategic Partner	\$36	\$11	\$130	\$107	\$284	\$110	\$84	\$126	\$108	\$428	\$112	\$99	\$116	\$110	\$437		\$435-\$445
% change YOY	46%	(69%)	(61%)	282%	(33%)	203%	665%	(3%)	1%	51%	1%	18%	(8%)	2%	2%		0%-2%
Total Revenue	\$612	\$749	\$2,135	\$696	\$4,192	\$713	\$923	\$2,304	\$754	\$4,694	\$778	\$1,016	\$2,541	\$842	\$5,177	\$840-\$860	\$5,640-\$5,740
% change YOY	8%	5%	(8%)	7%	(1%)	17%	23%	8%	8%	12%	9%	10%	10%	12%	10%	8%-11%	9%-11%
GAAP Operating Income (Loss)	(\$109)	(\$89)	\$1,066	(\$130)	\$738	(\$29)	\$42	\$1,285	(\$56)	\$1,242	(\$61)	\$22	\$1,444	(\$10)	\$1,395	(\$75-\$85)	\$1,485-\$1,535
Non-GAAP Operating Income (Loss) ^[A]	(\$42)	(\$22)	\$1,221	(\$16)	\$1,141	\$46	\$114	\$1,359	\$36	\$1,555	\$32	\$106	\$1,519	\$78	\$1,735	\$15-\$25	\$1,885-\$1,935
Non-GAAP Operating Margin % ^[A]	NA	NA	57%	NA	27%	6%	12%	59%	5%	33%	4%	10%	60%	9%	34%		
Interest Expense	(\$7)	(\$7)	(\$7)	(\$6)	(\$28)	(\$7)	(\$8)	(\$10)	(\$9)	(\$35)	(\$9)	(\$11)	(\$8)	(\$3)	(\$31)		
Interest and Other Income	\$0	\$2	\$1	(\$2)	\$1	(\$4)	(\$5)	\$2	\$3	(\$4)	(\$2)	(\$1)	\$3	\$3	\$3		
GAAP Share Based Compensation Expense ^[B]	57	56	59	70	242	67	65	65	81	278	89	81	71	85	326		
GAAP EPS Share Based Compensation Expense	(\$0.14)	(\$0.12)	(\$0.13)	(\$0.19)	(\$0.49)	(\$0.19)	(\$0.26)	(\$0.17)	(\$0.20)	(\$0.70)	(\$0.14)	(\$0.39)	(\$0.18)	NM	(\$0.89)		
GAAP Diluted EPS^[C]	(\$0.29)	(\$0.23)	\$1.78	\$0.05	\$1.28	(\$0.11)	\$0.09	\$3.94	(\$0.16)	\$3.69	(\$0.12)	\$0.05	\$3.70	\$0.09	\$3.72	(\$0.17-\$0.19)	\$4.00-\$4.10
Non-GAAP Diluted EPS^{[A][D]}	(\$0.11)	(\$0.06)	\$2.85	(\$0.05)	\$2.59	\$0.09	\$0.25	\$3.43	\$0.08	\$3.78	\$0.06	\$0.26	\$3.90	\$0.20	\$4.41	\$0.03-\$0.05	\$4.90-\$5.00
GAAP Diluted EPS (YTD)	(\$0.29)	(\$0.53)	\$1.22	\$1.28	\$1.28	(\$0.11)	(\$0.03)	\$3.81	\$3.69	\$3.69	(\$0.12)	(\$0.07)	\$3.63	\$3.72	\$3.72		
Non-GAAP Diluted EPS (YTD) ^{[A][D]}	(\$0.11)	(\$0.17)	\$2.62	\$2.59	\$2.59	\$0.09	\$0.34	\$3.68	\$3.78	\$3.78	\$0.06	\$0.32	\$4.21	\$4.41	\$4.41		
Basic Share Count	286	285	277	277	281	272	263	257	257	262	258	257	256	257	257		~255
Diluted Share Count	286	285	282	277	286	275	266	260	260	265	261	260	260	261	261		~260
GAAP Tax Rate	31%	37%	38%	26%	42%	22%	-5%	34%	35%	33%	58%	-26%	33%	343%	29%		31%
Non-GAAP Tax Rate	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	33%	33%	33%	33%	33%		33%
Capital Expenditures					\$261					\$522					\$230		~\$200

FY'18 subscriber guidance

	FY'18	
QuickBooks Online Subscribers (000s)	3,275	3,375
<i>Year/Year Growth</i>	37%	42%

Business metrics

WORLDWIDE BUSINESS METRICS^[F]

Units in thousands, except where noted	Q1 FY15	Q2 FY15	Q3 FY15	Q4 FY15	FY15	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	FY16	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17
Small Business & Self-Employed Group															
QuickBooks Online Subscribers	739	841	965	1,075	1,075	1,159	1,257	1,397	1,513	1,513	1,638	1,871	2,220	2,383	2,383
QuickBooks Desktop Units Sales	149	208	286	240	882	149	238	295	274	956	183	225	250	223	881
QuickBooks Desktop Subscribers ^[G]	321	328	328	318	318	317	316	320	326	326	332	338	347	356	356
Total QuickBooks Paying Customers	1,209	1,376	1,579	1,633	2,276	1,624	1,810	2,012	2,113	2,795	2,153	2,434	2,816	2,963	3,621
Consumer Group															
Federal U.S. TurboTax Units (millions)															
Desktop Units	NM	3.1	2.3	NM	5.4	NM	3.0	2.3	NM	5.3	NM	3.0	2.3	NM	5.3
Web units	NM	5.2	18.8	0.4	24.3	NM	6.3	21.3	0.3	27.9	NM	6.2	21.9	0.3	28.5
Free File Alliance	NM	0.2	0.9	NM	1.1	NM	0.2	0.8	NM	1.0	NM	0.2	1.0	NM	1.2
Total U.S. TurboTax Federal units	NM	8.4	21.9	0.4	30.7	NM	9.6	24.4	0.3	34.2	NM	9.4	25.3	0.3	35.0
Canada TurboTax Units (millions)	NM	0.3	1.7	0.2	2.2	NM	0.2	1.7	0.3	2.2	NM	0.4	1.9	0.2	2.5
Strategic Partner Group															
ProConnect Customers	NM	102	19	NM	121	NM	104	19	NM	123	NM	103	19	NM	122

Segment revenue

Segment Revenue	FY'15					FY'16					FY'17				
(\$ millions)	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
QuickBooks Online Accounting	\$ 48	\$ 52	\$ 57	\$ 61	\$ 218	\$ 66	\$ 72	\$ 78	\$ 87	\$ 303	\$ 93	\$ 103	\$ 117	\$ 129	\$ 442
Online Services	\$ 71	\$ 74	\$ 81	\$ 82	\$ 309	\$ 85	\$ 83	\$ 93	\$ 92	\$ 353	\$ 98	\$ 97	\$ 106	\$ 109	\$ 411
Total Online Ecosystem	\$ 119	\$ 126	\$ 138	\$ 143	\$ 527	\$ 152	\$ 155	\$ 171	\$ 179	\$ 657	\$ 191	\$ 201	\$ 223	\$ 238	\$ 853
QuickBooks Desktop Accounting (Outright, Subs and ES)	\$ 89	\$ 80	\$ 78	\$ 95	\$ 341	\$ 97	\$ 102	\$ 107	\$ 118	\$ 424	\$ 122	\$ 129	\$ 160	\$ 150	\$ 561
Desktop Services and Supplies	\$ 293	\$ 300	\$ 278	\$ 289	\$ 1,160	\$ 281	\$ 290	\$ 279	\$ 290	\$ 1,140	\$ 280	\$ 288	\$ 273	\$ 284	\$ 1,125
Total Desktop Ecosystem	\$ 382	\$ 380	\$ 356	\$ 384	\$ 1,500	\$ 378	\$ 392	\$ 386	\$ 408	\$ 1,564	\$ 402	\$ 417	\$ 433	\$ 434	\$ 1,686
Small Business & Self-Employed	\$ 501	\$ 506	\$ 494	\$ 527	\$ 2,027	\$ 530	\$ 547	\$ 557	\$ 587	\$ 2,220	\$ 593	\$ 618	\$ 656	\$ 672	\$ 2,539
Consumer	\$ 74	\$ 232	\$ 1,512	\$ 62	\$ 1,881	\$ 73	\$ 292	\$ 1,621	\$ 59	\$ 2,045	\$ 73	\$ 299	\$ 1,769	\$ 60	\$ 2,201
Strategic Partner	\$ 36	\$ 11	\$ 130	\$ 107	\$ 284	\$ 110	\$ 84	\$ 126	\$ 108	\$ 428	\$ 112	\$ 99	\$ 116	\$ 110	\$ 437
Total Segment Revenue	\$ 612	\$ 749	\$ 2,135	\$ 696	\$ 4,192	\$ 713	\$ 923	\$ 2,304	\$ 754	\$ 4,694	\$ 778	\$ 1,016	\$ 2,541	\$ 842	\$ 5,177

Segment margin

Segment Operating Income ^[H]

FY'17										
(\$ millions)	Q1		Q2		Q3		Q4		Year	
	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>
Small Business & Self-Employed	\$ 240	40%	\$ 242	39%	\$ 276	42%	\$ 315	47%	\$ 1,073	42%
Consumer	\$ (38)	-52%	\$ 54	18%	\$ 1,429	81%	\$ (51)	-85%	\$ 1,394	63%
Strategic Partner	\$ 70	62%	\$ 50	51%	\$ 73	63%	\$ 70	64%	\$ 263	60%
Total Segment Operating Income	\$ 271	35%	\$ 346	34%	\$ 1,778	70%	\$ 335	40%	\$ 2,730	53%

FY'16										
(\$ millions)	Q1		Q2		Q3		Q4		Year	
	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>
Small Business & Self-Employed	\$ 215	41%	\$ 201	37%	\$ 213	38%	\$ 249	42%	\$ 878	40%
Consumer	\$ (27)	-36%	\$ 66	23%	\$ 1,303	80%	\$ (37)	-62%	\$ 1,305	64%
Strategic Partner	\$ 72	65%	\$ 41	49%	\$ 86	68%	\$ 69	64%	\$ 268	63%
Total Segment Operating Income	\$ 260	37%	\$ 307	33%	\$ 1,602	70%	\$ 281	37%	\$ 2,451	52%

FY'15										
(\$ millions)	Q1		Q2		Q3		Q4		Year	
	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>	<u>Op. Inc.</u>	<u>% Op. Margin</u>
Small Business & Self-Employed	\$ 195	39%	\$ 175	35%	\$ 169	34%	\$ 176	33%	\$ 716	35%
Consumer	\$ (39)	-53%	\$ 25	11%	\$ 1,190	79%	\$ (48)	-78%	\$ 1,127	60%
Strategic Partner	\$ (3)	-7%	\$ (38)	-343%	\$ 83	64%	\$ 65	61%	\$ 108	38%
Total Segment Operating Income	\$ 153	25%	\$ 163	22%	\$ 1,442	68%	\$ 193	28%	\$ 1,951	47%

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.

^[A] These are non-GAAP financial measures. See tables B1, B2 and E of our Press Release dated August 22, 2017 for reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures and the reasons management uses each measure.

^[B] The GAAP Share Based Compensation Expense figures in the Financial Summary exclude share based compensation expense for discontinued operations.

^[C] Q3 FY'16 GAAP EPS includes \$0.67 benefit related to a \$176M gain on divestitures. FY'17 GAAP earnings per share includes the tax impact of early adoption of the new accounting standard update for share-based compensation. This added \$0.13 to our GAAP earnings for Q4 FY'17 and \$0.28 to our GAAP earnings for FY'17.

^[D] The annual effective tax rates used to calculate non-GAAP EPS were 34% for FY'15 and FY'16 and 33% for FY'17.

^[E] 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.

^[F] All applicable metrics include worldwide customers. QuickBooks Online customers are paid subscribers.

^[G] Includes QuickBooks Desktop Subscribers and Enterprise Subscribers.

^[H] Segment operating margin for FY'16 and FY'15 have been restated to conform to the current year presentation.

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

Consumer Group Includes: TurboTax, Mint Bills (formerly Check), Mint and OFX.

Strategic Partner Group Includes: ProSeries, Lacerte and Intuit Tax Online.

Cautions About Forward-Looking Statements

This fact sheet contains forward-looking statements, including forecasts of Intuit's expected growth and future financial results of Intuit and its reporting segments, as well as expectations regarding customer growth.

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; the competitive environment; governmental encroachment in our tax businesses or other governmental activities or public policy affecting the preparation and filing of tax returns; our ability to innovate and adapt to technological change; availability of our products and services could be impacted by business interruption or failure of our information technology and communication systems; any problems with implementing upgrades to our customer facing applications and supporting information technology infrastructure; any failure to properly use and protect personal customer information and data; our ability to develop, manage and maintain critical third party business relationships; increases in or changes to government regulation of our businesses; any failure to process transactions effectively or to adequately protect against potential fraudulent activities; any loss of confidence in using our software as a result of publicity regarding such fraudulent activity; any significant product accuracy or quality problems or delays; any lost revenue opportunities or cannibalization of our traditional paid franchise due to our participation in the Free File Alliance; the global economic environment may impact consumer and small business spending, financial institutions and tax filings; changes in the total number of tax filings that are submitted to government agencies due to economic conditions or otherwise; the seasonal and unpredictable nature of our revenue; our ability to attract, retain and develop highly skilled employees; increased risks associated with international operations; unanticipated changes in our income tax rates; changes in the amounts or frequency of share repurchases or dividends; 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; disruptions, expenses and risks associated with our acquisitions and divestitures; amortization of acquired intangible assets and impairment charges; our use of significant amounts of debt to finance acquisitions or other activities; and the cost of, and potential adverse results in, litigation involving intellectual property, antitrust, shareholder and other matters. More details about the risks that may impact our business are included in our Form 10-K for fiscal 2017 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 October 3, 2017 and we do not undertake any duty to update any forward-looking statement or other information in these materials.