October 24, 2016

Intuit Launches National Ad Campaign That Highlights Important Role Accountants Play in Fueling Small Business Success

Two New Programs Focus on Driving QuickBooks Online Adoption Also Fuel Success for Accountants

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq:INTU) today unveiled a new national advertising campaign that puts a spotlight on the important role accounting professionals play in helping small businesses succeed. Also today, Intuit announced two new programs that help accounting professionals easily grow their firms by serving more small businesses that use QuickBooks Online.

According to a recent Intuit survey, 75 percent of small businesses that use QuickBooks Online say they are more successful with an accountant. For this reason, Intuit is launching an ad campaign focused on emphasizing the positive results that come from the relationship between an accounting professional and their small business client. The ad campaign, available to view here, is titled “Better Together” and showcases Intuit Small Business Big Game contest finalist, ezpz founder Lindsey Laurain and her accountant Jeffrey Prager, Backroom Management Services, LLC. Lindsey started her business to make mealtime with kids less messy. She began managing her own books, but quickly found she needed a mentor to guide the financial side of her business. Jeff stepped in and not only helped her manage her books, but also provided Lindsey with the high-level strategy and business opportunities designed to help ezpz grow.

“Every day we are focused on helping accounting professionals grow and make a difference in their clients’ lives,” said Rich Preece, leader of Intuit’s Accountant Segment, Small Business Group. “We are very excited about the launch of this national ad campaign because it not only shows our commitment to helping accounting professionals connect with small businesses but it also highlights how important accounting professionals are to the success of a small business.”

Co-Marketing and ‘Five for $25’ Programs Help Grow and Distinguish Firms

Intuit also announced today the QuickBooks Accountant Partner Program, a new co-marketing program that helps eligible firms market their practice and QuickBooks Online expertise. Launching in November, this program allows firms to qualify for up to $15,000 in marketing funds to grow their business and promote QuickBooks Online. The program also provides access to Intuit-vetted, independent marketing professionals who can develop and implement a marketing strategy that help grow and promote a QuickBooks Online-focused firm. Participating firms will also be able to use the QuickBooks logo in their firm’s marketing

activities involving QuickBooks Online, co-brand “Why QuickBooks” brochures and sell sheets to use with their clients and staff, and have access to Intuit implementation specialists trained to help onboard large-scale new QuickBooks Online clients as well as those migrating from QuickBooks Desktop.

The program also provides a dedicated Intuit Account Manager who will ensure firms are taking advantage of the program’s offerings as well as help firms learn, implement and promote QuickBooks Online. Additional information, including program eligibility and terms will be available at the program’s launch in November.

In addition to the new co-marketing program, Intuit also announced a new QuickBooks Online offer for US-based accounting firms that makes it even easier to grow the number of clients using QuickBooks Online. Available today, US-based accounting firms can now purchase five QuickBooks Online Plus subscriptions for just $25 per month, an 87.5 percent discount off the monthly subscription price of $40 for each subscription. Accounting firms that take advantage of this offer can pass the immense savings onto their clients or choose to implement a value-pricing strategy when charging their clients for the subscription. Similar offers in Canada and the United Kingdom are also available. More information about the US offer is located here: www.intuitaccountants.com/OfferTerms.

About Intuit Inc.

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include QuickBooks® and TurboTax®, which make it easier to manage small businesses and tax preparation and filing. Mint.com provides a fresh, easy and intelligent way for people to manage their money, while Intuit's ProConnect brand portfolio includes ProConnect Online, ProSeries® and Lacerte®, the company's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of $4.7 billion in its fiscal year 2016. The company has approximately 7,900 employees with major offices in the United States, Canada, the United Kingdom, India, Australia and other locations. More information can be found at www.intuit.com.

View source version on businesswire.com:
http://www.businesswire.com/news/home/20161024005286/en/

Intuit Inc.
Kim Amsbaugh, 650-944-6649
kim_amsbaugh@intuit.com
or
Access Emanate Communications
Vanessa Piccinini, 415-844-6252
vpiccinini@access-emanate.com

Source: Intuit Inc.