April 3, 2013

Mint to Help Financial Institutions Freshen up the Digital Branch

Create Deeper Relationships by Blending Banking, Valuable Insights to Save

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU) is making Mint, its popular online personal finance solution, available to financial institutions, giving them a fresh new way to build deeper, trusting relationships with banking customers through digital branches.

“More than 12 million people already use Mint.com to manage their complete financial picture and have identified savings of more than $30 billion toward their personal goals,” said Greg Wright, vice president of product management at Intuit Financial Services. “By blending Mint with their digital banking home page, financial institutions can provide immediate, meaningful financial insights to their customers, help more people save money and further deepen banking relationships by recommending relevant financial products at the time when people are most interested.”

Intuit acquired Mint in 2009 and is now responding to bankers’ requests to incorporate Mint into their respective online and mobile offerings. The solution is available to financial institutions now for implementation later this year. Intuit expects the new Mint offering will help financial institutions position themselves as trusted advisors, improving their customers’ financial lives by:

- **Showing customers their entire financial picture in one place:** Automatically organizes spending from more than 19,000 financial accounts into categories and shows where money is going with easy-to-understand charts.
- **Offering free actionable advice on how to save money:** Delivers personalized alerts and insights based on individual transactional behavior, financial habits and goals.
- **Providing on-the-go tracking with mobile apps:** Provides an award-winning mobile experience that gives customers the big picture view and dollar-and-cent details of their money on their iOS and Android mobile phones and tablets.
- **Suggesting helpful products and services:** Alerts customers to relevant products and services from their financial institution that are specific to their situation, at a time when they are most interested in learning more.

Information Where People Want It

“Mint is more than just online pie charts,” Wright said. “It’s an easy way for banks to provide valuable advice and services based on a customer’s specific needs and use of financial products, all in the place millions of people look for help. We’re excited to help people save and do more with their money through their financial institution.”

More than 2,800 financial institutions already depend on Intuit Financial Services to provide financial management capabilities that can help increase their customer engagement. Innovations such as blending Mint with digital banking are part of Intuit's commitment to helping even more consumers and businesses improve the way they manage their money through their financial institution.

Suggested Links:

Gain more banking insights at Banking.com.
Follow Intuit Financial Services at Intuit_FS on Twitter.
Learn more about Intuit's commitment to improving financial lives at the Intuit Network.

About Intuit Inc.

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks®, Quicken® and TurboTax®, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of $4.15 billion in its fiscal year 2012. The company has approximately 8,500 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

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About Intuit Financial Services

Intuit Financial Services helps banks and credit unions grow by offering innovative online and mobile banking solutions that make it easier for consumers and businesses to manage their money. Applying more than three decades of customer insights and innovation to design its products, Intuit provides solutions that help financial institutions achieve higher customer engagement and profitability.

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Source: Intuit, Inc.