

INTUIT



turbotax



credit karma



quickbooks



mailchimp

DIVERSITY, EQUITY AND INCLUSION

September 2022

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 2022 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.

Humera Shahid



INTUIT MISSION

Powering Prosperity Around the World

Our values

Integrity Without Compromise

We speak the truth and
assume best intent.

We value trust
above all else.

We do the right
thing, even when no
one is looking.

Courage

We are bold and fearless
in how we think and act.

We relentlessly hold a
high bar for performance.

We value speed, a bias for
learning and action.

Customer Obsession

We fall in love with our
customers' problems.

We deliver unrivaled
customer benefit to
power their prosperity.

We sweat every detail
of the experience to
deliver excellence.

Stronger Together

We champion
diversity, inclusion, and a
respectful environment.

We thrive on diverse
voices to challenge and
inform decisions.

We deliver
exceptional results so
others can count on us.

We Care And Give Back

We are stewards
of the future.

We strengthen the
communities around us.

We strive to
give everyone the
opportunity to prosper.

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

Accelerate with Data and AI: Increase bank statement coverage to accelerate Never Enter Data. Grow customer-facing AI tasks. Data feeding into Data Marts, AI Models and customer-facing product experiences are clean data entities from the Data Map

FinTech at the Core: Prevent fraud. Reduce manual review decision time. Fintech at the core ready for top use cases

Emerging Tech: Increase # of experiences that leverage crypto capabilities

Customers: TTL, QBL, Payroll Expert Services
Retention: TTL, QBL

PRS: TTL, QBL, Payroll Expert Svc, Domain Expert

ARPC: TTL, QBL

Revenue: TTL, QBL

Efficiency: Services variable margin, CST, TTL full service ratio, QBL full service ratio

Customers: CK Annual SDU, funded CKM from TTO, funded CKM from Early Pay

Retention: CK

ARPC: CK RpDAU

Revenue: CK, ACK-CK, ACK-TTO

Customer: Mailchimp, Trada active buyers

Retention: Mailchimp

PRS: Mailchimp, Trada by QuickBooks

ARPC: Mailchimp

Revenue: Mailchimp

Efficiency/Usage: Commerce customer engagement, Commerce customer effort score

Customers: QBO Advanced
Retention: QBO Advanced

PRS: QBO Advanced

ARPC: QBO Advanced, Mid-mkt Online

Revenue: QBO Advanced

True North Goals: Target for FY23-FY25

Deliver best-we-can-be results in the current period for each key stakeholder, while building the foundation for an even stronger future

Employees	Customers	Communities	Shareholders																																
<p>Empower the world's top talent to do the best work of their lives</p>	<p>Delight customers by solving the problems that matter most</p>	<p>Make a difference in the communities we serve</p>	<p>Drive long-term growth, increasing shareholder value</p>																																
<p>Inspire and empower highly engaged employees</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Create a diverse and inclusive environment Women in tech and underrepresented racial group representation</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Retain world's top talent</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25:	<p>Grow active customers</p> <table border="1"><thead><tr><th></th><th>TOTAL</th><th>ACTIVE</th><th>MONTHLY ACTIVE</th><th>SUM DAILY UNIQUES (CK)</th></tr></thead><tbody><tr><td>• FY22:</td><td></td><td></td><td></td><td></td></tr><tr><td>• FY23:</td><td></td><td></td><td></td><td></td></tr><tr><td>• FY25:</td><td></td><td></td><td></td><td></td></tr></tbody></table> <p>Improve customer retention*</p> <table border="1"><thead><tr><th></th><th>ANNUAL</th><th>90-DAY</th></tr></thead><tbody><tr><td>• FY22:</td><td></td><td></td></tr><tr><td>• FY23:</td><td></td><td></td></tr><tr><td>• FY25:</td><td></td><td></td></tr></tbody></table> <p>Delight customers more than alternatives</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25:		TOTAL	ACTIVE	MONTHLY ACTIVE	SUM DAILY UNIQUES (CK)	• FY22:					• FY23:					• FY25:						ANNUAL	90-DAY	• FY22:			• FY23:			• FY25:			<p>Create jobs through Prosperity Hubs</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Prepare communities for jobs</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Make a positive impact on climate**</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25:	<p>Grow revenue double-digit</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Increase revenue per customer (ARPC)</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25: <p>Generate operating income growth</p> <ul style="list-style-type: none">• FY22:• FY23:• FY25:
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Progress against True North Goals



Women in Tech

We have met our FY22 True North goal of 33.0% for Women in Tech globally, while also seeing the representation of women increase across many workforce dimensions—overall, in Tech and in leadership.

Key highlights: Women in Tech representation grew 3 pts. in the last year, thanks to programs and initiatives aimed at improving the talent pipeline and developing and retaining our employees.

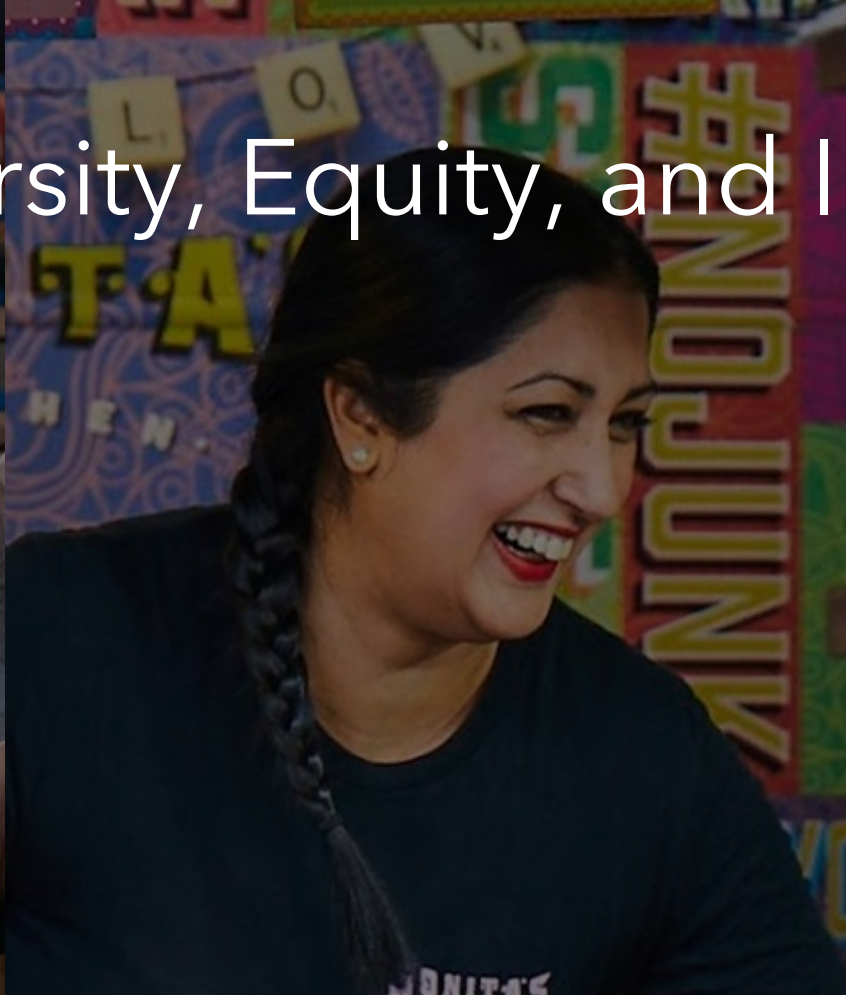


Underrepresented Racial Groups

We are proud to share that we surpassed our FY22 True North goal of 14.5% U.S. employees from Underrepresented racial groups* and ended the year at 15%. Although this is great progress, we know there is still work to do.

Key highlights: Expanded external underrepresented racial group-focused partners have strengthened our pipeline. The addition of Mailchimp has also helped with our progress and exceeding our goal.

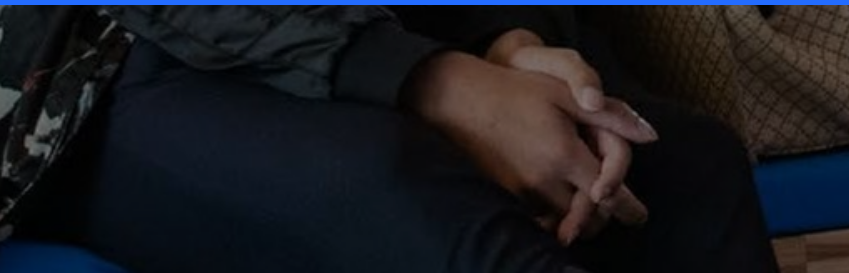
Diversity, Equity, and Inclusion



Employees

Customers

Communities



Focusing on employees

THE PROBLEM

Opportunity to accelerate representation and improve experience for women in tech and underrepresented racial groups.

THE SOLUTION — WORKFORCE DIVERSITY

Create a diverse and inclusive environment to empower the world's top talent to do the best work of their lives.

Diversity Recruiting and Representation: Increase the talent pipeline and representation across all levels through more equitable hiring practices.

Equity Learning and Development: Foster inclusive environment and improve engagement addressing areas of opportunity.

Equitable Talent Practices and Policies: Ensure more equitable practices across employees including pay equity, performance management, and promotions.

The Impact:

	<u>FY21</u>	<u>FY22</u>	<u>FY25 Goal</u>
Women in tech	30.0%	33.0%	38.0%
Underrepresented racial groups	12.7%	15.0%	19.0%



In the last year we have accelerated our DEI efforts



DEI
Highlights

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Investing to diversify how we source, assess, and hire employees

DEI Highlights

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Investing to diversify how we source, assess, and hire employees

Growing our diverse talent

In the last year we have accelerated our DEI efforts

DEI Highlights

Investing to diversify how we source, assess, and hire employees

Growing our diverse talent

Cultivating inclusion across groups

In the last year we have accelerated our DEI efforts

DEI Highlights

Investing to diversify how we source, assess, and hire employees

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Cultivating inclusion across groups

Informing our practices and policies with data

In the last year we have accelerated our DEI efforts

DEI Highlights

Investing to diversify how we source, assess, and hire employees

Growing our diverse talent

Cultivating inclusion across groups

Informing our practices and policies with data

Supplier DEI and social impact thrives in first year



Stronger Together

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 2023 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 impact of our strategic decisions on our business and reputation; and the timing of and progress on strategic initiatives, including our DEI and corporate responsibility initiatives.

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 effects of global developments, conditions or events like inflationary pressures, the Russia-Ukraine war and the COVID-19 pandemic, which have caused significant global economic instability and uncertainty. Given these risks and uncertainties, persons reading this communication 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; risk associated with our ESG and DEI practices, risks associated with acquisition and divestiture activity, including the integration of Credit Karma and Mailchimp; the issuance of equity or incurrence of debt to fund an acquisition; cybersecurity incidents (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 offerings; any delays in product launches; difficulties in processing or filing customer tax submissions; risks associated with international operations; risk associated with climate change; 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 conditions (including, without limitation, inflation); exposure to credit, counterparty and 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 2022 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. Except as required by law, we do not undertake any duty to update any forward-looking statement or other information in this presentation.