CORPORATE RESPONSIBILITY

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.
Lara Balazs
Powering Prosperity Around the World
MISSION

Powering Prosperity Around the World

VALUES

<table>
<thead>
<tr>
<th>Integrity Without Compromise</th>
<th>Courage</th>
<th>Customer Obsession</th>
<th>Stronger Together</th>
<th>We Care and Give Back</th>
</tr>
</thead>
</table>

2025 GOALS

<table>
<thead>
<tr>
<th>Prosperity</th>
<th>Customers</th>
<th>Communities</th>
<th>Shareholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double household savings rate and improve SMB success rate &gt; 10 pts vs. Industry</td>
<td>Delight customers by solving the problems that matter most</td>
<td>Make a difference in the communities we serve</td>
<td>Drive long-term growth, increasing shareholder value</td>
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TRUE NORTH GOALS

<table>
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<tr>
<th>Employees</th>
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<td>Empower the world’s top talent to do the best work of their lives</td>
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STRATEGY

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<tr>
<th>Revolutionize speed to benefit</th>
<th>Connect people to experts</th>
<th>Unlock smart money decisions</th>
<th>Be the center of small business growth</th>
<th>Disrupt the small business mid-market</th>
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BIG BETS

|---------------------------------------------|---------------------|--------------------------------------------------|----------------|------------------------------------------------|

|----------------------------------------------------------------------------|---------------|----------------|-----------------------------|

<table>
<thead>
<tr>
<th>Customer: Mailchimp, Trada active buyers</th>
<th>Retention: Mailchimp</th>
<th>PRS: Mailchimp, Trada by QuickBooks</th>
<th>ARPC: Mailchimp</th>
<th>Revenue: Mailchimp</th>
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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 |
|------------------------|------------------------|------------------|----------------|------------------|

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

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
### MISSION

**Powering Prosperity Around the World**

- **Shareholders**: Drive long-term growth, increasing shareholder value
- **Customers**: Delight customers by solving problems that matter most
- **Employees**: Empower the world’s top talent to do the best work of their lives
- **Communities**: Make a difference in the communities we serve

### 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
- **Customers**: Engage employees to solve problems that matter most
- **Employees**: Empower the world’s top talent to do the best work of their lives
- **Communities**: Make a difference in the communities we serve
- **Shareholders**: Drive long-term growth, increasing shareholder value

### TRUE NORTH GOALS


### STRATEGY

- **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**

### BIG BETS

- **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 products 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.

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<td>QBL</td>
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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 Big Bets, Bold Goals, and True North Goals

Guiding principles

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 underserved communities

**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 (cumulative)**

| **Jobs created** | FY21: 6,500  
|                  | FY22: 19,638  
|                  | FY25 Goal: 26,000  

| **People better prepared for jobs** | FY21: 512,359  
|                                    | FY22: 1,268,967  
|                                    | FY25 Goal: 5,000,000  

| **Carbon positive to Intuit 2018 footprint** | FY21: 2x Carbon positive  
|                                              | FY22: 7x Carbon positive  
|                                              | FY25 Goal: 25x Carbon positive  

Note: Data and goals do not include Credit Karma, which maintains separate recordkeeping systems, or Mailchimp, for which data is not yet available; jobs created data since FY16 and includes seasonal and year-round jobs; people better prepared for jobs data since FY20.
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 underserved communities by:

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

The Impact (cumulative):

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Note: Jobs created data since FY16 and includes seasonal and year-round jobs.
### 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 underserved communities by:

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

### The Impact (Cumulative):

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Note: People better prepared for jobs data since FY20.
Positive impact on climate

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

THE SOLUTION – 50X BY 30 GOAL
Intuit achieved carbon neutrality for our operations in 2015. We are 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 (cumulative):

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### Intuit Dome

**Estimated 1,500 permanent jobs created, 35% staffed by local residents**

Inglewood, Compton, and Los Angeles school districts added to Intuit’s Prosperity Hub School District program with a combined 487K students, 79% of whom qualify for free or reduced price lunch

Most sustainable arena in the world – Leed Platinum certified with no net new greenhouse gas emissions
# Social and environmental strategy benefits

**AREAS OF FOCUS**

**COMMUNITY BENEFITS**

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<tr>
<td>POSITIVE IMPACT ON CLIMATE</td>
<td>Supporting small businesses to reduce their carbon footprint while providing financial benefits to help them be more successful</td>
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**MISSION**

Powering Prosperity Around the World
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.