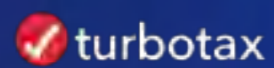


Diversity, Equity, and Inclusion Report ²⁰²³



INTUIT



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Letter from our Chief Diversity, Equity, and Inclusion Officer

At Intuit, we hold a deep-rooted commitment to diversity, equity, and inclusion (DEI). Our journey to foster an inclusive environment has always been a concerted, strategic effort. And now, more than 40 years since our founding, we're still *Stronger Together*. This core value propels us forward to celebrate diversity and embrace it as essential to how we operate.

By welcoming diverse voices to the table, we harness the power of collective brilliance. It's through this rich tapestry of voices that we cultivate a creative and collaborative atmosphere that nurtures engagement and sparks bold thinking. This is the key to creating equitable access to financial tools and unlocking innovative solutions to address our customers' most pressing challenges to power their prosperity.

Alongside diversity and inclusion comes a crucial need for equity, which isn't about preferring one group over another or making decisions based on any individual's identity. Instead, equity is about removing barriers that impact certain groups more than others and taking into account that not everyone starts at the same place. We're laser-focused in our commitment to equity in pay and career opportunities.

To effect meaningful change, we've implemented a comprehensive strategy to take measurable steps toward achieving equity in our talent practices.

We're proud of our 14 employee resource groups. They play a critical role in helping to build an inclusive culture across the company, creating belonging and allyship. They also help define

and further our DEI strategies and commitments. What's more, their work extends beyond our organization to impact our customers and the communities we serve.

As Intuit continues to grow, we remain steadfast in designing inclusive products that grant fair and equitable access to the financial tools our customers need to power their prosperity. In the communities we serve, we cultivate diversity and inclusion through philanthropic efforts, community-based partnerships, and advocacy for meaningful change. And we continue to invest in initiatives that have a positive and lasting impact in the neighborhoods our employees call home.

Looking ahead to FY24, we embrace the future with a sense of excitement and purpose. Together, we can create a better world that's more inclusive for all. The momentum we've gained serves as a testament to the dedication of the countless teams across Intuit that have championed our DEI strategy. We're extremely grateful and humbled.

DEI serves as our foundation for powering prosperity, and I'm excited to share the progress we've made. We'll continue to focus on creating a diverse, equitable, and inclusive workplace so our employees can do the best work of their lives and better serve the needs of our 100M customers.



A handwritten signature in black ink that reads "Humera Shahid".

Humera Shahid
Chief Diversity, Equity,
and Inclusion Officer

PUTTING OUR MISSION AND VALUES FIRST

Our approach to DEI starts with our mission and values, and is further clarified through our True North Goals. These goals align Intuit internally around what matters most: our employees, our customers, our communities, and our shareholders. They also represent our firm belief that we can be a more innovative company for our diverse set of customers when we ourselves are diverse.

We refresh our goals annually to create a diverse and inclusive environment. For instance, we invest in programs to increase the representation of women in technology roles globally. Additionally, we commit to boosting the presence of employees from underrepresented racial groups (URGs) within our US workforce.¹ These aspirational goals are part of our long-term desire to have a workforce that reflects the diversity of our customers. We don't set quotas or make employment decisions based on an individual's identity. To achieve these goals, our strategy includes recruitment efforts, enhanced employee engagement, and retention initiatives.

We're pleased to share that in FY23, we continued to make progress against our goals. We ended the fiscal year at 34.1% for women in technology roles globally, up 1.1 percentage points year-over-year. For women in leadership positions (director level and above) we ended FY23 at 39.7%. Moreover, while knowing there's still more progress to be made, we take pride in the fact that employees from URGs now represent 16.3% of our US workforce, up 1.3 percentage points year-over-year.

¹ Underrepresented racial groups (URGs) in the US include Latino/Hispanic, Black or African American, Native American, and Alaska and Hawaii Native.

Powering prosperity for our employees, customers, and communities

Since our founding, we've put our people first. Our DEI initiatives underscore this commitment. We seek diverse perspectives, and we believe in helping our employees do the best work of their lives. This includes fully integrating inclusion and equity into how we operate as a business. And we continue to find new ways to foster a culture that's as diverse as our customers and the communities we serve.

This year, we accelerated our DEI strategy with recruiting and engagement programs, international expansion of our supplier diversity policies, and a new partnership with the Los Angeles Urban League. This partnership supports predominantly Black and Latino small business owners in growing, scaling, and accelerating their businesses, complementing the many programs we have that support small business owners globally.

Our commitment to DEI helps our teams and managers be intentional in their actions, ensuring that creativity and innovation thrive through diverse teams. We foster an environment where diverse perspectives are heard. This enables us to deliver best-in-class experiences for our employees and our customers.

We align our DEI work with our mission to power prosperity for a diverse set of 100M customers, and we measure the success of that work against our True North Goals. Our representation goals focus on our efforts to attract and develop the broadest pool of top diverse talent to ensure individuals from all backgrounds have an equal opportunity to be employed and succeed at Intuit. While these goals focus on our long-term vision of a workforce that reflects the diversity of our customers, they're aspirational and we don't set quotas or make employment decisions based on an individual's identity. In FY23, our goals² were to:

- 1. Increase the representation of women in technology roles globally to 35%**
- 2. Increase the representation of US employees from underrepresented racial groups (URGs) to 16%³**

We continuously measure and monitor our progress to ensure we stay focused on attracting, retaining, and developing a diverse workforce:

In FY21, the representation of women in our technical roles increased from 28% to 30%. By the end of FY22, that number increased to 33%. We ended the latest fiscal year at 34.1%. While we continued to make progress, we fell just short of our True North Goal of 35% for FY23 due to fewer technical job openings because of lower-than-expected attrition. Nevertheless, we're still well above our industry peers for representation of women in technical roles, and we're committed to achieving our longer-term goals.

In FY21, we increased representation of US URGs to 12.7%. The next year, the number went up to 15%, surpassing our FY22 goal by 0.5 percentage points. This year, we have again surpassed our goal to increase our representation of US URGs by 0.3 percentage points, reaching 16.3%.

We've achieved this progress through a variety of initiatives, including broadening our recruiting efforts and career development opportunities. Our efforts reflect a long-term journey for us as a company and we're committed to continued results.

34.1% Women in technology roles (global)

16.3% Employees who identify as part of an underrepresented group (US)

² DEI-related data and goals do not include Credit Karma, which maintains separate record-keeping systems.

³ Underrepresented racial groups (URGs) in the US include Black or African American, Latino/Hispanic, Native American, and Alaska and Hawaii Native.

Recruiting

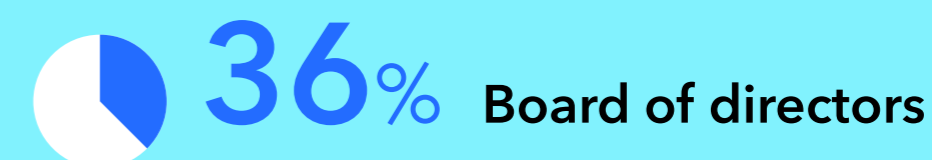
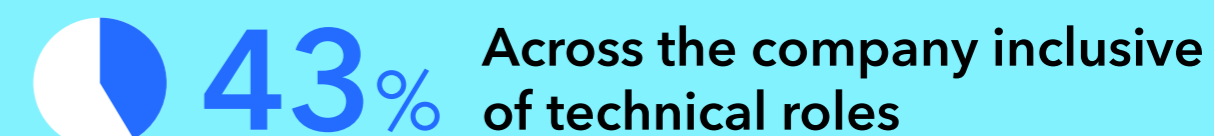
Sharing our diversity story with candidates

To reach their highest potential, we believe employees should be surrounded by a strong contingent of diverse perspectives, voices, abilities, and experiences. We've integrated this into our recruiting strategy. We want to ensure our recruiting experience is inclusive and fosters belonging from the very start of our pipeline.

Building on our foundational DEI strategy and best practice training, this year we invested in developing the skills of our Talent Acquisition team. More than 200 of our team members participated in DEI training, which included:

- Recruiting guidelines to help the team make conscious and thoughtful shifts in how they attract and recruit the best, most diverse talent
- Tools and resources to support the creation of effective DEI-based recruiting strategies
- Training on how to understand DEI data and best practices
- End-to-end hiring best practices to drive equitable and inclusive experiences, while ensuring we always hire the most qualified candidate

GENDER REPRESENTATION OF WOMEN AT INTUIT⁴



⁴ Does not include Credit Karma

Scaling our DEI reach and mission

Over the past two years, we've built a strong DEI foundation and we're seeing a growing number of candidates interested in learning about developing their career at Intuit at different levels. We continue to partner with more than 20 universities and professional organizations to expand our reach to recruit URGs and women in technology.

One of the professional organizations we partner with is AfroTech. Each year, AfroTech sponsors a conference that brings together thousands of Black tech professionals across hundreds of leading companies, with the goal of expanding representation in technology roles across industries. In the past year, we had a strong presence at the event, with more than 150 employees sharing their Intuit career journeys through hundreds of deep conversations with potential candidates. One of our team members was a keynote speaker, and he shared how his team continuously builds their brand to elevate diverse entrepreneurial voices.

We brought that same passion and engagement to the Grace Hopper Celebration (GHC), where 140 employees attended the world's largest gathering of women and nonbinary technologists, both virtually and in person in Orlando, Florida. Our Tech Women @ Intuit initiative empowers women and URGs in technology to advance their careers, and we're an annual sponsor of GHC. Eight of our women technologists presented at Grace Hopper to share their technical knowledge and career journeys.

We expanded our Intuit Apprenticeship Pathway Program, which is open to individuals without a four-year college degree who are interested in becoming engineers. We partner with AnitaB.org to recruit apprentices and with Treehouse to provide technical training. Today, the seven-month, paid program places apprentices to work alongside Intuit technologists as software engineers. As part of the program, apprentices are:

- Provided technical training
- Assigned mentors
- Provided access to our employee resource groups (ERGs), which are open to all employees
- Invited to attend internal and external tech-focused events

In FY22, we had 11 apprentices, and in FY23, we more than tripled this to 40. Of those, 73% converted to full-time employees at the end of the program.

40
Technology apprentice participants

73%
Became full-time employees



Intuit employees attending AfroTech 2022.

Equity learning

Growing together

Our DEI commitment starts with our inclusive recruiting and continues with being part of an inclusive team and having clear and compelling career growth opportunities across the company. One of the best ways to ensure career growth is to invest in the learning and development of our employees. This includes training that fosters a more inclusive environment, which leads to better ideas and greater innovation—and ultimately, helps us power the prosperity of our customers and communities. The following are a few of our inclusive programs that enhance the employee experience.

DEI-based employee training

Learning about equity at Intuit begins with “Stronger Together: Unconscious Bias” training. This voluntary training offers all employees the opportunity to:

- Understand our inherent biases and recognize their impact
- Use curiosity and empathy to hear and value diverse perspectives
- Take appropriate action to courageously address biases that limit our own and others' contributions

In addition, our “Stronger Together: Racial Equity” learning experience is designed to broaden our understanding of equity in the workplace. We believe this program supports our efforts to

99% OF PARTICIPANTS

Racial equity training is a valuable use of my time

91% OF PARTICIPANTS

Unconscious bias training is relevant to my role

create a more inclusive environment that will increase retention, especially among our URGs. Available to all employees, this voluntary training helps them:

- Gain a shared understanding of terms, frameworks, and knowledge about race and racial equity
- Explore how cultural socialization can manifest into beliefs, biases, and inequitable systems based on race
- Understand how to be stronger allies for racial equity

In FY23, we also offered a four-part workshop to build community and enable deeper connection among our Black employees and beyond. The series, which was open to all, explored career development strategies. It offered tools to navigate work environments that may lack diversity, and created a deeper connection among our Black employees and allies. The workshop, which received very positive feedback from our employees, earned a net promoter score of 92.

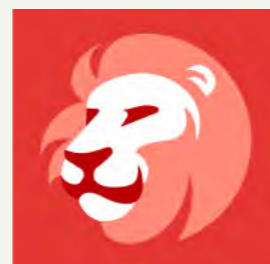
DEI IN ACTION

Our employee resource groups

We currently have 14 employee-led ERGs across six countries, with 23% of our full-time employees belonging to at least one ERG. These groups, and their diverse members, add richness to our workplace culture. They offer community and the opportunity to learn from role models, experts, and peers. Our ERGs are open to all and they invite our employees to bring their whole selves to work. They also actively volunteer in their communities, which is an important part of their charters. Here are a few highlights:



Intuit Abilities Network: For the second year in a row, Intuit earned a top score in the Disability Equality Index. The ERG continued their work to advance disability inclusion, with a focus on culture and leadership, employment, community engagement, and supplier diversity. In FY23, they transformed their Intuit Accessibility Champion program to focus on education, leadership, customer success, and community contributions. They hosted weekly lunch-and-learns, along with Intuit’s accessibility team, on a variety of disability-related topics.



Intuit African Ancestry Network: In the fall, our ERG-sponsored Boss Women Media’s Ambitious Girl HBCU Tour. This included a tour of four historically Black colleges and universities (HBCUs) in the US, where network members engaged with more than 1,000 Black women students. Additionally, Intuit hosted fireside chats, where our ERG members and Intuit customers shared their personal stories and experiences to encourage students to expand their financial literacy and prepare for their careers.



Intuit Asia Pacific Network: To help low-income children, our ERG members partnered with API Giving Project, an Asian and Pacific Islander-focused giving circle, to assemble back-to-school backpacks. To raise awareness about bias, they also donated to StopAAPIHate. Throughout the year, they hosted virtual small business pop-ups to showcase Asian small business QuickBooks customers. They also partnered with our Small Business Self-Employed Group’s marketing team to showcase several Asian-owned businesses during Intuit’s Small Business Month in May 2023 to support and celebrate their continued prosperity.



Intuit Christian Network and Intuit Muslim Awareness Network: For the second year in a row, the Religious Freedom and Business Foundation ranked Intuit as the 11th most faith-friendly company among the Fortune 500. Together, our faith-based ERGs sponsored the Religious Freedom and Business Foundation’s Dare to Overcome Conference, where they shared a presentation about their community initiatives. Our ERGs also worked together with our workplace team to create prayer/meditation spaces across our campuses. Plus, our Muslim Awareness ERG hosted fast-a-thons during Ramadan, while our Christian ERG hosted Easter celebrations and global days of prayer.



Intuit Indian Network: Connection and celebration were at the forefront for our ERG members this year. From Holi to India’s Independence Day celebrations to continuing Chai Chats with leaders across Intuit, the group focused on sharing culture and traditions. They also partnered with Intuit Muslim Awareness Network for Eid and Intuit Women’s Network for Women’s Day.

DEI IN ACTION



Intuit Indigenous Peoples Network: Embracing a global perspective, our ERG members held celebrations and educational awareness events in Canada, Australia, and the US to mark multiple days of remembrance, truth, and reconciliation in honor of Indigenous peoples. Some of those events included International Day of the World’s Indigenous Peoples, National Day for Truth and Reconciliation, Indigenous History Month in Canada, Native American Heritage Month in the US, and NAIDOC Week in Australia.



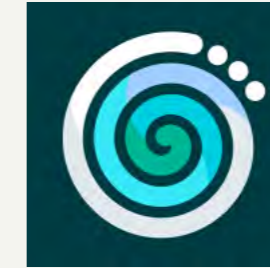
Intuit Latinos Network: In FY23, our ERG members facilitated, participated in, or lent their voice to several organizations such as Latinas in Tech, Latina Geeks, Project Management Institute, and Athena. Our network continued their Cafecito and Chisme series this year. One of their many discussions included “shades of brown” to build awareness about the similarities and differences among people who identify as Latino/Hispanic.



Intuit Military Network: To provide a pathway from military service to civilian employment, our ERG members worked closely with the Department of Defense SkillBridge program to create a pilot. Three individuals completed the program, with two joining Intuit as employees. The ERG also hosted a series of events on how to move into new roles or gain promotions, and nearly 100 veterans and military spouses at Intuit participated.



Intuit Pride Network: This year’s Pride month celebration rallied around the theme of Resiliently Proud. The events focused on LGBTQ+ resilience and Intuit’s Stronger Together value. Throughout the celebration, which included remembrance and advocacy, the ERG highlighted financial and personal resilience and effective allyship. The ERG also continued their long-standing partnership with Out & Equal by attending its annual workplace summit and participating in its leadership forum. In addition, members of the ERG and Out & Equal cocreated education sessions for Intuit employees on topics such as Intersectional Allyship.



Intuit Silver Network: Although the media often focuses on Millennials and Gen Z, the “forgotten generations” (X, Baby Boomer, and Traditionalist) aren't forgotten at Intuit. Now in its second year, our ERG kicked off FY23 with Silver Week. The event included presentations from experts and discussions on ageism, retirement, brain health, and more.

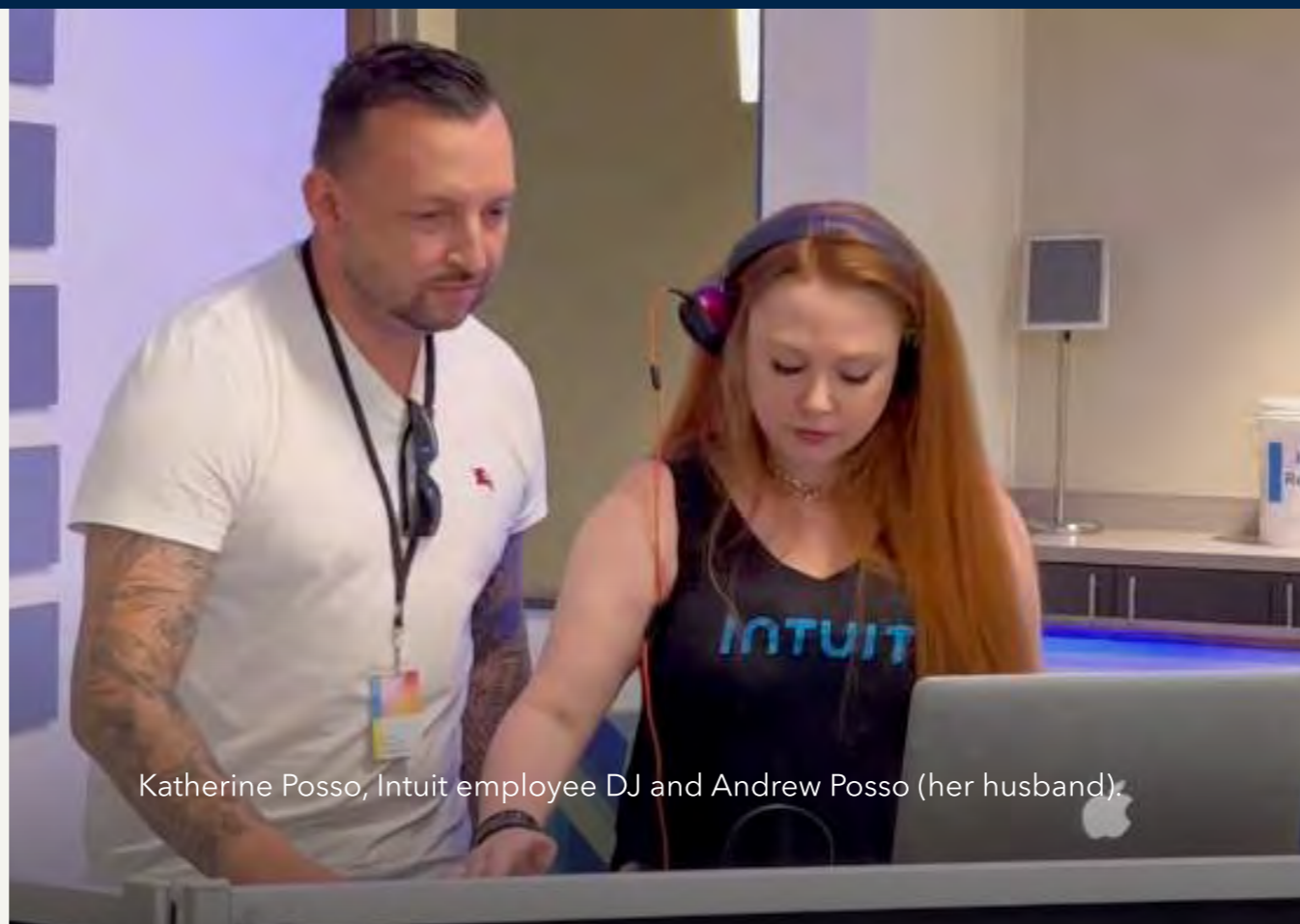


Intuit Women’s Network: In 2023, our ERG supported women-owned businesses by inviting them to local campuses and hosting virtual pop-up events, and purchasing nearly \$50K worth of items from their businesses. They also raised \$50K, which they donated to organizations around the world in support of preventing violence against women. Our ERG developed and launched the “Women and Our Bodies” series to redefine how we think and talk about a woman’s body. They hosted monthly summits on topics such as body neutrality, fertility/infertility, and access to healthcare. They’re especially proud of their groundbreaking work on menopause, which was an internal and external campaign to help fight bias and misconceptions around menopause, and included a new voluntary training module.

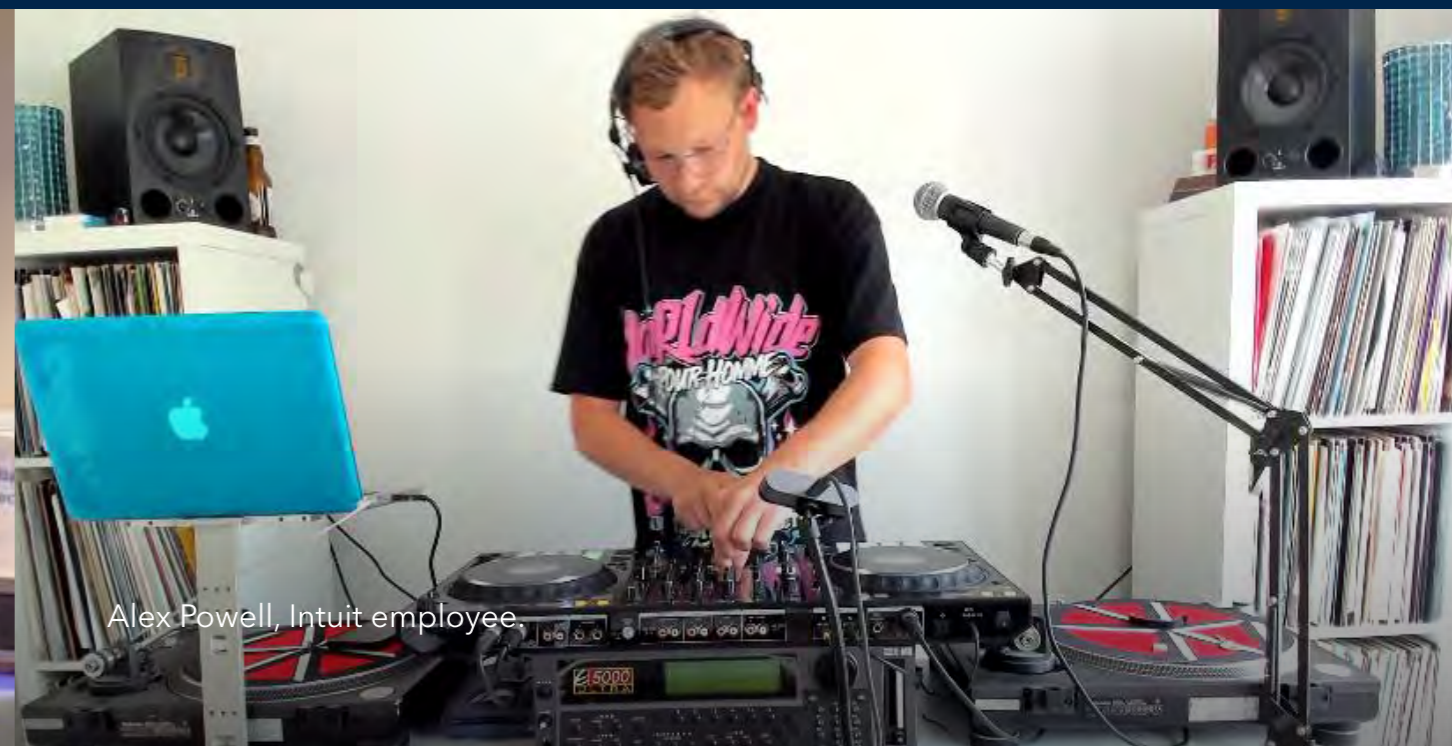
DEI IN ACTION

Working across ERGs: Seven of our ERGs came together to kick off the summer with their annual June Jam celebration. Members took turns deejaying online, while employees watched, listened, and danced along. Throughout the 12-hour event, our ERGs raised money for 16 causes. It was an incredible day of celebrating intersectionality and allyship.

We're proud of our ERGs' commitment to providing supportive environments for their members and allies. They collectively help drive engagement and belonging at Intuit, illustrating how DEI is a team effort and foundational to how we work, live, and impact the lives of others.



Katherine Posso, Intuit employee DJ and Andrew Posso (her husband).



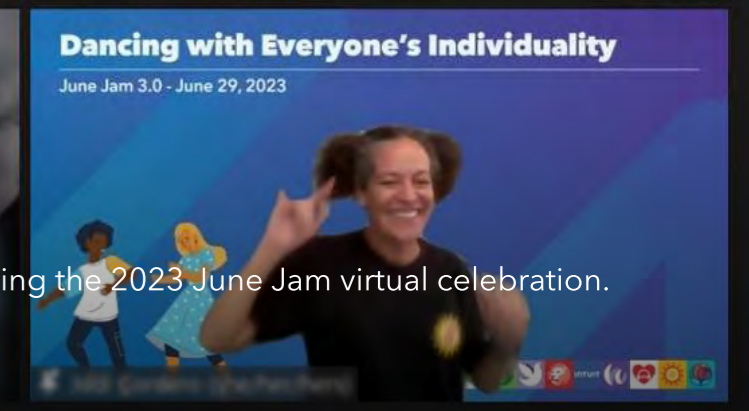
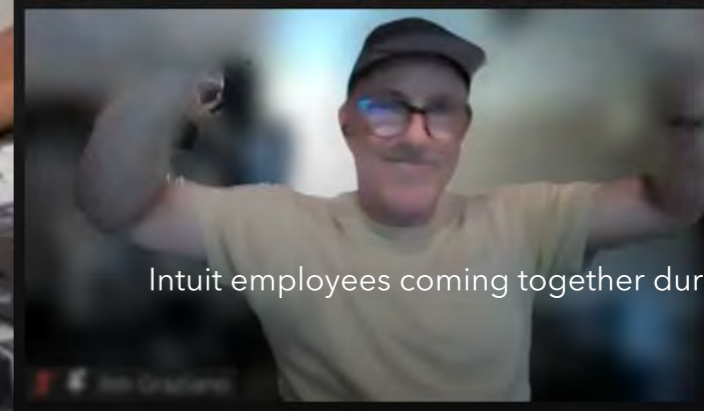
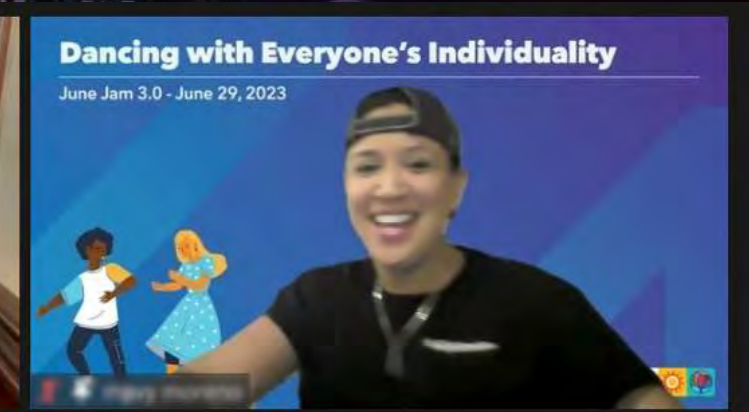
Alex Powell, Intuit employee.



Trudy-Kay Ganpatt, Intuit employee.



Kristin Korpos, Intuit employee.



Intuit employees coming together during the 2023 June Jam virtual celebration.

UNIDOS WE GROW

Empowering prosperity

During Hispanic Heritage Month in 2022, we wanted to make a meaningful difference and expand our actions beyond celebrations of the Latino and Hispanic communities. Our first step was to commission a survey of Latino and Hispanic small business owners, employees, and self-employed people to understand how we could better serve this community. We found that while tightly connected to their communities, those surveyed were struggling to meet their financial goals.

Employees united to celebrate Hispanic Heritage Month under the theme “Unidos We Grow.” We provided integrated resources, content, and events focused on educating and inspiring Latino and Hispanic small business owners, employees, and consumers.

Throughout the month we:

- Hosted a free roundtable conversation with leading business and industry luminaries and other prominent Latino/Hispanic figures to help inspire and support small business owners
- Spotlitged small business owners in online stories to help raise their visibility and drive new customers to their business
- Challenged QuickBooks ambassadors and accountant influencers to mentor new small business owners
- Published an illustrated neighborhood guide to three historic Latino/Hispanic communities across the US to encourage people to support and buy from small businesses there, featuring:
 - Pilsen in Chicago
 - Calle Ocho in Miami
 - Barrio Logan in San Diego

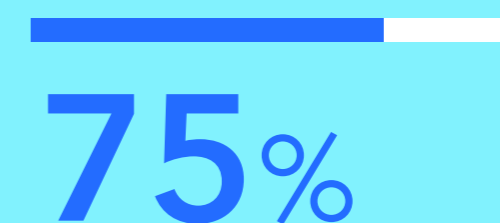
Intuit employees came on the journey too, spotlighting Latino/Hispanic businesses they do business with and celebrating the rich culture of their Latino/Hispanic colleagues. It was an incredible month of learning, driving home the fact that culture makes a difference everywhere—at work, at home, and in the community.



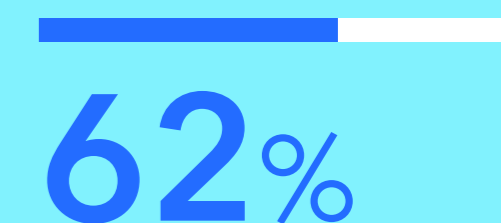
Illustration by Victor Meléndez



Rely on word-of-mouth referrals to find customers and employees



Credit their communities for contributing to their financial success



Struggle to meet their financial goals

Talent practices

Career growth, personalized experiences, pay equity and performance

We're committed to supporting equitable talent practices, including offering career growth opportunities through mentoring and sponsorship. We're also committed to knowing how our employees want to be identified in the workplace and ensuring their voices are heard. We offer equitable pay and implement best practices to help ensure our employment decisions and overall employee experience are equitable.

Mentoring and learning to support career growth

Following a three-month pilot in 2022, we launched Intuit's ERG-sponsored mentorship program, open to all ERG members. It supports career growth, builds inclusive communities, and provides meaningful connections. Mentees and mentors are matched based on what they'd like to learn and what they have to offer. They meet, virtually or in person, at regular intervals for six months. Our first cohort connected more than 250 mentors and mentees.

"I was initially skeptical because my mentor is in a very different job function than I am, but it turns out domain-specific knowledge isn't necessary. What is necessary is knowing how to communicate, how to identify career growth levers, and how to have a productive relationship with managers, colleagues, and cross-functional partners."

SURVEY RESPONDANT

Sponsoring to increase leadership representation

Now in its second year, our Career Sponsorship program is opening new doors for our top talent. The goal is to help maximize their career growth with a focus on increasing diverse representation at our leadership levels. Our sponsors include senior executives and in FY23, we once again provided sponsorship for a cohort of 20 high-performing employees.

"My sponsor's advocacy has left an indelible mark on me. From our first interaction, he showed a genuine interest in my career and professional journey, providing me with meaningful support and guidance. His leadership is truly inspiring."

SPONSEE

Employee self-identification

Being our authentic selves is part of Intuit culture. To encourage employees to bring their whole selves to work, we want to give them an opportunity to share more information about who they are and how they want to be seen. That's why we've been on a journey to expand self-identification capabilities in our HR systems. Depending on the country, our expanded self-identification includes fields such as:

- Disability details
- Gender identity options
- Military details
- Primary and secondary race and ethnicity values
- Pronouns
- Sexual orientation

When we know more about our employees, we make their work experience more personalized and inclusive. This information also allows us to offer programs, benefits, and services that are important to them.

Pay equity

As part of our commitment to DEI, we believe in transparency, accountability, and continuous improvement. And that includes pay equity. We strive to compensate employees who have similar job functions and performance with comparable pay, regardless of their gender, race, ethnicity, or other status. FY23 marked our seventh year of working with an outside company to look for and address statistically significant differences in employee pay globally. We share these adjustments and results externally through third-party reporting initiatives and with our employees at the end of each fiscal year.

As of August 1, 2023, none of our identified roles had statistically significant differences in pay between employees of different gender or between race/ethnicity in the US.



Intuit employees attending State of the Company event.

REIMAGINED INTRANET EMPOWERS EMPLOYEES WITH ACCESSIBILITY

With more than 14,000 unique visitors each day, Intuit's intranet connects employees to the information they need and to each other. In FY23, we reimagined our intranet, following accessibility guidelines, to make it easier for all Intuit employees to prosper and do the best work of their lives.

Our modern intranet connects employees to important news, information, colleagues, and resources. It also includes a new employee experience that delivers personalized reminders and trusted self-help resources so employees feel supported in both their work and personal lives. And in our new digital company directory, employees can state their personal pronouns.

Setting goals and career progression

To help employees succeed and grow their careers, we believe ongoing constructive performance feedback and clear development goals play an important role. We continuously evaluate our practices for areas of improvement. Here are some recent updates:

- Incorporated performance bias awareness training for managers as part of our year-end talent and pay process
- Designed best practices to ensure leaders assign high-impact projects equitably across their teams
- Analyzed data, process design, and talent visibility to ensure equal opportunity for all high-performing employees to be promoted

DEI strong: Employee feedback helps guide our progress

One of Intuit’s True North Goals is our employee engagement score. Twice a year, we measure engagement through our employee survey so we can create a high-performance culture to power prosperity for our customers. Our overall Intuit-wide engagement score remains high at 83 (flat from a year ago). Our primary benchmark item, “Recommend Intuit as a great place to work,” remains in the top 10% of our industry.

Our survey also includes five items that are related to diversity, equity, and inclusion. These survey insights help us discover what matters most to employees and then prioritize areas of opportunity.



When employees asked if they would recommend Intuit as a great place to work

⁵ Engagement score indicates the average of overall satisfaction and recommend Intuit as a great place to work



Intuit employees, Noelani and Helen, attending an on campus event.

TRANS+ SUMMIT 2023

LGBTQ+ commitment runs deep

Intuit's fourth annual Trans+ Summit 2023 elevated, amplified, and celebrated transgender and nonbinary voices. More than 750 attendees from both inside and outside Intuit attended this daylong event. The summit's goal was to help leaders and employees from Intuit and beyond grow stronger together. The event built a coalition of intersectional allyship among our Pride, Abilities, African Ancestry, Asia Pacific, Indigenous Peoples, Latino, and Military Networks.

Together, they shared stories and tackled the challenges of marginalized communities, with topics such as:

- Living with and finding family within the Latino or Asian American Pacific Islander culture
- Myths, facts, and the rest of the story: a candid talk about health at the intersection of Black women and trans+ identities
- A salute to authenticity: living authentically as a trans+ service member and veteran
- Through the lens of first peoples: two-spirit and Indigenous identity

The event featured a range of internal and external speakers and panelists, including our CEO, Sasan Goodarzi, who kicked off a fireside chat with his daughter Aryana Goodarzi, who uses they/she pronouns. The two of them shared the journey of Aryana coming out as queer to their parents. Sasan also shared his learnings as both a father and a leader.

"It's important to me that I'm not just supporting Aryana and the community behind the scenes, but that I'm leading from the front, sharing my learnings as I strive to be an advocate for them. We all have a role to play and we all can make a difference. But we must be willing to stand behind our words with actions both big and small."

SASAN GOODARZI
CEO



Artwork created by non-binary artist [Mars Lauderbaugh](#) for the Intuit Trans+ Summit

Communities

Engaging where we work and live

Far too often, and for far too long, communities of URGs have been left out of the conversation about financial empowerment. At Intuit, our commitment to our customers is rooted in engaging them where they are and ensuring they have the resources they need to prosper. That's why we work with and sponsor organizations that are making a difference in their communities—and the world.

From the NAACP and the Los Angeles Urban League to the National Association of Hispanic Journalists, Intuit is focused on building partnerships at the local and national level with leaders and organizations. We have a dedicated team that's proud to work with and support organizations that share our commitment to empowering multicultural communities. We know that to power prosperity around the world, we must work together to create equitable opportunities for our customers and the communities where they live.

Intuit IDEAS

This year, we developed a new initiative called Intuit IDEAS (Invest, Develop, Empower, Accelerate, and Scale), which provides a group of diverse small business owners in Los Angeles access to Intuit products, executive business coaching, and personalized business consulting for one year. As part of this innovative pilot program, which complements the extensive support we provide to a wide range of small businesses, we're partnering with the Los Angeles Urban League. Our shared goal is to help Los Angeles-area Black and Latino/Hispanic small business owners grow, scale, and accelerate their businesses.

The IDEAS program supports up to 30 Black and Latino/Hispanic-owned small businesses representing a geographically diverse cross-section of Los Angeles. In addition to providing our suite of products, we've connected these entrepreneurs with Intuit experts to support business compliance, back-office bookkeeping, tax prep, and email marketing. The yearlong program aims to improve efficiency, earnings, and capital readiness for participating businesses.

"Small businesses are critical to building healthy, local communities. That's why it is so important to ensure they have the tools and expertise to grow and hire. At Intuit, we believe that our financial technology platform combined with our human expert network will make a significant impact on program participants, the community, and beyond. We are honored to be a part of this journey, understanding that Intuit's tools will continue powering prosperity for local entrepreneurs, and look forward to providing expertise that will set participating businesses on a path to success."

DAVID GRAHAM

Vice President of the Intuit Expert Network

BLACK HISTORY MONTH

Acts of courage

In support of Black History Month, QuickBooks commissioned a survey of Black business owners to identify and amplify their struggles and successes. Based on the survey's findings, we designed an integrated plan in support of our employees, customers, and communities.

We built a monthlong theme around acts of courage, delivering bold customer stories packed with practical tips and inspiration to help small businesses succeed, and focusing on the challenges Black-owned businesses face. We published the survey results internally and externally, helping to raise awareness. Our employees and customers shared their advice and moments of courage. We also offered resources to help these businesses succeed.

One of those resources was a QuickBooks-sponsored Black-Owned Business Hub. The hub featured how-to guides to directly address customer problems identified from the study, as well as practical solutions to help business owners secure capital, start a business, and access business tools.

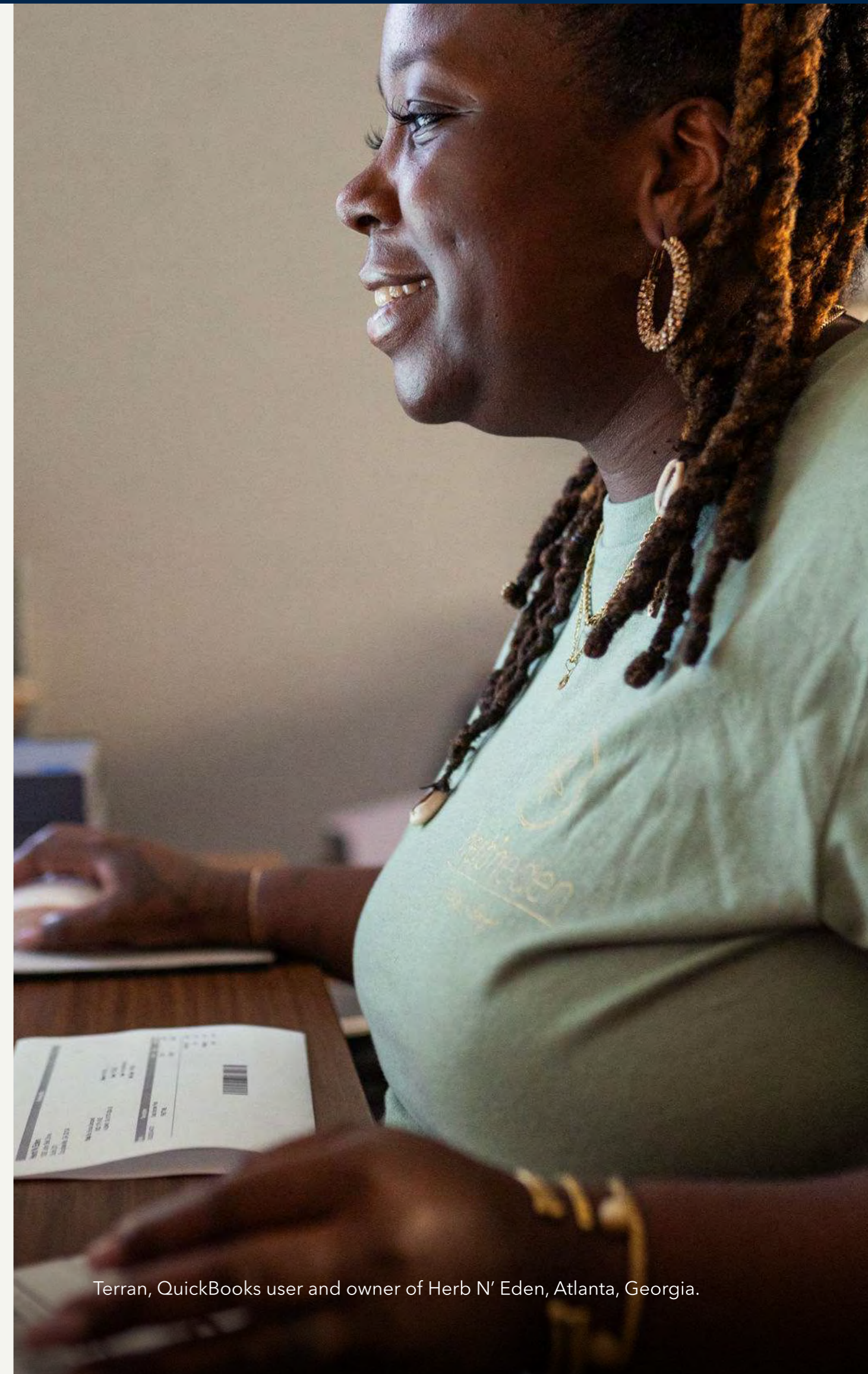
Intuit also hosted a fireside chat on entrepreneurship and courage, shared customer stories on how to break money taboos, and provided tips on increasing financial literacy.

INSIGHTS FROM BLACK HISTORY MONTH SURVEY DRIVES PROGRAMMING

57% Denied a bank loan when starting their small business

75% Agreed that successful Black businesses are critical for a thriving Black community

55% Agreed that more mentorship from other Black businesses and easier access to financing are needed most



Terran, QuickBooks user and owner of Herb N' Eden, Atlanta, Georgia.

SUPPLIER DIVERSITY

Powering prosperity for diverse and small businesses through supplier diversity

As part of our commitment to help power the prosperity of diverse and small businesses, we introduced our Supplier DEI and Social Impact program in FY22 to increase our investment in diverse and small business suppliers through our operations. We furthered our commitment in FY23 by signing the US Chamber of Commerce's Prompt Pay Pledge to pay our small business suppliers faster. While Intuit's commitment was to pay diverse and small business suppliers within 10 days or less, our average payment time was less than 5 days.

In FY23, we focused our diverse and small business supplier efforts on:

- ▮ Expanding opportunities to source products and services from diverse and small businesses to transform Intuit's supply chain
- ▮ Bringing our customers and our supply chain closer together to create new business opportunities for our customers
- ▮ Partnering with our top-spend suppliers to influence buying decisions within their own supply chain operations to benefit diverse and small businesses
- ▮ Expanding our Supplier DEI strategy globally, including data tracking methodologies and supplier outreach

To support diverse and small businesses, we offer our employees who purchase equipment to do their jobs an enhanced Amazon Business Guided Buying Solution to increase the visibility of diverse and small businesses that are also Intuit-preferred sellers. As a result, Intuit employees spent \$1.1M on diverse and small businesses. Over the past year, we've invested \$393M in diverse and small businesses through direct and indirect spend, an increase of 3% from FY22. 25% of our US suppliers are also our valued customers, reflecting the diverse landscape of our customer base.

"I run a small boutique firm, and in lean times these expedited payment terms make a huge difference in the success of my business. In past years, I've had some clients go from net 30 to net 45, which can be particularly painful when the upfront costs are large."

TYLER MUNSON
Owner, munson.design

\$1 = \$1.96

ECONOMIC IMPACT

—————> **In FY23 Intuit generated \$634M in economic impact through our partnerships with diverse and small business suppliers.**

Fast access to cash

—————> **We pay our diverse and small business suppliers within 5 days.**



Employee roasting coffee beans at Old World Coffee Labs, Reno, Nevada.

Our commitment to DEI is foundational to our company and explicit in our values as we work to create an environment where employees can do the best work of their lives. Our value of Stronger Together emphasizes the importance of diverse voices to deliver awesome results for our customers and fulfill our mission of powering prosperity for all. Intuit is proud to be an equal opportunity employer. We make employment decisions without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, veteran status, disability status, pregnancy, or any other basis protected by federal, state, or local law. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements.

<https://www.intuit.com/company/diversity>

INTUIT

 turbotax

 credit karma

 quickbooks

 mailchimp