



QuickBooks helps small businesses manage their books, get paid fast, manage capital, and pay employees with confidence.

- In FY23, Intuit had 10 million small business and self-employed customers. This includes 6.5 million QuickBooks Online subscribers and 900,000 paying Mailchimp customers.
- In FY23, QuickBooks managed more than \$2.0 trillion in invoices. Global total payment volume was \$148 billion, up 18% YoY.
- In FY23, 18 million US workers were paid using QuickBooks Payroll, with a total payroll volume of \$295 billion.
- In FY23, QuickBooks Capital originated \$1.8 billion in loans, growing +44% YoY.
- In FY23, QuickBooks Online Advanced had 222 thousand subscribers, up 35% YoY.



Mailchimp is an email and marketing automations platform for growing businesses that empowers customers around the world to start and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content.

- In FY23, Mailchimp had 900,000 paying customers, growing +17% YoY, with more than 50% of these customers in international markets.
- In FY23, Mailchimp had \$1.1 billion in revenue, up 15% normalized assuming four quarters of Mailchimp revenue in FY22.
- In FY23, there were \$9 billion in small business sales attributed to Mailchimp.



Intuit is the global financial technology platform that powers prosperity for the people and communities we serve. Intuit serves ~100 million customers worldwide with products such as TurboTax, Credit Karma, QuickBooks, and Mailchimp.

Intuit's mission is to power prosperity around the world.

Founded

1983 by Scott Cook and Tom Proulx and went public in 1993. The company is listed as INTU on Nasdaq.

Headquarters

Mountain View, CA, with 19 offices in 8 countries

CEO

Sasan Goodarzi, serving since January, 2019

Employees

18,200 (as of the end of FY23)

Revenue

\$14.4 billion in FY23.

Intuit has grown total revenue double digits for eight straight years.



Credit Karma is a comprehensive financial platform that helps members find the right financial products, to make smart financial decisions, and stick to their long and short term financial plans.

- In FY23, Credit Karma had 136 million members, including 42 million average monthly active users that visit on average 5.1x per month.
- In FY23, Credit Karma had \$1.6 billion in revenue.
- Together with Intuit, Credit Karma has visibility into \$9.5 trillion in member debt.
- Credit Karma makes 65 billion machine learning predictions per day and has 20 billion transactions imported from financial institutions annually.



TurboTax provides online tax preparation services for people to do their own taxes or access experts to prepare and file taxes for them, helping people get the maximum refund they deserve.

- In FY23, TurboTax processed 45 million US tax returns and \$106 billion in tax refunds.
- In FY23, TurboTax had \$4.1 billion in total revenue, up 6% YOY.
- In FY23, TurboTax Live revenue grew 17%.