

# Intuit Facts ...

## Q1/FY04

Intuit Inc.

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NASDAQ: INTU

Financial Outlook <sup>[A]</sup>						
(millions)	(actual) Q1 FY04	(guidance) Q2 FY04	(in future) Q3 FY04	(in future) Q4 FY04	(guidance) FY04	(actual) FY03
QuickBooks	\$42.8	\$110-\$120				\$242.8
% of change YOY	11%				15%-25%	24%
Small Business Products & Services	\$123.1	\$142-\$152				\$454.9
% of change YOY	22%				15%-25%	35%
TurboTax	\$5.2	\$114-\$124				\$422.9
% of change YOY	(15%)				10%-20%	20%
Vertical Businesses	\$26.3	\$26-\$29				\$94.8
% of change YOY	40%				15%-25%	New
Prof. Accounting Solutions	\$6.9	\$150-\$160				\$243.4
% of change YOY	7%				7%-12%	8%
All Other	\$38.2	\$67-\$72				\$191.9
% of change YOY	(9%)				0%-5%	2%
Total Revenue	\$242.5	\$615-\$640			\$1850-\$1950	\$1,650.7
% of change YOY	14%				12%-18%	26%
Operating Income <sup>[B]</sup>	(\$80.1)	\$208-\$218			\$480-\$510	\$399.8
% of change YOY	NA				20%-28%	46%
Interest & Other Income	\$7.5	\$3-\$5			\$20-\$25	\$38.7
% of change YOY	NA				(48%)-(35%)	42%
EPS <sup>[B]</sup> not in millions	(\$0.24)	\$0.66-\$0.71			\$1.57-\$1.67	\$1.39
% of change YOY	NA				13%-20%	51%
Weighted Shares	198.7	208-212			210-215	211
Tax Rate	34%	34%			34%	33%

Corporate Metrics			
	FYE/03	Q1/03	Q1/04
Capital expenditure	\$84.7M	\$27.8M	\$21.1M
Depreciation	\$73.8M	\$18.4M	\$19.7M
Common Stock Outst.	199.5M	206.4M	198.4M
Full Time Employees	6,624	6,790	7,080

Segment Composition
<b>QuickBooks</b>
Core (Basic, Pro, 5-Pack, Mac)
Premier (incl. POS)
Enterprise
Online Edition
OEM and Royalties
<b>Small Business Products &amp; Services</b>
Payroll (DIY, OSP)
IT Solutions
Support Programs
Supplies
Merchant Account Services
Customer Manager
<b>TurboTax</b>
Basic, Deluxe, Premier
<b>Professional Accounting Solutions</b>
ProSeries, Lacerte
EasyACCT
PAP
Client Manager
Financial Statement Reporter
<b>Vertical Businesses</b>
Intuit Construction Business Solutions
Intuit Public Sector Solutions
Intuit Real Estate Solutions (MRI)
Intuit Distribution Management Solutions (Eclipse)

<sup>[A]</sup>As of November 19, 2003, this contains forward looking information that is subject to risks and uncertainties. Actual results may differ materially due to the factors included in Intuit's November 19, 2003 earnings press release and SEC filings and at [www.intuit.com/company/investors/considerations.htm](http://www.intuit.com/company/investors/considerations.htm)

<sup>[B]</sup>These are pro forma, or non-GAAP, financial measures. They exclude acquisition related costs, pre-tax gains and losses related to marketable securities and other investments, and other similar items. See Tables D1 and D2 of accompanying press release.

## Business Metrics

	Q1/FY02	Q2/FY02	Q3/FY02	Q4/FY02	Q1/FY03	Q2/FY03	Q3/FY03	Q4/FY03	Q1/FY04
<b>QuickBooks</b>									
Basic & Pro units	160	302	325	217	195	308	285	217	163
Premier units	0	16	23	17	15	37	35	35	26
Enterprise units	0	0	0	1	1	1	1	1	1
Total QuickBooks units sold <sup>[D]</sup> (thousands)	160	318	348	235	211	346	321	253	190
Average Sales Price	\$176	\$207	\$203	\$223	\$217	\$238	\$241	\$255	\$253
<b>Sell Thru Channel Mix<sup>[E]</sup></b>									
% of units at retail	80%	65%	60%	64%	65%	56%	56%	49%	64%
% of dollars at retail	79%	61%	63%	64%	63%	54%	55%	47%	59%
<b>QuickBooks Retail Share<sup>[C]</sup></b>									
Unit share FYTD	76%	82%	83%	84%	76%	80%	82%	82%	81%
Dollar share FYTD	81%	87%	89%	89%	83%	87%	89%	89%	87%
<b>Small Business Products &amp; Services (selected)</b>									
<b>Payroll Customers (thousands)</b>									
DIY (Basic)	594	619	661	675	665	681	711	739	753
Outsourced	42	47	48	60	63	66	66	67	69
<b>Consumer Tax</b>									
<b>Federal TurboTax (millions)</b>									
Desktop units retail	NM	1.7	2.4	NM	NM	1.8	2.4	NM	NM
Desktop units direct	NM	1.2	0.2	NM	NM	1.0	0.9	NM	NM
Web units paid	NM	0.2	2.0	NM	NM	0.3	2.1	0.1	NM
Web units unpaid	NM	0.1	0.9	NM	NM	0.2	1.1	NM	NM
Total TurboTax units <sup>[D]</sup>	NM	3.2	5.5	NM	NM	3.3	6.5	0.1	NM
TurboTax Efile returns (millions)	NM	0.6	11.0	NM	NM	0.8	12.1	0.2	NM
<b>Sell Thru Channel Mix<sup>[E]</sup></b>									
% of dollars at retail	NM	54%	37%	NM	NM	50%	32%	NM	NM
<b>Federal TurboTax Retail Share<sup>[C]</sup></b>									
Unit share FYTD	NM	72%	71%	71%	NM	72%	71%	71%	NM
Dollar share FYTD	NM	81%	81%	81%	NM	80%	79%	79%	NM
<b>Professional Accounting Solutions</b>									
Professional Accounting Tax units (thousands)	NM	86	9	NM	NM	89	7	NM	NM
Efile returns (millions)	NM	0.3	6.0	NM	NM	0.5	7.8	NM	NM

<sup>[C]</sup>Source: NPD Group NPD Techworld Monthly Retail Software Report through July 2003 for FY02 and FY03. NPD Group Monthly Retail Software Report through September plus the NPD Group NPD Techworld weekly Retail Software Report for the month of October through 10/26/03.

<sup>[D]</sup>End-user purchases -- or products customers have acquired and/or paid for at both retail and direct.

<sup>[E]</sup>Estimate based on subset of retailers reporting

NM: Not Meaningful