

# 2011 Corporate Sustainability Report



responsibility

# Table of Contents

Introduction	3
Sustainability at Intuit	5
Sustainability in Operations	7
Supply Chain	10
Greenhouse Gas Management	10
Employee Engagement	13
Intuit Products	14
Reporting and Transparency	16
Future Goals	16

**At Intuit,**  
**taking care of the**  
**community and**  
**the environment**  
**is at the heart of**  
**what we do and**  
**who we are.**

## Introduction

### Who Is Intuit?

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Our flagship products and services, including QuickBooks, Quicken and Turbo Tax software, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries and Lacerte are Intuit's leading tax preparation software suites for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

You'll find more information about us at [www.intuit.com](http://www.intuit.com).

### Social Responsibility

At Intuit, corporate social responsibility is more than just good public relations. It's a fundamental part of our culture. It's volunteering in diverse communities. It's supporting customers, nonprofits and small businesses—in good times and hard times. It's bridging the digital divide. And making the Earth a greener place. Caring and giving back to our communities and the environment, both locally and globally, is who we are and what we do.

We've made a companywide commitment to being part of the solution to the environmental issues we face today. We approach sustainability the same way we approach everything we do: with our Operating Values in mind.

### From Our CFO

Intuit solves problems through innovation. We've been doing it for nearly 30 years.

As the world evolves, so do we. Today, we must balance ecological, social and economic sustainability. It's a global imperative that affects all of us. It's our duty, as a responsible corporate citizen, to deliver value to shareholders and stakeholders alike. As such, we work with our partners, vendors, employees and customers to create and adopt a comprehensive sustainability strategy.

We're continually finding new ways to reduce our own carbon footprint; you can read about those efforts in the pages that follow. That's just a start. We know we can do even more by creating products and services that help our millions of consumer and small business customers reduce their environmental footprint too. Freecycle@Work, offered in partnership with Freecycle.org, is a great example of Intuit innovation in action. It's a free application that's helping corporations and their employees share unused items—everything from used smart phones to old tricycles.

We offer Freecycle@Work in our own offices and to others around the world. So far, more than 2,300 organizations have used the service, including Netflix, NASA and the United Nations.

We're committed to supporting sustainability in our workplace and beyond. We're sharing our approach, our progress, and our lessons learned in this report to engage the broader community in dialogue so we can learn from each other and work together to solve these important problems.

**Neil Williams**  
**Senior Vice President and**  
**Chief Financial Officer**



## Fast Facts

- **Founded: 1983**
- **Date Public: 1993**
- **Nasdaq: INTU**
- **Headquarters in Mountain View, Calif.**
- **Fiscal Year 2011 Revenue: \$3.9 billion**
- **More than 8,000 employees on 5 continents**
- **Fortune's Best Places to Work, 2002-2011**
- **Ranked #30 in Newsweek Green Rankings in 2011**
- **U.S. Secretary of Defense Employer Support Freedom Award Winner 2010**

### Our Operating Values

#### Integrity without Compromise

We hold ourselves and each other to the highest standards in all we say and do. Our actions and communications are always direct, honest and transparent.

#### Delight Customers

We put customers at the heart of everything we do. We work together to deliver end-to-end experiences so profound that customers love using our products and services, and actively recommend them.

#### It's the People

We are high-performing people who achieve great things. We embrace personal growth and development, diversity and teamwork.

#### Innovate and Improve

We innovate to drive growth, and continuously improve everything we do. We move with speed and agility and embrace change. We have the courage to take risks, and grow by learning from our successes and failures.

#### Own the Outcome

We are accountable for our behaviors, actions and outcomes. We all own the success of the team, and take personal responsibility for delivering great results.

#### We Care and Give Back

We give back to our communities and the environment. We enable our people to participate and collectively have meaningful impact.

### Why this Report?

Intuit is on a journey to becoming a more sustainable company. Employees are driving the transformation, and we're experimenting with many initiatives at many levels. We want to share our goals, progress and everything we've learned with Intuit stakeholders, as well as the larger corporate community, so that we can all move toward living more sustainably. This is our first Sustainability Report, and we hope to continue to publish them on an annual basis. We'd love to hear your suggestions. Please email them to us at [green@intuit.com](mailto:green@intuit.com).

## Sustainability at Intuit

When we refreshed the Intuit Operating Values in 2009, employee feedback led us to include taking care of the environment in the list. Today, after years of grassroots efforts, corporate sustainability has become part of who we are.

### Intuit Green

In 2007, we created the Intuit Green initiative to formalize the sustainability efforts in our core business operations.

We established four goals:

1. Consider sustainability in all our decisions.
2. Engage employees' hearts and minds in Intuit's sustainability goals and the "We Care and Give Back" value.
3. Increase transparency of Intuit's sustainability initiatives.
4. Solve important customer problems with delightful solutions that help lead to a sustainable community.

Top Intuit leaders sit on the Intuit Green Executive Committee to set the strategy and goals for Intuit Green. We kicked off the initiative with a survey asking Intuit employees what they felt was most important, where the biggest opportunities were, and who wanted to help. We received more than 3,000 responses—over 35 percent of our workforce.

Intuit Green then researched the top green companies, including Apple, Google and Staples, to learn best practices. When we completed our first annual environmental footprint study in 2008, we included Scope 1, 2, and 3 in our inventory.

We created a plan to improve the sustainability of our facilities and supply chain, reduce business travel and employee commuting, improve energy efficiency in our buildings and data centers, and reduce waste through recycling.

CEO Brad Smith approved Intuit Green's first set of goals and strategies, and we set to work.

That same year, Intuit founder Scott Cook announced the first Green Design Contest, challenging employees to come up with new products that would help our customers be more sustainable. As a result, Intuit employee Tom Cushna created Intuit Freecycle, which became Freecycle@Work.

We focused on employee engagement by starting—and quickly expanding—our Green Team program. Employees formed new Green Teams almost every month in 2008 and the early part of 2009. Members got involved and learned about Intuit's Green efforts and the environment in general. That year, more than 4,000 employees attended Earth Day activities at 20 Intuit sites.

We have been steadily broadening the focus of our program. When we felt we'd achieved measurable progress, we created some dedicated Sustainability pages on the Intuit website, and started to report externally to Dow Jones Sustainability Index, the Carbon Disclosure Project, and the Financial Times (FTSE4Good Index).

In 2011, *Newsweek* ranked Intuit the 30th greenest company in the United States, up from No. 55 in 2010.

Today, our expanded focus includes: initiatives in India and the United Kingdom, as well as the United States; a new focus on tools for our customers (such as Freecycle@Work); innovative commute programs (such as Zimride ridesharing service); more emphasis on our suppliers; and charging stations for employees' electric vehicles.

Though still early in the journey, we're making real and measurable progress.

We know we have a long way to go, but we feel good that the environment is part of the conversation and decision-making criteria in many parts of the company. The chart on the next page indicates the various initiatives that make up a larger strategy to engage our partners, vendors and customers in creating a comprehensive sustainability framework.

**In our annual employee survey, 92 percent of our colleagues said Intuit demonstrates commitment to being an environmentally responsible company.**

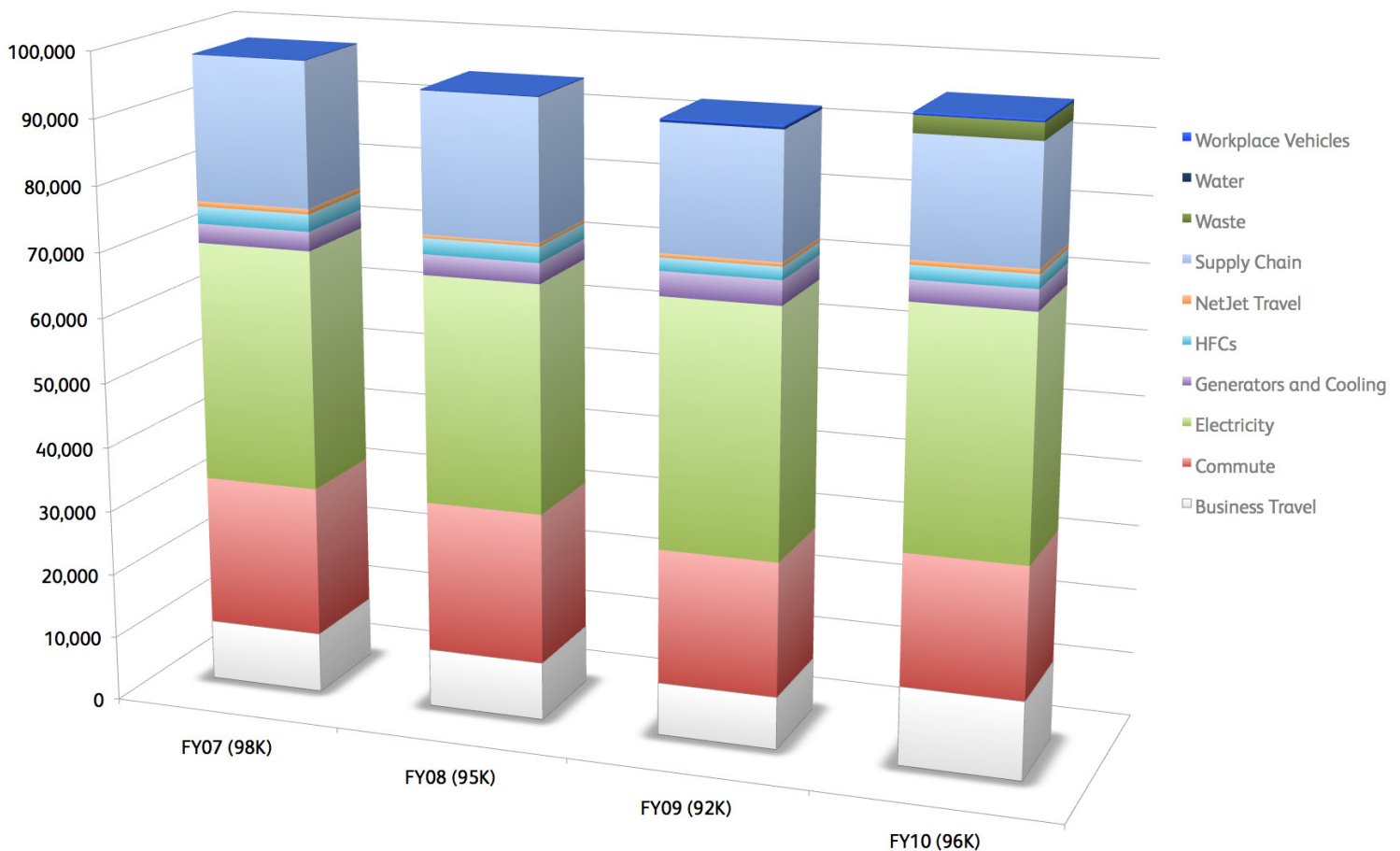
Area of Focus	Summary	Future Goal
<b>Greenhouse Gas (GHG) Emissions</b>	<ul style="list-style-type: none"> <li>Annual GHG inventory process</li> <li>FY12 in progress</li> </ul>	<ul style="list-style-type: none"> <li>Quantify inventory during each fiscal year</li> </ul>
<b>Electricity Usage</b>	<ul style="list-style-type: none"> <li>Actual data collection at close to 90 %</li> <li>Energy management systems in place</li> </ul>	<ul style="list-style-type: none"> <li>More real-time monitoring systems</li> <li>Reduce electricity usage per employee and square feet of office space</li> </ul>
<b>Water Usage</b>	<ul style="list-style-type: none"> <li>Data collection is increasing</li> <li>Mountain View, CA headquarters is biggest user</li> </ul>	<ul style="list-style-type: none"> <li>Achieve 100 % data collection</li> </ul>
<b>Waste Generated</b>	<ul style="list-style-type: none"> <li>Data collection is increasing</li> <li>Contracting with vendors to provide more accurate waste stream analysis</li> </ul>	<ul style="list-style-type: none"> <li>Achieve 100 % data collection</li> <li>Commit to a specific waste reduction goal</li> </ul>
<b>Supply Chain</b>	<ul style="list-style-type: none"> <li>Continued data collection effort for product upstream, shipping and downstream</li> <li>Continue transition toward digital supply chain</li> <li>Year-over-year reduction in GHG emissions and through packaging reduction and shipping consolidation</li> </ul>	<ul style="list-style-type: none"> <li>Intend to undertake another full GHG inventory with updated assumptions about product lifecycle</li> <li>Work with the largest suppliers and customers, such as Walmart for effective supply chain strategies</li> </ul>
<b>GHG Reduction Goal</b>	<ul style="list-style-type: none"> <li>Goal to reduce emissions by 15 % by end of 2012</li> <li>Working toward meeting our GHG reduction goals</li> </ul>	<ul style="list-style-type: none"> <li>Update GHG goal during 2012</li> </ul>
<b>Employee Engagement</b>	<ul style="list-style-type: none"> <li>Green Teams at more than 15 locations</li> <li>Employees feel engaged and believe that Intuit cares about sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Increase employee engagement around key issues</li> <li>Empower employees to uncover problems and discover solutions</li> </ul>
<b>Intuit Products</b>	<ul style="list-style-type: none"> <li>Continued innovation to improving people's lives with products such as Freecycle@Work, Intuit Energy Scorecard, Intuit Green Your Business</li> </ul>	<ul style="list-style-type: none"> <li>Innovate to help improve people's lives in developing countries</li> <li>Continue to innovate by finding important problems that we can solve well</li> </ul>
<b>Sustainability Reporting</b>	<ul style="list-style-type: none"> <li>Completed Investor and Supplier Carbon Disclosure Project reports in FY11</li> <li>Completed FY11 questionnaire for Dow Jones Sustainability Index-Sustainable Asset Management</li> </ul>	<ul style="list-style-type: none"> <li>Continue CDP reporting</li> <li>Publish information to internal and external audiences more annually</li> <li>Publish a Corporate Social Responsibility report for external audiences</li> </ul>

## Sustainability in Operations

In fiscal year 2012, Intuit Green plans to continue our successful initiatives and begin several new projects. We'll continue reporting our sustainability practices in more detail, more frequently. We'll continue to update company policies and procedures to include more support for sustainability. We're working toward making sustainability an imperative in decision-making. We'll continue looking for energy conservation opportunities. We'll increase the amount of renewable energy we use for our various facilities.

Since 2006, Intuit has conducted an annual GHG emissions inventory that enables us to determine the environmental impact of our operations and calculate Scope 1, 2 and 3 totals (including those from our supply chain). This level of comprehensive quantification has increased our awareness of our impact, and allowed us to strategically plan to reduce our environmental footprint. In the sections below, you'll see a more detailed breakdown of some of the most important GHG categories.

Intuit GHG Emissions FY07-FY10 in MtCO<sub>2</sub>e



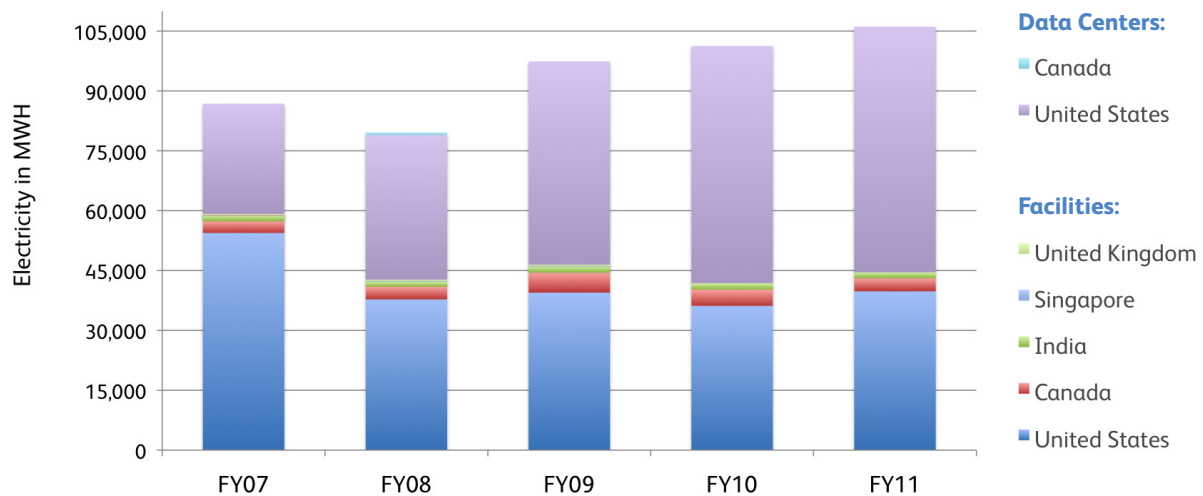
## Electricity Usage and Associated GHG Emissions

For the past five years, Intuit has collected facility and data center electricity usage statistics for most of our largest facilities. However, we still use estimates from time to time to completely quantify our electricity usage and assess our greenhouse gas emissions. Since 2008, we have reduced our energy usage by conducting energy audits, installing automated lighting control mechanisms, using automated heating/ventilating controls and timers, and by deploying LEED approved practices into our facilities.

In addition, our IT department has drastically reduced our data center footprint through consolidation and co-location. We shifted some of our data center operations to a facility in Quincy, Wash., that is powered by renewable energy. More than 90 percent of its electricity comes from hydropower. Moving forward, we plan to continue to reduce energy-related GHG emissions through energy efficiency, renewable energy and green building projects.

Intuit has made steady improvements in our overall electricity usage compared to the growth in revenue for the company. Since 2007, we've reduced our facility electricity usage on an annual basis. However, our overall electricity usage has increased along with an increase in data center electricity usage. Our Data Center Operations personnel are working diligently to increase efficiency in operations and are looking at industry-leading strategies to maintain electricity usage in line with our overall energy usage.

### Electricity Usage in MWH

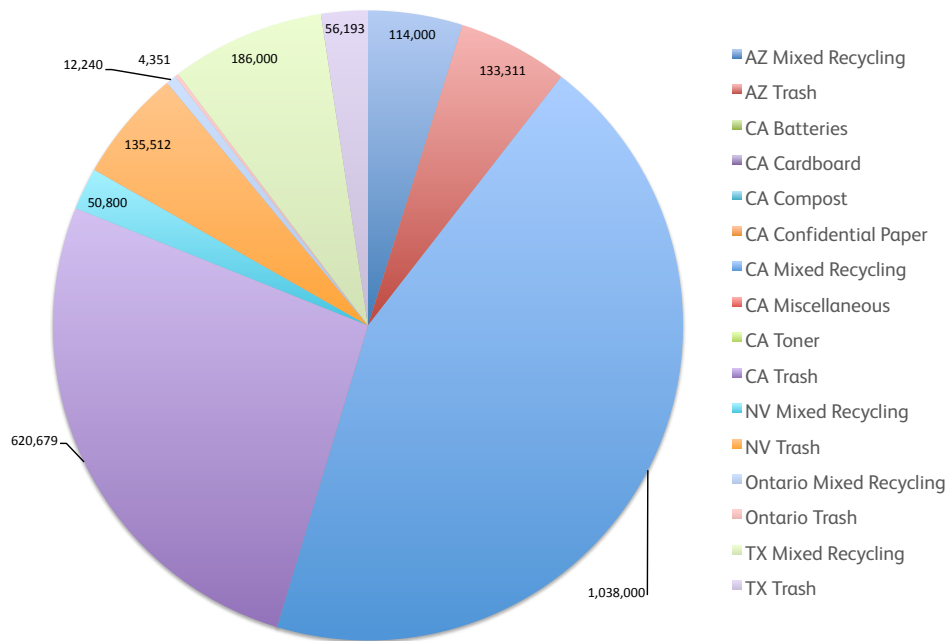




## Reducing Waste

Since 2008, we've collected data about the waste the company generates. Every year, we expand the number of categories of waste and the number of participating sites. In 2011 we collected waste data for Intuit facilities in five different states. We have shared this data in the chart below. We will continue to focus on expanding data collection with the caveat that we'll have to estimate from our mixed tenant buildings.

**Waste Generated in FY11 at Selected Facilities (in pounds)**



## Improving Water Efficiency

We're attempting to collect Intuit's water usage data. We've made some progress, but before we can report the data we need to collect more and confirm its accuracy. As we have collected our water usage data, we've made several improvements to improve water efficiency, such as using low-flow faucets and urinals, and turning off fountains and climate-controlled irrigation. In the near future, we expect to use reclaimed wastewater for some of our landscaping at our headquarters in Mountain View, Calif.

## Supply Chain

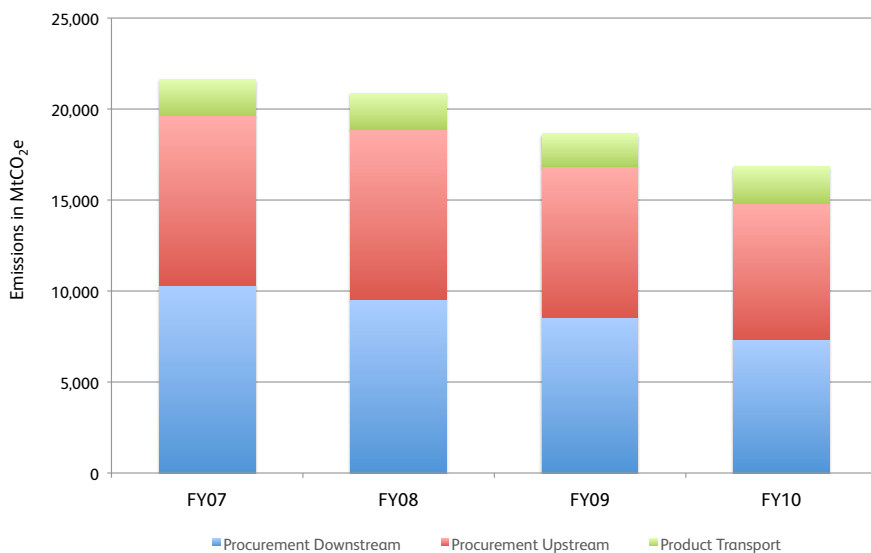
Intuit's supply chain accounted for 21 percent of our carbon footprint in 2008. It produced 5,500 tons of waste that year—the equivalent of 1,600 dumpsters. Since then, our reduction efforts helped us reduce emissions by 5 percent from the product, packaging and marketing materials we source, make and ship to our retail partners and direct fulfillment customers.

Today, we're focused on the following areas:

- Driving toward digital distribution of all our products.
- Coordinating our marketing launches to reduce environmental impact.
- Reducing product packaging and using FSC, or Forest Stewardship Council, materials wherever possible.
- BPA-free Point-of-Sale receipts: Intuit worked with our suppliers to remove bisphenol A, or BPA, from the point-of-sale receipts we offer to our customers.
- Surveying our top 35 suppliers to understand their own sustainability practices.

Intuit is making an effort to reduce our supply chain impact. Over the past four years, we have reduced our impact each successive year. As a result of distributing more products digitally—through downloads rather than in boxes—the biggest reduction in supply chain has been in the Procurement Upstream category.

### Supply Chain in GHG Emissions



## Greenhouse Gas Management

### Greenhouse Gas Goal: Reduce Emissions by 15 Percent

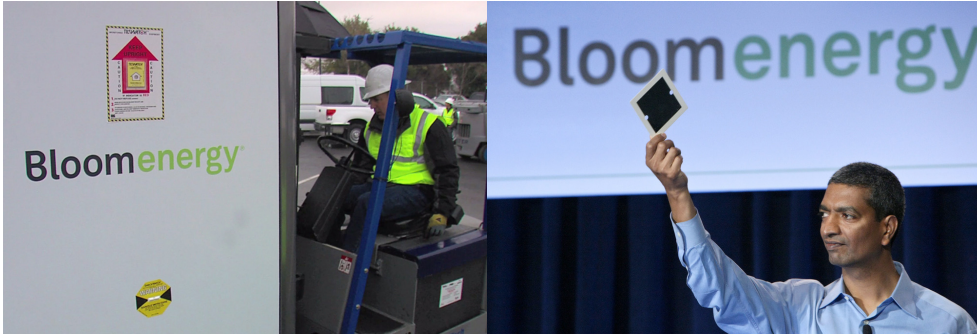
In 2007, we measured our greenhouse gas emissions. In 2008, we committed to an absolute reduction of our emissions by 15 percent by 2012. As of 2010, we'd reduced emissions by 2 percent. We'll continue to reduce further as we pursue every opportunity to meet our goal. Our GHG reduction initiatives span all stakeholders, allowing employees to participate in the execution of the companywide strategy.

### GHG Reduction Plan

To achieve a 15 percent reduction in GHG emissions, Intuit undertook a strategic planning process that included functional group leaders from various departments. It was apparent that we needed to consider many options, including facility improvements, on-site renewable energy generation, modifying employee behavior, and changing certain company policies, to encourage employees to reduce their environmental impact. For example, Facilities and IT were considering consolidating some of their office locations, including data centers. We followed that up with building improvements, in the form of on-site energy generation and energy efficiency initiatives, at facilities with higher occupancy rates. Then, we decided to help our employees make choices that are environmentally friendly, including teleconferencing, flexible workplace, reducing business travel, among others. By focusing on areas where the impact is highest, we hope that we can achieve our GHG reduction goal by end of 2012. The following pages provide more detailed information about some of our initiatives.

## Renewable Energy

Intuit has been exploring renewable energy options at our key sites in the United States. After reaching out to different renewable energy providers, building financial models, and pitching several options to senior management, the team finally found a winner. Intuit's facility in Woodland Hills, Calif., houses several hundred employees from our Payment Services division. It's located in an area of California where the energy market is still regulated and our only source for energy is the Los Angeles Department of Water and Power. This was one of the reasons why, of all our sites across the United States, the per KWH cost for Woodland Hills was the highest.



In February 2011, Intuit's Workplace Services team met to discuss installing fuel cells at the Woodland Hills site. After researching options, the team discovered that using Bloom Energy technology would save Intuit \$.04 per KWH. The gas used to power the fuel cells is cheaper than electricity from the Los Angeles Department of Water and Power, which meant that after state and federal incentives for renewable energy, the Bloom Boxes would be better for the environment and cheaper for Intuit.



The Bloom Box is a more efficient and cleaner energy solution for two main reasons. First, the box is co-located next to the building it powers. This reduces the transmission loss as electrons move along the grid. Second, the boxes use either natural gas or biogas to make electricity. Natural

gas burns cleaner than coal, which is a positive, but the real advantage comes from using biogas. Biogas is essentially waste gas or methane gas that escapes into the atmosphere from landfills, which can be captured and used to power fuel cells. At least 75 percent of the fuel that Intuit will use for the first five years of the Bloom Energy fuel cell will be biogas.

By using Bloom Energy's fuel cells, Intuit is significantly reducing its operating costs while reducing greenhouse gas emissions. Some of Bloom Energy's other public clients include Bank of America, the Coca-Cola Company, eBay, Federal Express, Google, Staples and Walmart. The Bloom Boxes will be operational starting October 2012 and the fuel cells will generate 67 percent of the electricity required to power the building.

In addition, Intuit will install solar panels on one of the main buildings at our Mountain View headquarters. The decision to take advantage of the largest roof area on campus for solar panels and a solar hot water generator will help this building achieve at least a LEED Silver certification. This project, along with the Bloom Boxes, sends a powerful message to our employees, customers, and shareholders that we are committed to becoming a more sustainable company.

## Energy from Buildings

Intuit has six buildings in California that achieved LEED (Leadership in Energy and Environmental Design) certification or better, including four LEED gold buildings in San Diego.

The Intuit Facilities team actively tracks the following efficiency projects:

- Thermostat adjustments saved 1.2 GWH of energy in 2008.
- Lighting replacements saved 1.5 GWH of energy in 2009.
- Smart Power strips saved 120 MWH of energy in 2010.
- Our HVAC initiative saved 150 MWH of energy at Intuit Mountain View headquarters in 2008.
- Energy audits have introduced additional solutions, including de-lamping and LED lighting

Intuit entered four U.S. buildings it occupies in the ENERGY STAR National Building Competition to reduce energy use as much as possible over a 12-month period. All four buildings started the competition with ENERGY STAR scores higher than the national average, making it difficult to achieve further gains without spending money on new equipment. Nevertheless, by focusing on low-cost energy management strategies, facility managers reduced energy at the buildings by 6.6 percent, resulting in an annual energy savings in excess of \$68,000. The initiative reduced energy usage by 325,000 kilowatt-hours and avoided 189 metric tons of greenhouse gas emissions annually.

## Data Center Energy

Intuit's largest data center, based in Quincy, Wash., is powered by renewable energy. Close to 90 percent of the energy comes from hydropower, which has enabled Intuit to reduce the overall GHG impact of our energy use.

Beyond that, we're working to reduce IT power consumption in our data centers and lab hosting environments.

### Consolidation

Through this year, Intuit has consolidated several data centers, and is targeting several additional locations for consolidations. A smaller physical footprint reduces energy usage, and GHG emissions in turn. We're also actively migrating inefficient labs and data center closets to our hosted data center.

### Equipment Efficiency

By upgrading the Hewlett-Packard Blade servers in existing equipment, we've achieved a 10-20 percent improvement in energy efficiency.

### Cooling Efficiency

In our Westlake Village data center, we use cold aisle containment, which can save up to 40 percent in annual energy costs over traditional cooling methods.

## Landscaping

Thanks to **Healing Hooves**, an Intuit small business customer, Intuit takes the green route by hiring a herd of goats to clear land around the Quincy Data Center, instead of using harsh chemicals. "Although it costs a bit more than chemicals, it is the right choice for Intuit and our environment," says Dave Breland, facilities manager.

Landscaping at all Intuit sites in dry climates uses native and drought-tolerant plants.

## Employee Commute

### Vouchers for Alternative Transport

Intuit employees can use pre-tax income to purchase vouchers for alternative transportation to work. This benefit includes contributions from Intuit (up to \$75 USD per month), U.S. federal tax benefits and a simple online system to manage transactions. Approximately 300 employees use the vouchers.

### Zimride

Zimride is Intuit's social network for ridesharing, enabling employees with similar commutes to find each other and arrange carpools. As of the date of this report, Intuit employees have used Zimride to drive close to one million miles, saving close to 350 tons of CO<sub>2</sub> emissions.

### Electric Vehicle Charging Stations

In July 2011, Intuit installed our first two EV/hybrid vehicle charging stations at our Mountain View, Calif., headquarters followed by two more at our San Diego campus. Intuit employees may use the stations to charge their vehicles while they work.

## Business Travel

### Video Conferencing

Since 2009, Intuit has more than doubled the number of video conferencing rooms, from 80 to 165. In the same period, the number of video conferencing hours has increased five-fold to 3,761 per month. In addition, the usage rates for various types of video conference rooms have consistently exceeded projections, helping to minimize the amount of business travel between Intuit sites.

## Rent a Prius

Intuit encourages all employees who will travel and rent a car to select a Toyota Prius hybrid. With our negotiated prices through Hertz and other suppliers, renting a Prius when driving more than 40 miles saves Intuit money and reduces our impact on the environment.

**If every Intuit employee rented a Prius for every business trip, Intuit could save nearly 425 metric tons of CO<sub>2</sub>, which is equivalent to 10,000+ trees being planted or the energy needed to power nearly 37 homes for a year!**

## Waste Reduction

Through our relationship with global sustainability leader Jones Lang LaSalle, Intuit made significant progress on waste reduction through a relationship with FRG Waste. A nationwide leader in providing progressive recycling programs and waste management solutions and equipment, **FRG Waste** helps us manage our waste and increase our landfill diversion rate. Our landfill diversion is at 60 percent, and we're hoping to increase it further by expanding existing recycling and composting programs.

Our asset disposal vendor, Intechra, provides a quarterly environmental scorecard that helps us track and reduce our electronic waste. For example, during a three-month period in 2011, Intuit removed 21 tons of e-waste from the solid waste stream. By weight, that's roughly equivalent to 138 refrigerators!



## Employee Engagement

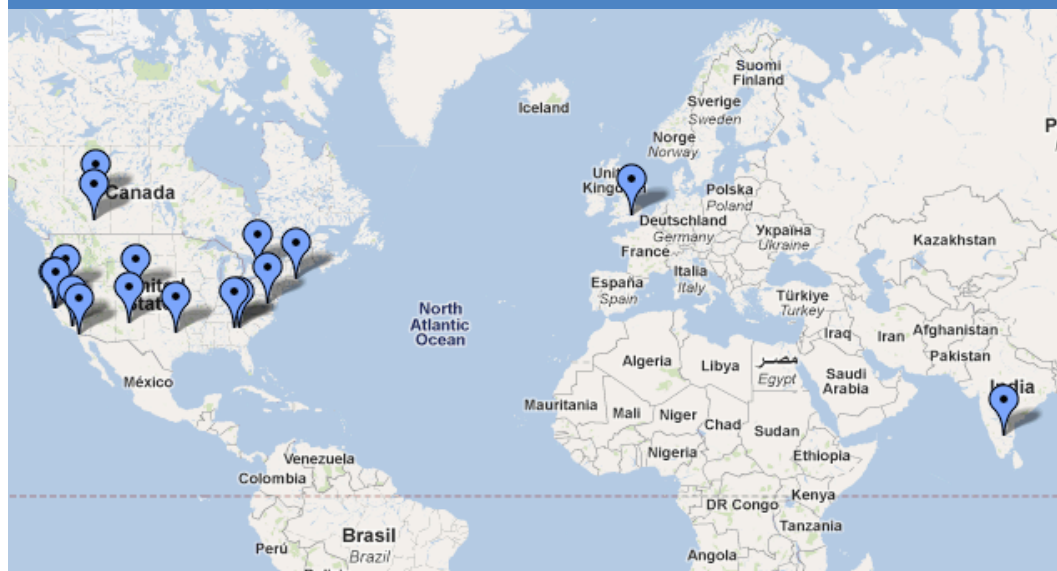
Dedicated employees are the fuel behind the fire of Intuit's sustainability efforts, whether sponsoring contests, working with community groups or coming up with fun projects that engage more people to reach our goals. By working together and sharing ideas, our Green Teams systematically reduce Intuit's environmental impact.

This year, Intuit employees around the world took time out on Earth Day to celebrate progress, swap green solutions and help clean up their communities. Intuit supports employee efforts by matching donations, providing paid volunteer time off and offering grants to employee-nominated projects

### Employer Recognition Awards for Intuit

- Fortune Best Companies to Work For 2002 - 2011
- Best Workplaces in Canada by the Great Place to Work Institute of Canada
- Boston Globe 100 Best Places to Work
- Boston Business Journal Best Places to Work
- Dallas Business Journal Best Places to Work in Dallas-Fort Worth
- Glassdoor.com Employees' Choice Award for Top 50 Best Places to Work
- Greater Reno-Tahoe Best Places to Work Awards
- San Diego Business Journal's Best Places to Work in San Diego
- Fortune World's Most Admired Companies: Computer Software Industry
- Hewitt Best Employer in India 2009
- Hewitt Best Employer in Asia 2009
- The U.S. Secretary of Defense Employer Support Freedom Award Winner 2010

Locations of Intuit Green Teams



### Green Teams

Our Green Teams are site-specific groups guided by dedicated leaders. Green Teams create volunteer and cleanup opportunities for employees across the company, provide education and incentives, and sponsor programs and events. Our 20 Green Team leaders meet monthly to share inspiration and best practices, and each team puts on an average of four events a year. New initiatives in fiscal year 2011 include a kitchen composting pilot program in Reno, Nev., an expanded recycling program in Maidenhead, Berkshire, UK, and a lake cleanup event in Bangalore, India.

**“I have always tried to be environmentally responsible at home, but the Green Team gives me an opportunity to have an even bigger impact here at Intuit.”**

**-Jonathan Boland  
Senior Telesales Agent**





## Earth Day at Intuit

Earth Day has become one of the biggest events of the year at Intuit. In 2011, about 4,000 employees (roughly half of our total workforce), took part in one of 20 different events at Intuit facilities around the world.

## Crowd-Sourcing: Intuit's Waste Watch Program

Since April 2011, our Waste Watch program has encouraged employees to tell Intuit Green about wasteful company practices via a dedicated Waste Watch website.

### Waste Watch Eagle Eye Award

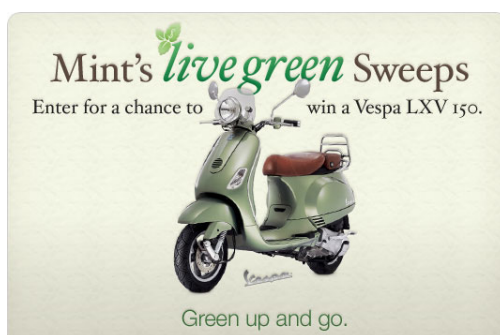
The program was inspired by a YouTube video posted by a QuickBooks customer, chiding Intuit for the disproportionate amount of paper packaging he received along with his invoice for one month of service. Intuit responded quickly and effectively, reducing the amount of paper we send to customers and providing more information in electronic form. Energized by this interaction, Intuit Green Teams decided to see what else crowd-sourcing could do for the company's sustainability efforts, and set up Waste Watch as the medium for this open call for ideas.

Here's a sampling of five waste reduction ideas from employees.

- Eliminate Styrofoam companywide.
- Stop advertising to employees with mailers and other marketing materials.
- Cut back on Intuit logo trinkets for employees.
- Reduce food waste by notifying employees of leftover food after meetings.
- Do away with unnecessary desktop printers, relying more on multi-function copy room printers.

## Live Green Sweepstakes

Intuit made August, 2011 our "Live Green" sweepstakes month. We invited employees to follow our Live Green Sweeps handle on our social network Yammer, and then we broadcast a daily tip for living a more sustainable life. By responding to each tip, employees entered their names into the sweepstakes for a free Vespa scooter. It was a fun way to help employees learn more about conserving resources and share ideas with



each other and Intuit's green leaders.

## Intuit Products

At Intuit, we want to help customers make smart decisions that support the environment and their businesses. For years, we've helped make it easier for small businesses and consumers to save time and make money. Now, we also help them cut costs and save natural resources.

**"To date, we've helped analyze more than 1,000 small business carbon footprints and provided ideas to help them reduce their footprint and potentially increase their bottom line."**

Rupesh Shah  
Director, Corporate Sustainability

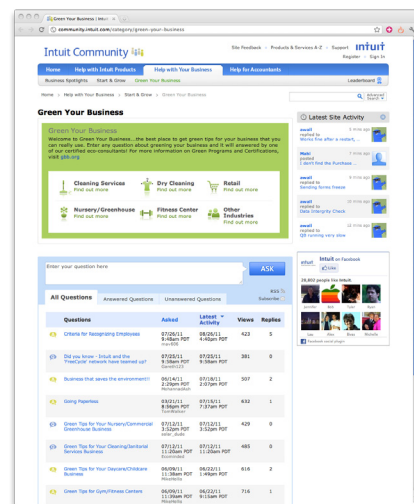
## Freecycle@Work

One person's trash is another person's treasure. **Freecycle@Work**, an app powered by Intuit's QuickBase, promotes the concept of reusing products at work. Freecycle@Work is part of the Freecycle Network, a larger reuse program that helps people exchange equipment, supplies, and other items for free, saving money and reducing waste.

## Freecycle@Work

### Green Your Business

At the **Green Your Business Forum** on the **Intuit Community site**, small business owners can get environment-saving tips that go beyond changing light bulbs. Intuit teamed up with the Green Business Bureau to provide industry-specific content about environmental business practices, conserving resources, communicating green values to potential customers, and growing in a sustainable way. Topics include composting ("Composting at the Office") and water options ("H-2-Oh!") for small businesses; encouraging customers ("Five Ways to Encourage Customers to Bring Their Own Bags") and employees ("How to Engage Employees in Green Initiatives"); and promoting sustainable values in marketing ("Five Ways to Use Green to Grow Your Business").



## Paper Reduction Through Our Products

Product Line	FY07	FY08	FY09	FY10	Activity to Save Paper
TurboTax	60	48	60	90	Electronic filing of tax return
QuickBooks	180	178	166	168	Email invoices, statements and reports from QuickBooks
Intuit Financial Services	180	180	140	123	Online bank statements received
Payroll Services	30	60	74	60	Direct deposit paychecks, electronic filing of tax returns
Quicken Health	–	–	–	22	Online statements and bill pay for patient portals
Global Business	–	–	–	100	Electronic filing of QuickTax and ProLine tax returns
Payment Services	–	–	–	10	Online statements in the Merchant Service center
Pro Tax	84	120	104	145	Electronic filing from Pro-series and Lacerte users
<b>Total Sheets of Paper Saved Per Year (in Millions)</b>	<b>534</b>	<b>586</b>	<b>544</b>	<b>718</b>	

**Total MtCO<sub>2</sub>e Avoided Through Paper Savings – 8,850**

### Local Hero Challenge

Intuit customers can get a start on becoming more sustainable through our Local Hero Challenge. Customers complete a free, 10-question online survey that assesses the positive impact of their businesses on their local community. Based on their answers, customers receive a score and get tips for how to improve in the areas where they need help.

### Paper Savings Through Intuit Products

It doesn't have to be hard to go paperless. Replace printed invoices with online statements. Use e-file instead of mailing paper tax forms. Allow for online bill pay. We have a plan to help customers cut paper use by 1 billion sheets annually, and we're nearly three-quarters of the way there. Saving that much paper will avoid emitting over 12,000 MtCO<sub>2</sub>e of greenhouse gasses. That's equivalent to saving 400 acres of forestland in the United States!

Intuit promotes paper savings through:

- Providing information on how to save paper when using QuickBooks.
- Labeling products that help customers use less paper.

The Intuit PaperFree logo is another important piece of our overall paper savings goal. The result of an employee brainstorm session, this logo helps customers identify Intuit products and services that help them reduce paper consumption, using online features instead, such as the direct deposit feature of QuickBooks Payroll.



**“I believe the PaperFree logo is a great example of win-win put together through the work of passionate employees. We can make an impact by leading customers to features that help them conserve paper and help the environment, and we, as employees, get to promote the environmentally-positive side of the place we work!”**

**-Hung Phan  
Product Manager**

## Reporting and Transparency

Intuit is committed to communicating our sustainability practices to internal and external stakeholders. We want to provide the complete picture—our best achievements and areas for improvement—as well as the company’s goals, progress and obstacles. We’re offering this Sustainability Report as part of this effort, and will increase our reporting on important sustainability measures in the years to come.

Sharing this information gives outside stakeholders a clear look inside our company’s policies, procedures, employees, suppliers, environmental impacts and social impacts. More and more, global partners, governments, prospective employees and suppliers expect this kind of visibility.

Find out more about our journey at [www.intuit.com/sustainability](http://www.intuit.com/sustainability). We also share our efforts with the investor community and media.

### Public Surveys

Widely considered a sustainability leader, Intuit has participated in several public surveys over the past three years, including the [Carbon Disclosure Project](#), and the [Dow Jones Sustainability Index](#). We have also continued to earn high marks in evaluations like the *Newsweek* Green Ranking and [FTSE4good](#). In 2011, Intuit was recognized as a regional leader in the technology sector for FTSE’s ESG ratings.

## Future Goals

As we move into the future, Intuit will continue to innovate for customers and provide value to stakeholders while operating in an increasingly sustainable manner. We’re proud of our achievements so far, even as we know that there’s so much more to do. We strongly believe that by working together with our employees, customers, partners and the community, we can fulfill our mission and help to create a better world.