

# INTUIT

## Fiscal 2022 Supplier Diversity Economic Impact Report





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# Letter from the CPO

We are facing a unique period of global transformation, one that is both unprecedented and far-reaching. Amid pandemic challenges and underlying systemic issues lies the opportunity of together becoming stronger, more agile, and better prepared for the future.

At Intuit, we see these challenges as an opportunity to drive financial prosperity around the world with our AI-driven expert platform that offers comprehensive solutions for consumers and small businesses. We recognize that an inclusive culture is critical to delivering on this mission. From Day One, fostering diversity, equity, and inclusion (DEI) has been a core part of our company. We're passionate about providing opportunities for diverse and small business owners to fuel economic growth.

Unlocking supplier synergies to power growth, value, and prosperity is core to delivering the benefits that matter most to our customers. To achieve this, we must operate across boundaries, partner deeply, and seek opportunities to streamline and scale through supplier DEI and social impact. It's critical to broaden partnerships with diverse and small business suppliers that are representative of our own customer landscape.

In FY22, we made significant strides in our Supplier DEI and Social Impact program focused on three key drivers: proactively sourcing products and services from diverse and small business suppliers to transform Intuit's supply chain; investing in and

opening doors for small businesses to grow their opportunities with Intuit and industry partners; and collaborating with our suppliers to prioritize DEI within their own workforce and supply chain to achieve impactful change at scale.

Translating this strategy into action involved data automation and analytics to support diverse and small business spending; implementation of our eProcurement platform with catalog-guided buying to Intuit-preferred diverse and small business sellers; and more consistent access to competitive bidding opportunities. We also established early pay programs, allowing a wider range of small businesses faster access to capital. By engaging cross-functional stakeholders and forming committed initiatives in support of this strategy, we moved forward with greater strength than ever before.

We are proud to share our first Supplier DEI Economic Impact Report, developed by Supplier.io. This report highlights how we compare to industry benchmarks and provides specific insights into our programmatic impact.

Working to deliver on our mission of powering prosperity pushes our team to reinvent how we apply a platform approach to diversity across our value chain, unlocking new value for our customers, the communities we serve, our partners, and Intuit.



**Emma Chontos**  
Chief Procurement Officer and  
Head of Global Business Services



# About us

Intuit's mission is to power prosperity around the world. We believe that everyone should have the opportunity to prosper. And our more than 17,000 employees never stop working to make that possible.

Our global financial technology platform helps solve our customers' most important financial problems. We're proud that more than 100 million customers turn to our innovative products, including TurboTax, QuickBooks, Credit Karma, and Mailchimp, to help them put more money in their pockets and save time by eliminating work so they can focus on what matters most, and ensure they have complete confidence in every financial decision they make.

The work of powering prosperity involves not only our products, but also our unique expertise and scale to have a positive impact on underserved communities around the world. That's why we

have an abiding commitment to diversity, equity, and inclusion (DEI). Diversity is a fact, but inclusion and equity are choices we make. At Intuit, creating a culture of inclusion and embedding equity throughout our processes is foundational to how we operate as a business.

Delivering on our DEI priorities is mission-critical work for Intuit. We've made this important work a key part of our company strategy, and we refreshed our values to reflect our unwavering commitment to our employees, our customers, and the communities we serve. We're proud of the progress we've made on these important issues so far. We also know there's still a long way to go. Real progress takes time. We're committed to making that happen.

**Intuit's Supplier  
DEI program  
launched in  
October of  
2021**



# Our supplier DEI and social impact strategy: Intuit's commitment to the success of small and diverse businesses

At Intuit, we believe we have a responsibility to help create a more equitable and inclusive world. We've held this belief since our founding, and DEI has always served as a foundation for our company and corporate responsibility strategy. It's embedded in our values and how we operate as a company.

Our DEI strategy focuses on three pillars: our employees, our customers, and our communities. These pillars are essential to achieving our mission of powering prosperity around the world. That's why Intuit is dedicated to sourcing and creating opportunities for diverse and small business suppliers through our Supplier DEI and Social Impact Program.

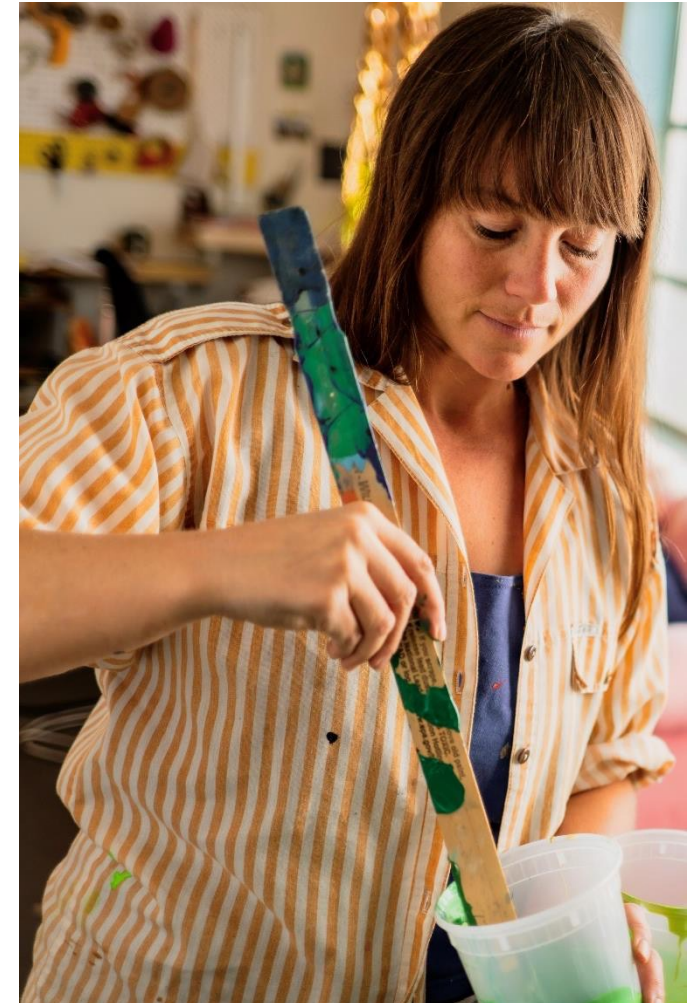
We've made it a priority to focus on increasing our spend with diverse and small business suppliers. This effort was aimed at making real economic impact—including helping to reduce economic disparities in underserved communities.

Over the past year, Intuit has seen remarkable success in its Amazon Business-guided buying experience. Our employees can now easily identify and prioritize certified

diverse and small business suppliers as preferred sellers when shopping for office supplies or peripherals. As a result, we've raised overall spending with diverse and small suppliers from **6%** to **29%** on the platform.

In FY22, Intuit spent **\$312M** with about **550** U.S. diverse and small businesses, an increase of **\$24M** year-over-year. We also learned that **29%** of our U.S. suppliers are also our customers, representative of our own small and diverse customer landscape.

Recognizing that accelerated access to capital is crucial for small business operations and in support of our supplier growth initiatives, we refreshed our commitment to small business suppliers with expedited payment terms of 10 days or less. Doing so is not only in alignment with our mission and position as the backers of small business success, it's also another step in our commitment to enabling a more inclusive world.

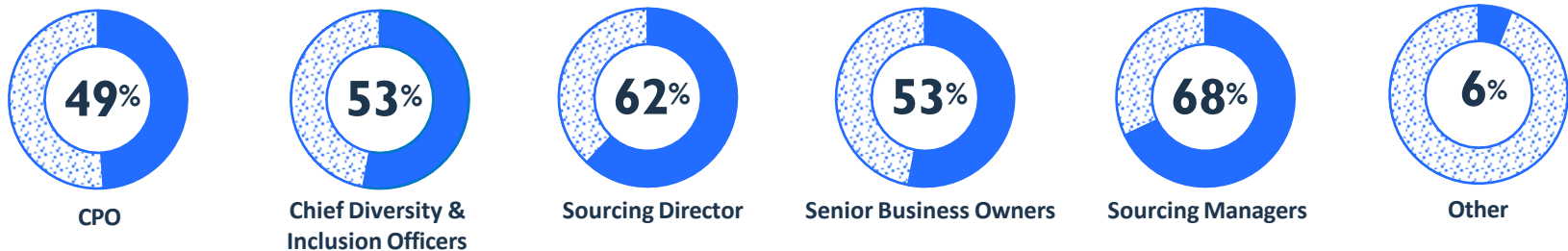




# Benchmarking – How Intuit compares to benchmarks on Leadership Commitment to Supplier Diversity

According to Supplier.io’s State of Supplier Diversity Report, successful supplier diversity programs have had the highest level of corporate executive engagement, including the Board of Directors, CEOs, CPOs, and Chief of Diversity & Inclusion Officers.

## Level of management engaged with their company’s supplier diversity initiatives



Intuit has engaged leadership in all six areas.

## Buyer training:

Training and communication are imperative to the adoption and success of any process. Without formal training processes in place, programs are at risk of low adoption, future investment and program spend.

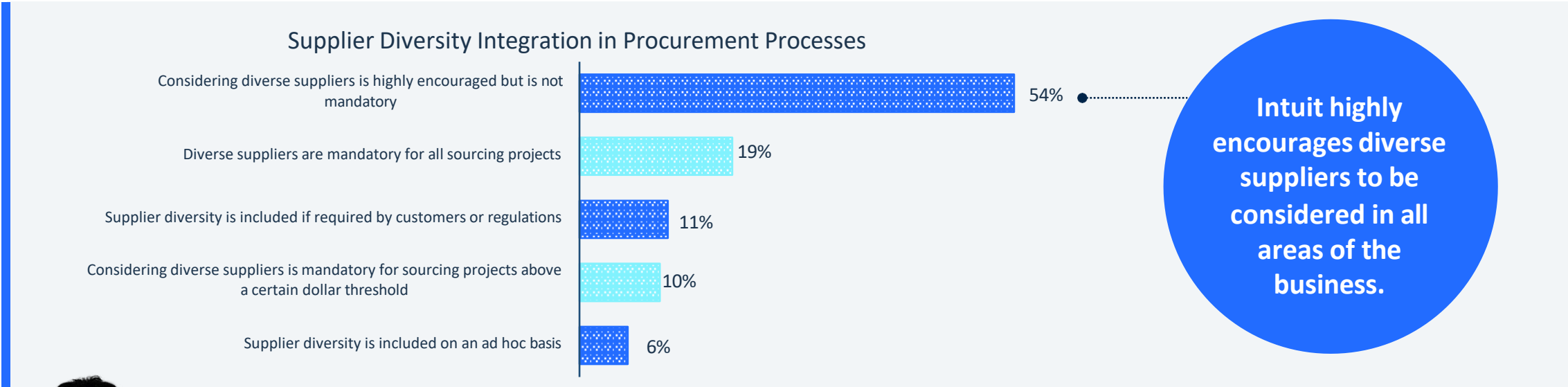
Respondents indicated only 61% are training buyers on what they want to accomplish with their program. Less than half are training on how to include diverse suppliers, how to leverage the tools the company has invested in or training on why diverse businesses should be included in sourcing activities. One in five programs are not offering any form of training.



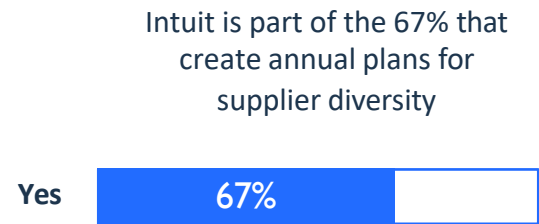
Intuit buyers are trained in all four areas.

Note: Data is from the 2022 State of Supplier Diversity Report published by Supplier.io

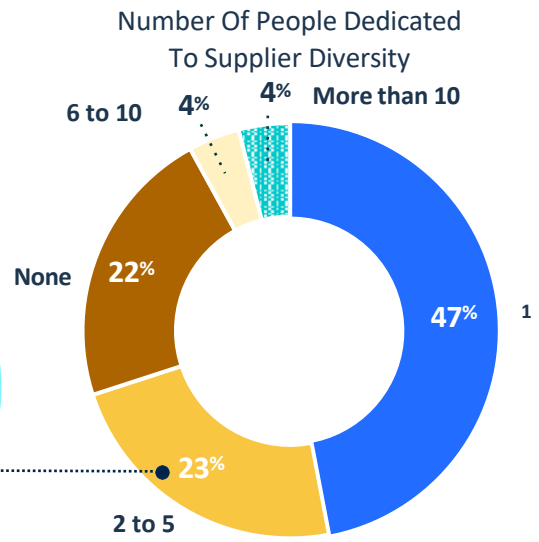
# How Intuit compares to benchmarks on adoption of policies and processes



## Program Infrastructure



**Intuit is in the 2 to 5 range for people dedicated to supplier diversity.**



Note: Data is from the 2022 State of Supplier Diversity Report published by Supplier.io

# Supplier spotlight

## What makes Alorica's journey unique as a minority-owned business?

### Diversity is at the core

Alorica is the largest minority-owned business process outsourcer (BPO). Alorica's award-winning culture is centered on diversity and inclusion, resulting in an employee base of 60% women across the globe and 70% minorities in the US.

### Alorica's global DEI program called TIDE

- (Together for Inclusion, Diversity & Equity) launched in 2020. One example of the many initiatives this program includes is the *Real Talk* sessions—interactive forums for employees around the world to share stories, ask questions and educate each other on social issues that matter most to them—LGBTQ+, Veterans, People with Disabilities, Unconscious Bias, Gender Stereotypes, Mental Health, Cultural Awareness, etc.
- Over 130 sessions have been held to date!

## How does Alorica champion Intuit's mission to power prosperity around the world?

### Intuit Prosperity Hub Program

Alorica is a strategic partner with Intuit's Prosperity Hub program and identifies and hires great talent to work virtually across the country in underserved communities to support Intuit customers and power the prosperity of many! Alorica is also heavily concentrated in one of Intuit's flagship Prosperity Hub communities - Bluefield, West Virginia.

### Making lives better with Alorica (MLBA)

It is Alorica's nonprofit partner that is led by Alorica employees globally. As part of Alorica's Corporate Social Responsibility, they give to employees, their loved ones, favorite charities, and local communities in need. MLBA has raised nearly \$8 million and awarded more than 12,000 grants to provide funds for food, medical expenses, educational supplies and programs, shelter, disaster relief, and more.

For more information about Alorica, go to their website: <https://www.alorica.com/>





# Supplier spotlight

## What makes Odyssey's journey unique as a small business?

### Small and global

Odyssey might be a small business by employee count and total revenue; however, its impact is felt worldwide as they do business in over 100 countries.

### Small businesses helping small businesses

Many of Odyssey's partners are also small businesses helping with the relocation efforts of Intuit's employees. The results in localized experiences, growth with other small businesses, and a customizable, one-of-a-kind, experience for Intuit employees as they begin the next chapter of their life.

## How does Odyssey champion Intuit's mission to power prosperity around the world?

### People Matter

Odyssey is intentionally designed with a "People. Process. Partnership." business model. The human element is what sets Odyssey apart from others and aligns closely with Intuit's culture and mission. For over ten years, Odyssey has helped over 7800 Intuit employees relocate for their new work opportunities, enabling them to power their own prosperity and do the best work of their lives.

### Odyssey's mission & purpose

"PEOPLE HELPING PEOPLE": A timeless set of guiding principles that define our culture, who we are, why we do what we do, as well as the behaviors we expect from each other. We use these daily in the business to identify who fits our culture and how we recruit, recognize, and reward our talent. All of which strengthen our culture internally and positively impact the way we deliver for partners, transferees, and clients. These core values are ingrained in our DNA, help our people define and create our culture and allow us to serve our clients and their relocating employees in the most exceptional way.

For more information about Odyssey, go to their website: <https://odysseyrelo.com/>



# INTUIT

## Fiscal 2022 economic impact report





# Economic impact metrics

Economic impact reports communicate the impact on the economy using these standard measures: Production, Wages, Jobs, and Tax Revenues.



## PRODUCTION

Measures the cumulative revenues of all businesses impacted through the program: Direct, Indirect, and Induced.



## JOBS

Supported across Intuit’s supply chain and in the communities in which Intuit suppliers operate.



## WAGES

Measures the cumulative earnings of the employees in the jobs supported through supplier diversity purchases.



## TAXES

Measures the federal, state and local tax revenues that are generated through economic activity.







## Total economic impact

Intuit's U.S. FY22 total diverse and small business spend was \$312M. For every \$1 Intuit spends with diverse and small business suppliers, they are creating \$1.96 through the economic impact channels. This spend generates economic activity in Intuit's supply chain and in their communities.



Total Production

**\$613M**



Total Jobs Supported

**4,253**



Total Wages Earned

**\$261M**



Total Taxes

**\$215M**



# Economic impact channels

Intuit's spending with diverse and small business suppliers generates economic activity in its supply chain and communities. These impacts can be categorized across three areas. First, the direct impact is jobs and payroll directly supported within Intuit's diverse and small business suppliers. The additional impact is realized indirectly in tier 2 suppliers and beyond. Induced impact occurs at local businesses that supply products to the employees and their families in the jobs supported within Intuit's supply chain.



## Economic impact channels

The total economic impact is comprised of three components: Direct, Indirect and Induced.



### Direct

This is impact with Intuit's immediate diverse and small business suppliers.



### Indirect

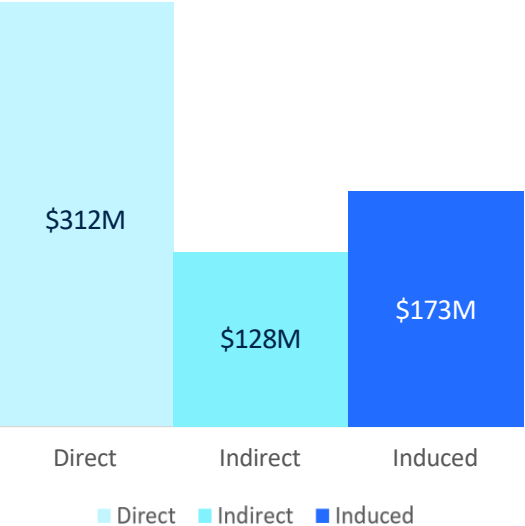
Intuit's diverse and small business suppliers purchase goods and services from other suppliers, which creates a ripple effect through the economy.



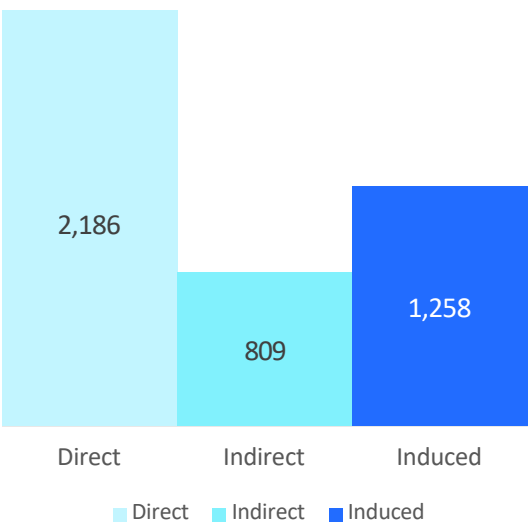
### Induced

Employees in the jobs supported in the supply chain to satisfy Intuit purchases support additional jobs in their communities.

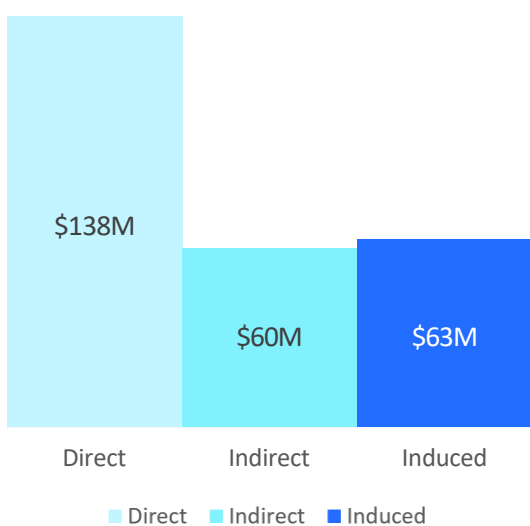
# Intuit fiscal 2022 economic impact



Intuit purchased \$312M from diverse and small business suppliers. This spending resulted in the total impact of \$613M, which is broken down into \$312M Direct impact, \$128M Indirect impact and \$173M Induced impact.



Intuit Supplier Diversity spending with diverse and small business suppliers supported an estimated 4,253 jobs. 2,186 of these were supported in the Direct channel, 809 jobs in the Indirect channel, and 1,258 jobs from the Induced channel.



Intuit purchases from diverse and small business suppliers supported jobs throughout the supply chain that paid employees a total of \$261M in wages. Wages earned in the Direct, Indirect and Induced channels are estimated at \$138M, \$60M and \$63M respectively.

Note: Direct, Indirect and Induced numbers may not add up to the total due to rounding.





**69%**  
of small businesses are tracked by Supplier Diversity Programs including Intuit according to the 2022 Supplier Diversity Report published by Supplier.io.

# Intuit’s impact of direct spend with diverse and small business suppliers



Diverse Categories*	Intuit Direct Spend	Direct Jobs Supported	Direct Wages
Small Businesses	\$248M	1,663	\$107M
Women-owned Businesses	\$66M	544	\$33M
Minority-owned Businesses	\$59M	361	\$27M
Veteran-owned Businesses	\$2M	28	\$1M
Service-Disabled Veteran	\$2M	26	\$1M
Disabled	\$2M	26	\$1M
LGBT-owned Businesses	\$999k	10	\$571K
Disadvantaged Business Enterprise	\$890K	3	\$249K

Note: Suppliers are included in every category for which they qualify, and therefore, numbers may add up to greater than the total spend.  
For further information on the starred (\*) and other categories, please refer to the Diversity Categories slide on page 20 for more details.

# Intuit's impact by sector

Sector	Total Intuit Output	Overall Jobs Supported	Overall Wages	Direct Intuit Spend	Direct Jobs Supported	Direct Wages
Marketing	\$250M	1,743	\$109M	\$127M	911	\$59M
Services	\$171M	1,302	\$75M	\$86M	701	\$41M
Technology	\$147M	907	\$58M	\$76M	427	\$29M
Other	\$43M	282	\$18M	\$22M	138	\$10M
Outside Service and Supply Chain	\$3M	19	\$1M	\$1M	8	\$1M





# Intuit’s U.S. Minority Business Enterprise (MBE) ethnicity breakdown



Ethnicity	Intuit Direct Spend	Direct Jobs Supported	Direct Wages
Asian	\$33M	212	\$16M
LatinX	\$15M	88	\$7M
Other	\$8M	46	\$3M
Black	\$2M	8	\$644K
Indigenous	\$1M	7	\$529K

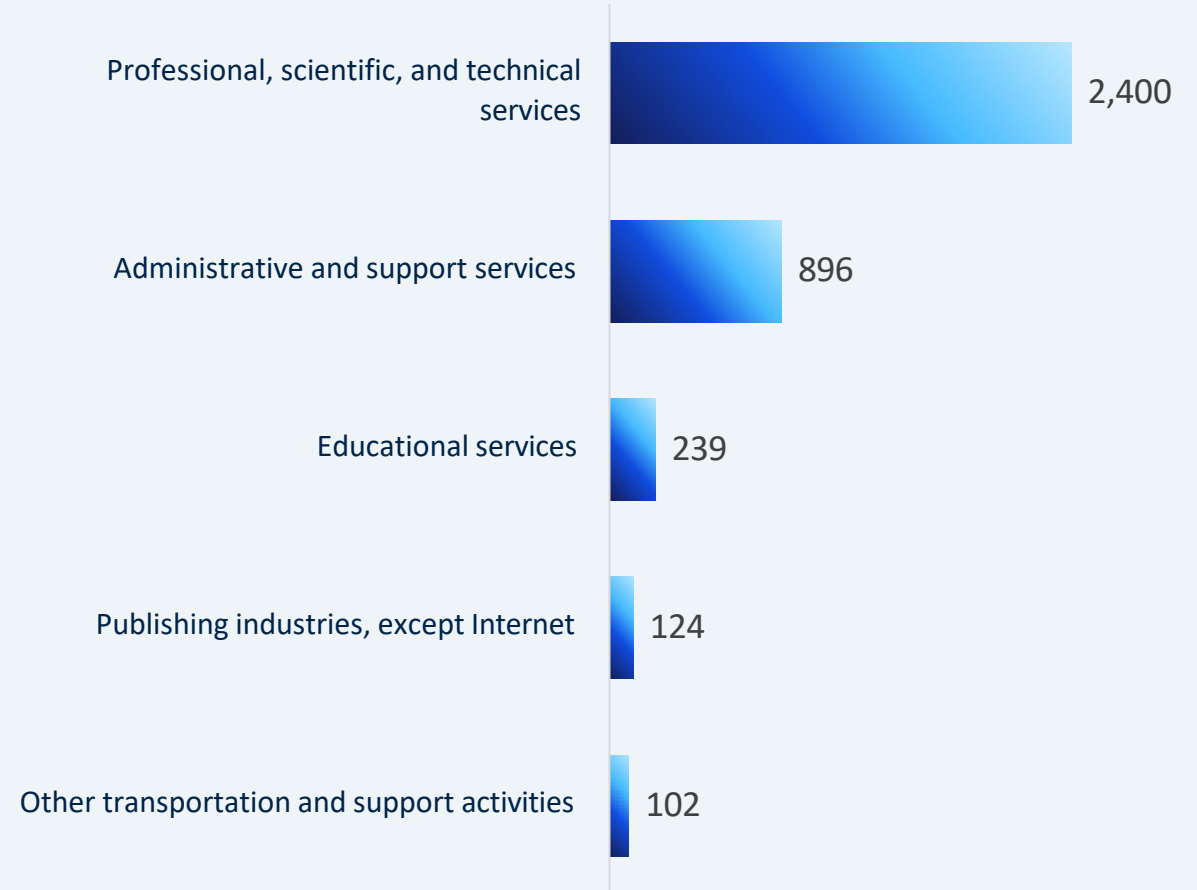
Note: Of the Minority-Owned businesses, 13% have unknown ethnicities or have ethnicity listed in a separate diversity category that are not Minority-Owned.







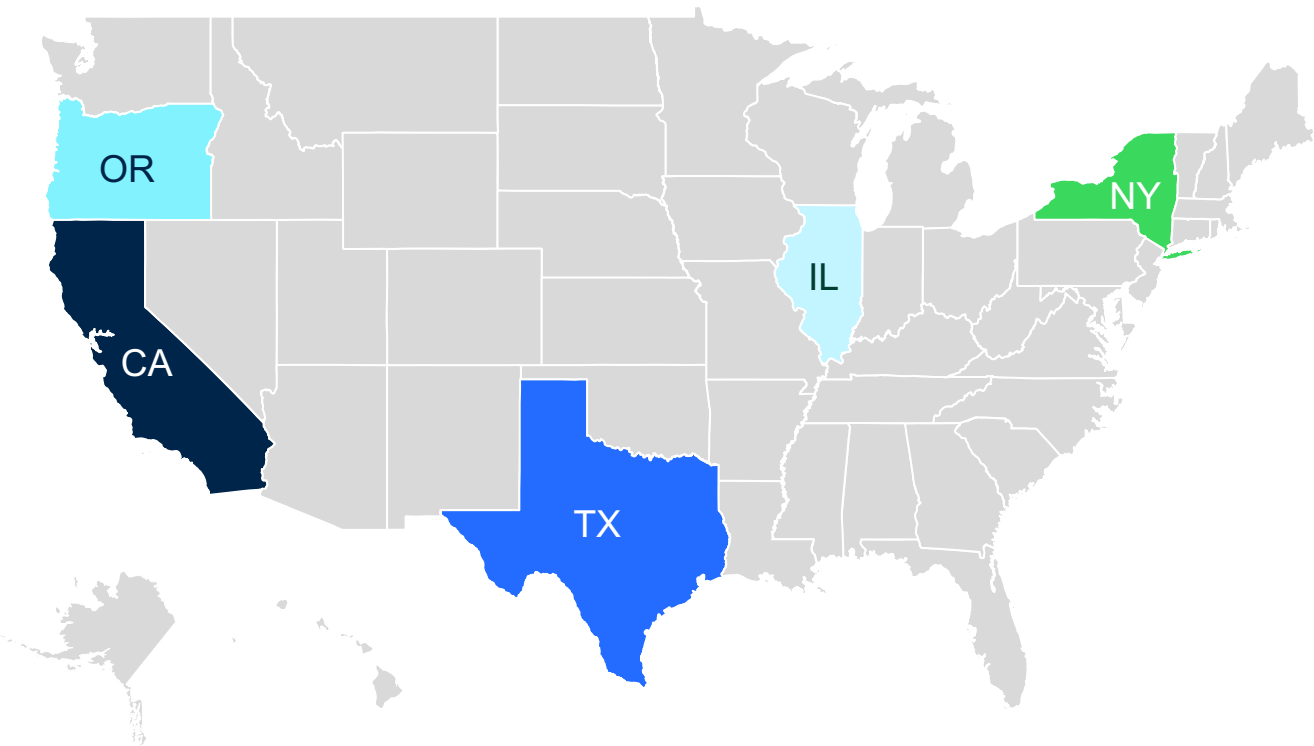
## Intuit's Top 5 industries with supported jobs



Note: Jobs are assigned to industries included in the North American Industry Classification System (NAICS) that was developed by the federal government.

# Intuit's Top 5 states by spend and impact

State	Intuit Direct Spend	Total Intuit Output	Overall Jobs Supported	Overall Income
CA	\$193M	\$389M	2,586	\$166M
NY	\$24M	\$45M	277	\$21M
TX	\$20M	\$41M	385	\$18M
OR	\$11M	\$19M	98	\$7M
IL	\$10M	\$21M	137	\$9M



# U.S. Diversity and small business categories, terms and definitions

## Description

### Minority Business Enterprise (MBE)

A business that is a for-profit enterprise, regardless of size, physically located in the US or its trust territories, which is owned, operated managed, and controlled by minority group members. "Minority group members" are US citizens who are Asian, Black, Hispanic and Native American. Ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly-owned business, at least 51% of the stock is owned by one or more such individuals.

### Women Business Enterprise (WBE)

A business that is a for-profit enterprise, regardless of size, physically located in the US or its trust territories, which is owned, operated, managed and controlled by one or more women who are US citizens. Ownership means the business is at least 51% owned by one or more women or, the in the case of a publicly-owned business, at least 51% of the stock is owned by one or more women.

### Lesbian, Gay, Bisexual, Transgender (LGBT)

A business that is at least 51% owned, operated, managed, and controlled by one or more individuals who are lesbian, gay, bisexual, or transgender, and who are either U.S. citizens or lawful permanent residents.

### Veteran Owned Business (VET)

A business that is at least 51% owned by one or more veterans, who control and operate the business. Control in this context means exercising the power to make policy decisions and operate means to be actively involved in the day-to-day management of the business. The term "veteran" means a person who served in the active military, naval, or air service, and who was discharged or released there from under conditions other than dishonorable.

## Description

### Small Business Enterprise (SBE)

A business concern eligible for assistance from SBA as a small business is one that is organized for profit, with a place of business located in the US. It must operate primarily within the US or make a significant contributions to the U.S. economy through payment of taxes or use of American products, materials or labor. Together with its affiliates, it must meet the numerical size standards as defined in the Small Business Size Regulations. The business must also qualify as small as defined by SBA size standards for the company's primary NAICS.

### Service Disabled Veteran (SDVET)

A business that is at least 51% owned by a veteran (see VBE) with a disability that is service connected. The term "service connected" means that such disability was incurred or aggravated in the line of duty in the active military, naval or air service.

### Disadvantaged Business Enterprise (DBE)

A for-profit small business concern  
(1) That is at least 51% owned by one or more individuals who are both socially and economically disadvantaged or, in the case of a corporation, in which 51% of the stock is owned by one or more such individuals; and  
(2) Whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it.

### Disabled

A disabled-owned business is a business that is at least 51% owned, controlled and operated by an individual or individuals who are disabled.



# Appendix: Economic impact modeling

Economic impact modeling is a standard tool used to quantify the economic contribution of an investment or company. This modeling uses an “Input-Output” economic model to estimate the number of times each dollar of “input,” or direct spend, cycles through the economy in terms of “indirect and induced output,” or additional spend, personal income, and employment.

There are several Input-Output models used by economists to estimate multiplier effects. supplier.io employed the IMPLAN input-output model in developing estimates of spend, income and employment impacts. This model, initially developed by the U.S. Department of Agriculture, examines inter-industry relationships in local, regional, and national economies.

The Input-Output multipliers are derived from a comprehensive and complex set of inputs based on the collection of business and employment data. Indirect impacts of economic activity in a targeted geographic area are calculated by applying multiplier coefficients to the direct impact spending. Since most of the businesses in the study are considered as local businesses, each supplier was assumed to have operations primarily in one state. These multipliers consider an amount of “leakage” from the state economy because some wages and expenditures will be spent outside of the state. The economic activity is calculated by state and these state-level results are aggregated to determine the national totals.

## Analysis performed by

### Assumptions

This analysis relies on the following assumptions:

For suppliers that have multiple locations, all impact is evaluated at the headquarters location. This may overestimate the impact in the headquarters state and underestimate the impact in other states.

For suppliers that provide services in multiple NAICS code, unless otherwise indicated, all impact is calculated using the supplier's primary NAICS code.

A supplier impact is assumed to be localized within a state.

The model predicts impact results based on industry averages and is an aggregate across all companies. The calculations cannot be applied to individual companies and may differ from actual jobs and incomes at specific companies.

### References

This report is based on an analysis of data provided by the customer and information from the following sources:

US Government Revenues: [http://www.usgovernmentrevenue.com/total\\_2014USrt\\_17rs1n](http://www.usgovernmentrevenue.com/total_2014USrt_17rs1n)

IMPLAN (<https://implan.com>)

United States GDP: <http://www.tradingeconomics.com/united-states/gdp>

Input-Output Models for Impact Analysis: Suggestions for Practitioners Using RIMS II

Multipliers <https://www.bea.gov/system/files/papers/WP2012-3.pdf>

To review Supplier.io's 2022 State of Supplier Diversity report, please click on the link below. Your contact information is required to download the entire report. <https://supplier.io/resources/reports/2022-state-of-supplier-diversity-report>

# INTUIT

## Fiscal 2022 Supplier Diversity Economic Impact Report

