

We are proud that millions of Americans have used Intuit products like TurboTax and our Free File offering to file their taxes for two decades without ever paying a cent – and more continue to do so every year.

No company has done more to support and promote Free File than Intuit. We are always improving, we have learned lessons along the way, and as a result we continue to make our Free File offering and the program better.

We are committed to the goals of the Free File Program, and to working with the IRS and the rest of the industry to improve the program and expand availability and awareness. Over the last 15 years, we have worked with the IRS to improve consumer protections in the MOU by trying to eliminate all forms of cross-selling, up-selling, pop-up ads, and other forms of marketing products unrelated to the tax return.

The IRS Free File program has delivered more than 55 million free Federal tax returns and e-filings and has saved taxpayers more than \$1.5 billion. Accompanying State Free File programs have generated millions of additional free returns saving taxpayers even more of their hard-earned money. Intuit has participated in the IRS Free File Program, and in the nearly two dozen State Free File Programs, from the outset. Over the course of nearly two decades, more people have filed for free using an Intuit product than any other Free File company.

Intuit supports the FFA through a variety of marketing approaches -- content marketing, organic search, paid search, and CRM marketing. This past year, we created and paid for 17 marketing initiatives across these four platforms to raise awareness and educate taxpayers about the IRS Free File program. These investments enabled people who were using search engines with questions about IRS Free File to get answers to those questions along with direct links to the IRS Free File page.

Alongside the IRS Free File product, Intuit has offered taxpayers since tax year 2006 a commercial free product, now called TurboTax Free Edition, that enables millions of taxpayers to file their taxes for no cost and delivers benefits to them throughout their financial lives.

We are proud of our role in helping to create the Free File Alliance, in supporting its efforts, and promoting the Program.