

credit karma®

ABOUT CREDIT KARMA

Founded in 2007, Credit Karma is a consumer technology platform best known for providing more than four billion free credit scores to consumers. The company has since grown into a go-to destination for more than 100 million members — using predictive, data-driven insights to identify opportunities where consumers can make the most of their money.

Whether someone is interested in getting a better deal on a loan, looking for ways to save or simply needs to monitor their credit, Credit Karma offers actionable tools to champion financial progress for them. No matter where someone is on their financial journey, Credit Karma will meet them there. The company is committed to offering all these services for free, which is made possible by its unique win-win-win business model.

COMPANY FACTS

- Credit Karma is a trusted destination for over **100 million members** in the U.S., U.K. and Canada. **More than half of U.S. millennials are on the platform** and one-third of its members are active and visit Credit Karma each month.
- Credit Karma has added **70 million** of its current members in the last five years, and has **more mobile users** than any of the major US banks.
- In February of 2020, Intuit agreed to acquire Credit Karma for approximately \$7.1 billion in cash and stock. The transaction is expected to close in the second half of calendar year 2020. After the transaction closes, Ken Lin will report to Intuit's CEO, and continue to lead the Credit Karma team. Credit Karma will continue to operate under its current brand.
- Credit Karma's 2019 revenue was near \$1 billion, up 20% year-over-year.
- Credit Karma has insight into **more than \$4 trillion** of American household debt and **340 million** lines of credit.
- More than **\$40 billion in credit lines** have been facilitated through Credit Karma. More than **20 million members** have applied for a product through Credit Karma.
- The company continues to invest in machine learning to scale its services, running nearly **eight billion model predictions daily** to provide personalized product recommendations to members.
- Credit Karma's enterprise platform allows lenders to combine their proprietary modeling expertise with our vast member data assets in a secure, cloud-hosted model development environment. This enables them to easily create and present preapproved offers to qualified members. Credit Karma then leverages machine learning algorithms to present the most relevant financial products to our members.
- The company is using technology to increase efficiency in capital, it estimates mispriced financial products are costing Americans more than **\$130 billion** annually.
- Credit Karma has aggressively expanded beyond credit health. **More than 1.5 million Americans filed their taxes for free on Credit Karma Tax** last season -- that's an increase of 50% YOY.
- Credit Karma's Auto experience now has more than **15 million members** who have synced their vehicles and has expanded to include auto insurance quoting and even car buying.

PRODUCT HIGHLIGHTS

Credit Karma Savings: Credit Karma Savings provides free, high-interest savings accounts for our more than 90 million members in the U.S. with no fees, no minimum to open and no catches.

Credit Karma Tax®: Credit Karma Tax is the only major free tax preparation provider that never charges any of its members to file regardless of income for both federal and state returns. In 2018, more than 1.5 million Americans filed their taxes with Credit Karma Tax.

Credit Karma U.K.: Launched in May 2019, Credit Karma provides members in the U.K. with one of the most advanced and personalized experiences in the market, including complete access to their credit history as well as truly free services to help monitor and build their credit. Key offerings include a weekly refreshed credit score and a comprehensive suite of credit monitoring alerts updated daily. U.K. customers will also be made aware of free credit factors that provide an understanding of their score drivers to aid improvement. They also have the ability to 'shop' for financial products on Credit Karma, including recommended credit cards and personal loans for which they are likely to be approved.

Credit Karma Canada: Credit Karma joined the Canadian market in November 2016 and has since added more than 3 million Canadian members and unleashed more than 13 million free credit scores and free credit reports, making it the number one source for free credit scores in Canada. Credit Karma is the only platform of its kind to provide its services in both English and French.

Auto: U.S. members can track their vehicle expenses, view information from their DMV profiles and access opportunities to save on their auto loans by refinancing. Based on our analysis, Credit Karma members in the U.S. who refinance their auto loan have saved an average of nearly \$3,000 in total interest over the life of the loan. That is an average savings of \$55 per month. In 2018, the company expanded into auto insurance to help make car insurance simple and transparent for our members. Credit Karma members are able to see what they could be paying for auto insurance based on what members like them are paying for the same coverage. The company estimates Americans are overpaying on insurance to the tune of nearly \$21 billion.

Home: Credit Karma Home guides its members through the frustrating process of buying or refinancing a home. We leverage our members' credit, income and asset data to show them how much home they can afford or how much they can save in a refinance situation. Depending on the member's situation, we can recommend real estate agents or offer a pre-qualification letter they can use with our vetted loan partners.

Direct Dispute™: Members in the U.S. can dispute account errors on their TransUnion credit report directly through Credit Karma with only a few simple clicks, completely free of charge. The feature has helped members dispute and remove more than \$16 billion in erroneous debt.

Credit Monitoring: Provides free credit monitoring in the U.S., U.K. and Canada. The service tracks a member's credit report and notifies them of significant changes, such as if a new account is opened in their name or if a creditor reports a delinquency.

ID Monitoring: Helps members in the U.S. monitor whether their personal information has been exposed in another company's public data breach. Credit Karma also searches more than 14 billion data records on the Dark Web.