

# 125 MILLION PAID RETURNS

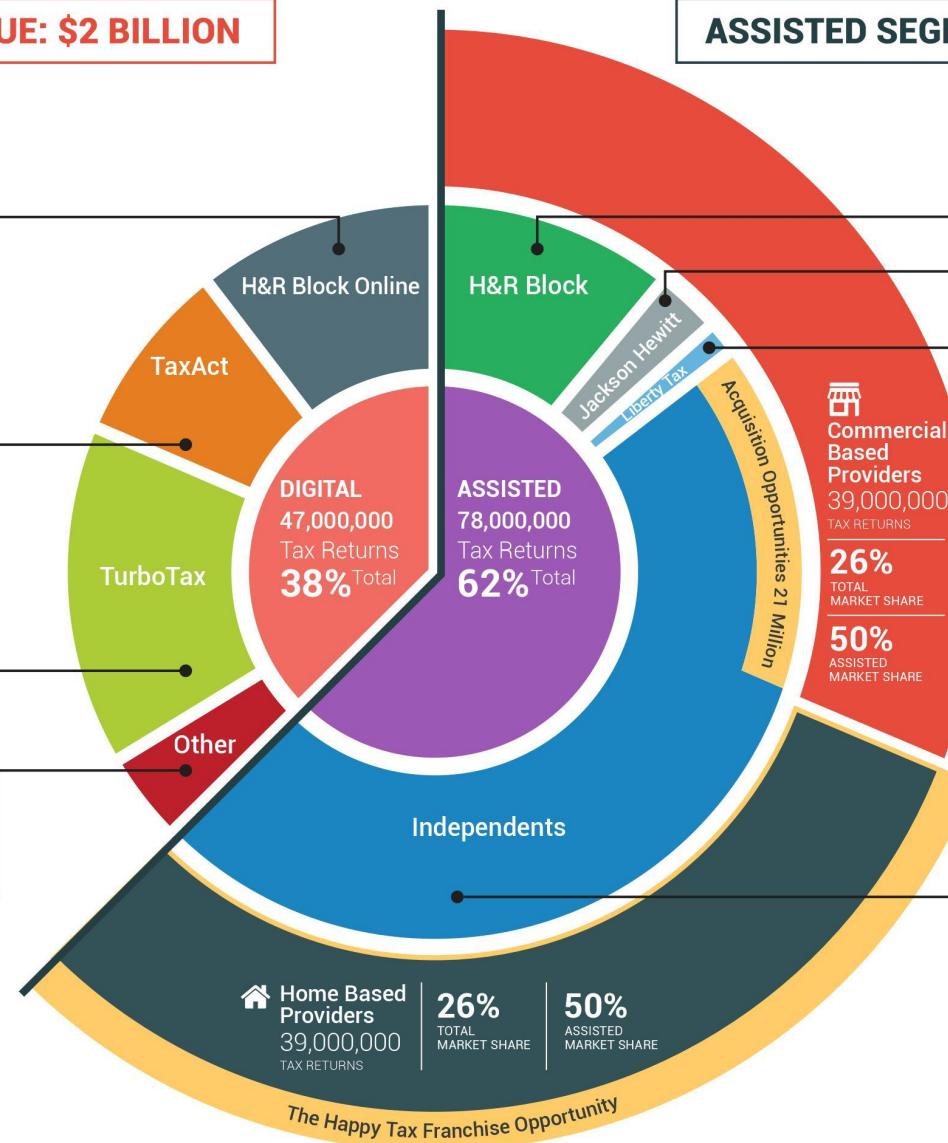
## DIGITAL SEGMENT REVENUE: \$2 BILLION

7,600,000 TAX RETURNS  
**6%** TOTAL MARKET SHARE  
**16%** DIGITAL MARKET SHARE

5,700,000 TAX RETURNS  
**5%** TOTAL MARKET SHARE  
**12%** DIGITAL MARKET SHARE

30,000,000 TAX RETURNS  
**24%** TOTAL MARKET SHARE  
**64%** DIGITAL MARKET SHARE

3,700,000 TAX RETURNS  
**3%** TOTAL MARKET SHARE  
**8%** DIGITAL MARKET SHARE



## ASSISTED SEGMENT REVENUE: \$17 BILLION

13,000,000 TAX RETURNS  
**10%** TOTAL MARKET SHARE  
**17%** DIGITAL MARKET SHARE

3,000,000 TAX RETURNS  
**2%** TOTAL MARKET SHARE  
**4%** DIGITAL MARKET SHARE

2,000,000 TAX RETURNS  
**1%** TOTAL MARKET SHARE  
**3%** DIGITAL MARKET SHARE

60,000,000 TAX RETURNS  
**49%** TOTAL MARKET SHARE  
**76%** DIGITAL MARKET SHARE



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Market share for the Assisted Segment has remained relatively stable over past 15 years

Source: Based on a Happy Tax study, estimates, IRS data & public company filings.