



Christina Hennington

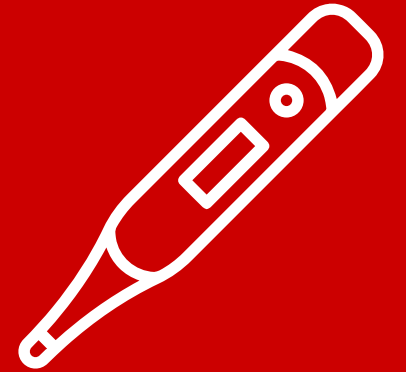
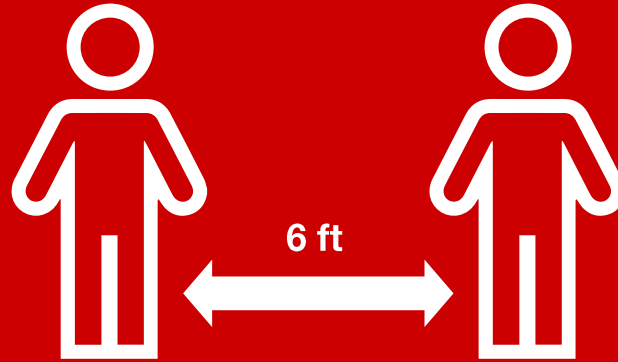
Chief Growth Officer

 **financial community meeting**



**I've seen a lot
in our business.**

**I've never seen
anything like last year.**





We Leveraged Our Multi-Category Assortment



Apparel



Home



Beauty +
Essentials



Food +
Beverage



Hardlines

Target is better than ever.



**Chief
Growth
Officer**

Insights

Strategy

Innovation

Planning

Design

Sourcing

Buying

It's about improving on what worked, and staying relevant.

**It's about positioning
Target to drive growth.**



Reasons for Our Success



**Target is a destination and a
happy place for our guests.**



**same day
delivery**

Delivered by **Shipt** 



order pickup

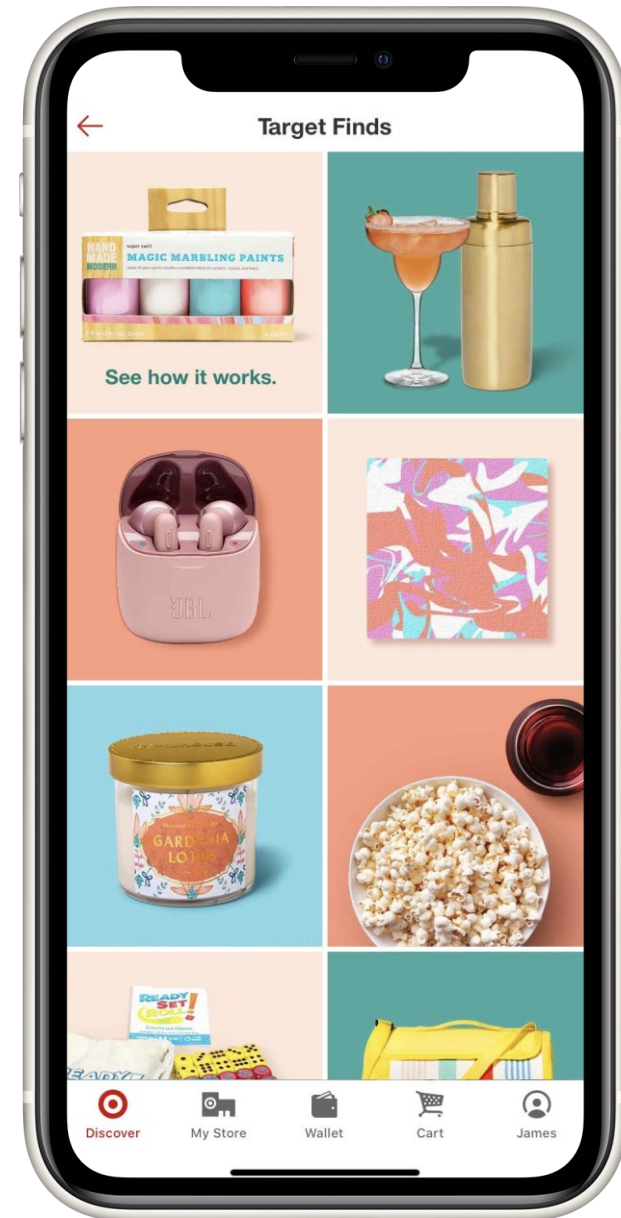


drive up



ship-to-home

**Triple-Digit
Growth**
in our digital sales



Broad Assortment

Single View of Inventory

Teams Leading Across All Channels

**We were able to move
with speed and agility
to meet our guests' needs.**



A Rapidly Changing Environment

Guests Stocked-Up



At-Home Learning

[Target](#) / [School & Office Supplies](#) / [At-Home Learning](#)

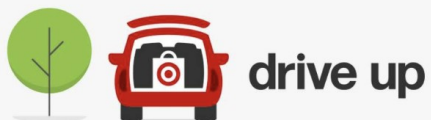
Study from home

Find all the supplies, gadgets, furniture & more to help get into a remote learning routine.



Contactless shopping options

We've enhanced Drive Up & Same Day Delivery with your safety in mind.



drive up

Always free. No signature required. We'll load your trunk for you, too. Only available in the Target App. [Download the app](#)



same day delivery

Free with membership or \$9.99/order. Your shopper will now leave your order right at your doorstep. [Start your order](#)

Trending at-home learning items



\$0.49
Pencil Sharpener 2 Hole 1ct Colors Vary - up & up™



\$1.19
#2 Wood Pencils 24ct - up & up™



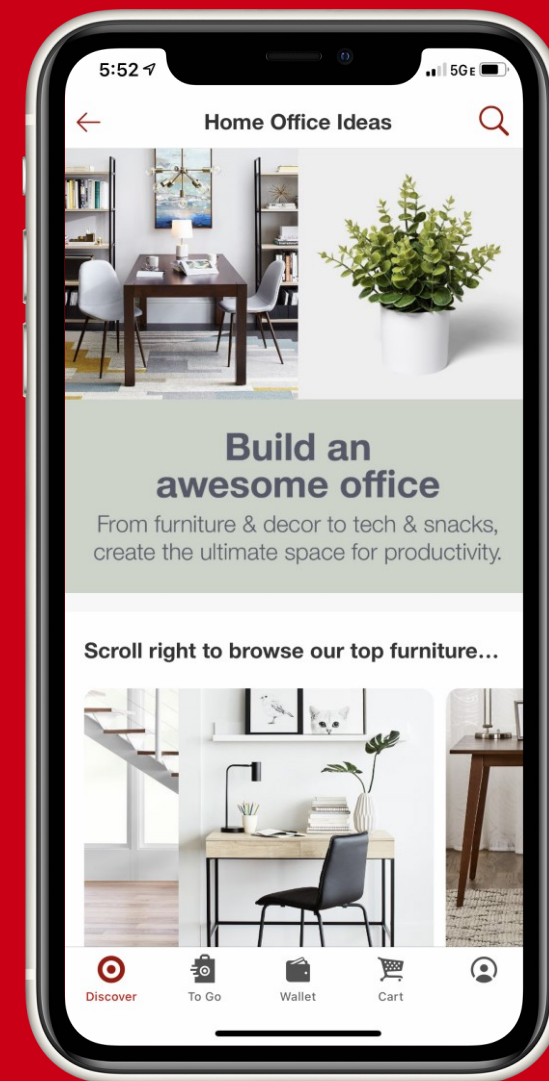
\$4.99
Five Star Stand 'N Store Pencil Pouch



\$9.79
U Brands 16"x20" Magnetic Dry Erase Board Aluminum Frame



Tab





Camp Backyard

Make a summer camp at home with easy activities for any age & budget.



Ages 2-4

Ages 5-7

Ages 8-10

Ages 11+

Activities for kids 5-7















Make a driving school

Use chalk and cones to create a driving course on the sidewalk or driveway. Let the kids refine their skills on all kinds of wheels. You could even add in a few obstacles.

Set up a science lab

Make it a STEM day with different lab stations and experiments for your camper to try. Let 'em have some fun and discover the differences between chemistry, biology and other kinds of science.

**Our guests turned to Target
to meet their needs.**

VIDEO

Easter 2020 (no audio)

**Our decisions were
shaped by what was
happening in the world.**

Happy Mother's Day

There's still time to get gifts today with Order Pickup.

Find something for every Mom

Gift Ideas

\$5
GiftCard

Free \$5 gift card when you spend \$20 on beauty products*

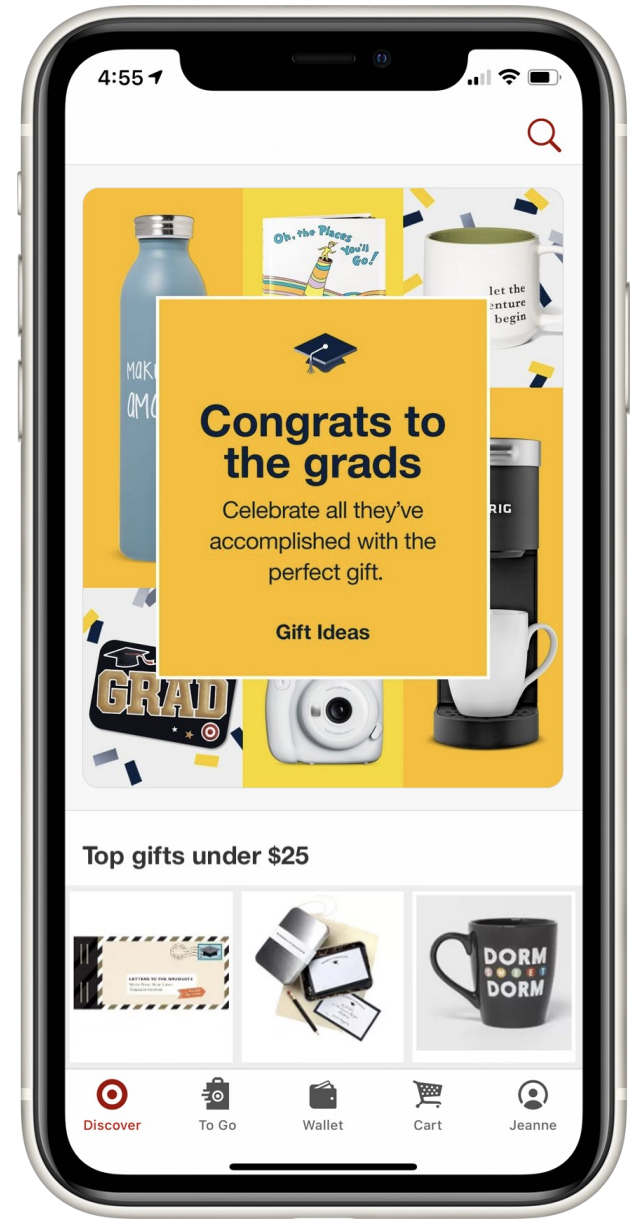
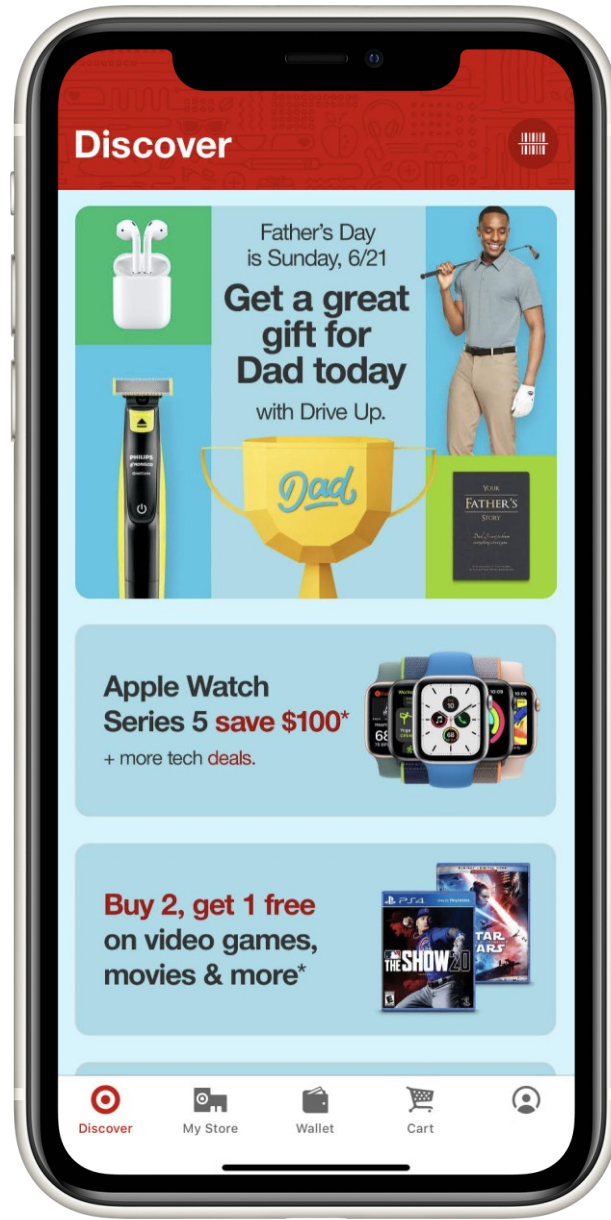
Under \$25

Women's new arrivals
under \$25.

Apple Watch Series 5
save \$100*
+ more tech deals.

BEST MOM EVER

Give her something you know she'll love
Send an e-gift card to her phone or email.





Multi-Category Assortment

Curation

Partnerships

Product Design + Development

Cat & Jack™



all in motion™

a
• new
day™

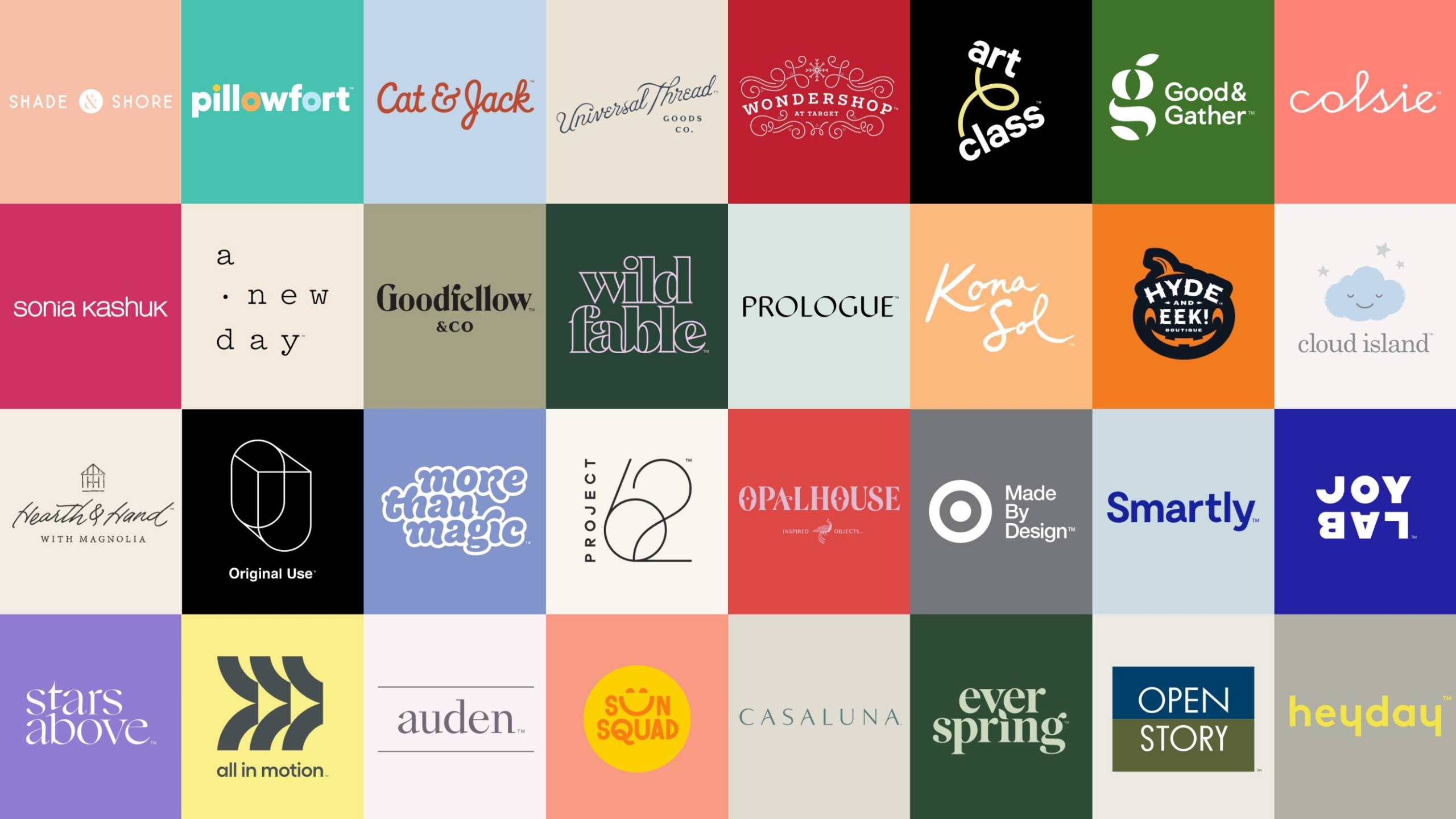
Goodfellow™
& CO



room
essentials™

Universal Thread™
GOODS
CO.





SHADE & SHORE

pillowfort

Cat & Jack

Universal Thread
GOODS
CO.

WONDERSHOP
AT TARGET

art
&
class

Good & Gather

colsie

sonia kashuk

a
· new
day

Goodfellow
& CO

wild
fable

PROLOGUE

Kona
Sol

HYDE
AND
EEK!
BOUTIQUE

cloud island

Hearth & Hand
WITH MAGNOLIA

Original Use

more
than
magic

PROJECT
B2

OPALHOUSE
INSPIRED OBJECTS

Made
By
Design

Smartly

JOY
LAB

stars
above

all in motion.

auden

SUN
SQUAD

CASALUNA

ever
spring

OPEN
STORY

heyday

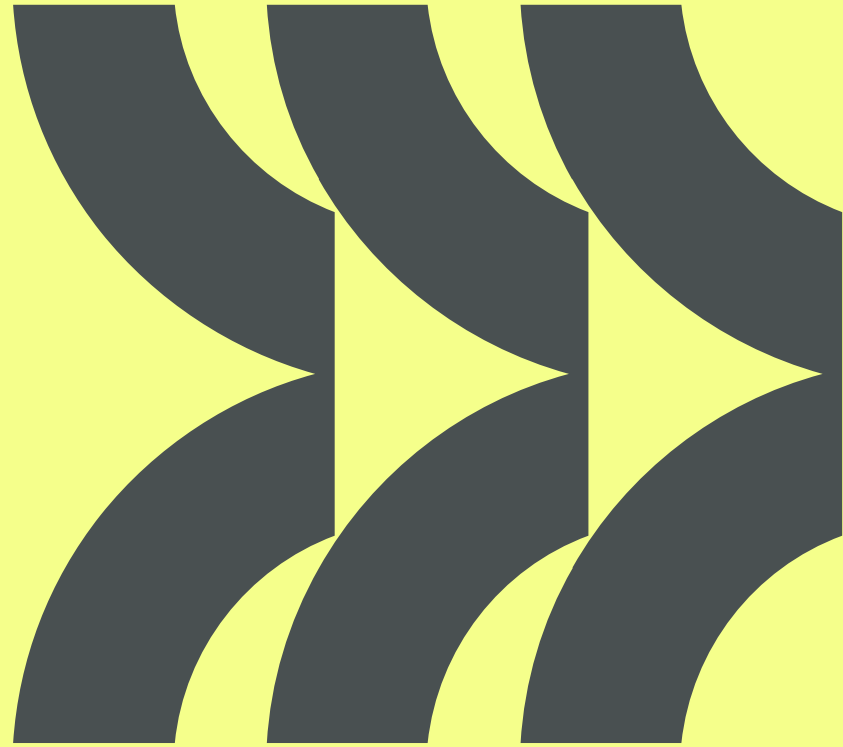
Creating

Designing

Maintaining

**They're brands our guests
trust and love.**





all in motion™

seamless
for less

seamless
for less

Introducing
seamless
- ultimate comfort
- 360° movement
- all-day performance

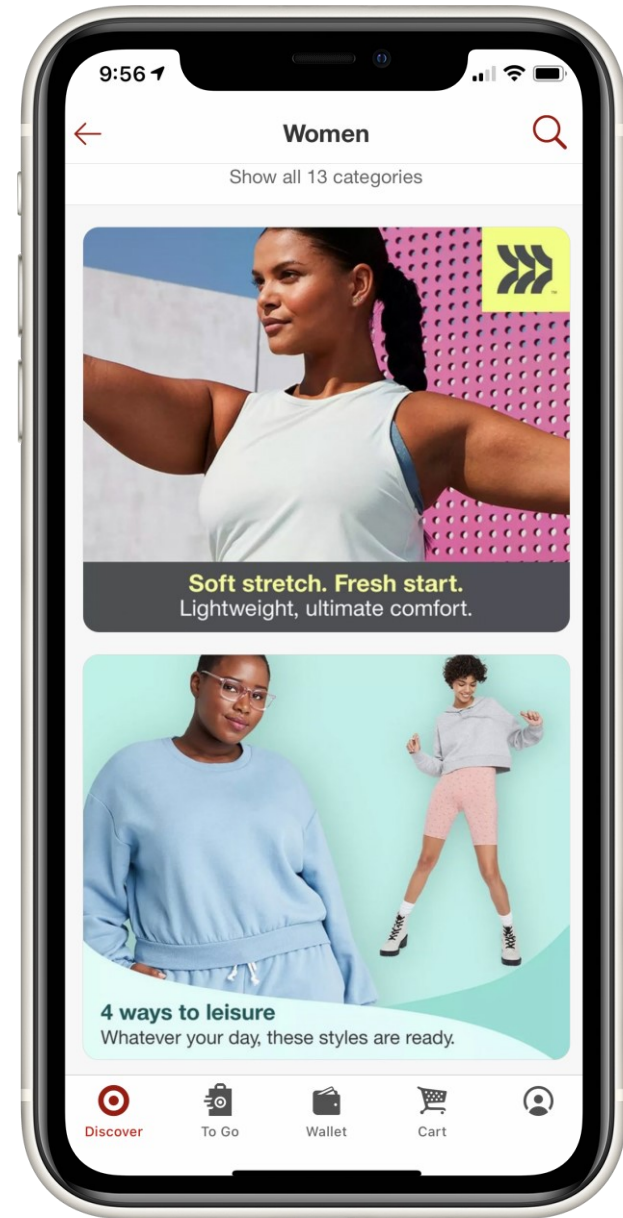
Introducing
seamless for the family
- ultimate comfort
- 360° movement
- all-day performance

\$18

\$16

\$10





15,000
guests interviewed

65
fitness instructors
consulted





Cat & York





**Guests shop Target because
they love our brands.**



National Brand Partners

**Target is a place where
national brands thrive.**





505[®] REGULAR

DENIM COLLECTION FIT GUIDE

AVAILABLE AT TARGET.COM



52⁹⁹



52⁹⁹

52⁹⁹





LEVI STRAUSS & CO
SF CAL

ULTA[®]
BEAUTY



Products are illustrative / All marketing is for placement only



HomePod

mini



iPhone 12 Pro



WATCH

SERIES 6







Apple

Apple (110)

Explore Apple products



Apple Watch

The future of health is on your wrist.



iPhone

There's an unlocked iPhone or one on the AT&T network just for you.



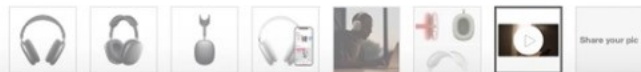
iPad

Easy to use. Easy to love.



AirPods

Magic runs in the family.



**We're taking the work we've
done and making it even better.**



**Be More
Relevant for
Black Guests**

**There was an opportunity
to do more.**



Textured Hair Care

Textured Hair Care

Textured Hair Care

and under!



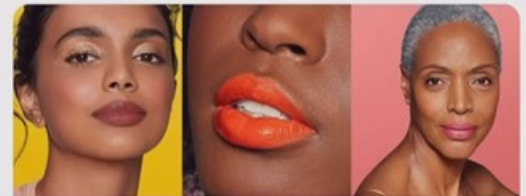
Beauty for All



A legacy of success

Learn more about the Black-owned or founded beauty & personal care brands building economic success.

Black-Owned Beauty Brands



Glow big

Find products for skin & hair as unique as yours from emerging brands.



Discover



To Go



Wallet



Cart



Jeanne

**We're committed to doing
even more in key categories.**



Building a legacy of success

by investing in Black creators and brands.

Spoonful of Faith

Jena Holliday
Founder of Spoonful of Faith
Illustrator & Creative Mama

**“The beauty of our differences
always makes us stronger.”**

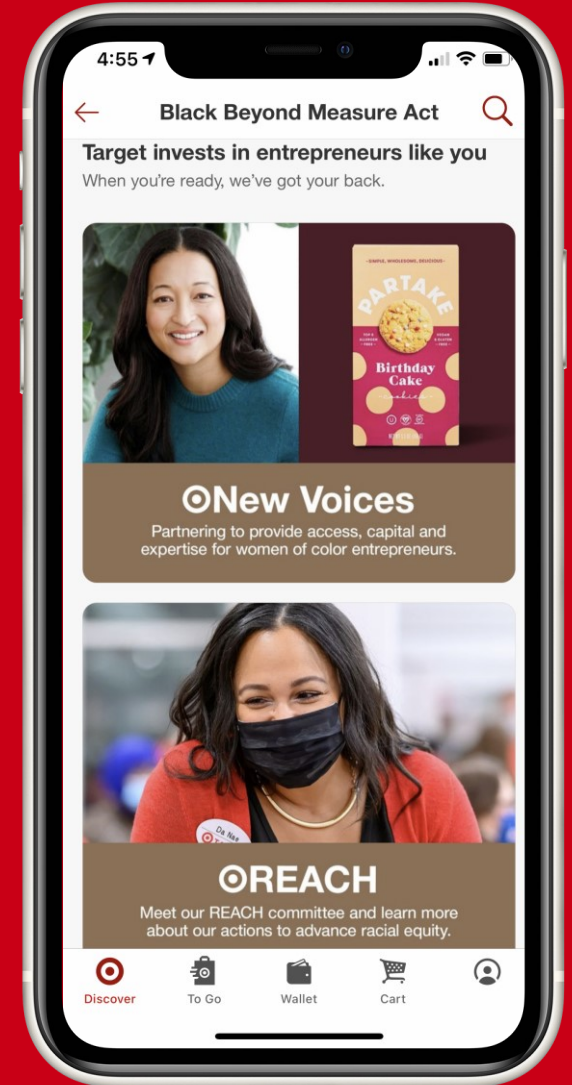
Explore Jena's inclusive and uplifting designs
inspired by the women around her

**HBCU DESIGN
CHALLENGE**

Aisha, Isaiah & Keshawn
2021 HBCU Design Challenge Winners

Recognizing rising art students at
Historically Black Colleges and
Universities and giving them access
to empower their imagination.

Shop the winning assortment



Bring Joy to All Families



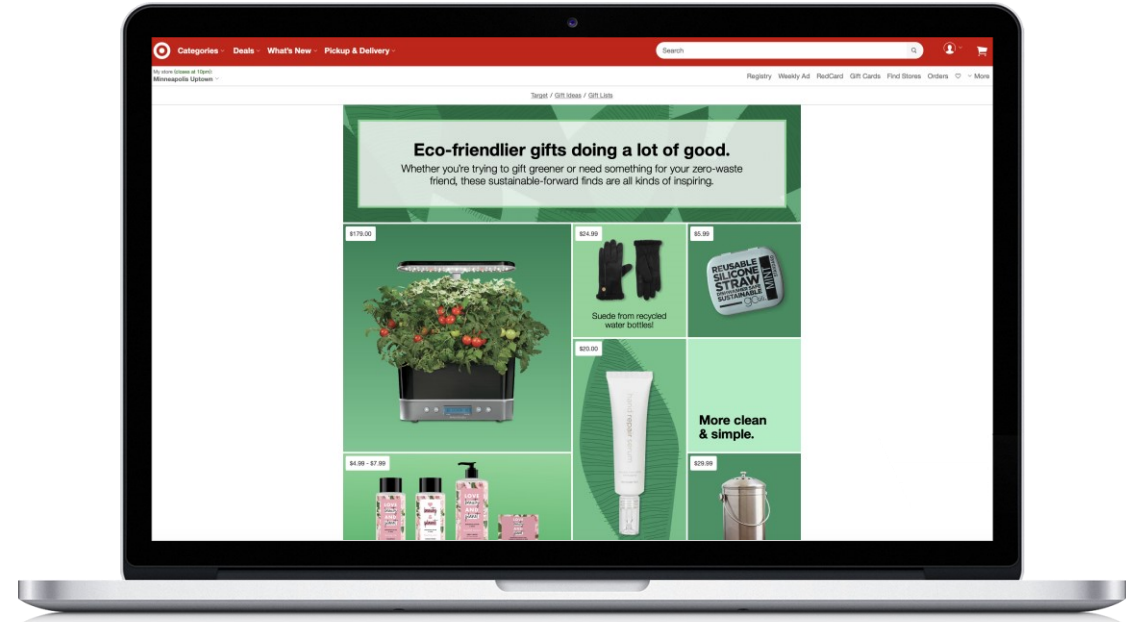
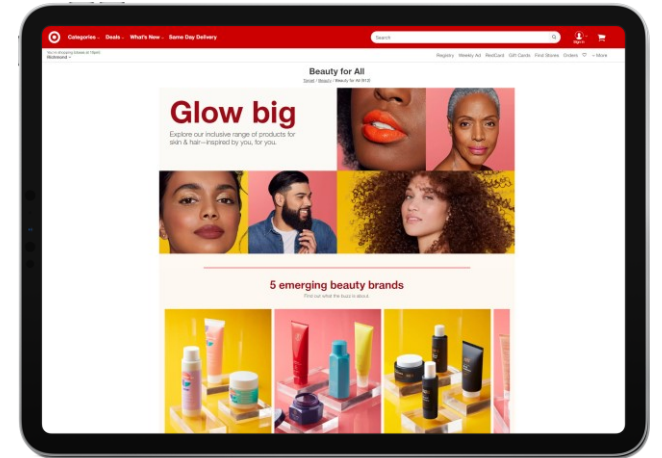
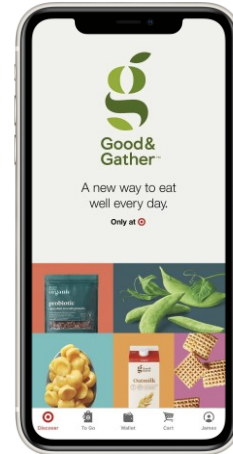


What It Takes to Win

Durable Business Model

Close Connection to Guests

Ability to Flex to Meet Changing Needs



Target is poised for continued growth in the years ahead.

