

Rick Gomez

**Executive Vice President and
Chief Commercial Officer**

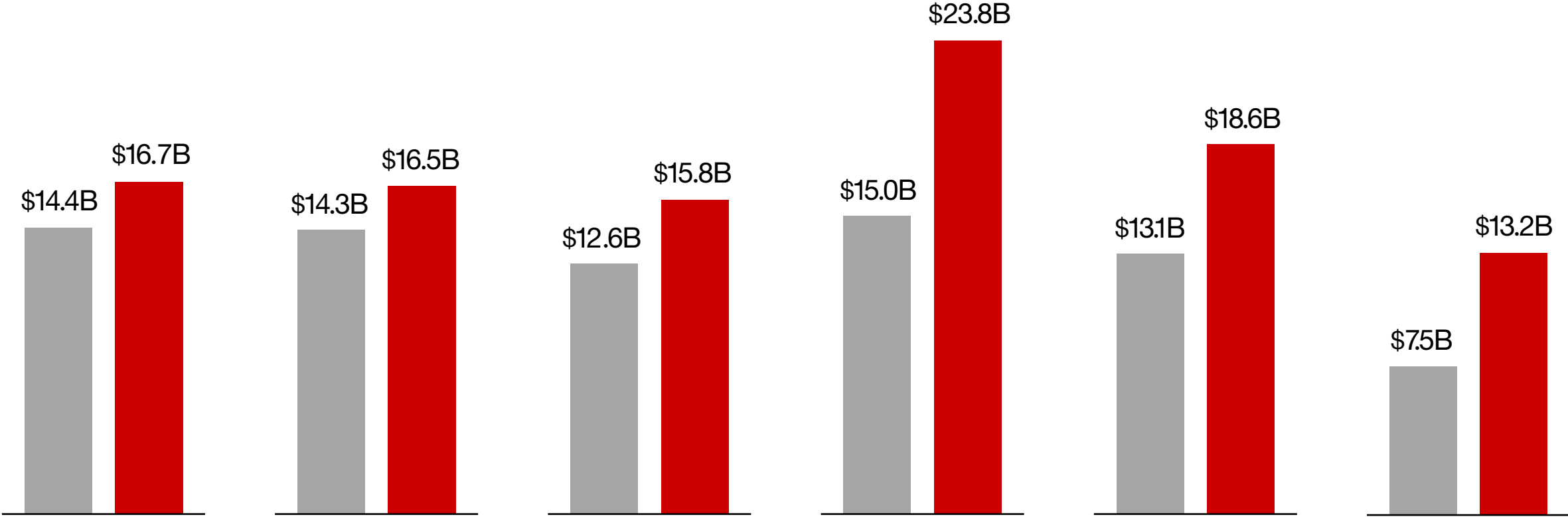




Today's
Tarzhay







Home

Apparel +
Accessories

Hardlines

Food +
Beverage

Essentials

Beauty







Ease

Affordability

Reliability



**We have to chart a course
that's distinctly Target.**









Cat & Jack™

FUTURE COLLECTIVE

MONDO LLAMA

CASALUNA

favorite day™



cloud island™

SPRITZ™

heyday™

OPEN STORY™

Hearth & Hand WITH MAGNOLIA

Good & Gather™



ever spring™

a new day™

Embark™

auden™

deal worthy™

Goodfellow & CO™

Figmint

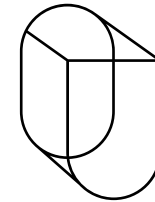
Giggle Scape™



all in motion.

THRESHOLD

LOOKS LIKE HOME FEELS LIKE YOU



Original Use™

JOY LAB™

calsie™

MARKET PANTRY™



kindfull.

SHADE & SHORE

brightroom.

AVA & VIV™

WONDERSHOP™ AT TARGET

art & class™

up&up™

pillowfort™

room essentials™

sonia kashuk

wild fable™



BOOTS & BARKLEY

Universal Thread™ GOODS CO.

bullseye's playground

Cat & Jack™

THRESHOLD

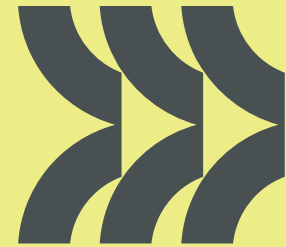
LOOKS LIKE
HOME



FEELS LIKE
YOU



a
• new
day™



all in motion™

brightroom™

Goodfellow™
&CO

Universal Thread™
GOODS
CO.



up&up™

room 
essentials™

wild
fable™

Cat & Jack™

THRESHOLD™



**All approaching or exceeding
\$3B in annual sales**





We are not standing still.

A solid red curved shape that starts wide on the left and tapers to a point on the right, positioned at the bottom of the page.

We have to earn every trip.

A solid red curved shape that starts at the bottom left, curves upwards and to the right, and then curves downwards and to the right, ending at the bottom right corner of the page.



**Traffic grew in
both stores +
digital in 2024**



~\$20B
growth since 2019



#5

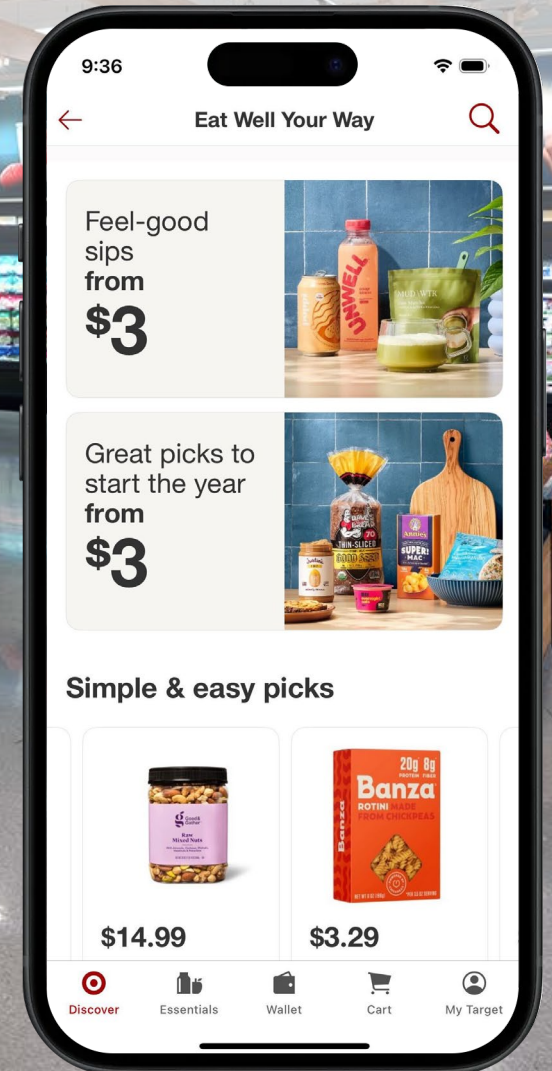
largest Frequency player
in U.S. retail



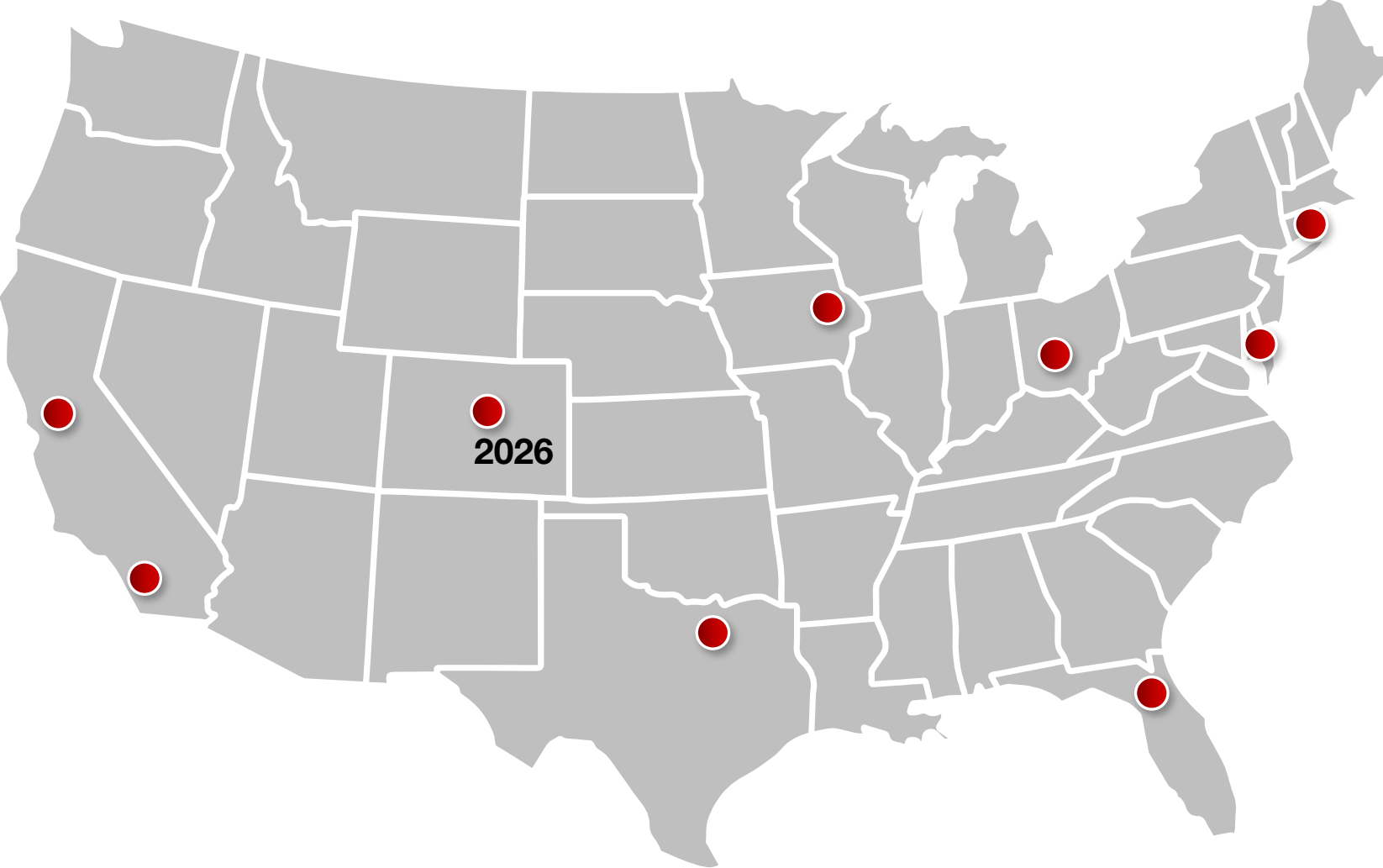
Reliability Improvement

~\$9B Growth Since 2019

5th Largest Digital Grocer in U.S.



Food Distribution Centers



**Consistent
Newness**



Good & Gather™



expected to be
Target's first

\$4B

owned brand

2025



600
new items

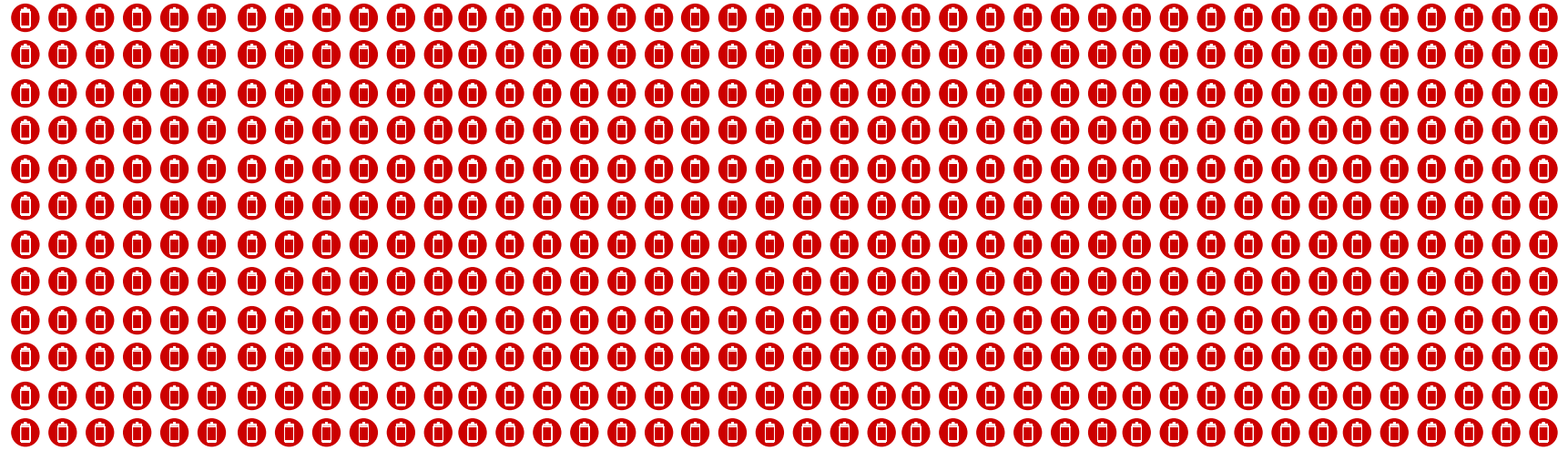
12

items a year



12

items a week



12

items a year





Good &
Gather™
Collabs



Ann Kim



**Launching in
~1,800 Stores
Next Week**



Good & Gather Collabs | **Ann Kim** | **AWARD WINNING CHEF & RESTAURATEUR**

Wood-Fired Crust Pizza
Tavern-Style Uncured Pepperoni & Jalapeño

MADE IN ITALY

Made with Crushed Tomato Sauce and Topped with Mozzarella Cheese, Uncured Pepperoni & Jalapeño Peppers. Spicy Honey Packet Included.

No Artificial Flavors
No Artificial Preservatives
NET WT 16.3 OZ (460g)

NEEDS TO BE FULLY COOKED
KEEP FROZEN
DO NOT THAW
(ENJOY TO ENJOY)

Good & Gather Collabs | **Ann Kim** | **AWARD WINNING CHEF & RESTAURATEUR**

Wood-Fired Crust Pizza
Pickle Pie

MADE IN ITALY

Made with Ranch Sauce and Topped with Mozzarella Cheese, Sliced Pickles & Potato Chips.

No Artificial Flavors
No Artificial Preservatives

NEEDS TO BE FULLY COOKED
KEEP FROZEN
DO NOT THAW
(ENJOY TO ENJOY)

Good & Gather Collabs | **Ann Kim** | **AWARD WINNING CHEF & RESTAURATEUR**

Wood-Fired Crust Pizza
Four Cheese with Sweet & Spicy Chili Sauce

MADE IN ITALY

Made with White Garlic Sauce and Topped with Mozzarella, Hard Cheeses and Provolone With Sweet & Spicy Chili Sauce.

No Artificial Flavors
No Artificial Preservatives
NET WT 16.3 OZ (460g)

NEEDS TO BE FULLY COOKED
KEEP FROZEN
DO NOT THAW
(ENJOY TO ENJOY)

Good & Gather Collabs | **Ann Kim** | **AWARD WINNING CHEF & RESTAURATEUR**

Wood-Fired Crust Pizza
Spicy Sausage & Sweet Pepper

MADE IN ITALY

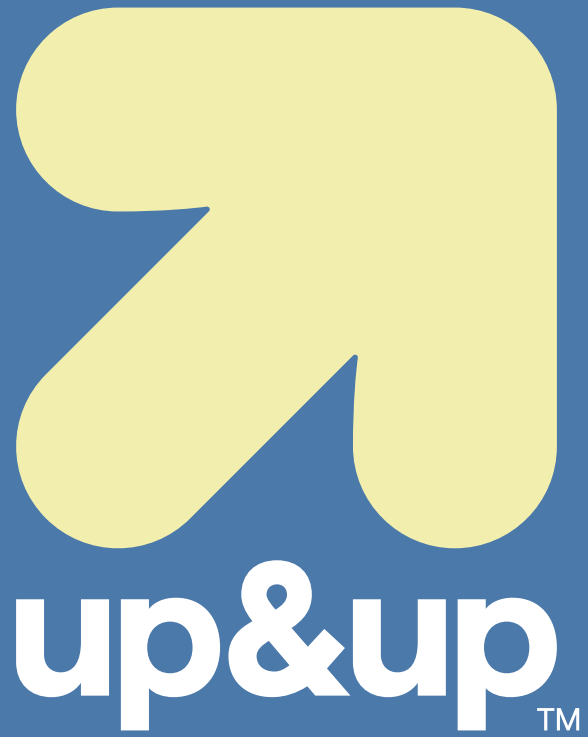
Made with Mozzarella & Caciocavallo Cheeses, Fermented Sausage, Red Onion & Red Sweet Drop Peppers.

No Artificial Flavors
No Artificial Preservatives
NET WT 16.3 OZ (460g)

NEEDS TO BE FULLY COOKED
KEEP FROZEN
DO NOT THAW
(ENJOY TO ENJOY)

**Target doesn't just sell food,
it celebrates food.**





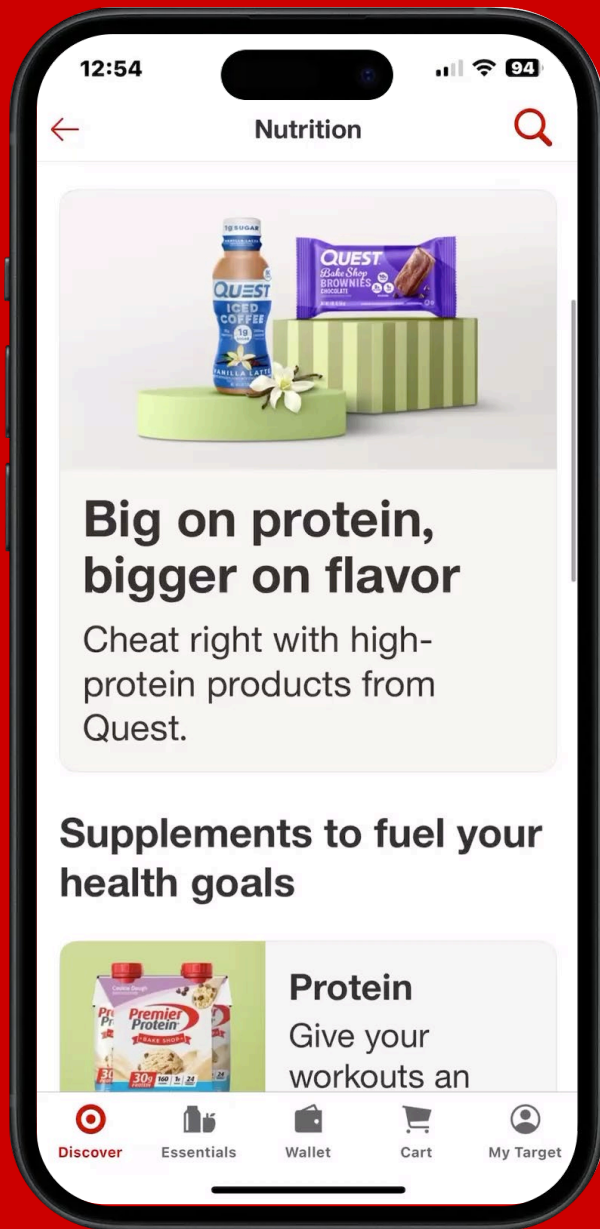
On Track to be a **\$3B Brand**





BOOTS &
BARKLEY™

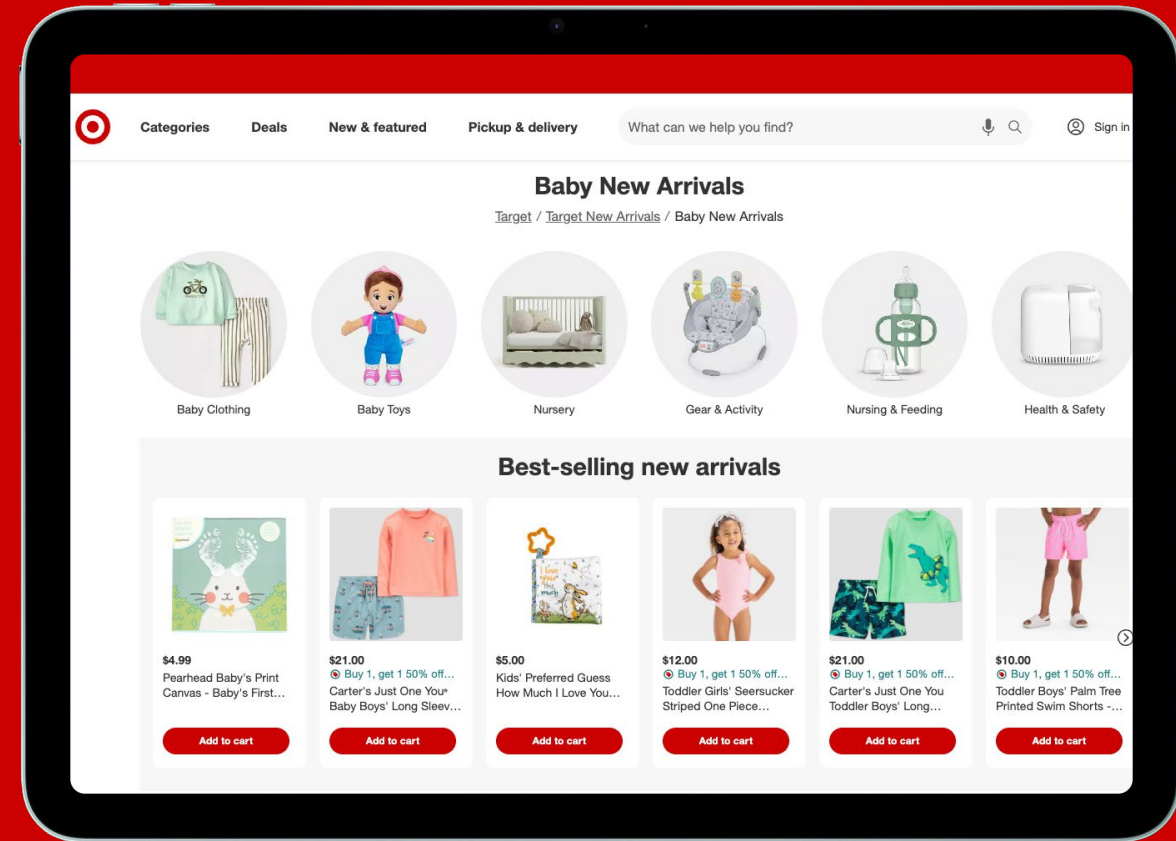




14
new brands
in Nutrition

>2,200
new items

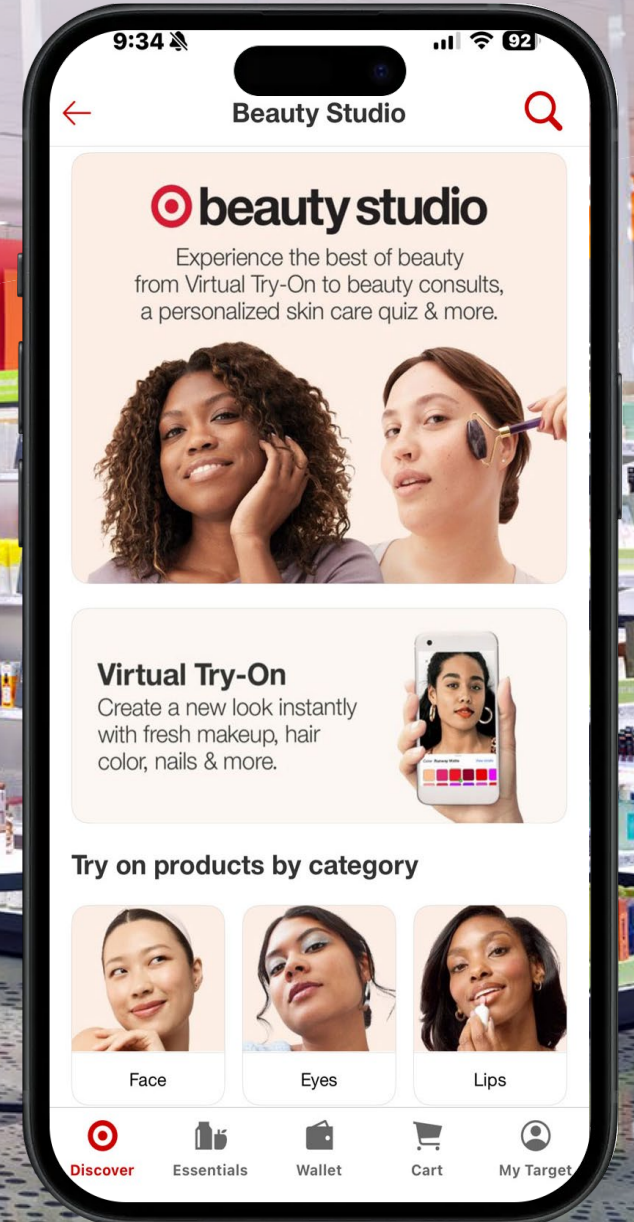
50%
exclusive to Target





200
new items

We've nearly doubled our Beauty business since 2019.





must-try minis

ULTA
BEAUTY

beauty that's
*best in
class*

eyes
top picks for
every eye look

face
most loved makeup
that makes the grade

skin
top skincare for
a healthy glow

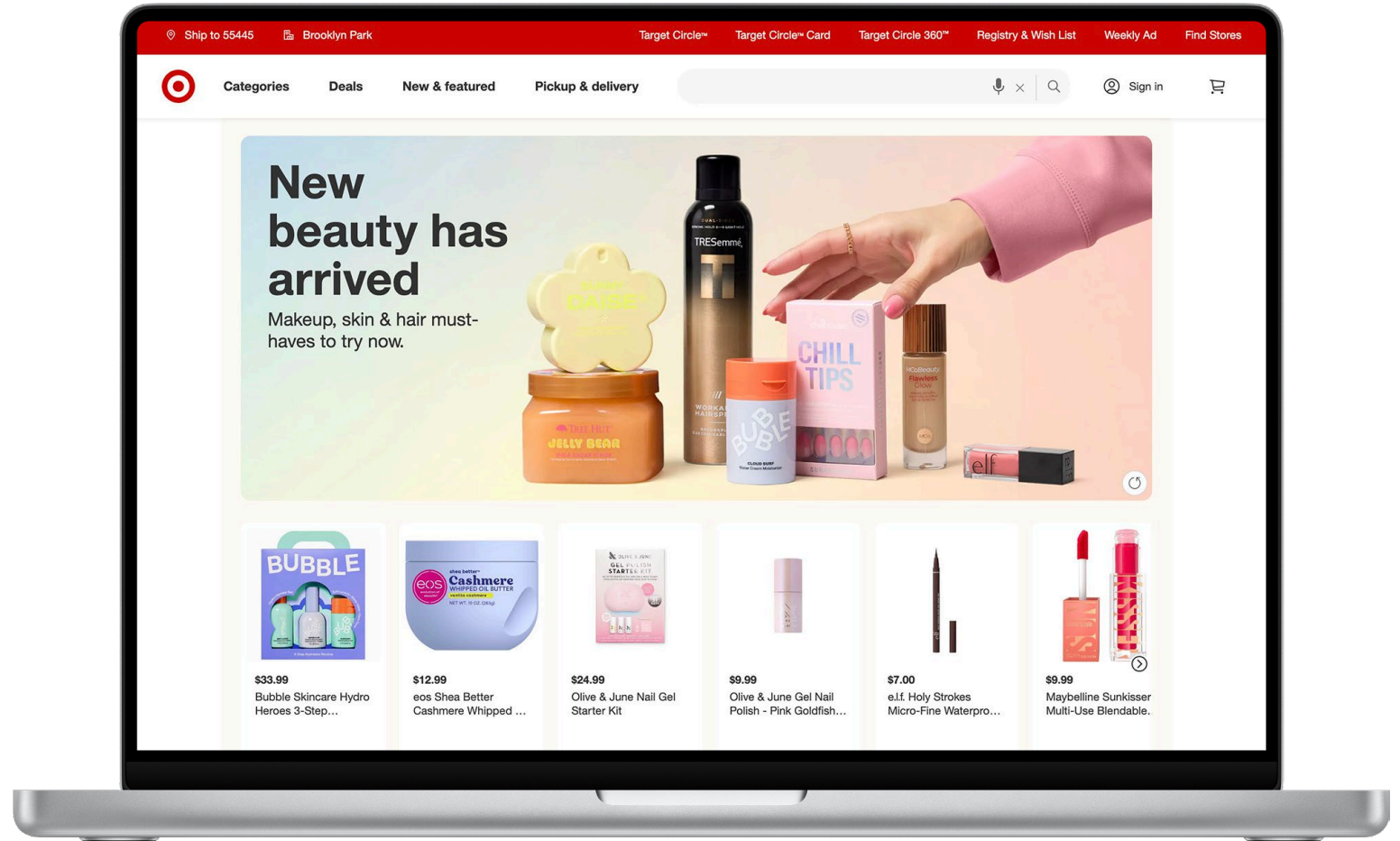
benefit URBANDECAY tarte MORPHE L'ORÉAL PARISIAN
IT Cosmetics bareMinerals

ULTA
BEAUTY



2,000
new products

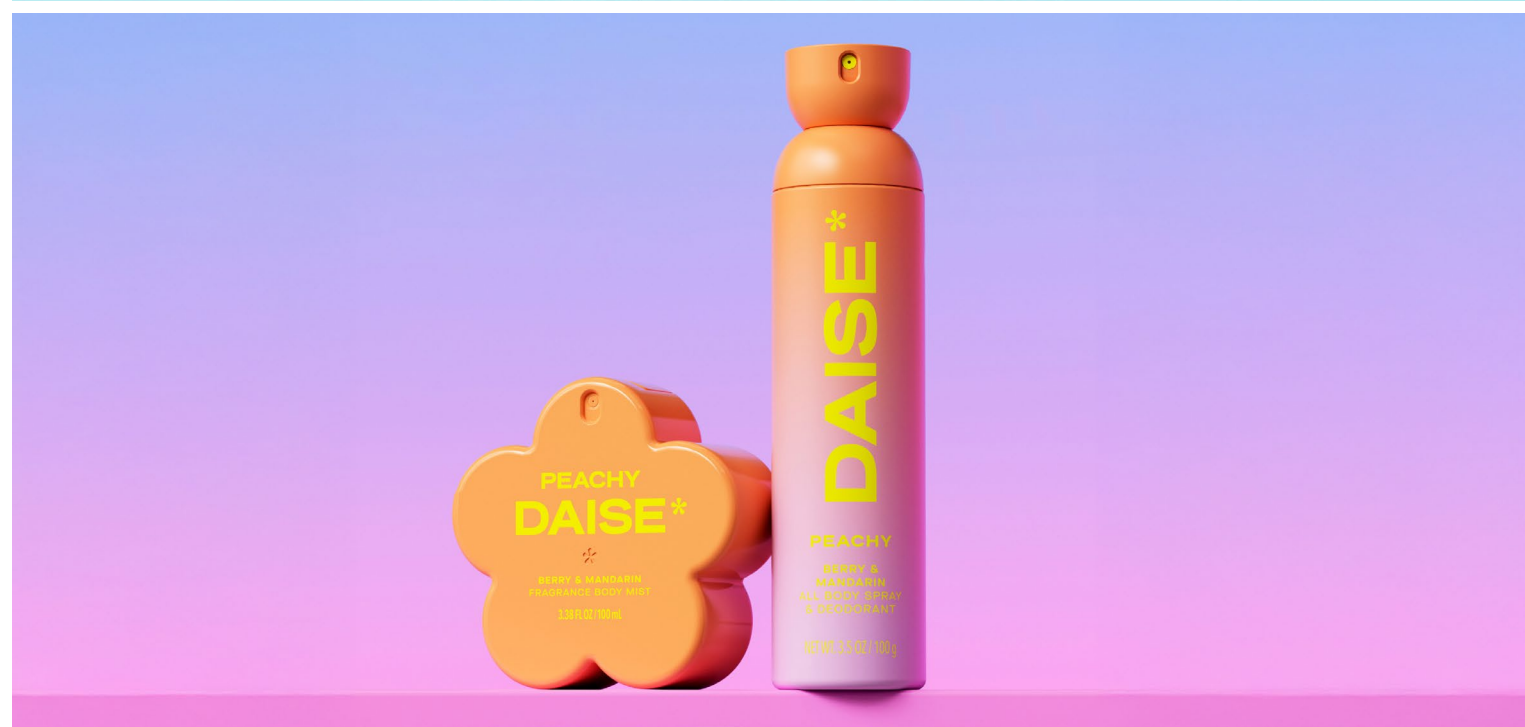
90%
under \$20

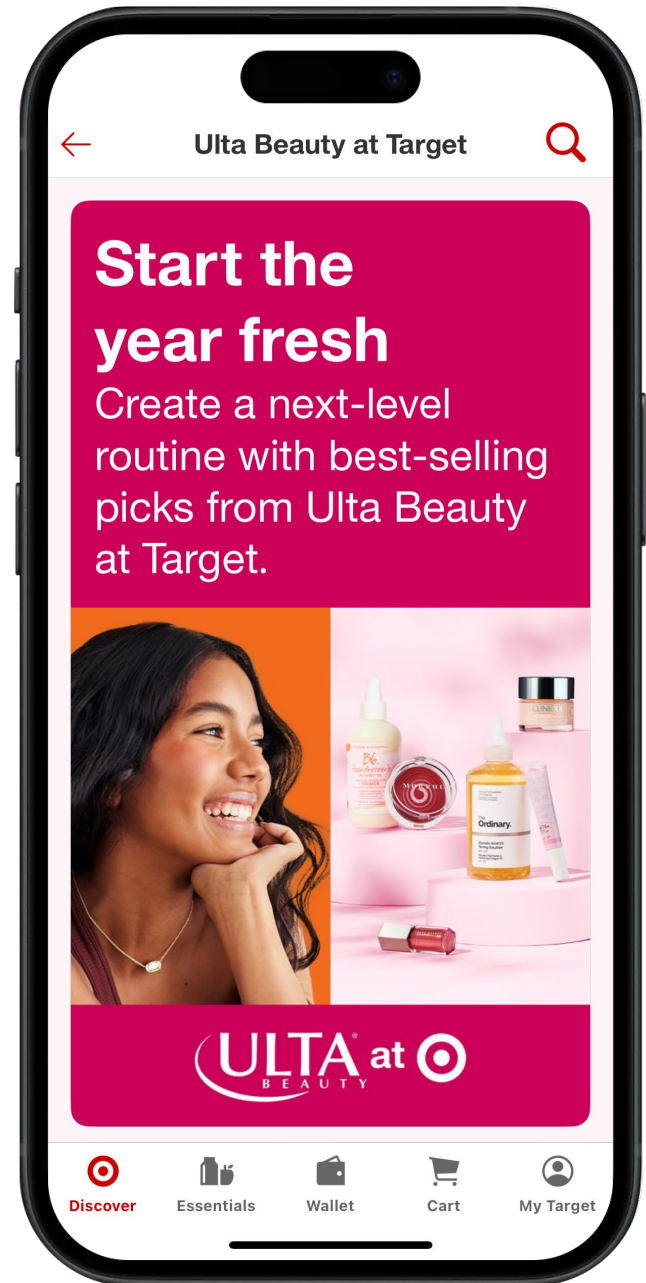




50

new brands added







**Discretionary categories generate
more than \$50B in sales.**



Meaningful Acceleration Across Our Discretionary Portfolio in Q4



Boldness

Speed

Newness

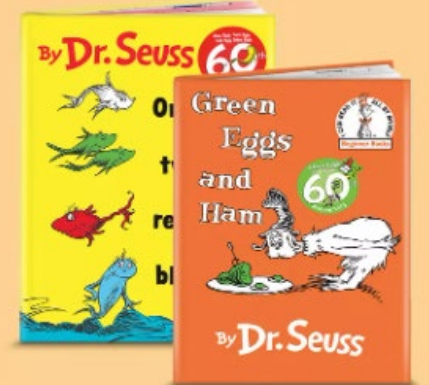
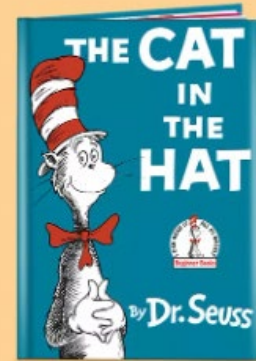


Fun 101



**Fun 101 = Realizing the Untapped
Potential of Hardlines**





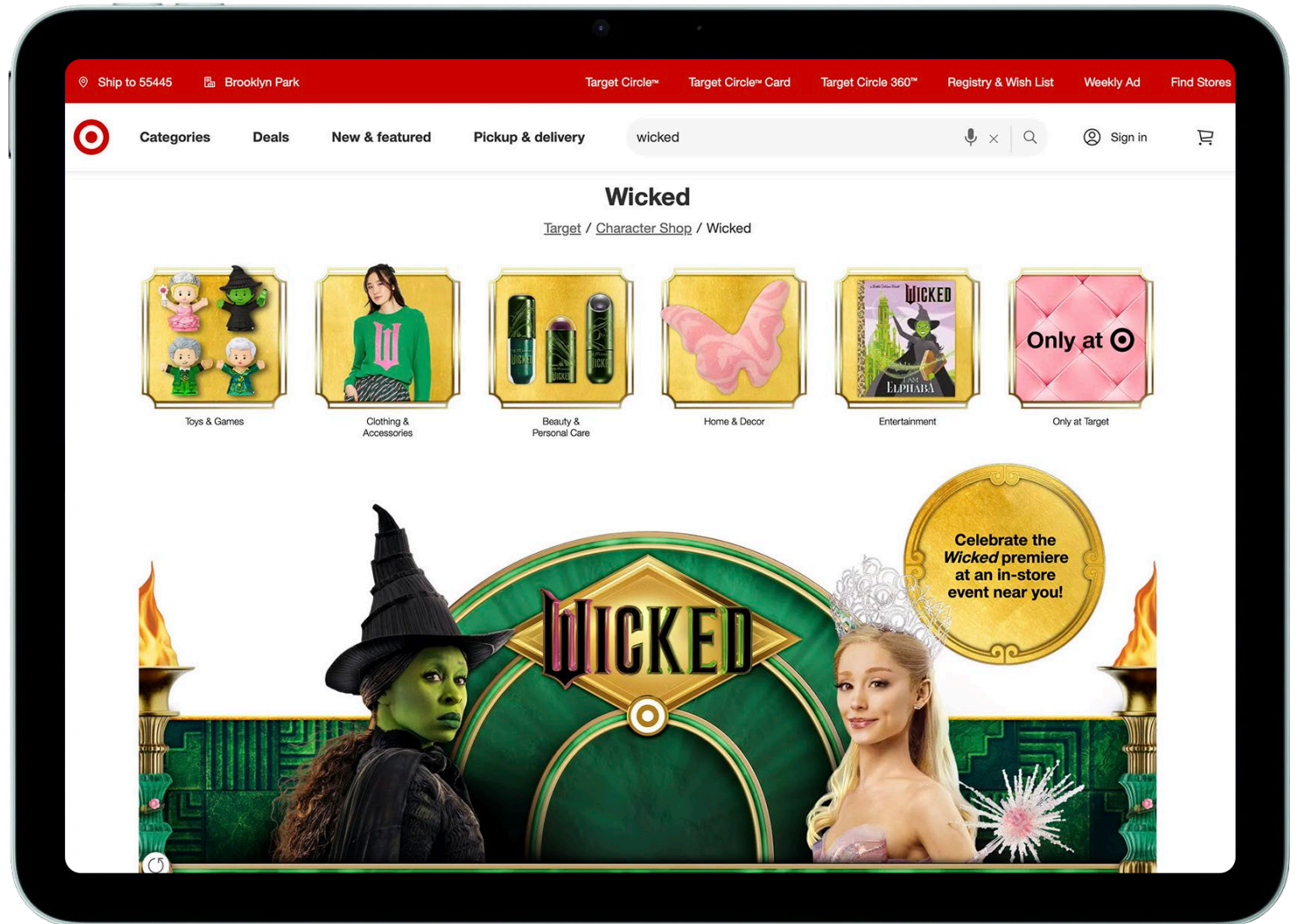


A Year-Round Discovery Destination





~60%
of assortment
was exclusive



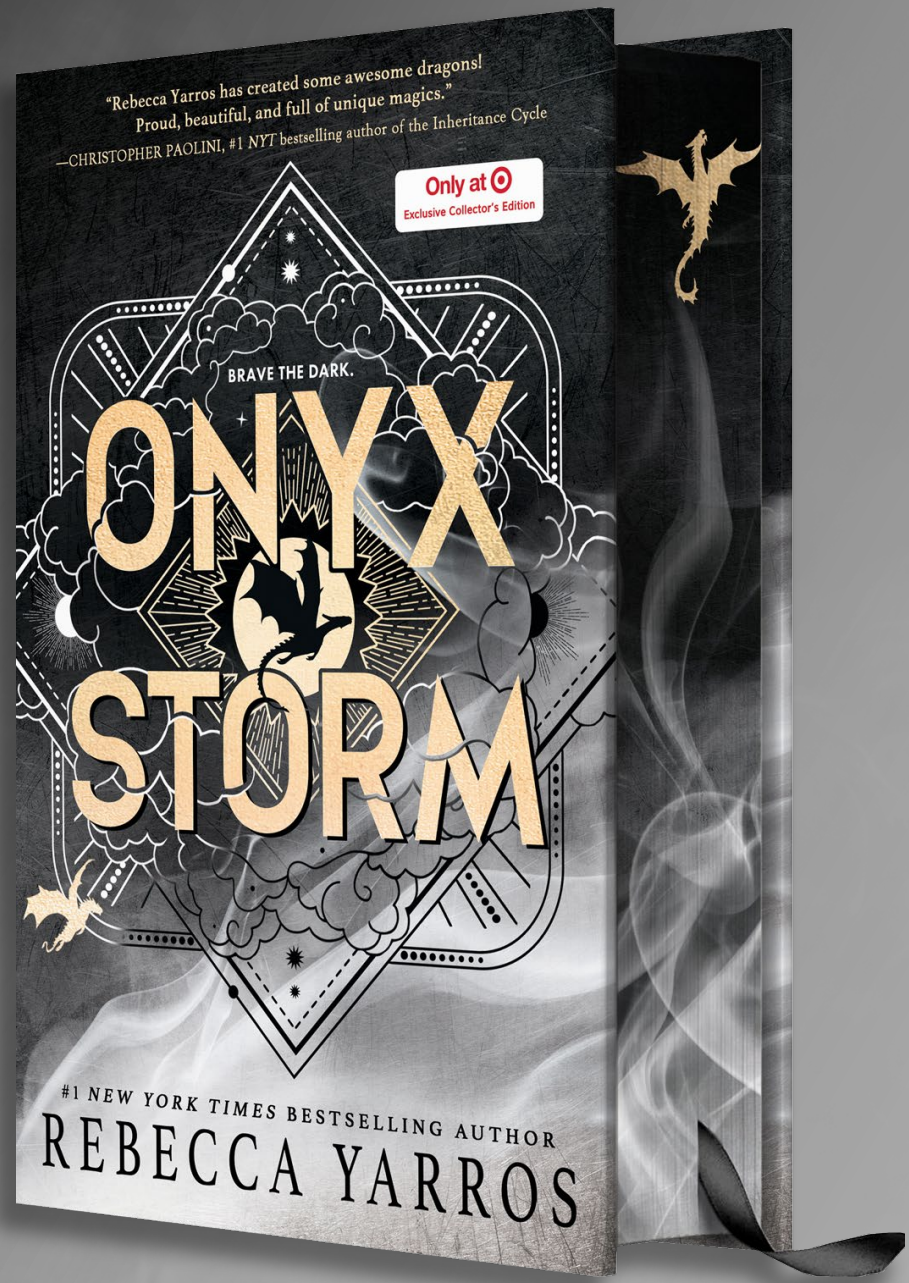
"Rebecca Yarros has created some awesome dragons!
Proud, beautiful, and full of unique magics."
—CHRISTOPHER PAOLINI, #1 NYT bestselling author of the Inheritance Cycle

Only at 
Exclusive Collector's Edition

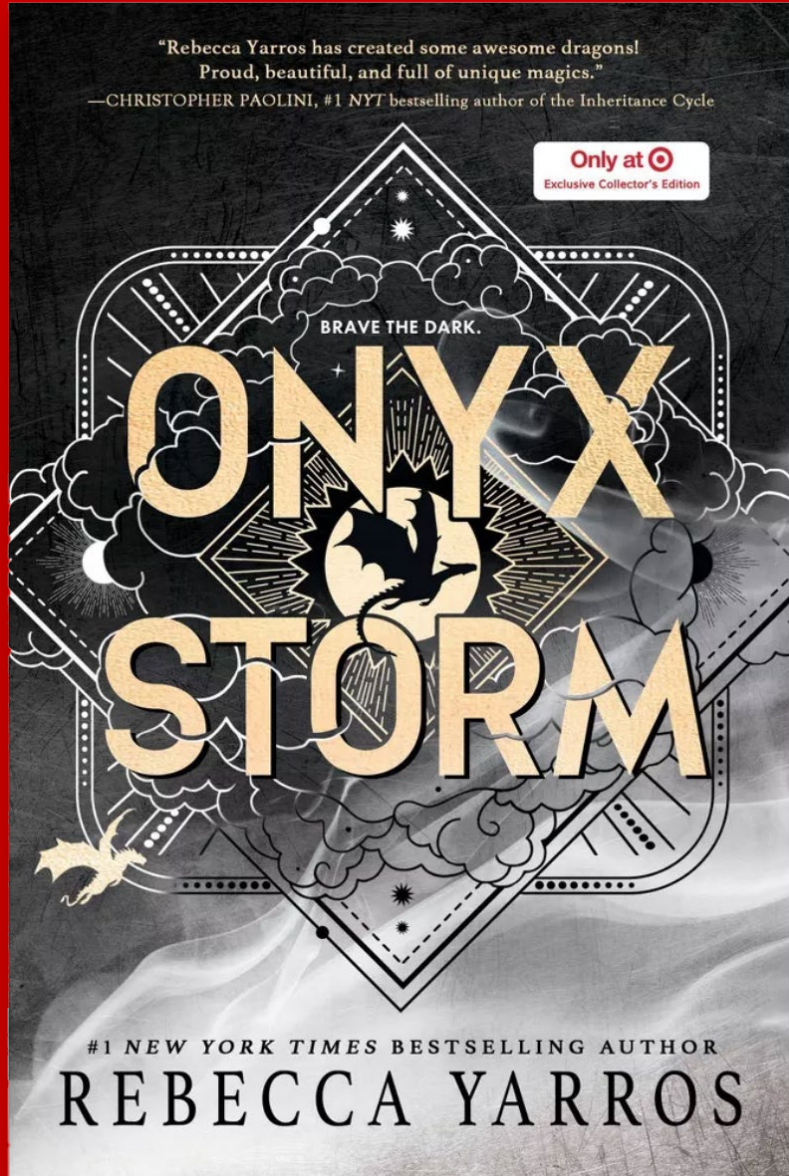
BRAVE THE DARK.

ONYX STORM

#1 NEW YORK TIMES BESTSELLING AUTHOR
REBECCA YARROS







#1

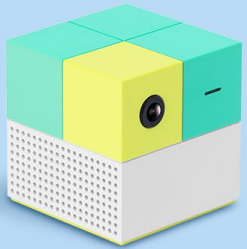
retailer on
release date

30%

share



Shop new Nex
Playground game system
for the holidays



NEX





Home

Giving Guests Choice + Joy



Style

Design

Affordability





THRESHOLD™

LOOKS LIKE
HOME



FEELS LIKE
YOU



Hearth & Hand™

WITH MAGNOLIA



CASALUNA



CASALUNA



+6%

sales increase
in early 2025




STANLEY
SINCE 1913



NESPRESSO



THRESHOLD™

LOOKS LIKE
HOME



FEELS LIKE
YOU

DESIGNED WITH

STUDIO MCGEE







Categories

Deals

New & featured

Pickup & delivery

What can we help you find?



Sign in



College checklist



Find all the essentials for a fresh start & check off your list.

College



From \$20

Furniture



From \$2

Storage



From \$5

Decor



From \$350

Bedding



TM



is consumer-led.



**More of the Breadth
Consumers are
Looking For**



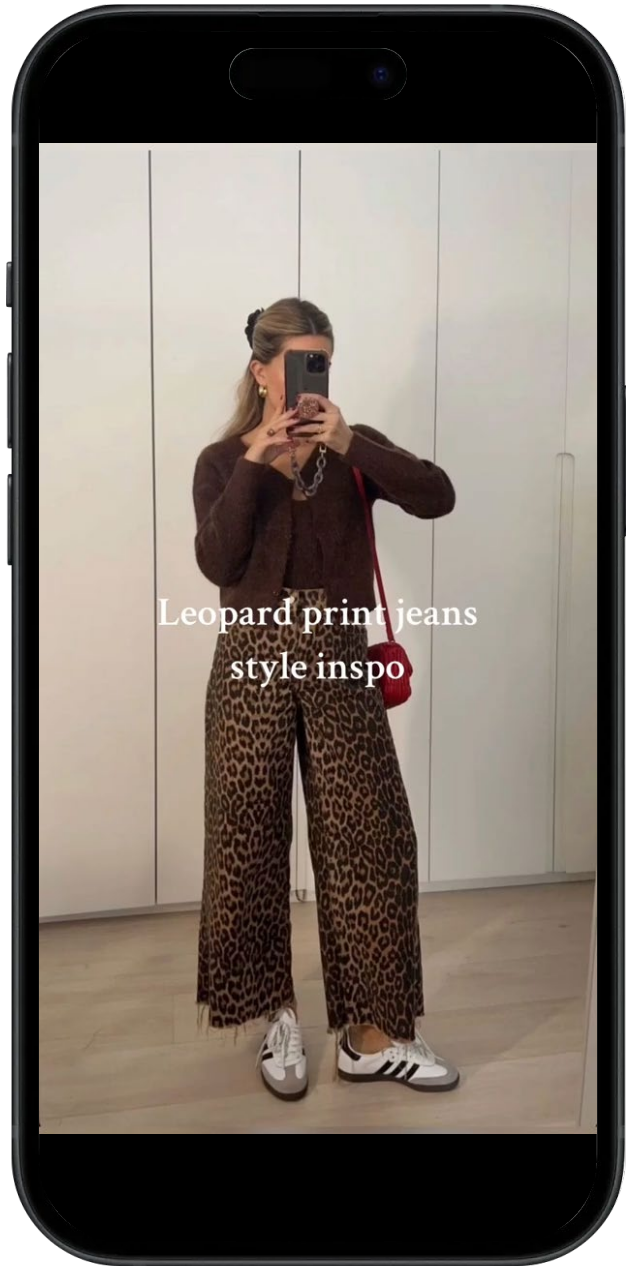


Apparel Comp
Up >3% in Q4

**Made Gains With Almost
Every Demographic**



Increased speed to market,
to ensure consumers find what
they want, when they want it.





Categories

Deals

New & featured

Pickup & delivery

What can we help you find?



\$30.00

Women's Low-Rise Wide Leg Baggy Jeans - Wild Fable™

Wild Fable | New at

★★★★★ 21 reviews

+2 options

Shipping get it tomorrow

Shipping dates may vary

Add to cart



\$35.00

Women's Puffer Jacket - Wild Fable™

Wild Fable

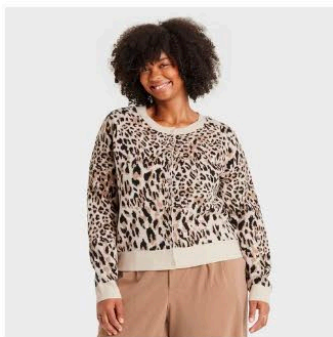
★★★★★ 220 reviews

+2 options

Shipping arrives Sat, Feb 15

Shipping dates may vary

Add to cart



\$20.00

Women's Cozy Knit Cardigan - A New Day™

A New Day

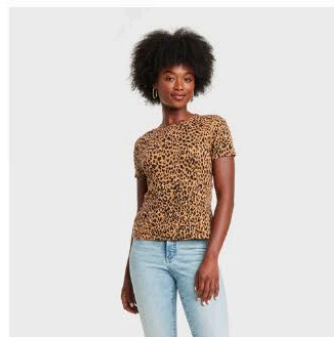
★★★★★ 517 reviews

+6 options

Shipping get it tomorrow

Shipping dates may vary

Add to cart



\$10.00

Women's Short Sleeve T-Shirt - Universal Thread™

Universal Thread

★★★★★ 65 reviews

Shipping get it tomorrow

Shipping dates may vary

Add to cart



\$30.00

8"x22" Luxe Jacquard Leopard Round Decorative Pillow Ivory - Threshold™....

Threshold

★★★★★ 26 reviews

Only 2 left at Brooklyn Park

Pickup ready within 2 hours

Delivery as soon as 12pm



\$15.00

Women's Mesh Cardigan - Wild Fable™

Wild Fable

★★★★★ 19 reviews

Shipping get it tomorrow

Shipping dates may vary

Shipping dates may vary

Shipping dates may vary

Add to cart



\$21.99

Women's Leopard Print Graphic Lounge Pants - Brown

Grayson Threads | New at

★★★★★ 10 reviews

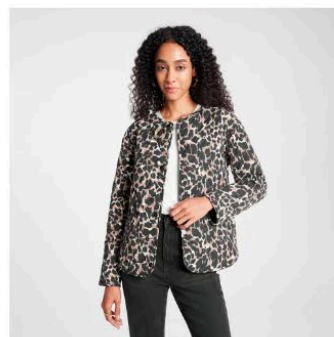
Shipping arrives Thu, Feb 13

Shipping dates may vary

Shipping dates may vary

Shipping dates may vary

Add to cart



\$49.00

Women's Quilted Jacket - A New Day™

A New Day

★★★★★ 7 reviews

Shipping arrives Mon, Feb 24

Shipping dates may vary

Shipping dates may vary

Shipping dates may vary

Add to cart





From Design to Shopper's Basket in **8 Weeks**



20%

reduction in product
development calendars

**We're adding
speed and flexibility.**



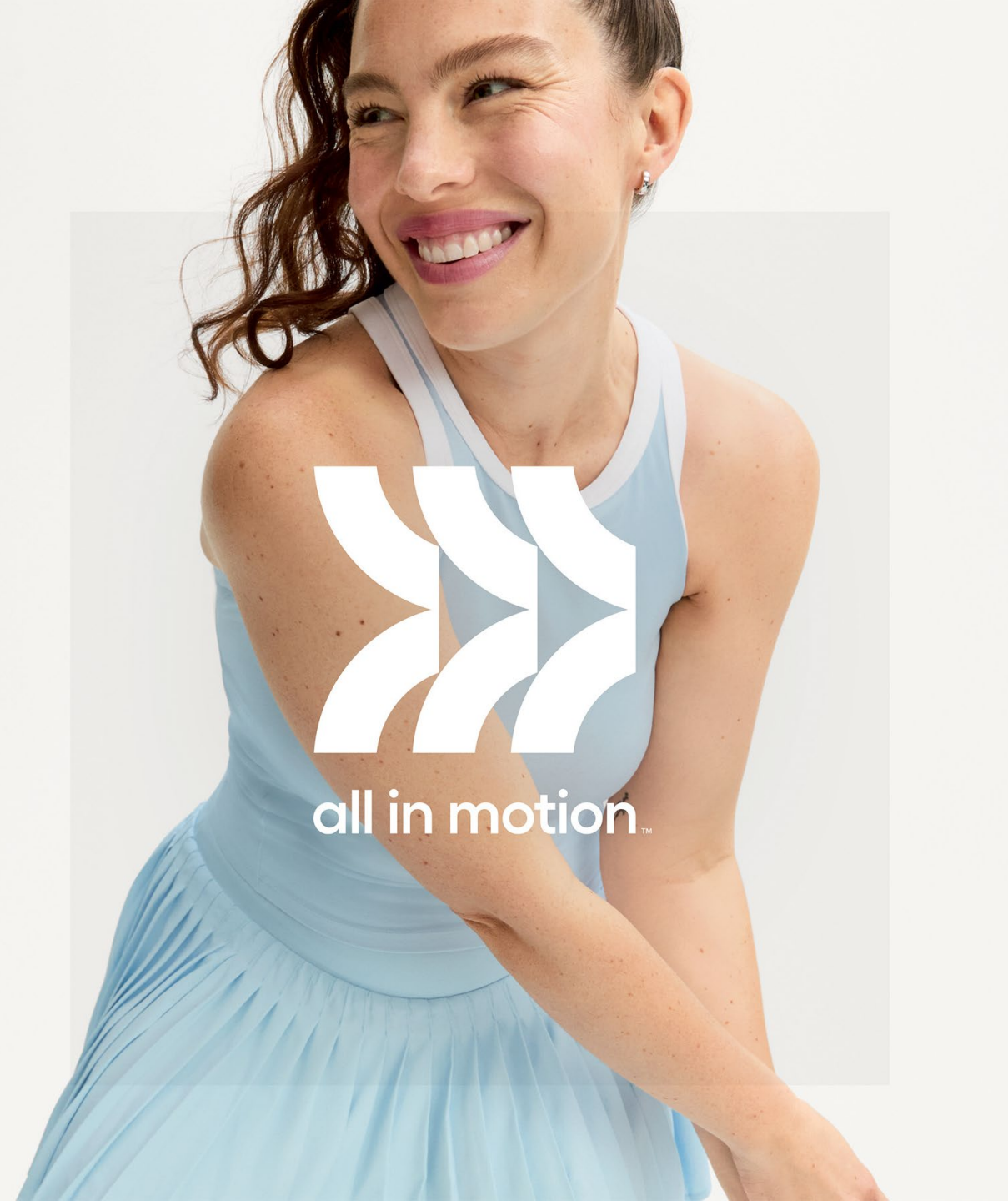
Strategically Managing
Our Raw Materials, Production
Capacity + Lead Times



Our relevance
boosts top-line growth.

Our rigor and discipline
drive bottom-line performance.







all in motion™



>10%
comp sales
increase in 2024



Approximately
half of what we sell
is made in the United States.



**Reduced Owned Brand
Production in China**

**Moved More Production to
Western Hemisphere Countries**



Newness




Goodfellow[™]
&CO

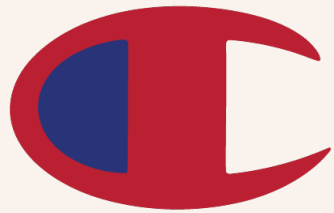


**New, On-Trend
Items Monthly**

WARBY
PARKER

at 





Champion[®]

Setting in Stores
August 2025



Listening

Learning

Improving



Everyday Discovery + Delight





Today's
Tarzhay



**Giving Consumers
More Reasons to
Choose Target Every Day**



