

# Target Q2 2024 Results

**+2.0%**  
Comparable Sales

**+0.7%**  
Store Comparable Sales

**+8.7%**  
Digital Comparable Sales

**\$2.57**  
GAAP EPS  
*a >40% increase over last year.*

**Target is back to sales growth, with increases in traffic and continued profit improvement.**

## Traffic grew

Q2 comp sales growth was driven entirely by traffic, up 3.0% compared to last year.



**6.4%**

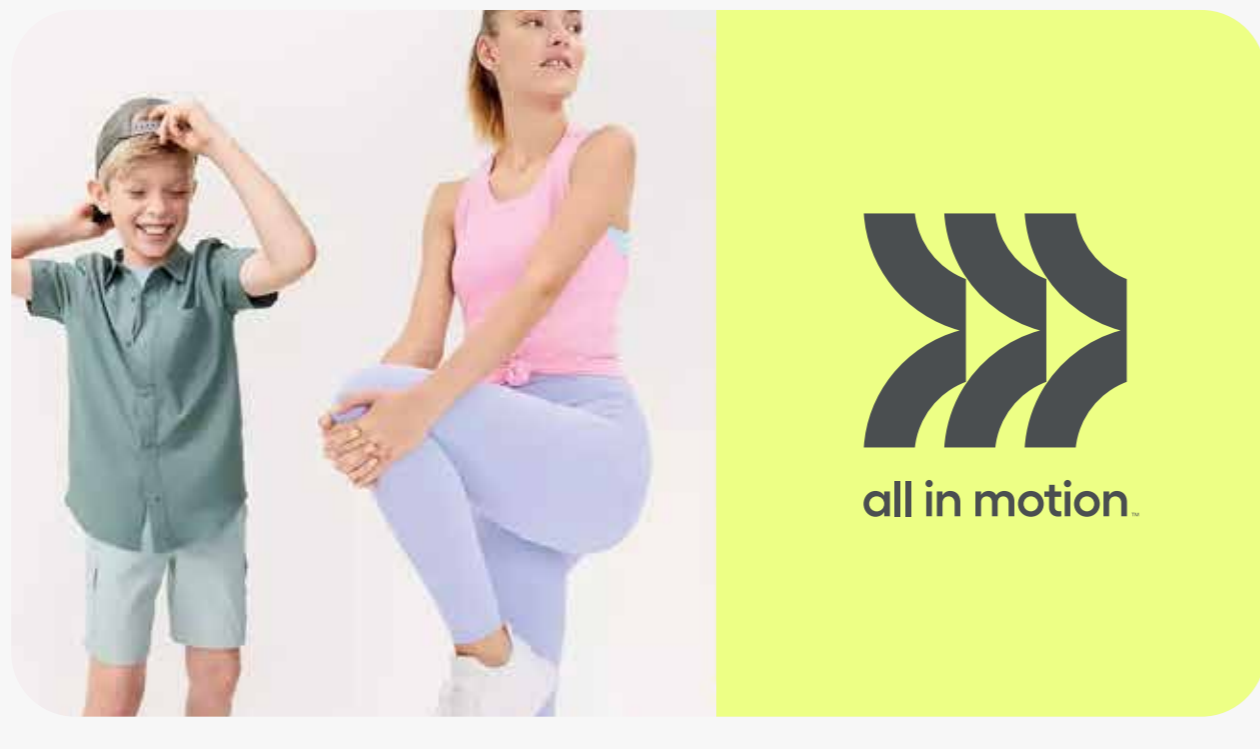
Q2 operating income margin rate improved by 1.6 percentage points compared to last year.

## Strength in digital

Low-double-digit growth in same-day services reinforced continued strength in our digital business, led by low-teens growth in Drive Up and same-day delivery services.

**Guests responded to affordability, newness, seasonality and convenience.**

## Improving sales trends



**Apparel returned to growth** as guests embraced owned brands like All in Motion and Wild Fable.



**Beauty grew** in the high single digits with launches like LolaVie and Divi driving excitement.



**Food and beverage** drove traffic and sales with newness in candy and brands like bubly sparkling water.



**Even lower prices** on more than 5,000 frequently purchased items\* drove traffic and unit volume across frequency categories.

## Target Circle Week

in July drove high engagement across all categories as value-conscious consumers turned to Target for great deals.

**>2 million**

new Target Circle members acquired in Q2.



## Strong seasonal moments

- Our seasonal business continued its strong performance with moments like **Mother's Day** and **Fourth of July** serving guests' celebratory wants and needs.
- Back-to-school** and **back-to-college** season kicked off with hit offerings like 20 of the most popular items for under \$20 total, plus \$5 backpacks, Mondo Llama crayons for 25 cents and \$1 notebooks.



## More joy ahead in Q3

The momentum continues with new seasonal assortments, owned brand delights, exclusive partnerships and compelling value across our business, including:



Halloween newness including treats, costumes, pet toys and more.



Exclusive beauty launches including Blake Brown haircare.



Fall flavors and more than 150 new owned brand items from Good & Gather, Favorite Day and more.



On-trend apparel including Wild Fable's back-to-college assortments.

**We'll keep investing in our strategy and capabilities to build on this positive momentum and drive long-term growth.**

## Strategic investments

We're on track to invest \$3 billion to \$4 billion in our business in 2024.

- 10 new stores opened, more than 60 remodel projects underway and 3 new supply chain facilities opened so far this year.



\*Pricing, promotions and availability may vary by location and at Target.com. This program excludes Alaska, Hawaii and the borough of Manhattan. Products mentioned may not be available at Target.com or in all stores.

All earnings per share figures refer to diluted EPS.

Statements in forward-looking about our future financial and operational performance, our expected strategic investments, and our strategy for growth are in forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Please see our Q2 2024 earnings release and our SEC filings for risks and uncertainties that could cause Target's results to differ materially from what was expected as of the date of this document, August 21, 2024.