



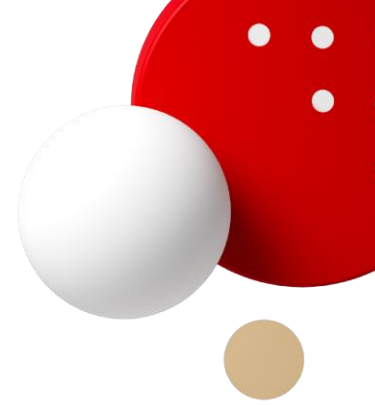
**Christina
Hennington**
EVP & Chief Growth Officer







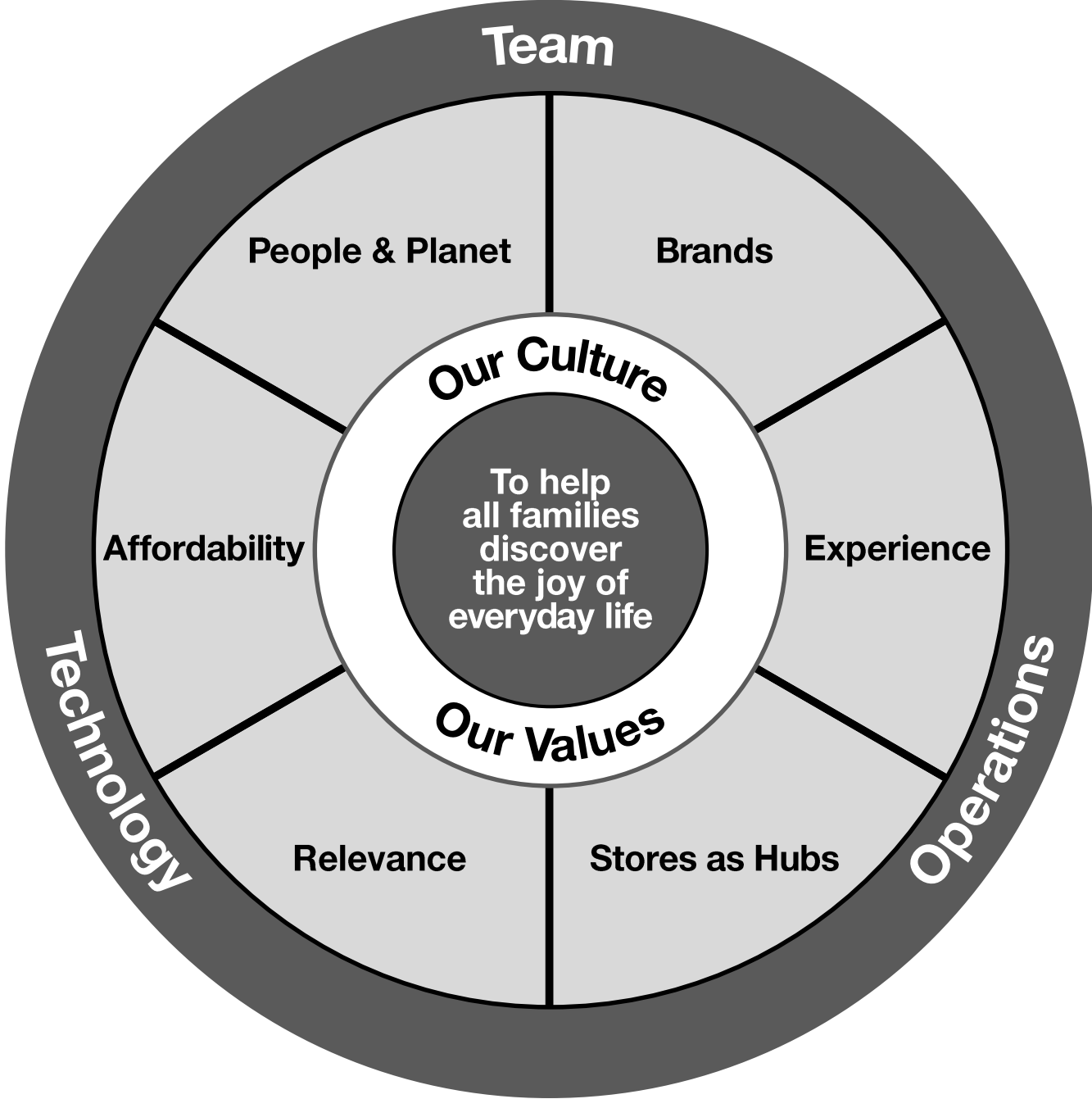
What is **next** for Target?



Building on What's Working

Launching New Initiatives



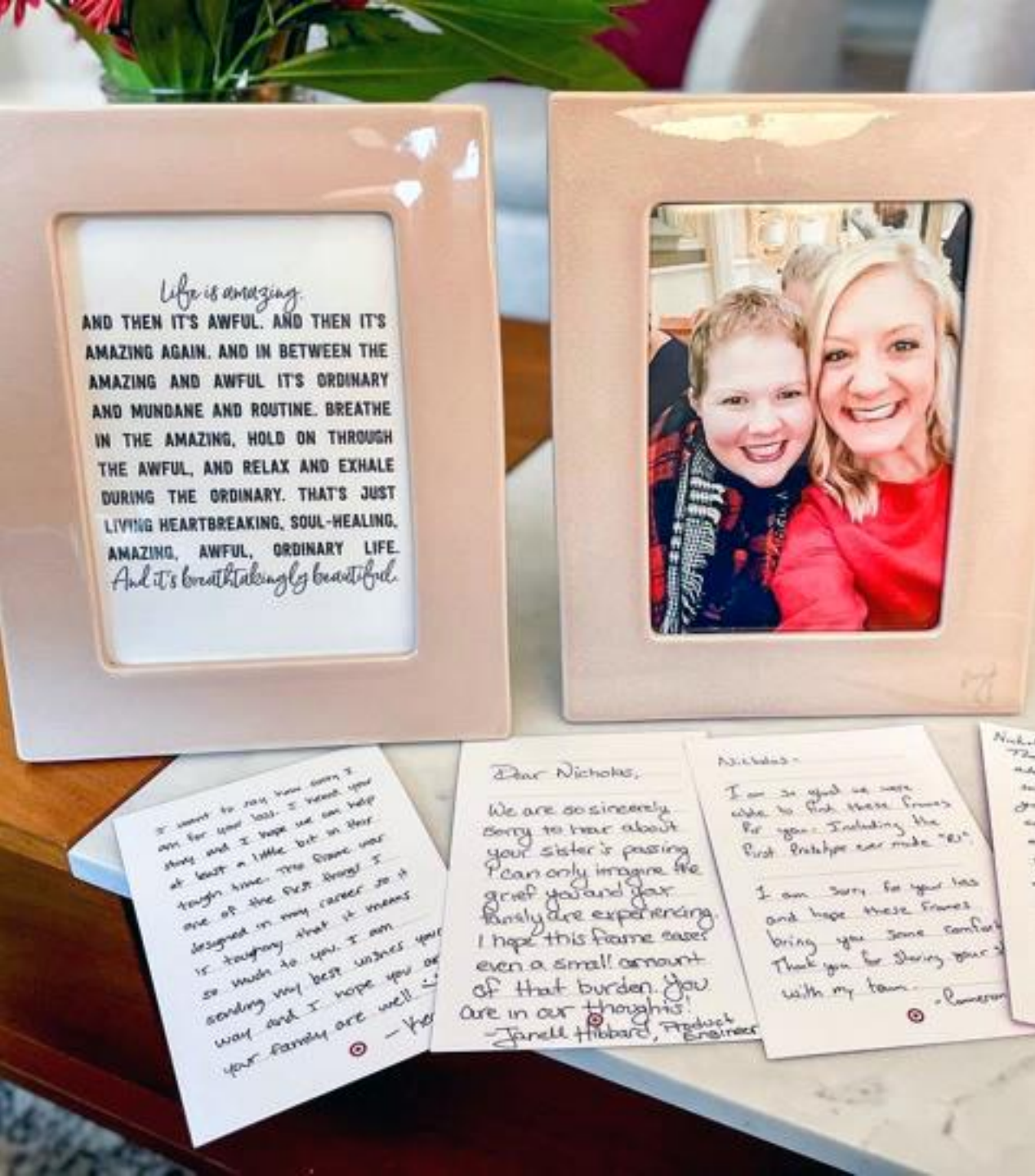




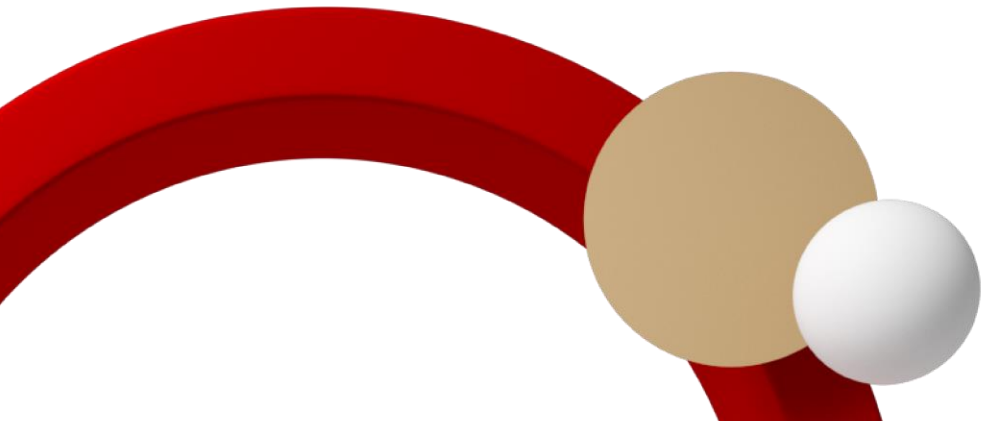






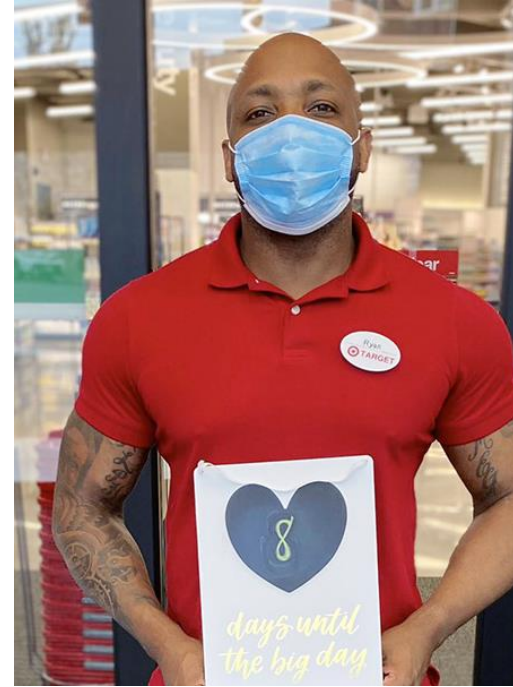


“ I know it’s just a frame, but there is a lot of meaning behind it. What you did may seem small, but it represents so much more. ”

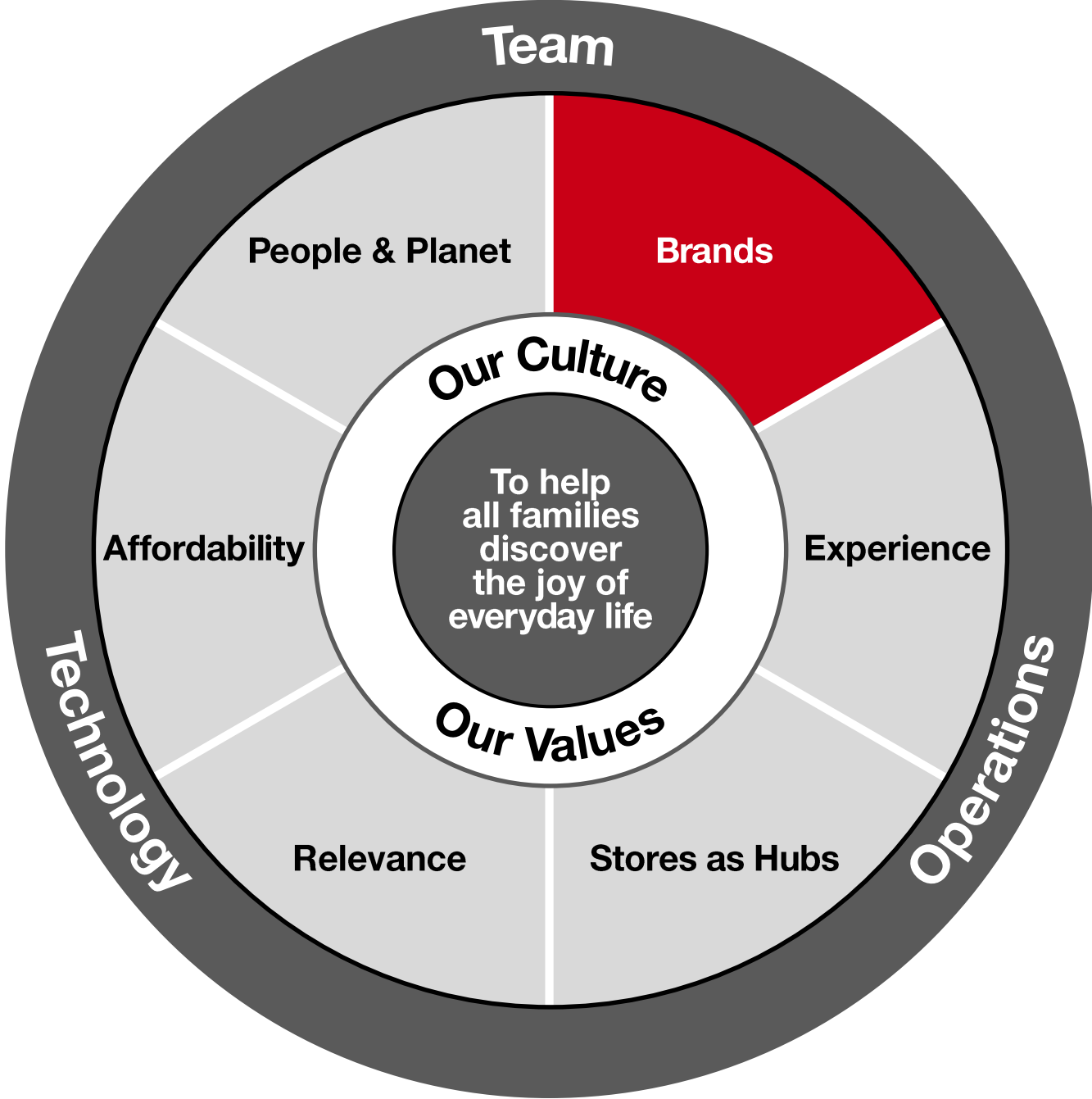




**Our team continually lives
our values and puts **care** first.**









Continuing to Build Affinity



Brightroom

Brightroom (199)

brightroom.

new and only at

Put everything in its bright place with intuitive, simple and flexible storage solutions from Brightroom. Each item in each collection is designed to be compatible with other items so you can easily use them for your unique needs in your unique space.

Shop by category



Closet Storage



Storage Tubs & Totes



Shelving Units



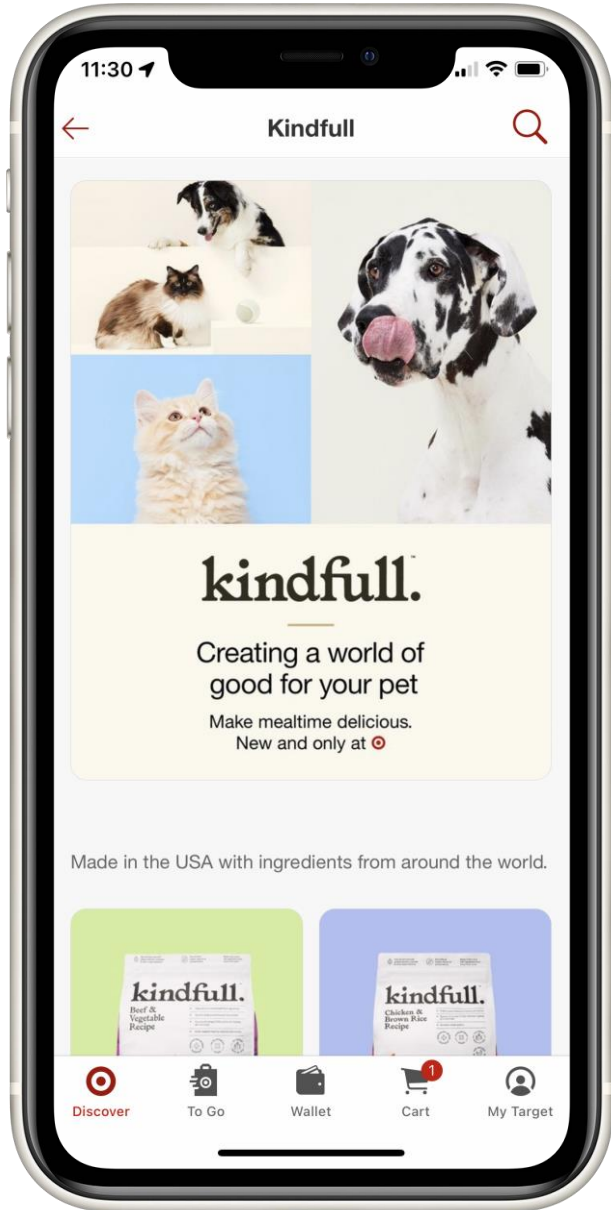
Storage Bins & Boxes



Trash Cans



All Brightroom Storage



Quality, Value + Guest Centric

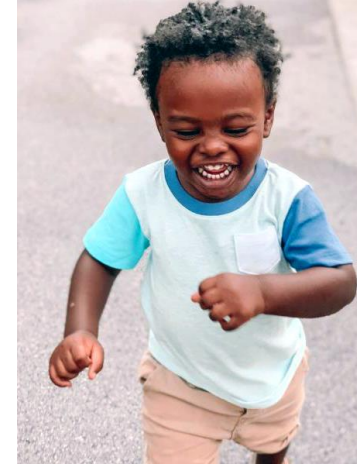


Cat & Jack™



330M+

**units of Cat & Jack
sold in 2021**





heyday™

Simply balanced™



CASALUNA



bullseye's playground

xhilaration™

brightroom™

sonia kashuk



a . n e w
d a y



ever spring™



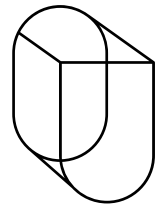
THRESHOLD™
QUALITY & DESIGN

Cat & Jack™

auden™

SHADE & SHORE

Kona Sol™



colsie™

wild fable



MONDO LLAMA

embark™

Boots & Barkley™

Original Use™



wild fable



Hearth & Hand™
WITH MAGNOLIA

OPALHOUSE
INSPIRED OBJECTS™

PROLOGUE™

SMITH & HAWKEN™



more than magic™

AVA & VIV™

kindfull.

Goodfellow™
& CO



stars above™

Smartly™

favorite day™



18%



growth in owned brands in 2021



\$30B+



owned brands sales





Harmony Between Owned + National Brands



*Universal Thread*TM

The denim collection
that's true to you.

new & only at 



GoodfellowTM
&co

only at 



Levi's

Levi's (30)



Classic styles & fresh fits from the brand you love.

Now at

Women



Men



Levi's



30%

44⁹⁹

44⁹⁹

18⁹⁹



Sale!

24⁹⁹

39⁹⁹

44⁹⁹

59⁹⁹



44⁹⁹

29⁹⁹

High Rise shorts



20%

15

Sale!

20%

19⁹⁹

15

20%

19⁹⁹

15

20%

19⁹⁹

15

20%

19⁹⁹

15

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20%

19⁹⁹

15

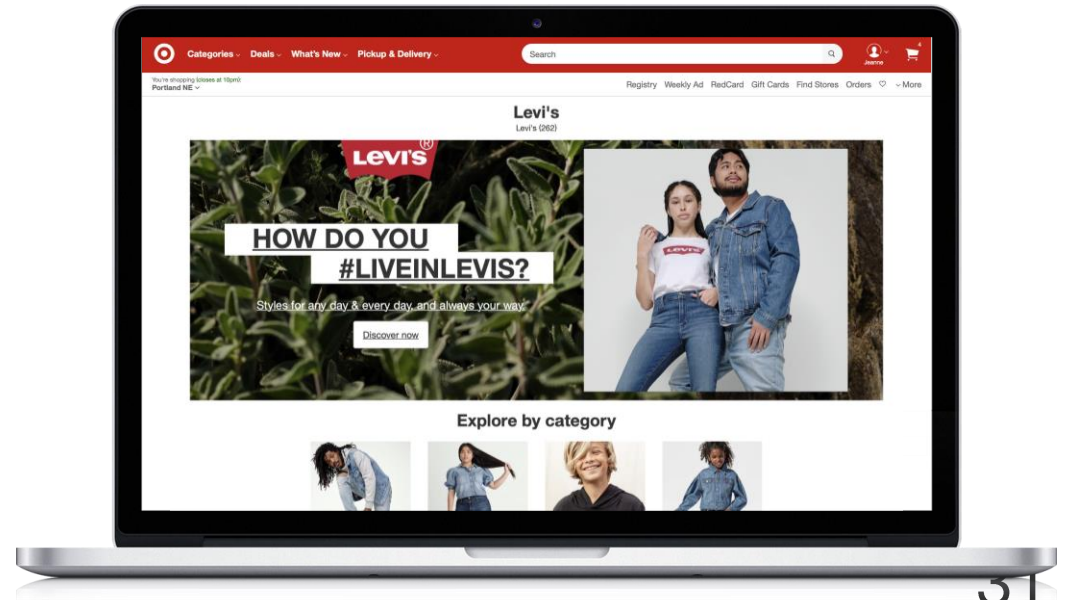
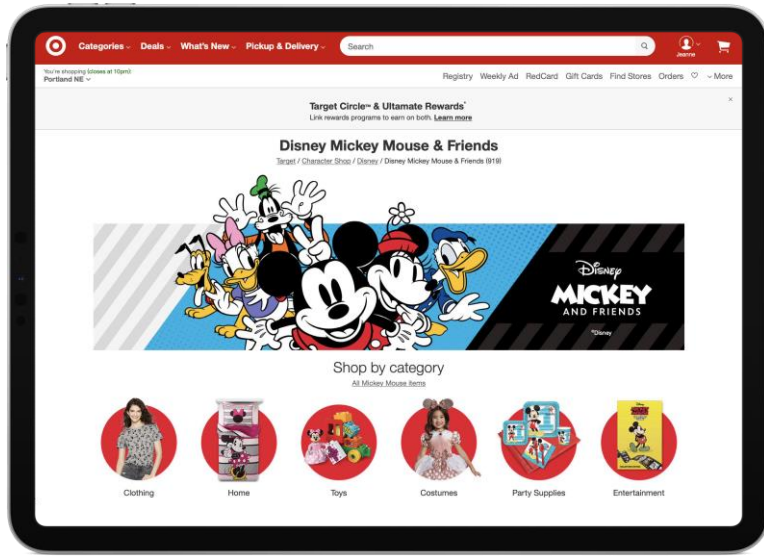
20%

19⁹⁹

15

\$150M+
growth in denim
sales since 2019







ULTA
BEAUTY

must-try minis

try love buy

Ariana Grande

MAYBELLINE NEW YORK

Matte color
made to
keep the
party going.

Super Stay[®] Birthday Edition



Rich
eyeshadow.

Mini
eyeshadow
palettes.

The City Mini



Eyeshadow
monos.

Iconic, creamy color.

Expert Wear[™] Monos



Eyeshadow
palettes.



The City Mini[™] Eyeshadow Palette
Sixty shades of our richest color pigments.

MAYBELLINE
NEW YORK



The Blushed Nudes[™]
Infused with rose gold pigments.

The 24K Nudes[™]
Infused with metallic gold pigments.

The Nudes[™]
Versatile and neutral pigments.



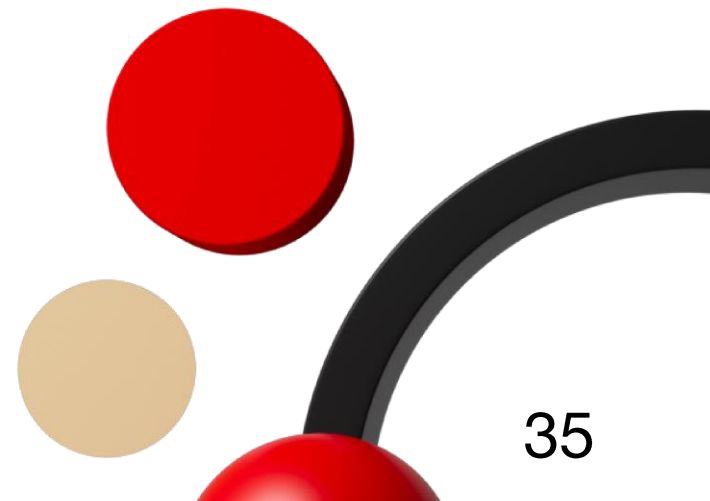
Expert Wear[™] Quads





2X+

**the productivity of
the rest of the store**



mid-teens lift
across total beauty



productivity lift
in complementary categories






800+
locations over time

250+
planned new locations
in 2022

 activewear
all in motion for anywhere

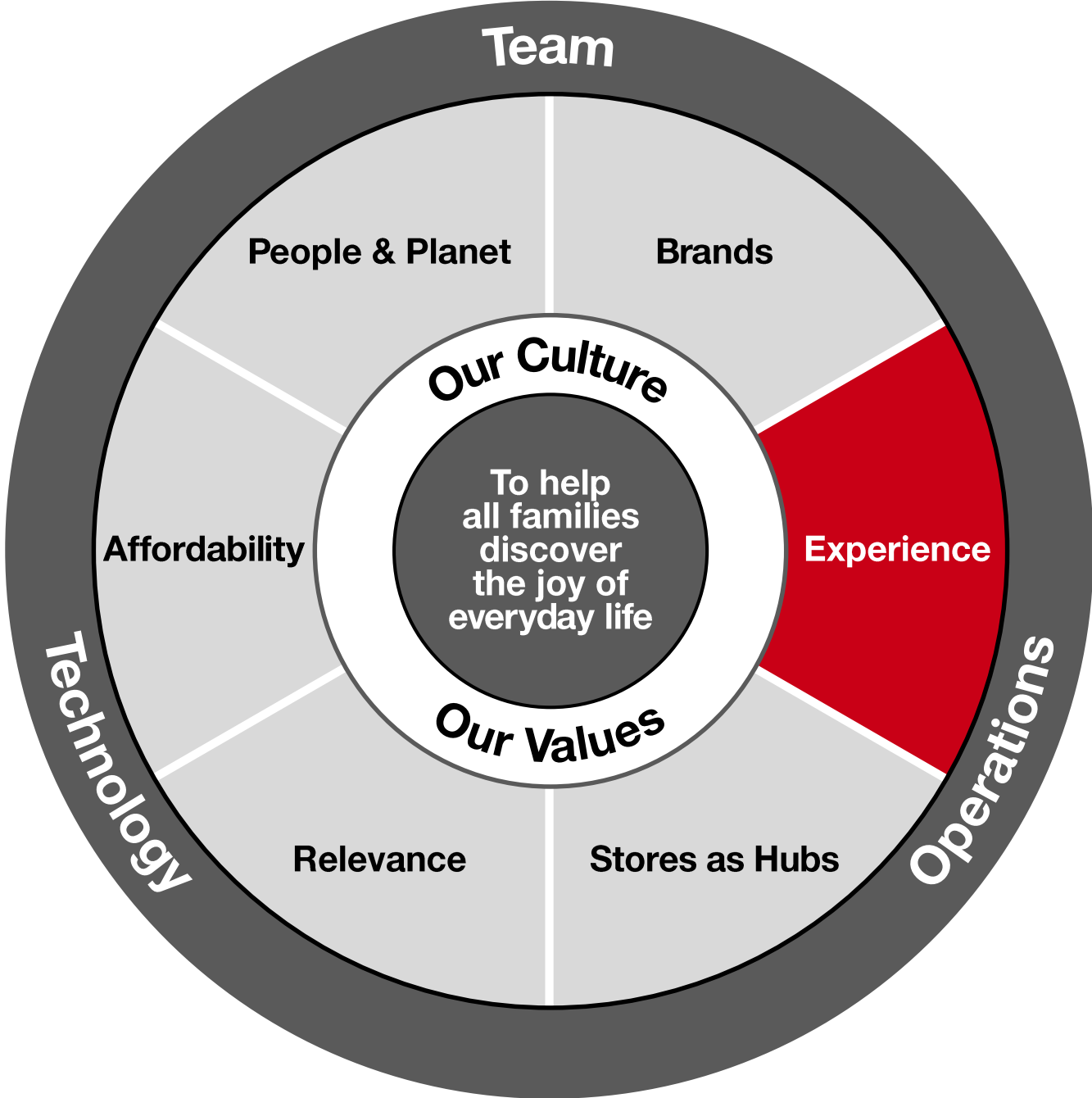


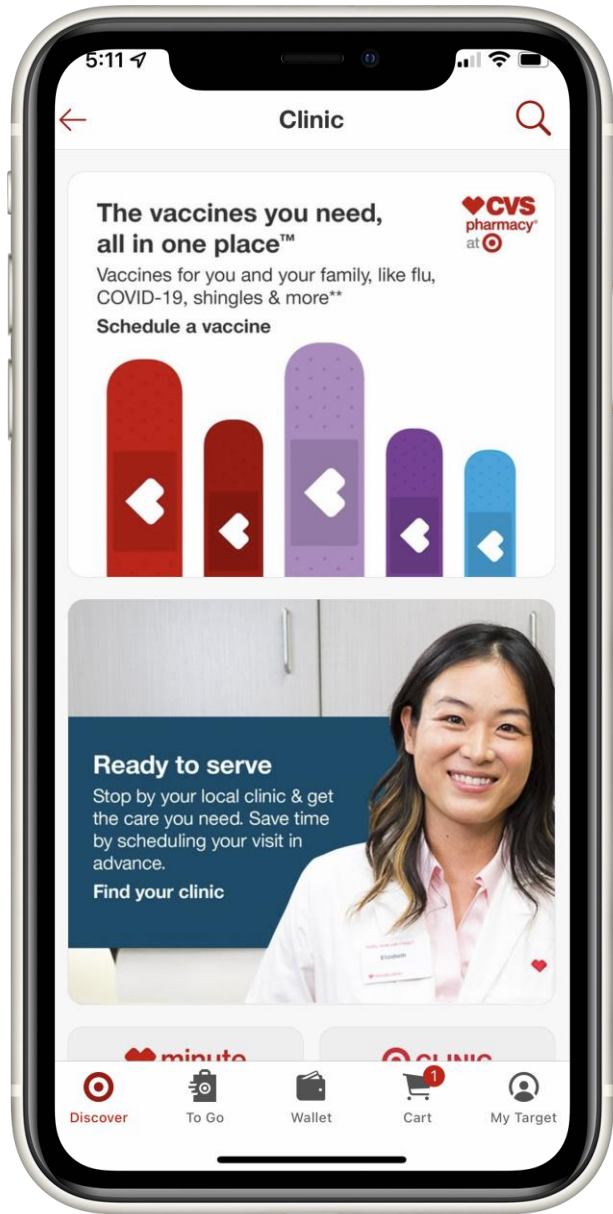
 for anywhere

\$14-34

\$14-34







Men

Ray-Ban

Ray-Ban

Kids

Find the perfect contact lenses. Just ask.

Find the perfect contact lenses. Just ask.

More play, more protection

Broken frames? Scratched up lenses? Our Worry-Free protection plan has got you covered.

Sport

Oakley

Ray-Ban

Calligraffiti

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Get more from your eyewear

Get more from your eyewear

Grab a book, take a look

DOUGLAS: YOU NEEDS! STASSES!

Light

Sight

500+
stores now offer
Optical, and growing



Perforación de orejas con personal de enfermería licenciado en 

Ear Piercing

with a licensed nurse at 



un servicio de
by *Rowan*

SCHEDULE TODAY
AT [HEYROWAN.COM/TARGETSTORES](https://heyrowan.com/targetstores)

Consulte los detalles al personal de enfermería licenciado o a un miembro de equipo.

See a licensed nurse or a team member for details.



fierce pi



Certificate of Bravery
THIS AWARD IS PRESENTED TO:
Levi H.
For showing extraordinary bravery while
getting their ears pierced by
Rowan *Miranda R. U.*
12.15.20

Certificate of Bravery
THIS AWARD IS PRESENTED TO:
Cobie H.
For showing extraordinary bravery while
getting their ears pierced by
Rowan *Miranda R. U.*
12.15.20

fierce pierce.





~200
stores now offer
ear piercing +
new stores planned





EXPLORE

MORE

PAY LESSSM



Expect More. Pay Less.



Contactless shopping options
Enhanced with your safety in mind.



Drive up
Always free.
We'll load your trunk for you, too.
Only available in the app.



Same Day Delivery
Free with membership* or
\$9.99/order. We'll leave
your order right at your doorstep.



Our **comprehensive** view of
affordability sets us apart.

Driving Engagement + Loyalty

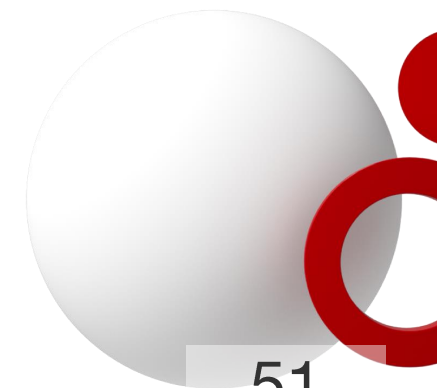


Price

Proximity

Accessibility

Assortment Choices





circle™

Enjoy the perks without the annual fee.



Earn 1%* when you shop

RedCard™ purchases continue to save 5%** instead of earning 1%.



Get hundreds of deals



Help direct where Target Gives in your community



Celebrate with a 5% birthday bonus***



Join Free

Keep On Getting More Every Day.



Your new **RedCard™** has a fresh new look and delivers all the same great benefits you love.



5% Off at Target
In-store. Online. Every time.¹



More to Your Door
Free 2-day shipping on hundreds of thousands of items from Target.com²



More Exclusives
Including special items and offers.³



More Return Time
An additional 30 days for returns and exchanges.⁴



\$9 billion

saved by guests since 2010

\$1 billion

saved by guests in 2021 alone





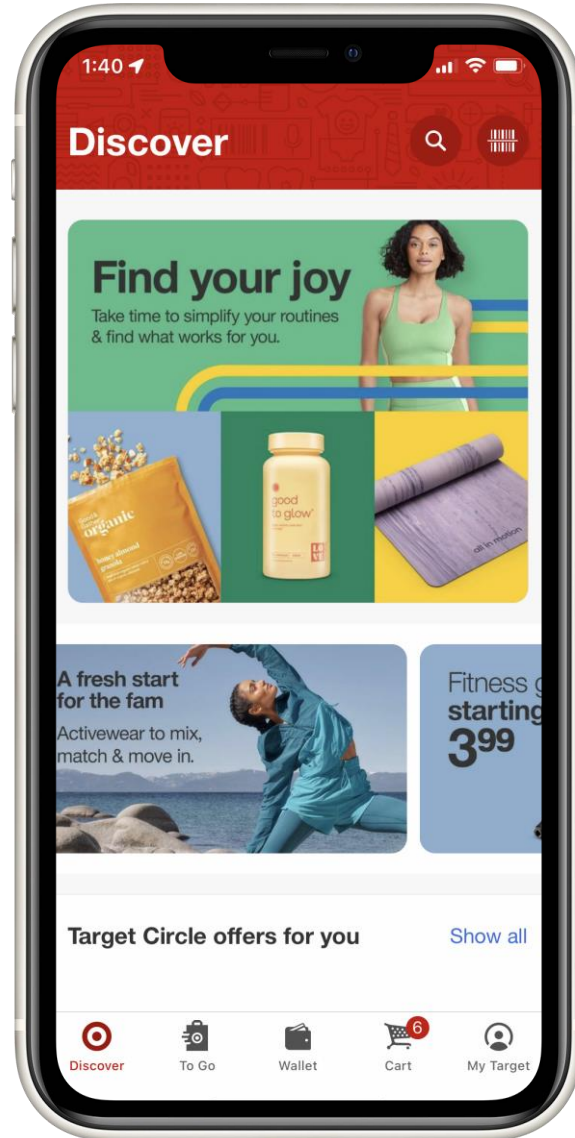




Optimize Our Assortment

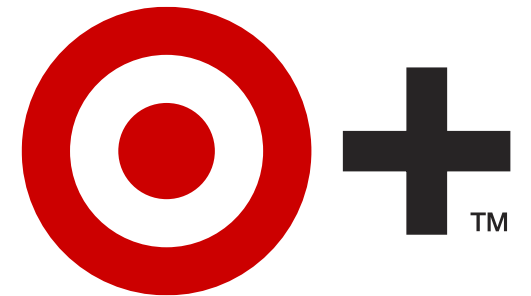
Enhance Guest Offers

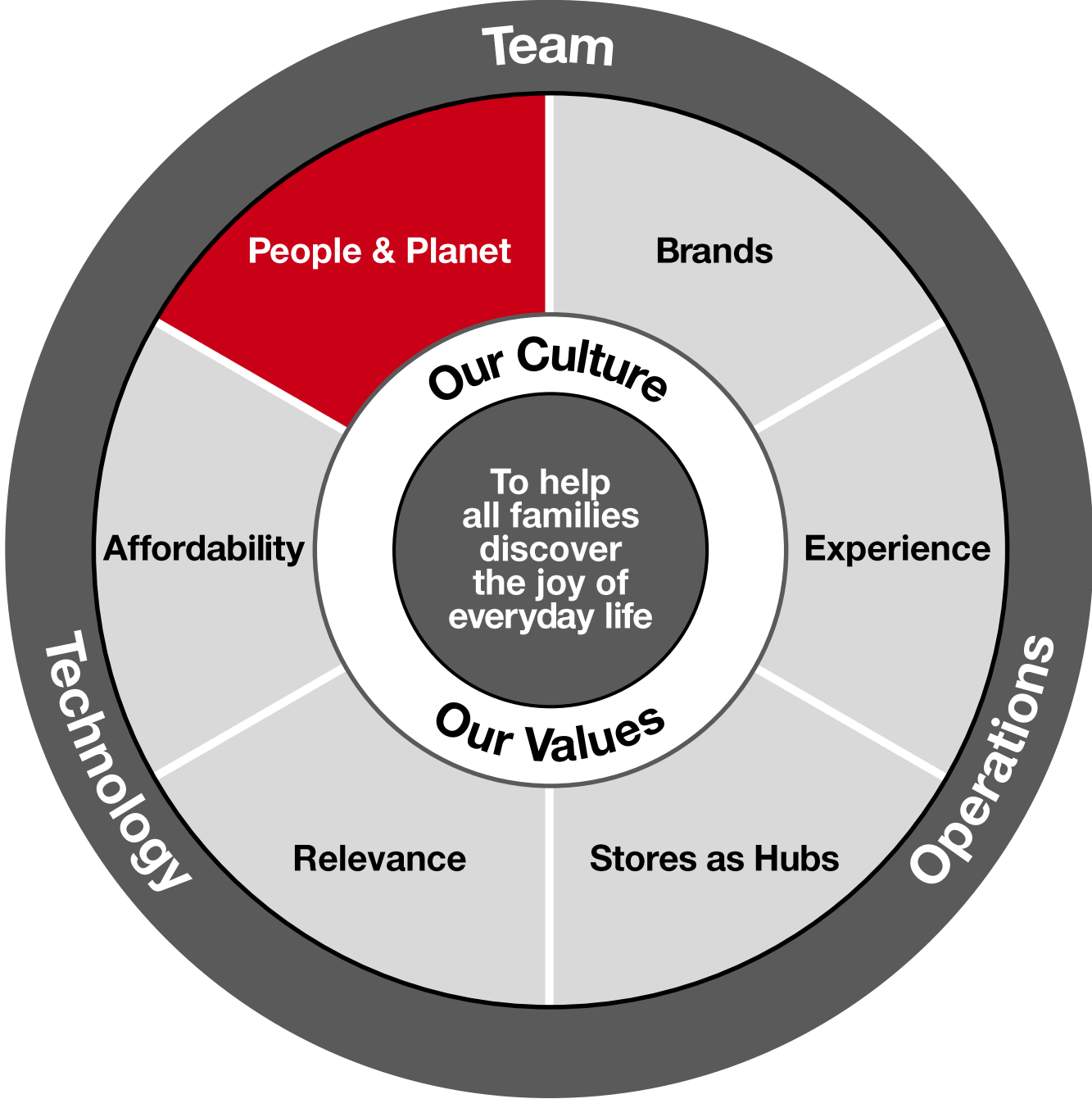
Personalize Guest Interactions





ROUNDEL™





 **forward**





**Design and elevate circular,
sustainable brands**





100%

OB products designed for a circular future by 2040

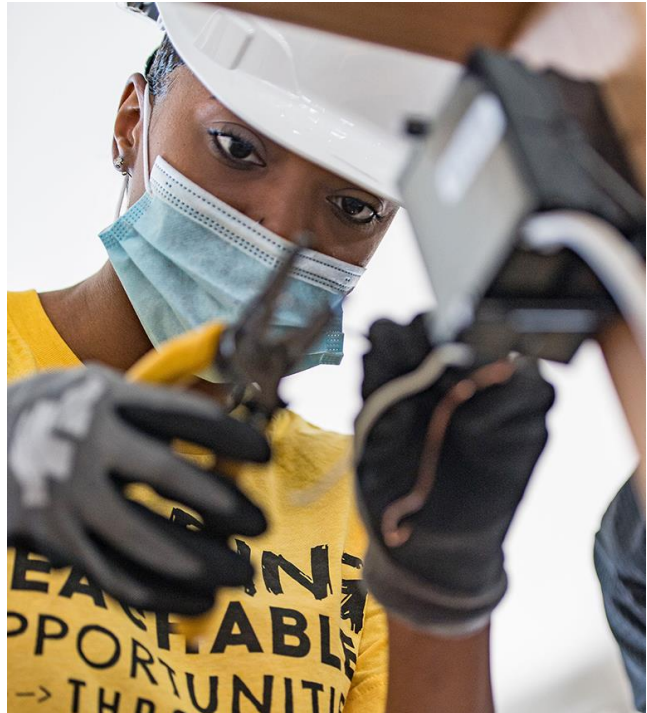


**Innovating to
eliminate waste**





**Accelerating
opportunity and equity**



65%

increase in Black-owned +
founded brands since 2020

70+

Black-owned +
founded brands



shape the future of retail.

Target helps you accelerate in your entrepreneurial journey.



M^Y YOUNG KING

HAIR CARE

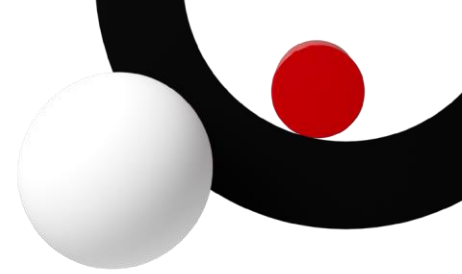




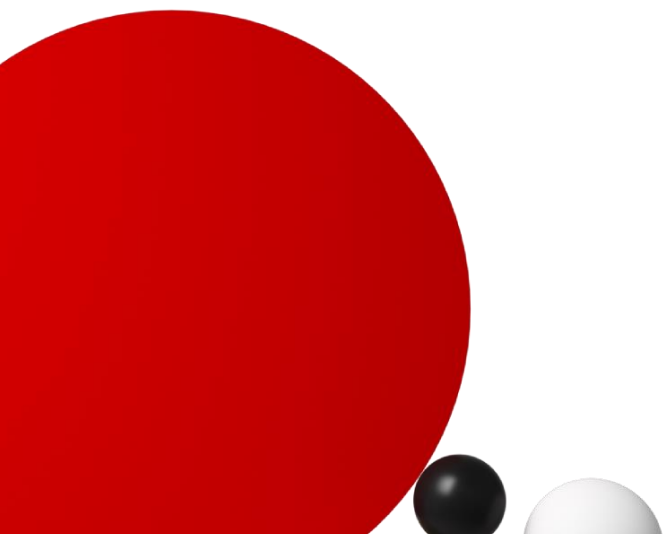
365

stores, expanding
to more in 2022





**We want Cora's story to
be the rule, not the exception.**



achieve your vision.

Accelerate your business growth and retail knowledge with the help of Target Forward Founders.

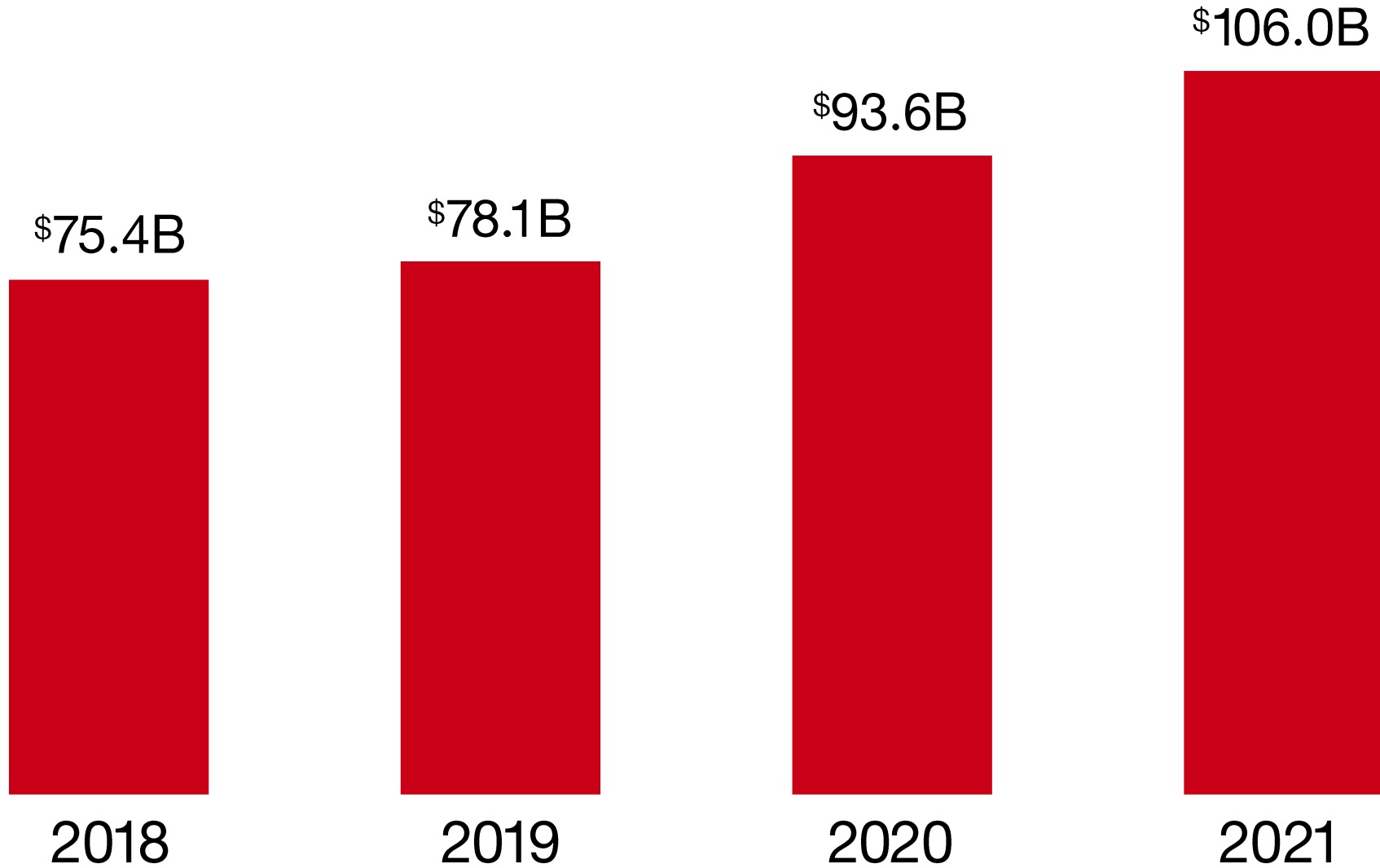






Target is a **growth company.**

Annual Revenue





Unique + Innovative Strategies

Durable + Flexible Business Model

