



TARGET | STRATEGIC ACCOUNTS ABM AWARENESS CAMPAIGN

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TARGET | Account Plan Summary

Wins & Whitespace	2019 Wins	2020 Wins	2021						Whitespace Wins	Non Primary GBE
	GOAL	HON YTD	SPS	HBT	AERO	PMT				
	\$45.0 M	\$232.4 M	\$40.0 M	\$17.5 M	\$17.1 M	\$0.4 M	\$0.0 M	\$0.0 M	\$1.0 M / 6%	\$0.5 M / 3%

Target Strategic Initiatives¹

Enhancing Fulfillment (eComm) Services and Store Experience
 – NextGen Self Checkout; Same-day, Drive Up, Order Pickup fulfillment. Owned brands (10 with more than \$1B sales), partners (Ulta, Apple).

New Store Openings & Remodels: Open 30-40 stores each year (including small-format); remodel more than 200 stores/yr, focus on safety and ease, contactless features

Last-Mile and Replenishment Capabilities – Testing new type of facility, called sortation center, expect to open 5 more (collect online orders from stores, sorts into efficient routes for optimized last mile delivery). Plan to open 2 Distribution centers in 2021, and 2 more in 2022.

Climate Policy² – Target will reduce its absolute Scope 1, 2 and 3* GHG emissions by 30% below 2017 levels by 2030. Focus on Renewable Energy, Energy & Water Efficiency, Vehicle Electrification, Raw material sourcing, support communities

HON Account Activities to Support

- PSS: Guided Work (voice) for Retail; Smart Talk w/CT40; Windows to Android conversion to improve worker productivity & efficiency (Browning, Q2'22)
- IGS-LSS: Multiple software/controls and hardware projects for store replenishment DCs (run state) with older assets (Kramer, on-going)
- PMT-STs: Circular economies with owned brands (one-third of total sales), destination of mechanical recycling efforts (Chadwick/Kutilek, Q4'21)
- HBT: Energy Optimization, VESDA, Bi-directional amplifiers (BDA) for emergency response, Video Analytics (TBD, Q3'21)
- IGS: Micro-fulfillment (goods-to-person solution, grocery model), would it fit into the remodel process (Sudler, Q4-21)
- IGS: Rollout of new Flow Centers (Logan, Chicago), FC #4 & FC #5 potential for 2021 commitments (Ganske, Q3'21)
- IGS: Pilot for RSS (Oconomowoc Robotic Ship Sort with BG) – Sequencing of product to trailer for store delivery (Ganske, Q4'21)
- IGS: Momentum Enterprise Agreement – Install minimal base layer to minimize lift for future integration and MTM functionality (Lawrence, Q2'21)
- IGS: Automate sortation (mixing) centers (first 5 are being built as non-automation, get VOC, respond to their direction) (Sudler, Q1'22)
- Quantum: Optimization algorithms (logistics, inventory, last-mile delivery) (Strabley, Q3'22)
- HBT/HCE: Healthy Buildings (offices); Energy Efficiency as a Service, Energy Optimization for stores & DC's, Benchmarking of stores
- HPS: Battery Energy storage, EV charging for DC last-mile vehicles w/o upsizing feeders (TBD, Q3'21)
- PMT: Solstice, Chemical Mgmt of owned brands, Circular Economies (plastics recycling) of owned brands (Chadwick/Kutilek, Q4'21)

Cornell CEO	Mulligan COO	Mark Schindele Ch, Stores	Mike McNamara CIO
Dan Seidel VP Supply Chain	Arthur Valdez EVP Supply Chain	Katie Boylan Sustainability	
	Mario Rivera VP Ops & Supply	John Conlin SVP Properties	

Activities	Next Step	Status
Flow Center Expansion – Go-Live for Logan (Q2) and Chicago (Q3)	Ensure manufacturing delays do not impact Go-Live (Ganske)	Work-arounds in place to negate impact
RSS Pilot in Oconomowoc – Brownfield install on top of Production. Go-Live: Oct'21	Testing, commission completed before Go-Live (Ganske)	Integration with BG continues on-schedule
Momentum Enterprise Agreement – Get into 3 sites in 2021 before peak (Oct'21)	Get notice-to-proceed (5/18), perform A&D (Sudler)	Proposal submitted for licenses and services
planet (Sustainability) – Circularity (plastics recycling) interest expressed	PMT/STs (Owens) to follow-up	Met Ch Sustainability Officer Boylan 4/26

TARGET'S MAJOR PRIORITIES



REMODEL CURRENT STORES AND OPEN MORE SMALL-FORMATS

Show immediate returns for buildings and operational investments, with an emphasis on transforming pre-built spaces



FOCUS ON WORKER SAFETY AND CUSTOMER DATA SECURITY

Protect people and data across all levels, from supply chain workers to in-store employees to consumers



IMPROVE SUPPLY CHAIN SUSTAINABILITY AND EFFICIENCY

Prevent disruptions in supply chain and improve sustainability efforts



OPTIMIZE IN-STORE AND E-COMMERCE SHOPPING EXPERIENCE

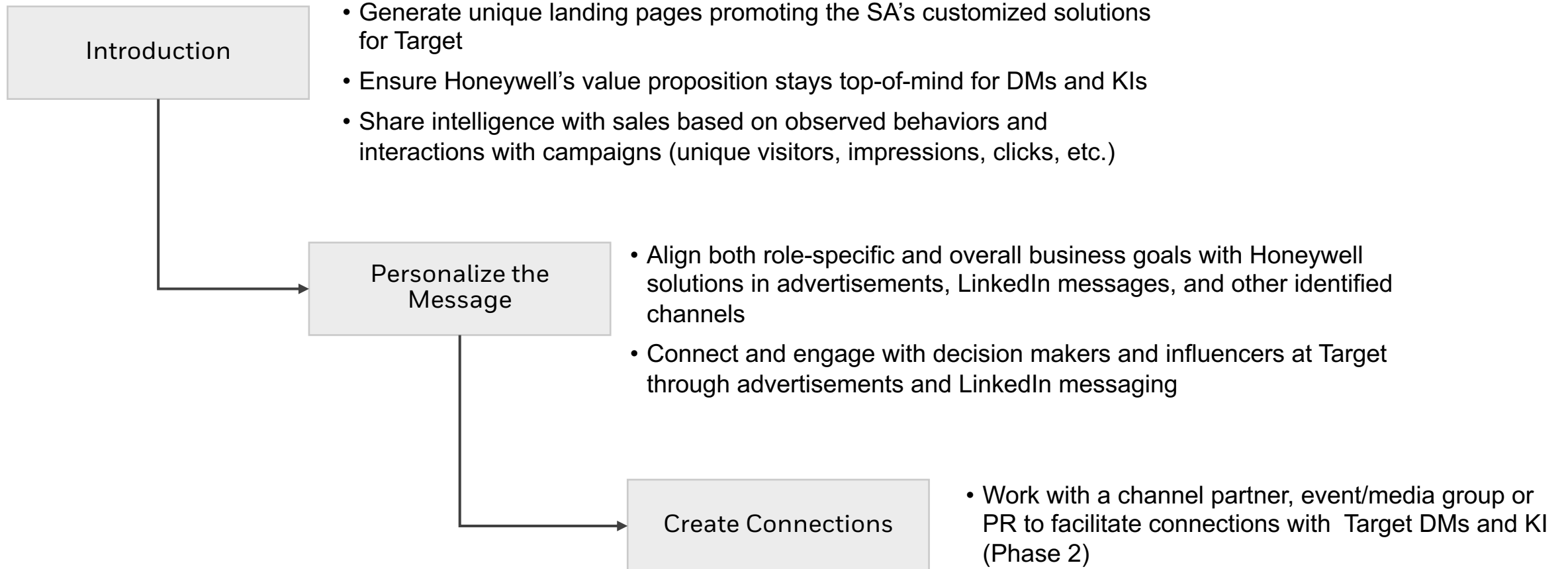
Provide a consistent positive shopping experience for customers and employees through in-store, pickup, and e-commerce shopping

MESSAGING STRATEGY ↔ SALES INSIGHTS

Strategic Initiatives	Our message	Solutions	How Target Benefits
#1 Enhancing Fulfillment (eComm) Services and Store Experience	Add ease and simplicity to your integrated fulfillment options by equipping workers with high-end mobile technologies so that busy customers can quickly complete orders from the pickup window, drive-through, or even self-checkout.	Mobility SPS Nextgen Self Checkout; Smart Talk w/CT40; Windows to Android conversion; mobile scanners and printers	<ul style="list-style-type: none"> Greater flexibility for customers leads to increased satisfaction Shorter lines due to more checkout options Adds greater connectivity across ecommerce and in-store channels
	Empower workers with on-the-go training using voice-guided workflows, a simple solution to training employees without the excessive costs, time commitments and business interruptions.	Operational Efficiency SPS Inventory Asset Management; Operational Intelligence; Connected in-store	<ul style="list-style-type: none"> On-the-ground training offers valuable learning experiences unreplaceable Reduced costs on employee training Increased overall productivity Intelligence from OI data
		Productivity SPS Guided Work (voice)	
#2 New Store Openings & Remodels	Take personalized shopping experiences to the next-level by ensuring that stores are consistently optimized to the collective health, safety, security and comfort needs of shoppers at any given time. (On-hold: small format stores)	Building Controls HBT Building Automation; Store Benchmarking; SPS Connected in-store retail; Microfulfillment	<ul style="list-style-type: none"> Building automation that is personalized to the collective needs of shoppers Safer, more secure and comfortable stores Remote monitoring Data to analyze and identify trends
		Healthy Buildings HBT Healthy Buildings, Thermal Screening; Air Controls HCE Energy Optimization	
		Safety/Security HBT Surveillance, VESDA, BDA; Fire	
#3 Last-Mile and Replenishment Capabilities	Whether its faster last-mile deliveries, greater efficiency to order-fulfillment processes, or improved workplace safety measures, Intelligrated DC's can help meet and exceed your supply chain transformation goals.	Last Mile SPS Logistics/Transportation Suite; Operational Excellence; Quantum	<ul style="list-style-type: none"> Increased productivity and efficiency Faster deliveries, greater fulfillment flexibility Safer workplace and more protected workers
		Connected DC SPS DC Automation; Fetch Robotics; Palletizers	
		Safety SPS PPE, first aid, protective gear	
#4 Climate Policy	Transform your entire retail network with more sustainable solutions to manage energy and reduce your carbon footprint.	Sustainability PMT Battery Energy storage, EV charging, Carbon capture, UOP Ecofining Tech, Solstice, Circular Economies	<ul style="list-style-type: none"> 60-80% reduced GHG levels Energy optimized to supply & demand Decreased carbon footprint with hydrogen Economically viable plastic recycling

STAGE I: AWARENESS

Primary Objective: Support the Target Strategic Accounts Team by generating awareness of the Honeywell solutions they have customized for Target.



#1: ENHANCE E-COMMERCE FULFILLMENT SERVICES AND STORE EXPERIENCE

Addressing Target's Strategic Initiatives

KEY TARGETS

DECISION MAKERS



BRETT CRAIG
SVP, Technology



JIM OSTERGAARD
VP, Technology
Services



KRISHNAN SRINIVASAN
VP, Cloud & Computing
Infrastructure



SRINI JUNNURU
Director, Tech, Digital
Engineering, Commerce &
Fulfillment Services



JEANETTE OLSON
VP, Technology
Services



ED STROH
VP, Mgmt System (OMS)
& Fulfillment Optimization



GRANT CYRUS
Sr Director, Fulfillment
Center Distribution

INFLUENCERS



CRAIG TATTERSALL
Sr Director, Store
Technologies



THOM LEWIS
VP, Digital

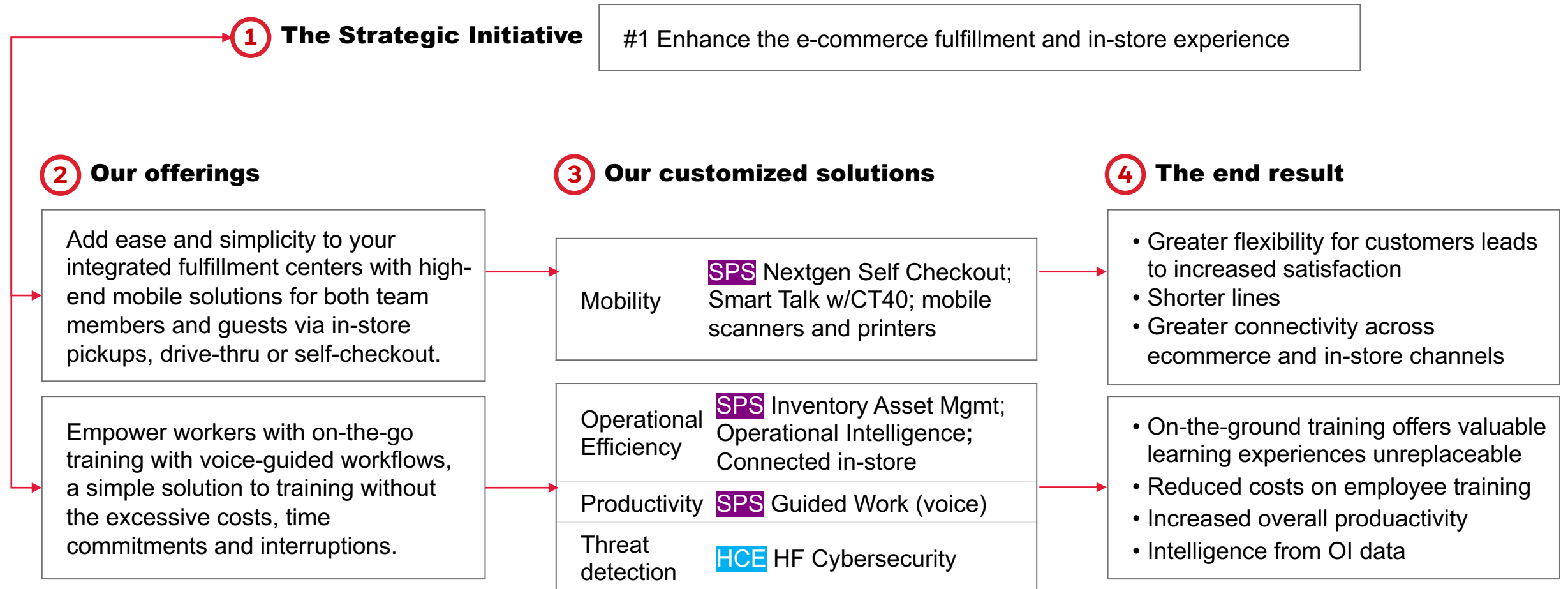
QUOTES



JOHN MULLIGAN
EVP and COO

“In the face of this incredible growth, there are emerging opportunities in high-volume locations to invest in capacity and efficiency in support of our same-day services. Specifically, in more than 100 locations this year, we're investing in small projects to optimize the front ends of these buildings, freeing up additional capacity for continued same-day growth while making the layout more efficient and safer for the team.”

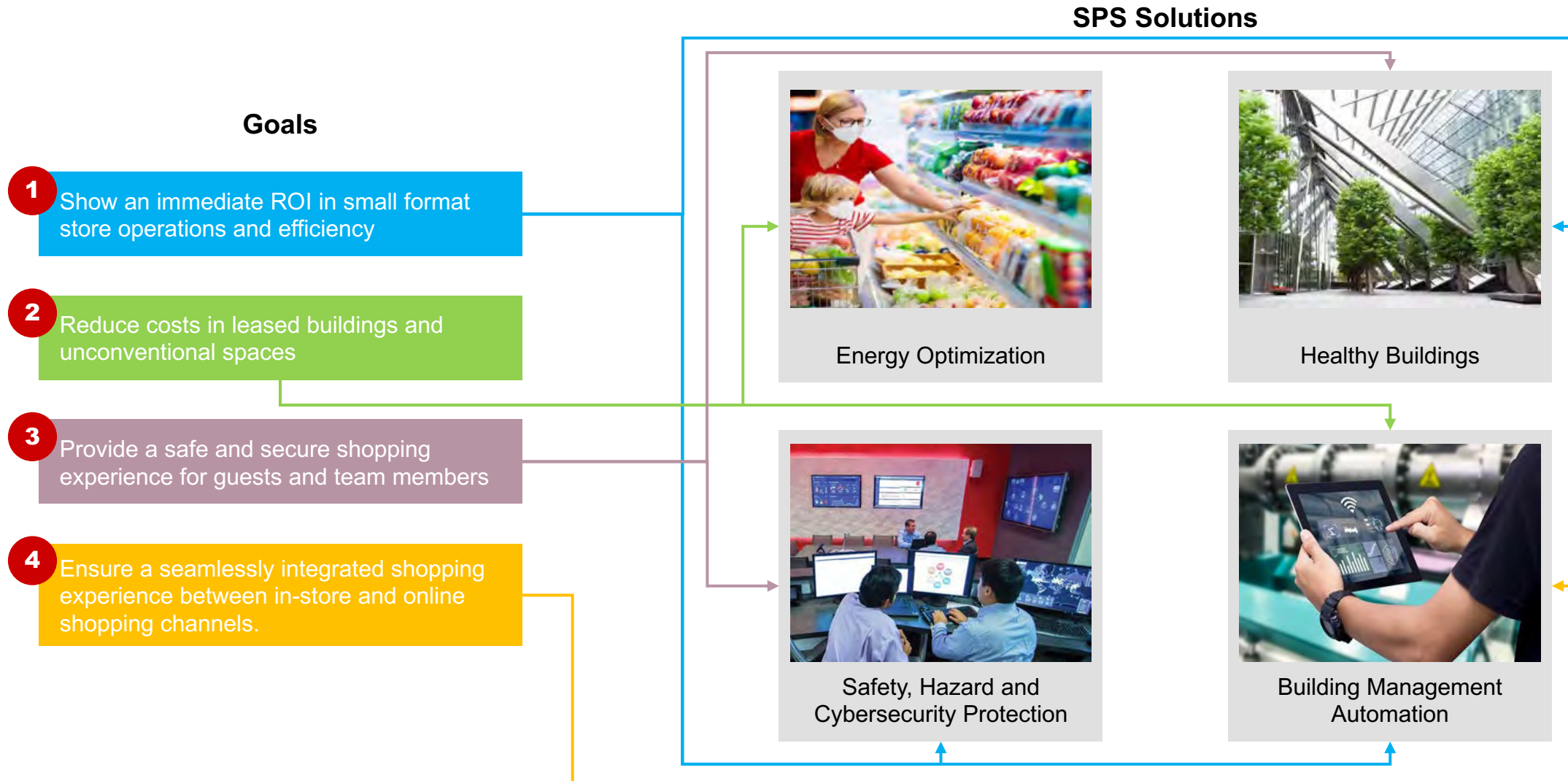
CONNECTED GOALS & SOLUTIONS



#2: NEW STORE OPENINGS & REMODELS

Addressing Target's Strategic Initiatives

TARGET | BUILDING GOALS



QUOTES



BRIAN CORNELL

CEO

“A few years ago, everyone said stores were obsolete. We took the other path, not because it was our opinion—it was what consumers were telling us, even during the pandemic, about 85% of all retail spending happened in stores. And now, I have 1,900 fulfillment centers across the country. That speed is essential.” ”

KEY TARGETS

DECISION MAKERS



MARK SCHINDELE
EVP, Chief Stores Officer



JOE PERDEU
VP, Store Design



JOHN CONLIN
SVP of Properties



JOE CONTRUCCI
SVP, Target Stores



KAMAU WITHERSPOON
SVP, Store Operations



MIKE SORENSON
Director, Fire & Security,
Property Management



SHANE SCHROEDER
Director, Smart Buildings



MICHAEL SCRAFFORD
VP, Small Formats



SHAWN HOLZSCHUH
Director, Property Mgmt,
HVAC & Refrigeration

INFLUENCERS



ALEX CECCHINI
Director, Property
Mgmt, Energy



AMBER KOEHLER
VP, Strategy &
Operations, Properties



OSCAR ARANGO
VP, Assets Protection



JAMES TUCKER
Sr Director, Real Estate



SHANE BENNETT
Director, Field
Investigations



DAVID KOVACS
Lead Product Owner,
Property Analytics

CONNECTED GOALS & SOLUTIONS

1 The Strategic Initiative

#2 Open 30-40 new stores and complete and remodel 200+ stores/yr

2 Our offering

Take personalized shopping experiences to the next-level by ensuring that all stores (young, old and renewed) are optimized to the collective health, safety, security and comfort needs of shoppers at any given time.

3 Our customized solutions

Building Controls	HBT Building Automation; Store Benchmarking ; SPS Connected in-store retail; Microfulfillment
Healthy Buildings	HBT Healthy Buildings, Thermal Screening; Air Controls HCE Energy Optimization
Safety/Security	HBT Surveillance, VESDA , BDA ; Fire

4 The end result

- Building automation that is personalized to the collective needs of shoppers
- Safer, more secure and comfortable stores
- Remote monitoring
- Data to analyze and identify trends

BUILDING TECHNOLOGY EXPANSION GOALS

Goal	HBT Opportunities
<p>Keep shoppers and employees healthy by actively by and consistently monitoring potential health risks and ensuring that all stores and warehouses have robust ventilation systems.</p>	<p>By monitoring health signals from in-store shoppers alongside internal and external conditions, Honeywell Building Management systems can optimize building controls — such as air flow, temperatures, safety and security settings, and energy flow — to best meet the needs of collective health needs of shoppers.</p>
<p>Optimize store operations for new and existing buildings, particularly small format locations where Target has less control over store design.</p>	<p>— <i>Further direction needed from HBT team</i></p>
<p>Develop effective processes to easily integrate new storefronts into Target’s omni-channel ecosystem</p>	<p>Honeywell’s Building Management connects all stores, warehouses and physical locations into a single integrated environment without interfering with store operations.</p>

COMMUNICATION STRATEGY

- The commitment to in-store and e-commerce provides a comprehensive story for security solutions: Honeywell is a one-stop shop for both securing physical assets and protecting customer/company data.
- Target's emphasis on store investment is a perfect fit for HBT building management systems. These solutions will provide an immediate ROI in spaces that have already been constructed and are designed to serve a wide variety of spaces. For small format stores, building management will be especially useful to reduce costs.
- Target's recent sustainability pledge shows they are concerned about their current energy usage. By implementing Honeywell solutions, they can immediately reduce the energy costs in their buildings at a large scale and automate their operation strategy at a corporate level.

#3 LAST-MILE AND REPLENISHMENT CAPABILITIES

Addressing Target's Strategic Initiatives

SUPPLY CHAIN GOALS

SPS Solutions

Goals

- 1** Provide a safe environment for customers and employees from supply chain to customer data, to in-store experience
- 2** Automate supply chain activities to further reduce costs and stabilize operations
- 3** Reduce supply chain costs that show immediate ROI
- 4** Optimize in-store and e-commerce experience for employees and customers



SAFETY AND PRODUCTIVITY EXPANSION GOALS

Goal	SPS Opportunities
<ul style="list-style-type: none"> Target is looking to enhance its same-day services while continuing to offer a strong physical presence; the company is looking to improve their in-store, pick-up, and e-commerce services. 	<ul style="list-style-type: none"> With automated systems that combine advanced material handling and software, order picking technologies, mobile computing, scanning, and printing, Honeywell can help Target win both in-store and online.
<ul style="list-style-type: none"> With rising wages for employees, Target will be looking to improve their productivity and safety solutions in distribution centers and in-store retail. 	<ul style="list-style-type: none"> Honeywell can provide solutions that enable current employees to accomplish more with productivity solutions like scanners and protect workers with PPE.
<ul style="list-style-type: none"> An influx of online activity during COVID led to increased need for new sort centers and technology to keep track of high density of packages 	<ul style="list-style-type: none"> Increased DC volume means that Target will be in need of better storage, tracking, and sorting systems to ensure e-commerce is as fast as in-store shopping.
<ul style="list-style-type: none"> Target is investing heavily in AI and automated technology in distribution centers to ensure that store inventory and online fulfillment is efficient and cost effective 	<ul style="list-style-type: none"> Honeywell Intelligrated automation systems can help support distribution centers with inbound/outbound handling, replenishment and sortation systems.

KEY TARGETS

DECISION MAKERS



ARTHUR VALDEZ
EVP, Chief Supply Chain
& Logistics Officer



DARRYL GLASS
VP, Last Mile &
Integration



MARVIN HAMILTON
VP, Supply Chain
Transformation



GREGORY LISSO
Sr Director, Design &
Automation Engineering



AMANDA WEIDENBACH
VP, Enterprise Ops, Process
Improvement & Automation



MOID ALWY
VP Global Supply
Chain, Logistics



PABLO LEWIN
VP, Implementation &
Sustaining Engineering



KATHARINE NELSON
Director, Supply Chain
Automation Systems
Engineering



MARTY ENGLUND
Sr Director, Supply Chain
Engineering & Facilities



TIM HOTZE
SVP, Network Planning,
Global Intelligence &
Last Mile

INFLUENCERS



MATTHEW ARCARO
Director, Supply Chain
Process Design



SCOTT FREMONT
VP, Supply Chain
Transformation

CONNECTED GOALS & SOLUTIONS

1 The Strategic Initiative

#3 Upgrade Last-Mile & Replenishment Capabilities

2 Our offering to Group #3

Whether its faster last-mile deliveries, greater efficiency to order-fulfillment processes, or improved workplace safety measures, Intelligrated DC's can help meet and exceed your supply chain transformation goals.

3 The weapon to their success

Last Mile	SPS Logistics/Transportation Suite; Operational Excellence; Quantum
Connected DC	SPS DC Automation; Fetch Robotics; Palletizers
Safety	SPS PPE, first aid, protective gear

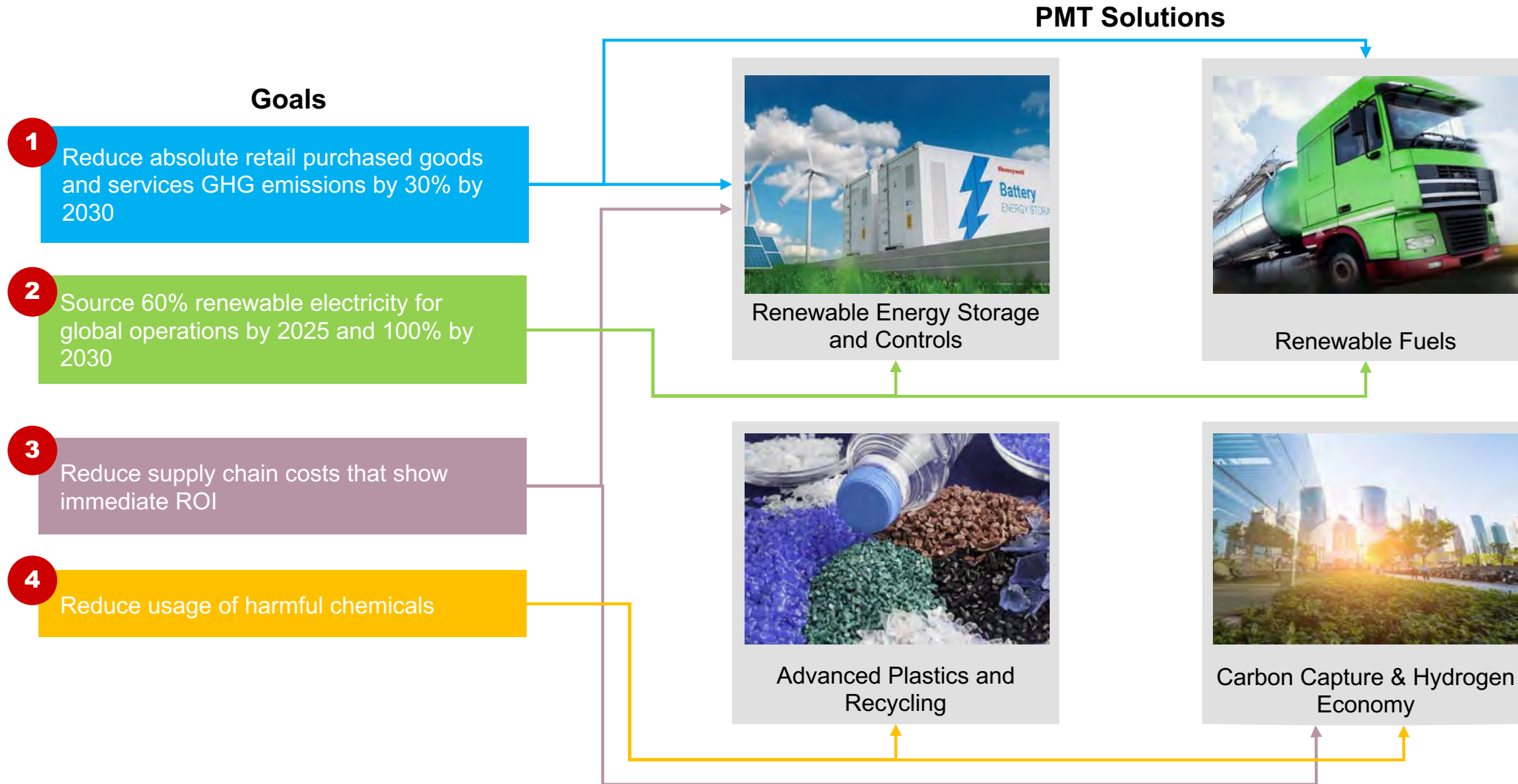
4 The end result

- Increased productivity and efficiency
- Faster deliveries, greater fulfillment flexibility
- Safer workplace and more protected workers

#4 CLIMATE POLICY

Addressing Target's Strategic Initiatives

TARGET | SUSTAINABILITY GOALS



KEY TARGETS

DECISION MAKERS



AMANDA NUSZ

SVP, Corporate Responsibility;
Supply Chain Transformation



BILL CRIDER

Director, Energy,
Sustainability, & EV Charging



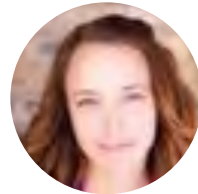
AMANDA TUCKER

VP, Responsible
Sourcing & Sustainability



THERESA BLUE

Sr Sustainability Mgr,
Manufacturing Supply Chain



LISA BOYD

Sr Director,
Sustainability



MOLLY HANEY

Sr Director, Corporate
Responsibility



CHERYL HASTY

Environmental
Compliance Director



KATIE BOYLAN

Chief Communications
Officer; Head of Target
Forward



MITCH RASMUSSEN

Director, Compliance,
Environmental Health & Safety

INFLUENCERS



CATHERINE BROWN

Director, Waste
Minimization



ALISSA MATTHIES TAMASI

Corporate Responsibility,
Sr Mgr Climate & Energy



MARILEA GRIGGS

Lead Program Manager,
Energy & Sustainability



DREW O'NEIL

Principal Responsible
Sourcing & Sustainability



BETHANY FITZGERALD

Director, Responsible
Sourcing, Food & Essentials



RACHEL SWANSON

Lead Program Manager,
Energy & Sustainability

CONNECTED GOALS & SOLUTIONS

1 The Strategic Initiative

#4 Reduce Scope 1, 2 and 3 GHG emissions by 30% below 2017 levels by 2030. Focus on Renewable Energy, Energy & Water Efficiency, Vehicle Electrification, Raw material sourcing, support communities

2 Our offering to Group #4

Transform your entire retail network with more sustainable solutions to manage energy and reduce your carbon footprint.

3 Our customized solutions

- Sustainability **PMT** Battery Energy storage, EV charging, Carbon capture, UOP Ecofining Tech, Solstice, Circular Economies

4 The end result

- 60-80% reduced GHG levels
- Energy optimized to supply & demand
- Decreased carbon footprint with hydrogen Economically viable plastic recycling

PMT EXPANSION GOALS

Goal	PMT Opportunities
<p>Source 100% renewable electricity for global operations by 2030 and 60% by 2025 to cement Target’s environmental leadership among corporations.</p>	<p>Honeywell’s sustainability solutions will enable Target to easily manage energy demand, drive business continuity, leverage funding, achieve compliance and work towards ESG.</p>
<p>Reduce Scope 1, 2, and 3 greenhouse gas emissions by 30% below 2017 levels by 2030.</p>	<p>Honeywell UOP technology can convert wasteful fuels to more energy efficient sources like hydrogen fuel, helping Target to lower emissions that typically occur in their supply chain.</p>
<p>Focus on renewable energy, energy & water efficiency, vehicle electrification, raw material sourcing and support communities.</p>	<p>Honeywell’s suite of sustainability solutions promote reduction in carbon footprint and promote corporate sustainability efforts.</p>
<p>Improve circular economics of owned brands and continue to improve recycling efforts.</p>	<p>Honeywell’s advanced plastics recycling solutions allow materials to be reused and repurposed with minimal waste and reduced production costs.</p>

COMMUNICATION STRATEGY

- Target's commitment to solar energy makes them a great candidate for Honeywell's intelligent energy storage. With the goal of becoming 100% reliant on solar energy, they could see immediate benefits.
- Target has stated that the majority of their carbon footprint occurs in the supply chain. Given their ambitious sustainability goals, Honeywell can help them reach those goals with supply chain focused solutions that limit emissions and help their own brand material sourcing.
- Target's recent sustainability pledge shows they are concerned about their current energy usage. By implementing Honeywell solutions, they can immediately reduce the energy costs in their supply chain at a large scale and automate their operation strategy at a corporate level.

QUOTES



AMANDA NUSZ

SVP, Corporate
Responsibility and Supply
Chain Transformation

“ We want our guests to turn to Target first when they think about sustainability. We know that the only way to make that possible is by putting both people and the planet at the center of our efforts as we co-create with our guests, our partners and the communities we serve.” ”

BRINGING IT TOGETHER

Content strategies that extend across all strategic initiatives

MEDIA & BLOG ARTICLES

Theme

- Fully integrate the online and in-store shopping experience with a localized supply chain and building solutions.

Potential Blog Topics

- 5 Brick & Mortar retailers that increased profits during COVID-19
- 5 companies with integrated shopping experiences across eCommerce and in-store
- How same-day pickup is helping to integrate eCommerce with the in-store customer experience

OTHER MARKETABLE CONTENT

WEBINAR



- [Honeywell + IDEMIA: Frictionless Solutions for Healthy Buildings](#)
- [From Hub and Spoke to Omnichannel: Your Store is a DC](#)

WHITE PAPERS/CASE STUDIES



- [Breakthrough Robotics Empowering Distribution Centers](#)
- [Mobile Operating System Transition](#)
- [SKU Distribution Company Doubles Picking Rate](#)
- [Honeywell's Thor VM3 helps DP World Southampton boost operational efficiency](#)

ARTICLES



- [How Soon Will Same-Day Delivery Be Reality?](#)
- [3 Things to Know About Honeywell Robotics](#)
- [Make Sustainability Your Competitive Edge](#)
- [Leveraging Digital Transformation to Drive Customer Centricity](#)

PODCASTS



- [The Future Is...Carbon Neutral](#)
- [The Future Is...Seamless Supply Chains](#)
- [The Future Is...Digital Transformation](#)
- [The Future Is...Autonomous Buildings](#)
- [The Future Is...Data](#)

**THANK
YOU**

Honeywell