



# INVESTING IN THE FUTURE

## ENHANCING THE “ONE HOME DEPOT” EXPERIENCE: KEY INVESTMENTS



### STORES:

Drive greater convenience and speed for customers

- Enhance Wayfinding, Lighting & Overall Store Environment
- Modernize Front-End for Improved Speed of Checkout
- Offer Lockers for Self-Serve BOPIS & BOSS



### ASSOCIATES:

Maintain a competitive and agile workforce

- Simplify Associate Tools for Improved Customer Support
- Remain Competitive in Wages & Benefits
- Improve Associate Flexibility for Scheduling



### INTERCONNECTED EXPERIENCE:

Create the best interconnected experience

- Continue Experience Harmonization (Stores & Online)
- Improve Personalization
- Enhance Website Ease-Of-Use (e.g. Search, User Experience)



### PRODUCT & INNOVATION:

Maintain position as number one retailer in product authority

- Optimize Assortment
- Advance Localization & First to Market Approach
- Expand Décor Categories Online



### PRO & SERVICES:

Deliver one integrated approach for our Pro customers

- Build New Personalized B2B Web Experience
- Broaden Assortment Through Interline
- Expand Interconnected Experience for Services



### SUPPLY CHAIN & DELIVERY:

Offer fastest and most efficient delivery in home improvement

- Expand Same-Day & Next-Day Delivery Options
- Open Additional DFCs for Faster Customer Deliveries
- Focus on Pro & Big/Bulky Product Delivery Options
- Leverage Market Delivery Stores for Non-Top 40 Markets

## 2020 FINANCIAL TARGETS

SALES GROWTH:



~4.5% - 6.0%

SALES:



~\$115B - \$120B

OPERATING MARGIN:



~14.4% - 15.0%

ROIC:



~36.4% - 39.6%