

PACs in Action



Why Advocacy Matters

The issue: Data Breach



Educate

Ensure policymakers understand key retail issues, promoting informed decisions

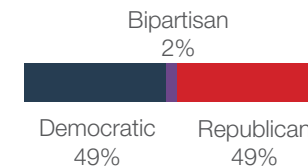
435

Members of the U.S. House of Representatives

100

Members of the U.S. Senate

The Path of Support



TargetCitizens PAC helped create bipartisan relationships.



Government Affairs team held 487 meetings with 239 members leading up to Congressional hearings.

Influence

Explain how Target's interests align with voters'

We have four primary tools available:

Government Affairs/
Target Lobbyists



Team
Members



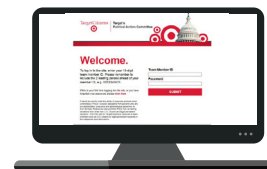
Support

Help pro-retail candidates to maximize the impact of our Educate and Influence efforts

Trade
Associations



TargetCitizens
Political Action
Committee



CFO John Mulligan testified on Capitol Hill in three Congressional hearings.

Positive Outcome

In a very challenging environment, Target was able to effectively tell its story about the data breach and allow the company to refocus on driving sales.



Left to Right:

Senator Richard Durbin (IL),
Target CEO Brian Cornell,
Senator Al Franken (MN)

Your participation in TargetCitizens is completely voluntary, and you have the right not to contribute without fear of reprisal. Contributions to TargetCitizens are used for political purposes and are not tax deductible.

Fast Facts

TargetCitizens Political Action Committee (PAC) is one of more than 5,400 PACs in the United States

Intentionally bipartisan

Supports retail friendly candidates

Completely voluntary

Contact

TargetCitizens@target.com
for more information

Benefits of Membership

Exclusive events at Target HQ with Members of Congress

Weekly "Top Five" political update emails

"You Give, We Give" PAC match program



TargetCitizens: Maximizing Target's Impact

Play an active and constructive role in the political process by supporting candidates for Congress who understand Target and the retail industry.

