

Intro To A 3-Sided Marketplace

Alex Coburn

Director of Market Optimization



Agenda

Slide	Topic	Key Takeaway
3	Intro To A 3-Sided Marketplace	The network effect of a 3-sided marketplace like Shipt is self-reinforcing, becoming increasingly valuable to all participants.
9	A Brief History of Shipt	Shipt has grown into a leading delivery platform by maximizing value for all marketplace participants.
10	Target Last Mile Delivery	An example of continued innovation at Shipt, Target Last Mile Delivery (TLMD) provides more earnings opportunities for Shipt's network. It also allows Target to reduce delivery costs.

Vision Statement

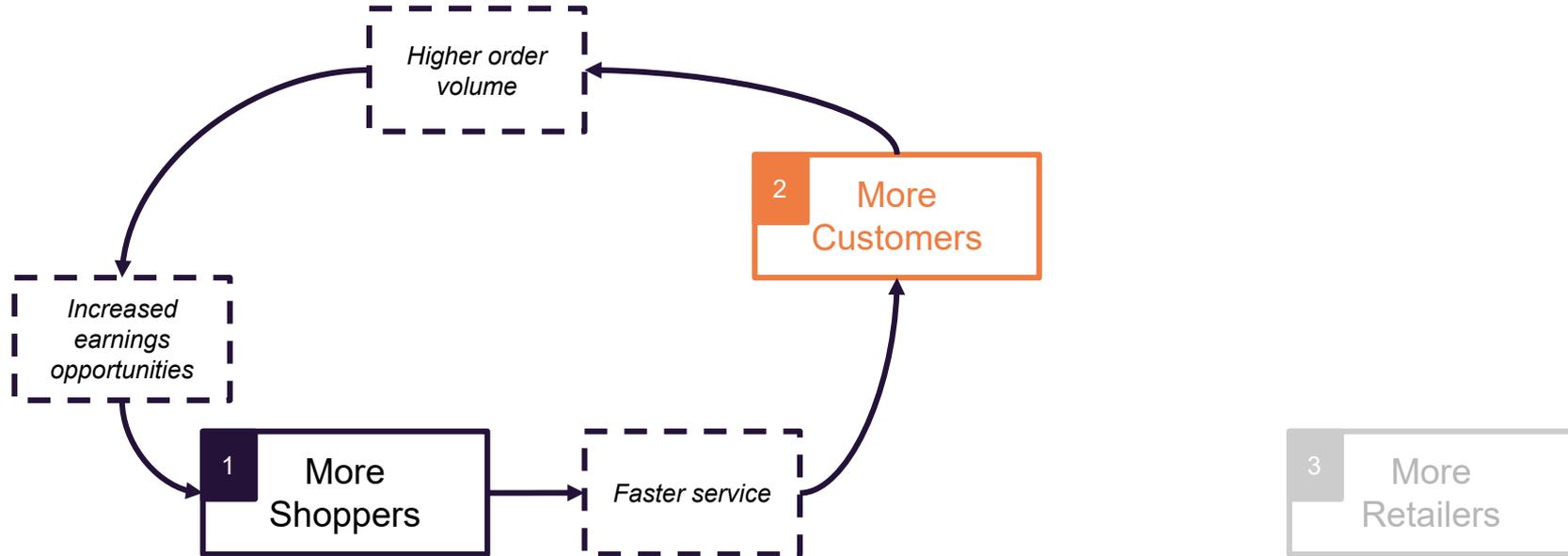
“ To be the most beloved and people-centric retail tech company, going the extra mile to fuel opportunities for all.



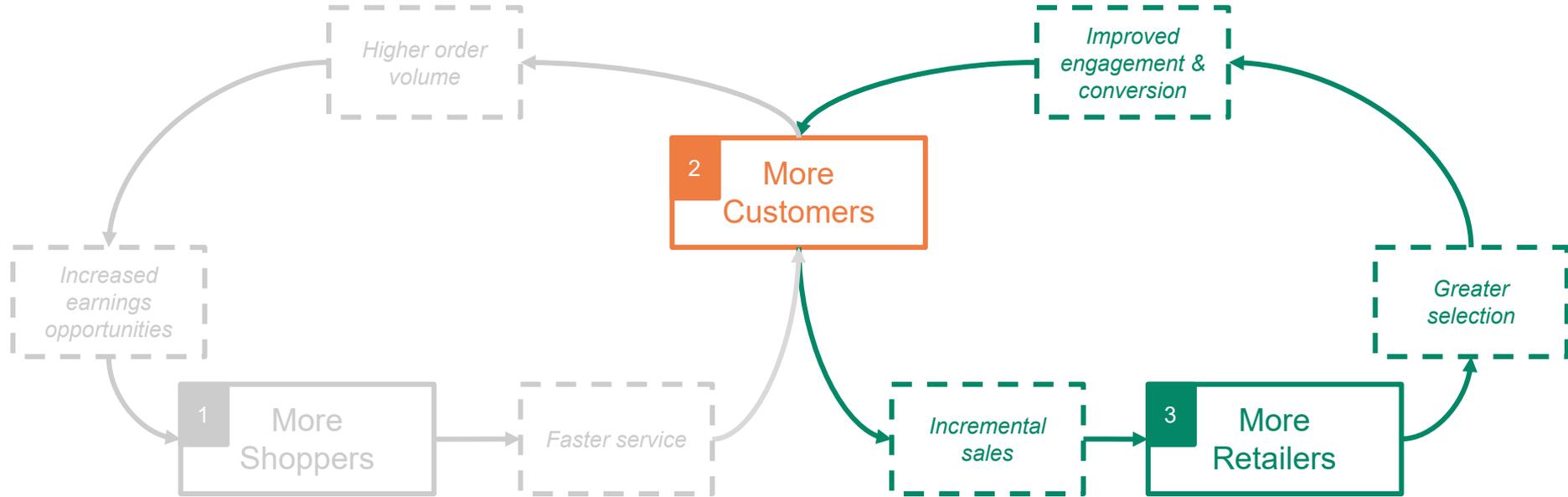
3-Sided Marketplace: Defining Participants



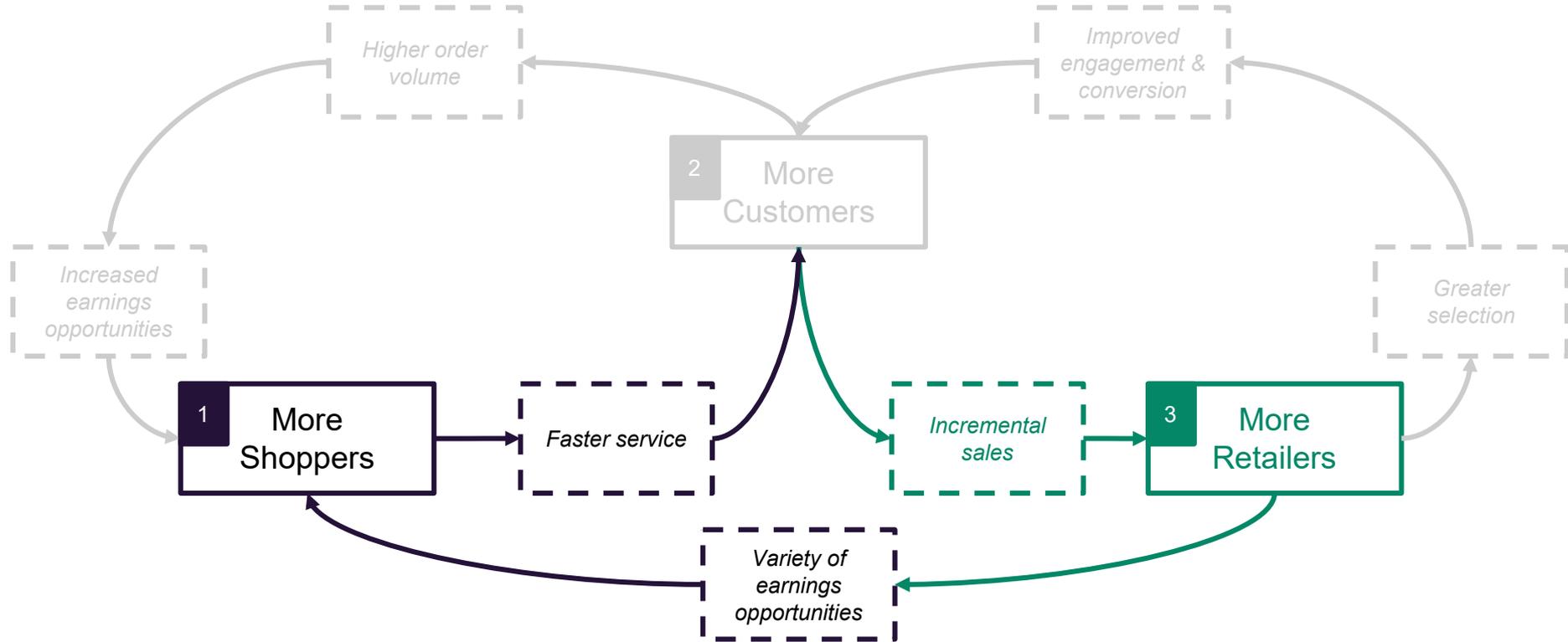
3-Sided Marketplace: Shopper/Customer Flywheel



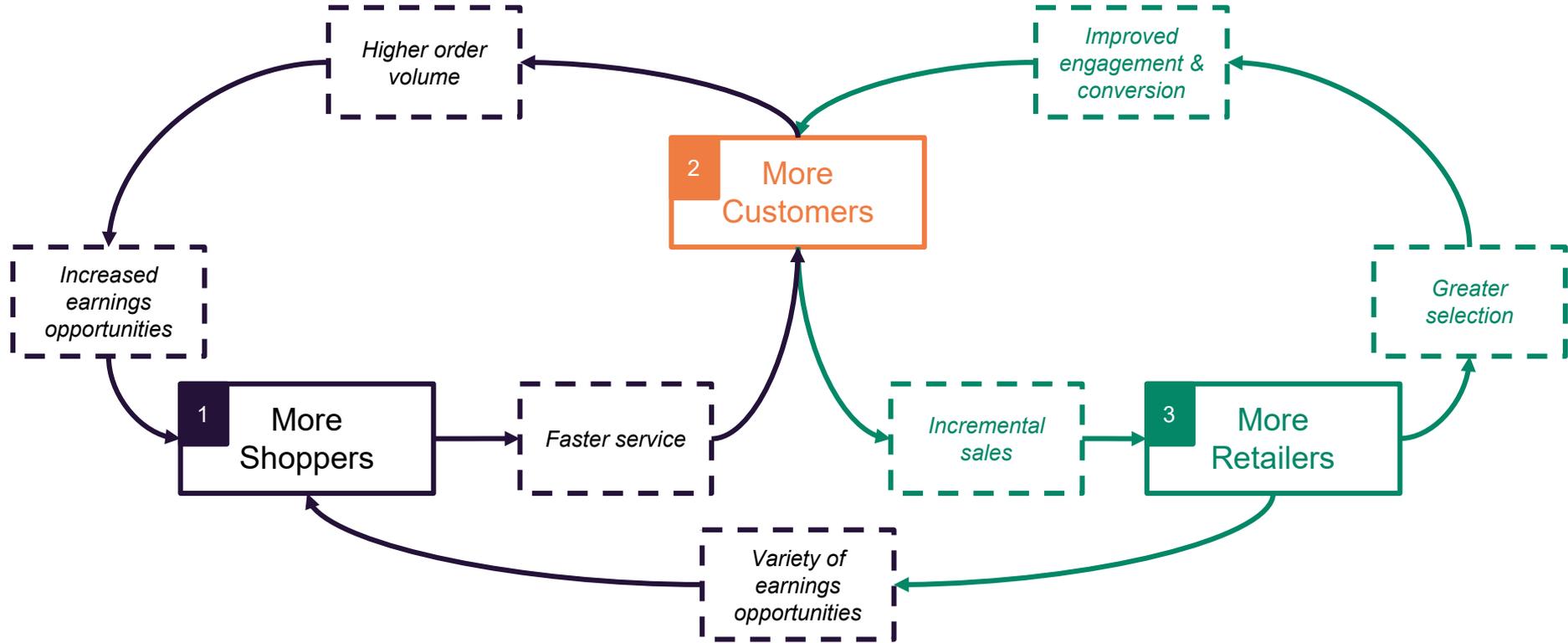
3-Sided Marketplace: Customer/Retailer Flywheel



3-Sided Marketplace: Retailer/Shopper Flywheel



3-Sided Marketplace: Network Effects Increase Value For All



Shipt's Complete Business Operates With a Strong Foundation

2014

Founded in Birmingham, AL with a mission to connect our communities.

2017

Acquired by Target Corporation. Operated independently from Target.

300K+

Shoppers & Drivers

60M+

U.S. Household Coverage

200+

Retailers

97%+

On Time Performance



Target-Owned &
Positioned to Drive Growth



#1
Grocery Delivery Service

Newsweek

2023 list

Top Organization for
Customer Service

Target Last Mile Delivery

About 40% of orders processed through Target sortation centers are delivered by Shipt.¹

Target Last Mile Delivery (TLMD) offers earnings opportunities for Drivers with larger vehicles:

- **Medium Vehicle**
Route Avg. 3-5 hr | Avg 30 packages
- **Large Vehicle**
Route Avg. 5-7 hr | Avg 50+ packages
- **Sprinter Van**
Route Avg. 7+ hr | Avg 80+ packages

¹ Target FY22 earnings call, February 28, 2023

