



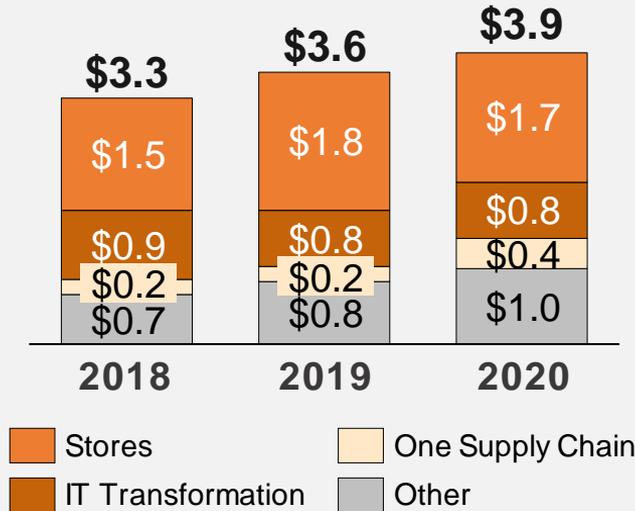
Adolfo Villagomez

Senior Vice President, Online and Chief Marketing Officer

How Doers Get More Done: The Home Depot Puts the Customer at the Center of its Strategy

We Continue to Invest in Interconnected...

2018 – 2020: ~\$11B Investment
(Capital and Expense)



Multi-Year
~\$11B Investment Program

~\$5.0B

INVESTMENT IN
OUR **STORES**

~\$2.5B

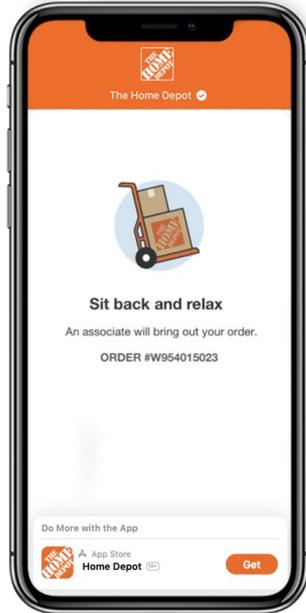
INVESTMENT IN OUR
TECHNOLOGY

~\$1.2B

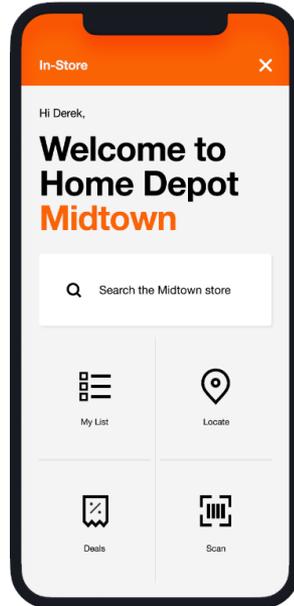
INVESTMENT IN OUR
SUPPLY CHAIN
THROUGH 2022

...to Create a Frictionless Customer Experience

Curbside Pickup



App In Store Mode

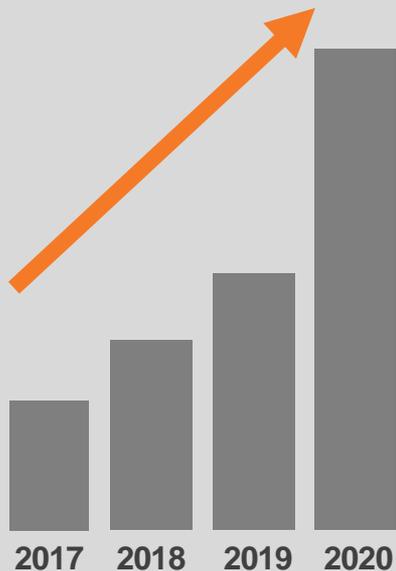


Pick-up Lockers



2020 Results

Online Sales



In-Store Sales



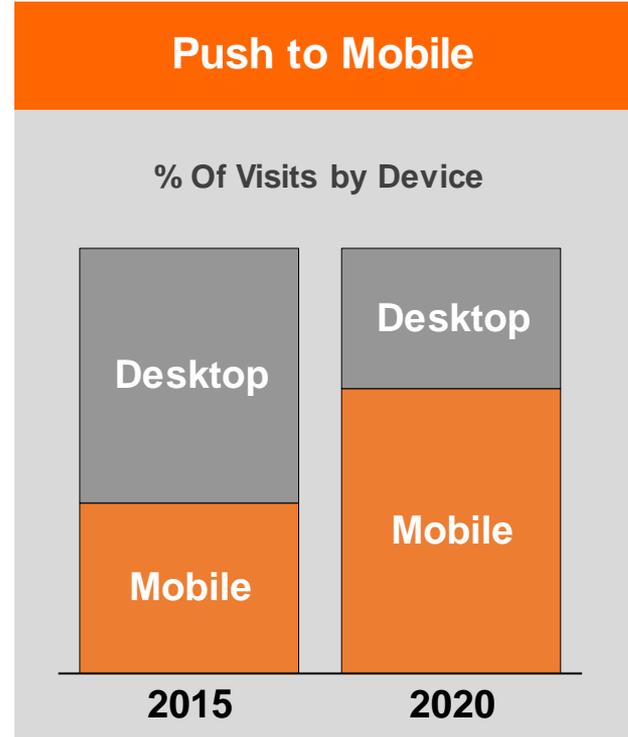
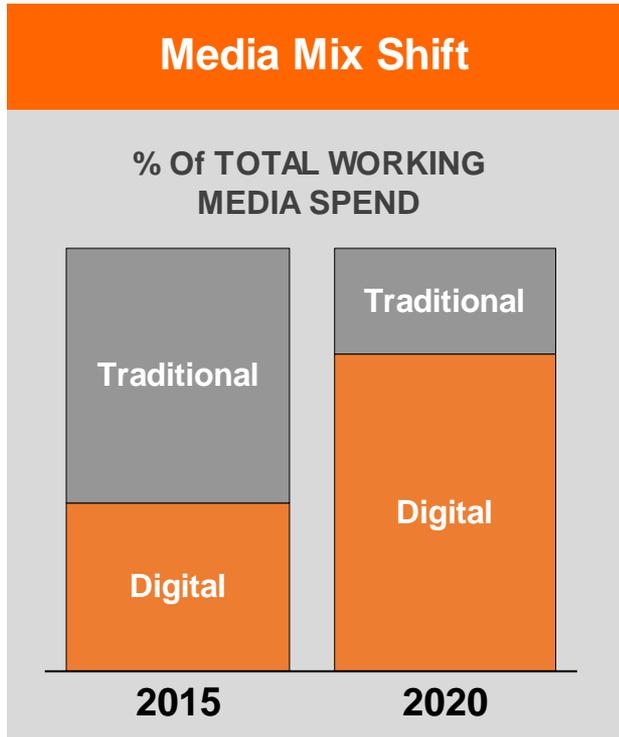
Investment Highlights

>3.5B Unique Online Visits Annually

~14% of Total U.S. Retail Sales are Online

60% of U.S. Online Orders Are Picked Up in Our Stores

Shifting Retail Landscape



Strategic Marketing Initiatives

Personalization



- ❖ Leverage data to know our customers better
- ❖ Personalize marketing to deliver more relevant ads

Retail Media+



- ❖ Scale advertising business to allow vendors to reach all Home Depot Customers

Capabilities



- ❖ Drive awareness to capabilities such as our mobile app, delivery options, tool rental, and project calculator



Thank You