Target Goes Global: Target.com Now Shoppable Worldwide

MINNEAPOLIS (October 29, 2015) —Target Corp. (NYSE: TGT) announced today it has launched an international version of its website available to shoppers in more than 200 countries and territories. The new site, which Target recently began testing, also will allow U.S. customers to ship Target orders to family and friends around the world, just in time for this holiday season.

“We believe international consumers will love shopping the great brands, great prices and exclusive products that are synonymous with Target,” said Jason Goldberger, president of Target.com and Mobile. “Target.com already gets tens of millions of visitors every year from outside the U.S., and this test will give us even greater insight into how shoppers around the world engage with Target.”

At Intl.Target.com, both international and U.S. guests will be able to shop about half the assortment of Target.com, including apparel, beauty products, home décor, housewares, baby goods and toys. The prices will be the same as those offered in the U.S. on Target.com, and can be shown in nearly 60 different currencies. Countries where shipping from Target is now available include China, India, Canada, Mexico, European Union countries and more.

Target’s partner Borderfree, a Pitney Bowes Inc. (NYSE: PBI) company, is a market leader in global e-commerce that operates a technology and services platform that some of the world’s most iconic brands rely on to expand globally and transact with consumers worldwide.

“We are thrilled to deliver our global e-commerce capabilities to Target,” said Lila Snyder, president, Global Ecommerce for Pitney Bowes. “Our deep experience with cross-border shopping is foundational to our collaboration with Target.”

International consumers will now get to experience why Americans for decades have counted on Target for high-quality, on-trend merchandise at low prices. When international guests visit Target.com, they will be taken to Target’s new international website. Guests can then designate the country they would like to ship to and also choose their currency. Prices sitewide will be shown in the local currency, reflecting current conversion rates. The checkout page will be translated into the local language and the all-in price with shipping charges, duties and tariffs will be clearly shown and transparent for guests.

“International shipping marks another step toward Target being able to truly deliver for guests anytime, anywhere,” said Target’s Goldberger. “We look forward to getting feedback from our international guests so we can continue to test, learn and iterate to help ensure we provide a great value to our new international guests.”

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,805 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, that giving equals more than $4 million a week. For more information, visit Target.com/Pressroom. For a behind-the-scenes look at Target, visit Target.com/abullseyeview or follow @TargetNews on Twitter.

For more information, visit the Target Pressroom.

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