






FY24 US RETAIL OBJECTIVES

USR OBJECTIVE	USR METRIC	YOUR STORE
 Deliver EBITDA	EBITDA \$	Operating Profit ATB
 Drive Sales	Sales Comp	Sales ATB
 Grow Services and Products	Tech Sales Comp Print & Marketing Sales Comp Travel Sales Comp Shipping Sales Comp Services Conversion	Tech Sales ATB Print & Marketing Sales ATB Travel Sales ATB Shipping Sales ATB Services Conversion
Total NPS 72.0 Growth Markets 10% Sales Improvement • 65% Easy Rewards Transaction Penetration		

ALIGNED TO OUR STRATEGY & TO YOUR GOALS

