



Starbucks Coffee Company Starbucks Card, Loyalty & Mobile Dashboard

Updated as of January 9, 2024 (Based on data from December 31, 2023)



Starbucks® Card

	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>
Card as % of Transactions (U.S. Company-Operated Retail Stores Only)	46%	47%	45%	43%	44%	46%	44%	43%	45%
Total Dollars Loaded (\$M) (U.S. Only)	\$3,015	\$2,235	\$2,596	\$2,514	\$3,299	\$2,565	\$2,884	\$2,826	\$3,594



Loyalty Program

	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>
# of 90-Day Active Members (M) (U.S. Only)	26.4	26.7	27.4	28.7	30.4	30.8	31.4	32.6	34.3
Starbucks Rewards Member Spend % of Tender - Dollars (U.S. Company-Operated Retail Stores Only)	53%	54%	53%	55%	56%	57%	57%	57%	59%



Starbucks® Mobile App

	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>
Mobile Order Transactions as % of Total Transactions (U.S. Company-Operated Retail Stores Only)	25%	25%	25%	26%	27%	28%	28%	29%	31%