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Investor

DAY 2022

PARTNERS • STORES • CUSTOMERS



Starbucks
International

81
markets

>200,000
partners

>18,000
stores

>50%
of all Starbucks stores

4 Markets
1,000+ stores



8 Markets
500+ stores



Markets approaching 500 stores

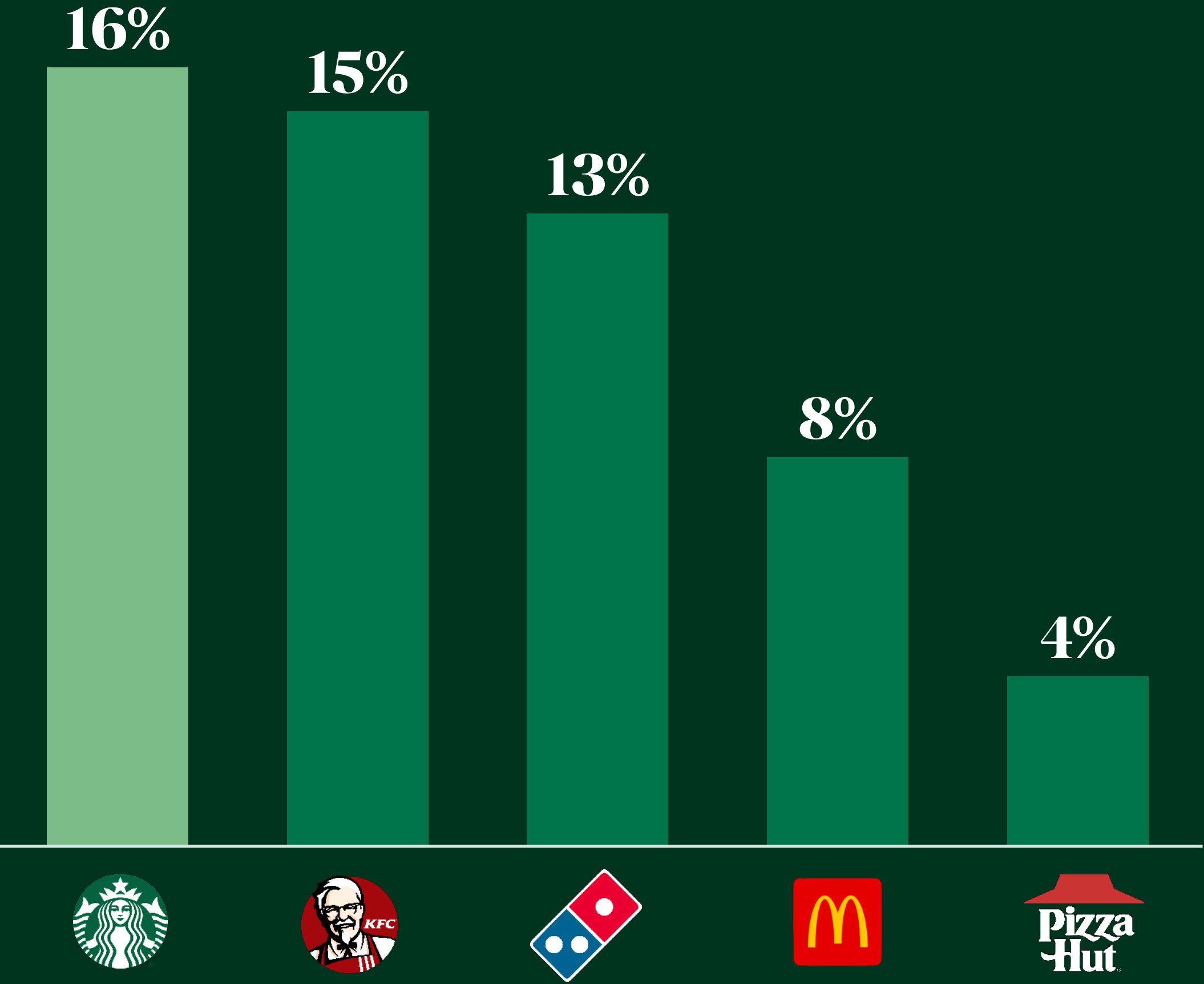


24 Markets
100+ stores



Global leader in new store growth

2019-2021, STORE GROWTH
OUTSIDE OF U.S. AND CANADA



1. Source: Respective Investor Relations websites including Annual Reports and supplemental store count information



#1 coffee brand in key global markets

COFFEE MARKET SHARE LEAD OVER NEAREST COMPETITOR

CHINA
+**21**ppts

TURKEY
+**10**ppts

SAUDI ARABIA
+**19**ppts

JAPAN
+**15**ppts

SOUTH KOREA
+**25**ppts

UNITED ARAB EMIRATES
+**14**ppts

FRANCE
+**13**ppts

INDONESIA
+**18**ppts

INDIA
+**4**ppts



International driving strong momentum into FY23

~30%

revenue growth

~50%

operating income growth¹

600+

net new stores²



1. All results are YTD through Q3 FY22, on a GAAP basis and exclude China.
2. Excludes Russia market closure

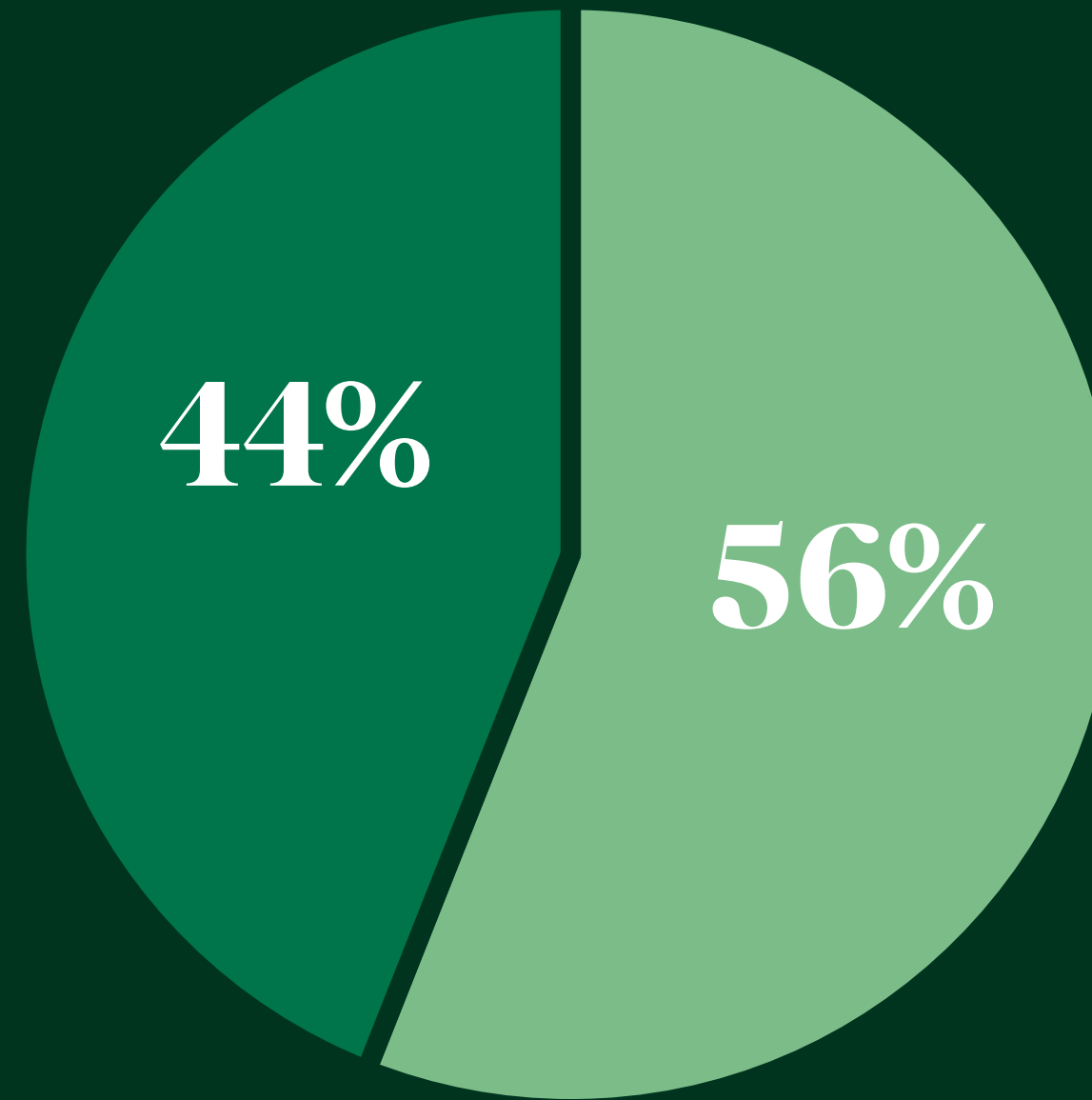
A balanced approach to international store ownership

COMPANY-OPERATED

High growth

No capital constraints

Highly accretive to earnings



LICENSED

High operating margin

Minimal capital requirements

Highly accretive to ROIC



Japan



Nearing
2,000 stores



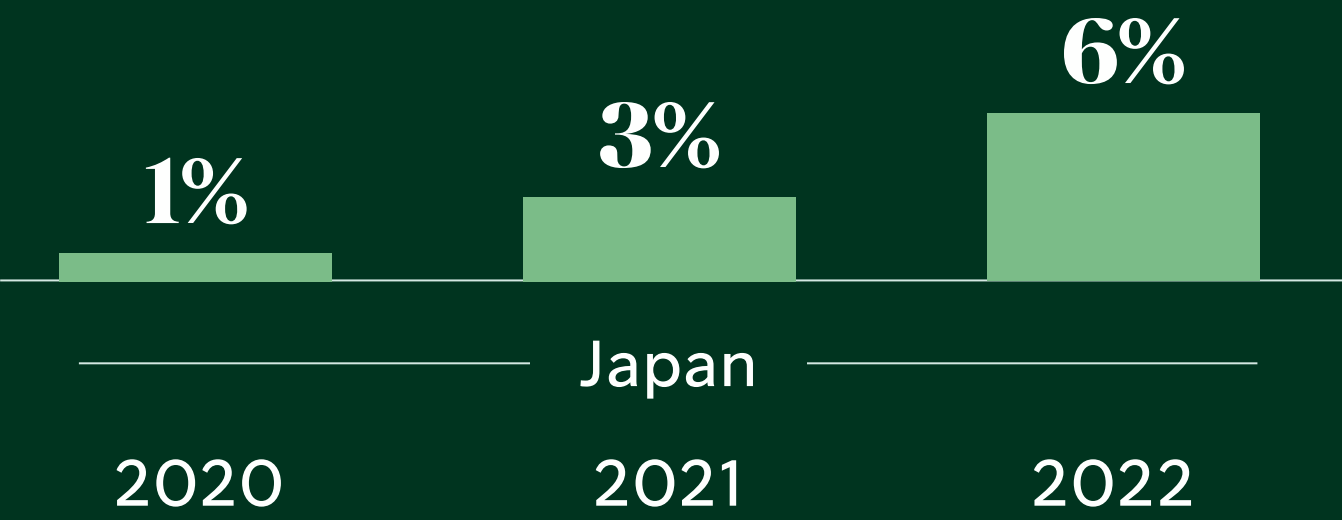
Accelerating Mobile Order and Pay (MOP) and Starbucks Rewards



Accelerating Mobile Order and Pay (MOP) and Starbucks Rewards



DIGITAL % OF TRANSACTIONS¹

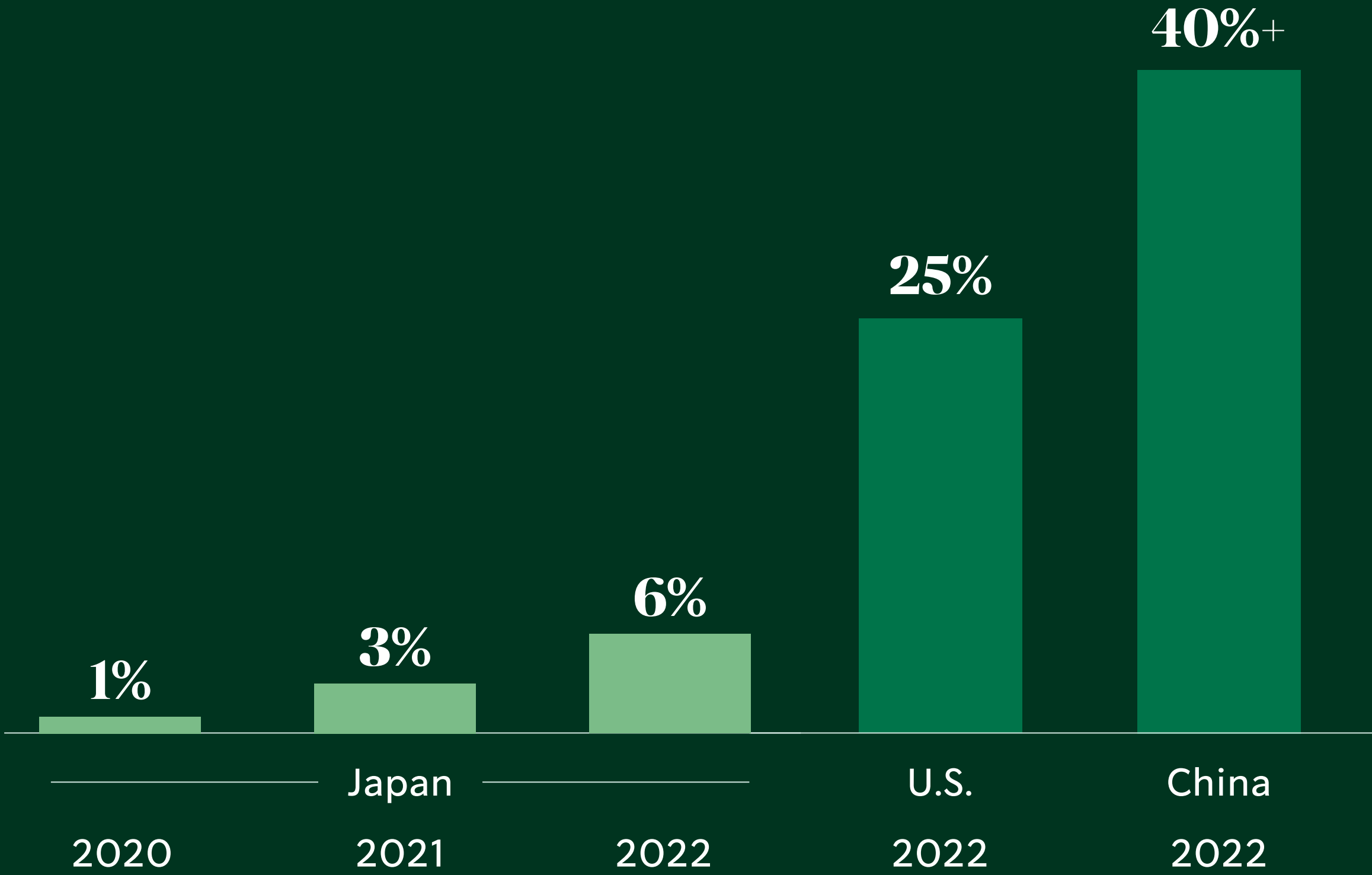


1. Source: Internal company data

Accelerating Mobile Order and Pay (MOP) and Starbucks Rewards



DIGITAL % OF TRANSACTIONS¹



1. Source: Internal company data

OUR LICENSED PARTNERS

EMEA

Alsea

Alshaya

AmRest

Db Group

Dely

EE Group

Marinopoulos

Percassi

Rand

LAC

Alsea

Caribbean
Coffee Traders

Delosi

Baristas del Caribe

Green Star Partners

John Bull

Premium Restaurants of
America

Prestige Holdings

Wind Creek

SouthRock

AP

Berjaya

Shinsegae

Maxims

PT Map

Rustan

Tahua

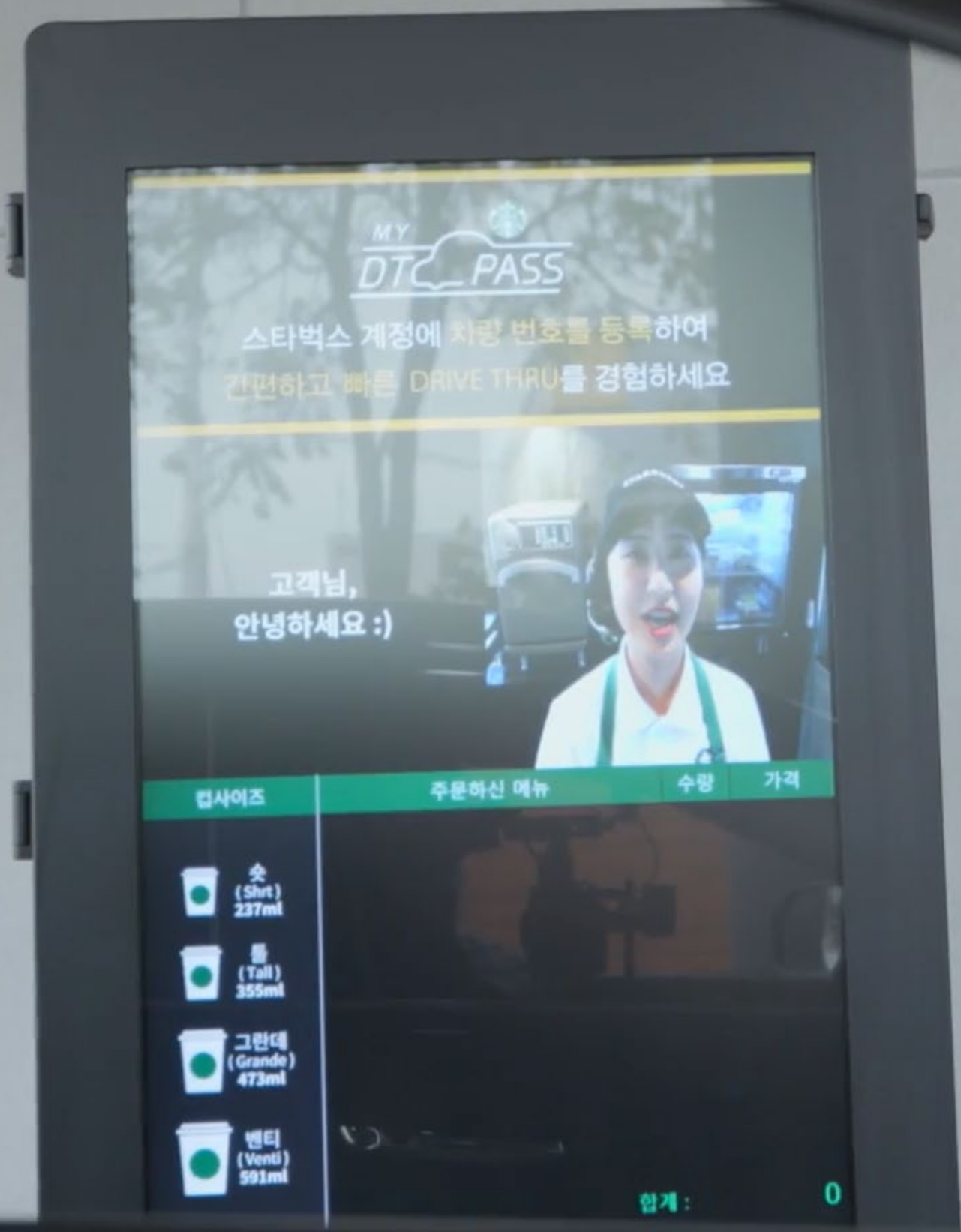
Tata

Uni-President

Withers



SHINSEGAE



A POWERFUL BUSINESS MODEL

LICENSING

Strong global brand
+ High financial returns

=

Accelerating
licensee investment



Before



Antigua, Guatemala

After

Alsea  **1,594**
stores


ALSHAYA
GROUP **1,706**
stores


SHINSEGAE **1,716**
stores

5,016
stores

27
markets

~50%
of International
licensed store
portfolio



PARTNERS • STORES • CUSTOMERS

Investing in partners



Investing in coffee education & partner engagement



Accelerating new store growth
with high-returning drive thrus



Coast Road, Saudi Arabia



Lima, Peru



Cairo, Egypt



Zirakpur, India

Accelerating new store growth
with high-returning drive thrus



Coast Road, Saudi Arabia



Lima, Peru



Cairo, Egypt

NEXT THREE YEARS:

| | |
|---------------|---------------|
| Japan | UK |
| ~2/3 | ~3/4 |
| of new stores | of new stores |

45% of new stores in FY23¹

1. Excludes China

Industry-leading store growth



Cordoba, Spain



Erbusco, Italy

Bluewaters, Dubai



Innsbruck, Austria

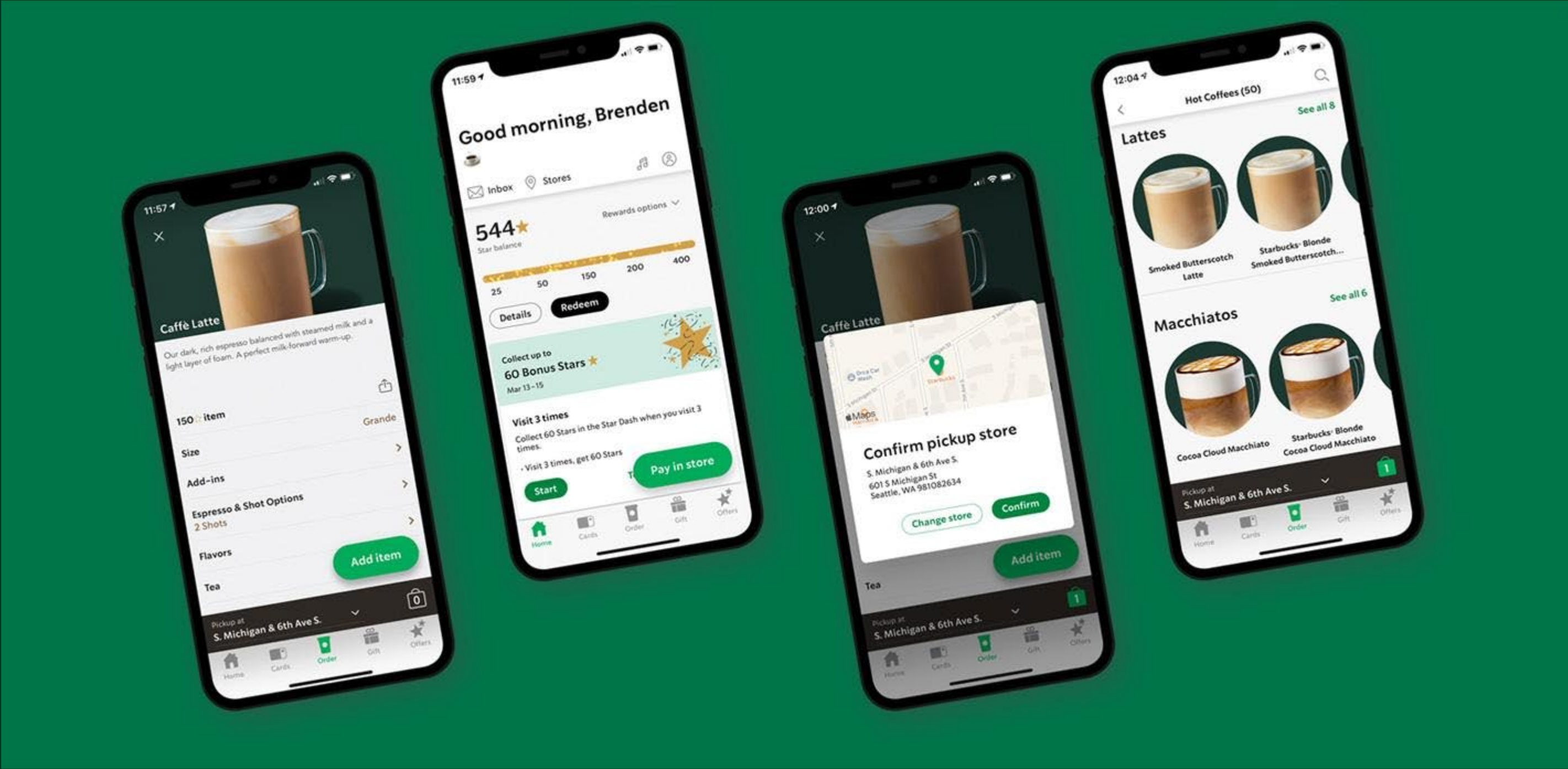
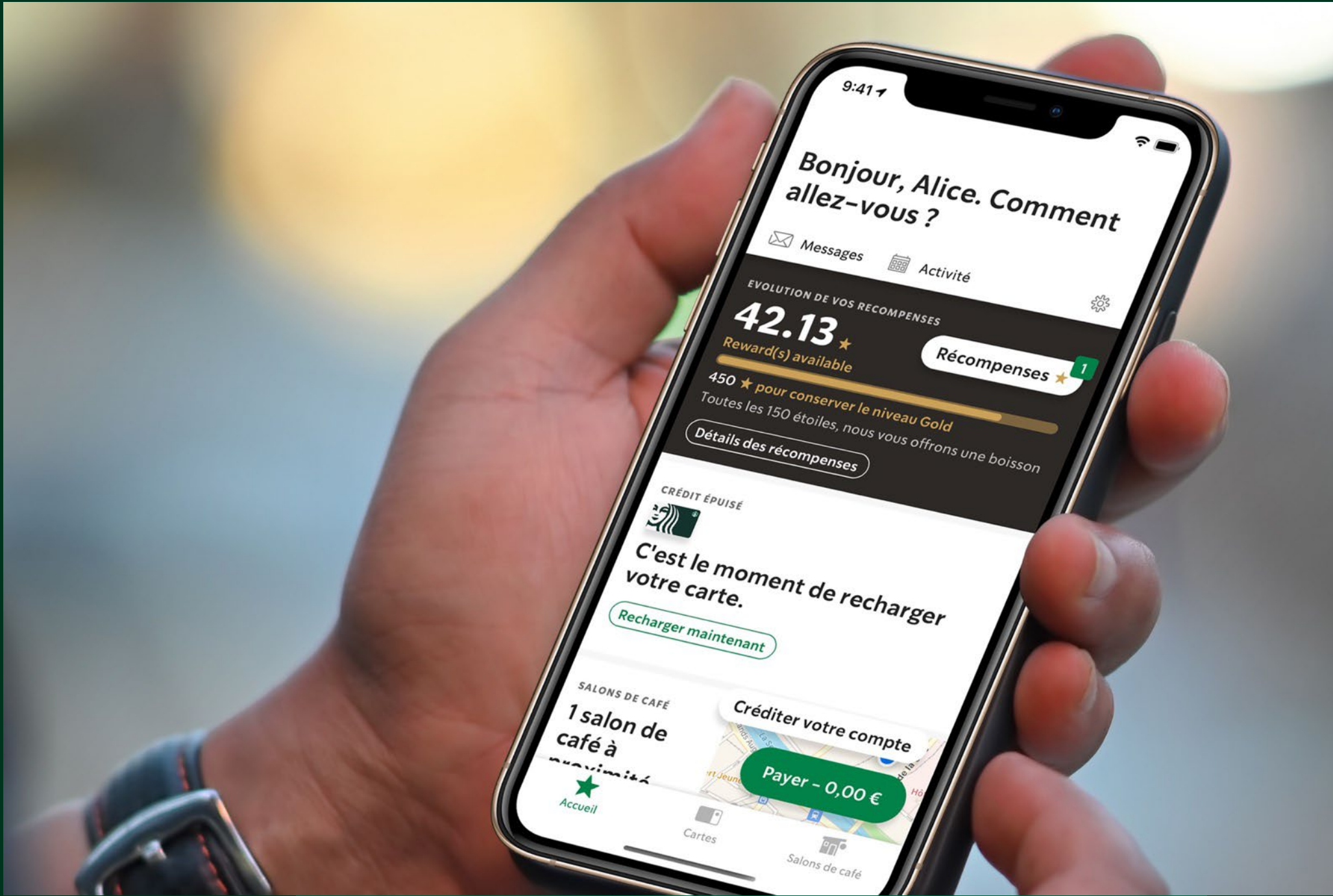


Over
30%
growth in the
next 3 years

Delivering relevant beverage innovation

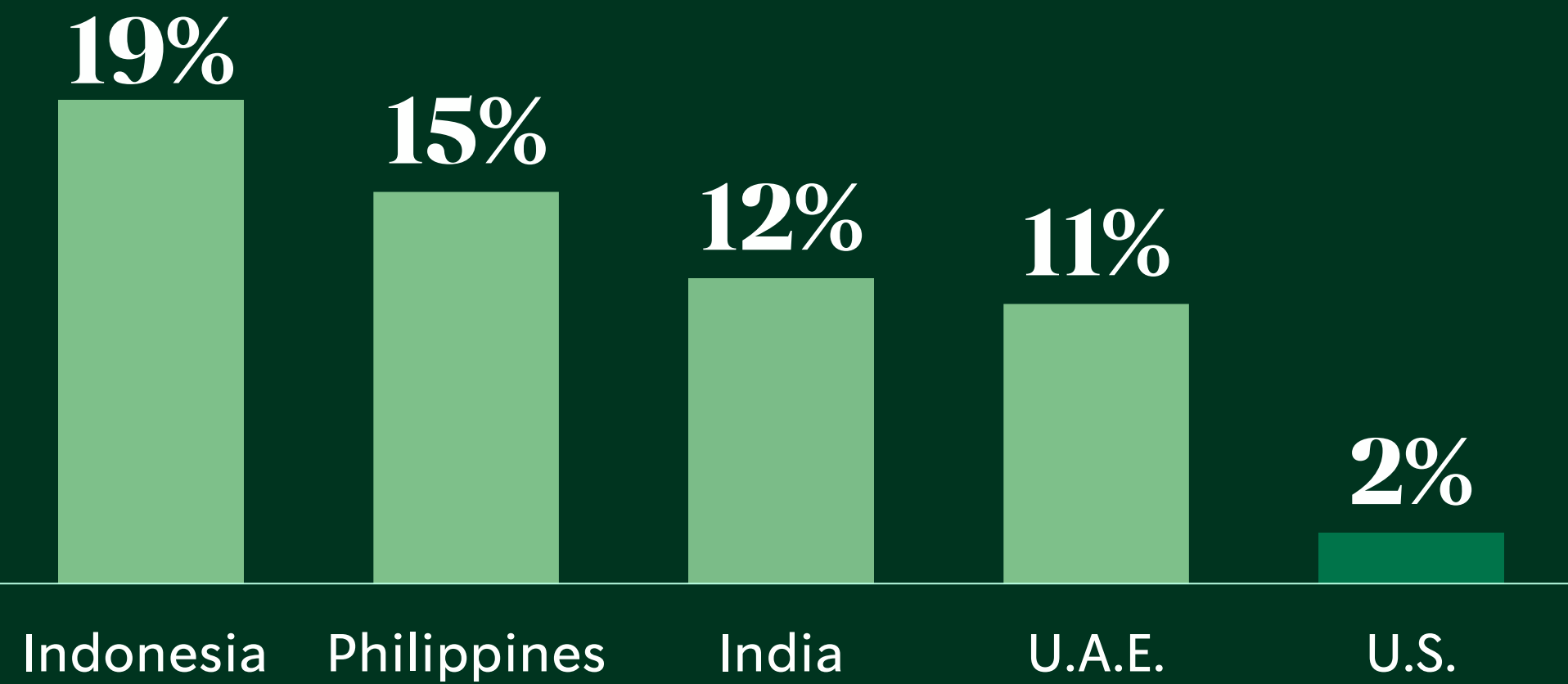


International opportunity: Digital

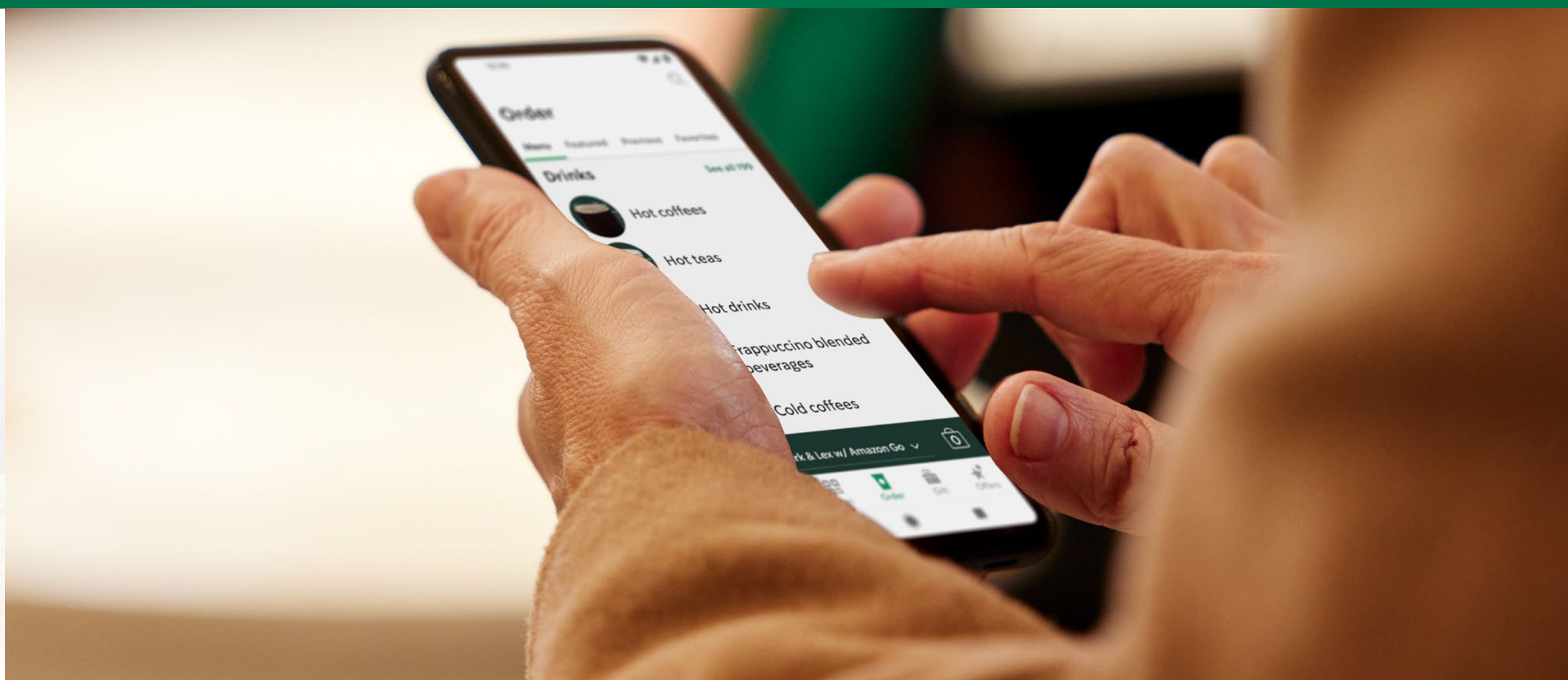
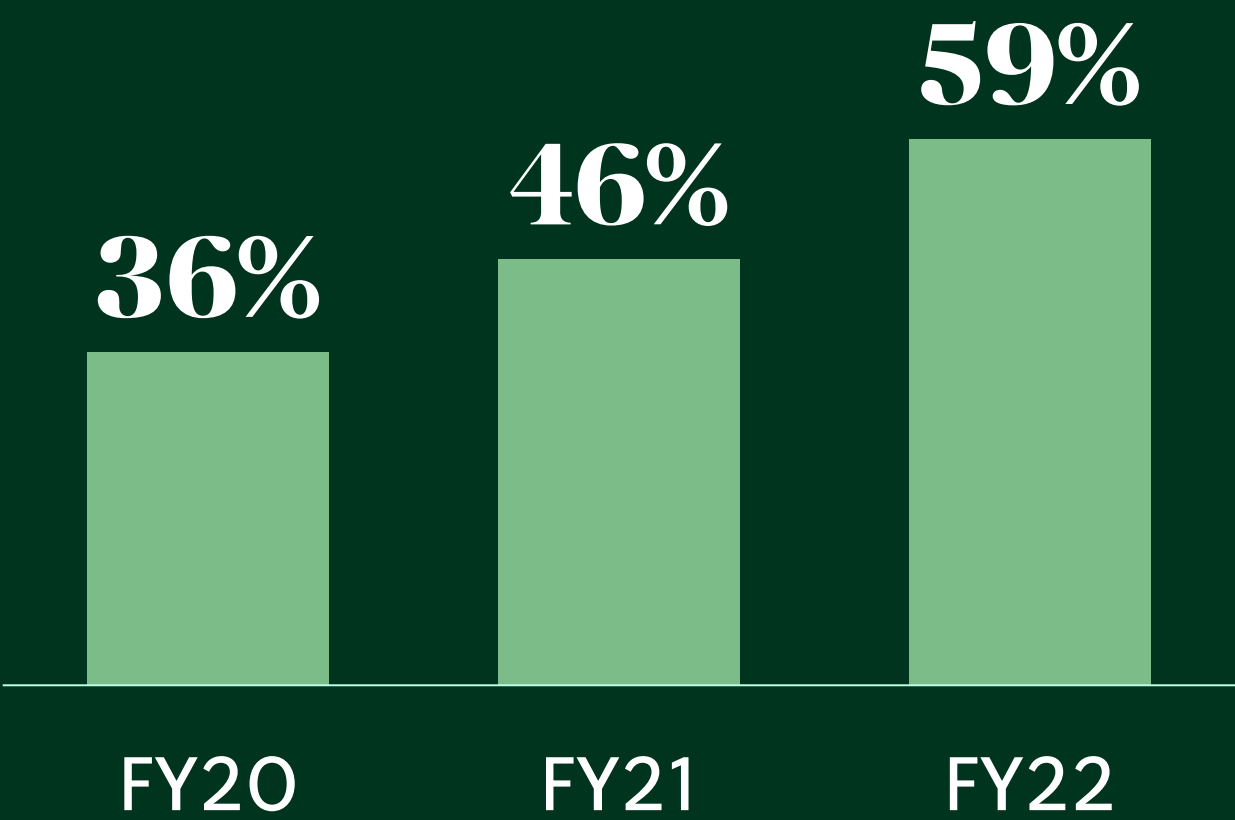


Our licensee digital foundation is strong

DELIVERY % OF SALES²



INTERNATIONAL % OF STORES W/ MOP^{1,2}



1. Excludes China
2. Source: Internal company data

Significant digital opportunity ahead

Just over

1 in 10

international licensed
transactions
originate digitally





STARBUCKS®
DIGITAL
SOLUTIONS

STARBUCKS INTERNATIONAL

Strong global brand

Broad international reach

Accelerating business
momentum

Licensees eager to invest

=

LONG RUNWAY FOR
FUTURE GROWTH



STARBUCKS INTERNATIONAL

NEXT THREE YEARS

>30%

store growth

~40%

system sales growth

~2x

profit growth¹

1. Estimated non-GAAP figure. Please refer to “Forward-Looking Statements and Non-GAAP Financial Measures” on our IR website, Starbucks 2022 Investor Day event page, for our statement on the reconciliation of forward-looking non-GAAP estimates.

