



**Starbucks Coffee Company**  
**Starbucks Card, Loyalty & Mobile Dashboard**

Updated as of January 21, 2020



**Starbucks® Card**

	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u> <sup>[1]</sup>	<u>Q1 FY20</u>
Card as % of Transactions <small>(US + CANADA Company-Operated Retail Stores Only)</small>	42%	46%	45%	43%	45%	48%	46%	45%	47%
Total Dollars Loaded (\$MM) <small>(US + CANADA Only)</small>	\$ 2,346.4	\$ 1,757.7	\$ 1,982.6	\$ 1,901.8	\$ 2,624.3	\$ 1,939.2	\$ 2,284.9	\$ 2,177.9	\$ 2,960.4



**Loyalty Program**

	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u> <sup>[2]</sup>	<u>Q1 FY20</u>
# of Active Members (M) <small>(US Only)</small>	14.2	14.9	15.1	15.3	16.3	16.8	17.2	17.5	18.9
My Starbucks Rewards % of Tender - Dollars <small>(US Company-Operated Retail Stores Only)</small>	37%	39%	40%	39%	40%	41%	42%	42%	43%



**Starbucks® Mobile App**

	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u>	<u>Q1 FY20</u>
Mobile Order Transactions as % of Total Transactions <small>(US Company-Operated Retail Stores Only)</small>	11%	12%	13%	14%	15%	15%	16%	16%	17%
# of Stores +20% Mobile Order Transactions at Peak <small>(US Company-Operated Retail Stores Only; The busiest 4 consecutive half hours in a store, M-F)</small>	~3,300	~3,600	~3,900	~4,000	~4,300	~4,600	~4,800	~4,900	~5,400

[1] Restatement on Card as % of Transactions and Total Dollars Loaded [2] Restatement on Active Members