



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

Updated as of October 1, 2020



### Starbucks® Card

	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u>	<u>Q1 FY20</u>	<u>Q2 FY20</u>	<u>Q3 FY20</u>	<u>Q4 FY20</u>
Card as % of Transactions <small>(U.S. + CANADA Company-Operated Retail Stores Only)</small>	43%	45%	48%	46%	45%	47%	51%	51%	51%
Total Dollars Loaded (\$MM) <small>(U.S. + CANADA Only)</small>	\$ 1,901.8	\$ 2,624.3	\$ 1,939.2	\$ 2,284.9	\$ 2,177.9	\$ 2,960.4	\$ 2,035.2	\$ 1,486.4	\$ 2,125.6



### Loyalty Program

	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u>	<u>Q1 FY20</u>	<u>Q2 FY20</u>	<u>Q3 FY20</u>	<u>Q4 FY20</u>
# of 90-Day Active Members (M) <small>(U.S. Only)</small>	15.3	16.3	16.8	17.2	17.5	18.9	19.4	16.3 <sup>(1)</sup>	19.3
My Starbucks Rewards % of Tender - Dollars <small>(U.S. Company-Operated Retail Stores Only)</small>	39%	40%	41%	42%	42%	43%	44%	47% <sup>(2)</sup>	47%



### Starbucks® Mobile App

	<u>Q4 FY18</u>	<u>Q1 FY19</u>	<u>Q2 FY19</u>	<u>Q3 FY19</u>	<u>Q4 FY19</u>	<u>Q1 FY20</u>	<u>Q2 FY20</u>	<u>Q3 FY20</u>	<u>Q4 FY20</u>
Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Retail Stores Only)</small>	14%	15%	15%	16%	16%	17%	18%	22%	24%
# of Stores +20% Mobile Order Transactions at Peak <small>(U.S. Company-Operated Retail Stores Only; The busiest 4 consecutive half hours in a store, M-F)</small>	~4,000	~4,300	~4,600	~4,800	~4,900	~5,400	~5,600	~4,900	~6,600

<sup>(1)</sup> Starbucks® Rewards loyalty program 90-day active members in the U.S. declined to 16.3 million, down 5% year-over-year due to reduced customer frequency primarily attributable to temporary store closures and other impacts related to the COVID-19 outbreak.

<sup>(2)</sup> Restated from 46%.