



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of October 11, 2021 (Based on data from October 3, 2021)



Starbucks® Card

| | <u>Q4 FY19</u> | <u>Q1 FY20</u> | <u>Q2 FY20</u> | <u>Q3 FY20</u> | <u>Q4 FY20</u> | <u>Q1 FY21</u> | <u>Q2 FY21</u> | <u>Q3 FY21</u> | <u>Q4 FY21</u> ⁽¹⁾ |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------|-------------------------------|
| Card as % of Transactions <small>(U.S. + CANADA Company-Operated Retail Stores Only)</small> | 45% | 47% | 51% | 51% | 51% | 48% | 51% | 47% ⁽²⁾ | 44% |
| Total Dollars Loaded (\$MM) <small>(U.S. + CANADA Only)</small> | \$2,177.9 | \$2,960.4 | \$2,035.2 | \$1,486.4 | \$2,125.6 | \$2,783.3 | \$2,165.8 | \$2,583.6 | \$2,406.1 |



Loyalty Program

| | <u>Q4 FY19</u> | <u>Q1 FY20</u> | <u>Q2 FY20</u> | <u>Q3 FY20</u> | <u>Q4 FY20</u> | <u>Q1 FY21</u> | <u>Q2 FY21</u> | <u>Q3 FY21</u> | <u>Q4 FY21</u> ⁽¹⁾ |
|---|----------------|----------------|----------------|---------------------|----------------|----------------|----------------|----------------|-------------------------------|
| # of 90-Day Active Members (M) <small>(U.S. Only)</small> | 17.5 | 18.9 | 19.4 | 16.3 ⁽³⁾ | 19.3 | 21.8 | 22.9 | 24.2 | 24.8 |
| My Starbucks Rewards % of Tender - Dollars <small>(U.S. Company-Operated Retail Stores Only)</small> | 42% | 43% | 44% | 47% | 47% | 50% | 52% | 51% | 51% |



Starbucks® Mobile App

| | <u>Q4 FY19</u> | <u>Q1 FY20</u> | <u>Q2 FY20</u> | <u>Q3 FY20</u> | <u>Q4 FY20</u> | <u>Q1 FY21</u> | <u>Q2 FY21</u> | <u>Q3 FY21</u> | <u>Q4 FY21</u> ⁽¹⁾ |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------------------------|
| Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Retail Stores Only)</small> | 16% | 17% | 18% | 22% | 24% | 25% | 26% | 25% | 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> | ~4,900 | ~5,400 | ~5,600 | ~4,900 | ~6,600 | ~7,000 | ~7,200 | ~7,400 | ~7,300 |

(1) Excludes impact of the extra week of fiscal 2021

(2) Restated from 54%

(3) 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