



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



### Starbucks® Card

	<u>Q4 FY16</u> <sup>[1]</sup>	<u>Q1 FY17</u>	<u>Q2 FY17</u>	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>
Card as % of Transactions <small>(US + CANADA Company-Operated Retail Stores Only)</small>	38%	40%	44%	41%	40%	42%	46%	45%	43%
Total Dollars Loaded (\$MM) <small>(US + CANADA Only)</small>	\$ 1,442.6	\$ 2,132.2	\$ 1,507.5	\$ 1,744.0	\$ 1,668.3	\$ 2,353.9	\$ 1,757.3	\$ 1,982.6	\$ 1,901.8



### Loyalty Program

	<u>Q4 FY16</u> <sup>[1]</sup>	<u>Q1 FY17</u>	<u>Q2 FY17</u>	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>
# of Active Members (M) <small>(US Only)</small>	12.0	12.8	13.3	13.2	13.3	14.2	14.9	15.1	15.3
My Starbucks Rewards % of Tender - Dollars <small>(US Company-Operated Retail Stores Only)</small>	33%	34%	36%	36%	36%	37%	39%	40%	39%



### Starbucks® Mobile App

	<u>Q4 FY16</u> <sup>[1]</sup>	<u>Q1 FY17</u>	<u>Q2 FY17</u>	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<u>Q1 FY18</u>	<u>Q2 FY18</u>	<u>Q3 FY18</u>	<u>Q4 FY18</u>
Mobile Transactions as % of Total Transactions <small>(US Company-Operated Retail Stores Only)</small>	25%	27%	29%	30%	30%	31%	34%	35%	35%
Mobile Order Transactions as % of Total Transactions <small>(US Company-Operated Retail Stores Only)</small>	6%	7%	8%	9%	10%	11%	12%	13%	14%
# 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>	~800	~1,400	~2,100	~2,500	~2,800	~3,300	~3,600	~3,900	~4,000

[1] Excludes 53rd week