



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of July 3, 2019



Starbucks® Card

	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<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>
Card as % of Transactions <small>(US + CANADA Company-Operated Retail Stores Only)</small>	41%	40%	42%	46%	45%	43%	45%	48%	46%
Total Dollars Loaded (\$MM) <small>(US + CANADA Only)</small>	\$ 1,744.0	\$ 1,668.3	\$ 2,346.4	\$ 1,757.7	\$ 1,982.6	\$ 1,901.8	\$ 2,624.3	\$ 1,939.2	\$ 2,284.9



Loyalty Program

	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<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>
# of Active Members (M) <small>(US Only)</small>	13.2	13.3	14.2	14.9	15.1	15.3	16.3	16.8	17.2
My Starbucks Rewards % of Tender - Dollars <small>(US Company-Operated Retail Stores Only)</small>	36%	36%	37%	39%	40%	39%	40%	41%	42%



Starbucks® Mobile App ^[2]

	<u>Q3 FY17</u>	<u>Q4 FY17</u>	<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>
Mobile Order Transactions as % of Total Transactions <small>(US Company-Operated Retail Stores Only)</small>	9%	10%	11%	12%	13%	14%	15%	15%	16%
# 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>	~2,500	~2,800	~3,300	~3,600	~3,900	~4,000	~4,300	~4,600	~4,800