Kevin Johnson

president and chief operating officer

To inspire and nurture the human spirit —
one person, one cup,
and one neighborhood at a time.

FY16
$21B
STARBUCKS
REVENUE

System-wide sales include sales at all points of distribution, inclusive of our license store and joint venture operations.

ELEVATE
THE BRAND

ELEVATE THE
CUSTOMER EXPERIENCE

AMPLIFY STARBUCKS
AS A DESTINATION

Driving growth

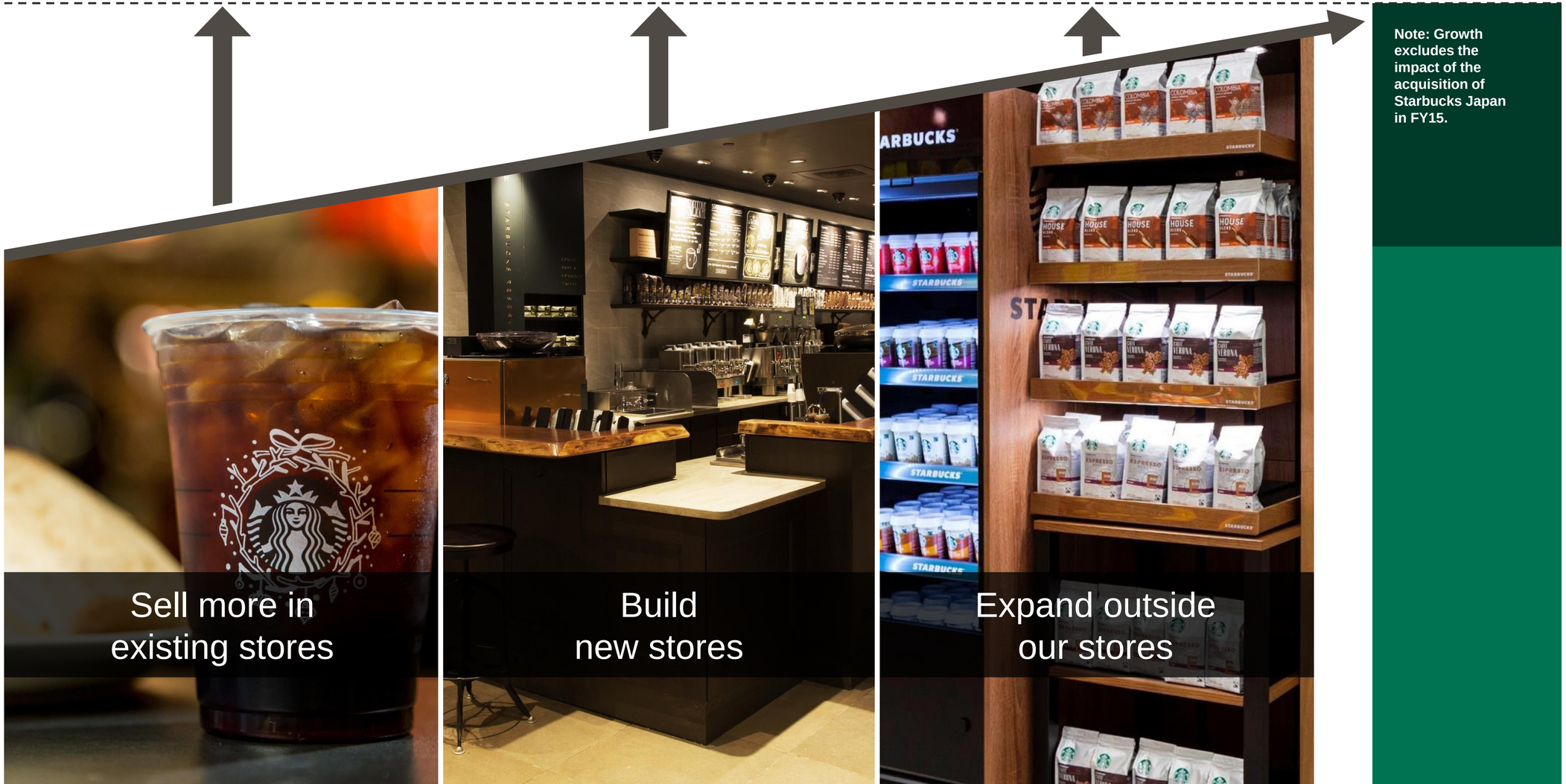
FY14
$16B

~$1.5B

~$1.5B

~$.5B

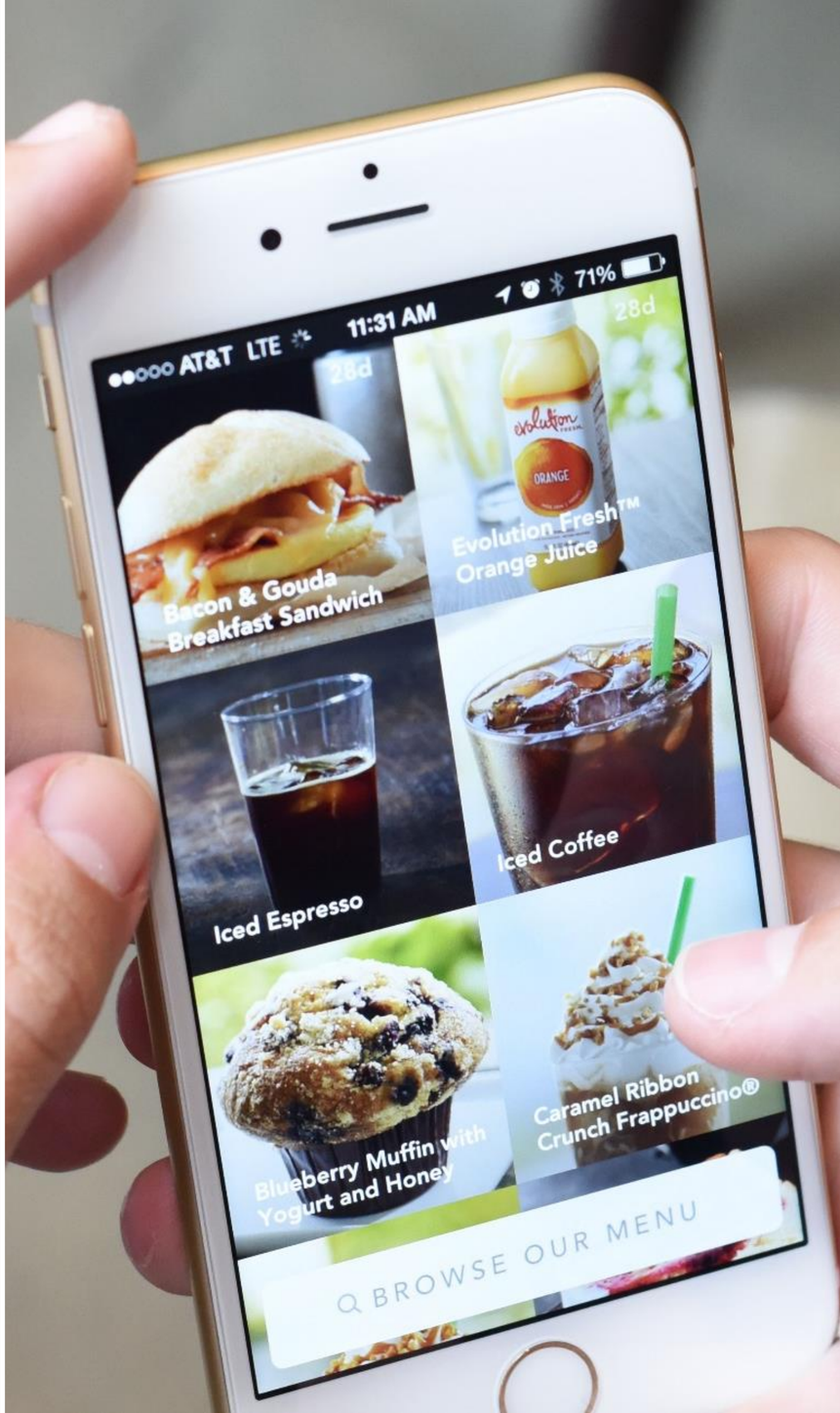
FY16
$21B



Note: Growth excludes the impact of the acquisition of Starbucks Japan in FY15.

Five year strategic plan

GROW COMPS IN MID-SINGLE DIGITS



Five year strategic plan

BUILD **~12,000** NEW STORES

Five year strategic plan

EXPAND CPG PRODUCTS AND SHARE

Grow share at home coffee

Expand international

Launch new RTD coffee and tea products

TEAVANA®

7 Core Strategies

1 Win with Partners

2 Lead in Coffee

3 Create New Customer Occasions

4 Build Teavana through Starbucks and CPG

5 Extend Digital Engagement

6 Transform the Store Portfolio

7 Drive At Home Coffee Share and Occasions

“A culture of discipline is not
a principle of business,
it is a principle of greatness.”

- Jim Collins, Author of “From Good to Great”

World Class Leadership Team

Over 650 years of Starbucks experience

Average tenure 9 years

Experience in every discipline of the company

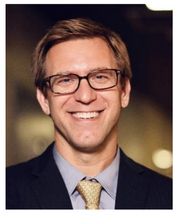
Today's agenda

JOHN CULVER
Global retail: Partners, leveraging global structure, regional overview

BELINDA WONG
China Deep dive & opportunities

BREAK

ANDY ADAMS
Elevating our brand:
Roastery to Reserve, innovative design



SHARON ROTHSTEIN
Elevating our brand:
Beverage and food innovation

MICHAEL CONWAY
Channel Development:
Extending the reach of the brand

MATT RYAN & GERRI MARTIN-FLICKINGER
Flywheel: Strategy and impact

LUNCH

SCOTT MAW
Drivers of enhanced profitability;
and returns to shareholders

HOWARD SCHULTZ
Closing

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