DAVID HANSON
VICE PRESIDENT
CHINA AND ASIA PACIFIC
CHANNEL DEVELOPMENT
CHINA’S MIDDLE CLASS
CHINA TODAY  RTD OPPORTUNITY

$1.2B CATEGORY IN CHINA

CHINA  U.S.  JAPAN

STARBUCKS SEGMENTATION STUDY 2017 EUROMONITOR
Evolving Dayparts

Customers’ need states are transitioning into more occasions

Past Decade

PM

AM
EVOLVING DAYPARTS

CUSTOMERS’ NEED STATES ARE TRANSITIONING INTO MORE OCCASIONS

FUTURE STATE

PM

AM

PAST DECADE

OTHER
### Aspirational Middle Class Spending More

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
<th>Days/Month</th>
<th>Source: Daxue Consulting, Hong Kong 2017 Airbnb Millennials study: Travel more important than saving for a home</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>Go out to eat more than 4x per week</td>
<td>7.4</td>
<td>North America</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12.6</td>
<td>China</td>
</tr>
<tr>
<td>83%</td>
<td>Spend more on travel than a year ago</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BOTTLED FRAPPUCCINO RESULTS TO DATE

2018

50,000 POINTS OF DISTRIBUTION

200 CITIES

40M SERVINGS*

*IN LAST 20 MONTHS
BOTTLED FRAPPUCCINO RESULTS TO DATE

3X more MARKET SHARE than previous import business
CHILLED CUP

COMING
JUNE 12TH
HOW TO ENJOY STARBUCKS CHILLED CUP

1. SHAKE
2. REMOVE STRAW
3. INSERT STRAW IN THE TOP
4. SIP AND ENJOY
WHAT’S NEXT

2018

50,000 POINTS OF DISTRIBUTION

200 CITIES

40M SERVINGS*

2023

125,000 POINTS OF DISTRIBUTION

+400 CITIES

200M SERVINGS

GREATER THAN 5X

*IN LAST 20 MONTHS
A GLOBAL COFFEE ALLIANCE
CHANNEL OPPORTUNITY IN CHINA

MODERNIZING TRADE ENVIRONMENT

GROWING RETAIL BUSINESS

EVOLVING CONSUMER BASE