CHINA MIDDLE CLASS
BY 2022

600M

CHINA MILLENIAL POPULATION

450M

SOURCE:
MCKINSEY CHINA MARCH 31, 2014
CHINA SINGLE CHILD POPULATION

150M

EQUAL TO 50% OF U.S. POPULATION

SOURCE: WASHINGTON POST
ASIA & PACIFIC NOVEMBER 15, 2013
3 KEY GROWTH DRIVERS OF THIRD PLACE STRATEGY

PENETRATION

INNOVATION

PREMIUMIZATION

IFS, CHANSHA
FASTEST TO TRIPLE STORE COUNT WITHIN 4 YEARS

# OF STORES

Y0 Y0.5 Y1 Y1.5 Y2 Y2.5 Y3 Y3.5 Y4 Y4.5 Y5 Y5.5 Y6 Y6.5 Y7 Y7.5 Y8 Y8.5 Y9 Y9.5

SBUX MLC
SBUX US
Peer 1
Peer 2
GO WIDE
WITH DISCIPLINE
GO DEEP WITH INTENTION AND INNOVATION
GO WIDE

70

NEW CITIES ENTERED IN THE PAST 5 YEARS

CITY DEFINITION: PREFECTURE LEVEL
ACCELERATE TO ENTER INTO ~100 NEW CITIES IN NEXT 5 YEARS

HUABEISHANGHSA STORE, CANGZHOU

CITY DEFINITION: PREFECTURE LEVEL
BREW BAR
ELEVATING COFFEE EDUCATION AND ENGAGEMENT

OUR FAVORITE WAYS TO BREW

- **POUR-OVER**
  - 29 RMB / 355 ml
  - 32 RMB / 473 ml

- **CHEMEX**
  - 32 RMB / 473 ml

- **SIPHON**
  - 49 RMB / 555 ml

- **COFFEE PRESS**
  - 32 RMB / 473 ml
RESIDENTIAL FORMAT
PET FRIENDLY FORMAT
FLAGSHIP STORES
BEIJING FUN
GUANGZHOU & SHENZHEN
SOUTH

BEIJING
NORTH

SHANGHAI
EAST

CHENGDU & WUHAN
WEST & CENTRAL

278 STORES
272 STORES
639 STORES
210 STORES

CURRENT STORE PORTFOLIO
### Current Store Portfolio

<table>
<thead>
<tr>
<th>Region</th>
<th>Roastery</th>
<th>3</th>
<th>2</th>
<th>Flagship / High Profile</th>
<th>3</th>
<th>18</th>
<th>13</th>
<th>Reserve Bar</th>
<th>26</th>
<th>134</th>
<th>49</th>
<th>Brew Bar</th>
<th>57</th>
<th>210</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai - East</td>
<td></td>
<td>639</td>
<td>STORES</td>
<td></td>
<td></td>
<td>272</td>
<td>STORES</td>
<td></td>
<td></td>
<td>278</td>
<td>STORES</td>
<td></td>
<td>210</td>
<td>STORES</td>
</tr>
<tr>
<td>Beijing - North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guangzhou &amp; Shenzhen - South</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chengdu &amp; Wuhan - West &amp; Central</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Guangzhou & Shenzhen**
- **South**
  - 639 Stores
  - 272 Stores
  - 278 Stores

**Beijing**
- **North**
  - 3 Stores
  - 2 Stores
  - Flagship / High Profile
  - 3 Stores
  - 18 Stores
  - 13 Stores
  - Reserve Bar
  - 26 Stores
  - 134 Stores
  - 49 Stores
  - Brew Bar
  - 57 Stores

**Shanghai**
- **East**
  - 639 Stores
  - 272 Stores
  - 278 Stores

**Chengdu & Wuhan**
- **West & Central**
  - 210 Stores
EVOlve the Starbucks Discovery Journey Through Three Beverage Platforms

Core

Coffee Forward Innovations

Seasonal Beverages
COFFEE-FORWARD BEVERAGE
ELEVATE COFFEE EXPERIENCE THROUGH INNOVATION
TEA INNOVATION
PREMIUM, CREATIVE, AND LOCALLY RELEVANT

STARBUCKS®
TEAVANA™ 茶瓦纳™

冰摇桃桃绿茶
Iced Shaken Peach Green Tea

冰摇柚柚蜂蜜红茶
Iced Shaken Honey Ruby
Grapefruit Black Tea

吃到大口
白桃果肉

喝得到的
不普通柚子

STARBUCKS®
TEAVANA™
TEA INNOVATION
PREMIUM, CREATIVE, AND LOCALLY RELAVENT

TEA
40%
CAGR GROWTH IN 4 YEARS
SEASONAL BEVERAGES
LOCALLY EXCLUSIVE INNOVATIONS

紅辣椒黑森林蛋糕
Spicy Black Forest Cake

辣意椒香摩卡
Spicy Mocha
ELEVATED FOOD PAIRINGS
PREMIUMIZATION VIA
HOLISTICALLY ELEVATED EXPERIENCE
“We’re in the people business serving coffee.”

— Howard Schultz