

Highlights

Growth Metrics



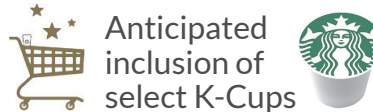
23rd consecutive quarter of global comp sales over 5%
\$4.9B in revenue for Q4 (+18%) and \$19.2B (17%) for FY2015

Earn Stars Everywhere



Will expand to more partners

Stars Down the Aisle¹



Anticipated inclusion of select K-Cups

App Growth

Mobile payments now account for **21%** of transactions at U.S. company-owned stores

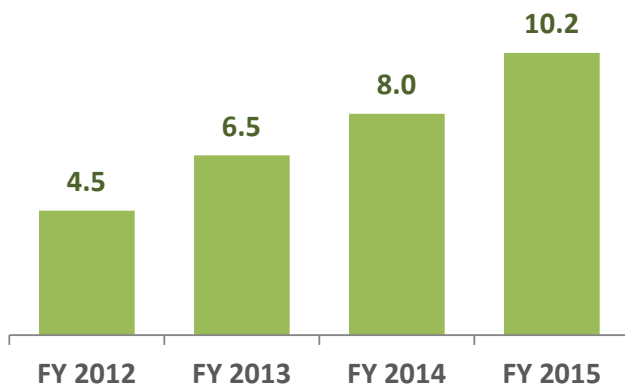


Delivery Services

Launching pilots in NY and Seattle

My Starbucks Rewards (MSR)

Reward Membership Growth- U.S. (M)²



Loyalty Overview

- Over **20M** MSR members globally
- Active U.S. membership grew **28%** this quarter; active membership in Canada grew **32%**
- MSR customers spend **three times** as much as non-MSR customers
- Total card loads (including reloads and activations) in the U.S. and Canada totaled **\$5.1B in 2015 (+19%)**
- Over **8M** MSR customers in China
- MSR accounts for **29%** of U.S. tender-dollars

Mobile Order and Pay

- Advance orders now available nationwide in **7,500** U.S. stores
- Run rate of **5M** mobile orders per month

"Yesterday the World Financial Center in New York City did 150 mobile orders for over 10% of their overall transactions. Duke Energy Center in Charlotte, North Carolina... with Mobile Order & Pay... did over 234 mobile orders yesterday for 20% of their transactions. Cleveland Clinic... 269 mobile orders for 11% of their transactions."

-Adam Brotman, Chief Digital Officer

¹ Earn Stars on packaged coffee in grocery venues. ² 3-Year CAGR: 31.4%.

Source: Starbucks company filings, investor calls, earnings transcript, and First Annapolis Consulting research and analysis.

For more information, please contact:

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Payment Processing



- Chase Commerce Solutions will begin processing of all non-mobile payments and U.S. retail card payment transactions in company-operated stores that were previously handled by Square, Inc.
- Starbucks will partner with Chase on the rollout of chip-enabled payment terminals
- Mobile transactions will continue to be handled by First Data