



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of October 6, 2022 (Based on data from October 2, 2022)



Starbucks® Card

Card as % of Transactions ⁽²⁾
 (U.S. Company-Operated Retail Stores Only)

	<u>Q4 FY20</u>	<u>Q1 FY21</u>	<u>Q2 FY21</u>	<u>Q3 FY21</u>	<u>Q4 FY21</u> ⁽¹⁾	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>
Card as % of Transactions ⁽²⁾ (U.S. Company-Operated Retail Stores Only)	51%	49%	51%	47%	45%	46%	47%	45%	43%

Total Dollars Loaded (\$M) ⁽³⁾
 (All U.S. Channels)

Total Dollars Loaded (\$M) ⁽³⁾ (All U.S. Channels)	\$1,992	\$2,605	\$2,036	\$2,418	\$2,246	\$3,015	\$2,235	\$2,596	\$2,514
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Loyalty Program

of 90-Day Active Members (M)
 (U.S. Only)

	<u>Q4 FY20</u>	<u>Q1 FY21</u>	<u>Q2 FY21</u>	<u>Q3 FY21</u>	<u>Q4 FY21</u> ⁽¹⁾	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>
# of 90-Day Active Members (M) (U.S. Only)	19.3	21.8	22.9	24.2	24.8	26.4	26.7	27.4	28.7

Starbucks Rewards % of Tender - Dollars
 (U.S. Company-Operated Retail Stores Only)

Starbucks Rewards % of Tender - Dollars (U.S. Company-Operated Retail Stores Only)	47%	50%	52%	51%	51%	53%	54%	53%	55%
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Starbucks® Mobile App

Mobile Order Transactions as % of Total Transactions
 (U.S. Company-Operated Retail Stores Only)

	<u>Q4 FY20</u>	<u>Q1 FY21</u>	<u>Q2 FY21</u>	<u>Q3 FY21</u>	<u>Q4 FY21</u> ⁽¹⁾	<u>Q1 FY22</u>	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>
Mobile Order Transactions as % of Total Transactions (U.S. Company-Operated Retail Stores Only)	24%	25%	26%	25%	24%	25%	25%	25%	26%

⁽¹⁾ Excludes impact of the extra week in fiscal 2021

⁽²⁾ Previously included Canada Company-Operated stores

⁽³⁾ Previously included all Canada Channels