



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of January 7, 2026 (Based on data from December 28, 2025)

	<u>Q1 FY24</u>	<u>Q2 FY24</u>	<u>Q3 FY24</u>	<u>Q4 FY24</u>	<u>Q1 FY25</u>	<u>Q2 FY25</u>	<u>Q3 FY25</u>	<u>Q4 FY25</u>	<u>Q1 FY26</u>
Starbucks® Card									
 Card as % of Transactions <small>(U.S. Company-Operated Stores Only)</small>	45%	47%	45%	43%	43%	46%	43%	42%	42%
Total Dollars Loaded (\$M) ⁽²⁾ <small>(U.S. Only)</small>	\$ 3,595	\$ 2,649	\$ 2,973	\$ 2,789	\$ 3,523	\$ 2,629	\$ 2,963	\$ 2,801	\$ 3,558
Loyalty Program									
 # of 90-Day Active Members (M) <small>(U.S. Only)</small>	34.3	32.8	33.8	33.8	34.6	34.2	33.9	34.2	35.5
Starbucks Rewards Member Spend % of Tender - Dollars ⁽¹⁾ <small>(U.S. Company-Operated Stores Only)</small>	59%	60%	60%	60%	60%	59%	58%	58%	58%
Starbucks® Mobile App									
 Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Stores Only)</small>	31%	31%	31%	31%	31%	31%	31%	31%	32%

(1) Restated on FY24 Q4 report, data source update resulted in immaterial change to FY24 Q2.

(2) Restated on FY25 Q1 report using an updated data source resulting in immaterial historical changes in FY24.