



Starbucks 2-for-1 Stock Split, Announced March 18, 2015

Frequently Asked Questions

1. What is a stock split?

Starbucks has announced a 2-for-1 stock split, which means each shareholder receives 1 additional share for every 1 share that he or she holds as of a certain date, known as the “record date”. As a result, the number of issued shares is doubled, and the price at which the stock trades is expected to be reduced by half on the date the split goes effective, the “ex” date. The total monetary value of an individual’s stock will be the same.

As an example, if you own 10 shares of common stock on March 30 (the record date) priced at \$50 per share, you will own 20 shares priced at \$25 per share on the stock split execution date (“Ex” date) of April 9, 2015.

2. What are the Ratio, Record Date, Payable Date and “Ex” Date for the recently announced stock split?

Ratio:	2-for-1
Record Date:	March 30, 2015
Payable Date:	April 8, 2015
Ex-Date:	April 9, 2015 (The first day on which the stock will trade at its split-adjusted price)

3. What is the significance of the Record Date and the Payable Date?

If you hold shares or stock options on March 30, 2015 (the Record Date), your shares will be eligible for the split. Your account will reflect the stock split after April 8, 2015 (the payable date).

For example, if Starbucks stock closes at \$50 per share on April 8, 2015, it will begin trading at \$25 per share on April 9, 2015 when the stock market opens.

4. What happens if I buy or sell stock between the Record Date of March 30 and the Payable Date of April 8?

If you purchase Starbucks stock after the record date (March 30), but on or before the payable date (April 8), whomever you buy the stock from will owe you the shares to be issued in the stock split. If you sell Starbucks stock after the record date (March 30), but on or before the payable date (April 8), you will owe the shares to be issued in the stock split to whomever you sell it. The brokerage community tracks these trades and will coordinate these adjustments through their depository agent.

5. What is an “Ex” date?

An “Ex” date means the stock trades ex-dividend, or without eligibility for the stock dividend. Any transaction on that date (April 9) would be transacted at the post-split price and would not have rights to the stock dividend. In this case, the seller retains rights to the shares resulting from the split; the buyer would only receive the underlying shares they purchased, but not the shares resulting from the split.

6. How will I receive my split shares after the payable date of April 8, 2015?

If you hold your shares through a brokerage account, your broker will automatically receive the split shares from our transfer agent, Computershare, and your account will be credited appropriately. If you are a registered shareholder, Computershare will credit your account and send notification of the split to you directly.

7. Has Starbucks split its stock before? If yes, when?

Yes. Starbucks has implemented a 2-for-1 stock split on five previous occasions.

Payable Date	Split Adjusted Price	Ex-Date
Sept. 29, 1993	\$1.67	Sept. 30, 1993
Dec. 1, 1995	\$2.59	Dec. 4, 1995
Mar. 19, 1999	\$7.01	Mar. 22, 1999
Apr. 27, 2001	\$9.29	Apr. 30, 2001
Oct. 21, 2005	\$27.51	Oct. 24, 2005

8. Does Starbucks pay a cash dividend?

Yes. Starbucks currently pays a cash dividend of \$0.32 share (on a pre-stock split basis). For a full statement of dividend payments since initiation please visit our IR website:

<http://investor.starbucks.com/phoenix.zhtml?c=99518&p=dividendhistory>

9. What is the tax impact of the stock split?

The stock split itself is not a taxable event, and the additional shares issued to you as a result of the split do not constitute income subject to U.S. Federal income tax. If you have tax questions concerning the effect of the stock split, please consult your tax advisor.

10. Will the shareholder notification letter go to all shareholders or only registered shareholders?

The shareholder notification letter will only be sent to registered shareholders as of the record date of March 30, 2015.

11. What is the Direct Registration System?

The Direct Registration System (DRS) is a book-entry, or electronic, form of stock ownership for registered shareholders that have their shares held electronically at our Transfer Agent, Computershare. DRS allows shares to be owned, transferred, or sold electronically without having a physical stock certificate issued.

Under DRS ownership, your traditional voting and other rights and benefits as a shareholder remain the same.

12. Is DRS a form of a Direct Purchase Program?

DRS is a means of how shares purchased in the plan are held. They are issued electronically rather than in certificate form. A registered shareholder can also hold Starbucks shares in DRS that were not purchased through the company's Direct Stock Purchase Plan.

13. How is DRS different from a Direct Purchase Plan?

DRS is a book-entry, or electronic, form of stock ownership that allows shares to be owned, transferred, or sold electronically without having a physical stock certificate issued. A Direct Stock Purchase Plan is a program in which investors may purchase shares of a company's stock direct from the company's Transfer Agent rather than through a broker. Shares purchased through Starbucks Direct Stock Purchase Plan are issued in DRS. A registered shareholder could hold additional Starbucks shares in DRS that were not purchased in the Direct Stock Purchase Plan.

14. As a registered shareholder what should I do with the statement I received?

The statement received from the stock transfer agent, Computershare, will be your record of ownership for your DRS shares. You should retain this statement for your records.

15. What happens if I lose my statement?

Unlike stock certificates, this statement is not a negotiable document. While it is good practice to keep investment information in a secure place, if you lose your statement, you may obtain a duplicate through Computershare at www.computershare.com/investor.

16. What do I need to do to convert DRS shares into a physical stock certificate?

To request a physical certificate, you may contact Computershare www.computershare.com/investor. Be sure to have your statement available because it contains useful information, which you may be requested to provide. There is a fee to request a certificate. It is \$25.00 if you request the certificate through Computershare's website or \$40.00 if you call our toll-free number 888-835-2866 and request a certificate by talking to a customer service representative.

17. What should I do with the stock certificate(s) that I currently hold and can I convert them to DRS?

Any stock certificate that you currently hold should be retained in a safe place since it represents your evidence of ownership and significant costs can be incurred if certificates are lost, damaged or stolen.

We encourage you to convert any of your certificate holdings into DRS (book) form by mailing the physical stock certificates to Computershare and attaching a letter instructing them to convert your shares to book entry form. Please remember to always send your certificates by a traceable method. DO NOT ENDORSE THE CERTIFICATES. We strongly recommend that you insure your letter for 3% of the market value of your Starbucks stock.

18. What should I do if I have lost and/or never received a certificate from the Company's previous stock splits?

Please contact Computershare by phone or email.

19. How do I sell my book-entry shares?

To sell book-entry shares through Computershare: You may contact Computershare at www.computershare.com/investor or call 1-888-835-2866. Book-entry shares sold through Computershare are subject to a fee. The transaction fee will be deducted from the proceeds of your sale and is dependent on the way you request your shares to be sold. For details on the fees and options available please go to www.computershare.com/investor and read the details on our Direct Stock Purchase Plan.

To sell book entry-shares through your broker: Contact your broker who will move the shares electronically to your brokerage account.

20. What are the fees associated with the DRS?

Book-entry shares sold through Computershare are subject to a fee. The transaction fee will be deducted from the proceeds of your sale. For details on the fees and the choices available on your sell request please go to www.computershare.com/investor and read the details on our Direct Stock Purchase Plan.

21. How do I contact Computershare?

Online:	www.computershare.com/investor
Telephone (inside the U.S.):	(888) 835-2866
Telephone (outside the U.S.):	(201) 680-6578
Mailing Address:	Computershare PO Box 30170 College Station, TX 77842