






Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of April 9, 2024 (Based on data from March 31, 2024)

Starbucks® Card									
	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>	<u>Q2 FY24</u>
 Card as % of Transactions <small>(U.S. Company-Operated Retail Stores Only)</small>	47%	45%	43%	44%	46%	44%	43%	45%	47%
Total Dollars Loaded (\$M) <small>(U.S. Only)</small>	\$2,235	\$2,596	\$2,514	\$3,299	\$2,565	\$2,884	\$2,826	\$3,594	\$2,648

Loyalty Program									
	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>	<u>Q2 FY24</u>
 # of 90-Day Active Members (M) <small>(U.S. Only)</small>	26.7	27.4	28.7	30.4	30.8	31.4	32.6	34.3	32.8
Starbucks Rewards Member Spend % of Tender - Dollars <small>(U.S. Company-Operated Retail Stores Only)</small>	54%	53%	55%	56%	57%	57%	57%	59%	59%

Starbucks® Mobile App									
	<u>Q2 FY22</u>	<u>Q3 FY22</u>	<u>Q4 FY22</u>	<u>Q1 FY23</u>	<u>Q2 FY23</u>	<u>Q3 FY23</u>	<u>Q4 FY23</u>	<u>Q1 FY24</u>	<u>Q2 FY24</u>
 Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Retail Stores Only)</small>	25%	25%	26%	27%	28%	28%	29%	31%	31%