Deb Hall Lefevre

executive vice president, chief technology officer



Investor DAY 2022

PARTNERS • STORES • CUSTOMERS

We are building on a legacy of

digital leadership










HORUS
ISIS
OSIRIS
SEKHMET








Clean Water
Science
Distillation
Ice cubes
Condensation
Generator
Hand turning
Project M
Management
Research
Team



Bringing humanity, kindness, and coffee to our customers

14M

1:1 connections every day







App & MOP

27.4M
90-day active U.S. Starbucks Rewards members

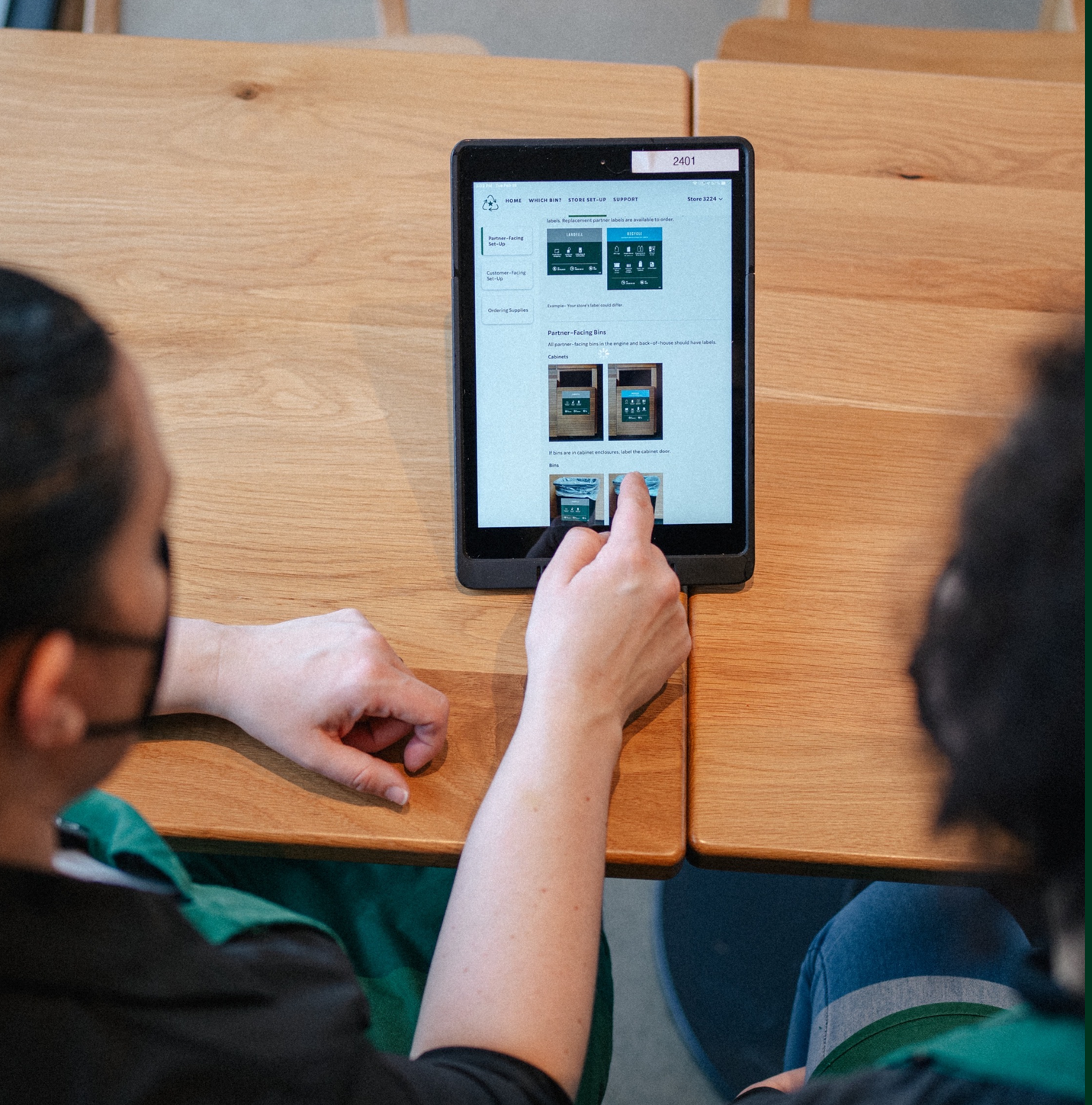
25%
of U.S. orders come through MOP

Members generate
50%+
of U.S. company-operated income








2401
HOME
WHICH BIN?
STORE SET-UP
SUPPORT
Store 3224
Partner-Facing Set-Up
Customer-Facing Set-Up
Ordering Supplies
labels. Replacement partner labels are available to order.
LANDFILL
RECYCLE
Example- Your store's label could differ.
Partner-Facing Bins
All partner-facing bins in the engine and back-of-house should have labels.
Cabinets
If bins are in cabinet enclosures, label the cabinet door.
Bins


Ben

Speed at scale

STABILIZE



MODERNIZE



OPTIMIZE



Speed at scale

STABILIZE





Speed at scale

STABILIZE



MODERNIZE



OPTIMIZE

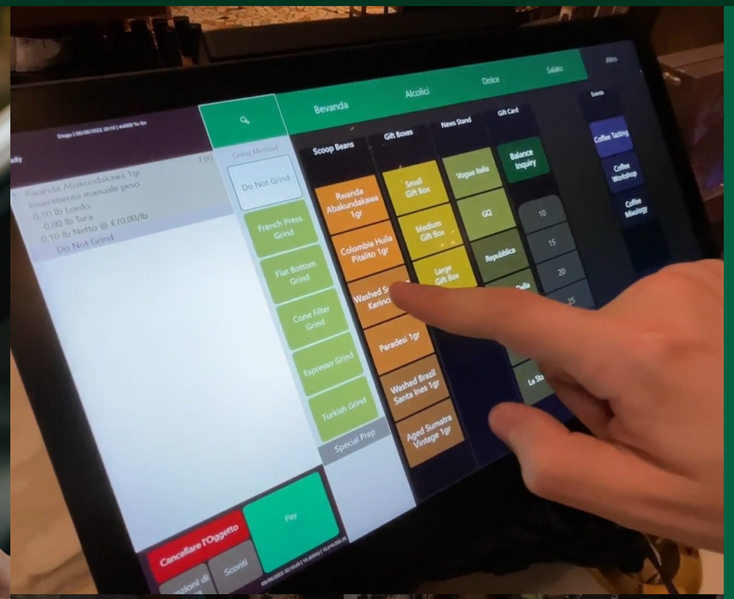


Speed at scale

MODERNIZE









67%

of our store portfolio is on Cloud POS

Speed at scale

MODERNIZE







500K+
new Starbucks Rewards Members made their first transaction in a Connect store

1,400+
Connect stores

20%+
of US Licensed Store locations now live on Connect

Speed at scale

STABILIZE



MODERNIZE

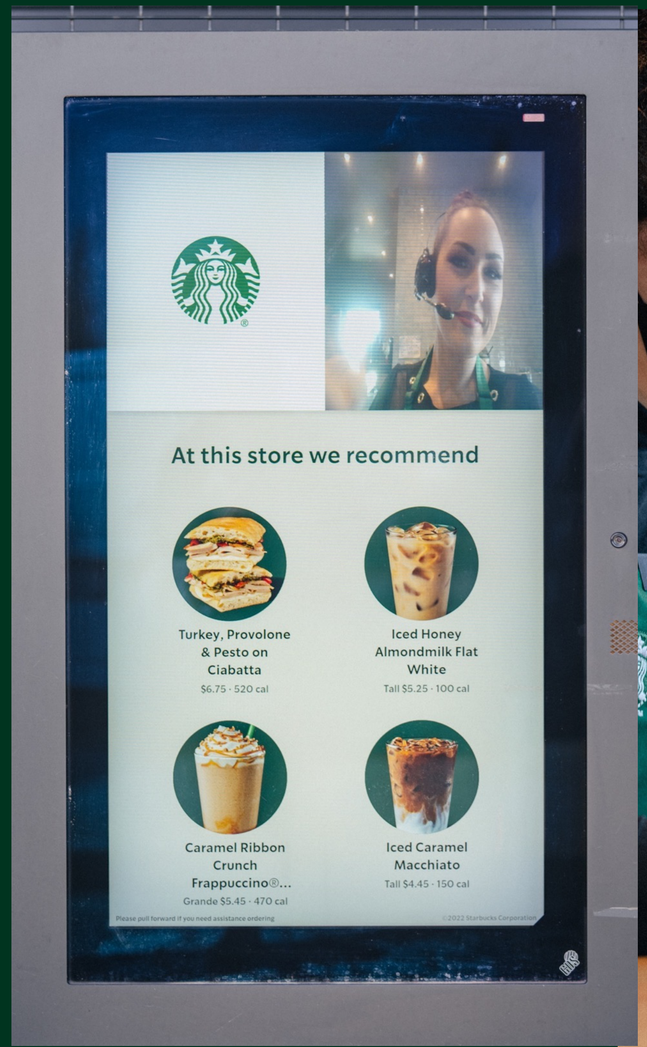


OPTIMIZE



Speed at scale

OPTIMIZE



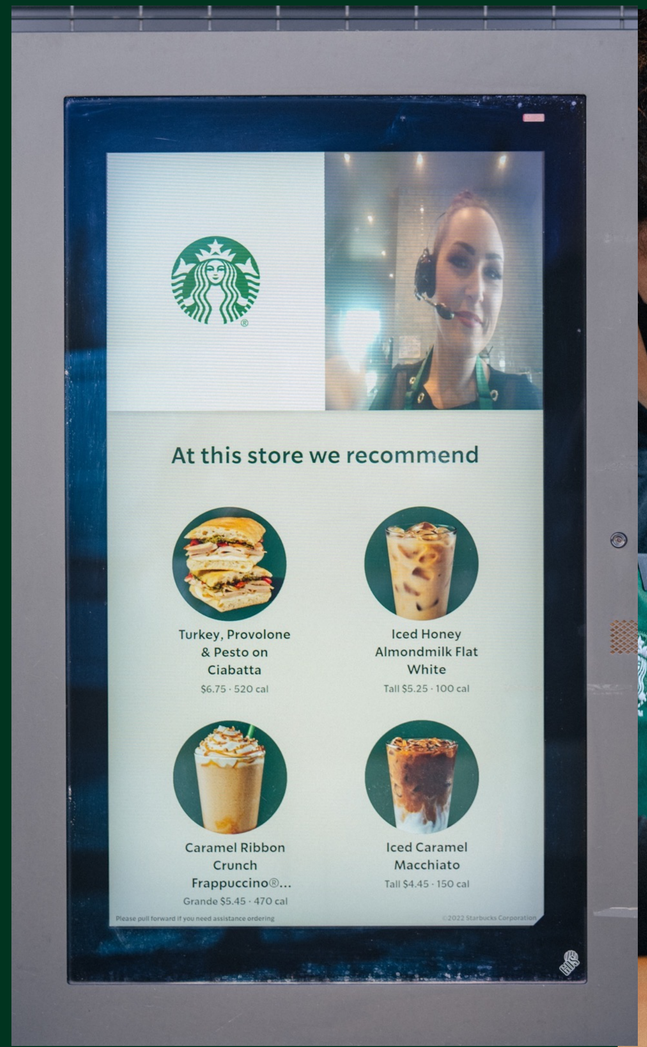


- Multi-tasking / multi-use hardware
- Customer usuals
- Nutritional information
- Reusable technology
- Accessibility



Speed at scale

OPTIMIZE





- Multi-tasking / multi-use hardware
- Customer usuals
- Nutritional information
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1

Mission

2

Partner

3

Customer

4

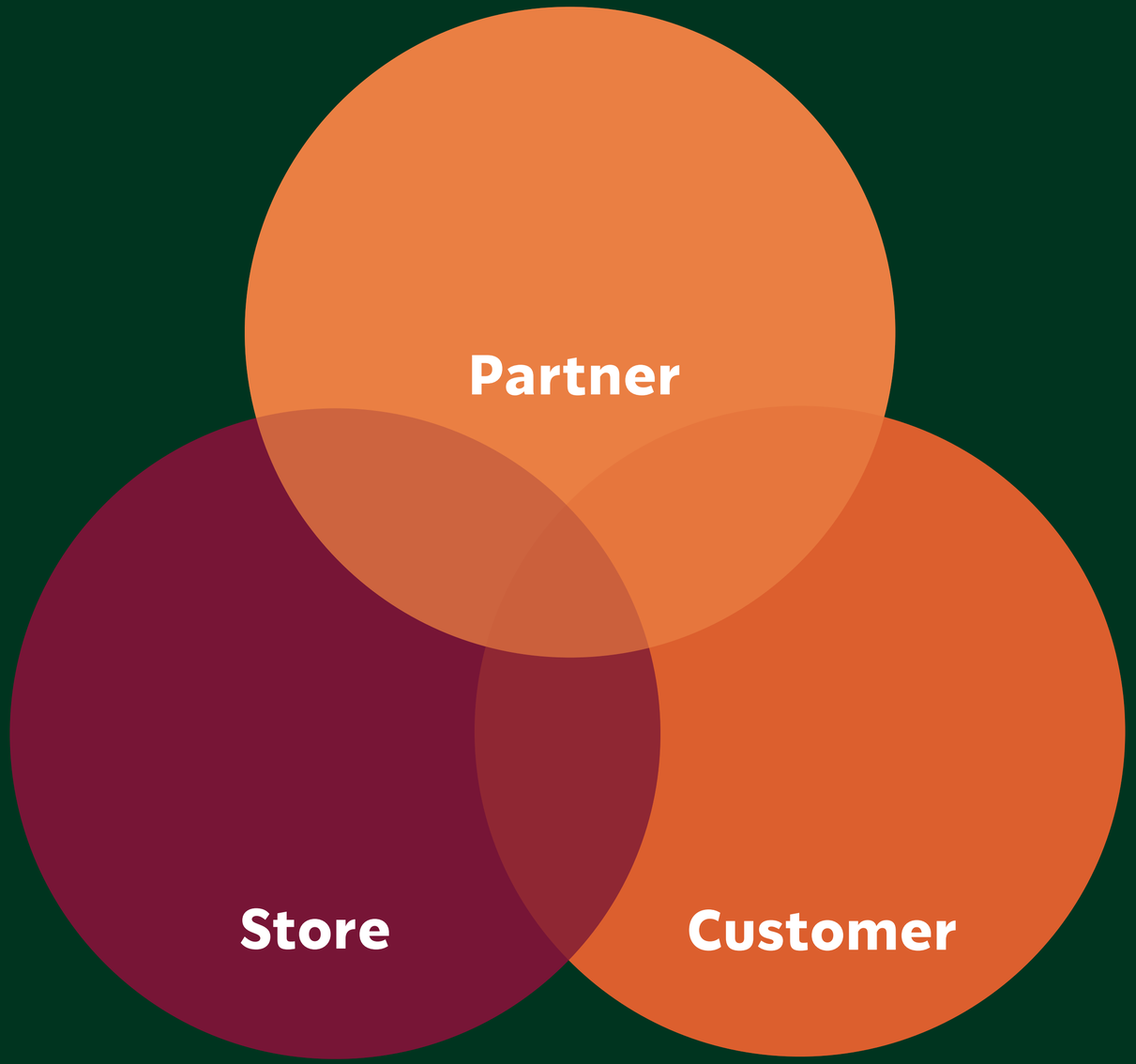
Store

5

Together

Technology is the engine behind our reinvention

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Technology is the engine behind our reinvention

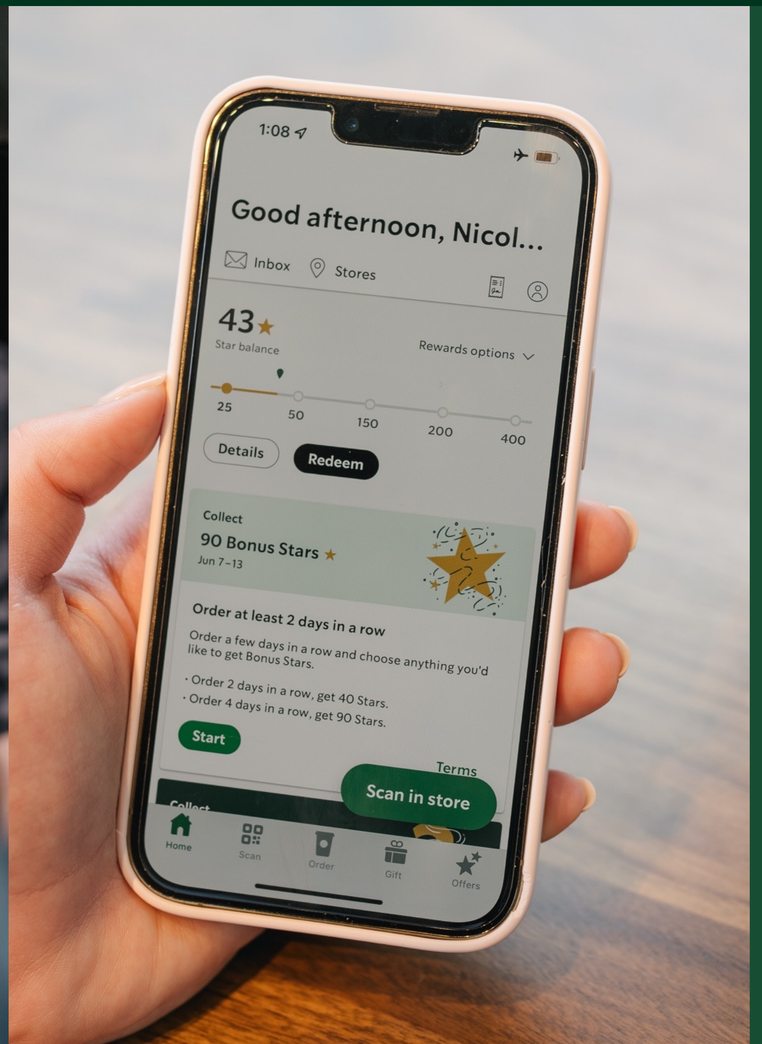


Engine behind our reinvention



FOR OUR CUSTOMERS

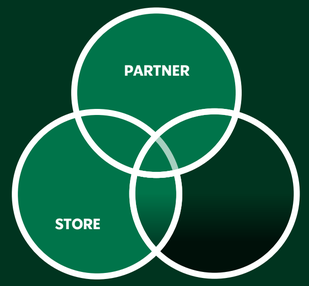




EFFORTLESS PERSONALIZING

Unlocking a more personalized and effortless digital experience for partners and customers

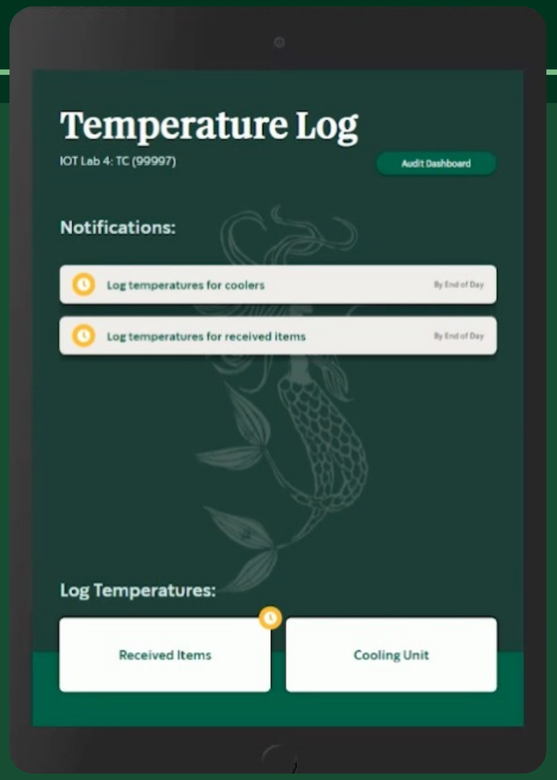
Engine behind our reinvention



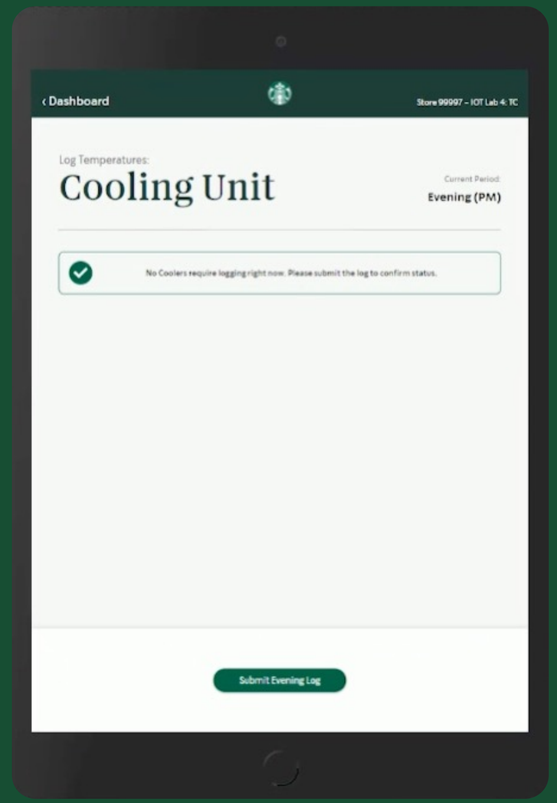
FOR STORES AND PARTNERS



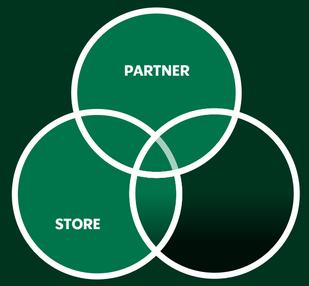




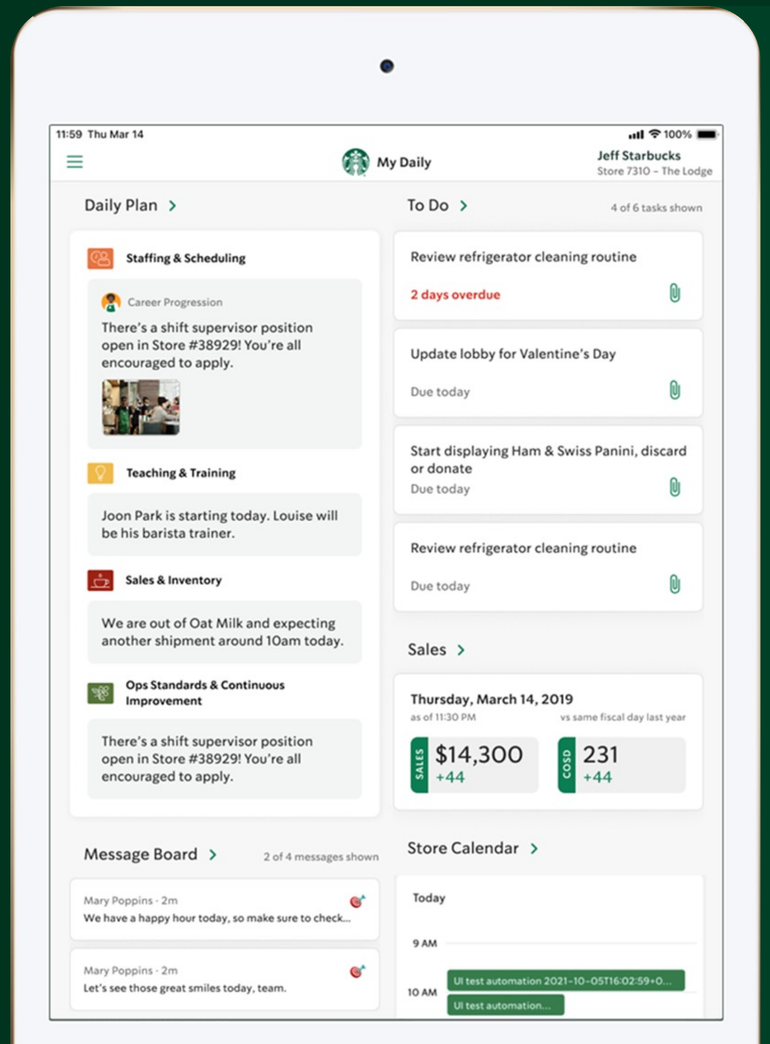
Digital Temperature Sensing IoT



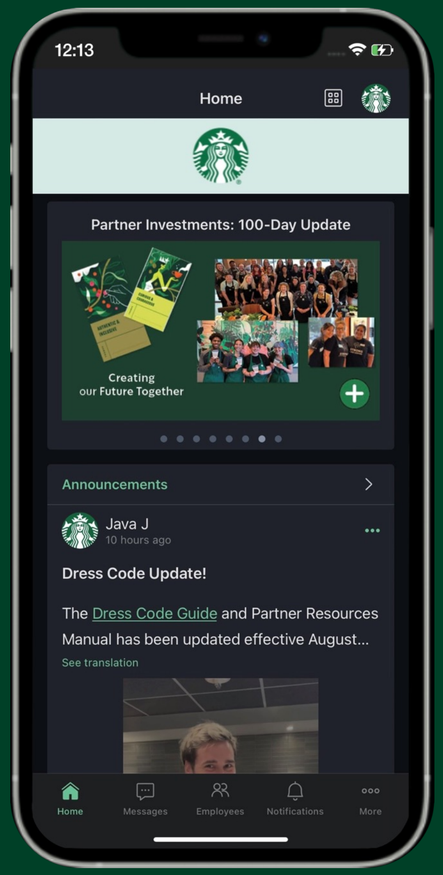
Engine behind our reinvention



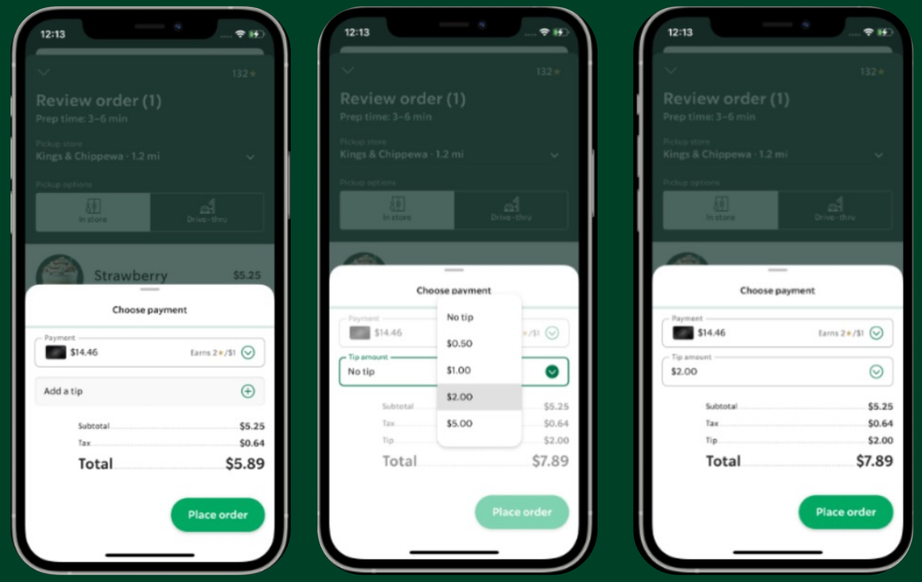
FOR STORES AND PARTNERS



My Daily



Partner App



Tipping

We seek to inspire
and empower
our partners to
deliver the next

50 years

of human connections







