Howard Schultz

interim chief executive officer



Investor DAY 2022

PARTNERS • STORES • CUSTOMERS

1996




TOKYO

1996

GINZA, JAPAN

Our first store outside
North America opens.



1996

GINZA, JAPAN

Our first store outside North America opens.



1996

GINZA, JAPAN



Double Tall Latte



Comps FY92–FY08

64

consecutive quarters

~190

months of unprecedented positive comparative same store sales



2008

WSJ

With Starbucks, Investors Need Patience

BEAR STEARNS

April 23, 2008

Starbucks Corp.
SBUX–$17.85–Peer Perform

Talking Subprime Latte Blues

CNN Money

A bitter brew for Starbucks

As American consumers rein in spending on non-essentials, coffee-shop operator posts weaker-than-expected earnings.

Morgan Stanley

April 30, 2008

Starbucks Corp.

Reality Check: Reduced Growth Does Not Offset the Realities of NT Pressures & Impaired Margins

What's Changed	
FY08E EPS	From $0.82 to $0.80
FY10E EPS	From $1.10 to $1.15

Sign in The Guardian
News website of the year

US economy

Wall St gets palpitations over caffeine fuelled growth

Earnings are still strong but American customers may be starting to trickle away

Brand Management

How Starbucks' Growth Destroyed Brand Value

by John Quelch

nouncement that it will close 600 stores in the US is a long-
ission that there are limits to growth.

MarketWatch

MarketWatch First Take

Starbucks serves a slug of sobriety

Published: Jan. 28, 2009 at 5:55 p.m. ET

By MarketWatch

Commentary: Another 7,000 baristas hit the street

arketWatch

Home

Starbucks sees tough times ahead

Published: Nov. 24, 2008 at 8:31 p.m. ET

By Jim Jelter, MarketWatch

THE WALL STREET JOURNAL.

SUBSCRIBE SIGN IN

Starbucks Is Scalded by Slower U.S. Sales

Chain Trims Forecasts For Quarter, Full Year; Shares Sink After Hours



By Janet Adamy
April 24, 2008 12:01 am ET

Chicago Tribune

Drip by drip, Starbucks lost what made it shine

By Tom Mullaney and a freelance arts and business reporter
Chicago Tribune • Jul 05, 2008 at 12:00 am

Deutsche Bank

30 January 2008

Starbucks Corporation

Reuters: SBUX.OQ Bloomberg: SBUX UW Exchange: NSM Ticker: SBUX

Cutting growth is not cutting enough

Marc Greenberg, CFA	Jason West, CFA	Andrew Kieley, CFA
Research Analyst	Research Analyst	Associate Analyst
(+1) 203 863-2355	(+1) 617 217-6256	(+1) 212 250-7817

INDEPENDENT

Starbucks chokes on its latte

After more than 35 years of growth, Starbucks has posted its first-ever loss.

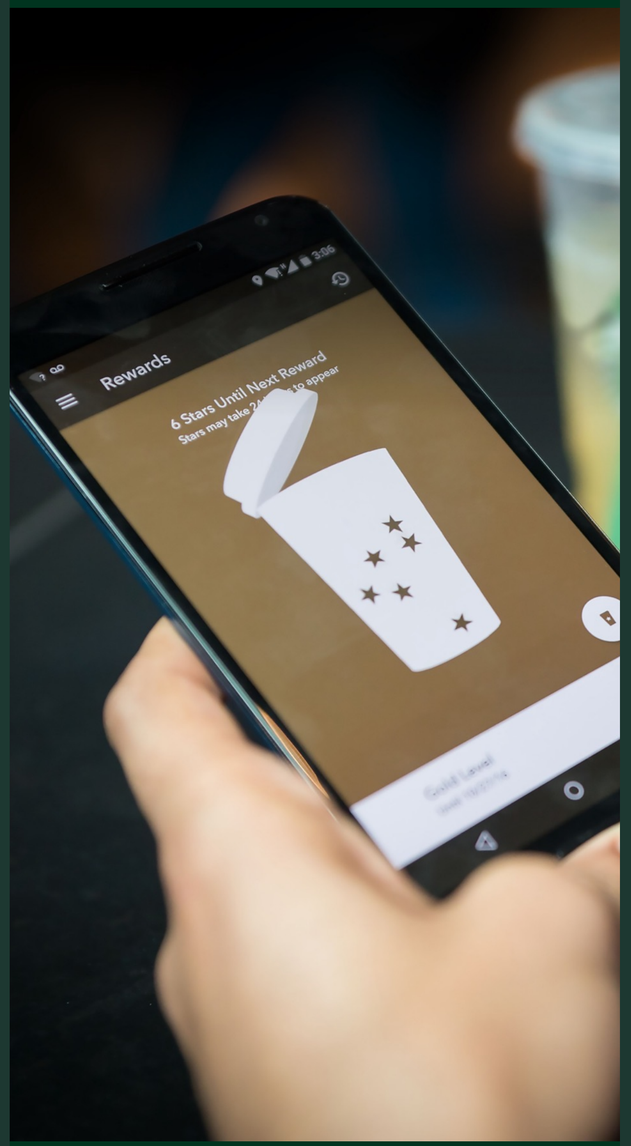
THE BALTIMORE SUN

Starbucks shareholders have right to feel jumpy

By JAY HANCOCK
Baltimore Sun • May 03, 2008 at 12:00 am

2008

STARBUCKS REWARDS



BOTTLED FRAPPUCCINO



PIKE PLACE ROAST

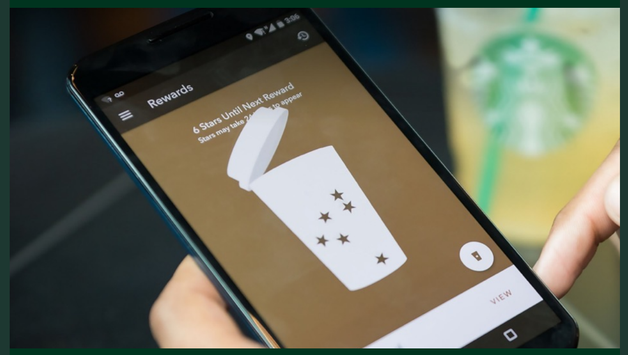


CLOVER



2008

STARBUCKS REWARDS



MOBILE ORDER AND PAY



BOTTLED FRAPPUCCINO



PIKE PLACE ROAST

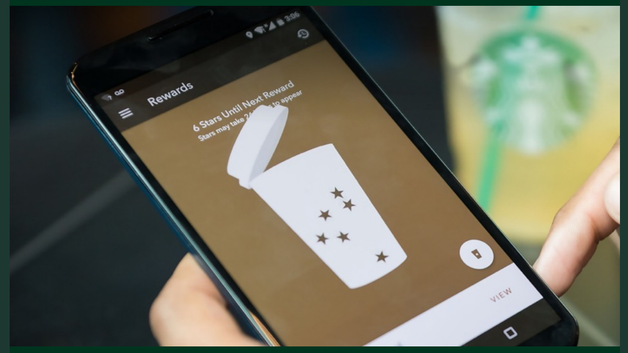


CLOVER



2008

STARBUCKS REWARDS



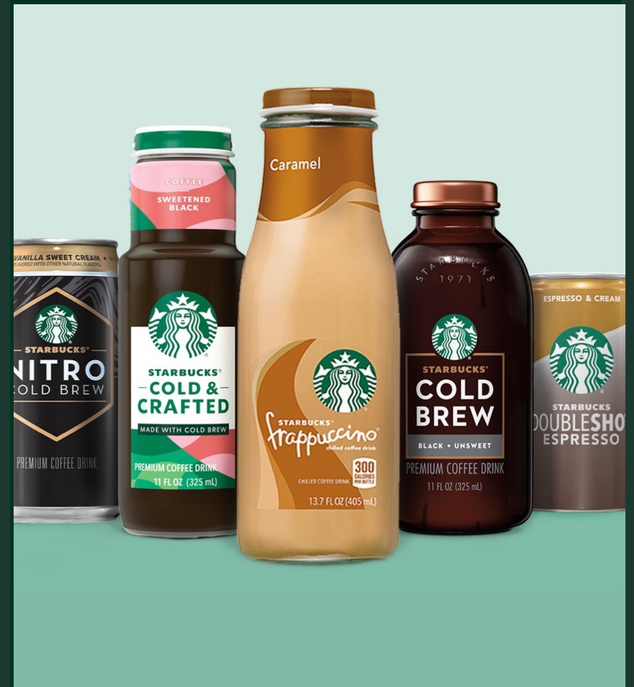
MOBILE ORDER AND PAY



BOTTLED FRAPPUCCINO



BILLION DOLLAR PARTNERSHIP WITH PEPSICO



PIKE PLACE ROAST

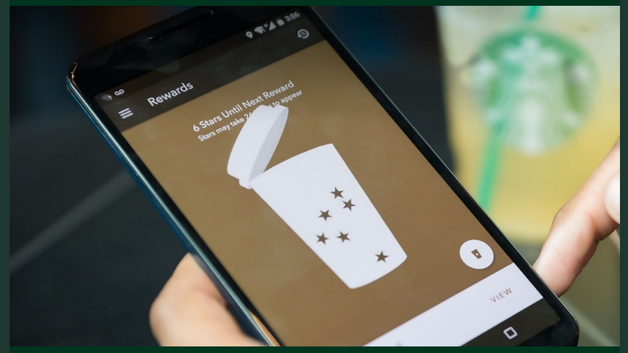


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2008

STARBUCKS REWARDS



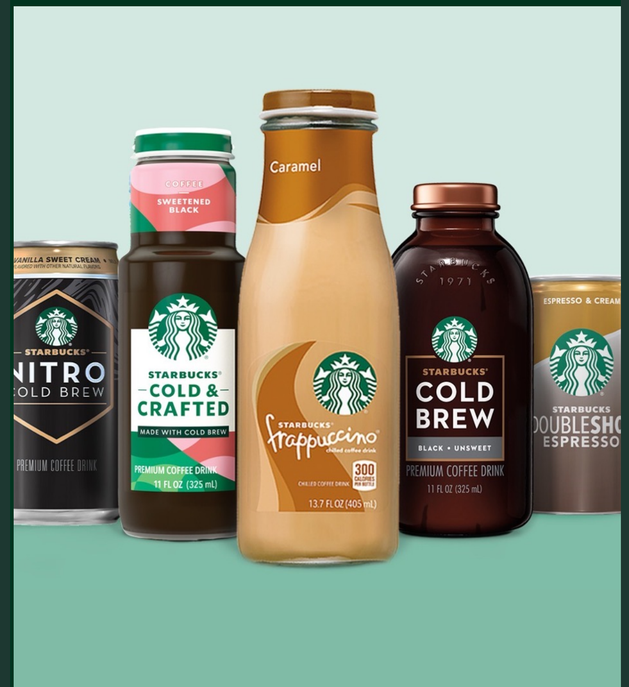
MOBILE ORDER AND PAY



BOTTLED FRAPPUCCINO



BILLION DOLLAR PARTNERSHIP WITH PEPSICO



PIKE PLACE ROAST



HIGHEST SELLING COFFEE

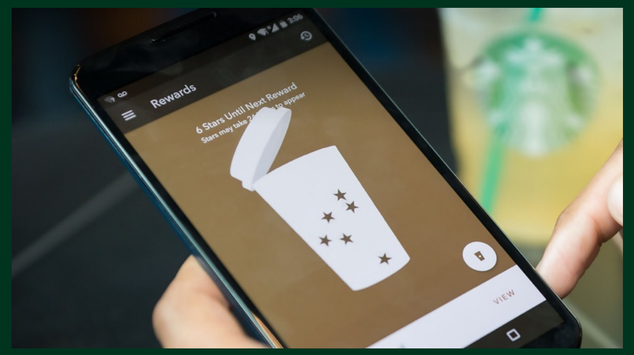


CLOVER



2008

STARBUCKS REWARDS



BOTTLED FRAPPUCCINO



PIKE PLACE ROAST



CLOVER



MOBILE ORDER AND PAY



BILLION DOLLAR PARTNERSHIP WITH PEPSICO



HIGHEST SELLING COFFEE



CLOVER VERTICA™



2008 and beyond

Sign in The Guardian
News website of the year

Starbucks set to bounce back after slow sales

US coffee chain returns to the black with a profit of $151m, compared with a $6.7m loss last year

THE WALL STREET JOURNAL.

Starbucks to Open China Coffee Farm, Securing Global Supply

MarketWatch

Chief barista brews strong Starbucks blend

By Matt Andrejczak

CEO Schultz reinvigorates coffee retailer's clientele and shareholders

THE WALL STREET JOURNAL.

Starbucks Brews Growth Abroad

New Pact to Open 150 Stores in U.K., France, Germany

BARRON'S

BARRON'S TAKE

Latte Upside for Starbucks

By Teresa Rivas July 22, 2009 11:59 pm ET

STARBUCKS (TICKER: SBUX) shareholders have a spring in their step today. And why shouldn't they? Shares are more than 15% higher after the coffee chain reported stronger-than-expected fiscal third-quarter results after the close Tuesday.

The New York Times

Tasting the Future of Starbucks Coffee From a New Machine

Give this article



THE CUTE LITTLE BARISTA The Clover, which brews one cup of coffee at a time, is in use at a few Starbucks stores. Starbucks has bought the company that makes the machines.
Stuart Isett for The New York Times

By Oliver Schwaner-Albright
March 26, 2008

CNN Money

Starbucks posts *grande* earnings

By Hibah Yousuf, staff reporter January 20, 2010: 5:52 PM ET

REUTERS

Starbucks eyes more stores in China, India

REUTERS

Starbucks raises targets as traffic, prices rise

ADWEEK

BRAND MARKETING

Starbucks Revamps Menu With Healthier Fare

MARKET CAP FY08 – FY20




2022




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In just five months...

APRIL



200+ co-creation sessions with partners



Howard Schultz returns as CEO

Immediate decision for suspension of buybacks

MAY



Return of coffee master, black apron and origin experience program



Over $1B partner investments announcement



Introduced Chocolate Cream Cold Brew

JUNE

New Tenured Leadership team: Poised for reinvention

JULY



Commitment to safety in stores



Introduced Pineapple Passionfruit and Paradise Drink

AUG



Summer Menu Remix



August wage increases

SEP



New CEO announced



Record Fall Launch

HIGHEST SALES WEEK IN OUR 51 YEAR HISTORY








SUB SYSTEMS
ROCKET FUEL
SMART BEVERAGE ENGINE FOR THE NEXT 50 YEARS


PICK UP
STARBUCKS