



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of October 11, 2024 (Based on data from September 29, 2024)



Starbucks® Card

	<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>	<u>Q3 FY24</u>	<u>Q4 FY24</u>
Card as % of Transactions <small>(U.S. Company-Operated Stores Only)</small>	43%	44%	46%	44%	43%	45%	47%	45%	43%
Total Dollars Loaded (\$M) <small>(U.S. Only)</small>	\$2,514	\$3,299	\$2,565	\$2,884	\$2,826	\$3,594	\$2,648	\$2,972	\$2,789



Loyalty Program

	<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>	<u>Q3 FY24</u>	<u>Q4 FY24</u>
# of 90-Day Active Members (M) <small>(U.S. Only)</small>	28.7	30.4	30.8	31.4	32.6	34.3	32.8	33.8	33.8
Starbucks Rewards Member Spend % of Tender - Dollars ⁽¹⁾ <small>(U.S. Company-Operated Stores Only)</small>	55%	56%	57%	57%	57%	59%	60%	60%	60%



Starbucks® Mobile App

	<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>	<u>Q3 FY24</u>	<u>Q4 FY24</u>
Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Stores Only)</small>	26%	27%	28%	28%	29%	31%	31%	31%	31%

⁽¹⁾ Q2 FY24 restated from 59% due to data source updates resulting in immaterial change.