



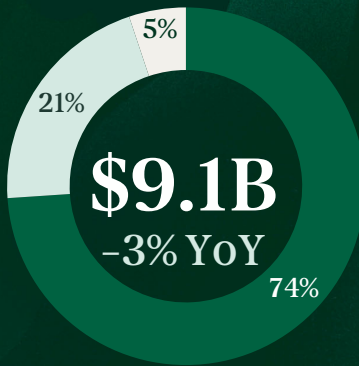
# STARBUCKS Q4 FY24 – EARNINGS AT A GLANCE

“As shared in our Press Release last week, our results do not reflect the strength of our brand. I have seen what Starbucks is capable of when we focus on what we do best. I have confidence in our ability to turn around our business and expect we will return to long-term growth.”

– Rachel Ruggeri, cfo

## GLOBAL NET REVENUE <sup>1</sup>

NORTH AMERICA INTERNATIONAL CHANNEL DEVELOPMENT



## COMP

GLOBAL NORTH AMERICA INTERNATIONAL



## NON-GAAP GLOBAL OPERATING MARGIN <sup>1</sup>

**14.4%**  
-370bps YoY

## NON-GAAP EPS <sup>1</sup>

**\$0.80**  
-24% YoY

## GLOBAL STORE COUNT

**40,199**  
+6% YoY

## INNOVATION



COMPLETED U.S. COMPANY-OPERATED STORE ROLLOUT OF THE **Siren Craft System**  
A CRITICAL ENABLER TO ACHIEVE OUR 4-MINUTE WAIT TIME ASPIRATION

## U.S. DIGITAL



**33.8M**  
90-DAY ACTIVE SR MEMBERS

MOBILE ORDER AND PAY REPRESENTS MORE THAN **30%** OF TRANSACTIONS

<sup>1</sup> Refer to the Reconciliation of Selected GAAP Measures to Non-GAAP Measures on the Q4 and Full FY24 Earnings Release on the IR website at <http://investor.starbucks.com>



STARBUCKS INVESTOR RELATIONS

To be a trusted advisor, and provide meaningful insight to enable informed decision making, to key stakeholders in support of long-term value creation.



# STARBUCKS FULL FY24 – EARNINGS AT A GLANCE

“It is clear we need to fundamentally change our strategy to win back customers. ‘Back to Starbucks’ is that fundamental change. My experience tells me that when we get back to our core identity and consistently deliver a great experience, our customers will come back. We have a clear plan and are moving quickly to return Starbucks to growth.”

– Brian Niccol, chairman and ceo



NON-GAAP GLOBAL OPERATING MARGIN <sup>1</sup>

**15.0%**  
-110bps YoY

NON-GAAP EPS <sup>1</sup>

**\$3.31**  
-6% YoY

## FY25 PRIORITIES – “BACK TO STARBUCKS”

We’re getting back to Starbucks. We’re refocusing on what has always set us apart — a welcoming coffeehouse where people gather and we serve the finest coffee, handcrafted by our skilled baristas.

**Our success starts and ends with our green apron partners**

Be the unrivaled, best employer in retail.

**Deliver the customer experience to win the morning**

We uplift our customers with world class coffee and experiences every day, in every café.

**We are the community coffeehouse**

We are known for warmth and a welcoming environment in every community we serve.

**Re-introduce Starbucks to the world**

We are visible, relevant and valued. We own coffee and inspire the human spirit.

<sup>1</sup> Refer to the Reconciliation of Selected GAAP Measures to Non-GAAP Measures on the Q4 and Full FY24 Earnings Release on the IR website at <http://investor.starbucks.com>



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