



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of January 3, 2025 (Based on data from December 29, 2024)



Starbucks® Card

	<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>	<u>Q1 FY25</u>
Card as % of Transactions (U.S. Company-Operated Stores Only)	44%	46%	44%	43%	45%	47%	45%	43%	43%
Total Dollars Loaded (\$M) ⁽¹⁾ (U.S. Only)	\$3,299	\$2,565	\$2,884	\$2,826	\$3,595	\$2,649	\$2,973	\$2,789	\$3,523



Loyalty Program

	<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>	<u>Q1 FY25</u>
# of 90-Day Active Members (M) (U.S. Only)	30.4	30.8	31.4	32.6	34.3	32.8	33.8	33.8	34.6
Starbucks Rewards Member Spend % of Tender - Dollars ⁽²⁾ (U.S. Company-Operated Stores Only)	56%	57%	57%	57%	59%	60%	60%	60%	60%



Starbucks® Mobile App

	<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>	<u>Q1 FY25</u>
Mobile Order Transactions as % of Total Transactions (U.S. Company-Operated Stores Only)	27%	28%	28%	29%	31%	31%	31%	31%	31%

⁽¹⁾ Data source update resulted in an immaterial change to Q1 FY24, Q2 FY24 and Q3 FY24.

⁽²⁾ Data source update resulted in an immaterial change to Q2 FY24.