



Starbucks Coffee Company
Starbucks Card, Loyalty & Mobile Dashboard

Updated as of October 2, 2025 (Based on data from September 28, 2025)

		<u>Q4 FY23</u>	<u>Q1 FY24</u>	<u>Q2 FY24</u>	<u>Q3 FY24</u>	<u>Q4 FY24</u>	<u>Q1 FY25</u>	<u>Q2 FY25</u>	<u>Q3 FY25</u>	<u>Q4 FY25</u>
 Card as % of Transactions <small>(U.S. Company-Operated Stores Only)</small>		43%	45%	47%	45%	43%	43%	46%	43%	42%
	Total Dollars Loaded (\$M) ⁽²⁾ <small>(U.S. Only)</small>	\$ 2,826	\$ 3,595	\$ 2,649	\$ 2,973	\$ 2,789	\$ 3,523	\$ 2,629	\$ 2,963	\$ 2,801
Starbucks® Card										
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 # of 90-Day Active Members (M) <small>(U.S. Only)</small>		32.6	34.3	32.8	33.8	33.8	34.6	34.2	33.9	34.2
	Starbucks Rewards Member Spend % of Tender - Dollars ⁽¹⁾ <small>(U.S. Company-Operated Stores Only)</small>		57%	59%	60%	60%	60%	60%	59%	58%
Loyalty Program										
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 Mobile Order Transactions as % of Total Transactions <small>(U.S. Company-Operated Stores Only)</small>		29%	31%	31%	31%	31%	31%	31%	31%	31%
Starbucks® Mobile App										

(1) Restated on FY24 Q4 report, data source update resulted in immaterial change to FY24 Q2.

(2) Restated on FY25 Q1 report using an updated data source resulting in immaterial historical changes in FY24.