



KEVIN JOHNSON

PRESIDENT AND CHIEF EXECUTIVE OFFICER



TOGETHER
WE CONTRIBUTED OVER

\$2M

TO AID DISASTER RELIEF



	Q1 FY13	Q1 FY18
STORE COUNT	18K	28K
CUSTOMERS SERVED/WEEK	66M	100M
REVENUE*	\$14B	\$23B
MARKET CAP	\$39B	\$82B

*TRAILING 12-MONTHS



DIGITAL



CHINA



RESERVE



ANNUAL GLOBAL
COMP STORE
SALES GROWTH

3-5%

ANNUAL
CONSOLIDATED
NET REVENUE
GROWTH

HIGH
SINGLE
DIGITS

ANNUAL
NON-GAAP EPS
GROWTH

12%
OR GREATER

ANNUAL
ROIC*

25%
OR GREATER

COMMITTED
TO RETURN

\$15B TO
SHAREHOLDERS

LONG-TERM
FINANCIAL TARGETS



ROZ BREWER

AMERICAS GROUP PRESIDENT AND CHIEF OPERATING OFFICER



COLD DRINKS ON THE RISE

5 YEARS AGO

37%

TODAY

50%



COLD BREW FUELS
GLOBAL COFFEE GROWTH
28,000
STORES





NITRO TODAY

2,300	27
STORES	COUNTRIES



MOMENTUM BUILDS WITH
NITRO EXPANDING TO NEARLY
4,000
STORES GLOBALLY BY THE END OF 2018



WE WILL
DOUBLE
OUR FOOD BUSINESS BY 2021





LUCY HELM

CHIEF PARTNER OFFICER

100%

PAY EQUITY

FOR WOMEN AND MEN AND
PEOPLE OF ALL RACES
PERFORMING SIMILAR WORK
IN THE UNITED STATES



ACHIEVE AND MAINTAIN

100%
PAY EQUITY

FOR ALL PARTNERS IN STARBUCKS
COMPANY-OPERATED MARKETS,

Globally

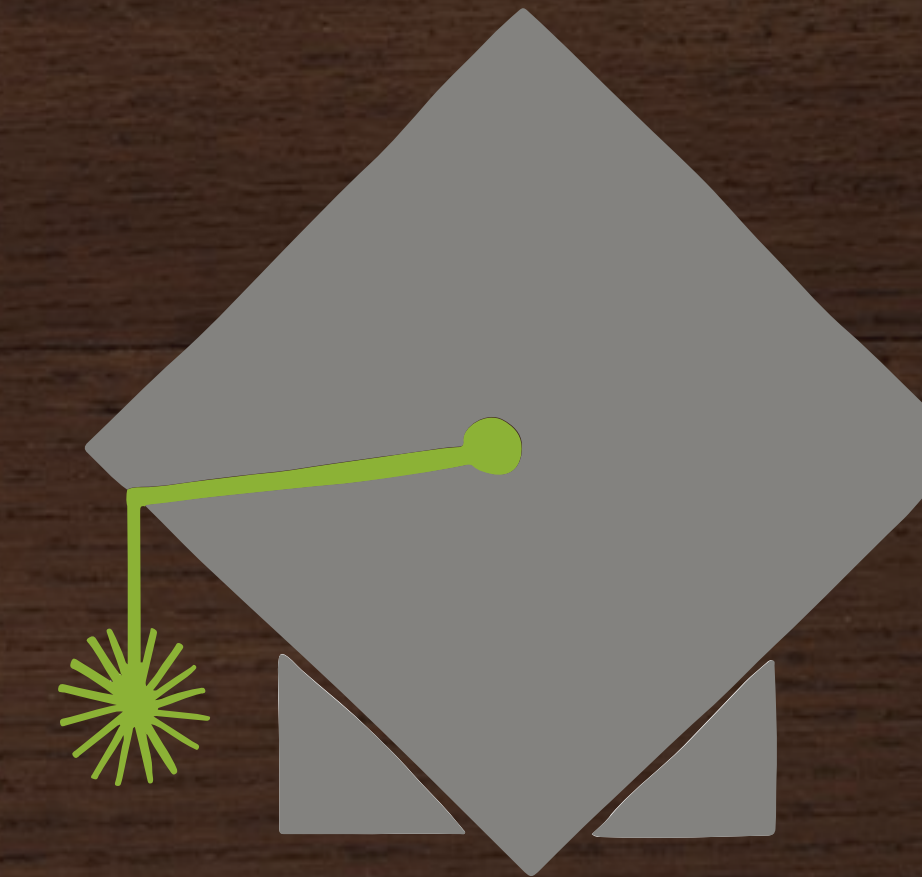


SUPPORTED BY



STARBUCKS COLLEGE
ACHIEVEMENT PLAN

*Graduate 25,000
Partners by 2025 and
Increase Accessibility
and Performance*



VETERANS AND MILITARY SPOUSES
*Hire and Honor 25,000 Veterans
and Military Spouses by 2025*

REFUGEES

*Welcome and Employ
10,000 Refugees Globally by 2022*



OPPORTUNITY YOUTH
*Embrace and Employ
100,000 Hires by 2020*

starbucks.com/social-impact





ONE OF THE
MOST
ADMIRED
BRANDS

BY FORTUNE
MAGAZINE



ONE OF 2018
WORLD'S
MOST
ETHICAL
COMPANIES®

BY ETHISPHERE
INSTITUTE

ONE OF THE MOST
INNOVATIVE
COMPANIES
FOR SOCIAL
GOOD

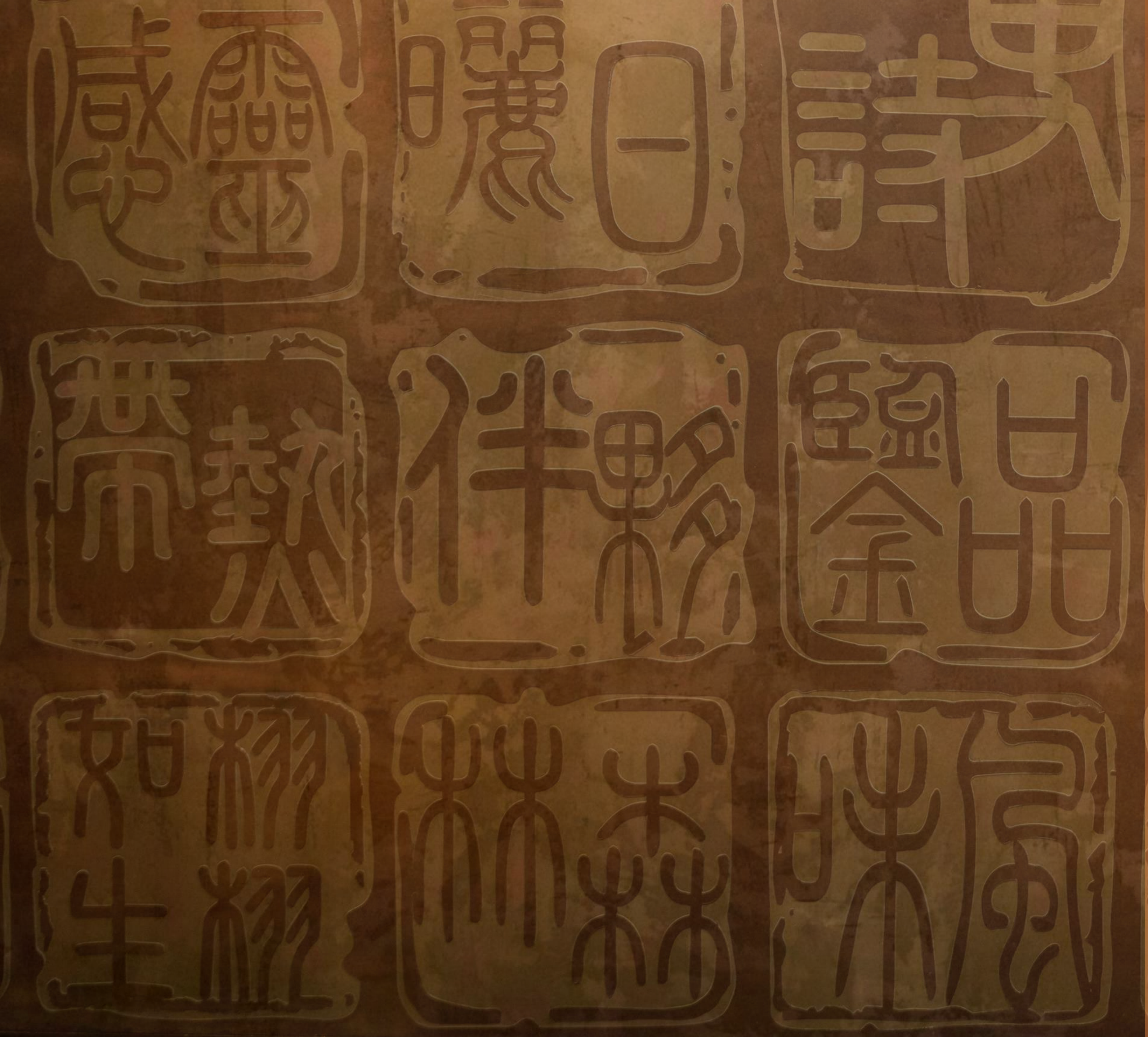
BY FAST
COMPANY



星巴克咖啡

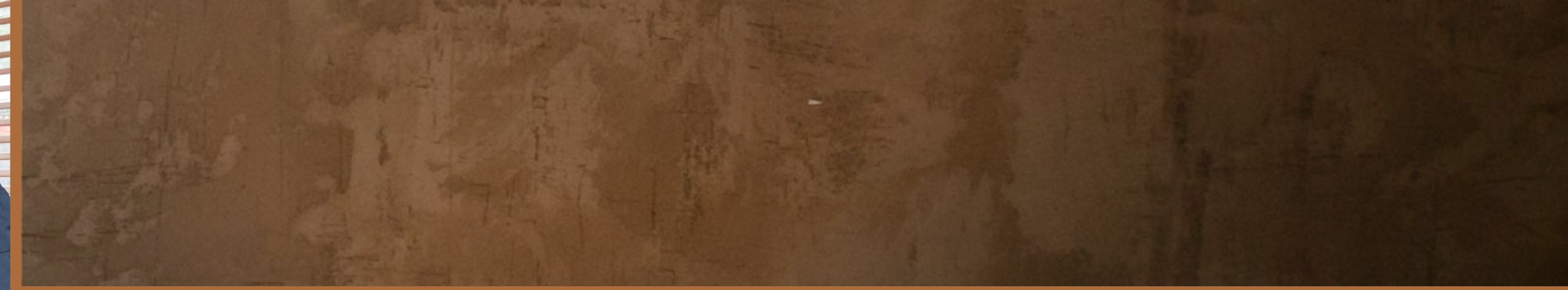
BELINDA
WONG

CHIEF EXECUTIVE OFFICER, STARBUCKS CHINA



CRITICAL ILLNESS INSURANCE PLAN
FOR OUR PARTNERS' PARENTS

93% & 14,000
OF ELIGIBLE FULL-TIME PARTNERS
PARENTS JOINED





TODAY

3,200
STORES

139
CITIES

SERVING
6.4M
CUSTOMERS A WEEK

BY 2021

5,000
STORES

200+
CITIES

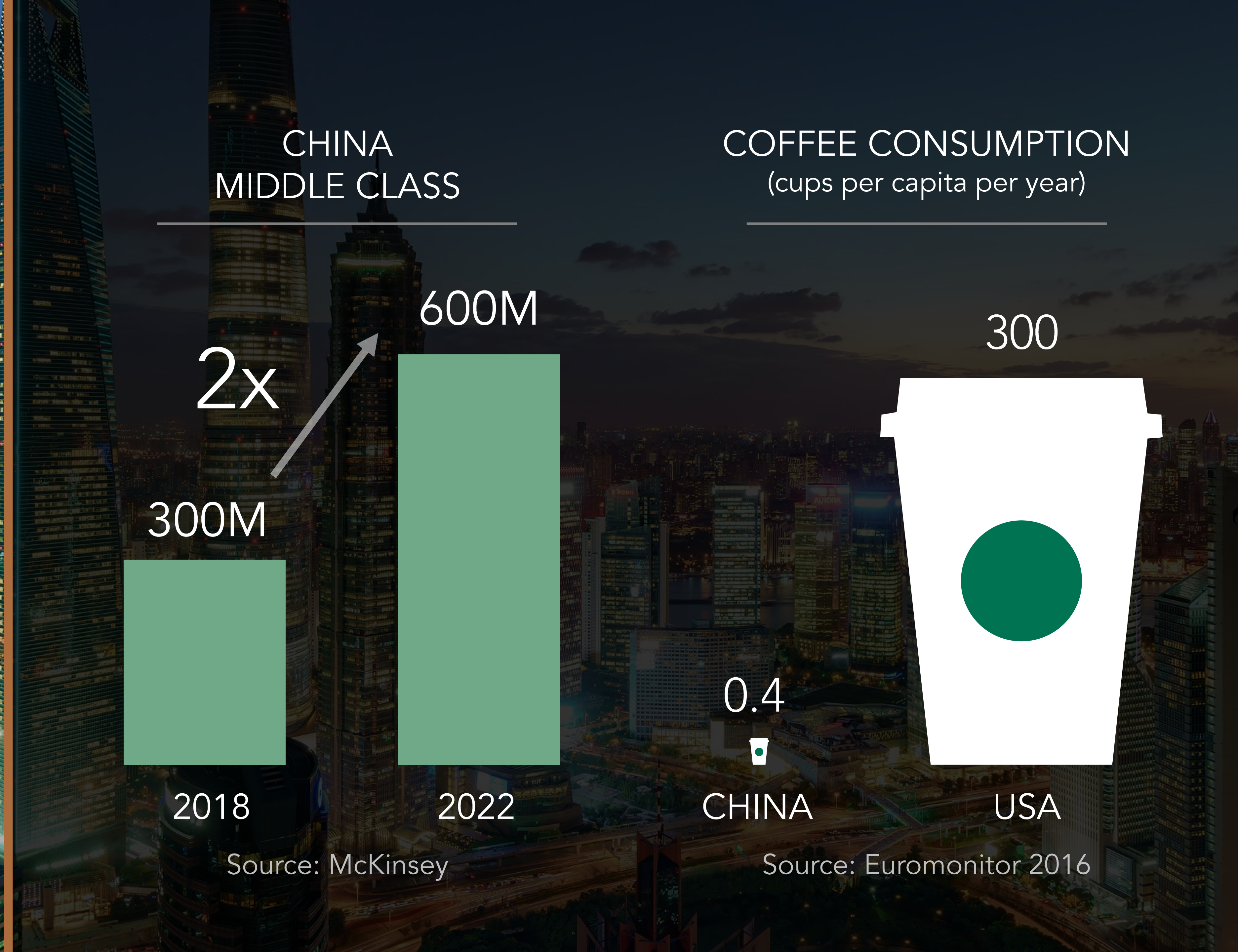


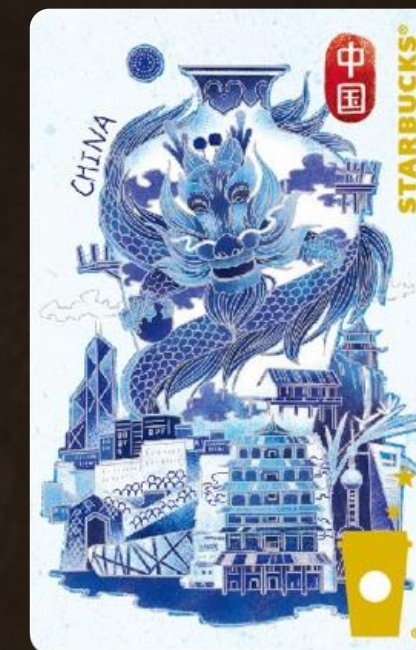
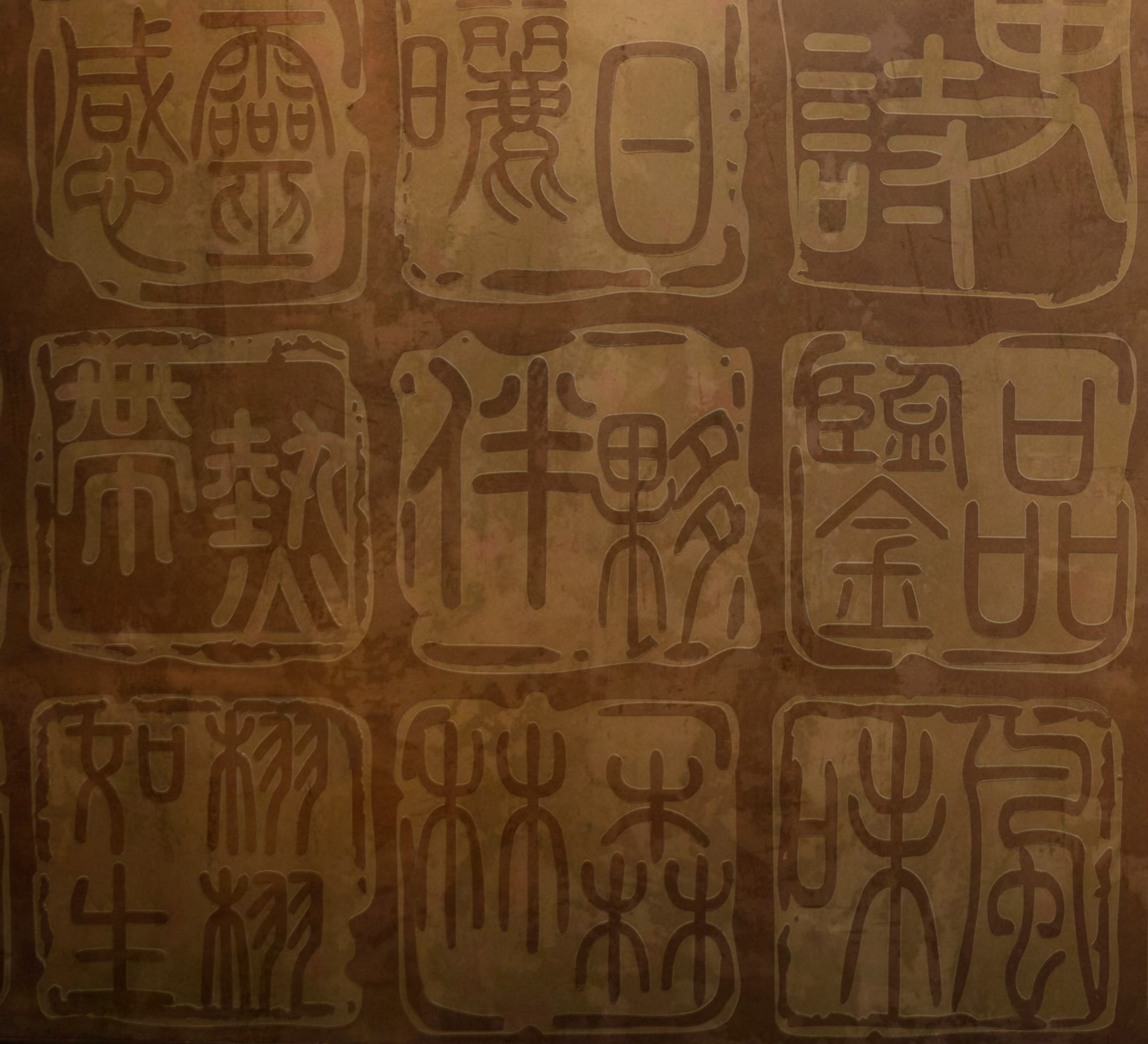


CHINA IS EXPECTED TO BECOME
THE WORLD'S LARGEST ECONOMY, BY GDP,
BY 2030

IN 2016
CHINA SURPASSED THE U.S.
IN CONSUMER SPENDING







6.2M
ACTIVE MSR
MEMBERS

DIGITAL PAYMENT

60%+
OF TENDER





EAST CHINA



EAST CHINA
POPULATION

150M

SHANGHAI
POPULATION

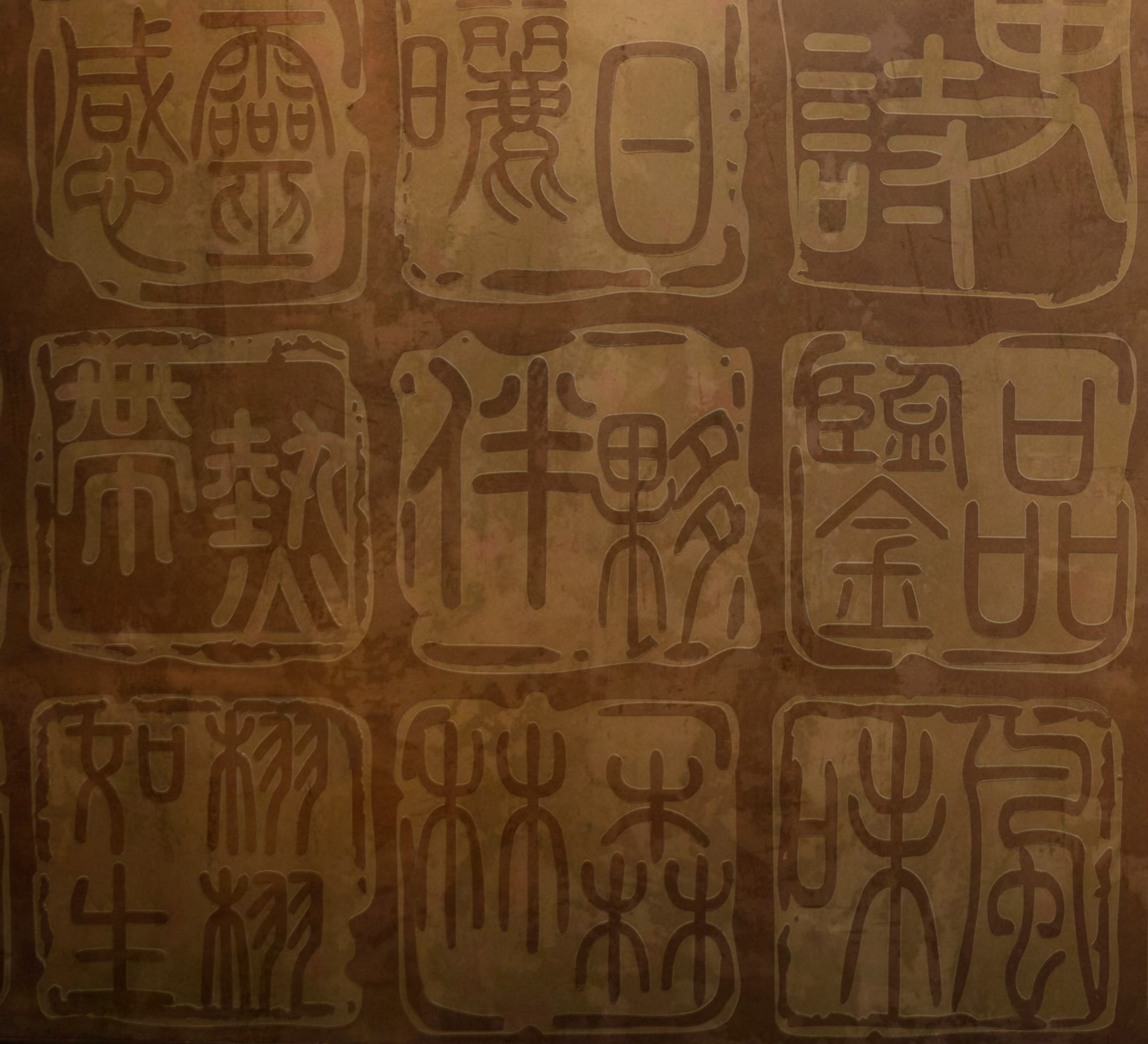
23M

EQUAL TO 10 LARGEST
U.S. CITIES COMBINED:

NYC, LA, Chicago, Houston, Philadelphia, Phoenix,
San Antonio, San Diego, Dallas, and San Jose

600

STORES



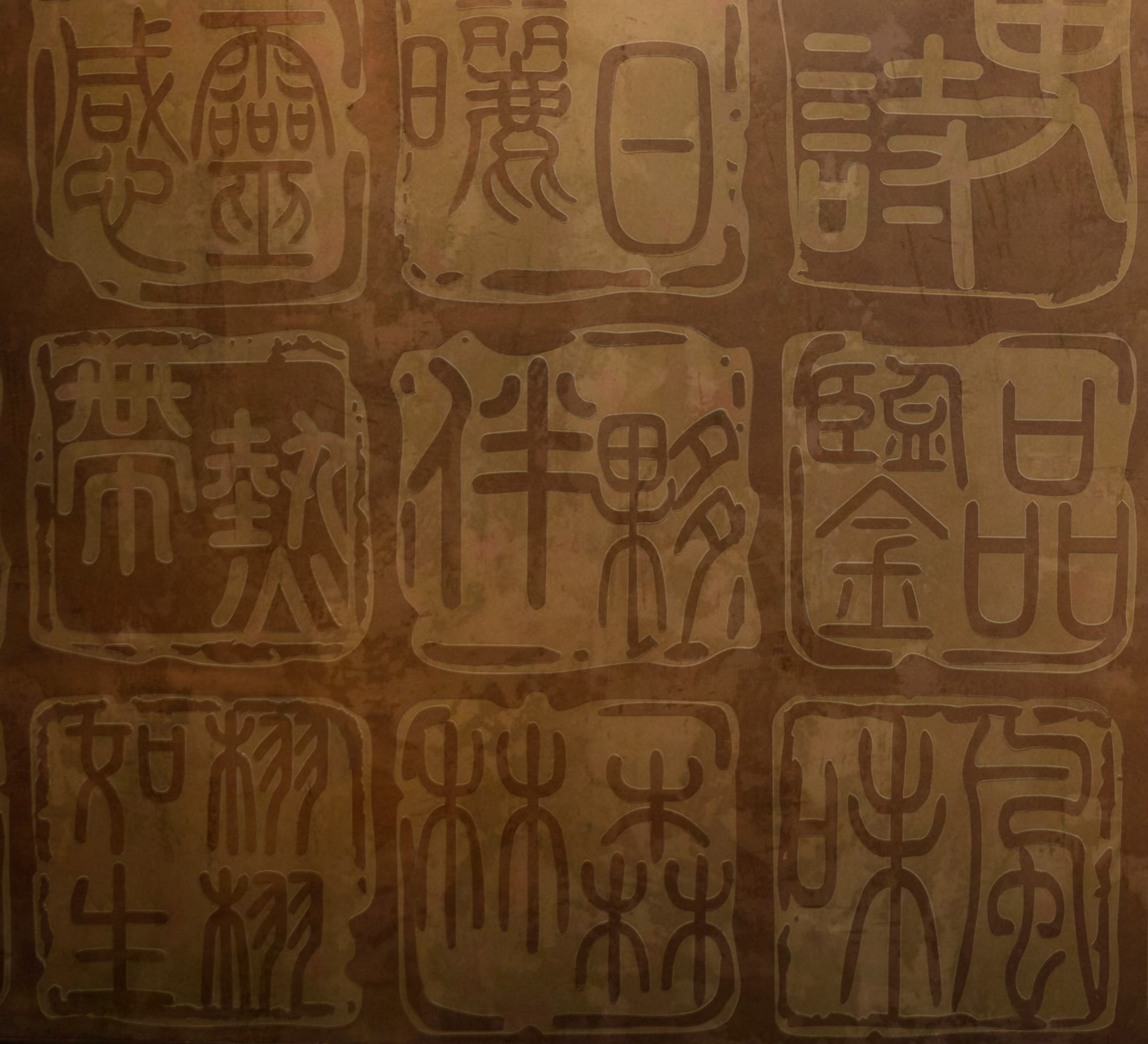
Starbucks China and
The Starbucks Foundation

\$20M

SOCIAL IMPACT
INVESTMENT OVER 5 YEARS

TO SUPPORT
DISADVANTAGED WOMEN
ALLEVIATE POVERTY
ELEVATE YUNNAN COFFEE





BEAN STOCK
CAREER COFFEE BREAK
COMPREHENSIVE HEALTH INSURANCE
CRITICAL ILLNESS INSURANCE
HOUSING ALLOWANCE SUBSIDY
TALENT EXCHANGE PROGRAM

A photograph of the Starbucks Reserve Roastery building at dusk. The building is a curved, multi-story structure with a prominent dome on top. The facade is light-colored with large windows and glass doors. The interior is warmly lit, showing shelves of coffee beans and a counter area. The text "STARBUCKS RESERVE ROASTERY" is illuminated in gold letters above the entrance. A Starbucks Siren logo is visible on the left side of the building. In the background, modern skyscrapers are visible against a dark sky. The overall mood is sophisticated and modern.

HOWARD SCHULTZ

EXECUTIVE CHAIRMAN

“The Seismic shift in consumer behavior... will happen quickly,” Howard Schultz said.

FINANCIAL TIMES 2014

BUSINESS
INSIDER

TECH

FINANCE

POLITICS

STRATEGY

LIFE

ALL



STARBUCKS CEO: We're witnessing a 'seismic change' in retail



Bob Bryan



Jan. 22, 2016, 4:37 PM

30,201



FACEBOOK



LINKEDIN



TWITTER

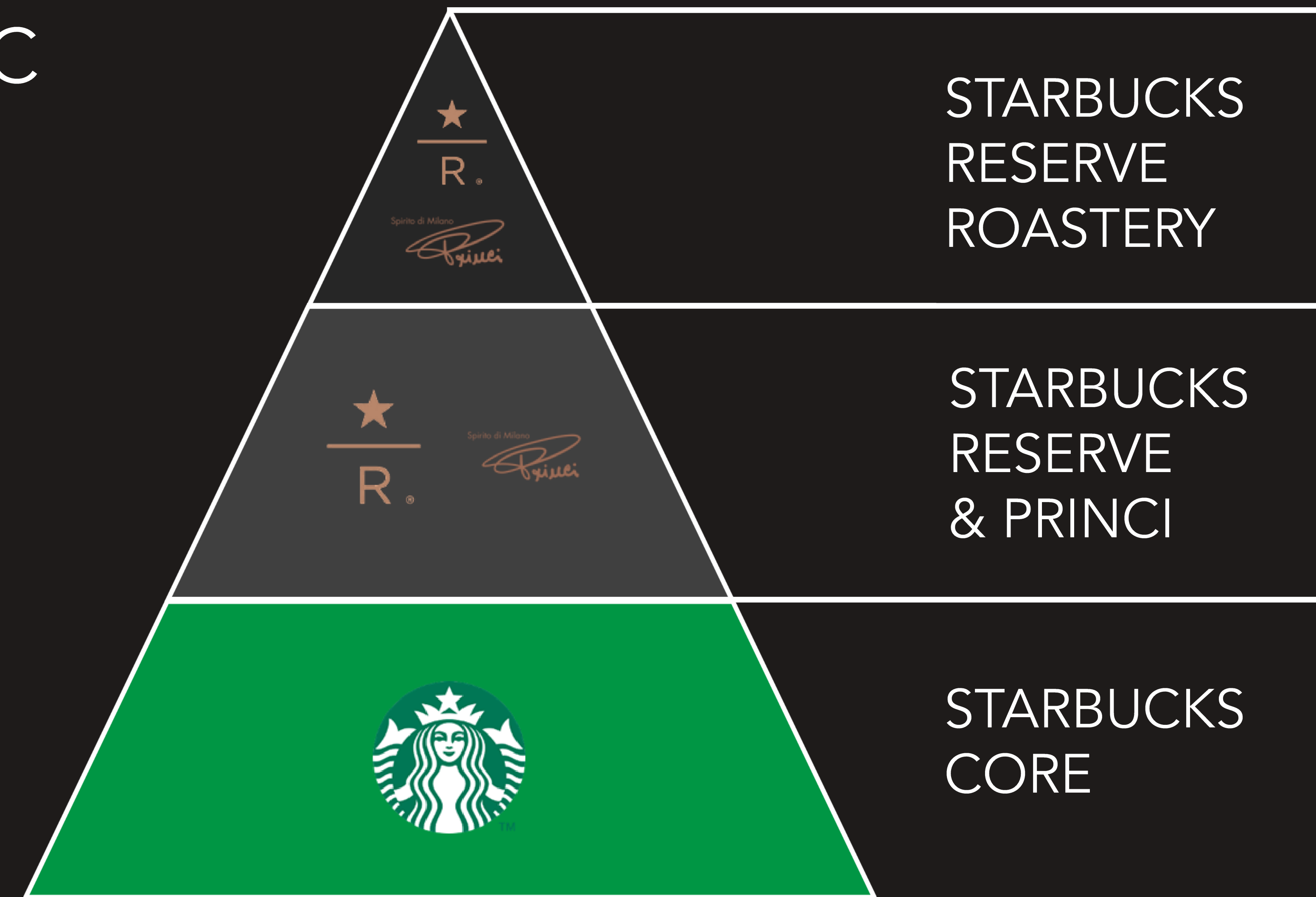


The announcement by Walmart last week that the retailer will close over 100 stores is a fair gauge of the state of American retail.

Sales and earnings are down, but costs for labor are climbing. Macy's, Nordstrom, and Sears are all limping along.

This downturn hasn't been lost on Starbucks CEO Howard Schultz. In a [quarterly-earnings call](#) on Friday, Schultz laid out his thoughts on the current and future prospects for retail business.

STRATEGIC PYRAMID





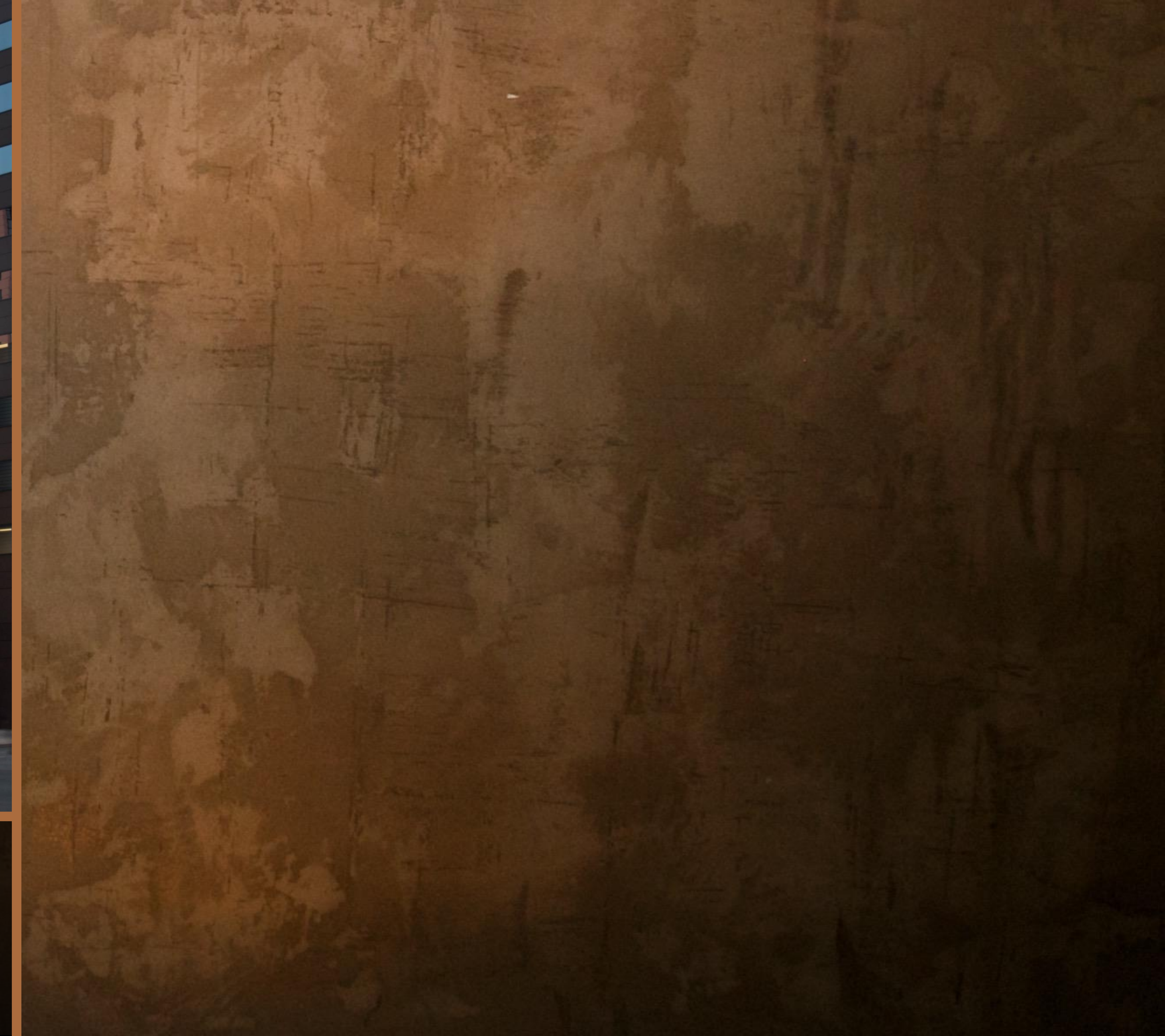
★
NEW YORK
(2018)



★
TOKYO
(2019)



★
CHICAGO
(2019)





SEPTEMBER 2018