



Mobile Payment -The Fastest Way to Pay at Starbucks

As part of the company's ongoing efforts to innovate and expand mobile payment capabilities, Starbucks offers the following ways to pay using your mobile device in our stores:

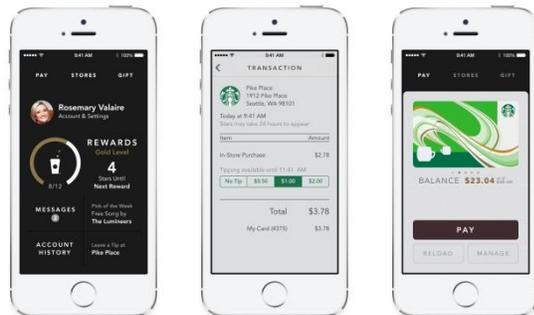
- Starbucks® App for iPhone® (U.S., Canada and the U.K.)
- Starbucks® App for Android™ (U.S., Canada and the U.K.)

Starbucks offers mobile payment experiences to customers at nearly 14,000 Starbucks locations worldwide. More information about Starbucks official applications is available at www.starbucks.com/coffeehouse/mobile-apps

Starbucks® App for iPhone®

Customers running iOS 6.0 and above can download the app from the App Store at www.itunes.com/appstore/.

| Application Features | |
|---|---|
| Mobile Payment | ✓ |
| Digital Tipping | ✓ |
| Shake to Pay Functionality | ✓ |
| Check your My Starbucks Rewards® status | ✓ |
| Reload from Your Mobile Device | ✓ |
| Find Nearby Starbucks Stores | ✓ |
| Starbucks Card eGifts | ✓ |
| Messages | ✓ |



Feature Details

- Mobile Payment**
 For customers looking for the fastest way to pay, the Starbucks® App for iPhone® offers the convenience of paying for their favorite Starbucks® beverages with their mobile device. The Starbucks® App for iPhone® displays a barcode that can be used just like a Starbucks Card to make a purchase. To pay, just hold the mobile device in front of a scanner on the countertop, and scan the app's on-screen barcode to make a purchase.
- Digital Tipping (NEW!)**
 Customers can show their appreciation to store partners by tipping through the Starbucks® App for iPhone® by enabling push notifications on their iPhone®. Customers are given the option to provide a tip in the following denominations: \$0.50, \$1.00, \$2.00.
- Shake to Pay (NEW!)**
 To simplify mobile payments, customers can now bring up their Starbucks Card in the app simply by shaking their mobile device.
- Check your My Starbucks Rewards® status**
 Register your Starbucks Card and join My Starbucks Rewards®, a three-tiered loyalty program created to reward and recognize customers, and start earning Stars with every transaction made at a participating store. You can track the Stars you earn with the app. The new dashboard display also features My Starbucks Rewards® history to help you track how your Stars are earned each day (U.S. and Canada only). For more information about My Starbucks Rewards®, please visit www.starbucks.com/rewards.



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Starbucks Mobile Apps & Mobile Payment

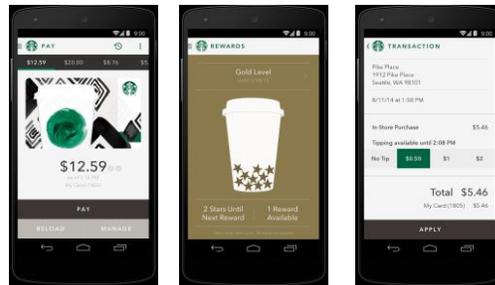
Sept 2014

- Reload from Your Mobile Device**
 Customers can reload their Starbucks Card balance directly from their mobile device with a major credit card. Customers can even set up automatic reloads.
- Starbucks Stores**
 Search for the closest Starbucks® stores in your neighborhood, view the amenities available at each and save favorite stores.
- Starbucks Card eGift**
 Allows customers to treat friends and family to their favorite Starbucks® beverage, food or merchandise through a fast and easy virtual gift from their iPhone®. Starbucks Card eGifts can be customized with a personal message and sent directly using contacts, for any amount between \$5.00- \$100.00. (U.S. only)
- Messages**
 Opt in for push notifications or receive messages within a centralized inbox from Starbucks directly to your handset. Starbucks messages may include promotional offers, Starbucks general news and more.

Starbucks® App for Android™

Customers using the Starbucks® App for Android™ in the U.S., Canada and the U.K. can manage their Starbucks Card efficiently and enjoy an optimized mobile experience on the Android device. The Starbucks® App for Android™ is available for a variety of Android™ devices running version 4.0 and above. To download Starbucks® App for Android™, visit Google Play at <https://play.google.com/store/apps/details?id=com.starbucks.mobilecard>.

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|---|---|
| Mobile Payment | ✓ |
| Digital Tipping | ✓ |
| Shake to Pay | ✓ |
| Check Your My Starbucks Rewards® Status | ✓ |
| Reload From Your Mobile Device | ✓ |
| Find Nearby Starbucks Stores | ✓ |



Feature Details

- Mobile Payment**
 For customers looking for the fastest way to pay, Starbucks® App for Android™ offers customers the convenience of paying for their favorite Starbucks® beverages with their mobile devices. The app displays a barcode that can be used just like a physical Starbucks Card to make a purchase. To pay, just hold the mobile device in front of a scanner on the countertop and scan the app's on-screen barcode to make a purchase. You can also set-up automatic reloads for your Starbucks Card with a major credit card or PayPal™ to make sure your balance never gets too low.
- Digital Tipping (NEW!)**
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