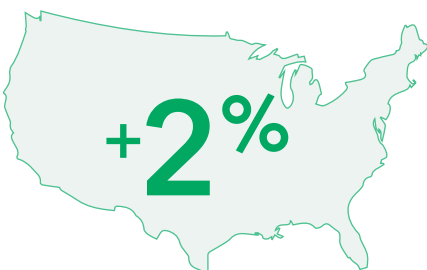




# Q2 FY18 FINANCIAL AND OPERATING RESULTS

## COMPARABLE STORE SALES



U.S. comp store sales, as well as **2%** in the Americas market overall



**+2%**

global comp store sales, driven by a **3%** increase in average ticket

## REVENUE



year-over-year growth to **\$6.0 billion** with **16.2%** non-GAAP operating margin<sup>1</sup>

## EARNINGS



year-over-year increase in non-GAAP earnings per share to **\$0.53**<sup>2</sup>

## OUR FINANCIAL GUIDING PRINCIPLES

Remain a growth company and deliver well above industry average comp, revenue and profit growth.

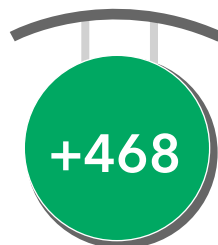
Streamline our business to sharpen our focus and make investments that position us to play the long game.

Value creation strategy that includes both consistent, long-term, profitable growth and rewarding our shareholders by returning cash in the form of dividend increases and share buybacks.

## OUR SIX OPERATIONAL PRIORITIES

- 1 Accelerate **U.S. comp sales** through innovation and a great customer experience
- 2 Drive **food and beverage innovation** in key dayparts
- 3 Accelerate the power and momentum of **Our Digital Flywheel**
- 4 Enable **long-term growth in China**
- 5 Elevate the *Starbucks Experience* through **Roasteries and Reserve**<sup>TM</sup>
- 6 Gain share in **At Home Coffee**

## STORE GROWTH



net new stores opened globally in Q2, bringing our total store count to **28,209**<sup>3</sup>

## STARBUCKS REWARDS<sup>TM</sup>



year-over-year growth in active U.S. members to **14.9 million**, representing **39%** of U.S. company-operated sales



Mobile Order & Pay represented **12%** of U.S. company-operated transactions

## GROWTH IN MAINLAND CHINA



China comp store sales

<sup>1</sup>Q2 FY18 GAAP and non-GAAP operating income margins were 12.8% and 16.2% respectively. A reconciliation of non-GAAP measures with their corresponding GAAP measures is attached with the download.

<sup>2</sup>Q2 FY18 GAAP and non-GAAP earnings per share were \$0.47 and \$0.53, respectively. A reconciliation of non-GAAP measures with their corresponding GAAP measures is attached with the download.

<sup>3</sup>Q2 FY18 also saw the closure of 298 Teavana<sup>®</sup> stores.