



11% GROWTH TO  
**\$6.3B**  
 REVENUE

13% GROWTH TO  
**\$0.62**  
 NON-GAAP EPS<sup>1</sup>

**+3%**  
 GLOBAL COMP  
 STORE SALES

**+4%**  
 U.S. COMP  
 STORE SALES

**+1%**  
 CHINA COMP  
 STORE SALES

## ELEVATE AND BUILD THE BRAND: STRATEGIC PRIORITIES

**STRATEGIC PRIORITY #1**

**Accelerate growth** in our targeted, long-term growth markets: U.S. and China

### OPERATIONAL INITIATIVES

#### U.S.

**Enhancing** the in-store experience.

**Delivering** beverage innovation.

**Driving** digital relationships.

#### CHINA

**Driving** the Third Place experience.

**Delivering** locally-relevant innovation.

**Deepening** digital relationships.

### GLOBAL STORE GROWTH

**+604** net new stores opened in Q4

**29,324** stores in **78 markets**

### STARBUCKS REWARDS™

**+15%** growth in active U.S. members to **15.3M**

**14%** Mobile Order & Pay representation in U.S.

**STRATEGIC PRIORITY #2**

**Expand** the global reach of the Starbucks brand leveraging the **Global Coffee Alliance**

### OPERATIONAL INITIATIVES

Grow U.S. share of **At Home Coffee**.

Expand and grow **international markets**.

Launch and grow Starbucks offerings on **Nespresso and Dolce Gusto platforms**.

Deliver customer-relevant **product innovation**.

**STRATEGIC PRIORITY #3**

**Sharpen our focus** on increasing shareholder returns

### Streamline the business:

Retail market alignment  
 Business simplification  
 Global Coffee Alliance

### Accelerate our velocity of innovation:

Relevant to the customer  
 Inspiring to the partner  
 Meaningful to the business

**Return \$25B** in cash to shareholders, FY18-FY20. (\$9B returned in FY18)

Consistently **grow dividends**.

<sup>1</sup>Q4 FY18 GAAP and non-GAAP earnings per share were \$0.56 and \$0.62, respectively. A reconciliation of non-GAAP measures with their corresponding GAAP measures is attached with the download. © 2018 Starbucks Coffee Company. All rights reserved.