



TROY ALSTEAD

chief operating officer



Introducing Starbucks Reserve™

A selection of rare and exotic coffees from around the world. You'll cherish their exquisite flavors and unique characteristics.

Try our Aged Sulawesi Kalosi Clover Brewed fresh, by the cup.

Starbucks Reserve™ Coffees

Exotic. Rare. Exquisite.

	Tall	Grande	Whole Bean
El Salvador Montecarlo Estate Pacamara	2.25	2.45	11
Brazil Sul de M	2.45	2.65	12
Nicaragua Corcasan	2.75	2.95	14
Aged Sulawesi Kalosi	3.95	4.15	18

2013
A record year



Robust Revenue Growth

\$ billions



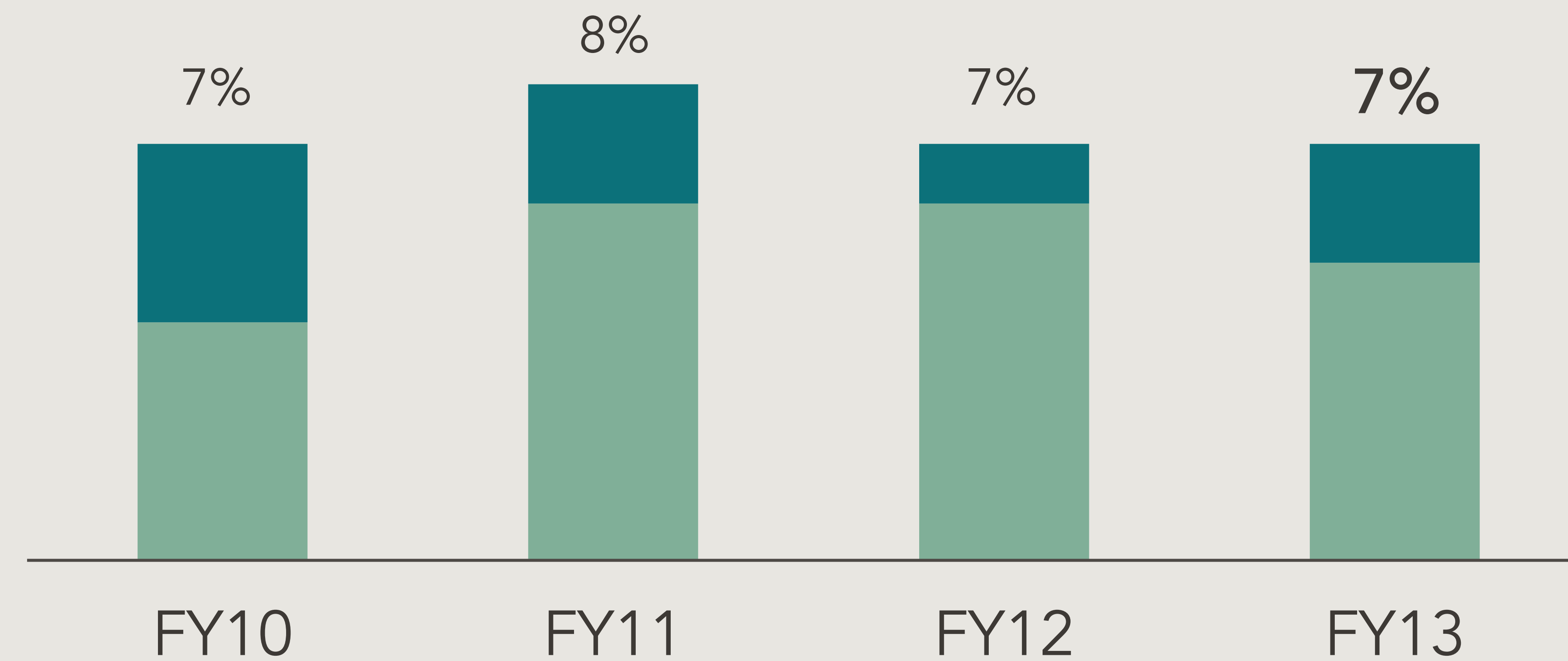
TOTAL COMPANY

12%
growth in FY13



Strong Global Comparable Store Sales Growth

■ Transaction Growth
■ Ticket Growth



TOTAL COMPANY

4 years of
7%+
comp growth



Record Earnings

\$ per share



TOTAL COMPANY

26%
growth in FY13***

* Non-GAAP. FY11 GAAP EPS of \$1.62 includes \$0.10 of gain resulting from the acquisition of the company's joint venture operations in Switzerland and Austria and the gain on the sale of properties.

** Non-GAAP. FY13 GAAP EPS of \$0.01 includes a \$2.25 per share litigation charge resulting from the conclusion of the arbitration with Kraft Foods Global, Inc.

*** Based on FY13 non-GAAP EPS of \$2.26. See note above for reconciliation of FY13 GAAP to non-GAAP EPS.



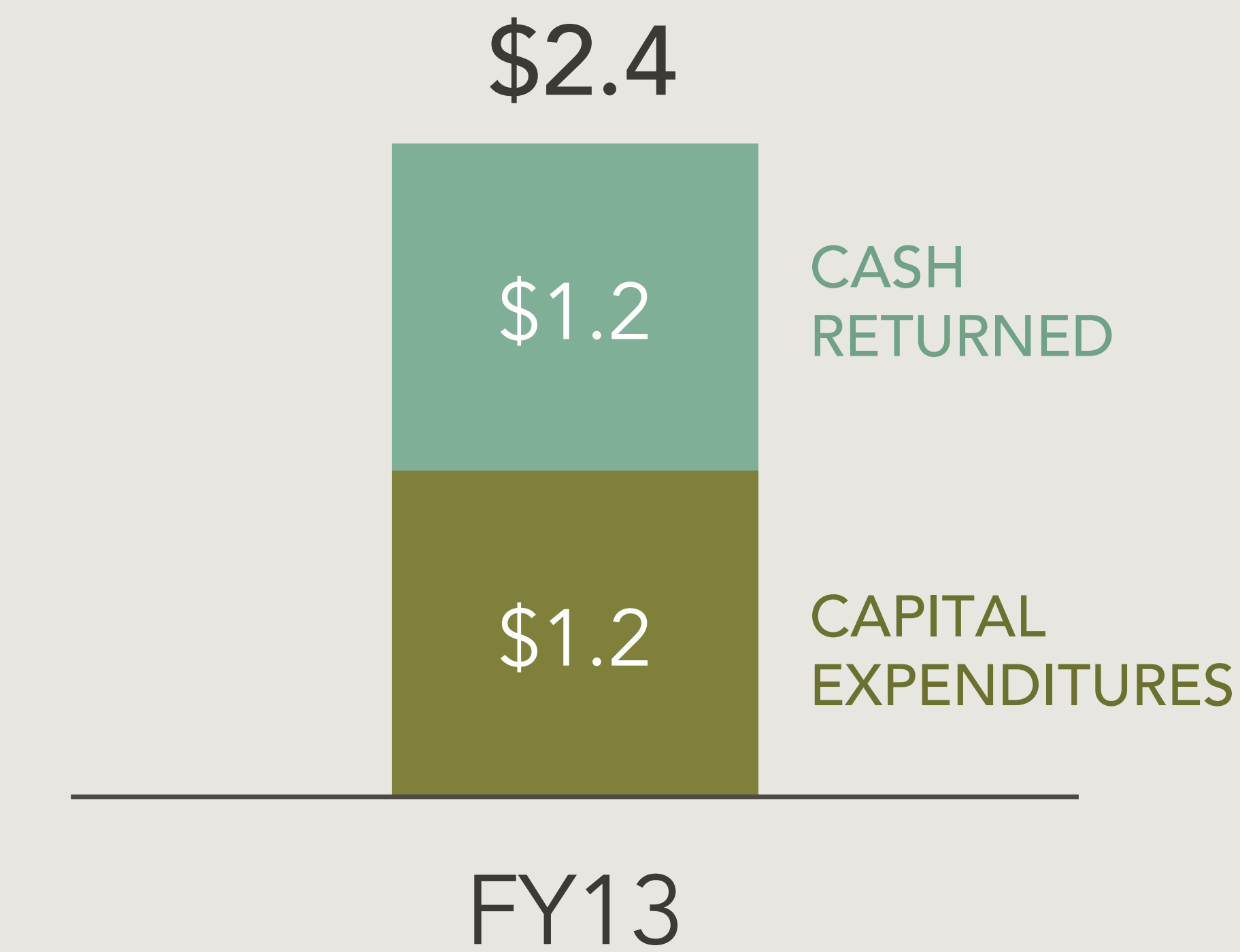
Operating Cash Flow

\$ billions



Cash Returned and CapEx

\$ billions



TOTAL COMPANY

Powerful
cash generation

Balanced
use of cash



Increasing Return on Invested Capital ROIC*



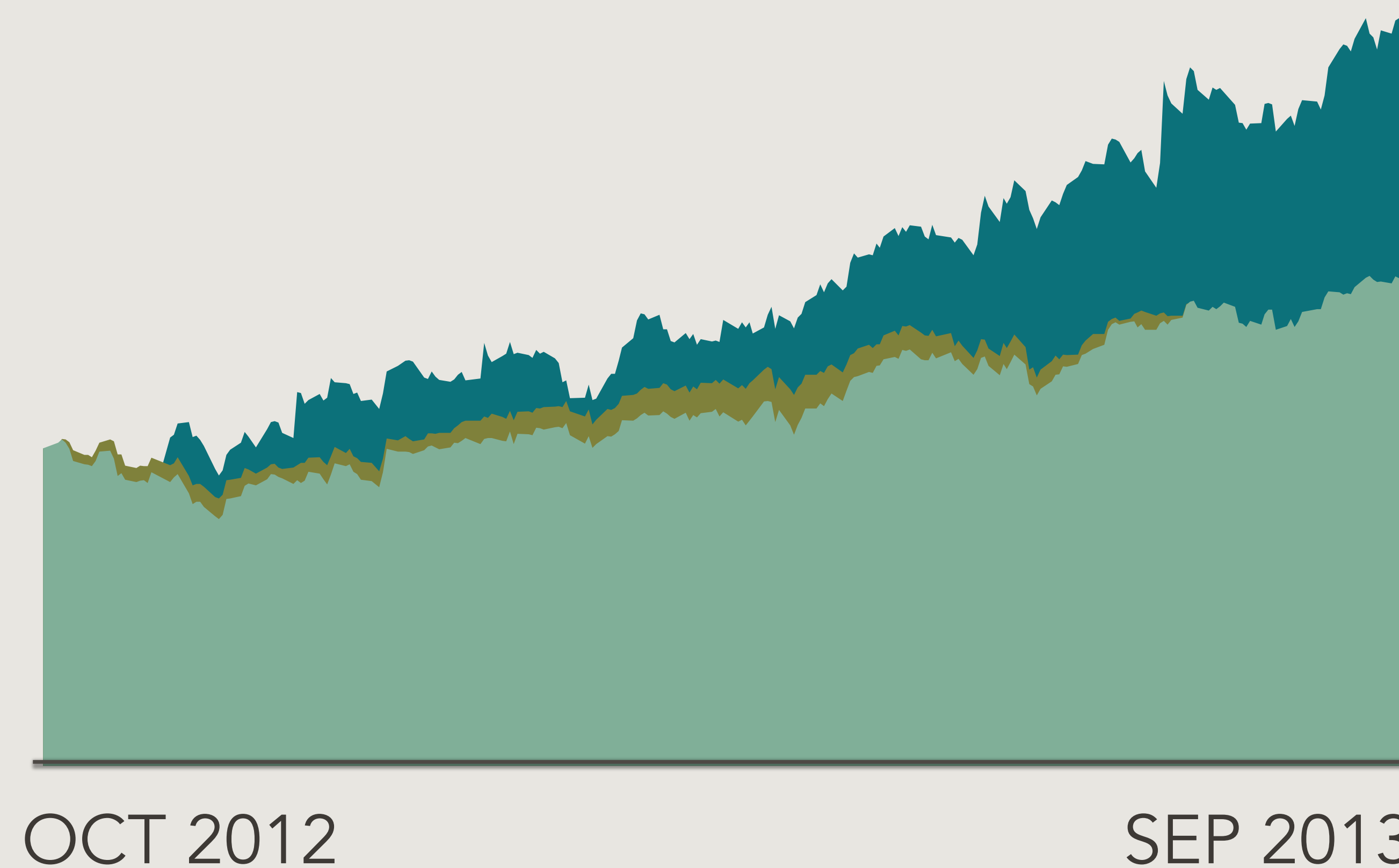
TOTAL COMPANY

24%
record return on
invested capital

* ROIC defined as NOPAT/Average Invested Capital. NOPAT adjusted for implied lease interest expense; average invested capital includes present value of minimum lease obligations and excludes cash, cash equivalents and short-term investments



SBUX Growth in FY13 vs. Select Indices



TOTAL COMPANY

54%
stock price
appreciation



Growing Dividend

\$ per share

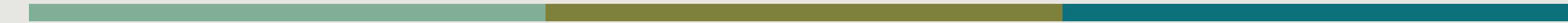


TOTAL COMPANY

53%
growth
in two years

Total Shareholder Return

TOTAL COMPANY



46%
FY11

38%
FY12

55%
FY13

More than
2x
the S&P 500





2013
Growth in
all segments



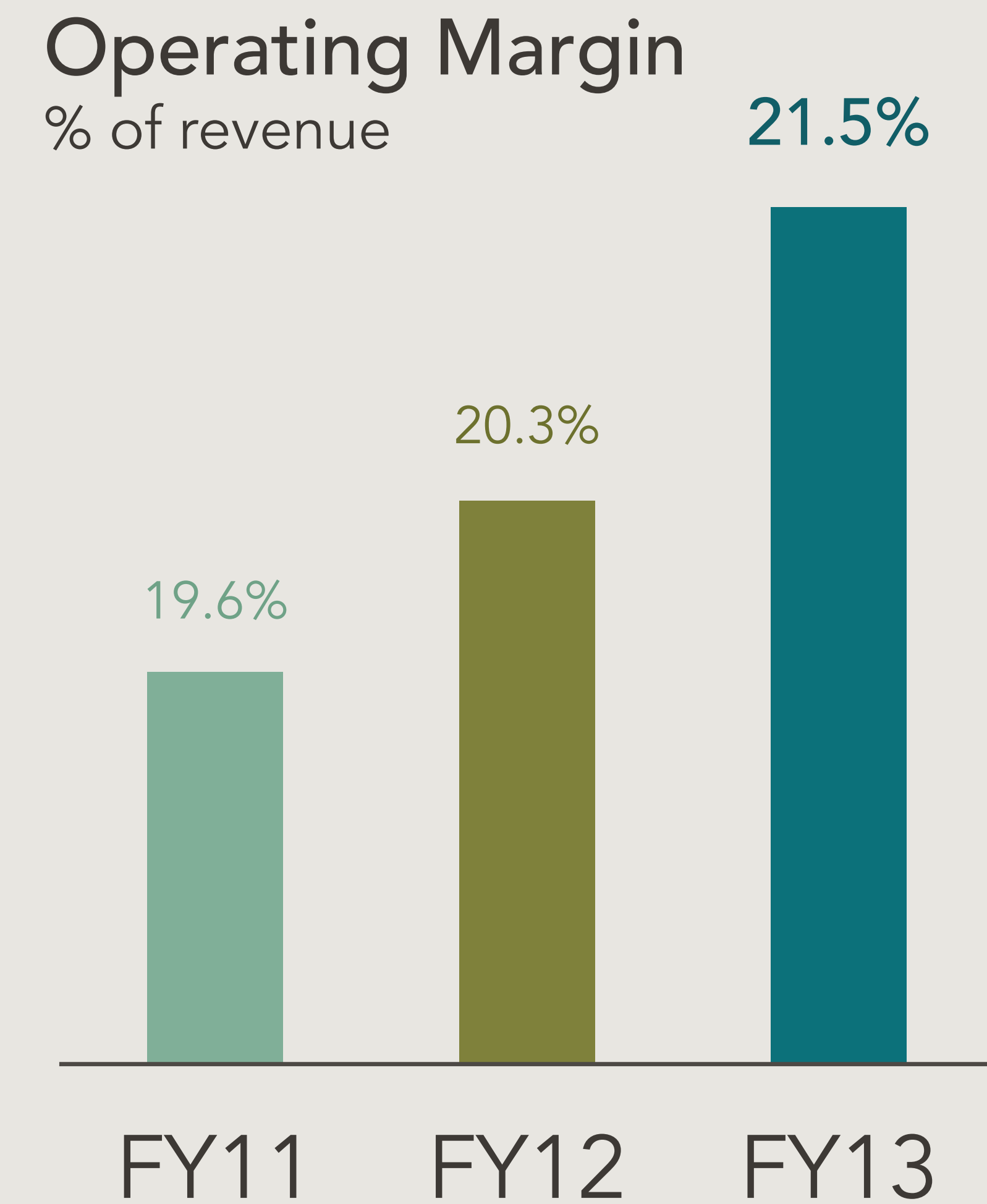
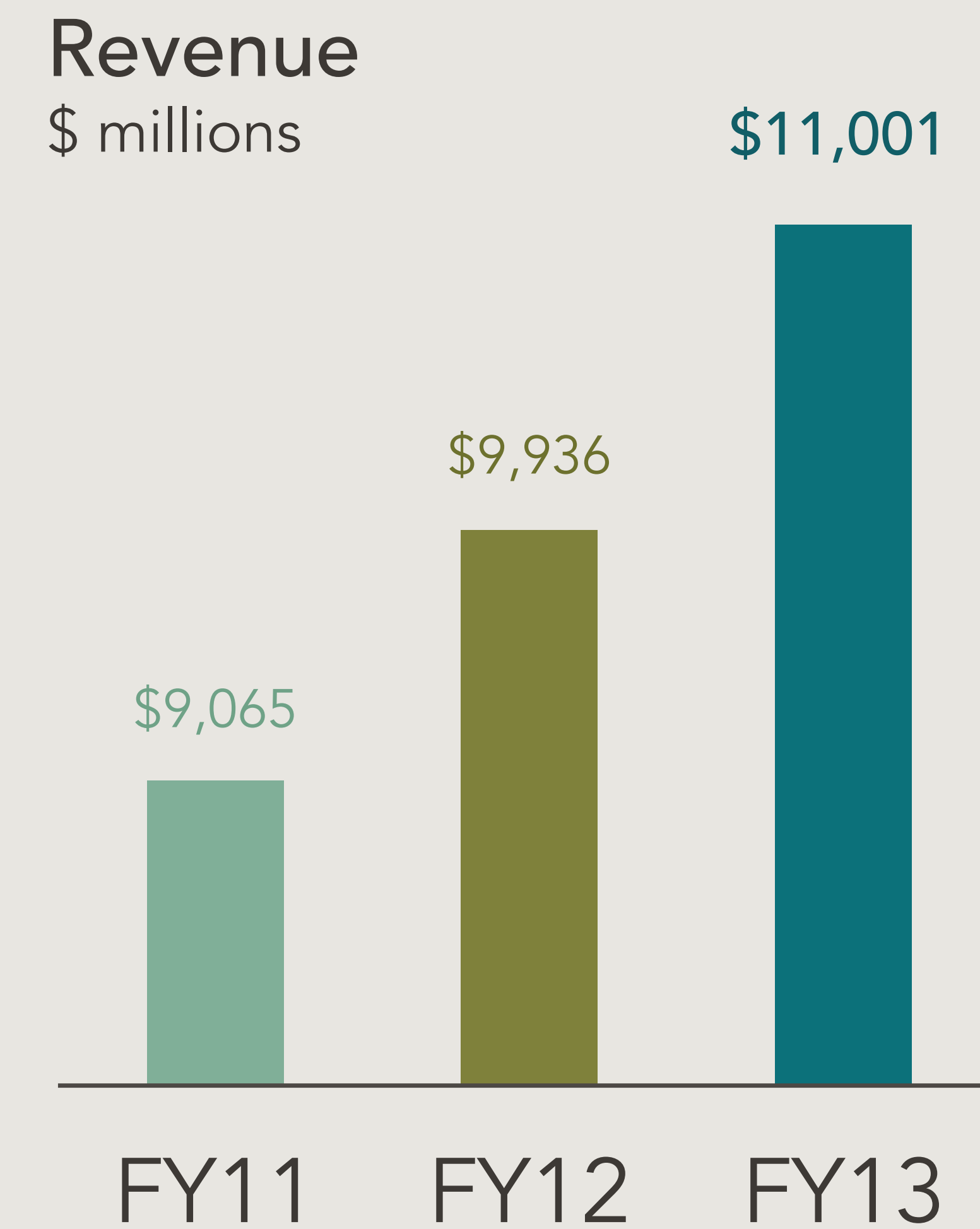
AMERICAS

13 markets

13,635 stores

Argentina
Aruba
Brazil
The Bahamas
Canada
Chile
Costa Rica
Curacao
El Salvador
Guatemala
Mexico
Peru
United States

Note: All counts as of end of Q1, FY14



AMERICAS

Revenue grows
\$1B+
in FY13



AMERICAS

Robust
innovation

Coffee
leadership

EUROPE, MIDDLE EAST, & AFRICA

37 markets
2,033 stores

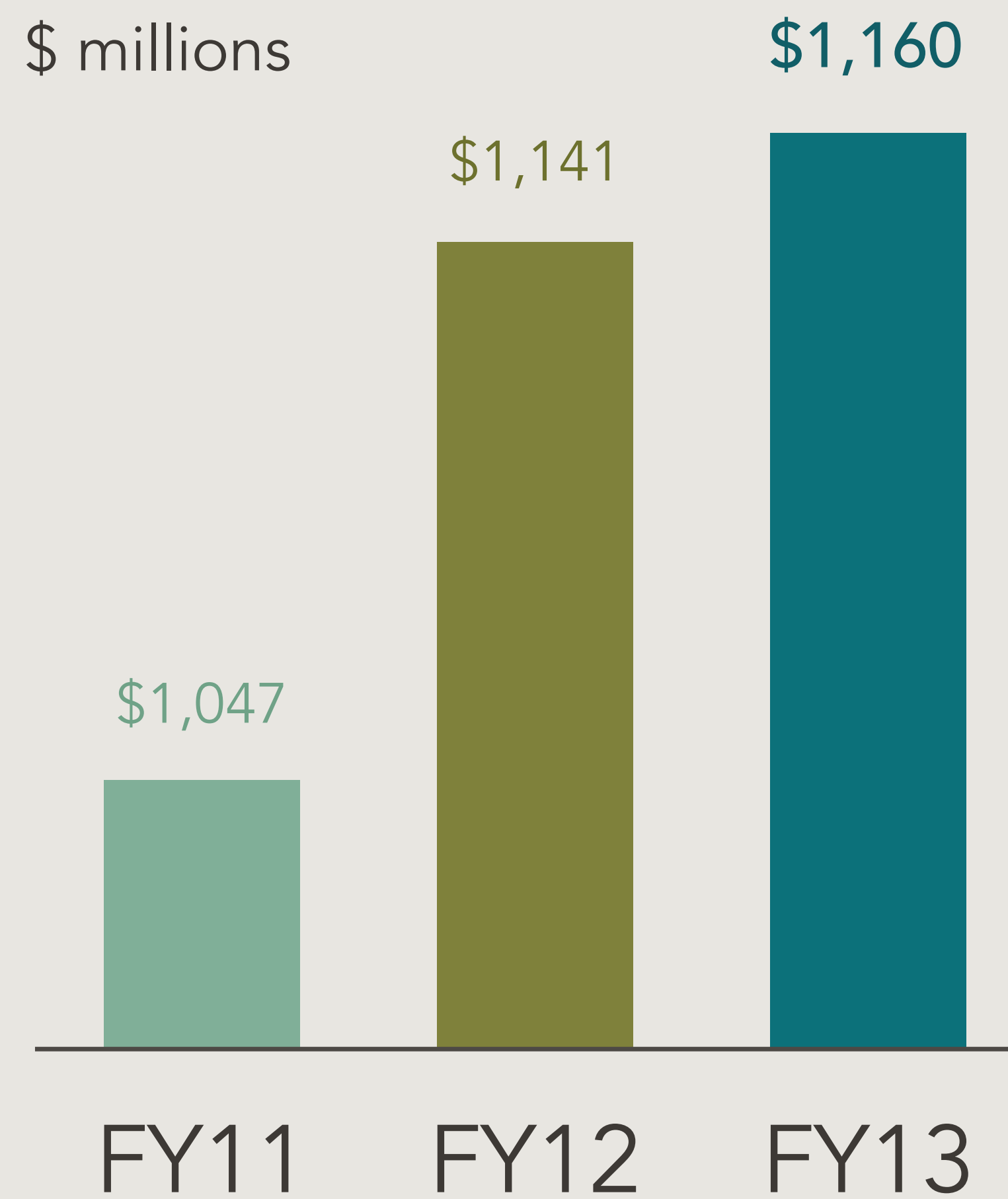
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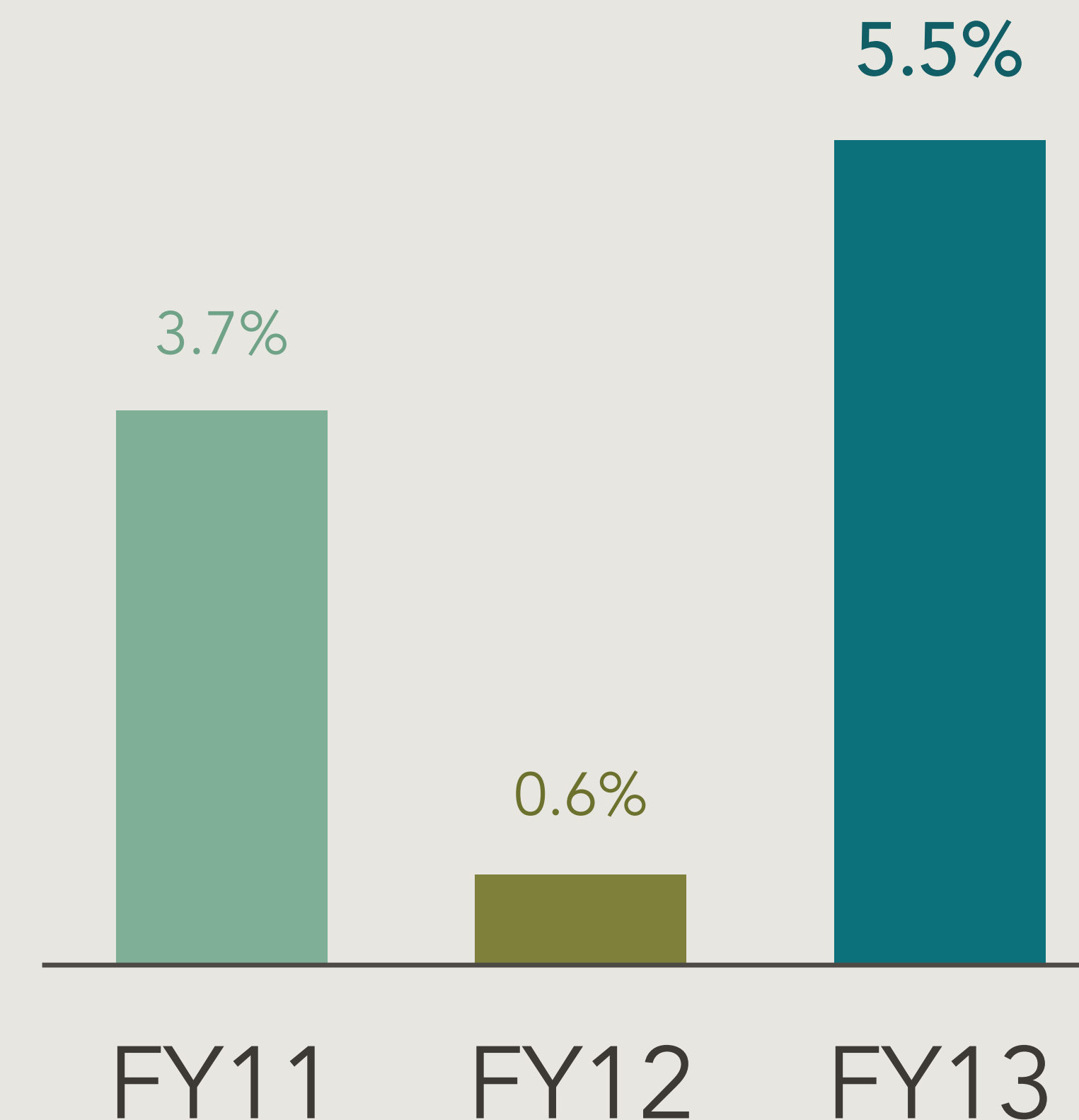
Austria	Ireland	Saudi Arabia
Bahrain	Jordan	Spain
Belgium	Kuwait	Sweden
Bulgaria	Lebanon	Switzerland
Cyprus	Monaco	The Netherlands
Czech Republic	Morocco	Turkey
Denmark	Oman	United Kingdom
Egypt	Norway	UAE – Dubai
Finland	Poland	
France	Portugal	
Germany	Qatar	
Greece	Romania	
Hungary	Russia	



Revenue
\$ millions



Operating Margin
% of revenue



EUROPE, MIDDLE EAST, & AFRICA

Profit grows

9x
in FY13



EUROPE, MIDDLE EAST, & AFRICA

Transformation
underway

Building
momentum



CHINA & ASIA PACIFIC

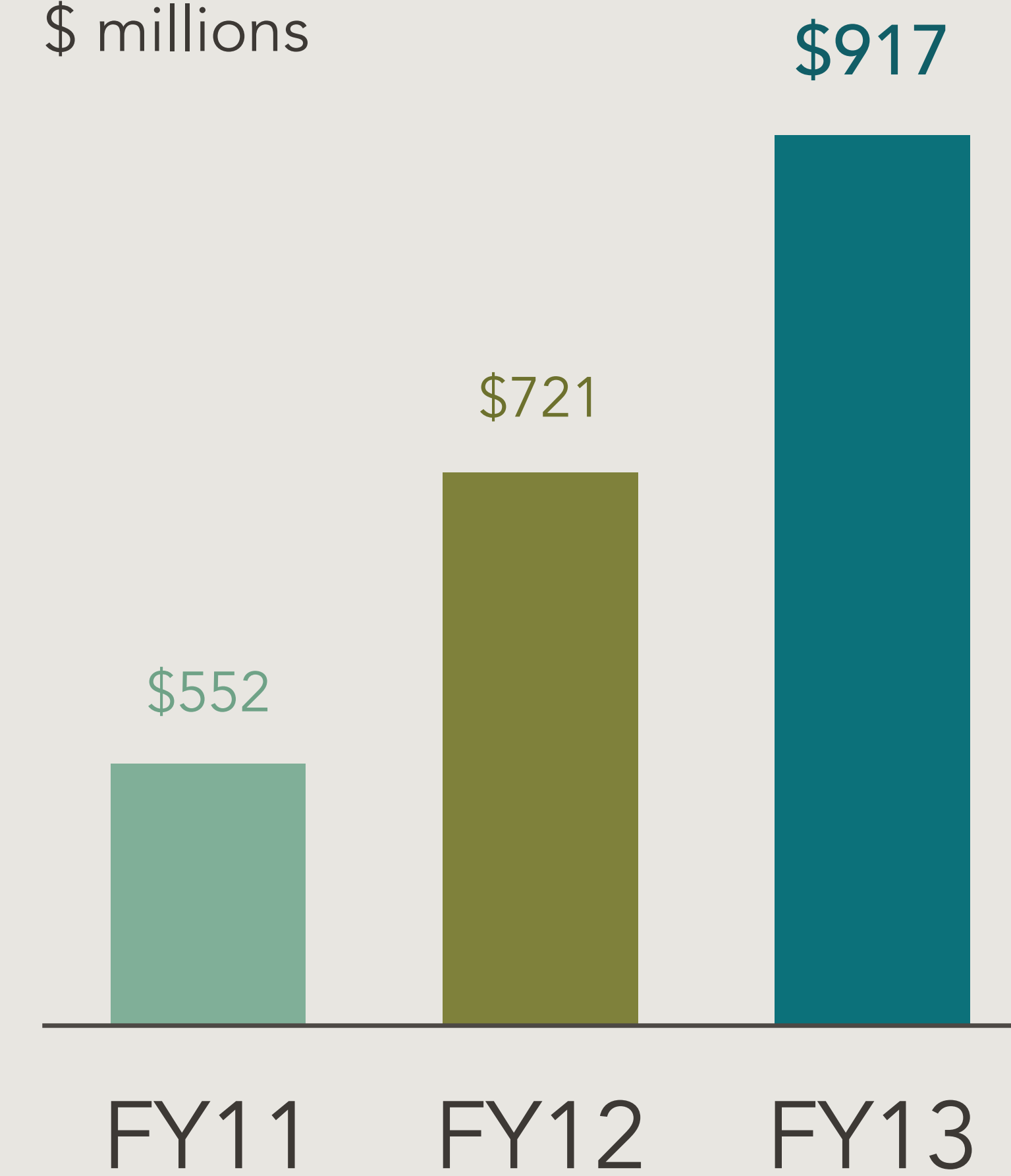
13 markets
4,091 stores

Australia
China/Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

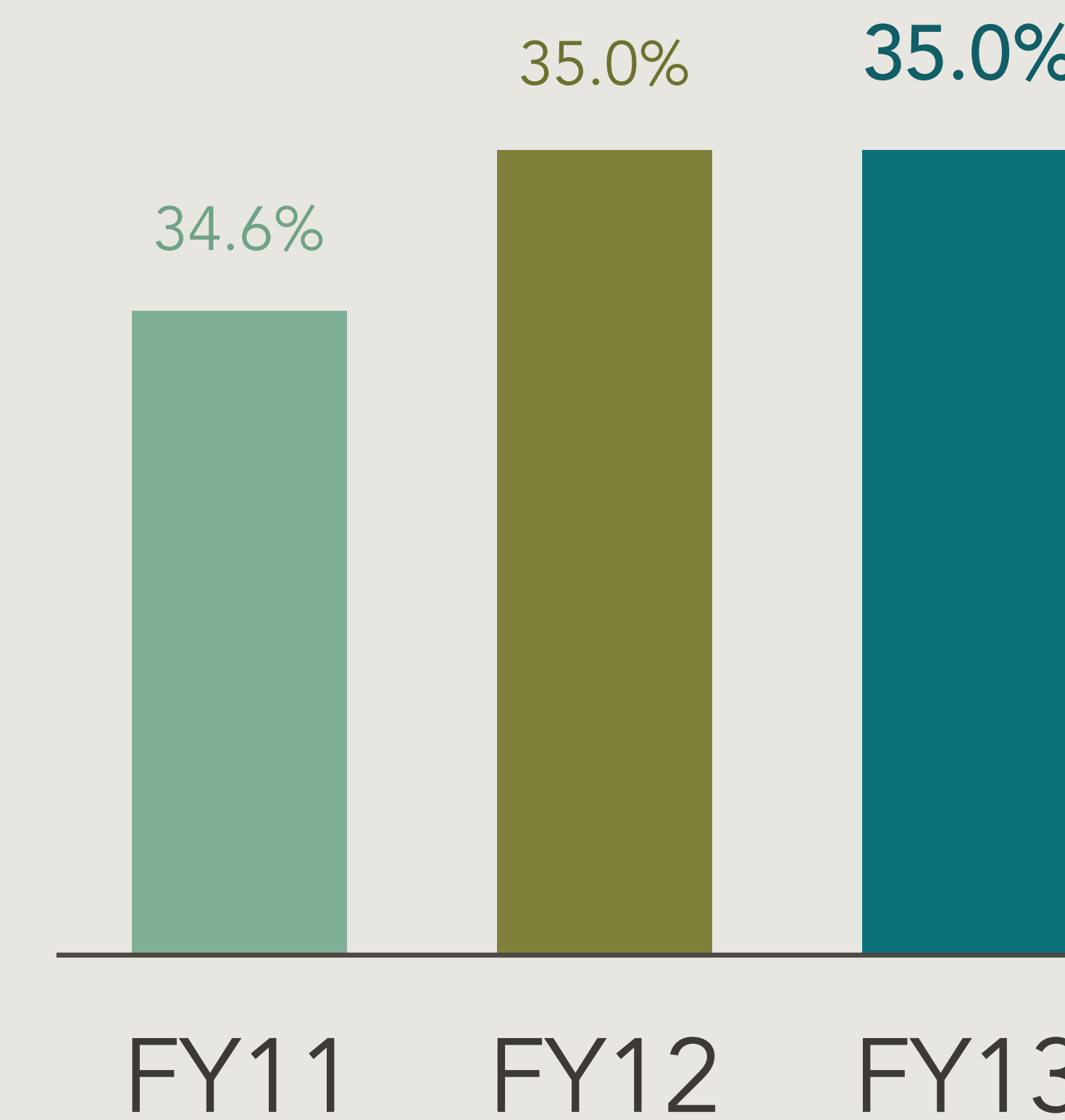
Note: All counts as of end of Q1, FY14



Revenue
\$ millions



Operating Margin
% of revenue



CHINA & ASIA PACIFIC

27%
revenue growth
in FY13



CHINA & ASIA PACIFIC

Accelerated
growth

Massive
potential



CHANNEL DEVELOPMENT

30 markets

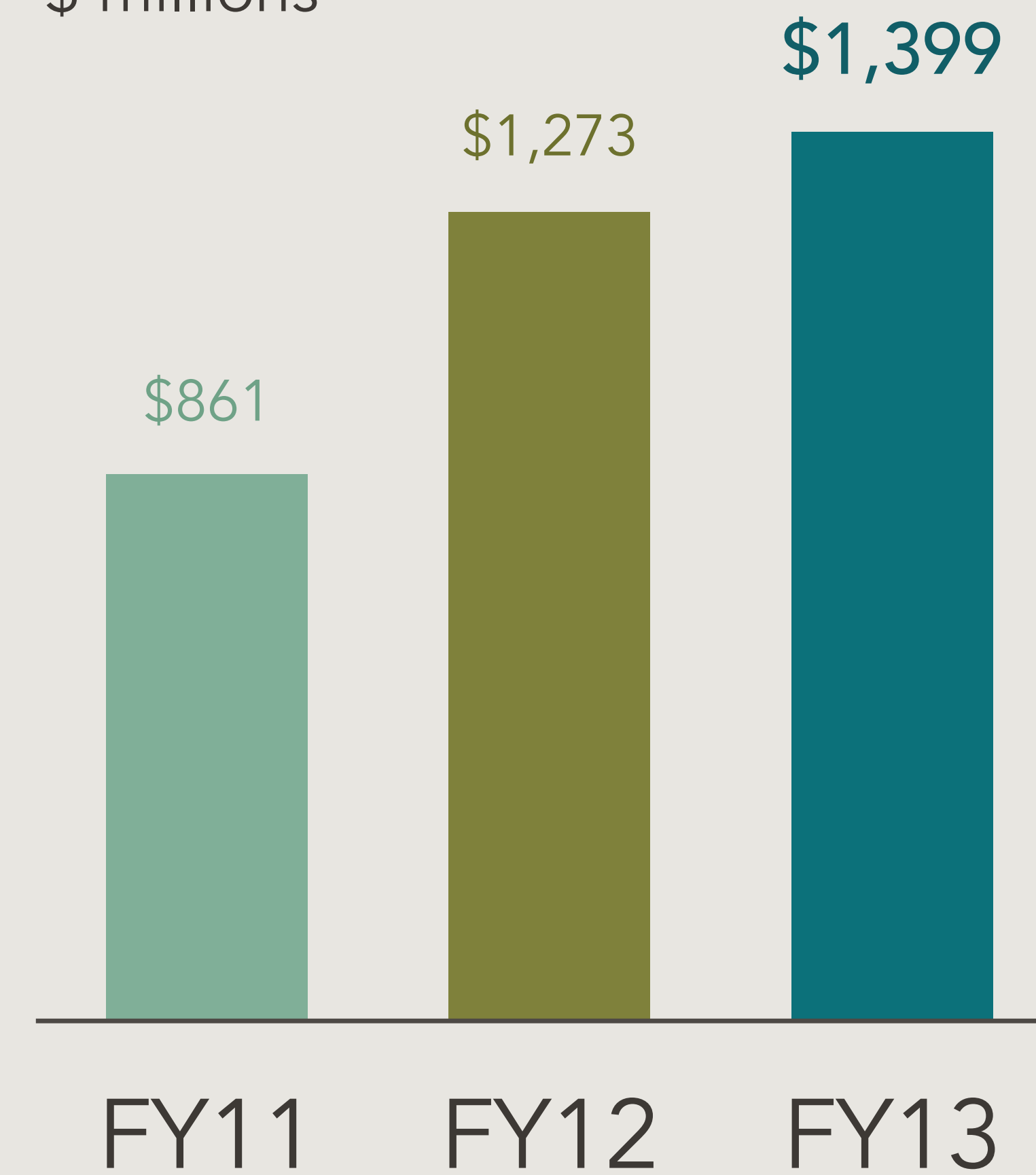
Note: All counts as of end of Q1, FY14

Andorra	Luxembourg
Australia	Mexico
Austria	Monaco
Bahamas	Netherlands
Belgium	Norway
British Virgin Islands	Portugal
Canada	Republic of Ireland
Cayman Islands	South Korea
China/Hong Kong	Spain
Cyprus	Sweden
Denmark	Switzerland
Finland	Taiwan
France	United Kingdom
Germany	United States
Japan	U.S. Virgin Islands



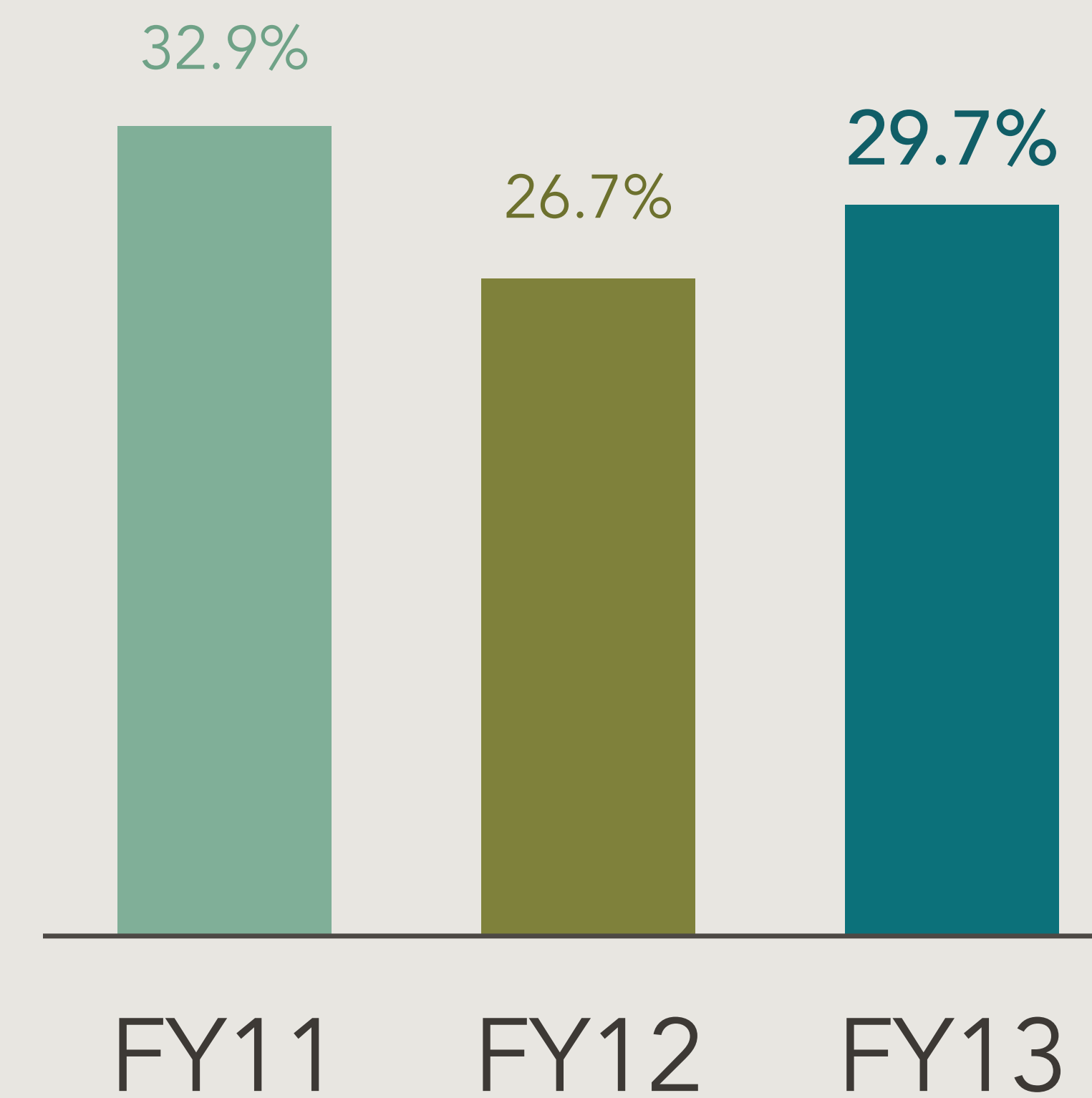
Revenue

\$ millions



Operating Margin

% of revenue



CHANNEL DEVELOPMENT

\$1.4B
in annual revenue



CHANNEL DEVELOPMENT

Extraordinary
products

Global
opportunity





Our
aspirations
have never
been higher



Ambitious and **achievable** long-term targets

10%+
revenue
growth

**Mid single
digit**
comparable store
sales growth

Earnings per
share growth of
15%-20%

25%+
return on
invested
capital



