

1912

HOWARD SCHULTZ

chairman, president
and chief executive officer

CAPPUCCINO - CAFFE

LATTE - ESPRESSO

904

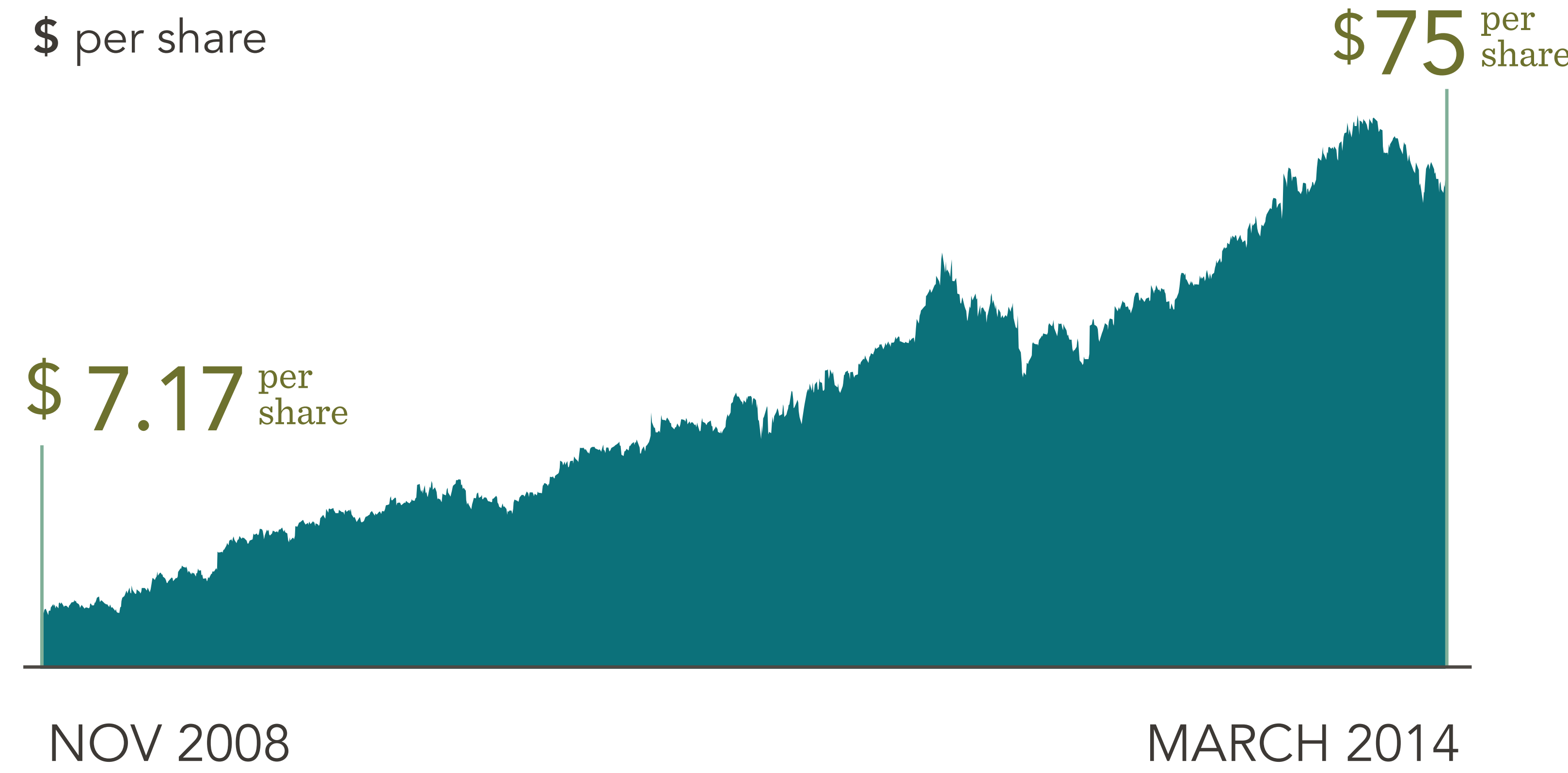


Performance driven...



Stock price

\$ per share

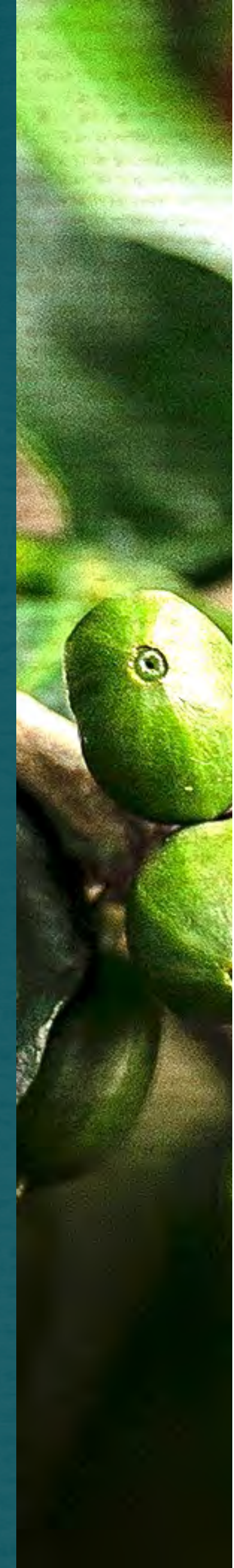


SHAREHOLDER VALUE

\$57B today's market cap

948% stock price growth

10x increase in total shareholder return



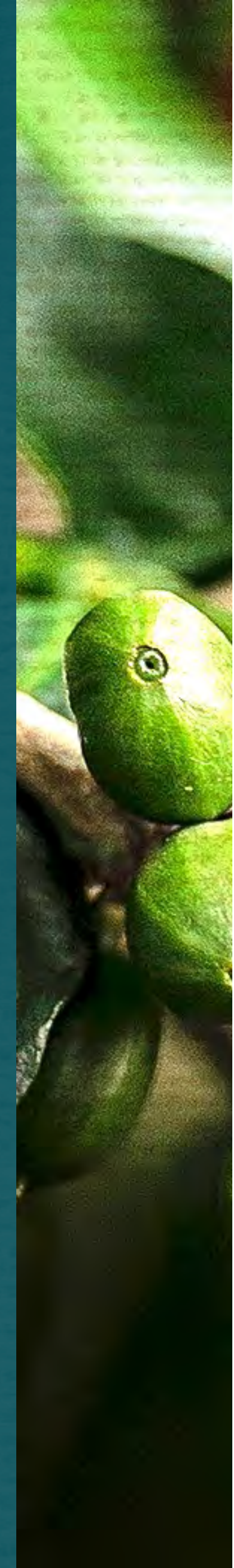


20,000+ stores

64 countries

More than 200,000 partners wearing the green apron

70M+ customers per week





FORTUNE
WORLD'S MOST ADMIRABLE COMPANIES

1		Apple	CA
2		Amazon.com	WA
3		Google	CA
4		Berkshire Hathaway	NE
5		Starbucks	WA
6		Walt Disney	CA
7		FedEx	TN
8		Southwest Airlines	TX
9		General Electric	CT
10		General Electric	CT

#5

STARBUCKS[®]

(12TH CONSECUTIVE YEAR ON THE LIST)



FY13:
A RECORD YEAR

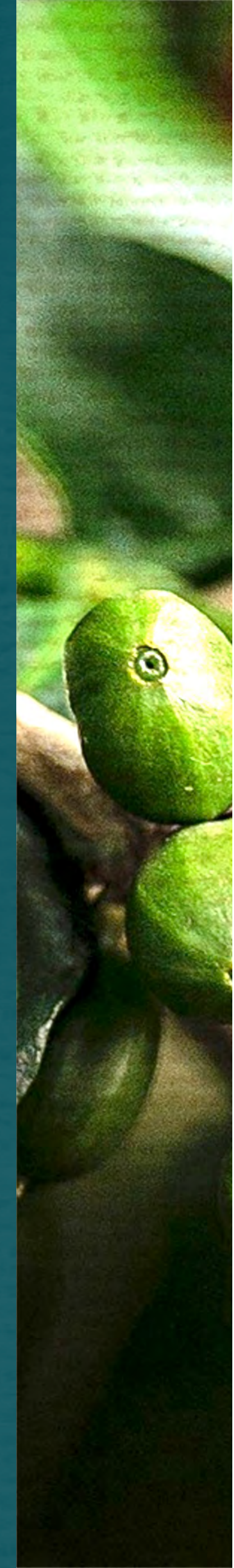
~ \$1.5B net
revenue

\$2.5B* net operating
income

\$1.2B returned to
shareholders in cash

55% total shareholder
return

*Non-GAAP. GAAP operating loss of \$325 million includes a pre-tax charge of \$2,784.1 million resulting from the conclusion of the arbitration with Kraft Foods Global, Inc.





JNJ ABB AMOV AIG UN VZ TSM TEF KA BNS KMF SAP AGRO AGX GM

SMF KAP V LLY ED SAN COST OXY SNY NVS RIO PTR FLWS DCM LMT

5,000+ PUBLICLY LISTED COMPANIES ON NYSE & NASDAQ

OG JPM MDLZ R SBUX M PEP CAB AMZN NHI BCSC CMS.A BT CVX ESRX

SNY RY BID RDS QCOM PFE ESV INTC HON GSK PG CGI UTX

IE MC TRLA EOC BIIB CP EOC DIS PFO FOXA QTS USB ARU HD STO

ZMH XCO SYK BLX HIG PJA PB CZZ LEA CRY UIL PTIE PANW TAI

BUD

UTX

EBAY

JNJ

AMOV

AIG

VZ

TSM

TEF

PCLN

GILD

BIDU

MCD

FB

SMF

V

LLY

150 HAVE A MARKET CAP \geq \$50B

MSFT

EOG

JPM

MDLZ

SBUX

PEP

AMZN

BCSC

VALE

MON

WMT

ACN

WAG

SNY

RY

RDS

PFE

GOOG

LYG

CELG

FOXA

MC

BIIB

BLK

EBAY

AIG

PCLN

GILD

BIDU

FB

V

16 ARE GROWING REVENUE \geq 10% PER YEAR

EOG

SBUX

AMZN

GOOG

CELG

MC

BIIB

BLK

BIDU

priceline.com



facebook.

VISA

13 ARE GROWING EPS \geq 15% PER YEAR



amazon

Google



biogen idec[®]

ONLY 1 ON NASDAQ IS A BRICK & MORTAR RETAILER





*Performance driven
through the lens
of humanity*



“SUCCESS
IS BEST
WHEN
SHARED”

\$250M invested in
healthcare benefits

\$234M in pre-tax
Bean Stock gains

More than **\$1B** since the program's
inception

\$50M matched in
401(k)
contributions



What is the role and responsibility of a for-profit, public company?

LET'S CREATE
JOBS



\$15M in
donations

\$105M in
loans

5,000+ jobs created
or retained



STARBUCKS

A large, illuminated 3D sign for Starbucks, set against a dark blue background. The sign is made of dark, glowing letters mounted on a metal frame. The letters are in a bold, sans-serif font and are lit from within, creating a warm, golden glow. The sign is positioned on the right side of the image, with the rest of the frame being a solid, dark blue color.