



TM



# Today



Over  
18,000  
stores

62  
countries

Over  
200,000  
partners

70 million  
customers  
per week



# Success is best when it is shared

**\$57.00**

current stock price

**\$43B**

market cap

**38%**

total shareholder  
return in 2012

**\$221M**

spent on Healthcare

**\$214M**

realized gains  
from Bean Stock  
(including managers, baristas  
and part timers)

**\$54M**

grants and donations  
made in FY12

**613,00**

hours of community  
service in FY12

OUR  
SHAREHOLDERS

OUR  
PARTNERS

OUR  
COMMUNITIES

THE ORIGINAL DOW JONES INDUSTRIAL AVERAGE THIRTY COMPONENTS

# THE ORIGINAL DOW

(October 1, 1928)

Allied Chemical	General Electric Company	Nash Motors	Texas Gulf Sulphur
American Can	General Motors Corporation	North American	Union Carbide
American Smelting	General Railway Signal	Paramount Publix	U.S. Steel
American Sugar	Goodrich	Postum Incorporated	Victor Talking Machine
American Tobacco B	International Harvester	Radio Corporation	Westinghouse Electric
Atlantic Refining	International Nickel	Sears Roebuck & Company	Woolworth
Bethlehem Steel	Mack Truck	Standard Oil (N.J.)	Wright Aeronautical
Chrysler		Texas Company	

THE ORIGINAL DOW JONES INDUSTRIAL AVERAGE THIRTY COMPONENTS

CURRENT DOW 30  
(Updated March 8, 2013)

3M Company	Coca-Cola Co.	J.P. Morgan Chase & Co.	UnitedHealth Group Inc
Alcoa, Inc.	DuPont Co.	McDonald's Corporation	Verizon Communications, Inc.
American Express Company	Exxon Mobile Corp.	Merck & Company, Inc.	Wal-Mart Stores Inc.
AT&T Inc.	<b>General Electric Company</b>	Microsoft Corporation	Walt Disney Co.
Bank of America Corporation	Hewlett-Packard Company	Pfizer, Inc.	
Boeing Company	The Home Depot, Inc.	Proctor & Gamble Co.	
Caterpillar Inc.	Intel Corporation	The Travelers Companies, Inc.	
Chevron Corporation	IBM International Business Machines Corporation	United Technologies Corporation	
Cisco Systems, Inc.	Johnson & Johnson		

# FORTUNE World's Most Admired Companies

2013

Recommend 3.6k Tweet 397 Share 472 +1 21 Email Print

Most Admired State Industry More Data  
Top 50 All All Score

Rank ▲	Company Name	Location	Score *
1	Apple	CA	8.24
2	Google	CA	8.01
3	Amazon.com	WA	7.28
4	Microsoft	GA	7.32

5 Starbucks

6	IBM	NY	7.57
7	Southwest Airlines	TX	5.52
8	Berkshire Hathaway	NE	7.18
9	Walt Disney	CA	7.84
10	FedEx	TN	7

#5

on the *Fortune*  
World's Most  
Admired  
Companies

(11 consecutive years on list)



TM





Original Starbucks Pike Place, 1971





TM





TIAYUAN, CHINA





HO CHI MINH CITY, VIETNAM





TM



Accelerating growth  
in our core business



In FY13  
we will open  
350 stores  
and renovate  
1,400 stores  
in the US





Over the next 5 years  
we will open 3,000 stores  
in the Americas,  
more than half in the U.S.





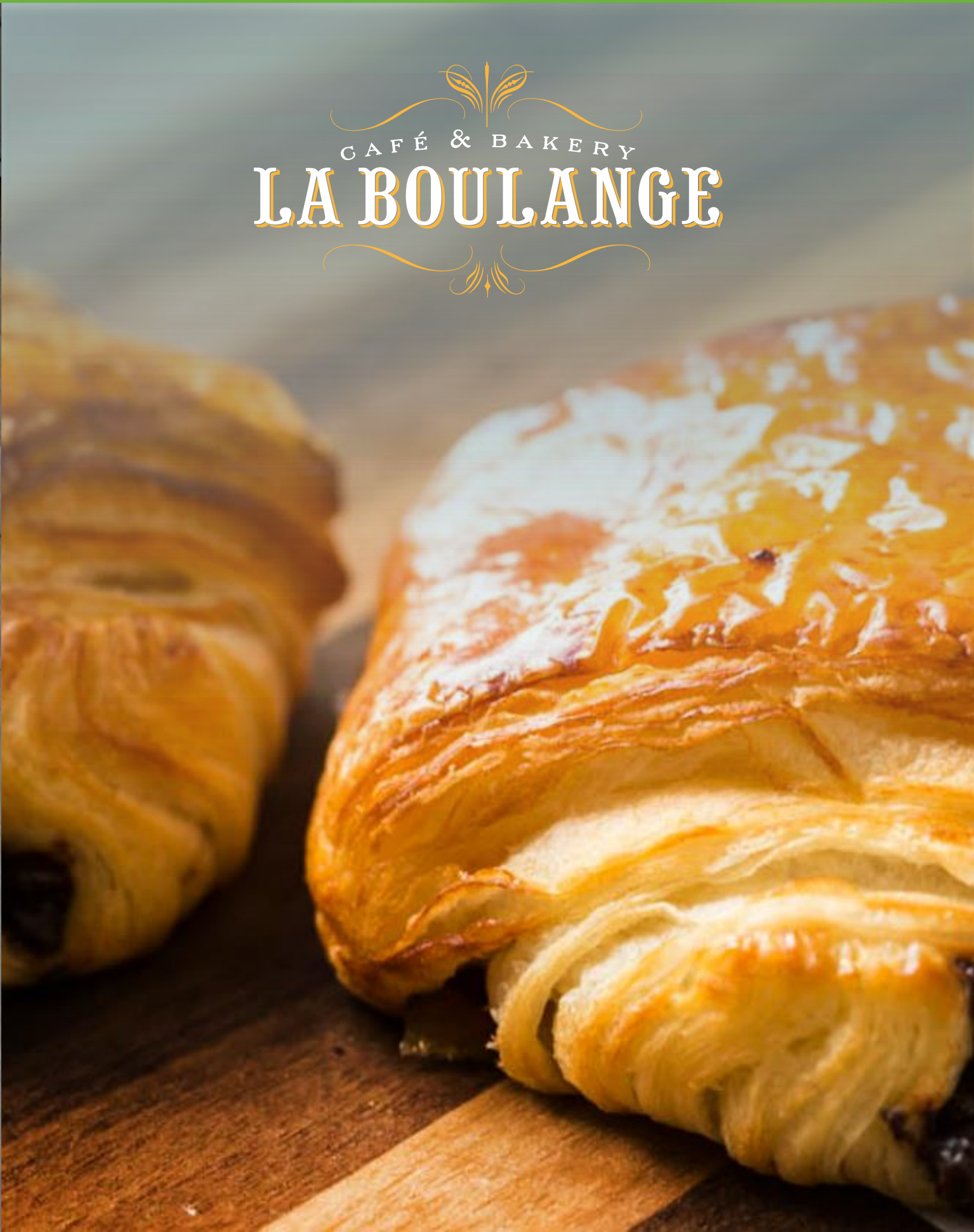
China will be our second largest market outside U.S. in 2014



Best Employer in China 2012  
GUANGZHOU DAILY



Recent strategic acquisitions





Health & Wellness  
**\$50 billion**  
category

---

In **4,000**  
locations currently

---

In **8,000**  
by end of 2013



**evolution**  
FRESH™





Transform  
and elevate food

---

In 400  
Starbucks in  
San Francisco area  
this spring

---

In 2,500  
stores in 2013





We will do  
for tea  
what we did  
for coffee

\$40 billion  
Global Tea Industry

Currently  
300 mall stores

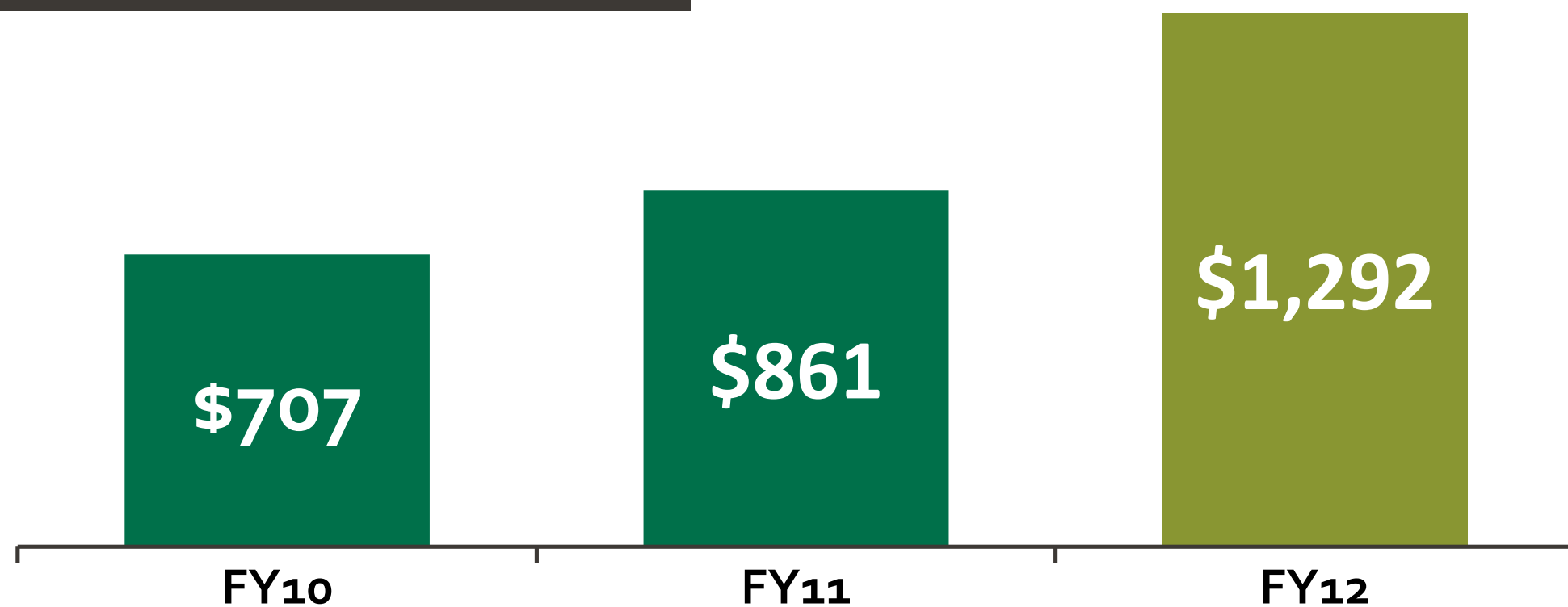




# Channel Development will rival the size and scale of our U.S. business

100K points of distribution

TOTAL REVENUE (\$ IN MILLIONS)





# Leading across channels



#1 in Ready to Drink Coffee



#1 Premium Coffee Brand in the U.S.



Committed to being the leader in Premium Single Serve





TM





September 2011

Dear Starbucks Friend and Fellow Citizen:

I love our country. And I am a beneficiary of the promise of America. But today, I am very concerned that at times I do not recognize the America that I love.

Like so many of you, I am deeply disappointed by the pervasive failure of leadership in Washington. And also like you, I am frustrated by our political leaders' steadfast refusal to recognize that, for every day they perpetuate partisan conflict and put ideology over country, America and Americans suffer from the combined effects of paralysis and uncertainty. Americans can't find jobs. Small businesses can't get credit. And the fracturing of consumer confidence continues.

We are better than this.

Three weeks ago, I asked fellow business leaders to join me in urging the President and the Congress to put an end to partisan gridlock and, in its place, to set in motion an upward spiral of confidence. More than 100 business leaders representing American companies - large and small - joined me in signing a two-part pledge:

First, to withhold political campaign contributions until a transparent, comprehensive, bipartisan debt-and-deficit package is reached that honestly, and fairly, sets America on a path to long-term financial health and security. Second, to do all we can to break the cycle of economic uncertainty that grips our country by committing to accelerate investment in jobs and hiring.

In the weeks since then, I have been overwhelmed by the heartfelt stories of Americans from across the country, sharing their anguish over losing hope in the strongest and most galvanizing force of all - the American Dream. Some feel they have no voice. Others feel they no longer matter. And many feel they have been left behind.

We cannot let this stand.

Please join other concerned Americans and me on a national call-in conversation on Tuesday September 6th hosted by "No Labels," a nonpartisan organization dedicated to fostering cooperative and more effective government. To learn more about the forum and the pledges, visit [www.upwardspiral2011.org](http://www.upwardspiral2011.org)

America is at a fragile and critical moment in its history. We must restore hope in the American Dream. We must celebrate all that America stands for around the world. And while our Founding Fathers recognized the constructive value of political debate, we must send the message to today's elected officials in a civil, respectful voice they hear and understand, that the time to put citizenship ahead of partisanship is now.

Yours is the voice that can help ignite the contagious upward spiral of confidence that our country desperately needs.

With great respect,

Howard Schultz  
Chief executive officer, Starbucks Coffee Company



Open letter to America

Create Jobs for USA

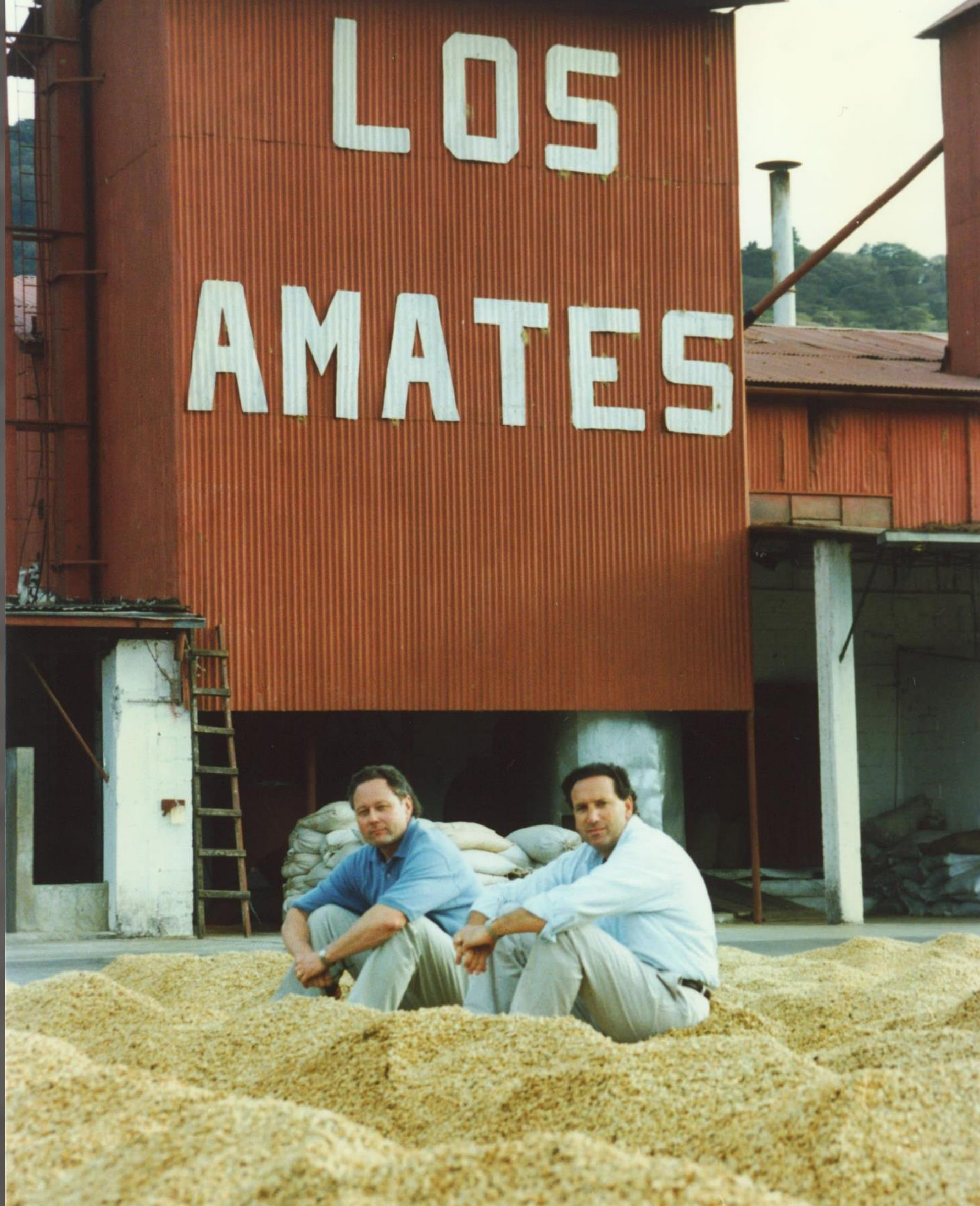
Come Together





TM





GUATEMALA 1992

2 young guys searching  
for great coffee





TM