



Howard Schultz

chairman and chief executive officer

STARBUCKS

MEXICAN DRINKS

1012

1012

Espresso Capp



MADE IN USA!
ONE HUNDRED
THE HUNDRED
CHAMPIONSHIP
810. 1%

THE HUNDRED
THE HUNDRED
THE HUNDRED
THE HUNDRED



Five things to take away from today

1. Our core business has never been stronger.
2. Our industry-leading pipeline of innovation is more robust than ever.
3. Our business in China will be larger than our business in the U.S.
4. The Starbucks Reserve brand and a premium Starbucks Experience are jewels in the crown.
5. Our management team led by Kevin Johnson is second to none and our culture – and our people – continue to be everything.

...and I'm not leaving



PIKE PLACE
1971



SEATTLE RESERVE ROASTERY
2014





Starbucks Investor Day
December 2014



Since we met two years ago

	FY14	FY16	2-YEAR
Revenue	\$16.5B	\$20.9B	+27%
EPS	\$1.33	\$1.85	+39%
Market cap	\$56.5B	\$81.9B	+45%
Cash returned to shareholders	\$1.6B	\$3.2B	+200%
Total shareholder return – trailing 5-year		211%	2x VS. S&P 500

FY14 and FY16 operating results are non-GAAP measures. FY16 operating results exclude the impact of the 53rd week in Q4. A reconciliation of GAAP to non-GAAP measures can be found at the end of the CFO presentation.





THEN



NOW





BUSINESS

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Nikkei ▲ 18327.09 0.11% Hang Seng ▲ 22809.29 0.32% U.S. 10 Yr ▼ -3/32 Yield 2.302% Crude Oil ▲ 45.52 0.64% Yen ▲ 112.69 0.27%

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BUSINESS

Mobile Looms Larger With Holiday Shoppers

Foot traffic dwindles even more at stores as consumers gravitate toward online options

By SARAH NASSAUER

Updated Nov. 27, 2016 9:03 p.m. ET

Americans jumped on holiday deals over the weekend but a larger slice of their spending migrated online, often through mobile devices, highlighting the high-wire act that faces retailers tethered to stores.

A National Retail Federation survey released Sunday showed that online spending during Thanksgiving weekend grew at the expense of store spending for a straight second year. The NRF survey estimates that about 109 million people...





Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Prepared fresh at Starbucks Reserve Roastery

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks Reserve
Reserve Espresso & Filter Coffee

Starbucks store portfolio and brand architecture





Starbucks Reserve
ROASTERY

Starbucks Reserve
ROASTERY

Prepared fresh
at Starbucks
Reserve Roastery

Starbucks Reserve
ROASTERY

STARBUCKS

11012



CAPPUCCINO CAFFÈ

LATTE • ESPRESSO

1904



R

STARBUCKS RESERVE ROASTERY & TASTING ROOM

In 1971 we opened in Pike Place Market and began a journey that has taken our coffee around the world. We are honored to create this one-of-a-kind roastery just nine blocks from our original store. Come explore - discover the art, science and craft of truly inspired coffee. Every cup we've ever served has led us here.

Welcome.

