



## Company Profile

Our story began in 1971. Back then we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, we are privileged to connect with millions of customers every day in more than 80 markets.

### FOLKLORE

Starbucks is named after the first mate in Herman Melville's "Moby-Dick." Our logo is also inspired by the sea – featuring a twin-tailed siren from Greek mythology.

### STARBUCKS MISSION

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

### OUR COFFEE

We've always believed in serving the finest coffee possible. It's our goal for all our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select high-quality *Arabica* beans. And our master roasters bring out the balance and rich flavor of the beans through the signature Starbucks® Roast.

### OUR STORES

Our stores are a neighborhood gathering place for meeting friends and family. Our customers enjoy quality service, an inviting atmosphere and an exceptional beverage in our stores and immersive Starbucks Reserve® Roastery locations in Chicago, Milan, New York, Seattle, Shanghai and Tokyo.

#### 34,000+ STORES IN 84 MARKETS

Andorra, Argentina, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belgium, Bolivia, Brazil, Brunei, Bulgaria, Cambodia, Canada, Cayman Islands, Chile, China, Colombia, Costa Rica, Curacao, Cyprus, Czech Republic, Denmark, Dominican Republic, Egypt, El Salvador, Finland, France, Germany, Greece, Guatemala, Hong Kong/Macau, Hungary, India, Indonesia, Ireland, Italy, Japan, Jamaica, Jordan, Kazakhstan, Kuwait, Lebanon, Luxembourg, Malaysia, Malta, Mexico, Monaco, Morocco, Netherlands, New Zealand, Norway, Oman, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turks and Caicos, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay and Vietnam.

### OUR PARTNERS

Our employees, who we call partners, are at the heart of the *Starbucks Experience*.

We offer comprehensive health coverage for eligible full- and part-time partners; equity in the company through Bean Stock; and the opportunity for eligible U.S. partners to earn bachelor's degrees with full tuition reimbursement through the Starbucks College Achievement Plan.

# Company Profile

## OUR PRODUCTS

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on-the-go.

**Coffee:** More than 30 blends and single-origin premium coffees.

**Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, teas, Starbucks® Cold Brew, Frappuccino® blended beverages, and Starbucks Refreshers® beverages.

**Fresh Food:** Baked pastries, sandwiches, salads, protein boxes, oatmeal, yogurt and snacks.

## Consumer Products

- **Coffee and Tea:** Whole-bean and ground coffee (Starbucks and Seattle's Best Coffee brands), Starbucks VIA® Instant, Starbucks® Coffee K-Cup® pods, Starbucks® by Nespresso, Starbucks® and Teavana® Verismo® pods.
- **Ready-to-Drink (RTD):** Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Discoveries Iced Café Favorites®, Starbucks Iced Coffee, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy Coffee drinks; Starbucks® Bottled Cold Brew; Starbucks Refreshers® beverages, Starbucks BAYA™ Energy, Evolution Fresh™ bottled juices, and Teavana® craft iced teas.

## BRAND PORTFOLIO

Starbucks Coffee, Teavana, Evolution Fresh, Seattle's Best Coffee and Ethos Water.

## INVESTOR INFORMATION

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.27 per share, adjusted for subsequent stock splits) and closed trading that first day at \$21.50 per share.
- Starbucks was incorporated under the laws of the State of Washington, in Olympia, Wash., on Nov. 4, 1985.
- Starbucks Corporation's common stock is listed on NASDAQ, under the trading symbol SBUX.

## WE BELIEVE IN THE PURSUIT OF DOING GOOD

We have always believed Starbucks can – and should – have a positive impact on the communities we serve. One person, one cup and one neighborhood at a time. It is our vision that together we will elevate our partners, customers, suppliers and neighbors to create positive change in the areas where we can make the biggest impact:

- **Leading in sustainability:** Our aspiration is to become resource positive, giving more than we take from the planet by storing more carbon than we emit, eliminating waste, and providing more clean freshwater than we use.
- **Strengthening communities:** We seek to be a welcoming Third Place for everyone while supporting the communities we touch – from volunteering in our local neighborhoods to helping families in coffee- and tea-origin communities.
- **Creating opportunities:** We invest in pathways to opportunity through education, training and employment; hiring veterans and military spouses, refugees, Opportunity Youth and those formerly incarcerated, and helping them build their futures once they are with us.