



# Starbucks Coffee Company

## Starbucks Mobile Order & Pay

September 2015

### Mobile Order & Pay Overview

#### Fast Facts

- Mobile Order & Pay is available in more than 7,400 company-owned U.S. stores.
- 3-5 minutes is the typical timeframe for picking up your order but can vary during peak periods.
- The feature is built right into Starbucks world-class mobile app and integrated into our My Starbucks Rewards® loyalty program so customers can easily earn Stars.
- We process nearly 9 million mobile transactions each week in U.S. stores.
- Mobile payments now represent 20% of all U.S. store transactions.

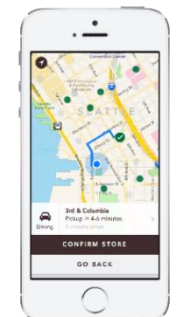
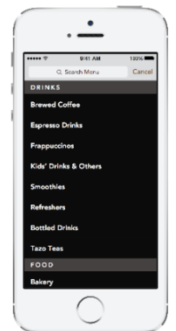
Mobile Order & Pay allows customers to place and pay for orders in advance of their visit and pick them up at a participating Starbucks® location. The mobile ordering experience is seamlessly integrated into Starbucks world-class mobile app and My Starbucks Rewards® loyalty program.

Starbucks launched Mobile Order & Pay for iOS devices in Portland, Oregon in December 2014 and expanded to approximately 650 Starbucks locations in the Pacific Northwest (WA, ID, OR, AK) in March 2015. In June 2015, Starbucks expanded to more than 3,400 stores across 17 additional states, bringing the feature to more than half of company-operated locations across the United States. As of September 22, MOP will be available in all company-operated stores across the U.S. for both iOS and Android users. Starbucks plans to introduce the feature internationally by 2016.

#### Mobile Order & Pay Details

Mobile Order & Pay is available at participating Starbucks® stores for customers using a Starbucks® app for iPhone® and Android™ nationwide.

Store locations appear based on the GPS functionality of a customer's iPhone® or Android™ device. Upon first use, customers will be asked to accept location services, allowing Starbucks to identify the nearest location offering Mobile Order & Pay. **If customers choose not to accept location services, they will not be able to use the Mobile Order & Pay feature, but will have access to the Starbucks® Mobile Menu.**



**How Mobile Order & Pay works:** To use Mobile Order & Pay, customers follow five easy steps:

1. Click on the "Order" option at the top right of the screen
2. Select the food and beverage items to order: Just as in-stores, beverages are customizable, including the option to modify size, number of espresso shots, dairy selections and more.
3. Select the participating store for pick up: Approximate wait times will be viewable on the customer's phone prior to selecting store location. Directions will also be available, if needed.
4. Confirm by clicking, "order:" At the time of order, payment is made from the customer's registered Starbucks Card.
5. Proceed to the selected Starbucks® store to pick up food and beverages: Orders are immediately sent to the selected store where Starbucks partners (baristas) will begin preparing the items.

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**For More Information:** News media, please contact us at [press@starbucks.com](mailto:press@starbucks.com).

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