

PATENT OWNER

EXHIBIT 2036



Adam Brotman
chief digital officer



The most powerful mobile ecosystem of any retailer in the world

MOBILE ORDER & PAY

Will add incremental visits and increase throughput –
launched today in Portland

MOBILE APPS

12M who are actively using our apps | 15% of tender
7M transactions per week

MY STARBUCKS REWARDS®/LOYALTY

8M active MSR members

STARBUCKS CARD

33% of tender in stores (pre-paid)

STORES

47M transactions each week | ~12k stores in the US

Mobile order and pay will drive both topline and ticket... and increase bottom line efficiency

1

Convenience will induce many more customers to establish pre-paid MSR accounts

More active MSR customers

2

1:1 marketing and ordering functionality encourage customization and attach

Average order size increases

3

Customers will increase their frequency because of added convenience

More transactions from current customers

4

Customer order entry reduces time the baristas need to spend on the POS

Increased operating efficiency, including reduction of the POS bottleneck

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DELIVERY

MOBILE ORDER & PAY

MOBILE APPS

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