About the region
Starbucks has served customers in the China-Asia Pacific region since 1996, when we opened our first store outside of North America in Tokyo's Ginza area. Today, it is Starbucks fastest-growing region, with 15 markets, almost 4,000 stores, and nearly 70,000 partners serving 11 million customers every week.

Leadership
John Culver: group president, Starbucks Coffee China and Asia Pacific, Channel Development and Emerging Brands
Jeff Hansberry: president, Starbucks China and Asia Pacific

Markets
Australia, Brunei, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Community Efforts
- **Community Service**: Starbucks partners and customers in the region contributed more than 36,443 hours in 2013 to over 238 projects in their communities.
- **China**: Starbucks has been committed to promoting educational opportunities in China since it launched the China Education Project in 2006. Over the past year, Starbucks has focused educational efforts in rural communities with the Starbucks Rural Community Youth Leadership Project. Starbucks has also contributed to earthquake relief with a 2.3 million RMB donation (including partners' donation) for immediate support for the Ya'an earthquake and helped support 5,000 teachers with the Sichuan Earthquake Relief Project.
- **Korea**: Starbucks Earth Day with Seoul City Government-Free tumblers for more than 5000 customers bringing used paper cups/Big Letter performance in City Hall Plaza
- **Philippines**: Starbucks responded to Super Typhoon Haiyan with a donation of US$350,000 in 2013 to support relief and rebuilding efforts.
- **Singapore**: Opened The Fullerton Waterboat House store a Neighbourhood Store that celebrates their partnership with the Autism Resource Centre & currently employs six Autistic partners from ARC as Starbucks Partners.
- **Thailand**: Starbucks opened Asia's first Starbucks Community Store in Bangkok's Langsuan neighborhood in 2013, where 10 Baht from all Starbucks hand-crafted beverages will be directed to the farming communities of Northern Thailand.
- **Malaysia**: Through their MSR efforts have built a computer center for the school children in Kampung Lubok Jaya, a village located in the outskirts of Kuala Selangor.
Environmental Store Design
Starbucks China-Asia Pacific region had 24 LEED certified stores as of February 2014, including Japan (6 stores), Korea, Taiwan, Thailand (9 stores), Philippines, Singapore

2013 Youth Leadership Grants
- **China:** Mercy Corps to foster resilience and economic empowerment among vulnerable communities and youth.
- **Hong Kong:** Junior Achievement Hong Kong to serve high school students through communication, life skills and financial literacy programs that provide direct links to entering the world of work.
- **Korea:** Hope Rail to help youth who wish to study environmental protection; and the *We Grow Together* project, to help low-income children enjoy classroom learning.
- **Malaysia:** Perstuan Kebajikan HOPE Worldwide Kuala Lumpur to help children in the community.
- **Singapore:** The Living! Project to create positive social behavior change.
- **Taiwan:** World Vision Taiwan for school programs and to help overcome poverty and injustice.
- **Thailand:** iCARE for community development through projects that empower youth and help the underprivileged; Integrated Tribal Development Program to reach the hill-tribes in northern Thailand; and the Goodwill Group Foundation to help empower disadvantaged women in Thailand.

Investments in Farming Communities
Starbucks sources coffee and tea from the China-Asia Pacific region. Starbucks opened our first Asia-based Farmer Support Center in China’s Pu’er City (Yunnan Province) in 2012. We also opened a coffee roasting and packaging plant with Tata Coffee for Indian coffee in Karnataka, India in 2013, where we produce Indian Espresso Roast and India Estates Blend.

In addition, we support farmers and their families in the CAP region through millions of dollars in farmer loans and programs to strengthen local economic and social development.

**BLEND PROGRAM:** In Indonesia’s Aceh province, Starbucks has teamed with Save the Children to improve children’s health and education in coffee-growing communities through BLEND (Better Living, Education, Nutrition, and Development) Since 2009, Starbucks has helped improve the lives of children and their families from more than 40 communities.

**CHAI:** For more than a decade, Starbucks has helped support health and economic development programs in the tea-growing regions of India through the Community Health and Advancement Initiative (CHAI) project, a joint partnership with Mercy Corps. Starbucks contributed $650,000 toward a three-year project with our tea and botanical suppliers to improve community infrastructure, employment and education opportunities in Darjeeling and Assam, India.