



Tencent 腾讯

Starbucks and Tencent Announce Strategic Partnership to Launch Social Gifting in Weixin in China

Companies to co-create a social gifting feature early next year aimed at fostering human connections through the instant delivery of gratitude and love with Starbucks gifts

Partnership extends Weixin Pay across Starbucks stores in Mainland China beginning December 8

SEATTLE, SHENZHEN; 8 December 2016 – Starbucks Coffee Company (NASDAQ: SBUX) and Tencent Holdings Limited (SEHK: 00700), a leading provider of internet value-added services in China, today pioneered a strategic partnership to co-create a new social gifting feature on Weixin, a leading mobile social communications service, in early 2017.

This partnership positions Starbucks as the first retail brand to combine and bring a locally-relevant social gifting and digital payment experience to life on Weixin, WeChat’s sister product targeting Chinese users. Tapping into the 846 million global monthly active user accounts (as of the third quarter of 2016), the new integrated feature will seamlessly allow customers in China to instantly and conveniently gift Starbucks to a friend or loved one. Beginning today, Starbucks customers will also be able to use Weixin Pay to make purchases at close to 2,500 Starbucks stores across Mainland China.

“Starbucks and Tencent share similar values to enable greater human connections through our respective products and services, and I am pleased to partner with an established and respected social and mobile industry leader in China,” said Belinda Wong, ceo, Starbucks China. “This new strategic partnership will leverage the strengths of both Starbucks and Weixin to create a true online-to-offline social gifting feature that will deepen our engagement with our customers in a unique and powerful way. Just as Starbucks cards are among the most gifted around the globe, we aspire to also become the most gifted brand digitally in China.”

“The strategic cooperation between Weixin and Starbucks enables hundreds of millions of Weixin users in China seamlessly access the unique Starbucks retail experience,” said Allen Zhang, Senior Executive Vice President of Tencent. “We are happy to be the partner of choice of Starbucks and look forward to deepening our connection to our users through the highest-quality services.”

Starbucks is committed to innovative digital experiences that surprise, delight and deliver an elevated *Starbucks Experience* for its customers across China. The online social gifting feature is part of the company’s growing digital presence focused on connecting with customers through digital channels, including the Starbucks® Mobile App, the My Starbucks Rewards® program and social media.

Jointly created by Starbucks and Weixin, the social gifting feature encourages everyday acts of kindness and appreciation among family and friends. Customers will be able to select from Starbucks-branded gifts and products and add a personalized message of love, of gratitude or to simply uplift someone’s day. Recipients of these personal and simple acts of kindness can save their gifts and memories on their

Weixin accounts and redeem their gift at Starbucks stores across China to enjoy the unparalleled *Starbucks Experience*.

As part of this partnership, Starbucks will introduce the use of Weixin Pay for purchases in its retail stores in a continued effort to elevate the in-store experience for customers. This cash-free digital payment experience, which allows users to pay for their goods and services from their mobile devices, is one of the most popular payment methods in China.

Today's announcement builds on Starbucks rapidly expanding portfolio of digital innovations in China, which integrates the exceptional in-store experience with the digital Fourth Place experience. Earlier this year, Starbucks launched a mobile payment system in China aimed at providing My Starbucks Rewards® (MSR) members access to a fast, seamless and convenient way to pay for purchases, using their pre-loaded Starbucks Gift Card on their mobile devices.

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About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience please visit us in our stores, online at Starbucks.com and through the [Starbucks Newsroom](#).

About Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information and seek entertainment through our integrated platforms. Tencent's diversified services include QQ, Weixin/ WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com and Tencent News for information and Tencent Video for video content.

Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company is one of the constituent stocks of the Hang Seng Index. Tencent seeks to evolve with the Internet by investing in innovation, providing a mutually beneficial environment for partners, and staying close to users.