



## FACT SHEET

### HSN is part of Qurate Retail Group

Qurate Retail Group believes in a third way to shop -- beyond transactional ecommerce or traditional brick-and-mortar stores -- for customers who crave engaging shopping experiences. Qurate Retail Group is #1 in video commerce, #3 in ecommerce in North America and #3 in mobile commerce in the U.S.<sup>(1)</sup>

HSN is a leading entertainment and lifestyle retailer, with a curated assortment of exclusive products and top brand names. We incorporate entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience.

### A Highly Engaged Shopping Community

- 4.7M Customers
  - 91% of sales come from repeat/reactivated customers
  - Existing customers order 15 items per year, on average
  - Our customers are avid, savvy shoppers, primarily women with a median age of 59.
  - Our customers are educated and affluent, with a median \$74k household income, 83% homeowners

### The original TV shopping company, transformed

- \$2.3B in annual revenue (2017)
  - 2017: 47% ecommerce penetration, 57% mobile penetration of ecommerce
- 91M homes reached via multiple networks and platforms
  - 2 television networks (HSN, HSN2)
  - 1 website (hsn.com)
  - 7 social pages
  - Shop by Remote available in 15M+ homes, as well as Apple TV, Amazon Fire, Roku, Samsung LG, and TiVo -- creating specialty channels/new ways to discover content.
  - Facebook Live executions drive engagement
    - Nashville event leveraged the social channels of Sheryl Crow, Hillary Scott and Kimberly Schlapman and reached 1.4M via FB live streams, generating almost 500k views.
    - "Beauty and the Beast" collaboration drove close to 1M social actions and 3M+ impressions.

### Exceptional selections in health & beauty, jewelry, home/lifestyle, fashion/accessories, and electronics

- 48M units shipped in 2017
- 468 products on air each week
- 1,765 brands sold, 85K different products sold in 2017

### Engaging via stories, personalities and service

- 26 on-air hosts; 677 different on-air guests
- 1.3M Facebook fans
- 20M+ calls to contact centers

### A Passionate, Values-Driven Team

- Headquarters/studios/contact centers in St. Petersburg FL
- Distribution centers in Piney Flats, TN; Fontana, CA; Roanoke, VA

*All data as of FY 2017. (1) Among multi-category retailers (Source: Internet Retailer).*