



## FACT SHEET

### zulily 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>

**zulily's mission is to find and deliver value by encouraging discovery, defying convention, and obsessing about our customers. We do this to inspire and create something special every day.**

### We find and deliver value

- We showcase unique and national brands and products for up to 70% off
- In 2017, we delivered \$1.6B in revenue
  - 67% of our orders came from mobile devices

### We encourage discovery

- We turn our entire inventory every day, launching 100+ events and 9,000 product styles every morning across zulily.com
- We offer an ever-changing, always delightful collection of clothing, home décor, toys, gifts and more – for the whole family
- We've worked with 15,000+ brands to date

### We defy convention

- We refined 1:1 personalization to deliver a special experience for every customer
  - Site continuously adjusts what each visitor sees, based on her unique behavior
  - By the end of each day, there are several million versions of zulily.com
  - Starts again the next morning
- We've been a lead adopter of Facebook Messenger, with millions of chats serviced

### We obsess about our customers

- We served 5.8M active customers in 2017
- 91% of our orders came from repeat customers in 2017
- More than 5M zulily fans follow us on social media

### We inspire and create something special every day for our customers, employees, and communities

- We're a team of 3,200 zulilians across 6 sites
  - **Offices:** Seattle, WA and Columbus, OH
  - **Fulfillment Centers:** Reno, NV; Bethlehem, PA; Lockbourne, OH, and Huizhou, China
- Our core values anchor us: We Work for Mom; Make the Impossible Happen; Embrace Change; Color Outside the Lines; Take Ownership; Win as a Team
- We have raised more than \$500,000 for Strong Against Cancer (formerly Ben Towne Foundation) since 2012
- We donated more than \$1.4M+ in product to local charities in 2017
- Our people volunteered more than 4,500 hours in 2017

All data as of FY 2017, unless otherwise noted. (1) Among multi-category retailers (Source: Internet Retailer).