



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.⁽¹⁾

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).