



## FACT SHEET

### ***QVC 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>

### **QVC exceeds the expectations of everyone we touch by delivering the joy of discovery through the power of relationships**

Every day, we engage millions of shoppers in a journey of discovery through an ever-changing collection of familiar brands and fresh new products, from home and fashion to beauty, electronics and jewelry. Along the way, we connect with shoppers via live dialog, engaging stories, interesting personalities and award-winning customer service.

### **A Highly Engaged Shopping Community**

- 13M customers
  - 93% of sales come from repeat/reactivated customers
  - Existing customers order 25 items per year, on average
  - Our customers are avid, savvy shoppers, primarily women between the ages of 35-64
  - Our customers are educated and affluent homeowners (e.g., in the US, our customers' net worth is 3.3x the US average)

### **A Leader in Video Commerce, Ecommerce and Social Commerce**

- \$8.8B in 2017 revenue
  - Q2 2018: 50% ecommerce penetration, 66% mobile penetration of ecommerce
- 370M homes reached in the US, the UK and Ireland, Germany and Austria, Japan, Italy, France and through a joint venture in China
  - 14 television networks
  - 1B+ visits to 6 websites worldwide
  - 220+ social pages

### **Constant Innovation**

- We are a lead adopter of Facebook Live, simulcasting 100 hours/week from our 3 US networks.
- Our Roku app offers our 3 US channels live and on demand.
- Our mobile app earns high ratings from users.
- We launched Beauty iQ in Oct. 2016, the world's first live, multiplatform network dedicated to beauty.
- Our second US channel, QVC2, offers 40 hours of live content per week.
- Our international markets are incubation labs, where we rapidly pilot new approaches, strategies and brands for use across markets.
- We have a long history of helping entrepreneurs launch/build businesses.



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## **Distinctive Assortments of World-Class and Entrepreneurial Brands and Products**

- 191M units shipped
- 7,360 brands sold worldwide
- 800 products on-air each week in the US, 23% not previously been on-air

## **Authentic, Honest Storytelling and Conversation**

- 131M+ customer contacts<sup>(2)</sup>
- 130+ hours of live content daily (on average)
- 130 on-air hosts/social mavens and over 8,000 on-air guests

## **Widely Recognized for Excellence in Retail**

- QVC US's customer experience ranked #1 among retailers (tied with two other companies) and #8 overall in the 2017 Temkin Experience Ratings.
- Women's Wear Daily named QVC US (and zulily) as 2017 Giants of E-commerce.
- QVC Italy was honored with the Superbrand Award for 2016 and 2017 and received the Innovation Award by Smau in 2017 for QVC Next.
- For the sixth year in a row, QVC Germany was named Service Champion for customer service in the home shopping category.
- QVC UK earned certification as a UK Top Employer for the fourth year running (2014 – 2017).

## **A Passionate, Values-Driven Team**

- 17,000+ team members in the US, the UK, Germany, Japan, Italy, France, Poland and China.
- Strong core values: Customer Focus, Teamwork, Pioneering Spirit, Commitment to Excellence, Respect and Concern for Each Other, Ethics and Integrity, Openness and Trust, Fun Along the Way

## **A Responsible Member of Our Communities**

- In 2017, QVC and zulily facilitated donations of more than \$15 million through corporate grants, cause-marketing initiatives, team member giving, and product philanthropy - benefitting over 2,200 charitable organizations around the globe.

All data as of FY 2017, unless otherwise noted. (1) Among multi-category retailers (Source: Internet Retailer). (2) Includes customer calls, email contacts and social contacts.