



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. In addition to being #1 in video commerce globally, Qurate Retail Group is among the top 10 ecommerce retailers in North America⁽¹⁾ and is a leader in mobile commerce and social commerce.

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.

HSN Facts

Customers

- 4.5M customers in the US
 - 91% of sales come from repeat/reactivated customers
 - Existing customers order 17 items per year, on average
 - Our customers are avid, savvy shoppers

Shopping Platforms

- \$2.2B in 2018 revenue
 - Q4 2018: ecommerce represented 51% of total sales; mobile represented 63% of ecommerce sales
- 96M homes reached
 - 2 television networks: HSN, HSN2
 - 260M digital sessions⁽²⁾
 - 30 social pages

Product Offerings

- 32M packages shipped
- 1,290 brands sold
- 630+ products on-air each week, 30% of which have not been on our broadcasts before

Storytelling and Conversation

- 34.5M customer contacts⁽³⁾
- 24 hours of live content daily
- 24 on-air hosts/social mavens

Team

- 4,000 team members

All data as of FY 2018. (1) Source: Internet Retailer. (2) Includes web, mobile web, and apps. (3) Includes customer calls, email contacts, and social contacts.