



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

**Zulily's customer promise is that every day, she'll discover the unexpected. New and unique finds at prices she can brag about. For herself. For her family. For her home.**

### A New Store Every Day

- Zulily offers an inspired, discovery-driven shopping experience
- Thousands of products launched daily at brag-worthy prices – featuring, women's & men's apparel, footwear, beauty & wellness, home décor, toys, pets, consumables, and more.
- 100+, highly curated daily 72-hour sales that are fun to shop
- In 2018, we delivered \$1.8B in net revenue, 74% of orders came from mobile devices (as of Q1 2019)

### A Fun Shopping Experience

- In 2018, we served millions of customers and worked with 15,000+ brands
- 92% of our orders came from repeat customers in 2018
- More than 5M Zulily fans follow us on social media

### Things She Loves at Prices She Can Brag About

- By building our own data science and machine learning models, we refined 1:1 personalization to deliver a tailored experience for every customer; there are millions of versions of the app and site launched every day
- Our team of 500+ merchants are dedicated to helping customers get the best value for herself, her family, and her home.

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

- We're a team of 3,500 Zulilians across 5 sites, with expertise in technology, merchandising/creative, logistics, marketing, customer service, and more
  - **Offices:** Seattle, WA; Columbus, OH; and Shenzhen, China
  - **U.S. Fulfillment Centers:** Reno, NV; Bethlehem, PA; Lockbourne, OH
- We have raised more than \$1M for Strong Against Cancer (formerly Ben Towne Foundation) since 2012
- We donated more than \$1.42M+ in product to local charities in 2018
- Our people volunteered more than 4,700 hours in 2018

All data as of FY 2018, unless otherwise noted. (1) Source: Internet Retailer.