



QVC GERMANY 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. 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.

QVC delivers 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.

QVC Germany Facts

Customers

- 1.7M customers in Germany and Austria
 - 96% of sales come from repeat/reactivated customers
 - Existing customers order 25 items per year, on average
 - Our customers are avid, savvy shoppers

Shopping Platforms

- \$943M in 2018 revenue
- 42M+ homes reached
 - 3 television networks: QVC, QVC2, QVC Style
 - 135M digital sessions⁽²⁾
 - 30 social pages

Product Offerings

- 16M packages shipped
- 770+ brands sold
- 940 products on-air each week, 19% of which have not been on our broadcasts before

Storytelling and Conversation

- 20M customer contacts⁽³⁾
- 22 hours of live content daily
- 22 on-air hosts/social mavens, 280+ on-air guests

Team

- 3,000 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.