



QVC ITALY 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 Italy Facts

Customers

- 89% of sales come from repeat/reactivated customers
 - Existing customers order 22 items per year, on average
 - Our customers are avid, savvy shoppers

Shopping Platforms

- 25M homes reached
 - 1 television network
 - 32M digital sessions⁽²⁾
 - 24 social pages

Product Offerings

- 1.6M packages shipped
- 530 brands sold
- 570 products on-air each week, 22% of which have not been on our broadcasts before

Storytelling and Conversation

- 3.3M customer contacts⁽³⁾
- 17 hours of live content daily
- 19 on-air hosts/social mavens, 310 on-air guests

Team

- 600 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.