



# QVC US 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<sup>(1)</sup> 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 US Facts***

### **Customers**

- 8.3M customers in the US
  - 92% of sales come from repeat/reactivated customers
  - Existing customers order 26 items per year, on average
  - Our customers are avid, savvy shoppers

### **Shopping Platforms**

- \$6.3B in 2018 revenue
  - Q4 2018: ecommerce represented 62% of total sales; mobile represented 66% of ecommerce sales
- 96M homes reached
  - 3 television networks: QVC, QVC2, QVC3
  - 838M digital sessions<sup>(2)</sup>
  - 111 social pages

### **Product Offerings**

- 105M packages shipped
- 2,800 brands sold
- 780+ products on-air each week, 22% of which have not been on our broadcasts before

### **Storytelling and Conversation**

- 88M customer contacts<sup>(3)</sup>
- 36 hours of live content daily
- 36 on-air hosts/social mavens, 930+ on-air guests

### **Team**

- 9,800 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.