



QVC GROUP FACT SHEET

The QVC Group offers the most engaging shopping experiences, combining the best of retail, media and social

We believe in a third way to shop — beyond traditional brick-and-mortar or transactional ecommerce — for consumers who crave engaging shopping experiences over impersonal transactions. We are a select group of like-minded businesses that believe in presenting customers with curated collections of unique products made personal and relevant by the power of storytelling – reaching them through distinctive video platforms and other touchpoints tailored just for them.

- We create highly engaging, content-rich shopping experiences, featuring world-class and entrepreneurial brands and products, presented in interesting, innovative ways, with outstanding customer service.
- We aggregate large audiences of enthusiastic customers across our platforms.
- We deliver increasingly personalized content to customers through data analytics and machine learning.
- Our brands build strong personal connections and long-term relationships with customers, achieving outstanding levels of customer loyalty and retention.

The QVC Group is comprised of eight leading retail brands

- QVC, HSN, zulily, Ballard Designs, Frontgate, Garnet Hill, Grandin Road, and Improvements

QVC Group Facts

- 23M+ customers⁽¹⁾
- #1 in video commerce, #3 in ecommerce and mobile commerce⁽²⁾
 - 360M+ homes reached worldwide, 17 television networks⁽³⁾
 - 2.1B visits to 12 websites, 240+ social media pages, 8.3M Facebook followers
 - 145+ hours of live content per day⁽³⁾ (we produce more live content than any other major network)
- 320M packages shipped
 - 22,000 brand portfolio⁽⁴⁾
 - 19 distribution centers
 - 186M customer contacts⁽⁵⁾
- 27,000 team members in the US, the UK, Germany, Japan, Italy, France, Poland and China.
- \$14B in annual revenue⁽⁶⁾

All data as of FY 2016, unless otherwise noted. (1) Represents total customers across consolidated QVC, zulily, HSN and the Cornerstone brands. Includes some amount of customer overlap. (2) Among multi-category retailers in North America and US respectively (Source: Internet Retailer). (3) Includes QVC's JV in China. (4) Includes some amount of QVC and HSN brand overlap. (5) Includes customer calls, email contacts and social contacts. (6) QVC's joint venture in China is not included in QVC consolidated results.