



## FACT SHEET

### zulily is part of the QVC Group

The QVC Group offers the most engaging shopping experiences, combining the best of retail, media and social. The Group is #1 in video commerce, #3 in ecommerce in North America, and #3 in mobile commerce in the U.S.<sup>(1)</sup>

**zulily's mission is to find and deliver value by encouraging discovery, defying convention, and obsessing about our customers. We do this to inspire and create something special every day.**

### We find and deliver value

- We showcase unique and national brands and products for up to 70% off
- In 2016, we delivered \$1.5B in revenue<sup>(2)</sup>
  - 67% of our revenue comes from mobile devices (as of Q3 2017)

### We encourage discovery

- We turn our entire inventory every day, launching 100+ events and 9,000 product styles every morning across zulily.com
- We offer an ever-changing, always delightful collection of clothing, home décor, toys, gifts and more – for the whole family
- We've worked with 15,000+ brands to date

### We defy convention

- We refined 1:1 personalization to deliver a special experience for every customer
  - Site continuously adjusts what each visitor sees, based on her unique behavior
  - By the end of each day, there are several million versions of zulily.com
  - Starts again the next morning
- We've been a lead adopter of Facebook Messenger, with more than 800,000+ chats serviced

### We obsess about our customers

- We served 5M active customers in 2016
- 92% of our orders came from repeat customers in 2016
- More than 4.5M zulily fans follow us on social media
- In 2016, our fulfillment centers shipped 73M units to our customers

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

- We're a team of 3,000 zulilians across 6 sites
  - **Offices:** Seattle and Columbus
  - **Fulfillment Centers:** Reno, NV; Bethlehem, PA; Lockbourne, OH, and Shenzhen, China
- Our core values anchor us: We Work for Mom; Make the Impossible Happen; Embrace Change; Color Outside the Lines; Take Ownership; Win as a Team
- We have raised nearly \$500,000 for Strong Against Cancer (formerly Ben Towne Foundation) since 2012
- We donated more than \$1.1M+ in product to local charities in 2016
- Our people volunteered more than 3,500 hours in 2016

All data as of FY 2016, unless otherwise noted. (1) Among multi-category retailers (Source: Internet Retailer). (2) Adds back the impact of a one-time, non-cash purchase accounting reduction to deferred revenue of \$17 million in the fourth quarter 2015.