



## QVC Milestones

### 2016

- **August 29**  
QVC announces the opening of its Ontario, California, distribution center – the company's first on the West Coast.
- **October 11**  
QVC launches Global Business Operation in Krakow, Poland to boost efficiency and accelerate business.
- **October 25**  
QVC announces the launch of Beauty iQ, the world's first live multi-platform beauty shopping experience, to engage beauty lovers everywhere.

### 2015

- **August 3**  
QVC announces its entry into France, with the launch of live television programming and ecommerce. This expands QVC's global multimedia ecommerce business to seven operations reaching nine countries.
- **October 1**  
zulily joins the QVC Group, expanding QVC's reach to millennial moms and the digital-only generation, and bringing opportunities for accelerated mobile leadership, international expansion, and personalization.

### 2014

- **October 21**  
QVC returns to the NASDAQ. Trading began under the new tickers QVCA and QVCB.

### 2013

- **April**  
QVC Japan opens its new headquarters, QVC Square, in Chiba, about 25 miles outside of Tokyo. This iconic seven-story building features green technologies and a design that fosters cross-team collaboration across QVC's digital platforms.
- **April 25**  
QVC premieres two-hour live broadcast *QVC and CEW Present Beauty with Benefits*. This event features more than 15 prestige beauty brands across categories and price points, with net proceeds benefiting Cancer and Careers, a program of the CEW Foundation that supports men and women balancing work and cancer.
- **August 22**  
QVC Plus launches as QVC US's second TV channel, providing viewers more opportunity to experience the QVC brand, airing on a three-hour delay of the live broadcast. QVC Germany launches QVC Beauty and Style, a new channel to help expand its market presence and product offerings in an exploding category.



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- **September**

QVC Italy opens a new logistics and distribution center in Castel San Giovanni to accelerate the speed of delivery to customers.

### 2012

- **March**

QVC launches QVC Sprouts, an ongoing crowd-sourced competition to search for the best up-and-coming products from inventors and entrepreneurs, giving those with a retail-ready product the opportunity to be sold on QVC and grow their businesses through a scalable and nurturing process.

- **July**

QVC launches a joint venture with China National Radio to bring the QVC experience to Chinese shoppers. The joint venture, CNR Mall reaches approximately 40 million homes in China.

- **October 2**

QVC debuts top-selling cookbook, "In the Kitchen with David: Comfort Foods That Take You Home." It ranks as the third-best-selling cookbook in 2012 in Publisher's Weekly.

### 2011

- **November 13**

QVC Japan breaks the QVC record for highest sale price, selling a ten-million-yen Paraiba tourmaline ring.

- **November 24**

The 25th anniversary of QVC's first live broadcast.

- **December 31**

QVC Germany exceeds \$1 billion in revenue in 2011, becoming QVC's third market, after the US and Japan, to reach this milestone.

### 2010

- **October 25**

QVC further expands its mobile presence with the launch of an application for the iPad™.

- **October**

QVC launches in Italy.

- **November 26**

With over \$42 million in sales, QVC observes its most successful Black Friday to date.

- **November 29**

QVC.com achieves its highest traffic volume in its 14-year history, attracting an unprecedented 2 million sessions from more than 1.4 million unique visitors. On average, the website generates approximately one-third of QVC's orders. On Cyber Monday, it accounted for nearly half of the company's total US sales for the day.



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### 2009

- **January 21**  
QVC rolls out a suite of mobile services, including features to receive alerts and buy items via Text Ordering. QVC also simultaneously launches its mobile Web site, m.qvc.com, allowing customers to browse products, access show information and make purchases.
- **December 2**  
QVC expands its mobile presence with the launch of an application for iPhone and iPod touch on the App Store.
- **December 5**  
QVC teams up with Isaac Mizrahi to unveil ISAACMIZRAHLIVE!™, the multimedia retailer's largest lifestyle collection.

### 2008

- **April 30**  
QVC launches QVCHD, a high-definition simulcast of its US broadcast.
- **October 19**  
Rachael Ray makes her QVC debut to introduce her signature line of kitchenware and utensils to QVC viewers.

### 2007

- **March 22**  
QVC ships its 1 billionth package in the United States.
- **July 11**  
QVC celebrates the opening of its 1.4 million square foot distribution center in Florence, S.C. The facility expects to ship 1.8 million packages in 2007.
- **July 28**  
Kelly Ripa promotes the inaugural *QVC Presents Super Saturday Live* to benefit The Ovarian Cancer Research Fund, appearing in print and television public service announcements.

### 2006

- **April 15**  
QVC president Mike George is named CEO upon the retirement of Doug Briggs.
- **June 13**  
QVC achieves its eighth highest sales day ever, with sales more than \$37.2 million. QVC.com also sets a record in volume of traffic to the website, with 23,915,348 page views or "hits".

### 2005

- **November 1**  
QVC names Mike George president of QVC.



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### 2004

- **May 20**  
QVC Japan launches its new 24-hour live programming schedule.

### 2003

- **January 25**  
QVC Germany's Hückelhoven distribution center becomes fully operational. The 600,000 square foot, completely paperless facility can ship more than 50,000 products a day.
- **October 15**  
QVC celebrates 10 years of the *FFANY Shoes on Sale®* broadcast, the annual event benefiting breast cancer research and educational programs. The off-air fundraiser is held at NYC's American Museum of Natural History. "Sex and the City's" Kristin Davis hosts the evening's gala and singer Natalie Cole performs.

### 2002

- **March 8**  
QVC raises more than \$2.3 million for September 11 charities through the sales of the CFDA/Vogue Fashion for America Mended Heart T-shirt and the American Pride Goldtone Enamel Ribbon Pin.

### 2001

- **April**  
QVC Japan premieres to 2.5 million SkyPerfect satellite homes and 1.2 million cable homes, broadcasting live for 15 hours each day.
- **October 29**  
QVC ships its 500 millionth package.

### 2000

- **December 19**  
QVC reaches the \$1 billion mark in net sales for the fourth quarter, twelve days before the year's end. QVC is the first company of its kind to reach that mark.

### 1999

- **November 4**  
QVC begins construction on its new distribution center located in Rocky Mount, N.C. When work is completed, Rocky Mount will be a 1.1 million-square-foot warehouse.
- **November 28**  
iQVC has its first million dollar day.

### 1998

- **October 1**  
QVC UK officially launches its website - [www.qvcuk.com](http://www.qvcuk.com).



## QVC Milestones

### 1997

- **October 29**  
QVC achieves an industry revenue milestone with \$2 billion in sales within a 12-month period.
- **December 31**  
Online holiday shoppers ring in a record \$5 million in December on iQVC.

### 1996

- **September 15**  
QVC launches its internet shopping site, iQVC.
- **December**  
QVC launches in Germany.

### 1995

- **January 3**  
The Quest for America's Best - QVC's 50 in 50 Tour premieres from San Antonio, with its first of 50 specials. The year-long search to discover one thousand of the best new products from American entrepreneurs - twenty from each state, are televised from QVC's mobile studio, The QVC Local.
- **March 1**  
QVC handles just under 250,000 phone calls in one day.
- **March 15**  
QVC ships its 200 millionth package (that's one package for every adult in America).

### 1994

- **June 17**  
Q Direct, QVC's new joint ventures division, partners with ESPN Enterprises to air Stadium Stand on the sports channel, following live coverage of select World Cup soccer games.
- **September 26**  
The QVC Morning Show debuts, with hosts Pat James-DeMentri and Dan Hughes. The show blends shopping and product previews, with news and weather courtesy of *USA TODAY*.

### 1993

- **January 18**  
Founder Joseph M. Segel retires. Barry Diller is named chairman and CEO.
- **October 1**  
QVC teams with the UK's BSkyB to launch a London-based QVC. The shopping channel initially reaches 2.7 million homes.



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1992

- **June 29**  
QVC's San Antonio Customer Service facility, with 850 operator seats, takes its first phone call.

1991

- **October 1**  
The QVC Fashion Channel - a service devoted exclusively to apparel, fashion accessories, jewelry, and beauty products - begins its first live broadcast.

1990

- **August 15**  
The Suffolk, Va., distribution center expands to 750,000 square feet, shipping 80,000 packages each day.

1989

- **October 31**  
QVC acquires CVN Shopping Channel.
- **November 26**  
QVC records its first \$10 million day, during which 125,000 phone orders are taken.

1988

- **September 12**  
QVC's Chesapeake, Va., Customer Service facility opens, with space for 500 customer representatives.
- **October 8**  
QVC acquires the manufacturing facilities, proprietary technology and trade name rights from MSB Industries, Inc. for *Diamonique*®, a line of simulated gemstone jewelry, which accounts for \$18 million in sales that year.

1987

- **October 15**  
QVC's first outlet store opens in Rockvale, Pa.

1986

- **June 13**  
Joseph M. Segel, founder of The Franklin Mint, creates electronic retailer QVC, which later sets a record in American business history for sales of a new public company.
- **November 24**  
QVC broadcasts live from its studios in West Chester, Pa., with hosts John Eastman and Kathy Levine.