



# 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 -- for customers who crave engaging shopping experiences. Qurate Retail Group is #1 in video commerce, #3 in ecommerce in North America and #3 in mobile commerce in the U.S.<sup>(1)</sup>

## ***QVC exceeds the expectations of everyone we touch by delivering 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***

### ***A Highly Engaged Shopping Community***

- 89% of sales come from repeat/reactivated customers
  - Existing customers order 23 items per year, on average
  - Our customers are avid, savvy shoppers, educated and affluent

### ***A Leader in Video Commerce, Ecommerce and Social Commerce***

- \$158M in 2017 revenue in Italy and France
- 25M homes reached
  - 1 television network
  - 17.6M visits to qvc.it
  - 28 social pages

### ***Distinctive Assortments of World-Class and Entrepreneurial Brands and Products***

- 3.7M units shipped
- 590 brands sold
- 610 products on-air each week, 20% not previously been on-air

### ***Authentic, Honest Storytelling and Conversation***

- 3.4M customer contacts<sup>(2)</sup>
- 17 hours of live content daily
- 19 on-air hosts/social mavens, 310 on-air guests

### ***A Passionate, Values-Driven Team***

- 620 team members
- Strong core values: Customer Focus, Teamwork, Pioneering Spirit, Commitment to Excellence, Respect and Concern for Each Other, Ethics and Integrity, Openness and Trust, Fun Along the Way

All data as of FY 2017. (1) Among multi-category retailers (Source: Internet Retailer). (2) Includes customer calls, email contacts and social contacts.