



## FACT SHEET

*QVC combines the best of retail, media and social to create the most engaging shopping experience.*

### Global growth

- QVC is an \$8.7 billion business with broadcast operations in the US, Japan, Germany, UK, Italy, France and a joint venture in China.
- Worldwide, QVC engages shoppers via 15 TV channels reaching more than 360 million homes, seven websites with more than 1 billion visits in 2016, and 195 social pages.
- International was nearly 30% of consolidated net revenue in 2016.
- QVC shipped approximately 183 million units in 2016 across its global markets.
- In October 2014, the tracking stock for the QVC Group began trading on NASDAQ.
- In October 2015, zulily joined the QVC Group, expanding our reach to millennial moms and the digital-only generation, and bringing opportunities for accelerated mobile leadership, international expansion, and personalisation.

### Multi-platform authority

- QVC has a growing global eCommerce business, which accounted for \$4B of annual revenue in 2016.
- eCommerce results for the fourth quarter of 2016:
  - eCommerce was 50% of consolidated global revenues and 56% of US revenues.
  - Mobile accounted for 60% of global eCommerce orders and 59% of US eCommerce orders.
- QVC has evolved from TV shopping to a multi-platform, multi-network experience. Among mass merchants, the combined QVC Group (including QVC and zulily) is the #3 mobile retailer in the US, the #8 mobile retailer globally, and the #4 eCommerce player in North America, according to Internet Retailer.

### Elevated customer experience

- QVC is always raising the bar on customer experiences to surprise and delight customers, and exceed expectations.
- QVC is a recognised leader in customer service:
  - QVC received a gold award in the eCommerce Customer Service category and a silver in the Customer Service Department of the Year category for the 2017 Stevie Awards for Customer Service.
  - For the second year in a row, QVC was once again been recognised as a leading retailer for customer experience by the 2016 Foresee Customer Experience Index.
  - QVC UK was named one of the 2016 Top 50 Companies for Customer Service, ranking #1 in the retail category and #2 overall.
  - QVC was rated by Consumer Reports as a 'Top Shop for Tech' among online retailers.
  - QVC Italy has been presented with the Superbrand Award 2016 in recognition of the company's strength in building real relationships with customers.



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### Highly engaged audiences

- Approximately 93% of worldwide shipped sales came from repeat and reactivated customers in 2016.
- In the US, QVC broadcasts live 24 hours a day, 364 days of the year, reaching a community of affluent, educated women in more than 100 million American homes.
- Our hosts have built strong relationships based on trust with customers - they entertain and engage our viewers around a shared love of shopping.

### Discovery and storytelling

- Every day, in nine countries and counting, QVC engages 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 jewellery.
- In the US, QVC presents on average 770 products every week, approximately 23% of which have not been presented previously on-air.
- In any other retailer, you are a product on a shelf or a picture on a website. QVC provides multiple platforms where our extended family of vendors can tell their unique story and demonstrate the product in a way the customer may not have seen elsewhere.