



## 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 personalization.

### Multi-platform Authority

- QVC has a growing global ecommerce business which accounted for \$4B of annual revenue in 2016.
- ecommerce results for the second quarter of 2017:
  - ecommerce was 49% of consolidated global revenues and 55% of US revenues
  - mobile accounted for 63% of global ecommerce orders and 62% 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 #3 ecommerce player in North America, according to Internet Retailer.

### Elevated Customer Experience

- QVC is always raising the bar on the customer experience to surprise and delight customers, and exceed expectations.
- QVC is a recognized leader in customer service:
  - In the 2017 Forrester US Customer Experience Index, which recognizes companies that are best-in-class based on feedback from 120,000 online consumers, QVC was named to the top 15 list.
  - 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 has once again been recognized as a leading retailer for customer experience by the 2016 Foresee Customer Experience Index.
  - QVC UK named one of the 2016 Top 50 Companies for Customer Service ranking #1 in the retail category and #2 overall.
  - 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 Audience

- QVC's 14 million customers are avid, savvy shoppers between the ages of 35 and 64.
- Approximately 93% of worldwide shipped sales came from repeat and reactivated customers in 2016.
- The QVC customer ordered an average of 25 items per year (US).
- The QVC customer is a high net worth homeowner (3.3 x more than the US average).
- QVC customers are 2.2x more likely to shop at Saks than the average US woman; she shops at Neiman Marcus, Bloomingdales, Nordstrom, Williams-Sonoma, Talbots and Ulta.

### 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 jewelry.
- 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.

*To learn more about QVC, visit [corporate.qvc.com](http://corporate.qvc.com).*