



QVC GERMANY 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.⁽¹⁾

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 Germany Facts

A Highly Engaged Shopping Community

- 1.7M customers in Germany and Austria
 - 96% of sales come from repeat/reactivated customers
 - Existing customers order 26 items per year, on average
 - Our customers are avid, savvy shoppers, educated and affluent

A Leader in Video Commerce, Ecommerce and Social Commerce

- \$899M in 2017 revenue
- 41M+ homes reached
 - 3 television networks: QVC, QVC2, QVC Style
 - 122M visits to qvc.de
 - 37 social pages

Distinctive Assortments of World-Class and Entrepreneurial Brands and Products

- 28M units shipped
- 1,000 brands sold
- 780 products on-air each week, 23% not previously been on-air

Authentic, Honest Storytelling and Conversation

- 15.4M customer contacts⁽²⁾
- 22 hours of live content daily
- 22 on-air hosts/social mavens, 250 on-air guests

A Passionate, Values-Driven Team

- 3,100 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.