



# QVC ITALY FACT SHEET

## ***QVC® is part of Qurate Retail Group<sup>SM</sup>***

Qurate Retail Group believes in a Third Way to Shop® – beyond transactional ecommerce or traditional brick-and-mortar stores. We enrich life's everyday moments through the experiences we create, the connections we make, and the products we curate. In addition to being #1 in video commerce globally, Qurate Retail Group is among the top 10 ecommerce retailers<sup>(1)</sup> and is a leader in mobile commerce and social commerce.

QVC delivers 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***

### Customers

- 90% of sales come from repeat/reactivated customers
  - Existing customers order 21 items per year, on average
  - Our customers are avid, savvy shoppers

### Shopping Platforms

- 25M homes reached
  - 1 television network
  - 37M digital sessions<sup>(2)</sup>
  - 27 social pages

### Product Offerings

- 1.5M packages shipped
- 540 products on-air each week, 27% of which have not been on our broadcasts before

### Storytelling and Conversation

- 3.2M customer contacts<sup>(3)</sup>
- 17 hours of live content daily
- 19 on-air hosts/social mavens, 330 on-air guests

### Team

- 540 team members

All data as of FY 2019. (1) In North America (Source: Digital Commerce 360). (2) Includes web, mobile web, and apps. (3) Includes customer calls, email contacts, and social contacts.