



**1986** QVC is launched in the U.S.A.  
**1993** QVC United Kingdom launched  
**1996** QVC Germany launched  
**2001** QVC Japan launched  
**2010** QVC Italy launched

**Qurate Retail, Inc.**

**QVC®, HSN®, Zulily® and the Cornerstone brands (collectively, “Qurate Retail Group<sup>SM</sup>”), as well as other minority interests and green energy investments  
NASDAQ: QRTEA, QRTEB, QRTEP**

**QVC, Inc.**

**QVC US, HSN, and QVC International (QVC UK, QVC Germany, QVC Japan, QVC Italy)**

**QVC International**

**QVC UK, QVC Germany, QVC Japan, QVC Italy**

QVC® is a world leader in video commerce (“vCommerce”), which includes video-driven shopping across linear TV, ecommerce sites, digital streaming and social platforms. QVC empowers shoppers with knowledge and shares insights in a lively and engaging way. QVC offers an ever-changing collection of familiar brands and fresh new products – from home and fashion to beauty, electronics and jewelry – and connects shoppers to interesting personalities, engaging stories and award-winning customer service. Based in West Chester, Pa., and founded in 1986, QVC has retail operations in the U.S., the U.K., Germany, Japan and Italy. QVC reaches more than 200 million homes via 12 TV channels which are widely available on cable/satellite TV, free over-in-the-air TV and digital livestreaming TV. The retailer also reaches millions of customers via its QVC+and HSN+streaming experience, websites, mobile apps and social pages.

QVC International brings the QVC shopping experience to millions of people in Germany, Austria, Japan, the U.K., Ireland and Italy. QVC International reaches 124 million homes via nine television networks and reaches millions more via multiple websites, mobile apps, smart TV apps and social pages. In 2021, QVC International served 4.7 million customers. QVC International has more than 7,000 team members in the U.K., Germany, Japan, Italy, Poland and China.

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Qurate Retail, Inc. (NASDAQ: QRTEA, QRTEB, QRTEP) is a Fortune 500 company that includes the Qurate Retail Group<sup>SM</sup> QVC, HSN<sup>®</sup> portfolio of brands as well as other minority interests and green energy investments. Qurate Retail Group is the largest player in vCommerce and comprises seven leading retail brands – QVC, HSN<sup>®</sup>, Zulily<sup>®</sup>, Ballard Designs<sup>®</sup>, Frontgate<sup>®</sup>, Garnet Hill<sup>®</sup> and Grandin Road<sup>®</sup> – all dedicated to providing a more human way to shop. For more information, visit [www.qurateetailgroup.com](http://www.qurateetailgroup.com), follow [@QurateRetailGrp](https://www.facebook.com/QurateRetailGrp) on [Facebook](https://www.facebook.com), [Instagram](https://www.instagram.com) or [Twitter](https://www.twitter.com), or follow [Qurate Retail Group on YouTube](https://www.youtube.com) or [LinkedIn](https://www.linkedin.com). QVC and Q are registered service marks of ER Marks, Inc.

## Qurate Retail Group Facts

- Over 20M customers
- The largest player in video commerce (vCommerce), which includes video-driven shopping across linear TV, ecommerce sites, digital streaming and social platforms
- More than 200M homes reached worldwide via 14 television networks
  - Widely available on cable/satellite TV, free over-the-air TV, digital livestreaming TV
    - Digital livestreaming TV: pay service (YouTube TV, Hulu+Live TV, DirectTV, SlingTV, FuboTV), free services (XUMO, STIRR), streaming devices/smart TV services (Samsung TV Plus, LG Channels, Xfinity Flex, VIZIO SmartCast)
  - Nearly 130 hours/day of live programming
  - 66B+ minutes viewed each year on U.S. broadcast channels
- Millions more homes reached via:
  - The QVC+ and HSN+ streaming experience, available to 100M+internet-connected US homes and on Roku;ComcastX1, Xfinity Flex&X-Class TV; Amazon Fire TV; LG, Apple TV; &Android TV, Google Play Store&Google TV
  - Social streaming on Facebook, YouTube, Instagram, TikTok
  - Websites and apps
- 2.5B digital sessions<sup>(1)</sup>, 11 websites
  - 175+ social pages, 19M social fans
- 316M units shipped, 20 fulfillment centers<sup>(2)</sup>
- 24,000+ team members<sup>(3)</sup> in the U.S., the U.K., Germany, Japan, Italy, Poland and China
- Approx \$14 B in annual revenue
  - ecommerce revenue of \$8.8 billion or 63% of annual revenue<sup>(4)</sup>

*All data as of FY 2021, unless otherwise noted. (1) Includes web, mobile web and apps. (2) Excludes Rocky Mount, which has closed due to the fire on December 18, 2021. (3) Excludes approx. 2,000 Rocky Mount employees who were separated from the Company due to the fire on December 18, 2021. (4) Based on net revenue.*

## QVC, Inc. (QVC US, HSN, and QVC International) Facts

- Approx 15M customers
  - 94% of sales come from repeat/reactivated customers
- Approx \$11B in 2021 revenue
  - ecommerce revenue of \$6.5B or 57% of total sales<sup>(1)</sup>
- More than 200M homes reached worldwide via 14 television networks
  - Widely available on cable/satellite TV, free over-the-air TV, digital livestreaming TV
    - Digital livestreaming TV: pay service (YouTube TV, Hulu+Live TV, DirectTV, SlingTV, FuboTV), free services (XUMO, STIRR), streaming devices/smart TV services (Samsung TV Plus, LG Channels, Xfinity Flex, VIZIO SmartCast)

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- Nearly 130 hours/day of live programming
  - 66B+minutes viewed each year on our US broadcast channels
  - Millions of customers reached via:
    - The QVC+ and HSN+ streaming experience, available to 100M+internet-connected US homes and on Roku;ComcastX1, Xfinity Flex&X-Class TV; Amazon Fire TV; LG, Apple TV; &Android TV, Google Play Store&Google TV
    - Social streaming on Facebook, YouTube, Instagram, TikTok
    - Websites and apps
  - 1.7B digital sessions<sup>(2)</sup>
  - 236M units shipped, 12 fulfillment centers<sup>(3)</sup>
    - 114M customer calls
  - 20,000 team members<sup>(4)</sup> in the U.S., the U.K., Germany, Japan, Italy, Poland and China
- All data as of FY 2021, unless otherwise noted. (1) Based on net revenue. (2) Includes web, mobile web and apps. (3) Excludes Rocky Mount, which has closed due to the fire on December 18, 2021. (4) Excludes approx. 2,000 Rocky Mount employees who were separated from the Company due to the fire on December 18, 2021.*

### **QVC International**

- 4.7M customers
- Approx \$3 B in 2021 revenue
  - ecommerce revenue of \$1.5B or 47% of total sales<sup>(1)</sup>
  - mobile represented 73% of ecommerce sales<sup>(2)</sup>
- 124M homes reached, primarily in Germany, Austria, Japan, the U.K., Ireland and Italy
  - 9 television networks, several smartTV apps
  - 70+hours/day of live programming
- Millions of customers reached via: websites, mobile apps, and social pages
  - Nearly 450M digital sessions<sup>(3)</sup>
- 69M units shipped, 4 fulfillment centers
- 7,000+ team members in the U.K., Germany, Japan, Italy, Poland and China

*All data as of FY 2021. (1) Based on net revenue. (2) Based on gross US Dollar orders. (3) Includes web, mobile web and apps.*

### **QVC Italia**

#### **Headquarters**

Brugherio (MB) – Head office

Castel San Giovanni (PC) – Logistics Center

- Multiplatform video retailer TV channels, DDT, tivùsat 32, tivùsat HD 132, Sky and Sky HD 475, website, social pages
- Launch of the e-commerce in December 2011, optimization for smartphones and tablets. Mobile App. Website restyling with a focus on the storytelling, more moments for the community
- Broadcast network reaches 25 million households
- Broadcast channel is a semi-generalist channel which theme is women's empowerment in each content, both in those of shopping and information
- TV, web and social pages are complementary
- QVC Play – TV on demand
- Focus on storytelling (guest as product specialist – presenter). Tutorial videos that can be viewed both live and via website, social live streaming
- Live shows for 17 hours a day, 364 days a year

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- 21 presenters and hundreds of guests
- Payment methods: cash on delivery, credit card, QPay (installment payments)
- Time of delivery: 3/5 working days
- 30-day-money-back guarantee after the delivery day
- Contact center open 24/7

### **Offer**

- Expansion of the categories with subcategories: men's clothing food, superfood, toys, pet products, DIY items
- Among the offered brands: Philips, Samsung, Kitchen Aid, De Longhi, Sony, Huawei, Kipling, Dyson, Perricone, Oppo, Smeg, Coin, Nomination, Foppa Pedretti
- Dropshipment

### **Partnership**

- High-profile partnerships with accredited bodies such as: Netcomm, Retail Institute

### **Locations**

**2010:** Brugherio headquarters, studios and contact center: 15.000 sqm for TV studios equipped with recording and broadcasting systems in line with the most advanced standards and technologies.

**2013:** Castel San Giovanni (near Piacenza) distribution and logistics center: Took over shipping from QVC Germany, reduced delivery time from 5/8 days to 3/5 working days.

## **Information for the media**

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