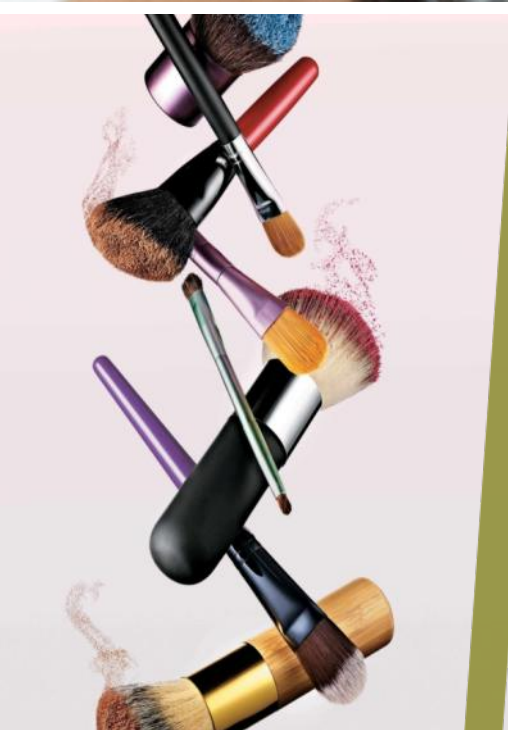




reinventing the
DIGITAL
SHOPPING
EXPERIENCE

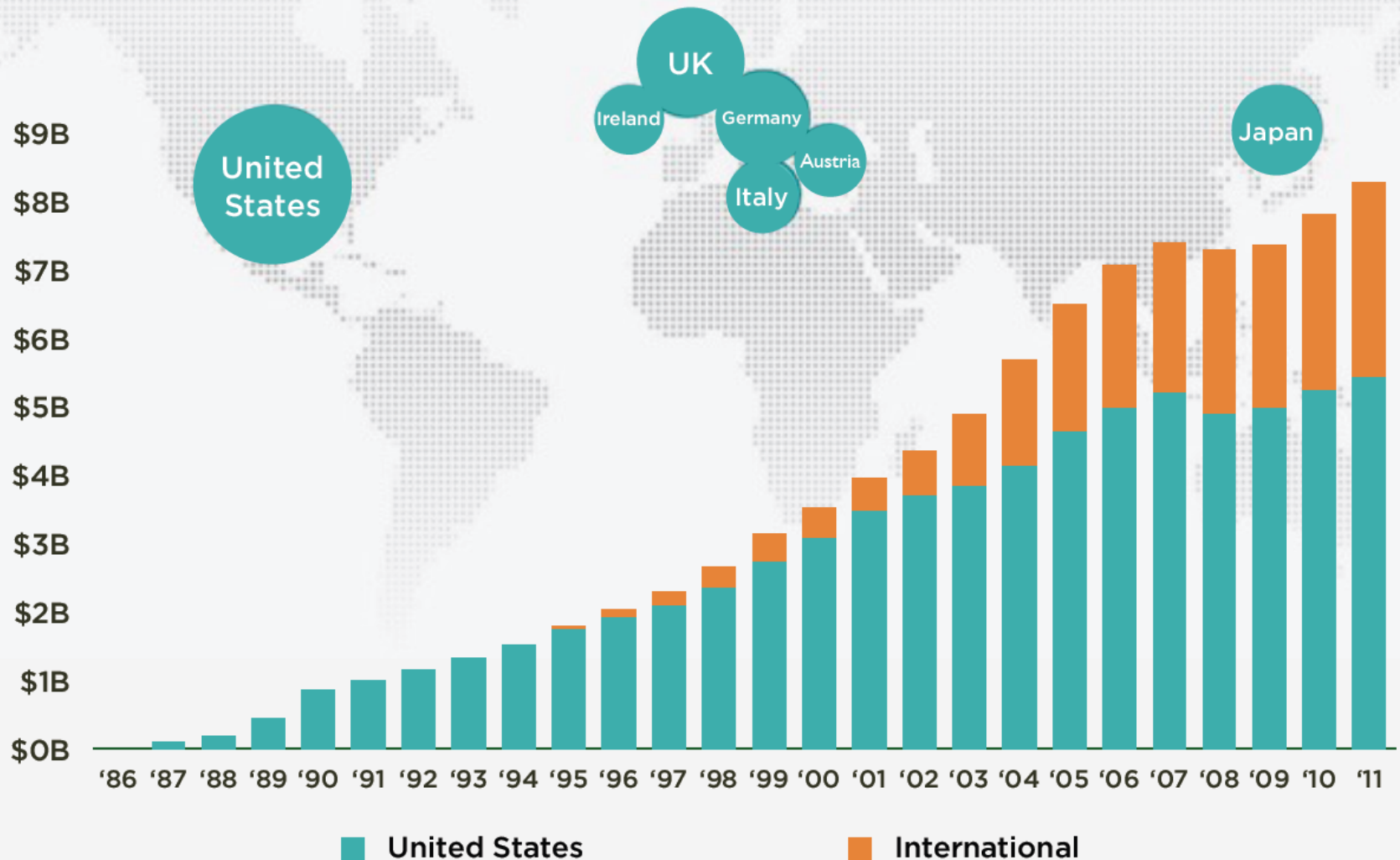




Who We Are

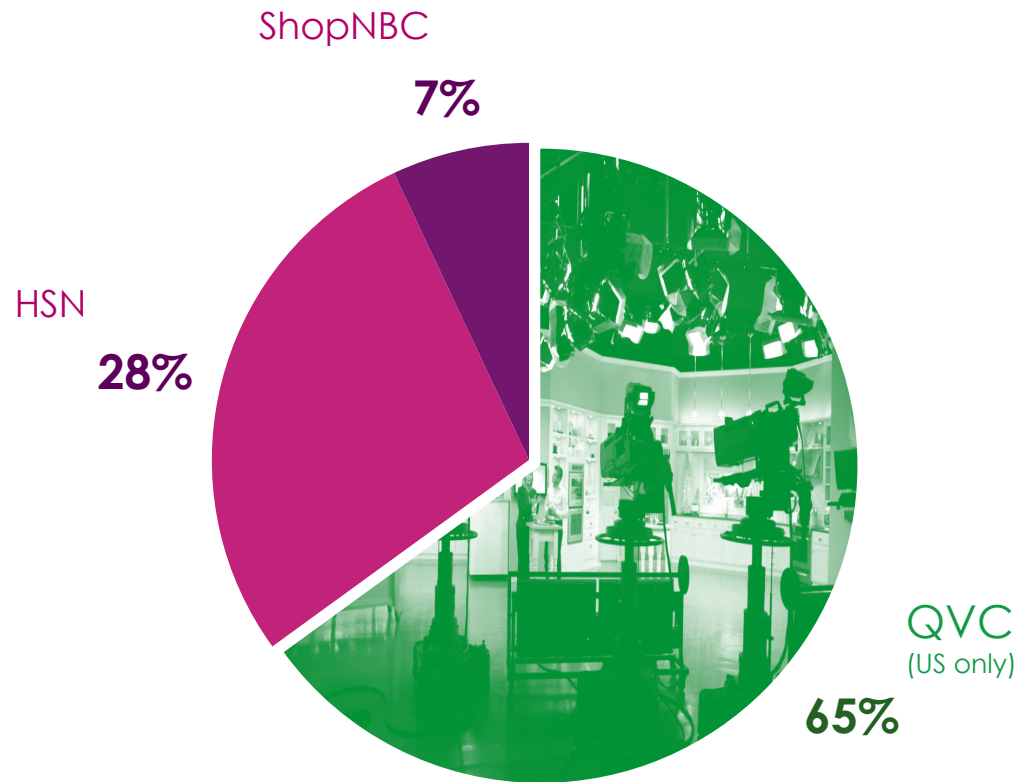
- A Global Multimedia Shopping Community
- \$8.5B Worldwide
- US, UK, Germany, Japan, Italy, China (JV)
- 250M Homes Reached (including China JV)
- \$2.9B Global Web Business
- US: E-commerce is 40% of revenues; mobile is 20% of E-commerce (2012)
- Ranked #2 (among multi-category retailers) in mobile commerce, second to Amazon, by Internet Retailer
- 11.5M Active Customers Worldwide

25-Year Track Record of Growth



Share of US Televised Retail Market

Industry
Leader



Among the top three US TV Shopping Networks. Net Revenues YTD Q3'12

A Growing Reputation for Service

NRF Customer Choice

2006

- 1) Amazon
- 2) Nordstrom
- 3) L.L.Bean
- 4) Overstock
- 5) Lane Bryant
- 6) Boscov's
- 7) Kohl's
- 8) REI.com
- 9) Lands' End
- 10) Macy's
- 11) JC Penney
- 12) Fashion Bug
- 13) Sears
- 14) Coldwater Creek
- 15) Dillards
- 16) Marshall Fields
- 17) Fry's
- 18) Wegmans
- 19) Belk
- 20) eBay
- 21) Best Buy
- 22) Target
- 23) Trader Joe's
- 24) Bath & Body Works
- 25) Walmart
- 26) QVC**

2007

- 1) L.L. Bean
- 2) Zappos
- 3) Amazon
- 4) Overstock
- 5) Blair Corp
- 6) Lands' End
- 7) Coldwater Creek
- 8) Nordstrom
- 9) Lane Bryant
- 10) Newegg
- 11) Kohl's
- 12) JC Penney
- 13) eBay
- 14) QVC**

2008

- 1) L.L. Bean
- 2) Overstock
- 3) Zappos
- 4) Amazon
- 5) Lands' End
- 6) Newegg
- 7) J.C. Penney
- 8) QVC**

2009

- 1) L.L. Bean
- 2) Overstock
- 3) Zappos
- 4) Amazon
- 5) QVC**

2010

- 1) Zappos
- 2) Amazon
- 3) LL Bean
- 4) Overstock
- 5) Lands' End
- 6) JC Penney
- 7) Kohl's
- 8) QVC**

2011

- 1) Amazon
- 2) L.L.Bean
- 3) Zappos
- 4) Overstock
- 5) QVC**



What We Offer
Consumers

A Diverse Category Mix

Electronics & Home



Consumer Electronics,
Cooking, Dining, Food,
Household, Health &
Wellness, Home Décor,
Gardening/Outdoor Living,
Motivation &
Entertainment, Toys,
Educational, Pets

Beauty & Health



Color
Skincare
Hair
Fragrance
Devices

Jewelry



Gold
Silver
Gem
Designer

Apparel & Accessories



Apparel
Footwear
Handbags &
Accessories
Sleepwear

PROGRESSIVE BRANDS



Compelling Personalities



Engaging &
Entertaining
Programming

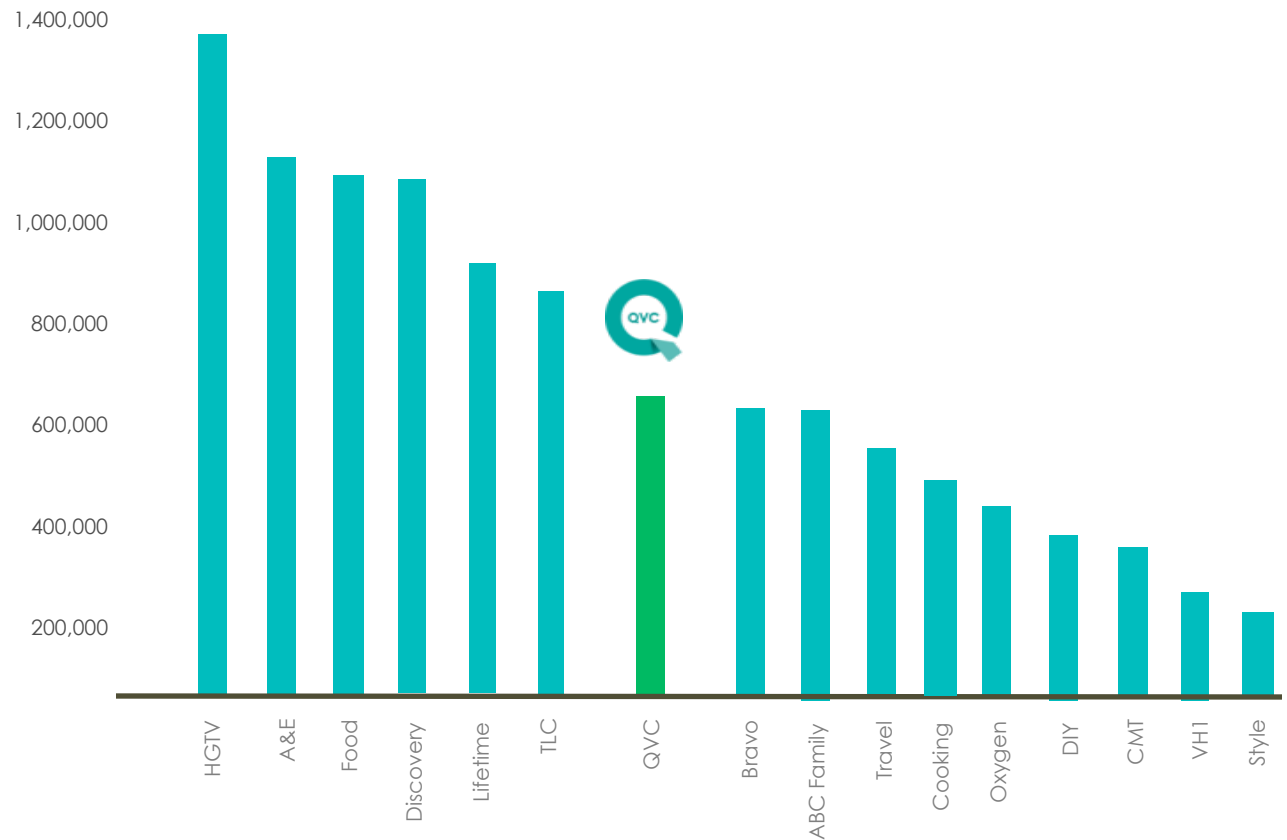


A Multiscreen Shopping Experience



Viewership Comparable To Major Cable Networks

Hourly Reach,
Average of All Dayparts

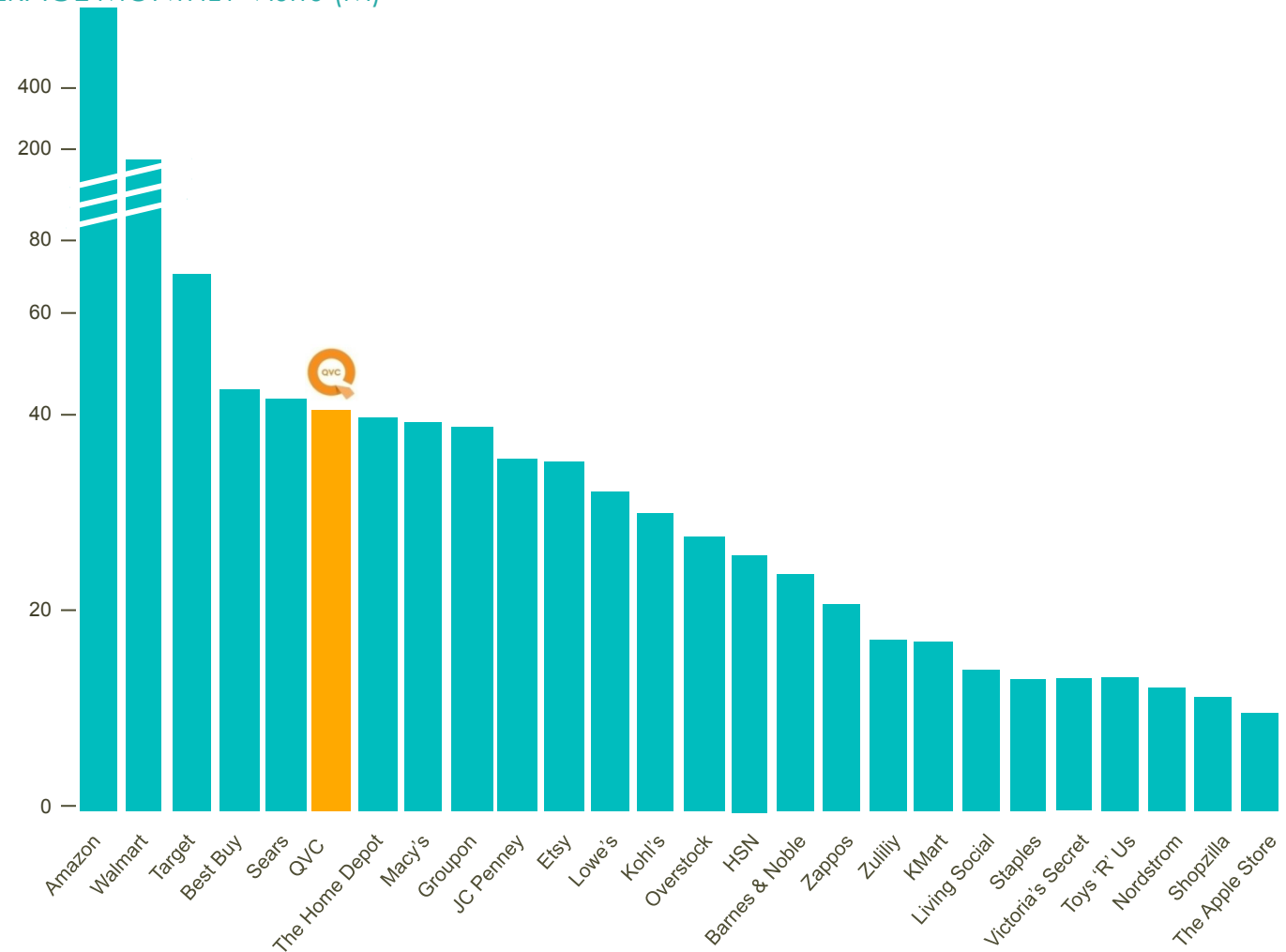


Source: Total unduplicated households reached in average hour; November 2012. US estimate projected from Kantar DirectTV universe.

Viewership

An Emerging eCommerce Destination

AVERAGE MONTHLY VISITS (M)



litwise, Coremetrics January 2013

Audience Profile

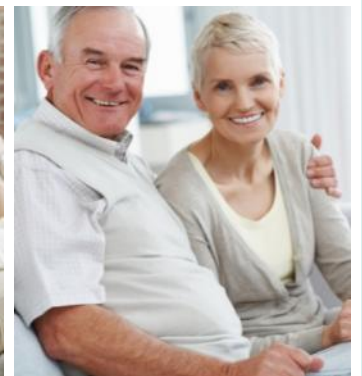
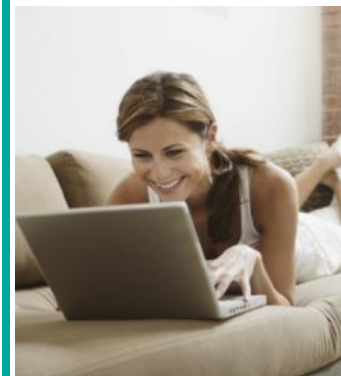
Women

Boomer

Affluent

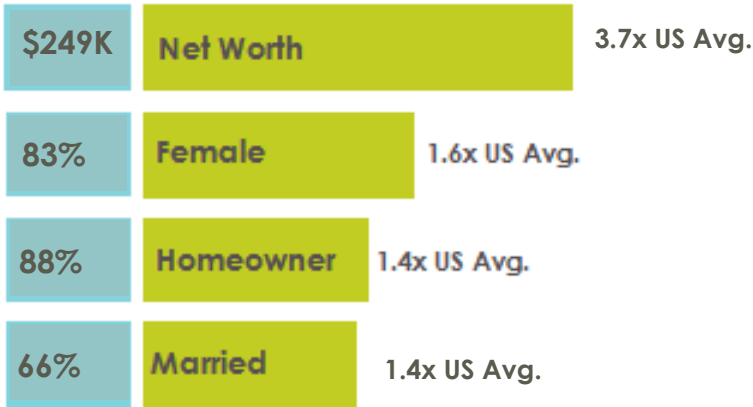
Metro Suburbia

Retail Omnivore

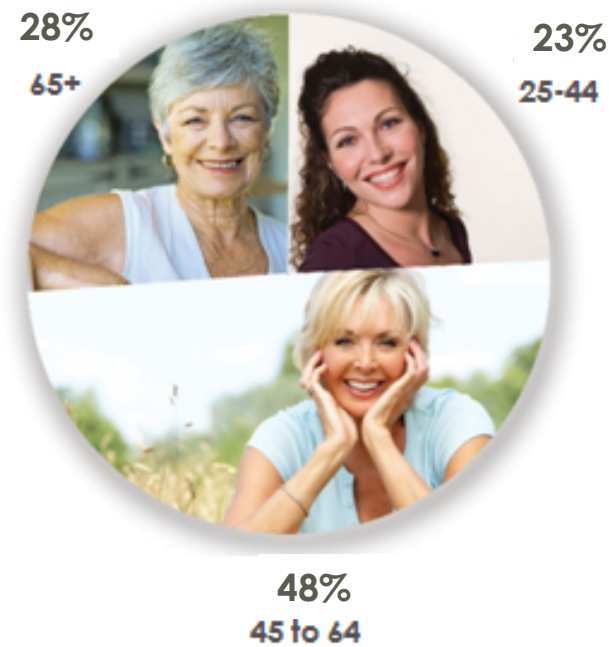


Demographics

High Net Worth Homeowner

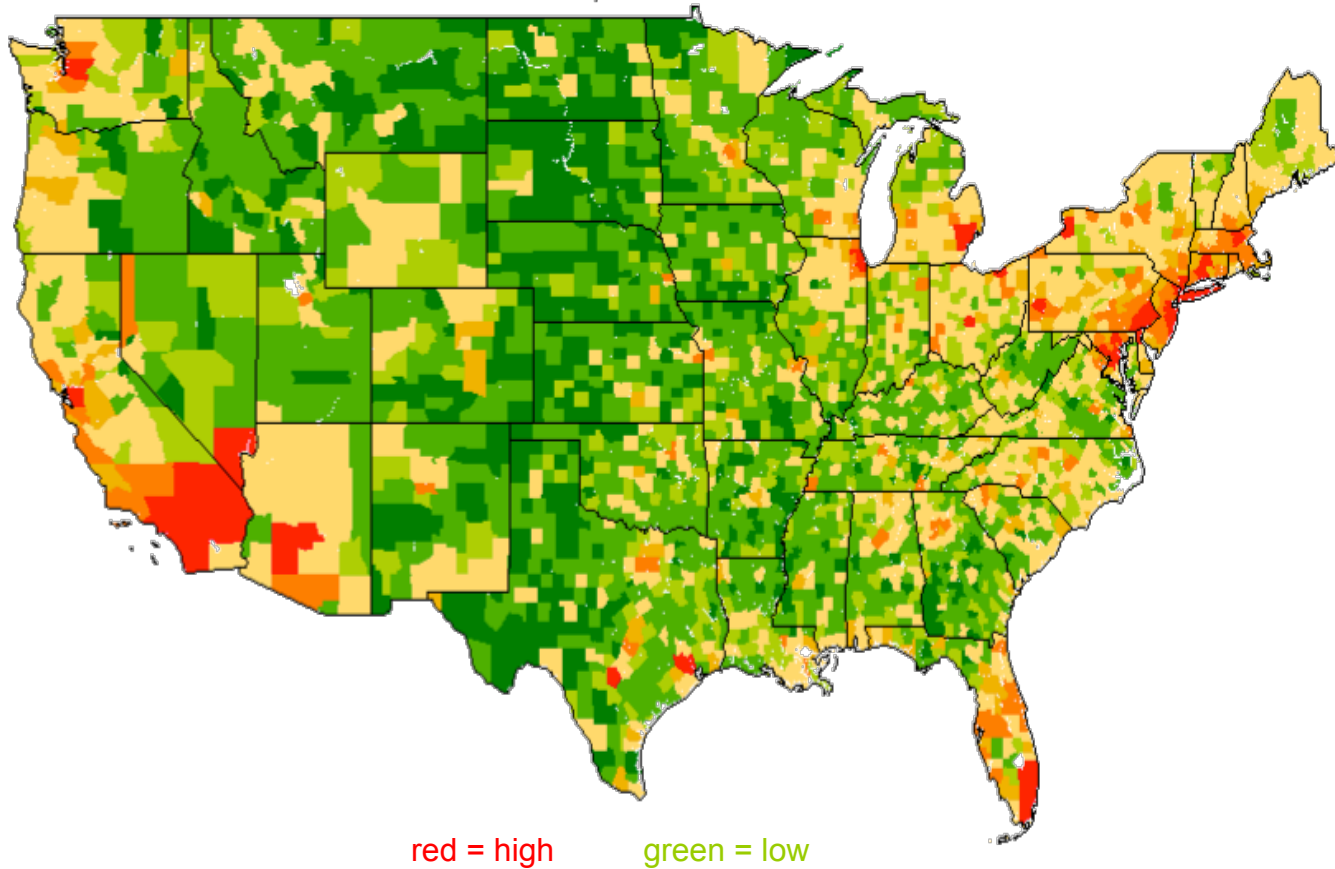


Diverse Age Range



Metro Suburbia

QVC CUSTOMER POPULATION BY COUNTY



Impact to Retail



“Rather than cannibalizing from a brand’s existing sales, executives are finding that the increased awareness that comes from appearing on QVC is actually driving more customers to department stores and specialty store counters.”

WWD





QVCSPROUTS.comSM



QVCSPROUTS
New Products Picked By You

KEY POINTS

- QVC Sprouts is “greenhouse” for product development and low-risk market research, for vendors and QVC
- Taps into emerging social trends (social gravity, social ripple, lists, etc)
- An low risk entry path for vendors not capable of meeting QVC’s on-air productivity requirements (yet) and a path for long term success
- True to what we’ve done for 25 years
- An ongoing effort
- More info at www.qvcsprouts.com

QVC Sprouts become the big items and brands of the future

Submit Your Product to QVC Sprouts

The **QVC Sprouts** program gives inventors with retail-ready product the opportunity to be selected and placed on the QVC website along with other contestant products for a period of two weeks. Winning products are sold on the QVC website.

[Submit Today!](#)



Submission Criteria

The product you submit should...

- ✓ Solve a real problem
- ✓ Be highly demonstrable
- ✓ Appeal to the masses
- ✓ Ideally have a finished sample
- ✓ Have images or video

SUBMIT YOUR PRODUCT

Vote for Products

Your Vote Counts!

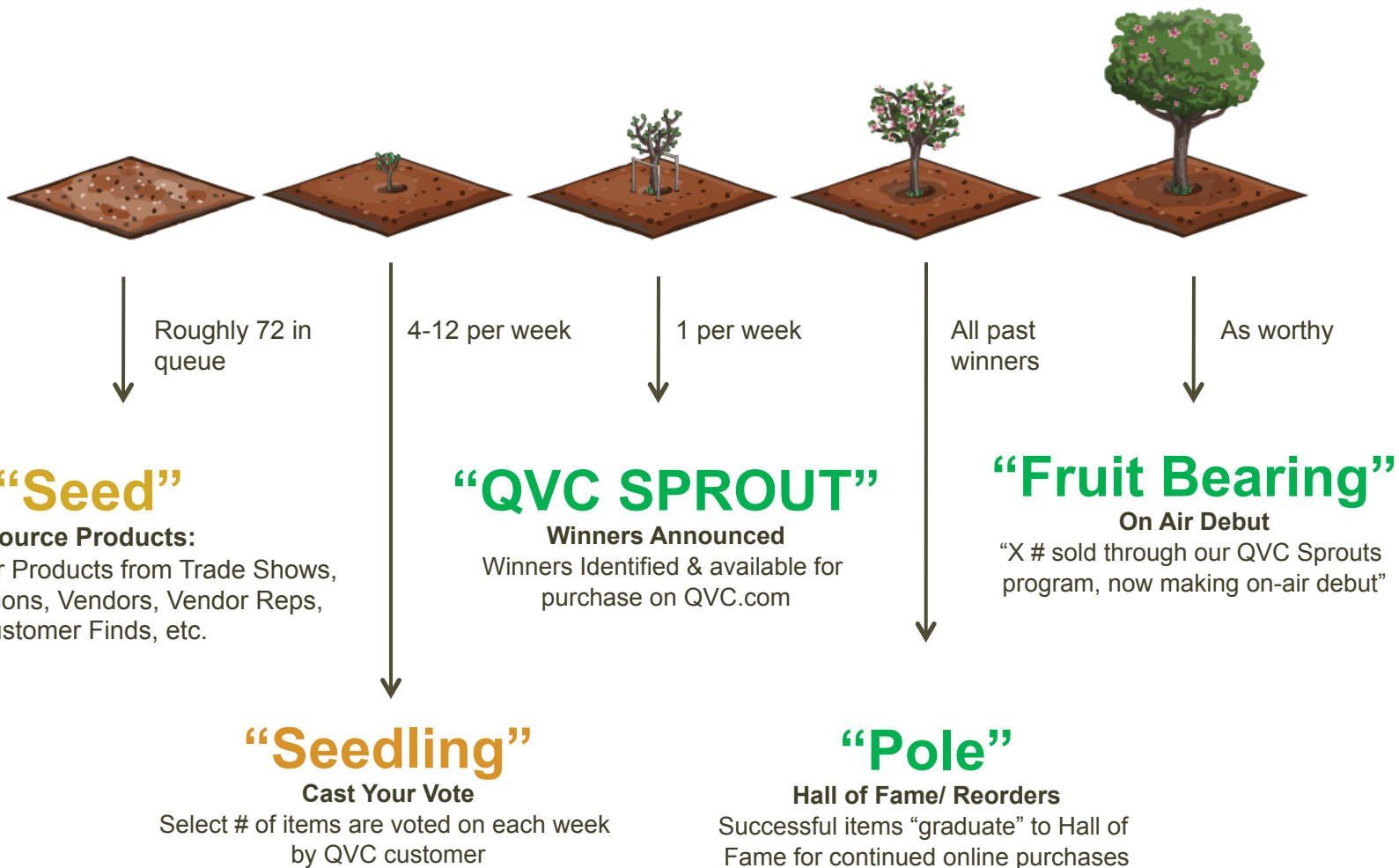
New product voting happens every two weeks. Pick your favorite while you can!

VOTE FOR PRODUCTS



PROCESS

QVCSPROUTS
New Products Picked By You



Source

Select

Sell

Reorder

Debut on-air

Your vote counts!

Give budding entrepreneurs a chance to grow their dreams.

Pick your favorites while you can—new product voting happens every two weeks!



1.



Holdaplate The Cocktail Plate Evolution

Introductions Made Easy—hold your drink & plate while you shake

When you're at a party with a glass and cocktail plate in hand, rest easy knowing you have enough hands to meet and greet with the Holdaplate.

This innovative party solution helps keep your glass and plate secure in just one hand. Latching your index finger in the subtle contour of the plate allows you to simultaneously hold your plate and drink. Feel free to shake hands with new friends or put a few more hors d'oeuvres on your plate without setting anything down.

[About the Vendor](#)

vote:



Yes, sounds interesting!



No thanks.

Add Feedback:

2.



Bed Butler Bedside Storage Solution Holds Laptops up to 16"

No More Nightmares—safely store laptops & other devices by your bed

If you love relaxing in bed with your computer or tablet, then you know the risks of leaving your expensive electronics beside the bed. With the Bed Butler, you can rest easy knowing your tech will be secure, not accidentally ruined.

Store notebooks up to 16" and any of your tablets in the plastic Bed Butler. But don't stop there—tuck away remotes, cell phones, or even a magazine in this storage solution. It fits most beds, including bunk

Narrow By:

Category

- ▶ Beauty
- ▶ Electronics
- ▶ Fashion
- ▶ For the Home
- ▶ Kitchen & Food
- ▶ Jewelry
- ▶ Shoes & Handbags

Top Finds

- ☐ Customer Top Rated
- ☐ New Arrivals
- ☐ Special Prices
- ☐ Most Wished For

▶ Choose More Top Finds

Brand

- ☐ Buddy Walker
- ☐ Trust Your Journey
- ☐ StairMaid
- ☐ PupSaver
- ☐ Hang it Perfect
- ☐ Cordini
- ☐ WhatchyaGot
- ☐ Re-Grip
- ☐ Koezy
- ☐ Clean BBQ

▶ Choose More Brands

Price

vote!
NOW



QVC SPROUTS
New Products Picked By You

View a fresh selection of products every two weeks & vote for your favorites now! The winner can be purchased within two weeks.

MAKE YOUR PICKS ➔



CREAM OF THE CROP: OUR LATEST WINNER

The Picture Stick

SHOP NOW ➔

Showing 1-48 of 49 results | Sort By: Default Listing

Page View: Gallery | List | Text Only

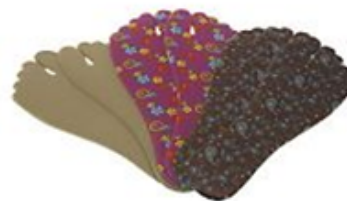
Items Per Page: 48

Compare Selected Items:

▶ **COMPARE**

▶ **DESELECT ALL**

◀ Previous 1 2 Next ▶





RESULTS

QVCSPROUTS
New Products Picked By You

- Strong response from customers
- 10-15K votes per week
- Very positive feedback from inventors
- Over 125 “seeds”
- 60+ Winners including runners-ups
- 50+ active items
- Strong product reviews
- Items debuting on-air
- PR/ Industry outreach
- Successful Chicago Housewares event
- More to come!



QVCSPROUTS.comSM

LOOKMATIC



**MUST-HAVE
HANDBAGS**

Go bright with hot hues
from your favorite brands

[Register \(Sign In\)](#) | [Order Status](#) | [My Account](#) | [Customer Service](#) | [Wish List](#) | [Cart](#)

Search:

GO

Fashion

Shoes & Handbags

Jewelry

Beauty

Kitchen & Food

Home & Garden

Electronics

Clearance

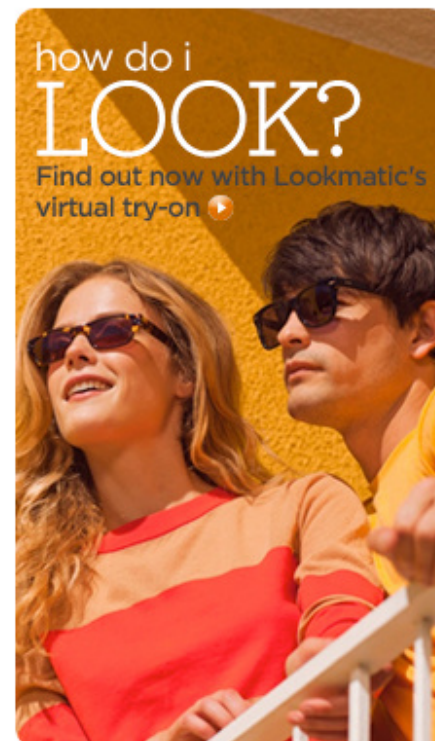
More

QVC : Lookmatic Eyewear

Lookmatic Eyewear

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- ▶ [Items Recently On Air](#)
- ▶ [Today's Special Value®](#)
- ▶ [New Arrivals](#)
- ▶ [Watch QVC TV Live](#)
- ▶ [TV Program Guide](#)
- ▶ [QVC Sprouts](#)



By clicking these links you will be leaving QVC.com and be subject to the terms and conditions and privacy policy of Lookmatic.



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