



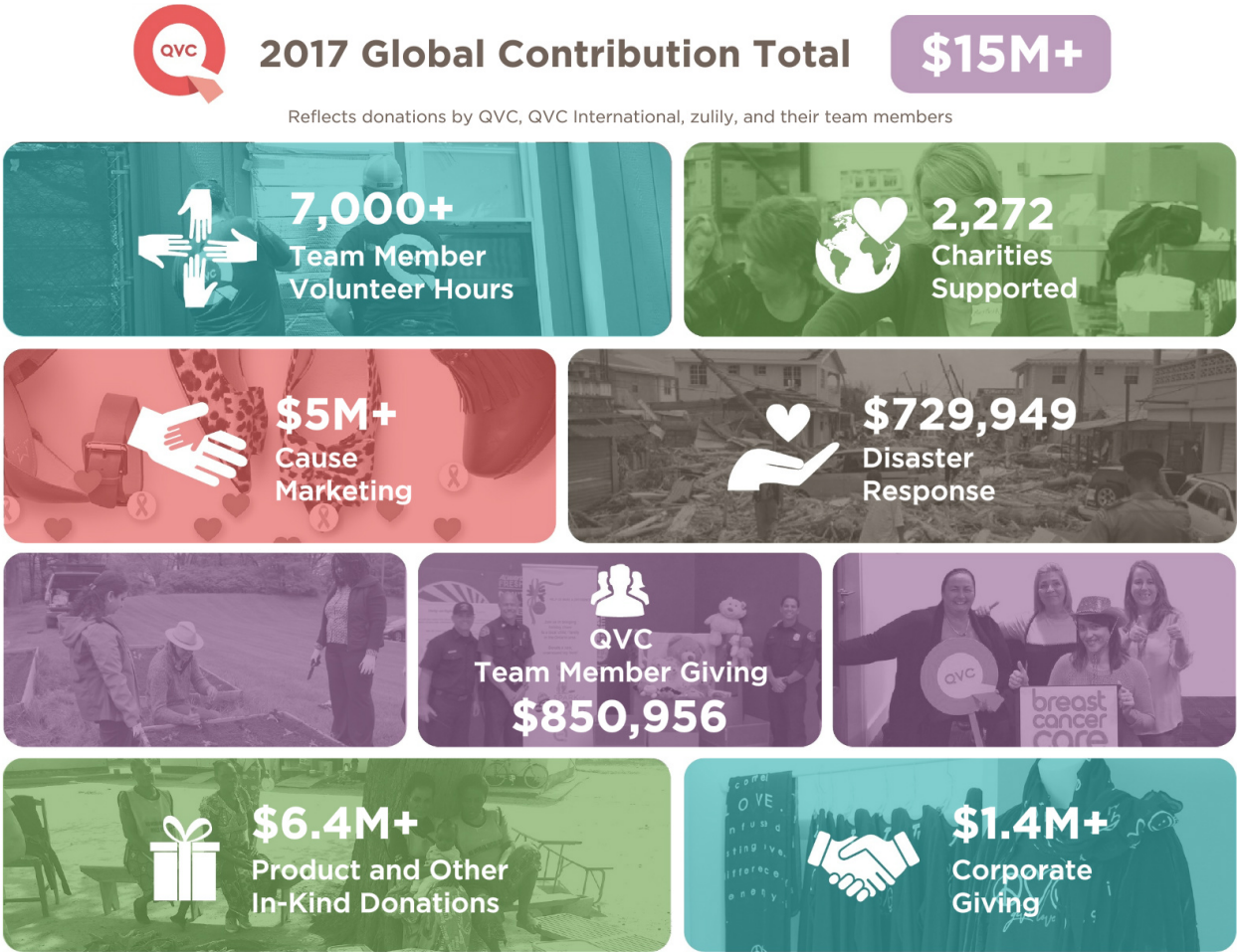


Around the world, QVC prides itself on giving back to the communities where we do business, to the neighborhoods where our team members reside, and to those most in need—even though we may never know them. As a global retailer, we seek to utilize our innovative platforms, broad customer and vendor base, and our amazing team member talents to advance our charitable mission: promoting the success and wellness of women through the power of relationships.

Our people, our vendors, and our customers are truly a force for good. From donating time and talent to giving money and goods, they never fail to answer a call for help.

On behalf of everyone at **QVC US** and zulily, and our extended QVC family around the globe, thank you for taking a moment to read about the positive impact of our total global contributions which, in 2017, exceeded \$15 million.

Suzanne L. Quigley
Director, QVC Community
& Corporate Responsibility



The "2017 Global Contribution Total" includes donations made directly by QVC, QVC Global Markets, zulily and team members of these entities, as well as, those facilitated by QVC and affiliates. The "Cause Marketing" total represents charitable funds generated both through QVC's and affiliates' sale of donated products and through donations made by QVC, affiliates and vendors based upon QVC's and affiliates' sale of certain products. The "Product and In-Kind Donations" total represents product and other donations made by QVC and affiliates in the amount of \$1,569,462 and QVC and affiliates facilitated vendor donations of product and cash in the amount of \$4,893,256.

Cause Marketing Initiatives

One in eight UK women will develop breast cancer and, for 18 years, **QVC UK** has supported Breast Cancer Care. QVC UK has raised over £6 million through bespoke products, customer donations, and staff fundraising all across the country. QVC ran an extended campaign during August, September, and October 2017, which included specially designed and exclusive jewelry pieces and celebrity-designed products, including the stunning Diamonique Breast Cancer Care Pin. At least 60% of the purchase price of each piece sold was targeted for Breast Cancer Care. Customers also had the option of making a separate £1 or £5 donation, with 100% of those donations going to Breast Cancer Care. The funds generated help promote early detection, as well as provide breast cancer patients with information, treatment, and emotional support.

In addition to Giving Tuesday, **QVC US** had three other 2017 cause marketing initiatives: Beauty with Benefits, QVC Presents FFANY Shoes on Sale, and Super Saturday Live.

For the past five years, QVC has teamed with CEW (Cosmetic Executive Women) for our Beauty with Benefits campaign. To date we've generated over \$6 million for Cancer and Careers, which helps provide support to people battling cancer.

Over the last 23 years, QVC and the Fashion Footwear Association of New York have teamed-up for QVC Presents FFANY Shoes on Sale. just imagine: over 84,000 shoes. 139 different styles. All sold at half the manufacturer's suggested retail price*. With a minimum of 80% of each purchase price** benefitting breast cancer research and education, QVC Presents FFANY Shoes on Sale generated more than \$1.6 million in 2017, bringing our cumulative total to over \$53 million.

Since 2007 QVC and Ovarian Cancer Research Fund Alliance (OCRFA) have fashioned QVC Presents Super Saturday LIVE. In 2017 the two-day event that aired in late July included a dedicated broadcast, various donated live hits, and Facebook Live from the Super Saturday fairgrounds. QVC's designer charity sale sold fashion, beauty, jewelry, accessories, and home items for half the manufacturer's suggested retail price* with 80% of each purchase price** benefitting OCRFA's research grants and its patient support programs. QVC Presents Super Saturday LIVE generated over \$1.1 million in 2017, and \$11.5 million total since 2007.



*Based upon suppliers' representations of the value. No sales may have been made at these prices.
**Purchase price excludes shipping, handling, and tax.

Women's Initiatives

A champion of women's entrepreneurship and empowerment, QVC is uniquely suited to leverage the power of its relationships to break down barriers and create opportunity.



Italy

QVC Italy created QVC Next Lab—an exceptional training program organized in just 4-1/2 days. It's designed to provide participants with the best tools to address their development path, with specific focus on market validation plus a trip to one of the most innovative cities in the world, Tel Aviv. QVC Next Lab is the first program promoted by a retailer that supports empowerment and training dedicated to female startups. In 2017 QVC Next Lab introduced 12 startup companies ranging from retail and technology to social media, with four mentors who represent the success of women in innovation and entrepreneurship.

QVC US continues to support entrepreneurial initiatives via Conference for Women gatherings, which promote, communicate, and amplify the influence of women in the workplace and beyond. At these annual nonpartisan, nonprofit events, thousands of active professionals connect and find inspiration in a community that QVC has proudly sponsored for the last five years.

The Pennsylvania Conference for Women, held in Philadelphia, welcomed more than 11,000 professional women. There, QVC hosted an interactive fashion closet, which allowed attendees to experience QVC's elevated brands.

Becky O'Loughlin, Vice President of Global Human Resources at QVC, was part of an expert panel to talk about fostering passions, seeking purpose in chosen interests and taking the road less traveled. To support women at all professional levels, QVC set up a Career Wardrobe handbag and accessory drive, collecting over 600 handbags and accessories.

QVC expanded its support by sponsoring both the Texas Women's Conference in Austin, TX and the Watermark Conference in San Jose, CA. A QVC Product Search at both events gave participants the chance to present their creations to a panel of retail experts. Over 50 women presented to the panel and received instant feedback.





Team Member Volunteering / Paid Volunteer Day

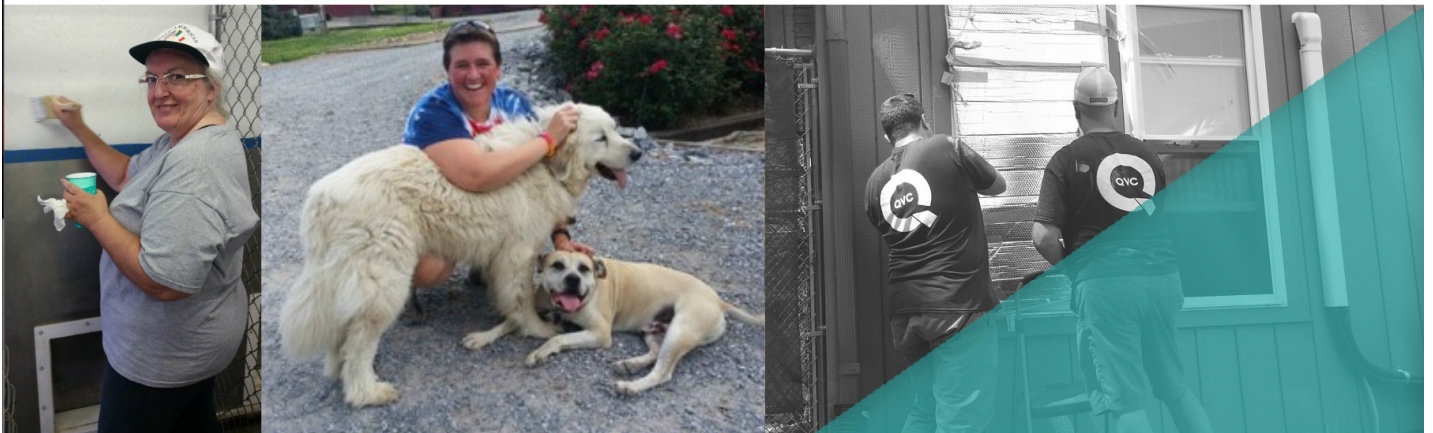
In 2017 **QVC US**—following the lead of programs administered by **QVC Italy** and zulily—rolled out a Paid Volunteer Day benefit. To further our relationships with the local community and foster team member engagement, we encouraged our people to utilize their skills and tap into their passions through a full day of volunteering—while still receiving a day's pay.

Team members volunteered at local hospitals, charitable walks, food banks, and animal shelters. Through programs like Paid Volunteer Day, Big Brothers Big Sisters, and other community initiatives, QVC, QVC International, and zulily team members volunteered over 7,000 hours in 2017.

Group Volunteering Spotlight: QVC US Program Host Team Volunteers at Local Food Bank

In honor of National Hunger & Homelessness Awareness Week in November, 23 members of the Program Host team visited the Chester County (PA) Food Bank to organize, sort, and send out hundreds of pounds of food for community members in need.

Over two days the team spent 12 hours sorting through boxes of canned and fresh food, including 375 pounds' worth that were donated by QVC West Chester team members. "When you get involved with volunteering, it's for other people, someone you've never met," observed QVC Program Host Mary DeAngelis. "It feels good in a way unlike any other."



Giving Tuesday

QVC supports women entrepreneurs worldwide through its relationship with Nest, a nonprofit that champions artisans who might not have the resources they need to flourish. Nest's Artisan Guild supports more than 400 unique businesses in 50 countries, providing the tools for sustainable growth and advancement.



For the second consecutive Giving Tuesday (the Tuesday following Black Friday), QVC and Peace Love World again offered an exclusive t-shirt; this year, we also added a scarf to the mix. A minimum of 60% of the purchase price of each shirt and scarf benefitted Nest.

The 2017 Peace Love World t-shirt and scarf generated a donation in the amount of **\$361,965** to Nest. These contributions will help Nest offer resources and create opportunities for women entrepreneurs all around the globe.





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NEW TODAY • LAST CHANCE • SHOP BY CATEGORY



Cause Marketing Initiatives

zulily and Penguin Random House Interactive Book Fair

To help those impacted by Hurricanes Harvey, Irma, and Maria, zulily teamed up exclusively with Penguin Random House to kick off National Family Literacy Month in November 2017 with its first-ever interactive book fair. Six sales events offered a curated selection of children's books, and each book purchase generated a donation from Penguin Random House to First Book, a nonprofit social enterprise that provides new books and other essentials to children, teachers, students, and schools affected by the Hurricanes.

zulily fans could also spark a Give One donation by way of a call-to-action in comments or social channel shares. These social activations alone generated 1,341 donations. In the first two weeks 25,000 books were given. Because of zulily's and Penguin Random House's initiative, 41,975 books were donated to First Book.

Product Donation

World Vision - QVC and Lock & Lock

QVC's commitment to supporting the communities where we live and work goes far beyond our own borders—all the way to Zambia, Africa. Working with World Vision, QVC and Lock & Lock are helping to battle malnutrition.

Essential in the effort is ensuring that all cooked meals are covered and stored in clean containers to avoid dirt and flies. That's why Lock & Lock has proved to be so invaluable in this cause, keeping foods such as peanut butter safe for consumption.

In 2017 QVC facilitated the donation of \$3.1 million worth of product to World Vision for distribution. QVC, QVC International, and zulily have collectively generated over \$6.4 million in product donations.



Give Joy

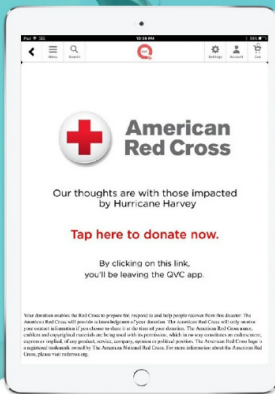
The holidays are about traditions, gifts, and spreading joy. This past holiday season, thousands of team members from across our sites spread holiday cheer by giving back to their local communities through our Give Joy program.

Give Joy International - Germany

At QVC generosity and joy are always a global initiative. **QVC Germany** has a holiday tradition that helps make Christmas dreams come true for children in Düsseldorf, Kassel, Bochum, and Hückelhoven.

For the last four years, the Angel Tree project has received wishes and donations by collaborating with various charities and aid organizations. So far the Angel Tree has brought a happy Christmas to more than 1,000 German children.





Disaster Relief

In terms of natural disasters, 2017 was a year of extraordinary devastation. Millions in the southeastern U.S. experienced the ravages of Hurricanes Harvey, Irma, and Maria; on the West Coast, Californians endured the most destructive wildfire season ever. One aspect of these tragedies that was not unexpected: the generous responses of QVC team members and customers, many of whom were directly impacted.

QVC's multi-platform call-to-action utilized on-air Program Host mentions, social media posts, and internal communication messaging—among other appeal tactics. QVC made a direct corporate donation of \$100,000 to the American Red Cross for Hurricane Harvey relief; in addition, QVC matched donations made by customers and team members. In less than two days, our amazing customers donated \$100,000 through our Partners in Giving website. All told, QVC, our team members, and our customers generated \$729,949 for all 2017 disaster relief programs.



Our U.S. Fulfillment Centers participated in their own landmark giving programs to support local charities as well as their featured site charities. Several **Florence** team members participated in the Angel Tree program, which delivers donated Christmas presents from imprisoned parents to their children. The team sponsored 60 Angels for the Angel Tree, and donated over \$4,200 to the Salvation Army.

The **Lancaster** team set up donation boxes for the Toys for Tots campaign. The team was also a sponsor of the Humane League's 100th Anniversary event, which helps prevent cruelty and animal homelessness in the area.

The **Ontario** (CA) Fulfillment Center collected over 200 toys for Spark of Love, an annual charity event that the City of Ontario coordinates with the network of southern California fire stations, KABC Channel 7, and the U.S. Marine Corps. The donations were given to needy families in surrounding communities by the Ontario Fire Department.

The **Rocky Mount** team sponsored a bake sale to benefit their local Angel Tree. In addition, they sponsored 41 angels and stuffed 24 stockings for the Salvation Army. They also held a food drive, collecting and donating canned goods that helped create Thanksgiving meals for those in need.

The **Suffolk** team donated \$5,000 to the Salvation Army Food Bank, and collected 1,936 cans of food for local families. Suffolk's Community Affairs team sponsored a QVC polo shirt and fleece jacket sale for team members as part of a Partners in Giving campaign. Proceeds benefited the site's feature charity, the Children's Hospital of the King's Daughters. Suffolk team members also donated three boxes of toys to Toys for Tots. This included 21 bikes and 12 bike helmets from members of the Automation Department, who saved spare change to pay for the items. The Suffolk team also stuffed over 110 stockings for the Salvation Army Stuff-a-Stocking Drive.

U.S. Contact Centers in Chesapeake and San Antonio developed their very own Give Joy initiatives. Chesapeake team members collected Christmas baskets and gift bags for the senior residents at Jamestown Commons in Virginia Beach, a local retirement community. The team also held a Coats for Families drive, and raffled off gift baskets with proceeds going to the Children's Hospital of the King's Daughters. The San Antonio team surprised the Children's Shelter with a donation of 250 new toys and a check for \$5,000. The team also held a food drive, donating 200 holiday hams to the Soldier's Angels Mobile Pantry, and sponsored an on-site Blood Drive.

West Chester team members adopted 291 local seniors, children, and families, providing over \$12,000 worth of holiday gifts. These were donated to the Pocopson Home, a local long-term care facility, and the Department for Children, Youth & Families. QVC also hosted the annual **West Chester Christmas Parade**, attended by 45,000 people. Program Hosts Dan Hughes and Jennifer Coffey emceed, and were joined by fellow Program Hosts Mary DeAngelis, Mary Nelson, Stacey Stauffer, Mary Beth Roe, David Venable, Dan Wheeler, and Kristine Zell. Our Production teams were on site to capture footage for live interviews during the Friday night broadcast, and recorded the parade in full to air on QVC over the holidays. Attendees enjoyed the interactive QVC tent at the Parade, which featured yummy treats, our very own QVC Singers, and even a photo with the big guy himself—Santa.





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Community Gardens of QVC

Q Gardens

In 2016, as a way to enjoy the great outdoors while supporting the community, team members in **QVC UK—Knowsley** started Q Gardens, their on-site vegetable patch. Pay It Forward, a program launched by Knowsley Council encouraging random acts of kindness, supports Q Gardens, which donates 20% of its produce to the Knowsley Foodbank. QVC was the first business in Knowsley to sign on to the initiative.

The green fingers of our QVC team members have donated over 70 pounds of organic, fresh vegetables. Support for the initiative is also provided by Sodexo, QVC Knowsley's caterer, and the Bistro canteen, which contributes food waste and coffee grinds for composting. This donated fresh fruit and vegetables help realize Knowsley Foodbank's mission of fighting food insecurity, which affects one out of five people living below the UK poverty line.

The QVC West Chester QGarden provides team members with an opportunity to learn about organic gardening, foster a deeper appreciation for sustainability, and show how one small act can have a big impact on the community. Our team members partner with the Triskele's Food For All program, which aims to create raised garden beds at businesses that agree to give at least 50 percent of the food grown to those in need.

In 2017 more than 30 QVC team members dedicated 284 hours to harvesting and managing the garden. Those hours allowed QVC to harvest 2,236 pounds with a 78% donation rate—our highest yet. In 2017 the West Chester program impacted an estimated 8,900 meals in Chester County alone.

Since its launch in 2013, the QGarden has harvested almost 10,600 pounds of produce with a 77% donation rate—impacting over 42,000 meals.

