



**qurate**  
RETAIL, INC.

Curated Experiences.  
Infinite Possibilities.®

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**Q1 2024**  
**Earnings Presentation**

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# Safe Harbor and Non-GAAP Measures

This presentation includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about business strategies and initiatives and their expected benefits and other matters that are not historical facts.

These forward-looking statements involve many risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements, including, without limitation, possible changes in market acceptance of new products or services, competitive issues, regulatory matters affecting our businesses, continued access to capital on terms acceptable to Qurate Retail, Inc. (“QRI”) and QVC, Inc. (“QVC”), changes in law and government regulations, availability of investment opportunities, general market conditions (including as a result of future public health crises), issues impacting the global supply chain and labor market and use of social media influencers. These forward-looking statements speak only as of the date of this presentation, and each of QRI and QVC expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in QRI’s or QVC’s expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. Please refer to the publicly filed documents of QRI and QVC, including their most recent Forms 10-K and 10-Q, for additional information about QRI and QVC and about the risks and uncertainties related to their respective businesses which may affect the statements made in this presentation.

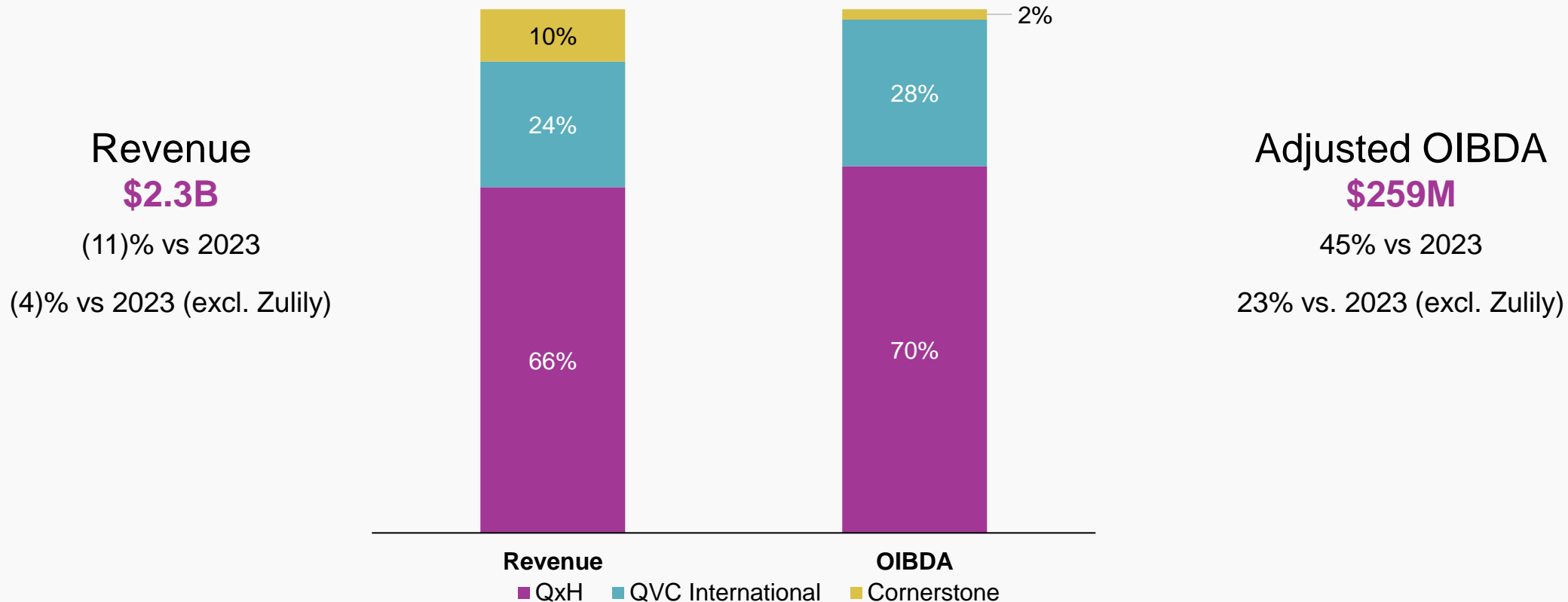
This presentation includes non-GAAP financial measures including adjusted OIBDA, adjusted OIBDA margin, free cash flow, and constant currency. Information regarding the comparable GAAP metrics, along with required definitions and reconciliations, can be found in this presentation or in the earnings press release issued May 8, 2024, as well as earnings press releases relating to prior periods, all of which are available on our website. This presentation is designed to be read in conjunction with the May 8, 2024 earnings press release, which is available on our website.

This presentation includes references to free cash flow, which is a non-GAAP financial measure for QRI. QRI defines free cash flow as cash flows from operating activities less capital expenditures, expenditures for television distribution rights, investments in green energy and dividends paid to non-controlling interests. QRI believes free cash flow is an important indicator of the financial stability of our business. QRI believes cash flows from operating activities is the most directly comparable GAAP measure. Free cash flow is not meant to replace or supersede this GAAP measure, but rather to supplement such GAAP measure in order to present investors with a supplemental metric of financial performance. Please see the reconciliation of free cash flow to cash flows from operating activities calculated in accordance with GAAP for QRI on slide 10 of this presentation.

# Revenue & Adjusted OIBDA

## Business Segment Contribution

Q1 2024



**\$1.4B eCommerce Revenue | 61% of Revenue**  
(1)% YoY excl. Zulily

Note: Zulily was divested on May 24, 2023. Percentages within the stacked bars exclude intersegment eliminations and unallocated corporate costs.

# Revenue & Adjusted OIBDA

## Prior Year Quarterly Comparative

REVENUE						
	2023					2024
	Q1	Q2	Q3	Q4	FY-23	Q1
QxH	(5)%	(8)%	(3)%	(4)%	(5)%	(4)%
QVC International	(12)%	(5)%	4%	2%	(3)%	(3)%
QVC International <sup>A</sup>	(3)%	(3)%	1%	0%	(1)%	(1)%
Cornerstone	(13)%	(7)%	(13)%	(12)%	(11)%	(11)%
Total Qurate Retail (excluding Zulily)		(7)%	(3)%	(4)%	(5)%	(4)%
Total Qurate Retail (excluding Zulily) <sup>A</sup>		(7)%	(3)%	(4)%	(5)%	(4)%
Zulily	(17)%	NM	NM	NM	NM	NM
As Reported Total Qurate Retail	(8)%	(10)%	(10)%	(11)%	(10)%	(11)%
As Reported Total Qurate Retail <sup>A</sup>	(6)%	(10)%	(10)%	(11)%	(10)%	(11)%

ADJUSTED OIBDA						
	2023					2024
	Q1	Q2	Q3	Q4	FY-23	Q1
QxH	(38)%	(20)%	41%	47%	(1)%	33%
QVC International	(31)%	(19)%	24%	2%	(9)%	4%
QVC International <sup>A</sup>	(23)%	(15)%	23%	2%	(6)%	10%
Cornerstone	(87)%	(43)%	10%	486%	(14)%	50%
Total Qurate Retail (excluding Zulily)		(23)%	36%	46%	(4)%	23%
Total Qurate Retail (excluding Zulily) <sup>A</sup>		(22)%	35%	46%	(3)%	25%
Zulily	(72)%	NM	NM	NM	NM	NM
As Reported Total Qurate Retail	(47)%	(22)%	54%	73%	1%	45%
As Reported Total Qurate Retail <sup>A</sup>	(44)%	(21)%	54%	73%	2%	47%

A – Constant Currency

Note: Zulily was divested on May 24, 2023. Its results are included through May 23, 2023. Percentages on a segment basis exclude intersegment eliminations and unallocated corporate costs.



# QxH Category Performance

## Prior-Year Comparative

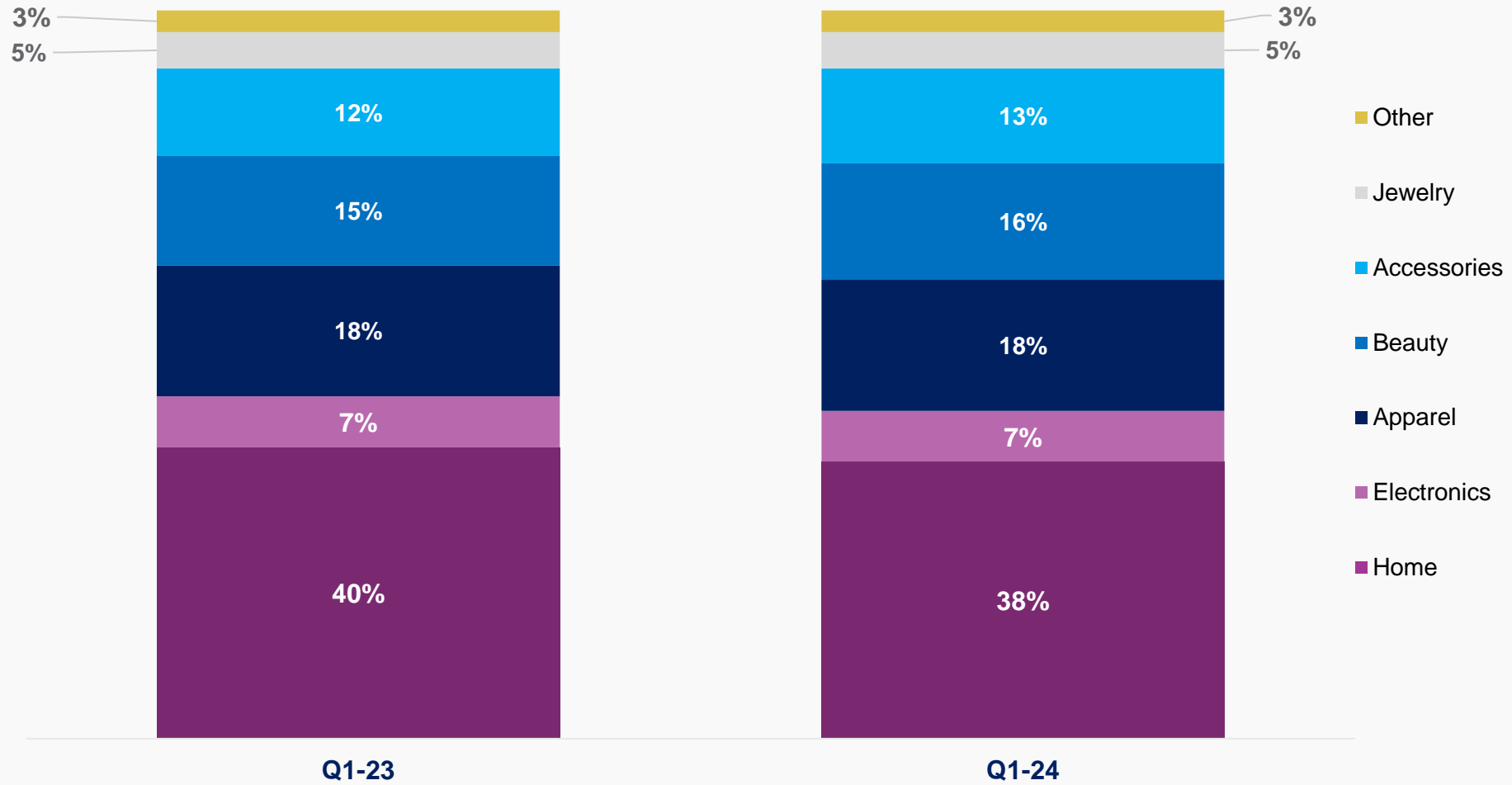
	2023					2024
	Q1	Q2	Q3	Q4	FY-23	Q1
Home	(2)%	(11)%	2%	(2)%	(3)%	(7)%
Electronics	(25)%	(27)%	(18)%	(17)%	(20)%	(2)%
Apparel	(0)%	(4)%	(8)%	3%	(3)%	(4)%
Beauty	(6)%	4%	(7)%	(1)%	(2)%	(3)%
Accessories	(5)%	(7)%	7%	(3)%	(2)%	5%
Jewelry	(11)%	(8)%	4%	8%	(2)%	4%
<b>Total</b>	(5)%	(8)%	(3)%	(4)%	(5)%	(4)%

## Notable Brands



# QxH Category Mix

Category % of Revenue

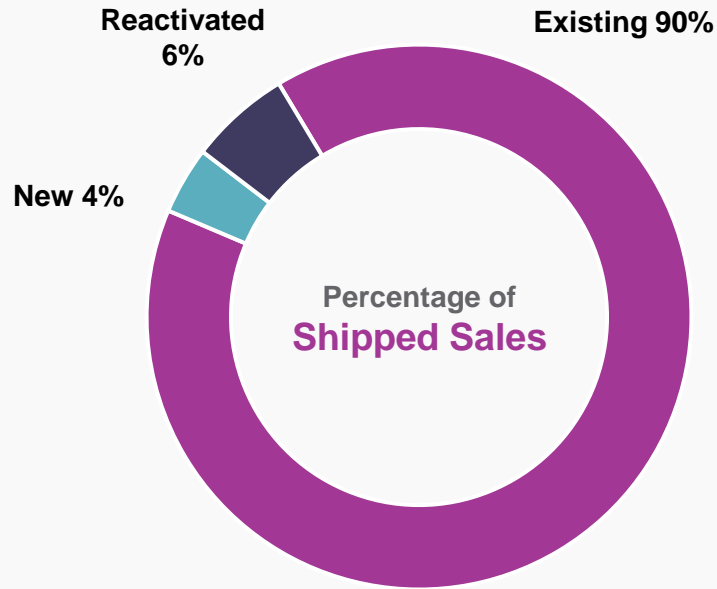
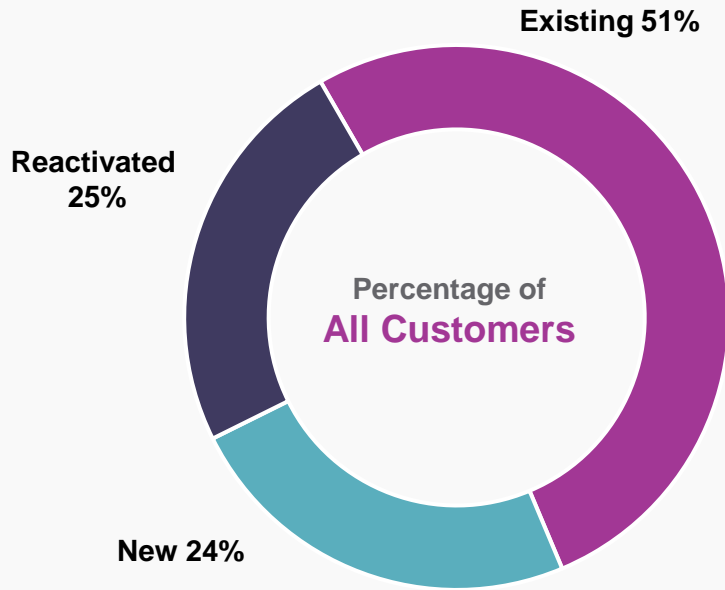


Fashion Categories: Apparel, Beauty, Accessories and Jewelry

Home Categories: Home and Electronics

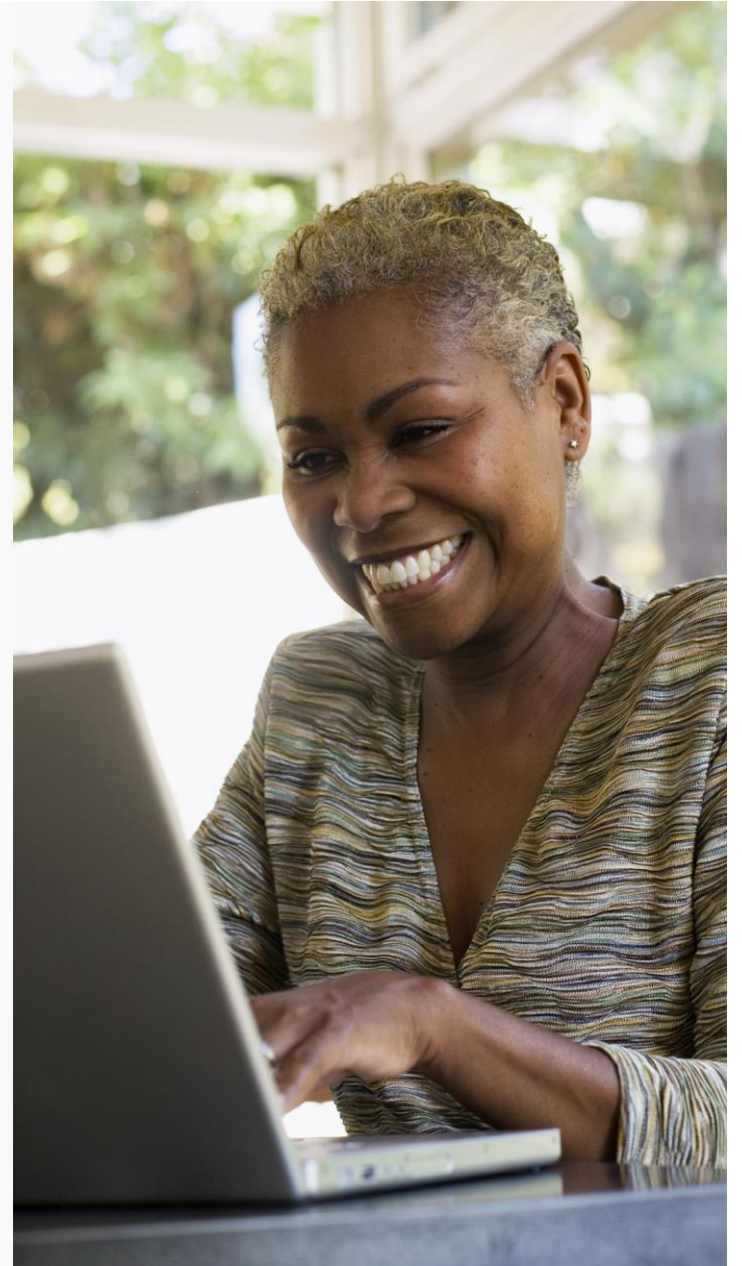
# QxH Customer Profile

Trailing Twelve Months  
Ended March 2024

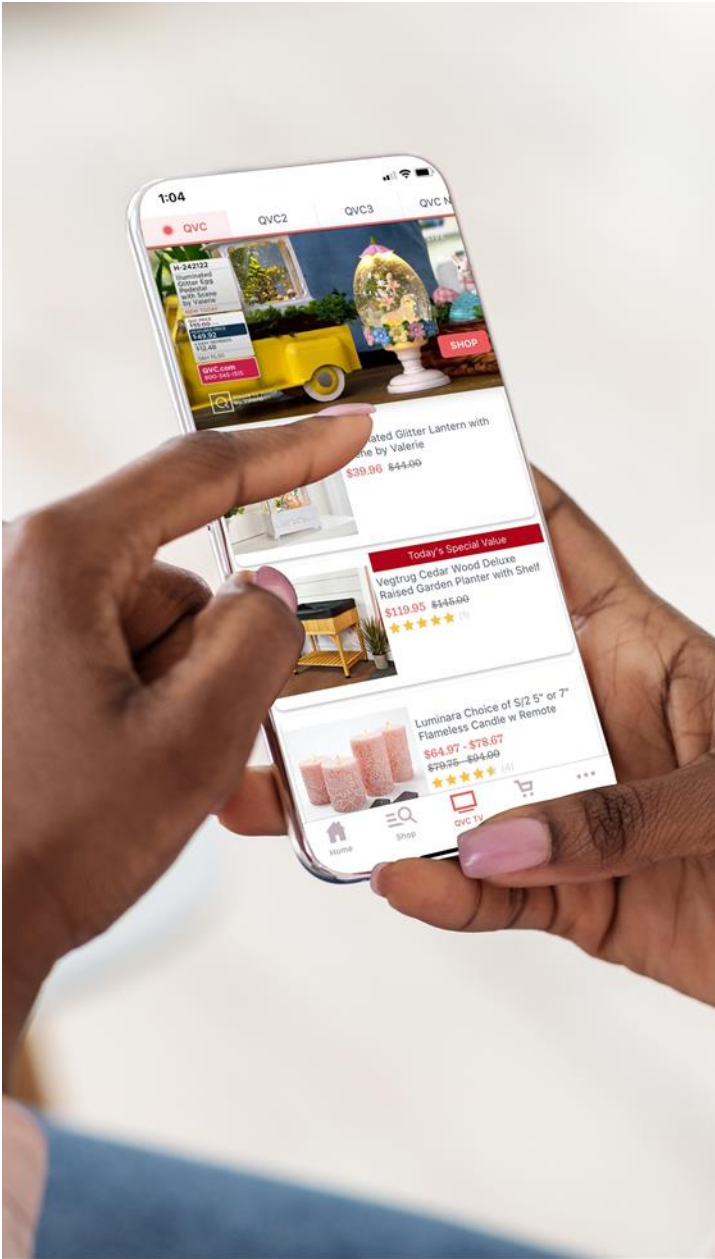


## Existing Customers

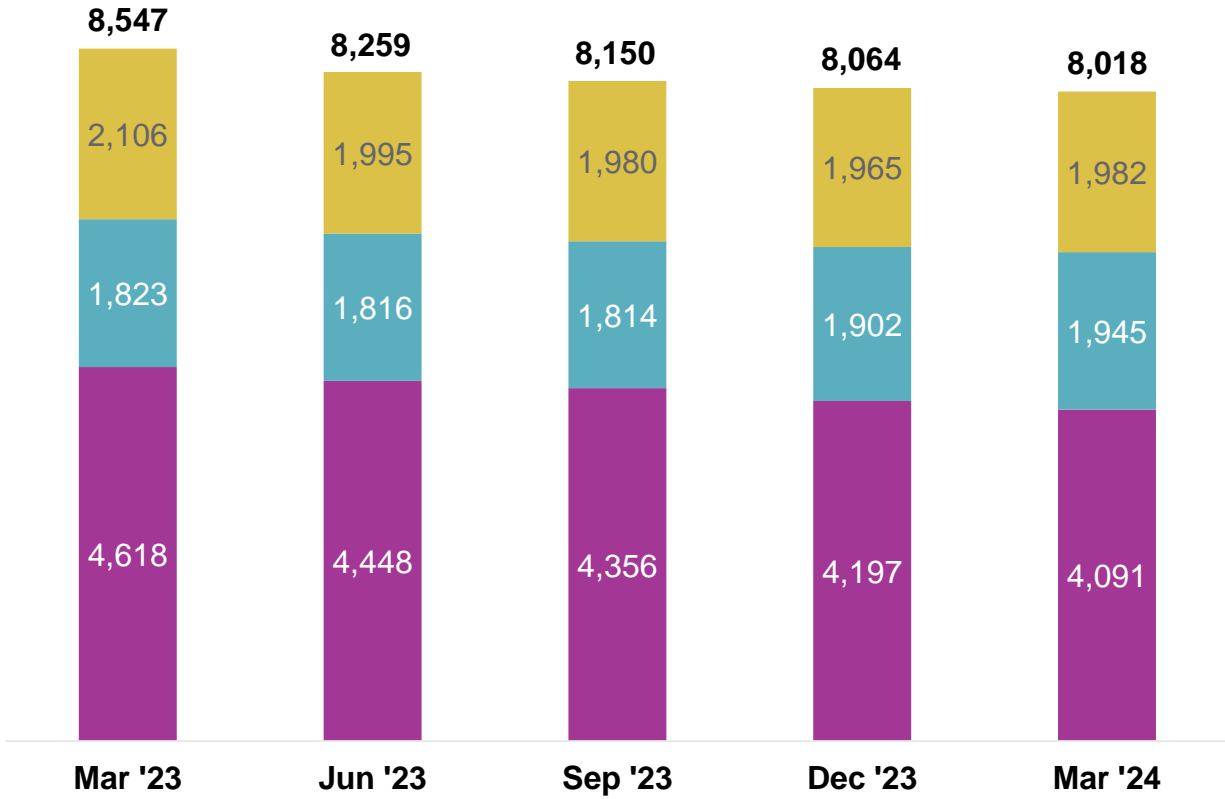
Annual Purchases: **32** Items purchased | **\$1.6K** Spend



**New:** Never purchased previously  
**Reactivated:** Purchased in past, but not in last 12 months  
**Existing:** Made a purchase in two consecutive 12-month periods



# QxH Customer Count Last 12 Months Ended (‘000s)



■ Existing ■ New ■ Reactivated

**New:** Never purchased previously  
**Reactivated:** Purchased in past, but not in last 12 months  
**Existing:** Made a purchase in two consecutive 12-month periods



# QxH Adjusted OIBDA Margin

Basis Point Change Year Over Year

		Fiscal 2024	Q1 Trend Driver
		Q1	
<b>Prior Year</b>		8.7%	
<b>Gross Margin</b>	Product Margin <sup>1</sup>	200	Improved Inventory, Higher-Margin Products, Project Athens Initiatives
<b>Gross Margin</b>	Fulfillment <sup>2</sup>	160	Project Athens Initiatives, Parcel Contract, Lower Detention and Demurrage
<b>Gross Margin</b>	Obsolescence	(10)	Normalized Inventory Levels
<b>Operating Expense</b>	Commissions	20	Favorable Commission Rates
<b>SGA</b>	Marketing	(130)	Normalized Spend Pattern
<b>SGA</b>	Bad Debt	0	
<b>SGA</b>	Administrative and Other <sup>3,4</sup>	90	Overlap of Costs Related to Project Athens Transformation, Sales Deleverage
<b>Current Year</b>		12.0%	
		<b>Δ vs. LY</b>	330

Note: All figures rounded to the nearest 5 bps.

<sup>1</sup> Includes Net Revenue less Product Cost of Goods Sold (including shipping & handling revenue, private label card income, returns, royalties, and liquidation costs).

<sup>2</sup> Includes owned facilities warehouse and freight, Manpower and Non-Manpower expenses, and drop-ship.

<sup>3</sup> Includes other Manpower and Non-Manpower expenses (including bonus accrual, outside services, legal settlements, corporate rent, and travel & entertainment).

<sup>4</sup> Includes other items not included in above categories.

# Qurate Retail, Inc. Free Cash Flow

US\$ Millions

	Three Months Ended March 31	
	2023	2024
<b>Net Cash Provided (Used) by Operating Activities</b>	16	26
Plus: Insurance Proceeds Related to Fixed Assets	18	--
Less: Capital Expenditures	(54)	(40)
Less: Expenditures for Television Distribution Rights	(38)	(2)
Less: Dividends Paid to Non-controlling Interest	(12)	(11)
<b>Free Cash Flow</b>	<b>(70)</b>	<b>(27)</b>

# Qurate Retail, Inc. Headline Financial Covenant Summary

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## ➤ Liberty Interactive LLC (“LI LLC”) Debt

- No material covenants other than liens tests

## ➤ QVC, Inc. Credit Facility

- Primary covenant is 4.5x net leverage test (maintenance based)
  - QVC, Inc. leverage as of 3/31/24 is 2.5x as defined in QVC’s credit agreement
  - Inclusive of debt, cash and adjusted EBITDA<sup>(1)</sup> of QVC, Inc. and Cornerstone
  - A portion of expected cost savings are included in adjusted EBITDA for purposes of the covenant calculations under QVC’s bank credit facility
  - Zulily was divested as of 5/24/23 and is no longer a co-borrower in the credit facility
- Debt service of LI LLC debt (principal and interest) and tax sharing payments are carved out of restricted payments
- Dividends payable to holders of Qurate Retail’s preferred stock is not carved out of restricted payments
- Additional information can be found in QVC, Inc.’s publicly filed documents<sup>(2)</sup>

## ➤ QVC, Inc. Bond Indentures

- Restricted payment test of 3.5x gross leverage (incurrence based)
  - As of 3/31/24, QVC’s consolidated leverage ratio (as calculated under QVC’s senior secured notes) was greater than 3.5x
  - Inclusive of debt, cash and adjusted EBITDA<sup>(3)</sup> of QVC, Inc.
  - Cornerstone sits outside of QVC, Inc.
- Debt service of LI LLC debt (principal and interest) and tax sharing payments are carved out of restricted payments
- Dividends payable to holders of Qurate Retail’s preferred stock is not carved out of restricted payments
- 2:1 fixed charge coverage ratio in order to incur new debt

(1) Please see “Consolidated EBITDA” as defined in QVC’s credit agreement.

(2) [https://www.sec.gov/Archives/edgar/data/0001254699/000110465921131049/tm2131224d1\\_ex4-1.htm](https://www.sec.gov/Archives/edgar/data/0001254699/000110465921131049/tm2131224d1_ex4-1.htm).

(3) Please see “Consolidated Cash Flow” as defined in QVC’s bond indenture.

# Glossary

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**Existing Customer:** Made a purchase in two consecutive 12-month periods.

**New Customer:** Never made a purchase previously.

**Reactivated Customer:** Purchased in past, but not in last 12 months.

**Best Customer (QVC):** Purchased 20+ units in last 12 months.

qurate  
RETAIL, INC.

 QVC |  HSN | BALLARD DESIGNS | FRONTGATE | Garnet Hill | **grandinroad.**