



\$30.5M+  
Total Giving

\$24M+  
Product &  
Other In-Kind  
Donations

\$2.6M+  
Cause Marketing



43K+  
Volunteer  
Hours

\$1.9M+  
Team Member  
Giving

44%  
Towards Women's  
Health & Economic  
Well-being

1,648  
Charities  
Impacted







## \$30.5M+ Total Giving

Since 2020, QVC Group (previously known as Qurate Retail Group) has donated nearly \$180M to causes and social issues worldwide. Of the \$30.5+ million dollars generated in 2024, 40% of it went toward our core charitable focus of women's health and economic well-being.



## \$24M+

### Product & Other In-Kind Donations

As an organization, we reaffirm our values through monetary, product, and in-kind donations. Donations of product facilitated through partnerships with local and global organizations impacted charities in 17 countries in 2024. This included over 2,500 pallets of product distributed through global partners World Vision, Good360, and Harvest Time. In 2024, QVC US launched a partnership with the National Odd Shoe Exchange (N.O.S.E.), an organization that provides footwear for those requiring single shoes or different size shoes because of injury, disease or genetic disorder. Now, when samples come in from vendors, these perfectly good shoes can be donated instead of ending up in landfills.

## \$2.6M+

### Cause Marketing

At QVC Group, shopping is storytelling. And the most powerful stories we can tell are those of our cause marketing campaigns. For example, HSN's campaign benefitting Foundation for Women Warriors has raised over \$450,000 in the two years it has been active. QVC US's *Living for Giving* raised nearly \$1.2M in 2024 and, since its inception in 2021, has helped provide over 40.7M meals through partnership with Feeding America. QVC Germany celebrated International Women's Day with their "Scan to Take Care" initiative, aimed at promoting early detection of breast cancer through partnership with Pink Ribbon Germany.



## \$1.9M+

### Team Member Giving

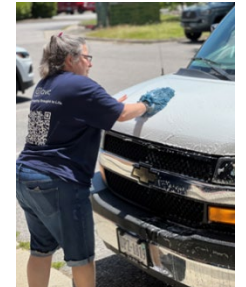
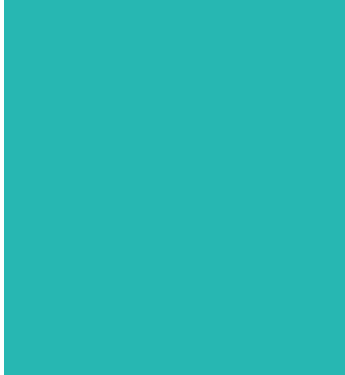
QVC Group team members throughout the world continue to contribute to the well-being of their communities and the assistance of those in need. Paid volunteer days, a 200% donation match, and a small grant program, "Dollars for Doers," provide the foundation for our social impact program, Together for Good. Through our generous corporate match, team members around the world made a significant impact on the causes they care most about.



# 43K+

## Volunteer Hours

In 2024, team members spent over 43,000 hours volunteering, surpassing our company goal by 73%! They dedicated their time to local schools, food pantries, animal rescues, women's support organizations, and many more. Over 3,200 team members took advantage of the company's paid volunteer days, an increase of 156% from the previous year. We are so inspired – and proud of – the amazing impact our team members make in the world around them.



The "2024 Total Giving" includes donations made directly by QVC and its global affiliates, HSN, Ballard Designs, Frontgate, Garnet Hill and Grandin Road (collectively, "QVC Group" or "QVCG") and team members of these entities, as well as those facilitated by QVC Group. The "Cause Marketing & Broadcast" total represents charitable funds generated through the sale of donated products by QVCG and through donations made by QVCG and vendors based upon QVCG's sale of certain products. The "Product and In-Kind Donations" total represents product and other donations made by QVCG in the amount of \$1,082,976, product and cash donations made by vendors (and facilitated by QVCG) in the amount of \$22,918,471 and QVCG team member volunteering in the amount of \$1,457,384 utilizing time value calculation from the Independent Sector Volunteer Rate. The total contribution summary amount is a contribution total only and does not signify the tax deductibility of said contributions.