



### 1. **What did QVC Group announce?**

- As part of our WIN Growth Strategy, we are taking action to reduce our debt and significantly strengthen our financial foundation to drive long-term growth and profitability.
- We have reached an agreement with a majority of our lenders on the terms of a comprehensive financial restructuring plan. This agreement is called a Restructuring Support Agreement or "RSA".
- This plan will ensure that QVC Group has the right balance sheet to support our business as we continue to implement our WIN Growth Strategy, positioning us to drive the future of live social shopping.
- To implement this plan, QVC Group and certain of its U.S. subsidiaries, including QVC, Inc., have initiated a voluntary U.S. Chapter 11 process.
  - QVC Group's subsidiaries and entities outside of the U.S. are not included in this court-supervised process.
  - The only exception is a non-operating subsidiary in Luxembourg that has no team members.
  - The Company's global business operations are continuing as usual, including customer-facing operations in the UK, Germany, Japan and Italy as well as our Global Business Services in Poland and Global Sourcing in China.
- Importantly, during this process we are operating as usual across all our brands, channels, platforms, and stores, serving our customers.
- The steps we are taking today are intended to make us a stronger company so we can continue bringing innovative products, compelling content, and unforgettable moments to millions of shoppers worldwide.

### 2. **What is Chapter 11?**

- Chapter 11 is a section of the U.S. Bankruptcy Code that allows companies to continue operating normally as they improve their financial position and reduce debt in an efficient and orderly manner.

### 3. **Does this mean QVC Group is going out of business? Is this a liquidation?**

- No. QVC Group is not going out of business.
- Chapter 11 is a legal tool in the United States that allows companies to continue operating normally as they strengthen their capital structure and reduce debt in an efficient and orderly manner.
- During this process, we are operating as normal across all our brands, channels, platforms, and stores, serving our customers.



**4. Why did QVC Group file for Chapter 11? Why now?**

- Reducing QVC Group's debt has been a key goal of our transformational WIN Growth Strategy since we launched this strategy in November 2024.
- We are making meaningful progress transforming our business by expanding on social and streaming, working to stabilize our core on TV and aggressively managing costs. Now we are taking action to address QVC Group's excessive debt load.
- We have entered an RSA with a majority of our lenders on the terms of a comprehensive financial restructuring plan. Initiating a voluntary Chapter 11 process is an important step to implement this plan.
- Due to the prepackaged nature of the financial restructuring, we expect to complete this process on an expedited basis and emerge within approximately 90 days with a significantly enhanced balance sheet and financial flexibility, enabling QVC Group to move forward as a stronger company poised for long-term growth and profitability.

**5. Does QVC Group have ample liquidity (e.g., cash and cash flow) to meet its business obligations during the court-supervised process?**

- Yes.
- The Company is entering this process with more than \$1 billion in cash on hand.
- Together with cash generated from ongoing operations, QVC Group has ample liquidity to meet its business obligations during the U.S. court-supervised process.

**6. Will this court-supervised process affect QVC Group's day-to-day operations?**

- No. We fully expect QVC Group's operations to continue as usual without interruption.
- This court-supervised process will provide QVC Group with the time and flexibility to continue our normal business operations as we work to reduce our debt through our financial restructuring plan.

**7. When does QVC Group expect to complete the financial restructuring process?**

- Because we have already agreed with a majority of our lenders on our financial restructuring plan, QVC Group expects to complete this process on an expedited basis and emerge as a stronger company within approximately 90 days, pursuant to the RSA.
- We will provide updates as we achieve key milestones.

**8. Are any QVC Group entities not included in the financial restructuring process?**

- QVC Group's subsidiaries and entities located outside of the U.S. are not included in the court-supervised process.
- The only exception is a non-operating subsidiary in Luxembourg that has no team members, customers, vendors or business partners.
- The Company is operating normally across all geographies, including in the UK, Germany, Japan, Italy, Poland and China.

**9. Why are some QVC Group entities not included in the financial restructuring process?**

- We made these decisions by evaluating each entity's financials, location and legal jurisdiction.
- The debt we need to restructure is held by our U.S. businesses, so those are the entities that are going through the Chapter 11 process.



**10. Which QVC Group entities are excluded from the U.S. court-supervised process? Which entities are included?**

- QVC Group's subsidiaries and entities located outside of the U.S. are not included in the court-supervised process.
- The only exception is a non-operating subsidiary in Luxembourg with no team members.
- The Company is operating normally across all geographies, including in the UK, Germany, Japan, Italy, Poland and China.

**11. What does this mean for customers of non-filing QVC Group entities?**

- This has no impact on you.
- It is business as usual and we intend to continue providing you with the same products and services you know and love.

**12. What does this mean for vendors, suppliers, and business partners of non-filing QVC Group entities?**

- This has no impact on you.
- It is business as usual and nothing is changing with how we work with you.
- We intend to continue working with you and paying you as usual for goods received and services provided.
- You should continue to submit invoices through the usual accounts payable channels.

**13. Who can I contact if I have additional questions? Where can I find more information?**

- Please reach out to your usual QVC Group contact with any questions.