



SHOP LC
DELIVERING JOY

Our Purpose

DELIVERING JOY

Our Mission

To deliver one million meals per day to children in need by FY-2040 through our one for one meal program:
Your Purchase Feeds...



Introduction

Shop LC is a multi-channel retailer with a live video home shopping network reaching over **63 million** U.S. TV households.

Shop LC is focused on providing the highest value to customers by cutting out midstream operational costs. The business model, which is predominately jewelry, has expanded its focus to beauty, fashion, home decor and lifestyle products, with continued growth in product offerings, national brands and innovation.





Our History

Notables

Shop LC is owned and operated by Vaibhav Global Ltd. located in Jaipur, India. VGL went public in 1997 and has since evolved into a successful, vertically-integrated electronic retailer of fashion jewelry and lifestyle products in the USA and United Kingdom.

- 2007 Founded as The Jewelry Channel, Austin, TX
- 2010 Rebranded as the Liquidation Channel A.K.A. LC
- 2017 Rebranded as Shop LC (Shop Low Cost)
- 2017 Launched Mobile & Smart TV App
- 2017 Launched Your Purchase Feeds Cause Marketing Program
- 2019 Round Rock Global Business Partner of the Year
- **2019 Quality of Texas Achievement Award (Malcolm Baldrige)**
- 2020 Austin Chamber Champion for Education
- 2020-2021 Certified as a Great Place to Work
- **2021 Awarded Austin Platinum Green Business**
- **2022 Austin/Recognize Good Ethics Award Winner Large Business**
- 2022-2023 Certified as a Great Place to Work
- 2022 LEED Gold Building Certified v.4.1 OME
- **2025 Bold Giver Award – Austin Gives, Austin Chamber of Commerce**
- **2025 Top Sustainability Community Catalyst Awards 2025 – Jewelry World Awards (JWA)**
- **2025 Best Places to Work – Austin Chamber of Commerce**

What Makes Us Unique



Unique reverse auction format attracts and deeply engages viewers



Extensive use of non-sales content to educate our customers about the products we feature



Average sales price per piece is approx. \$46.55



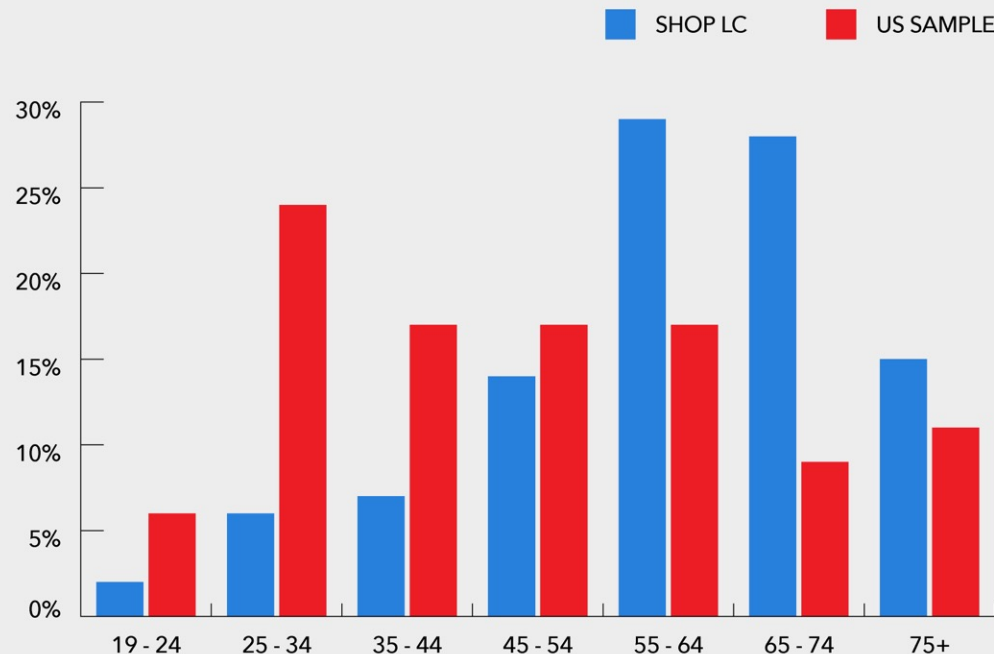
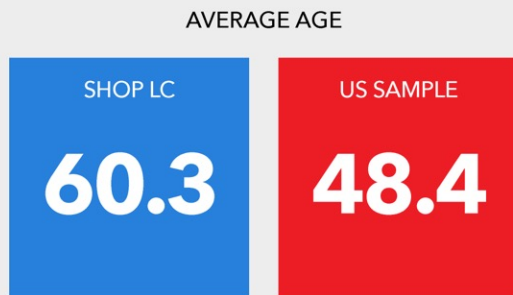
We've spent years selling our jewelry to the competition, so we have honed our products and methods



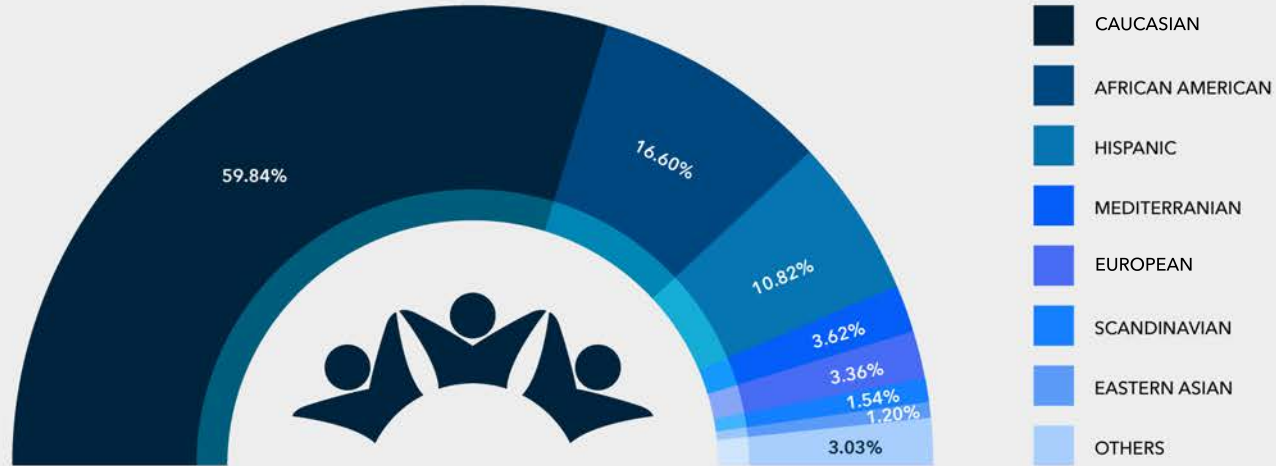
Vertical integration – we own 95% of our jewelry manufacturing -providing low prices and great value for our customers

Our Customer – Age

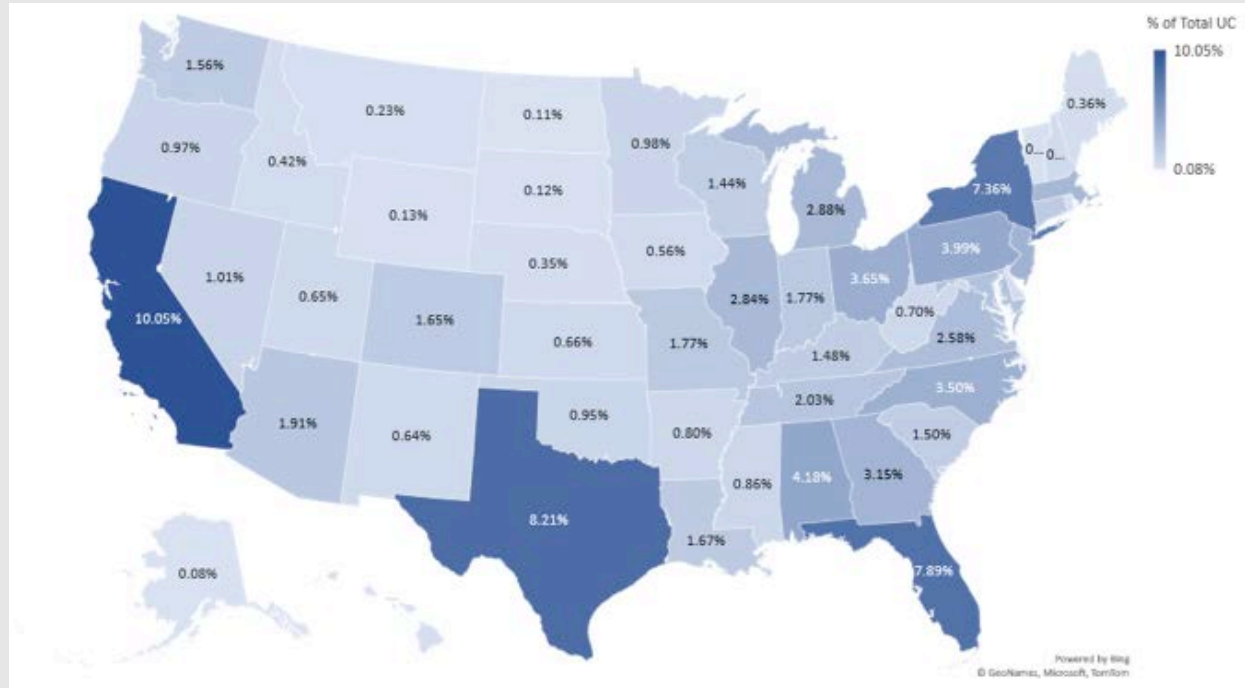
She uses the internet but is more likely to use the phone to place an order



Our Customer – Ethnicity

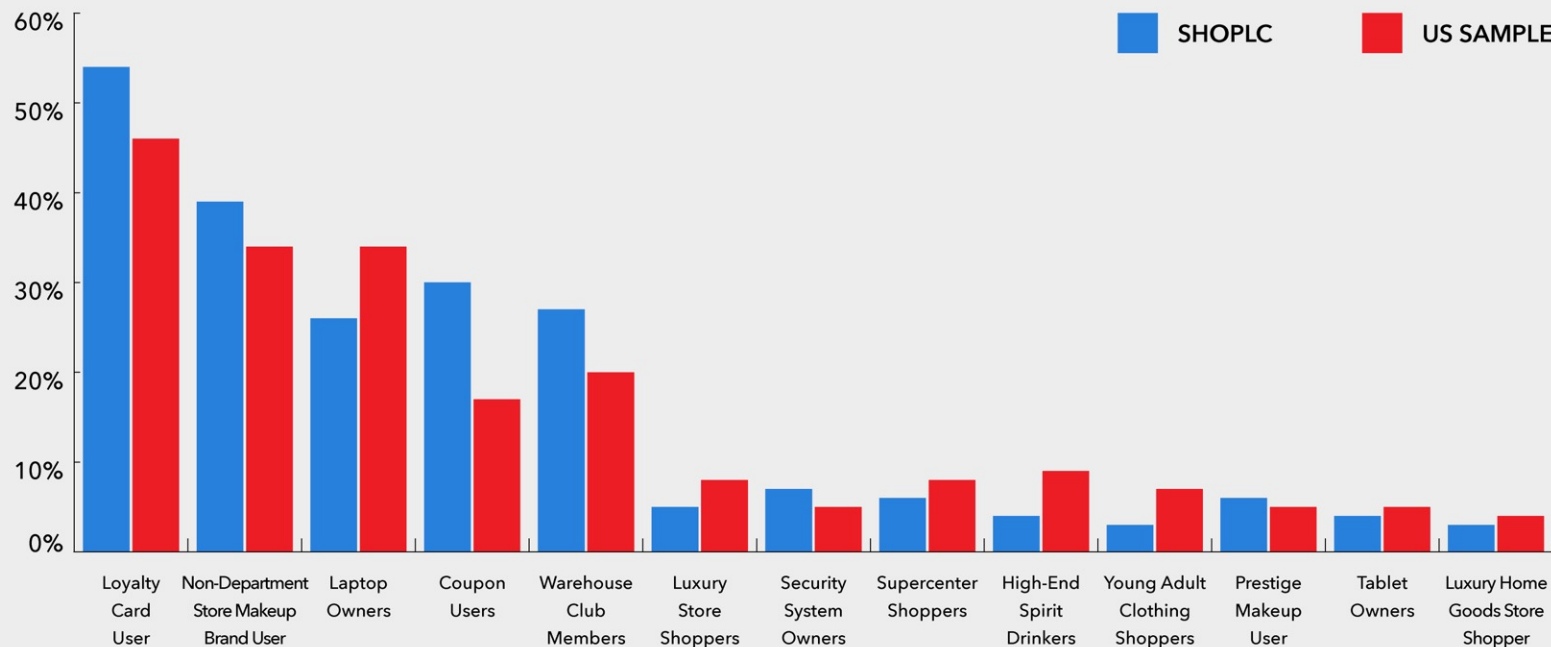


Our Customer – Penetration by State

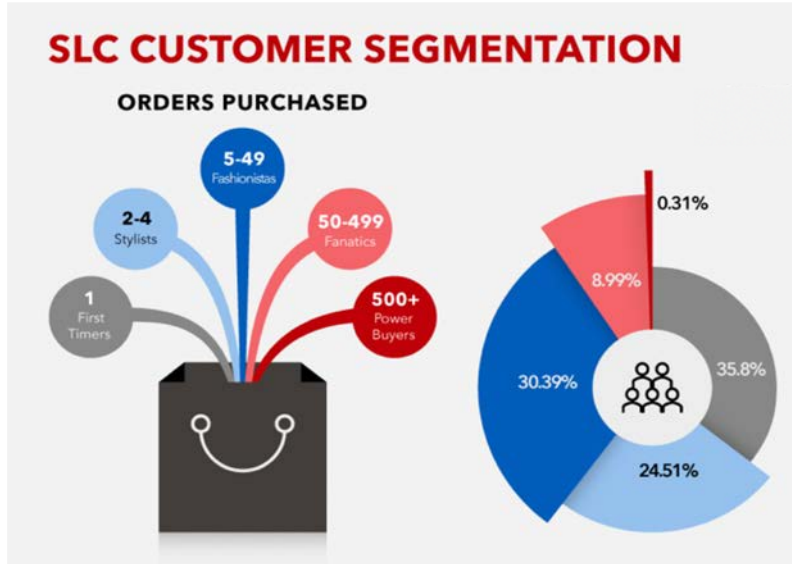


Our Customer – Indicators

The following buyer indicators compare Shop LC customers to US sample



Our Customers



- 65+ Women
- Active Lifestyle
- Retires or Final Career Stage
- Enjoys treating herself
- Love the hunt of a good bargain
- Enjoys the story
- Owns smart phone



Products We Are Known For



Top Brand Snapshot

RHAPSODY
CARRY YOUR STORY OF SUCCESS EST. 2004

LUX ✦ ORO®

LUXURIANT

D'Joy

EverTrue

LIVMORE

LA MAREY

EON
1962

**GRAND
Pelle**

Genoa

BEAUTECH

Marigold + Lotus
MARIGOLD + LOTUS

Promotions We Are Known For



24 exciting hours of
non-jewelry products at
incredible values



Almost every Friday, every
item is guaranteed to be
\$9.99 or less



Shop LC is known for
smacking down prices. If
you are looking for
extreme value, look no
further

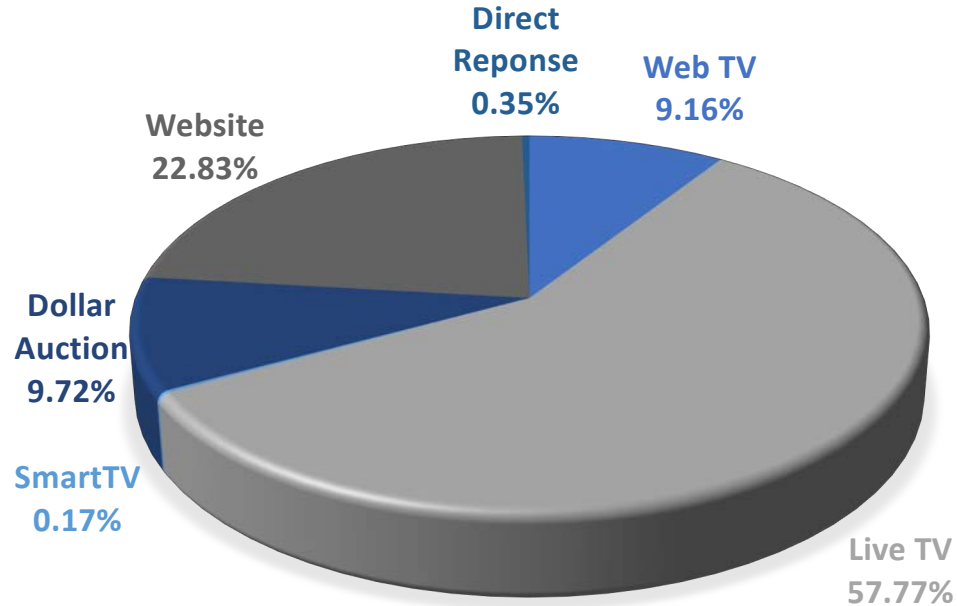
Where to Find Shop LC



SMART TV



Customer Preferred Shopping Source



Corporate Social Responsibility

[For more information on our programs visit \[www.shoplc.com/csr\]\(http://www.shoplc.com/csr\)](http://www.shoplc.com/csr)

Every piece sold provides a meal to a hungry child. Since Oct 2017, we have provided over **56 million meals** to school children in India or the United States.

Giveback

Wellness is key to happy product team members. We offer personal financial guidance, meditation, running/walking club, diversity chats and more.

Wellness

We are active members of our local community. Every employee has 16 hours paid per year for volunteering. Our executives sit on local committees and participate in local chambers regularly.

Community

We care about the environment. Our plan is to be Carbon Net Zero by 2030. This Jan. we have a full-scale recycling & composting program in all buildings. Two of our Austin buildings are LEED Gold Certified.

Environment



Every item we sell provides a meal to a child in need. We've created a sustainable program that allows thousands of children to have a better chance at a successful future. Your purchase is more than feeding kids, it's about feeding their minds, hearts, and futures. Our mission is to provide 1,000,000 meals per day by 2040.

your purchase feeds...



Our partners: to learn more, click on the logos below





Thank You

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