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First Quarter 2018 Earnings Presentation

Safe Harbor Statement

This document may contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements contained herein that are not statements of historical fact, including statements regarding guidance, industry prospects, or future results of operations or financial position are forward-looking. We often use words such as anticipates, believes, estimates, expects, intends, predicts, hopes, should, plans, will and similar expressions to identify forward-looking statements. These statements are based on management's current expectations and accordingly are subject to uncertainty and changes in circumstances. Actual results may vary materially from the expectations contained herein due to various important factors, including (but not limited to): variability in consumer preferences, shopping behaviors, spending and debt levels; the general economic and credit environment; interest rates; seasonal variations in consumer purchasing activities; the ability to achieve the most effective product category mixes to maximize sales and margin objectives; competitive pressures on sales and sales promotions; pricing and gross sales margins; the level of cable and satellite distribution for our programming and the associated fees or estimated cost savings from contract renegotiations; our ability to establish and maintain acceptable commercial terms with third-party vendors and other third parties with whom we have contractual relationships, and to successfully manage key vendor and shipping relationships and develop key partnerships and proprietary and exclusive brands; our ability to manage our operating expenses successfully and our working capital levels; our ability to remain compliant with our credit facilities covenants; customer acceptance of our branding strategy and our repositioning as a video commerce company; our ability to respond to changes in consumer shopping patterns and preferences, and changes in technology and consumer viewing patterns; changes to our management and information systems infrastructure; challenges to our data and information security; changes in governmental or regulatory requirements; including without limitation, regulations of the Federal Communications Commission and Federal Trade Commission, and adverse outcomes from regulatory proceedings; litigation or governmental proceedings affecting our operations; significant events (including disasters, weather events or events attracting significant television coverage) that either cause an interruption of television coverage or that divert viewership from our programming; disruptions in our distribution of our network broadcast to our customers; our ability to protect our intellectual property rights; our ability to obtain and retain key executives and employees; our ability to attract new customers and retain existing customers; changes in shipping costs; expenses related to the actions of activist or hostile shareholders; our ability to offer new or innovative products and customer acceptance of the same; changes in customer viewing habits of television programming; and the risks identified under Item 1A(Risk Factors) in our recently filed Form 10-K and any additional risk factors identified in our periodic reports since the date of such Form 10-K. More detailed information about those factors is set forth in our filings with the Securities and Exchange Commission, including our annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this announcement. We are under no obligation (and expressly disclaim any such obligation) to update or alter our forward-looking statements whether as a result of new information, future events or otherwise.

Adjusted EBITDA

EBITDA represents net income (loss) for the respective periods excluding depreciation and amortization expense, interest income (expense) and income taxes. The Company defines Adjusted EBITDA as EBITDA excluding non-operating gains (losses); executive and management transition costs; loss on debt extinguishment; distribution facility consolidation and technology upgrade costs; gain on sale of television station; contract termination costs; activist shareholder response costs and non-cash share-based compensation expense. The Company has included the term "Adjusted EBITDA" in our EBITDA reconciliation in order to adequately assess the operating performance of our television and online businesses and in order to maintain comparability to our analyst's coverage and financial guidance, when given. Management believes that the term Adjusted EBITDA allows investors to make a meaningful comparison between our business operating results over different periods of time with those of other similar companies. In addition, management uses Adjusted EBITDA as a metric to evaluate operating performance under the Company's management and executive incentive compensation programs. Adjusted EBITDA should not be construed as an alternative to operating income (loss), net income (loss) or to cash flows from operating activities as determined in accordance with generally accepted accounting principles ("GAAP") and should not be construed as a measure of liquidity. Adjusted EBITDA may not be comparable to similarly entitled measures reported by other companies. The Company has included a reconciliation of the comparable GAAP measure, net income (loss) to Adjusted EBITDA in this presentation.

What Went Well in Q1

- Achieved comparable revenue growth for the first time since Q1 2016.
- Launched 13 new brands to our product portfolio with many showing the potential of being concepts that we can build and grow.
- Improved our net loss and adjusted EBITDA compared to last year by 7% each.
- Grew digital sales penetration 240 bps compared to last year to 53.0%.
- Grew mobile sales penetration as a percentage of digital sales 140 bps to 49.4%.
- Announced expansion of studio and office space in Los Angeles and New York City
- Continued to maintain a solid balance sheet by decreasing net debt[1] by approximately $10 million as compared to 2017 fiscal year end.

(1) Net debt is defined as long-term and current portion of long term credit facilities less cash

Q1 ‘18 Financial Report Card

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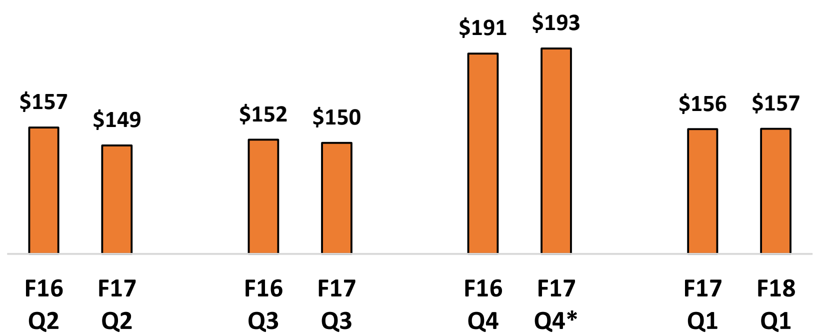
+0.1%
Net Sales

+40bps
Increase in Comparable Gross Margin Rate**

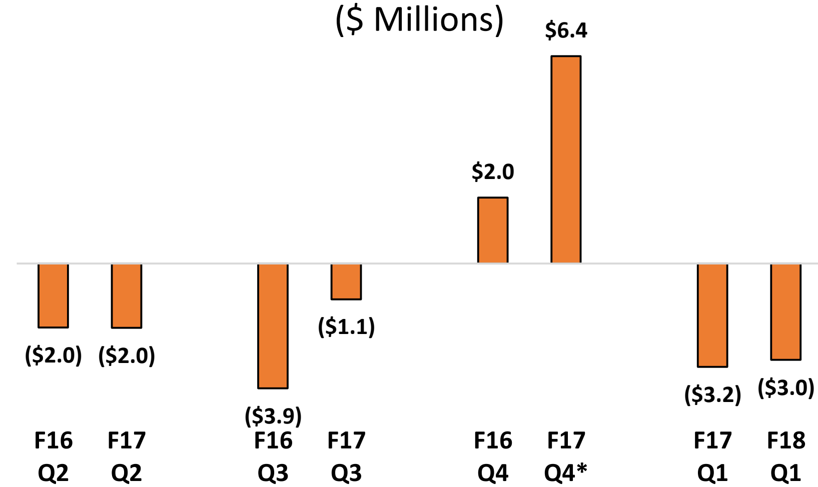
+7%
Improvement in Adjusted EBITDA

+7%
Improvement in Net Loss

Net Sales
($ Millions)



Net Income (Loss)
($ Millions)

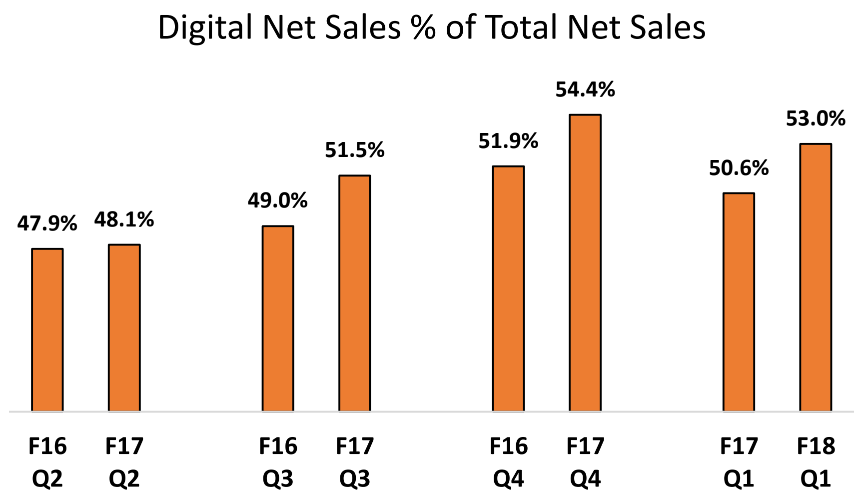


*Includes a 14th week in Q4 of F17
** Excludes contract termination costs of $753,000 during Q1 2018
Percentage changes represent Q1 2018 as compared to Q1 2017.

Q1 '18 Digital Report Card

53%

Digital Sales %



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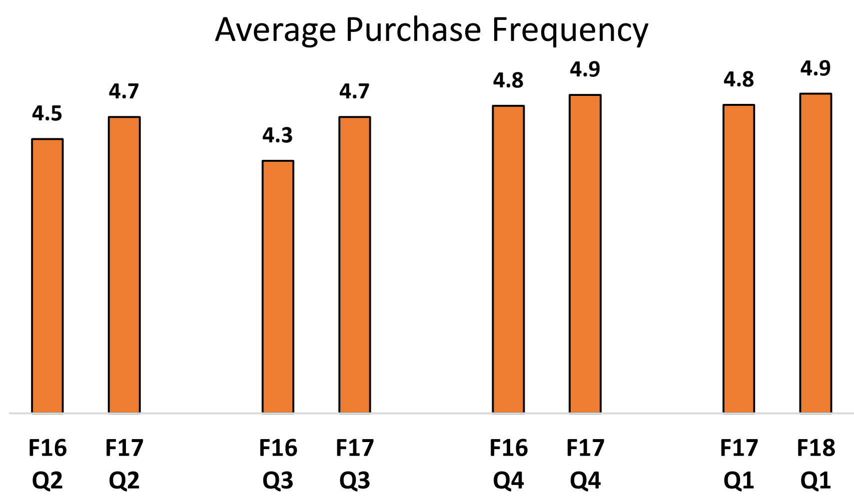
Consecutive Quarters of Increased Purchase Frequency



2018 Guidance Affirmed

Year 3 2018: Begin growth phase by increasing revenue and building market share.

Our 2018 financial plan expectations (Fiscal 2018 has 52 weeks compared to 53 weeks in Fiscal 2017):

- Normalized sales growth on a 52-week over 52-week basis in the 2% to 5% range, which equates to 0% to 3% on a reported basis.

- Adjusted EBITDA to be in the $19 to $21 million range, which would be growth of 5% to 17% year-over-year.[1]

(1) In accordance with SEC Guidance for Item 10(e)(1)(i)(A) of Regulation S-K, we have not provided a reconciliation of our expected Adjusted EBITDA range to expected net income range in this press release due to the uncertainty and inherent difficulty predicting the occurrence, the financial impact and the periods in which certain GAAP to non-GAAP adjustments may be recognized. These adjustments may include the impact of such items as loss on debt extinguishment, gain on sale of assets, executive and management transition costs, restructuring charges, the effect of other certain one-time items, and the income tax effect of such items. We are unable to quantify these types of adjustments that would be required to be included in the GAAP measure without unreasonable efforts. In addition, we believe such a reconciliation would imply a degree of precision on inherently unpredictable events in our outlook that could be confusing to investors.

Appendices

Summary P&L

(In thousands, except per share data)	F14 FY 1/31/2015	F15 FY 1/30/2016	F16 FY 1/28/2017	F17 Q1 4/29/2017	F17 Q2 7/29/2017	F17 Q3 10/28/2017	F17 Q4* 2/3/2018	F17 FY* 2/3/2018	F18 Q1 5/5/2018
Net Sales	$ 674,618	$ 693,312	$ 666,213	$ 156,343	$ 148,949	$ 150,212	$ 192,716	$ 648,220	$ 156,505
Cost of Sales	429,570	454,832	424,686	100,057	92,469	92,918	127,664	413,108	100,250
Gross Profit	245,048	238,480	241,527	56,286	56,480	57,294	65,052	235,112	56,255
Gross Profit %	36.3%	34.4%	36.3%	36.0%	37.9%	38.1%	33.8%	36.3%	35.9%
Operating Expenses:									
Distribution and selling	202,579	209,328	207,030	48,730	48,687	48,501	53,566	199,484	48,887
General and administrative	23,983	24,520	23,386	5,995	6,012	6,779	5,656	24,442	6,719
Depreciation and amortization	8,445	8,474	8,041	1,636	1,680	1,475	1,579	6,370	1,572
Executive & Mgmt transition costs	5,520	3,549	4,411	506	572	893	174	2,145	1,024
Activist Shareholder Response Cost	3,518	-	-	-	-	-	-	-	-
Distribution facility consolidation and technology upgrade costs	-	1,347	677	-	-	-	-	-	-
Gain on sale of television station	-	-	-	-	-	-	(551)	(551)	-
Total operating expense	244,045	247,218	243,545	56,867	56,951	57,648	60,424	231,890	58,202
Operating income/(loss)	1,003	(8,738)	(2,018)	(581)	(471)	(354)	4,628	3,222	(1,947)
Other income (expense):									
Interest income/(expense)	(1,562)	(2,712)	(5,926)	(1,493)	(1,311)	(1,152)	(1,111)	(5,067)	(1,019)
Loss on Debt extinguishment	-	-	-	(913)	-	(221)	(323)	(1,457)	-
Total other income/(expense)	(1,562)	(2,712)	(5,926)	(2,406)	(1,311)	(1,373)	(1,434)	(6,524)	(1,019)
Income tax benefit (provision)	(819)	(834)	(801)	(209)	(209)	624	3,239	3,445	(20)
Total Net Income/(Loss)	$ (1,378)	$ (12,284)	$ (8,745)	$ (3,196)	$ (1,991)	$ (1,103)	$ 6,433	$ 143	$ (2,986)
EBITDA, as adjusted	$ 22,773	$ 9,206	$ 16,225	$ 3,050	$ 3,502	$ 3,780	$ 7,679	$ 18,011	$ 3,270
Weighted average number of common shares outstanding (000's)	53,459	57,004	59,785	60,919	64,091	65,191	65,672	63,968	65,361
Net income/(loss) per common share	$ (0.03)	$ (0.22)	$ (0.15)	$ (0.05)	$ (0.03)	$ (0.02)	$ 0.10	$ 0.00	$ (0.05)

*Includes a 14th week in Q4 and 53rd week in fiscal year

Summary Balance Sheet

(In thousands)

Current assets:	F14 01/31/15	F15 01/30/16	F16 01/28/17	F17 02/03/18	F18 Q1 05/05/18
Cash & restricted cash and equivalents	$ 21,928	$ 12,347	$ 33,097	$ 24,390	$ 30,527
Accounts receivable, net	112,275	114,949	99,062	96,559	85,060
Inventories	61,456	65,840	70,192	68,811	73,058
Prepaid expenses and other	5,284	5,913	5,510	5,344	9,142
Total current assets	200,943	199,049	207,861	195,104	197,787
Property and equipment, net	42,759	52,629	52,715	52,048	51,434
FCC broadcasting license	12,000	12,000	12,000	-	-
Other assets	1,989	1,819	2,204	2,106	2,027
	$ 257,691	$ 265,497	$ 274,780	$ 249,258	$ 251,248
Current liabilities:					
Accounts payable	$ 81,457	$ 77,779	$ 65,796	$ 55,614	$ 59,067
Accrued liabilities and other	38,504	37,570	41,185	38,007	42,188
Total current liabilities	119,961	115,349	106,981	93,621	101,255
Capital lease liability	36	-	-	-	-
Other long term liabilities	249	164	428	68	59
Deferred tax liability	1,946	2,734	3,522	-	-
Long term debt	50,971	70,271	82,146	71,573	68,204
Total liabilities	173,163	188,518	193,077	165,262	169,518
Common stock, preferred stock and warrants	564	571	652	653	656
Additional paid-in capital	418,846	423,574	436,962	439,111	439,828
Accumulated deficit	(334,882)	(347,166)	(355,911)	(355,768)	(358,754)
Total shareholders' equity	84,528	76,979	81,703	83,996	81,730
	$ 257,691	$ 265,497	$ 274,780	$ 249,258	$ 251,248

Adjusted EBITDA Reconciliation

	F14	F15	F16	F17					F18
	FY	FY	FY	Q1	Q2	Q3	Q4*	FY*	Q1
Net income (loss)	**$ (1,378)**	**$ (12,284)**	**$ (8,745)**	**$ (3,196)**	**$ (1,991)**	**$ (1,103)**	**$ 6,433**	**$ 143**	**$ (2,986)**
Adjustments:									
Depreciation and amortization	8,872	10,327	11,209	2,604	2,655	2,451	2,597	10,307	2,620
Interest income	(10)	(8)	(11)	(2)	(2)	(6)	(7)	(17)	(7)
Interest expense	1,572	2,720	5,937	1,495	1,313	1,158	1,118	5,084	1,026
Income taxes	819	834	801	209	209	(624)	(3,239)	(3,445)	20
EBITDA (as defined)	9,875	1,589	9,191	1,110	2,184	1,876	6,902	12,072	673
A reconciliation of EBITDA to Adjusted EBITDA is as follows:									
EBITDA (as defined)	9,875	1,589	9,191	1,110	2,184	1,876	6,902	12,072	673
Less:									
Executive and management transition costs	5,520	3,549	4,411	506	572	893	174	2,145	1,024
Distribution facility consolidation and technology upgrade costs	-	1,347	677	-	-	-	-	-	-
Activist Shareholder Response Costs	3,518	-	-	-	-	-	-	-	-
Shareholder Rights Plan costs	-	446	-	-	-	-	-	-	-
Loss on debt extinguishment	-	-	-	913	-	221	323	1,457	-
Gain on sale of television station	-	-	-	-	-	-	(551)	(551)	-
Contract termination costs		-	-	-	-	-	-	-	753
Non-cash share-based compensation expense	3,860	2,275	1,946	521	746	790	831	2,888	820
Adjusted EBITDA	**$ 22,773**	**$ 9,206**	**$ 16,225**	**$ 3,050**	**$ 3,502**	**$ 3,780**	**$ 7,679**	**$ 18,011**	**$ 3,270**

*Includes a 14th week in Q4 and 53rd week in fiscal year

Cash Flow

(In thousands)	Year Ending January 31, 2015	Year Ending January 30, 2016	Year Ending January 28, 2017	Year Ending February 3, 2018*	Year-to-date May 5, 2018
OPERATING ACTIVITIES:					
Net loss	$ (1,378)	$ (12,284)	$ (8,745)	$ 143	$ (2,986)
Adjustments to reconcile net loss to net cash					
provided by (used for) operating activities-					
Depreciation and amortization	8,872	10,327	11,209	10,307	2,620
Share-based payment compensation	3,860	2,275	1,946	2,888	820
Gain from disposal of assets	-	-	-	(551)	-
Amortization of deferred revenue	(86)	(85)	(86)	(60)	(9)
Amortization of debt discount & deferred financing costs	231	271	558	366	52
Loss on Debt extinguishment	-	-	-	1,457	-
Deferred Income Taxes	788	788	788	(3,522)	-
Changes in operating assets and liabilities:					
Accounts receivable, net	(4,889)	(2,674)	15,978	2,503	11,499
Inventories, net	(10,294)	(4,384)	(3,181)	1,381	(4,247)
Prepaid expenses and other	815	(565)	423	166	(3,798)
Accounts payable and accrued liabilities	766	(3,080)	(11,606)	(11,800)	7,745
Net cash provided by (used for) operating activities	(1,315)	(9,411)	7,284	3,278	11,696
INVESTING ACTIVITIES:					
Property and equipment additions, net or proceeds from sale of	(25,119)	(22,014)	(10,261)	(10,499)	(2,078)
Cash paid for acquisition	-	-	(508)	-	-
Purchase of EVINE trademark	(59)	-	-	-	-
Proceeds from the sale of assets	-	-	-	12,738	-
Net cash used for investing activities	(25,178)	(22,014)	(10,769)	2,239	(2,078)
FINANCING ACTIVITIES:					
Proceeds from issuance of revolving loans	2,700	19,200	-	96,800	50,500
Proceeds from issuance of term loans	12,152	2,849	17,000	6,000	-
Proceeds from issuance of common stock and warrants	-	-	12,470	4,628	-
Proceeds from exercise of stock options, net	2,794	2,460	-	79	-
Payments on revolving loan	-	-	-	(96,800)	(53,300)
Payments on term loans	(145)	(2,076)	(2,852)	(18,780)	(581)
Payments for repurchases of common stock	-	-	-	(5,055)	-
Payments for common stock issuance costs	-	-	(786)	(452)	-
Payments for debt extinguishment costs	-	-	-	(334)	-
Payments for deferred financing costs	(307)	(537)	(1,512)	(265)	-
Payments for restricted stock issuance costs	-	-	(46)	(45)	(100)
Payments on capital lease	(50)	(52)	(39)	-	-
Net cash provided by (used for) financing activities	17,144	21,844	24,235	(14,224)	(3,481)
Net increase (decrease) in cash	(9,349)	(9,581)	20,750	(8,707)	6,137
BEGINNING CASH AND RESTRICTED CASH EQUIVALENTS	31,277	21,928	12,347	33,097	24,390
ENDING CASH AND RESTRICTED CASH EQUIVALENTS	21,928	12,347	33,097	24,390	30,527

*Includes a 53rd week in fiscal year

Key Operating Metrics

	F14 FY	F15 FY	F16 FY	F17 Q1	F17 Q2	F17 Q3	F17 Q4**	F17 FY**	F18 Q1
Net Shipped Units (000s)	9,055	9,853	10,263	2,580	2,423	2,342	3,052	10,397	2,472
Average Selling Price	$ 67	$ 64	$ 57	$ 54	$ 55	$ 58	$ 57	$ 56	$ 57
Return Rate %	21.5%	19.8%	19.4%	18.8%	19.1%	19.1%	19.0%	19.0%	18.9%
Digital Sales %	44.6%	46.9%	49.5%	50.6%	48.1%	51.5%	54.4%	51.9%	53.0%
Transaction Costs per Unit	$ 2.52	$ 2.84	$ 2.81	$ 2.68	$ 2.62	$ 2.68	$ 2.44	$ 2.58	$ 2.56
Total Variable Costs % of Net Sales	8.7%	9.2%	9.9%	9.6%	9.8%	9.3%	8.7%	9.3%	9.3%
Mobile % of Digital Sales	33.5%	42.3%	45.4%	48.0%	49.4%	51.2%	50.8%	49.9%	49.4%
Interactive Voice Response %	29%	27%	24%	24%	23%	23%	20%	23%	22%
Total Customers (000s)*	1,446	1,436	1,429	602	573	553	687	1,295	559
Average Purchase Frequency - Items	7.0	7.5	8.2	4.8	4.7	4.7	4.9	8.9	4.9
% of Net Merchandise Sales by Category									
Jewelry & Watches	42%	39%	41%	41%	40%	39%	37%	39%	40%
Home & Consumer Electronics	30%	31%	25%	21%	22%	25%	31%	26%	22%
Beauty & Wellness	12%	14%	16%	16%	17%	16%	19%	17%	19%
Fashion & Accessories	16%	16%	18%	22%	21%	20%	13%	18%	19%
	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Customers can be active within one to four quarters per year and therefore quarterly active customer counts are not additive.

**Includes a 14th week in Q4 and 53rd week in fiscal year