



VAIBHAV GLOBAL LIMITED

Vaibhav Global expands its One for One program in the U.S.

Shop LC Partners with No Kid Hungry to Combat Childhood Hunger

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Vaibhav Global Limited (VGL), a global electronic retailer of fashion jewellery and lifestyle accessories has recently extended its One for One program to the U.S.

Shop LC, VGL's U.S. subsidiary, has partnered with the No Kid Hungry campaign to expand its Shop LC One for One program, which seeks to end childhood hunger globally. For each product sold, Shop LC currently donates one meal to a hungry child in India, and through the partnership with No Kid Hungry, the company's donations will now help kids in the U.S. by giving healthy meals during the school day and in the summer.

"Since we started Shop LC One for One in October 2017, we matched more than 5 million purchases from our customers, regardless of the amount of the order, and donated more than 5 million meals to those in need. By partnering with No Kid Hungry, we are



now able to help children in need right here in the U.S.," said Kevin Lyons, President of Shop LC. *"It may come as a surprise, but millions of children in this country are living with hunger. This not only impacts their overall growth and health, but means they're not getting the nutrition needed to focus and perform well in class. No Kid Hungry has the solution as the number of children facing hunger has dropped by one-third since the campaign launched in 2010. They will be a great partner for us as they hold the same values and goals we do."*



The online retailer's philanthropic mission began in India with Sunil Agrawal, founder of Vaibhav Global Ltd, Shop LC's parent company, who saw the need to battle the hunger and education crisis amongst school children in the country. Through the One for One initiative and with the help from their partner NGO, Akshaya Pātra, Vaibhav Global Ltd. along with its subsidiaries, Shop LC Inc., USA and The Jewellery Channel, UK (TJC) have delivered millions of hot meals to school children across India, US and UK.



"Today in America, one in six children faces hunger," said Jill Davis, Senior Vice President, Corporate Partnerships, No Kid Hungry. "We're proud to partner with a philanthropic-focused company like Shop LC as they'll be fundamental in contributing to the ongoing effort to end childhood hunger in every community across the country."

About Shop LC:

Headquartered in Austin, Texas, Shop LC (formerly Liquidation Channel), is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated electronic retail company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious, socially responsible, interactive retailer focused on the fine jewelry, beauty, fashion, home décor and lifestyle products. Established in 2007, Shop LC reaches approximately 61 million U.S. TV households via metrics standard, high-definition and digital streamed programming offered 24 hours a day, seven days a week, live 365 days a year. Shop LC is also proud to serve the communities where it has operations. Shop LC One for One is a global campaign that donates one meal to a hungry child for each item that is purchased. Whether it's giving meals to hungry children, making contributions to local non profits or helping folks find affordable luxury products, service to customers and communities is at Shop LC's core. For more information, visit www.shoplc.com

About No Kid Hungry:

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.



About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is a vertically integrated electronic retailer of discount fashion jewelry and lifestyle accessories in developed markets with direct access to over 86 million households (FTE) through its TV home shopping networks – Shop LC in the US and The Jewellery Channel (TJC) in the UK. VGL’s TV channels reach customers directly 24x7 on all the major cable, satellite and DTH platforms – Dish TV, DirecTV, Comcast, Verizon Fios, Time Warner, AT&T, Sky, Virgin, Freeview, Freesat etc. The Company’s e-commerce websites www.ShopLC.com in the US and www.TjC.co.uk in the UK, together with mobile and smart TV applications complement TV coverage and diversify customer engagement.

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