

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
WASHINGTON, D.C. 20549

**Form 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): **May 8, 2018**

**FTD Companies, Inc.**

(Exact Name of Registrant as Specified in Charter)

**Delaware**  
(State or Other jurisdiction  
of Incorporation)

**001-35901**  
(Commission  
File Number)

**32-0255852**  
(I.R.S. Employer  
Identification No.)

**3113 Woodcreek Drive**  
**Downers Grove, Illinois 60515**  
(Address of Principal Executive Offices) (ZIP Code)

**Telephone: (630) 719-7800**  
(Registrant's Telephone Number, Including Area Code)

**N/A**  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR 240.12b-2).

Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

---

---

**Item 2.02 Results of Operations and Financial Condition**

FTD Companies, Inc. (the “Company”) has revised its reportable segments effective January 1, 2018. The Company’s financial results will now be presented as three reportable segments: U.S. Consumer, Florist, and International. The change in segments is as a result of a change in the information provided to and utilized by the Company’s Chief Executive Officer (who is also the Company’s Chief Operating Decision Maker) to assess the performance of the business. The Company combined the previous Provide Commerce and Consumer segments into the U.S. Consumer segment, which is comprised of the FTD.com, ProFlowers, Gourmet Foods, and Personal Creations businesses.

This realignment has no impact on the Company’s historical consolidated balance sheet, statement of operations, or cash flows. Exhibit 99.1 includes selected supplemental financial information related to the Company’s previously issued historical financial information for the years ended December 31, 2017, 2016, and 2015 and the quarterly periods within the years ended December 31, 2017 and 2016 as revised consistent with the reorganization of the Company’s reportable segments. This information should be read in conjunction with the Company’s Annual Report on Form 10-K for the year ended December 31, 2017.

The information in this Item 2.02 and Exhibit 99.1 attached hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

<u>Exhibit</u>	<u>Description</u>
<a href="#">99.1</a>	Supplemental Financial Information Related to Changes in Reportable Segments

---

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: May 8, 2018

**FTD COMPANIES, INC.**

By: /s/ Steven D. Barnhart

Name: Steven D. Barnhart

Title: Executive Vice President, Chief Financial  
Officer

**FTD Companies, Inc.**  
**Segment Information**  
**For the Year Ended December 31, 2017**  
**(Unaudited, dollars in thousands)**

	As Originally Reported					As Revised				
	Quarterly Periods Ended				Year Ended	Quarterly Periods Ended				Year Ended
	Mar 31, 2017	Jun 30, 2017	Sep 30, 2017	Dec 31, 2017	Dec 31, 2017	Mar 31, 2017	Jun 30, 2017	Sep 30, 2017	Dec 31, 2017	Dec 31, 2017
<b>U.S. Consumer</b>										
Revenues	—	—	—	—	—	\$ 228,672	\$ 259,804	\$ 98,264	\$ 202,272	\$ 789,011
Intersegment Revenues	—	—	—	—	—	\$ (4,318)	\$ (4,835)	\$ (3,030)	\$ (4,119)	\$ (16,302)
Operating Income/(Loss)	—	—	—	—	—	\$ 19,107	\$ 21,120	\$ (3,079)	\$ 9,291	\$ 46,439
Consumer Orders	—	—	—	—	—	3,847	4,654	1,636	4,788	14,926
Average Order Value	—	—	—	—	—	\$ 57.89	\$ 54.39	\$ 57.51	\$ 40.91	\$ 51.31
Operating Margin	—	—	—	—	—	8%	8%	(3)%	5%	6%
<b>Provide Commerce</b>										
Revenues	\$ 155,868	\$ 179,691	\$ 54,633	\$ 140,733	\$ 530,926	—	—	—	—	—
Intersegment Revenues	\$ (476)	\$ (505)	\$ (355)	\$ (336)	\$ (1,672)	—	—	—	—	—
Operating Income/(Loss)	\$ 13,447	\$ 14,543	\$ (6,304)	\$ 6,076	\$ 27,764	—	—	—	—	—
Consumer Orders	2,906	3,562	1,081	3,969	11,518	—	—	—	—	—
Average Order Value	\$ 52.99	\$ 49.86	\$ 49.30	\$ 34.83	\$ 45.41	—	—	—	—	—
Operating Margin	9%	8%	(12)%	4%	5%	—	—	—	—	—
<b>Consumer</b>										
Revenues	\$ 72,804	\$ 80,113	\$ 43,631	\$ 61,539	\$ 258,085	—	—	—	—	—
Intersegment Revenues	\$ (3,842)	\$ (4,330)	\$ (2,675)	\$ (3,783)	\$ (14,630)	—	—	—	—	—
Operating Income	\$ 5,660	\$ 6,577	\$ 3,225	\$ 3,215	\$ 18,675	—	—	—	—	—
Consumer Orders	941	1,092	555	819	3,408	—	—	—	—	—
Average Order Value	\$ 73.05	\$ 69.17	\$ 73.51	\$ 70.36	\$ 71.23	—	—	—	—	—
Operating Margin	8%	8%	7%	5%	7%	—	—	—	—	—

Note: There are no changes to results previously presented for the Florist and International segments for the periods disclosed. Therefore, the results of those segments are not presented herein.

**FTD Companies, Inc.**  
**Segment Information**  
**For the Year Ended December 31, 2016**  
**(Unaudited, dollars in thousands)**

	As Originally Reported					As Revised				
	Quarterly Periods Ended				Year Ended	Quarterly Periods Ended				Year Ended
	Mar 31, 2016	Jun 30, 2016	Sep 30, 2016	Dec 31, 2016	Dec 31, 2016	Mar 31, 2016	Jun 30, 2016	Sep 30, 2016	Dec 31, 2016	Dec 31, 2016
<b>U.S. Consumer</b>										
Revenues	—	—	—	—	—	\$ 235,704	\$ 267,418	\$ 108,372	\$ 209,514	\$ 821,008
Intersegment Revenues	—	—	—	—	—	\$ (4,781)	\$ (5,557)	\$ (3,391)	\$ (4,523)	\$ (18,252)
Operating Income	—	—	—	—	—	\$ 13,505	\$ 33,055	\$ 3,172	\$ 20,992	\$ 70,724
Consumer Orders	—	—	—	—	—	4,145	4,765	1,760	4,624	15,293
Average Order Value	—	—	—	—	—	\$ 55.34	\$ 54.58	\$ 58.84	\$ 43.93	\$ 52.06
Operating Margin	—	—	—	—	—	6%	12%	3%	10%	9%
<b>Provide Commerce</b>										
Revenues	\$ 157,097	\$ 176,542	\$ 57,112	\$ 138,982	\$ 529,733	—	—	—	—	—
Intersegment Revenues	\$ (610)	\$ (656)	\$ (440)	\$ (391)	\$ (2,097)	—	—	—	—	—
Operating Income/(Loss)	\$ 7,076	\$ 22,177	\$ (1,847)	\$ 13,108	\$ 40,514	—	—	—	—	—
Consumer Orders	3,123	3,542	1,115	3,692	11,472	—	—	—	—	—
Average Order Value	\$ 49.69	\$ 49.22	\$ 49.78	\$ 37.09	\$ 45.50	—	—	—	—	—
Operating Margin	5%	13%	(3)%	9%	8%	—	—	—	—	—
<b>Consumer</b>										
Revenues	\$ 78,607	\$ 90,876	\$ 51,260	\$ 70,532	\$ 291,275	—	—	—	—	—
Intersegment Revenues	\$ (4,171)	\$ (4,901)	\$ (2,951)	\$ (4,132)	\$ (16,155)	—	—	—	—	—
Operating Income	\$ 6,429	\$ 10,878	\$ 5,019	\$ 7,884	\$ 30,210	—	—	—	—	—
Consumer Orders	1,022	1,223	645	932	3,821	—	—	—	—	—
Average Order Value	\$ 72.62	\$ 70.14	\$ 74.52	\$ 71.05	\$ 71.76	—	—	—	—	—
Operating Margin	8%	12%	10%	11%	10%	—	—	—	—	—

Note: There are no changes to results previously presented for the Florist and International segments for the periods disclosed. Therefore, the results of those segments are not presented herein.

**FTD Companies, Inc.**  
**Segment Information**  
**For the Year Ended December 31, 2015**  
**(Unaudited, dollars in thousands)**

	As Originally Reported		As Revised	
	Year Ended		Year Ended	
	Dec 31, 2015		Dec 31, 2015	
<b>U.S. Consumer</b>				
Revenues	—	\$	904,739	
Intersegment Revenues	—	\$	(18,806)	
Operating Income	—	\$	78,606	
Consumer Orders	—		16,778	
Average Order Value	—	\$	52.27	
Operating Margin	—		9%	
<b>Provide Commerce</b>				
Revenues	\$	583,326	—	
Intersegment Revenues	\$	(1,245)	—	
Operating Income	\$	41,802	—	
Consumer Orders		12,549	—	
Average Order Value	\$	46.02	—	
Operating Margin		7%	—	
<b>Consumer</b>				
Revenues	\$	321,413	—	
Intersegment Revenues	\$	(17,561)	—	
Operating Income	\$	36,804	—	
Consumer Orders		4,229	—	
Average Order Value	\$	70.83	—	
Operating Margin		11%	—	

Note: There are no changes to results previously presented for the Florist and International segments for the periods disclosed. Therefore, the results of those segments are not presented herein.