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HBC Appoints Milton Pappas to Chief Marketing Officer

TORONTO & NEW YORK--(BUSINESS WIRE)-- HBC or the "Company" (TSX: HBC) today announced the appointment of Milton Pappas to Chief Marketing Officer, effective immediately. In this role, Mr. Pappas will lead the Marketing Center of Excellence (COE), charged with executing the marketing strategies of the Company's North American retail businesses.

Earlier this year, the Company created the Marketing COE to centralize all-channel marketing development across all of HBC's North American retail businesses. The Marketing COE operates as an in-house agency and supports the execution of each business's distinct marketing strategy with comprehensive campaigns that leverage best practices across the organization. The Marketing COE includes Media, Creative, Partnerships and Events, among other areas.

Mr. Pappas has had a long and successful career spanning a diverse portfolio of industries, including publishing and retail. He joined HBC in September 2016 as Senior Vice President, Digital Marketing. He has served as Interim Chief Marketing Officer since June 2017. Pappas joined HBC from New York & Company where he served as Chief Digital Officer. Prior to that, he held senior leadership roles in marketing, digital and e-commerce at Nine West Group, Toys"R"Us, Inc. and Redcats USA. He is a board member of Shop.org, the digital division of the National Retail Federation.

About HBC

HBC is a diversified global retailer focused on driving the performance of high quality stores and their all-channel offerings, growing through acquisitions, and unlocking the value of real estate holdings. Founded in 1670, HBC is the oldest company in North America. HBC's portfolio today includes formats ranging from luxury to premium department stores to off price fashion shopping destinations, with more than 480 stores and over 66,000 employees around the world.

HBC's leading banners across North America and Europe include Hudson's Bay, Lord & Taylor, Saks Fifth Avenue, Gilt, Saks OFF 5TH, Galeria Kaufhof, the largest department store group in Germany, and Belgium's only department store group Galeria INNO.

HBC has significant investments in real estate joint ventures. It has partnered with Simon Property Group Inc. in the HBS Global Properties Joint Venture, which owns properties in the United States and Germany. In Canada, it has partnered with RioCan Real Estate Investment Trust in the RioCan-HBC Joint Venture.

For more information, visit our [website](#).

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