

Hudson's Bay Company – 2014 Annual General Meeting

Attendance

HBC's annual general meeting is open to registered shareholders, proxyholders, partners of the company and media only. Space is limited, so please follow the guidelines below to register to attend:

PLEASE NOTE: ALL ATTENDEES WILL BE REQUIRED TO SHOW IDENTIFICATION

Registered Shareholders and Proxyholders:

Registered Shareholders and Proxyholders are not required to register ahead of the meeting. Please bring your identification to register at the meeting on site. If you are attending on behalf of a shareholder that is a company, please bring identification as well as your authorization to attend on behalf of such shareholder.

If your shares are held by a broker on your behalf, you must bring identification and one of the following to prove your stock ownership in HBC as of May 12, 2014:

- Proxy statement or proxy card you received in the mail;
- Other proof of share ownership, such as a recent bank, brokerage or other statement demonstrating that you own shares as of May 12, 2014.

ONLY SHAREHOLDERS OF RECORD AS OF MAY 12, 2014 HAVE VOTING PRIVILEGES

Company Partner:

A company partner is a vendor, supplier, contractor or advisor to Hudson's Bay Company. Company partners wishing to attend the AGM can pre-register via email to tiffany.bourre@hbc.com, and include:

- Subject: AGM Registration
- Name
- Title
- Company
- HBC Contact

All company partners who have not pre-registered must bring 1) identification, 2) proof of employment with the partner organization and 3) proof of partnership with HBC.

Media:

Media are asked to pre-register via email to tiffany.bourre@hbc.com, and include:

- Subject: AGM Registration
- Name
- Title
- Media Outlet
- Website

Media who do not pre-register must provide 1) identification and 2) proof of affiliation media outlet. Freelance journalists must show proof of assignment. ** All bloggers are required to pre-register.

PLEASE NOTE: Camcorders and videotaping equipment are not allowed inside the meeting. A media Q&A will take place following the Shareholders Q&A session.