



## HBC Appoints Stephanie Coyles to Board of Directors

March 28, 2019

TORONTO & NEW YORK--(BUSINESS WIRE)--Mar. 28, 2019-- HBC (TSX: HBC) announced today that its Board of Directors has appointed Stephanie Coyles as an independent director of the company, effective March 27, 2019. Including Ms. Coyles, the company's board now comprises 13 directors.

Ms. Coyles brings more than 25 years of experience in advanced analytics, digital transformation and marketing across a diverse set of North American retail and consumer-facing companies. She currently serves on the Board of Directors at Sun Life Financial Inc., a Toronto-based life insurance company, and Metro Inc., a Canadian grocery store chain. Ms. Coyles is a past member of the Board of Postmedia Network Canada Inc. From 2012 to 2017, she was an independent senior advisor serving both private equity and business consulting clients on digital and advanced analytics topics. Between 2008 and 2012, she was SVP and Chief Strategy Officer for LoyaltyOne. She spent most of her career as a management consultant and eventually, as a partner, at McKinsey & Company (1990-2008), where she was one of the leaders of the loyalty and marketing practice. Ms. Coyles holds a Masters of Public Policy from the Kennedy School of Government at Harvard University and an Honours Bachelor of Commerce degree from Queen's University.

"Stephanie is a passionate leader with an impressive track record of driving results. Her extensive experience in retail and consumer brands bolsters this perspective among our Board as we work to enhance the customer experience, unlock value for our shareholders and position HBC for the future," said Richard Baker, HBC's Governor and Executive Chairman.

### About HBC

HBC is a diversified retailer focused on driving the performance of high quality stores and their omnichannel platforms 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 350 stores and about 40,000 employees around the world. HBC's leading businesses across North America include Saks Fifth Avenue, Hudson's Bay, Lord & Taylor, and Saks OFF 5TH.

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

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