

Bari Harlam Joins HBC as Chief Marketing Officer

New Leader Charged with Advancing the Company's Approach to Marketing

TORONTO & NEW YORK--(BUSINESS WIRE)--April 16, 2018--HBC (TSX:HBC) today announced the appointment of Bari Harlam as Chief Marketing Officer, effective immediately. Ms. Harlam will lead HBC's Marketing Center of Excellence, charged with advancing the company's approach to marketing through data-driven customer insights across its retail banners in North America.

"Successful marketing is grounded in analytics and digital insights, and Bari has demonstrated an innate ability to translate this complex data into breakthrough strategies that put the customer first," said Helena Foulkes, CEO, HBC. "Bari is the ideal strategic leader to harness the power of our information to drive performance. Her experience will be incredibly valuable to our business as we work to reinvent the way we market and deliver unparalleled experiences to our customers across all channels. I am thrilled to welcome her to the team."

Ms. Harlam has served in senior marketing roles at BJ's Wholesale, Swipely and CVS Health, where she built and launched CVS/pharmacy's ExtraCare program - the largest retail loyalty program in the world. She is an expert in customer loyalty, personalized and digital marketing, and data analytics, with deep experience in branding, promotions, digital and social media, and e-commerce.

Ms. Harlam has an established academic career having served on the Faculty of Marketing at The Wharton School, University of Pennsylvania, Columbia's Graduate School and the University of Rhode Island. She serves as a Board Director for Eastern Bank. She received her B.S., Masters, and Ph.D. from The University of Pennsylvania, The Wharton School.

Milton Pappas, former CMO, has left the company.

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.

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