

## **Auction for the Hudson's Bay Company Royal Charter to Take Place in December**

*Company seeks court approval for sale, including condition of donation to Canadian public institution*

**(Toronto, ON)** November 14, 2025 - 1242939 B.C. Unlimited Liability Company, formerly Hudson's Bay Company, is seeking an Order of the Court approving the Charter auction process ("**Charter Auction**") for the sale of the HBC Royal Charter 1670 (the "**Charter**"). The auction process was developed with the aim of recognizing the Charter's significance and impact in history and safeguarding its future preservation in public trust. Pursuant to the sale, the winning bidder must donate the Charter to a qualified Canadian public institution. The auction is planned be conducted by Reflect Advisors and the Company under the supervision of the Monitor, on December 3, 2025.

The Charter was granted over 350 years ago on May 2, 1670 by King Charles II, giving an exclusive trading monopoly over the land comprising the Hudson Bay drainage basin to "*the Governor and Company of Adventurers of England trading into Hudsons Bay*." It served as the original articles of incorporation for the company, and its clauses outlined the rights and obligations over this domain, including the right to exploit mineral resources and the obligation to search for the Northwest Passage. In it, the King appoints Prince Rupert as the Company's first Governor of the territory, which he named "Rupert's Land". The Charter is considered a foundational document in Canada's and North America's history.

Parties interested in participating in the Charter Auction must submit a bid proposal, by 5pm ET, November 28, 2025 and only bidders complying with the requirements set out in the Charter auction process will be invited to participate in the Charter auction. The Charter Auction Process can be accessed at: <https://www.alvarezandmarsal.com/HudsonsBay>. Requests for additional information can be sent to Adam Zalev: [azalev@reflectadvisors.com](mailto:azalev@reflectadvisors.com) and Daniel Sobel [dsobel@reflectadvisors.com](mailto:dsobel@reflectadvisors.com) of Reflect Advisors.

The Charter auction is part of the Company's ongoing restructuring under the *Companies' Creditors Arrangement Act* (the "**CCAA**").

### **Additional Information**

Court filings as well as other information related to Hudson's Bay Company's CCAA proceedings will be available on the Monitor's website at:

[www.alvarezandmarsal.com/HudsonsBay](https://www.alvarezandmarsal.com/HudsonsBay). Information regarding the CCAA process may also be obtained by calling the Monitor's hotline at (416) 847-5157 (toll free), or by email at [hudsonsbay@alvarezandmarsal.com](mailto:hudsonsbay@alvarezandmarsal.com). The Company will continue to provide updates regarding the CCAA proceedings as developments or circumstances may warrant.

### **Media Contact:**

Adam Zalev, Reflect Advisors  
[azalev@reflectadvisors.com](mailto:azalev@reflectadvisors.com)