BC Securities Commission
Invest Right

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Citation: 2025 BCSECCOM 477

Order

William Brent Meikle and Hit TV Brands Inc.

Securities Act, RSBC 1996, c. 418 (the Act)

Background

¶ 1 The Executive Director of the British Columbia Securities Commission has entered into a settlement agreement with William Brent Meikle (Meikle) and Hit TV Brands Inc. (Hit TV), a copy of which is attached as Schedule A.

Order

¶ 2 The Executive Director, considering it to be in the public interest to do so, orders under s. 161(1) of the Act that:

1. Hit TV is permanently prohibited:

   (a) under s. 161(1)(b)(ii), from trading in or purchasing any securities or exchange contracts;

   (b) under s. 161(1)(c), from relying on any exemptions set out in the Act, the regulations, or a decision;

   (c) under s. 161(1)(d)(iii), from becoming or acting as a registrant or promoter;

   (d) under s. 161(1)(d)(iv), from acting in a management or consultative capacity in connection with activities in the securities market; and

   (e) under s. 161(1)(d)(v), from engaging in investor relations activities.

2. Meikle resign any position he holds as director or officer of an issuer or registrant, under s. 161(1)(d)(i), and is permanently prohibited:

   (a) under s. 161(1)(b)(ii), from trading in or purchasing any securities or exchange contract, except he may trade or purchase securities in his own name in one non-registered account, one registered retirement account, and one registered tax-free savings account through a registrant if he gives the registrant a copy of this agreement;

   (b) under s. 161(1)(c), from relying on any exemptions set out in the Act, the regulations, or a decision;

(c) under s. 161(1)(d)(ii), from becoming or acting as a director or officer of an issuer or registrant;

(d) under s. 161(1)(d)(iii), from becoming or acting as a registrant or promoter;

(e) under s. 161(1)(d)(iv), from advising or otherwise acting in a management or consultative capacity in connection with activities in the securities or derivatives market; and

(f) under s. 161(1)(d)(v), from engaging in investor relations activities.

3. Meikle and Hit TV joint-and-severally pay to the Commission $3,685,000, pursuant to s. 161(1)(g) of the Act.

Peter J Brady
11/5/2025 | 1:35 PM PST

¶ 3 Peter J. Brady
Executive Director

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Settlement Agreement

William Brent Meikle and Hit TV Brands Inc.

Securities Act, RSBC 1996, c. 418 (the Act)

¶ 1 The Executive Director of the British Columbia Securities Commission (the Executive Director), William Brent Meikle (Meikle), and Hit TV Brands Inc. (Hit TV) agree as follows:

Agreed Statement of Facts

Background

1. Hit TV is a company incorporated in Alberta in 2014.

2. At all relevant times, Meikle was a resident of British Columbia and the founder, President, CEO, and a director of Hit TV.

3. Hit TV claimed it was engaged in the business of marketing and selling various consumer products, including batteries under the brand name "JUICE," and spray-on lubricant under the brand name "MotoGator."

Misconduct

4. Between February 24, 2018 and December 31, 2019 (the Relevant Period):

   (a) Hit TV contravened s. 50(1)(d) of the Act by making misrepresentations to shareholders about imminent revenue prospects, an imminent public offering, and imminent equity financing;

   (b) Hit TV contravened s. 50(1)(a)(ii) of the Act by making prohibited representations that investors would be reimbursed for invested funds in addition to keeping their shares;

   (c) Hit TV contravened s. 57 of the Act by misappropriating approximately $1 million in investment proceeds for Meikle's personal expenses;

   (d) Hit TV contravened s. 61 of the Act by making 128 distributions without issuing a prospectus or qualifying for a prospectus exemption;

5. As founder, President, CEO, and a director of Hit TV, Meikle contravened the same provisions as it did by operation of s. 168.2 of the Act.

Mitigating Factors

6. It is a significant mitigating factor that Meikle and Hit TV entered into this settlement and allowed the British Columbia Securities Commission (the Commission) to avoid a potentially lengthy hearing.

7. Meikle and Hit TV have no prior securities disciplinary history.

Public Interest

8. It is in the public interest that the Executive Director issue orders under section 161 of the Act.

Disgorgement

9. Meikle and Hit TV agree to joint-and-severally disgorge $3,685,000 to the Commission pursuant to s. 161(1)(g) of the Act, which represents the net funds obtained from their misconduct. This amount is due and payable immediately, without further demand.

Undertaking

10. Meikle undertakes to pay $500,000 to the Commission in respect of settlement of this matter, which sum is due and payable immediately, without further demand.

Order

¶ 2 The Executive Director will issue an order against Meikle and Hit TV (the Order), under s. 161(1) of the Act, that:

1. Hit TV is permanently prohibited:

   (a) under s. 161(1)(b)(ii), from trading in or purchasing any securities or exchange contracts;

   (b) under s. 161(1)(c), from relying on any exemptions set out in the Act, the regulations, or a decision;

   (c) under s. 161(1)(d)(iii), from becoming or acting as a registrant or promoter;

   (d) under s. 161(1)(d)(iv), from acting in a management or consultative capacity in connection with activities in the securities market; and

   (e) under s. 161(1)(d)(v), from engaging in investor relations activities.

2. Meikle resign any position he holds as director or officer of an issuer or registrant, under s. 161(1)(d)(i), and is permanently prohibited:

(a) under s. 161(1)(b)(ii), from trading in or purchasing any securities or exchange contract, except he may trade or purchase securities in his own name in one non-registered account, one registered retirement account, and one registered tax-free savings account through a registrant if he gives the registrant a copy of this agreement;

(b) under s. 161(1)(c), from relying on any exemptions set out in the Act, the regulations, or a decision;

(c) under s. 161(1)(d)(ii), from becoming or acting as a director or officer of an issuer or registrant;

(d) under s. 161(1)(d)(iii), from becoming or acting as a registrant or promoter;

(e) under s. 161(1)(d)(iv), from advising or otherwise acting in a management or consultative capacity in connection with activities in the securities or derivatives market; and

(f) under s. 161(1)(d)(v), from engaging in investor relations activities.

Consent to Regulatory Orders

¶ 3 Meikle and Hit TV consent to a regulatory order made by any provincial or territorial securities regulatory authority in Canada containing any or all of the Order set out in paragraph 2 above.

Waiver

¶ 4 Meikle and Hit TV waive any right they may have, under the Act or otherwise, to a hearing, hearing and review, judicial review or appeal related to, in connection with, or incidental to this settlement.

BC Securities Commission
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Counterpart

¶ 5 This Settlement Agreement may be signed in counterpart and all such counterparts of signed copies, whether delivered electronically or otherwise, shall be read or construed together as if they formed one originally executed document.

¶ 6 October 29, 2025

¶ 7 *William Brent Meikle*
William Brent Meikle

Redacted)
Witness Signature)
Redacted)
Witness Name (please print))
Redacted)
Redacted)
Address)
Redacted)
Occupation)

¶ 8 *William Brent Meikle*
Hit TV Brands Inc.
¶ 9 (Per *William Brent Meikle*
Signing Authority)

Redacted)
Witness Signature)
Redacted)
Witness Name (please print))
Redacted)
Redacted)
Address)
Redacted)
Occupation)

Peter J Brady
11/5/2025 | 1:35 PM PST

¶ 10 Peter J. Brady
Executive Director