

AIR MILES MIDDLE EAST FACT SHEET

General Facts

- Air Miles Middle East, the leading coalition loyalty program in the UAE, Qatar and Bahrain, is owned and operated by Rewards Management Middle East FZ-LLC (RMMEL), which is 60 per cent owned by Aimia.
- Air Miles is the Middle East's leading multi-participant loyalty program, launched in 2001.
- There are more than 1.3 million active members enrolled from over 700,000 households in the UAE, Qatar and Bahrain.

Accumulation Partners

- RMMEL operates the business performance recognition program Air Miles Incentives, which gives companies the opportunity to capitalize on a wealth of rewards for employees, sales teams, operators, trade partners and corporate customers.
- Air Miles Middle East also runs My Rewards Points Program for HSBC in Jordan, Egypt, Lebanon and Oman.
- Air Miles covers the retail, dining, travel, finance, automotive & healthcare sectors
- Air Miles offers a wealth of rewards and experiences to members including electronics, jewelry, family days out, adventure experiences, hotels suites and airline tickets.

Rewards

- Over 80% of all Air Miles members have either redeemed or have enough Air Miles to redeem, making Air Miles the largest and most active retail database in the region.

October 2011

AIMIA

