

CLUB PREMIER FACT SHEET

General Facts

- Premier Loyalty & Marketing, the owner of the Club Premier loyalty program, is a joint venture between Grupo Aeromexico with a 71% share and Aimia with a 29% share.
- Club Premier is the leading coalition loyalty program in Mexico and the operator of the frequent flyer program of Aeromexico, Mexico's flagship airline.
- There are more than 2.8 million members enrolled in the Club Premier program.

Accumulation Partners

- Club Premier members can earn with more than 50 partners.
- In the travel space Club Premier members can earn points with Aeromexico, SkyTeam airlines, LAN, Copa Airlines and EI Al and with a wide variety of hotel and car partners.
- Club Premier has consumer cobranded cards with American Express and Banamex in Mexico and with US Bank in the United States and a corporate cobranded card with American Express in Mexico.
- Members can convert other loyalty points into Club Premier points with other loyalty programs such as Membership Rewards, Santander, Banorte and Palacio de Hierro.

Rewards

- Club Premier points can be redeemed for travel on Aeromexico, SkyTeam airlines, LAN, Copa Airlines and EI Al.
- Over 20,000 rewards are redeemed every month in Club Premier.

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