



# COMMITTED TO MEANINGFUL CHANGE IN THE COMMUNITY

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Corporate Social Responsibility 2011 Annual Report

AIMIA  
INSPIRING LOYALTY



## A message from Rupert Duchesne



Over the past years, our company has undergone significant evolution and our October 2011 transition to our new name and global brand identity Aimia marks another chapter in our company's history. While our name has changed, our unwavering commitment to good business, engagement and social responsibility not only remains strong, it has been reinforced.

Corporate Social Responsibility (CSR) has always been an intrinsic part of who we are as a company. As a global leader in loyalty management, our CSR is rooted in creating mutually-beneficial partnerships that leave a lasting impact in our communities. We believe our social purpose is to bring people together in a way that sparks innovative ideas that create economic, environmental and social benefits for stakeholders globally.

In this report, you will read about the success of our Beyond Miles program in Canada that enables Aeroplan Members to donate their Miles to charitable organizations such as Médecins Sans Frontières. Since inception, nearly 230 million Aeroplan Miles have been donated by members to our Beyond Miles programs. This year alone, Aeroplan members donated more than 30 million miles to the Beyond Miles partner organizations.

As Aimia, we are environmentally conscious and proud to be a carbon neutral company. Through our partnership with Offsetters, we measure our carbon footprint annually, work to reduce it, and offset the remaining emissions with an investment in high-quality offset projects to achieve carbon neutrality. As part of our environmental strategy, we are committed to engaging our employees and working together to reduce energy use, minimize waste, use water efficiently, and consume responsibly.

Looking ahead at 2012 and 2013, we will leverage the strength of our business worldwide to develop a global CSR and social purpose strategy that aligns all of our initiatives throughout Aimia as a whole. Our growth has provided us with a stronger global structure that will help us effect greater positive change on communities and the environment for years to come.

I would like to recognize the hard work and generosity of our employees and our partners around the world for their contribution over the past year. I'd like also to thank everyone who contributed through their loyalty program membership to carbon offset their travelling and support many other good causes.

I'm excited about the future for Aimia and the positive impact we will make together, both on the environment and in communities in which we do business around the world.

Rupert Duchesne  
Group Chief Executive of Aimia

Since inception, nearly 230 million Aeroplan Miles have been donated by members to our Beyond Miles programs

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**On the cover page:** As part of the portfolio of Aimia's carbon offset initiatives, Offsetters' Gold Standard cookstove project in Uganda reduces emissions and has strong social co-benefits. UN studies show that worldwide indoor air pollution from cookstoves causes approximately 1.5 million premature deaths per year and debilitating illness for tens of millions more - most of them women and children. The new cookstoves will greatly improve indoor air quality, which will positively impact respiratory health, birth weights and mortality rates.

## FROM GROUPE AEROPLAN TO AIMIA

**On October 5, 2011, Groupe Aeroplan unveiled its new name and brand identity, Aimia, signifying the evolution of Groupe Aeroplan into a truly global enterprise. Aimia represents our position as a global leader in loyalty management.**

While the names and identities of Aimia's consumer-facing brands such as Aeroplan, Nectar (Chile, Italy and the UK) and Air Miles Middle East remain unchanged, business-to-business brands LMG Insight & Communication and Carlson Marketing now operate under the name Aimia.

The word "Aimia" was inspired by palindromes - words that read the same backwards and forwards - and reflects our reciprocal approach to delivering value to consumers. The word alludes to pinpoint precision where two aims intersect. We believe this crosshair of aims, this meeting of minds demonstrates that we see relationships differently.

### ABOUT AIMIA

Aimia's unique capabilities include proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. In addition, Aimia has majority equity positions in Air Miles Middle East and Nectar Italia as well as a minority position in Club Premier, Mexico's leading coalition loyalty program and Cardlytics, a US-based private company operating in merchant-funded transaction-driven marketing for electronic banking.

Aimia is a Canadian public company listed on the Toronto Stock Exchange (TSX: AIM) and has over 3,400 employees in more than 20 countries around the world.

For more information about Aimia, please visit [www.aimia.com](http://www.aimia.com).

Follow us on Twitter: [twitter.com/#!/aimiainc](https://twitter.com/#!/aimiainc).

This report covers the period from January 1 to December 31 2011, including activities prior to the October 5 transition from Groupe Aeroplan to Aimia. It provides an overview of our ongoing CSR activities and illustrates the many ways that we supported the strengthening of communities and protection of the environment in 2011.

3,400  
employees

20  
countries

Our goal is to create a work environment that fosters employee engagement and encourages our stakeholders to get out and take action in our communities. In 2011, we moved forward on several fronts in building community engagement practices in all our businesses in Canada. We are proud of initiatives that were short-listed by Justmeans, an organization that recognizes companies that have implemented groundbreaking strategies and programs that drive social and environmental responsibility and innovation. In the 2011 Social Innovation Awards, “Beyond Miles” was short-listed in the Best Stakeholder Engagement category, while the 2011 “Aeroplan Days” was a finalist for Best Employee Engagement Strategy. Through these programs, and others, we will continue to participate in strengthening communities and helping to make a lasting and positive impact in this region and abroad.

## COMMUNITY INVOLVEMENT AND EMPLOYEE ENGAGEMENT

### AEROPLAN BEYOND MILES PROGRAM

In 2006, Aeroplan launched the **Beyond Miles** program that enables Aeroplan members to join us in supporting nine Canadian charitable organizations through the donation of Aeroplan Miles. Charitable partners include:

- Air Canada’s Kids Horizons
- Athletes for Africa
- Earth Day Canada
- Engineers Without Borders - Canada
- Médecins Sans Frontières
- Schools Without Borders
- The Stephen Lewis Foundation
- Veterinarians Without Borders
- War Child Canada

Each of these nine premier Canadian organizations is committed to improving lives and enriching communities across Canada and abroad.

Beyond Miles partners use Aeroplan Miles to offset their costs related to travel by air as well as hotel accommodations and car rentals. Aeroplan agents help with complex overseas bookings involving numerous passengers, and advise on logistics.

We celebrated the fifth anniversary of Beyond Miles on May 17th, 2011 and by the end of 2011, a cumulative total of 230 million member miles had been donated to the Beyond Miles Founding partners, with 30 million in 2011 alone. In 2011, the commitment to donate two per cent of miles at time of accumulation, which was introduced in 2010, gained a lot of popularity among our members.

In line with its commitment to the environment, Aeroplan offsets 100 per cent of all carbon emissions from flights and car rentals taken by Beyond Miles partners using donated miles. This support allows each organization to direct all their resources directly to the projects, while maintaining a

responsible environmental approach. In 2011, close to five million Aeroplan Miles were used to offset our charitable partners’ travel and car rentals.

Follow us at: [twitter.com/BeyondMiles](https://twitter.com/BeyondMiles)



Employees shared their marketing and small business start-up skills with women from Nairobi.

30  
million miles  
were donated  
in 2011  
alone

“We have a long tradition of incorporating leadership in the community as a pillar of our business. Our employees have shown us that they care, through individual volunteer efforts and in joining us in corporate-led initiatives. I am proud to showcase some of our regional activities in this report and look forward to exciting new initiatives that will help us commit to make a positive and sustainable impact in our communities.”

Vince Timpano, President and Chief Executive Officer, Canada

### EMPLOYEE ENGAGEMENT

Each year, Aeroplan employees can participate in employee engagement trips with Beyond Miles and charitable pooling partners to observe and learn about the real work our charitable partners do with communities around the world. The trips are designed to inspire and engage Aeroplan employees by helping them to see how and where the Beyond Miles partners use donated Aeroplan Miles and by giving them an experience of a lifetime.

### SCHOOLS WITHOUT BORDERS CANADA

In association with **Schools Without Borders Canada**, Aeroplan employees visited Safe Spaces, a community based organization in Nairobi, Kenya, dedicated to providing life skills to young women living in the slums of Nairobi. Our employees shared their marketing and small business start-up skills, and participated in group activities alongside the girls as they learned how trades such as auto mechanics could bring new opportunities for young women living in poverty. The empowering and motivating experience even helped employees understand their own lives better, and was truly a sharing of cultures and points of view. A [video of the trip](#) is available online.

## COMMUNITY INVOLVEMENT AND EMPLOYEE ENGAGEMENT

### VETERINARIANS WITHOUT BORDERS

In 2011, three employees traveled to Lao PDR with **Veterinarians Without Borders-Canada (VWB)**. They learned how VWB-Canada works with small rural communities to improve animal and human health while also respecting the impact on ecosystems. The organization is currently working to introduce a stronger, more productive breed of chicken into rural Laotian villages. Inspired by the enthusiasm of the returning employees, Aeroplan initiated a campaign, using social media tools, which asked Aeroplan Members and the public to submit a drawing or picture of a chicken. Aeroplan then donated five dollars, the cost of a chicken, to VWB for every submission. This initiative ran for one month, raising CAD \$10,000.

### IVEY BUSINESS SCHOOL PROJECT

Each year employees engage with the University of Western Ontario's Ivey Business School Leader project, which Aeroplan supports through a charitable pooling account, to teach business concepts to business students in emerging economies of Eastern Europe. This year, the project took place in Skopje, Macedonia, where small business owners were having trouble creating trade links with the West. This project is always seen as a valuable experience contributing to the employees' overall career growth and confidence.

### PAID WORK TIME AS VOLUNTEERS

Aeroplan employees are also encouraged to give back to their local communities. Twice a year, Aeroplan employees can dedicate four hours of their paid work time to causes of their choice. In 2011, employees participated in activities such as planting trees in local parks, filling gift baskets for a women's shelter, wrapping presents for families in need over the holiday season and serving food at local shelters.

### AEROPLAN DAYS

All Aeroplan management employees met in Montreal for a very special two-day corporate gathering called Aeroplan Days. The idea was to better understand homelessness, especially the plight of homeless youth. Working in partnership with a not-for-profit group called "**Dans La Rue**", Aeroplan employees heard from a speaker who had personally overcome a life on the streets. Sandwiches were prepared and distributed at night by a van that circulates every night through Montreal's streets. Employees also experienced how it felt to panhandle for money in the subway, and even slept outside on cardboard. Employees raised CAD \$33,000, which was matched by Aeroplan for a total donation of CAD \$66,000. The employees who participated in this event were deeply moved by their new and deeper understanding of homelessness.

### UNITED WAY CAMPAIGN

Our Mississauga-based employees continued their long-standing commitment to raise funds for the Peel Region United Way. The employees hosted an internal silent auction during a special day in the Cafeteria. 2011 also marked the first time our downtown Toronto, Montreal and Vancouver offices participated in a United Way campaign. Besides the traditional payroll contribution, employees sold outdated office chairs to raise extra funds and held raffles and bake sales. The company matched its employees donations for a grand total of CAD \$200,000 donated to United Way in Canada.

### RONALD MCDONALD HOUSE

The Canadian Region has a long tradition of supporting **Ronald MacDonald House**, which offers accommodation to families who need to follow a sick child to a major city centre for hospitalization. Employees participate in painting and renovating the rooms, while the company pays for supplies. The Canadian Region also makes a donation to support the establishment's yearly running costs, and supports an annual summer golf fundraising tournament.



Groupe Aeroplan employees slept outside on cardboard during Aeroplan Days to experience what it's like to live on the streets.



Aeroplan employees in Montreal volunteered to clean a public park of winter debris and prepare flower beds for spring planting.

Collaboration with employees, clients and partners on CSR initiatives is an increasingly important component of our business model. We are committed to incorporate sustainable strategies in every action and we strive to be good corporate citizens in the communities we serve. In 2011, our employees became involved in a significant number of new activities.

150  
employees helped  
five non-profit  
organizations

“As a corporate citizen, we consider it essential to partner with not-for-profit organizations to create, sustain and strengthen initiatives that offer the best potential to enhance acceptance and reciprocity in the world. We’ve made significant efforts to stimulate commitment among our employees, clients and stakeholders and I am pleased to see that our efforts have truly made a difference.”

Liz Graham, EVP and Chief Operating Officer at Aimia, President and Chief Executive Officer US and Asia Pacific.

## COMMUNITY INVOLVEMENT AND EMPLOYEE ENGAGEMENT

### RED CROSS FUND FOR JAPAN

Shortly after the devastating earthquake and the tsunami, a team of US employees organized a fundraising activity for the Red Cross Fund for Japan. They were joining many employees around the world who contributed to this fundraising effort. The company matched all employees’ donations.

### GIVING TREE TO BENEFIT THE BRIDGE FOR YOUTH

Through the annual Giving Tree event, employees from Minneapolis donated numerous items to benefit **The Bridge for Youth**, a local not-for-profit organization that provides counseling, emergency shelter and housing for runaway and homeless youth. Gifts of clothing, art supplies, sports equipment, games, books and movies packed the Giving Tree area. The organization volunteers said this was by far the largest donation of items they received during the 2011 holiday season.

Employees also pulled a “Little Red Wagon” through each aisle in the Minneapolis office to collect spare change to benefit The Bridge for Youth. The money was used to help buy laundry, kitchen and bath items to help previously homeless youth to get set up in their first apartments.

### EFFORT TO BEAUTIFY CAPITOL HILL ELEMENTARY SCHOOL

Our employees joined **HandOn Twin Cities** with two clients, Delta Air Lines and American Express, to help organize the Global Feast School Beautification Day at Capitol Hill Elementary School in St. Paul. During that day, hundreds of kids and parents joined in to build a salsa garden with mosaic stepping stones and to restripe the school’s blacktop with hopscotch, foursquare and tennis game areas.



During Service Month, employees from the Parispany office organized a food drive to support the Interfaith Food Pantry.

### SERVICE MONTH ACTIVITIES

In 2011, our US region designated June as “Service Month”. During the month, more than 150 employees help five different non-profit organizations by taking part in activities designed to better their community. This idea inspired many initiatives such as:

- **Baby Bath Kit drive:** the Minnesota team, in collaboration with the **Minnesota Visiting Nurse Agency (MVNA)** and their client Pampers put together baby bath kits, which have been used by MVNA to demonstrate proper infant bathing.
- **Feed my Starving Children:** 3,250 bags were filled by the Finance team with nutritious meals of rice, dehydrated vegetables, soy, vitamins and minerals during the packing event for the **Feed My Starving Child (FMSC)** organization.
- **Faith’s Lodge:** members of the Strategic Alliance service spent an entire day preparing meals for the families facing serious illness or loss of a child and groomed some of the walking trails at Faith’s Lodge.
- **Parispany Food Drive:** the Parispany office organized a food drive in their building to support the Interfaith Food Pantry. More than 420 pounds of food and school supplies were collected at this occasion.

We recognize that our employees and our partners want to support causes that are close to their hearts. In 2011, the offices located in the EMEA region – which exceptionally includes Chile – greatly contributed to fundraisers and activities to the benefit of organizations dedicated to helping families in need and to promoting sustainable lifestyles.

“All of us want to be part of an organisation that cares about more than just profit and I truly believe that making a difference in the community is part of our responsibility as a growing global organisation.”

David Johnston, President and Chief Executive Officer Europe, Middle East and Africa (EMEA)

## COMMUNITY INVOLVEMENT AND EMPLOYEE ENGAGEMENT

### THE ONE FOUNDATION

**The One Foundation** is a registered UK charity that works with communities in Africa to address some of the most pressing humanitarian issues of the day. The foundation distributes all the money earned from the sale of a range of One consumer products to fund projects that address clean drinking water, HIV, nutrition and sanitation. Since August 2010, Our Europe, Middle East and Africa region has given The One Foundation access to its data insight tool, Self Serve, and offered consultancy time to support and inform their UK retail strategy.

In addition to professional services support, staff in the UK and around all regions organized a range of fundraising initiatives, raising over £60,000. These activities culminated in a global Aimia **Change Action Team** trip in November 2011.

### CERNUSCO RUGBY FESTIVAL

In June 2011, Nectar Italia staff participated in an international rugby event. At the Cernusco Rugby Festival, hosted near the Milan offices, Nectar Italia offered a thousand Nectar points for each goal scored during the tournament. At the end of the games, they also issued a special Nectar card with 300,000 Nectar points that Rugby Cernusco donated to QdV, a local not-for-profit organization that is dedicated to improving the quality of leisure time for young people with mental handicaps.

### CHARITABLE ACTIVITY FOR COLLECTORS

From November 2010 to January 2011, Nectar collectors in Italy were offered the opportunity to donate points to **Abio**, an Italian charity that provides support to families with children in hospital. The initiative raised approximately €5,000 and the points donated by collectors were used to buy drawing kits for the children.

### VALPARAISO SURF PROJECT

During 2011, our employees in Chile chose to partner with the **Valparaiso Surf Project (VSP)** as a focus point for its social purpose efforts. VSP is a non-profit charity that uses surfing instruction and academic mentoring to encourage English language skills, personal character development, and environmental consciousness among underprivileged and at-risk youth in Valparaiso, Chile. The project uses surfing as a tool for personal development and character enrichment in local youth by developing discipline, commitment, self-esteem, respect, responsibility, trust, and teamwork by realizing their goal of learning to surf.

Members of our Chilean employee team also participated in a beach clean-up as part of the partnership with VSP to encourage responsible use of the coast and develop environmental consciousness and stewardship among program participants. By rolling up their sleeves and working side by side with the kids and the project founders, the Aimia team got a sense of the program value and benefits, and committed to helping out with future activities.



The Italian team organized fundraisers to help charitable organizations.



Employees from the Chile office participated in a beach clean-up.

In 2011, we focused our community giving initiatives on supporting charity events and fundraising activities of organizations dedicated to helping those in need and to the advancement of cancer research. We are particularly proud of the efforts and enthusiasm displayed by our employees who were enriched by the experience of doing good. This further affirms our commitment to give back to the community and demonstrates the importance we place on meaningful social responsibility.

## COMMUNITY INVOLVEMENT AND EMPLOYEE ENGAGEMENT

### ONE WALK

The One Walk is a charity event created to raise money in order to provide, through **The One Foundation**, food and fresh water for children who do not have access to the bare essentials. In order to contribute to this initiative, some members of our Australian office teamed up to walk the 25 km walk. They were very proud to have exceeded the \$5,000 target by 30 per cent.

### AUSTRALIA'S BIGGEST MORNING TEA EVENT FOR THE CANCER COUNCIL

Created in 1994, Australia's Biggest Morning Tea is the largest fundraising event organized by the Cancer Council of Australia. People at home, school, work and in the community organize tea parties to raise money for cancer support and research. Australia's Biggest Morning Tea's official date usually falls on the last Thursday of May and people host tea parties throughout the month to fundraise.

On Thursday May 26, 2011, employees hosted an Australia's Biggest Morning Tea Event with great success! The tables were laid out with an assortment of delicious tasting treats that had all been baked and donated by employees. In all, Australian employees raised a total of AUD \$1,600.



The children from the Stepping Stone Living Centre were happy to welcome the Groupe Aeroplan team.

“Engagement is all about doing what is right and taking the long-view and the broad-view of a company’s impact on the communities in which it operates. Companies should not be measuring their success based only on profit. They should also consider how their activities sustain the conditions that allow it to flourish over time. We work very hard to serve our communities and to take action when it counts the most.”

**Liz Graham**, EVP and Chief Operating Officer at Aimia, President and Chief Executive Officer, US and Asia Pacific.

### GROUPE AEROPLAN CARES DAY

On July 23, 2011, employees visited the **Stepping Stones Living Centre** in Taman Seputeh, a home for underprivileged orphans, widows and seniors. During the visit, employees played games with the children, read stories and shared lunch with the seniors. Prior to the visit, employees held a week-long fundraising campaign for the Living Centre, which included a “Yum Yum Bazaar” where employees sold food items such as cakes, breads,

sweets, and cracker chips to help raise money for the cause. At the end of the week, proceeds from the food sales and cash donations from various individuals were given to the Living Centre. The final cash gift was MYR \$3,550.

*“I thought we would serve the children with good food and spend some quality time with them. Being there and witnessing with my own eyes, I have never seen such disciplined children in my life. They really touched my heart. As soon as we arrived, all of them came to us and greeted us with ‘Good morning’. The majority of the children were 5 to 11 years old.”*

Ramesh Manimaran, participant

Back in 2009, Groupe Aeroplan created the first-ever Change Action Team (CAT) experience, a now annual trip that brings together employees from around the world to showcase a range of corporate social responsibility initiatives from development projects to climate change initiatives. The trips are devised as a partnership between an Aimia business region and one of its not-for-profit partner organizations. The partner charity chooses the final employee participants from among dozens of applicants who compete to join the trip. Together, team members are exposed to new cultures and perspectives, learning about global socio-economic and environmental issues and deepening their understanding of Aimia's social purpose and genuine commitment to be a force for good in the world.

## CHANGE ACTION TEAM

### TRIP TO MALAWI WITH THE ONE FOUNDATION

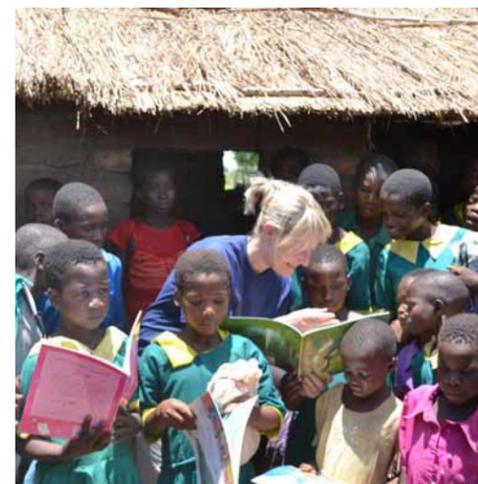
Hosted by the EMEA region in 2011, the eleven-person team travelled to Malawi in Southern Africa with the UK charity **The One Foundation**. The charity works to improve the health and life prospects of some of the poorest people in Africa through sanitation, nutrition and HIV projects. The group visited schools and field hospitals, meeting local people – including nearly 600 children – and saw for themselves how Aimia-funded projects are changing the lives of Malawians. The group's visit to the Chimbewa Primary School in the Thyolo District of Southern Malawi made a particularly deep impact. There they saw how funds donated by Aimia and its employees are enabling a local charity, Mary's Meals, to provide hundreds of school children with a daily mug of nutritious porridge. For some children, this can be their only meal of the day.

Better still, the Aimia contribution fully paid for a permanent kitchen shelter to be built at the school. The space can also be used as an extra classroom or as a clinic on the weekends. Since the program started, the school has reported a huge improvement in the health of the children, in their school performance and in their behaviour in the classroom, along with much higher attendance rates. This in turn means that these youngsters will be better educated and ultimately will have their lives transformed.

The team blogged during the trip so that colleagues back home could follow their journey. All participants devised their own fundraising ideas to raise funds for the projects and involve the wider employee population in One's work and Aimia's support of it. Through talks and videos put together after the trip, the team brought their excitement and learnings to their teams back home to share the experience and also their pride in what the wider group can achieve together.



Aimia's contribution fully paid for a permanent kitchen shelter built at the Chimbewa School.



Participants with the Change Action Team had the chance to learn how Aimia's donations can improve the lives of children in Malawi.

"I am always impressed to witness the level of energy and dedication that people from all over the world invest in building a better world. Our Change Action Team annual trip is a great opportunity for Aimia employees to connect with people of different backgrounds, socio-economic layers and cultures. It is a unique way to experience first-hand Aimia's commitment to acceptance and reciprocity – the principles at the heart of loyalty. Everyone involved gains from building new, long-lasting relationships that create mutual benefits for years after the visit."

John Bragg, Vice-President, Government Relations and Social Purpose

### WHAT PARTICIPANTS SAID:

"The Change Action Team trip to Malawi in 2011 was a genuinely life-affirming experience. I was left with an overwhelming feeling of positivity and encouragement that sensible, sustainable investment in developing communities can truly make a difference for the better."

Iain Christie, participant

"As I reflect on the Change Action Trip to Malawi, it was extraordinary on so many levels: connecting with people from my own company that I never would have met and seeing how much we have in common in terms of our collective Aimia values & purpose; then, connecting with people – especially children – half way around the world and understanding again how much we have in common and how small actions we take can have big impacts on their lives. Because in the end, we are all truly connected!"

Patti Marshman-Goldblatt, participant

"The Change Action Trip was truly a life-changing experience. It allowed us to see first-hand how the money raised by Aimia employees was making a tangible difference to communities in Malawi. And it was the warmth from these communities that really touched our hearts. The welcome at Chimbewa primary school was something I will never forget – not a dry eye in the house! The surprising part of the trip was the genuine admiration I felt for the communities we visited. The charities may supply the resources but it is the communities themselves that make the projects a success. The fact that very few of the one million orphans in Malawi (many of them orphaned by AIDS) are in state institutions but are instead looked after in their communities is testament to that. To share these experiences with Aimia employees from across the world was another highlight; we started the trip as strangers but within days it felt like we had known each other for years!"

Kathy Walker, participant

## AIMIA'S COMMITMENT TO ENVIRONMENTAL RESPONSIBILITY

### A CARBON NEUTRAL COMPANY

Aimia's annual corporate greenhouse gas (GHG) inventory is completed according to the most rigorous industry standard, the World Resources Institute's Greenhouse Gas Protocol (WRI GHG) and is consistent with ISO 14064-1. We partner with **Offsetters**, Canada's leading carbon management solutions provider, whose project managers are certified Greenhouse Gas Inventory Quantifiers (GHG-IQ) with the Canadian Standards Association (CSA).

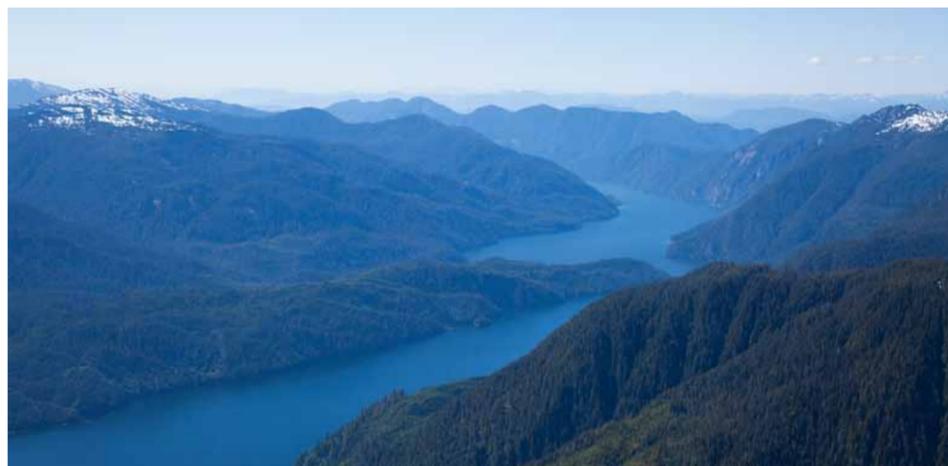
In 2011, for the third consecutive year, we voluntarily chose to measure and offset our entire corporate carbon footprint, including the energy use in our offices, the fuel use in our vehicles, and the emissions associated with corporate air travel. We offset our emissions through our unique portfolio of projects, which include: an improved forest management project in British Columbia's Great Bear Rainforest; two household cookstove projects in Uganda; a waste to energy facility in Florida; a fuel switching project at a greenhouse in British Columbia; a landfill gas capture and flare project in New Brunswick; and a landfill gas-to-energy project in Quebec.

To see the full list of projects and standards please visit: [www.offsetters.ca/aimia](http://www.offsetters.ca/aimia)

### CARBON DISCLOSURE PROJECT AND GREENHOUSE GAS EMISSIONS REPORT

For five years, we have also been voluntarily reporting to the **Carbon Disclosure Project**, an independent not-for profit organization working to drive greenhouse gas emissions reduction and sustainable water use by business and cities. This agency provides a transformative global system for thousands of companies and cities to measure, disclose, manage and share environmental information.

We also issued a **Greenhouse Gas Emissions Report** for analytical use to understand and help reduce the company's overall footprint.



Aimia invests in offsets from the Great Bear forest carbon project, an improved forest management project in British Columbia. This project returns forest management to the Coastal First Nations, addresses longstanding concerns about new employment at home, and creates a new, local, sustainable conservation economy for coastal First Nations in the Great Bear region.

### ENVIRONMENTAL INITIATIVES IN OUR OFFICES AND IN THE COMMUNITY

#### CANADA

Reductions in our greenhouse gas emissions are a key focus moving forward. In 2011 alone, our Canadian operations reduced paper consumption by 62 per cent following the decision to replace a printed catalogue with an electronic version.

#### CAR-FREE DAY

On International Car-Free Day in September 2010, Aeroplan and Offsetters launched a promotion to encourage Aeroplan Members to offset their carbon footprint by contributing their Aeroplan miles toward offsets. The promotion wrapped up in April 2011 on Earth Day with Aeroplan and members contributing miles equivalent to 7,000 tonnes of emission reductions. That's like removing 1,373 cars from the road for a year!

#### EARTH DAY

**Earth Day Canada** turned the CN Tower green in celebration of Earth Day on April 20, 2011. Aeroplan offset three tonnes during this event including total electricity usage and emissions produced by transportation methods used by participants.

In March of 2011, Aeroplan donated 1 million Aeroplan Miles to the pooling account of the **Greenbelt Foundation of Canada**, to resource the first ever Global Greenbelt Conference. This resulted in the Toronto Statement on Greenbelts, a first-of-its-kind document citing global objectives for all greenbelts. Aeroplan also supported the annual bicycle tour of the greenbelt.

#### GREEN COMMITTEES

Through the green committees, established to find ideas to encourage green behavior among employees, many projects were created through the initiative, including a program that challenged employees to reduce water consumption in the summer months, planting of a garden behind a cafeteria, etc.

During Aeroplan Tangerine Days, three initiatives were held in Toronto, Montreal and Vancouver, respectively. Employees planted 200 trees, cleaned up two city parks and cleaned up a public beach. These environmental activities represented about 500 hours of volunteer time donated by the company.

#### UNITED STATES

The Minneapolis office hosted a recycling effort where employees could bring and drop off old electronics such as dehumidifiers, microwaves and other miscellaneous electronics to be disposed of properly. More than 800 pounds of electronic waste was subsequently diverted from landfill. In addition, employees planted 500 Blue Spruce saplings.

The Detroit office also combined its Baseball Day with Earth Day celebrations and organized the distribution of seed packets to the employees.

#### UNITED KINGDOM

Nectar is increasingly developing ways to incentivize positive behaviour among its partners by using Nectar points as currency.

Nectar has partnered with Birmingham City Council on two pilot projects. In one, the council offered residents points for recycling. To be rewarded, citizens from the Bournville and Erdington areas had to use blue collection boxes fitted with scannable stickers that allowed households to earn Nectar points to spend at Sainsbury's and other participating retailers each time the boxes were emptied.

In the other, the council ran an innovative initiative at Erdington Leisure Centre in which residents could collect Nectar points each time they exercised. Throughout the trial, every new Leisure Card member received 100 Nectar points when they signed up to participate and a further 25 points each time they took part in exercise at the leisure centre.

Encouraging the reduction of paper consumption by opting to use online facilities to pay bills is another local initiative. British Gas customers can earn points for switching to paperless billing while a trial has been established with the Royal Borough of Windsor and Maidenhead where points are offered for paying council tax online.

The Royal Borough also aims to increase volunteering by offering Nectar points to residents who register to volunteer, while its Adopt-a-Street program incentivizes residents to help keep the Royal Borough clean and tidy, and rewards them with Nectar points each time they tidy their 'adopted area.'

Sainsbury's also launched an initiative to encourage the reuse of bags. One Nectar point is given for every bag reused by its customers, dramatically reducing the use of plastic bags. In one year alone, over five hundred million Nectar points were issued for bag reuse.

As we move forward as global leaders in loyalty, we believe our social purpose is to bring people together to spark innovative ideas to create economic, environmental and social benefits for numerous stakeholders globally. We are committed to cultivating trust and reciprocity, two fundamental principles of loyalty, in communities around the world.

## AIMIA'S SOCIAL PURPOSE

### TRUST

Trust is rooted in respect, openness, and honesty and our desire to strengthen both personal and community relationships. Trust overcomes prejudice and discrimination. It creates and cultivates lasting relationships that foster social cohesion and societal stability.

### RECIPROCITY

Reciprocity encourages people to engage in genuine, two-way relationships to foster experiences that meet shared expectations and lead to mutual benefits.

These two key fundamental principles of loyalty are at the heart of our commitment to corporate social responsibility.

Our social purpose goes beyond traditional corporate philanthropy. In keeping with the CSR commitments and achievements of Groupe Aeroplan, Aimia will continue to act as a leader and a catalyst for positive change through the responsible actions of our business and through our relationships and with the global community.

For example, we continue to engage and empower our employees to save energy, use water efficiently, consume responsibly and reduce overall waste. Our five-year relationship with **Offsetters** — a provider of carbon-management solutions — will ensure we not only maintain carbon neutrality, but continually assess ways to further reduce our emissions.

We are currently transforming our global social purpose platform to support our vision and further strengthen our engagement to create mutual benefits for all. The coming years will be dedicated to initiatives that will help us become one of the most engaged global corporate citizens. We are looking forward to announcing our new global framework for corporate social responsibility in the coming year.

