

AIMIA
INSPIRING LOYALTY



FORWARD-LOOKING STATEMENTS

Forward-looking statements are included in the following presentation. These forward-looking statements are identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “may”, “plan”, “predict”, “project”, “will”, “would”, “should” and similar terms and phrases, including references to assumptions. Such statements may involve but are not limited to comments with respect to strategies, expectations, objectives, goals, aspirations, intentions, planned operations or future actions.

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts, predictions or forward-looking statements cannot be relied upon due to, among other things, changing external events and general uncertainties of the business and its corporate structure. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including without limitation, dependency on top Accumulation Partners and clients, changes to the Aeroplan Program, failure to safeguard databases and consumer privacy, conflicts of interest, greater than expected redemptions for rewards, regulatory matters, retail market/economic conditions, industry competition, Air Canada liquidity issues, Air Canada or travel industry disruptions, airline industry changes and increased airline costs, supply and capacity costs, unfunded future redemption costs, changes to coalition loyalty programs, seasonal nature of the business, other factors and prior performance, foreign operations, legal proceedings, reliance on key personnel, labour relations, pension liability, technological disruptions and inability to use third-party software, failure to protect intellectual property rights, interest rate and currency fluctuations, leverage and restrictive covenants in current and future indebtedness, uncertainty of dividend payments, managing growth, credit ratings, as well as the other factors identified throughout this MD&A and throughout Aimia's public disclosure records on file with the Canadian securities regulatory authorities.

The forward-looking statements contained herein represent the Corporation's expectations as of March 26, 2014 and are subject to change. However, Aimia disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

For further information, please contact Investor Relations at 416 352 3728 or karen.keyes@aimia.com.



CIBC RETAIL CONFERENCE

March 26, 2014

*Rupert Duchesne
Aimia Group Chief Executive*

AIMIA
INSPIRING LOYALTY

CANADA: A YEAR OF OUTSTANDING ACCOMPLISHMENTS

Relaunch of Aeroplan Program with two leading Canadian issuers

1st

Largest bank by TPV*



3rd

Largest bank by TPV*



4.8m

Premium Members



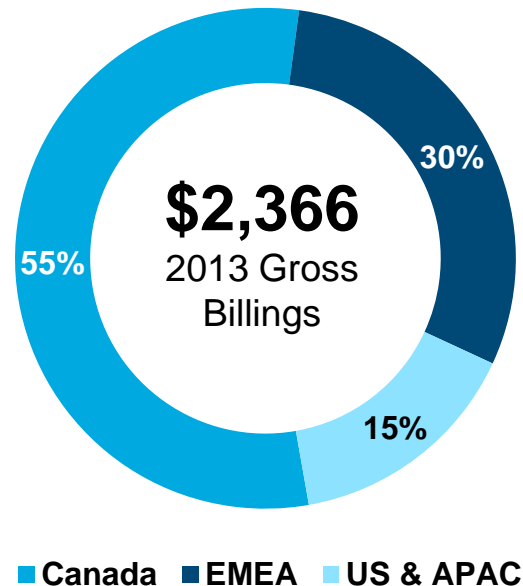
1.2m

Premium Credit Cardholders**

- The \$38 billion Aeroplan financial card portfolio, which represents around 12% of total purchase volume in the Canadian credit card market and a total of 1.2 million Cardholder accounts, was confirmed as an attractive asset due to the premium nature of the cardholder base
- The transaction has shifted purchase volume of approximately \$20 billion from CIBC to TD
- Aimia's ten year agreements, with two of Canada's largest credit card issuers, provide a strong and stable platform from which to grow

2013: A YEAR OF OUTSTANDING ACCOMPLISHMENTS

- Strong Aeroplan base for growth in place, with seamless operational transition to renewed Aeroplan program and transformational new agreements with TD, CIBC, and AMEX in place
- January launch of Distinction driving air rewards redemptions up 10%
- New card acquisition at TD significantly above our expectations for first two months of 2014



- Stronger EMEA contribution in 2013 driven by Nectar UK and Middle East growth
- Ongoing progress in the US & APAC, with China Rewards launch and new investment in Think Big announced in January 2014

STRONG UNDERLYING PERFORMANCE IN 2013

**A very good year on an underlying basis across our regions
Achieved or surpassed our guidance on all metrics**

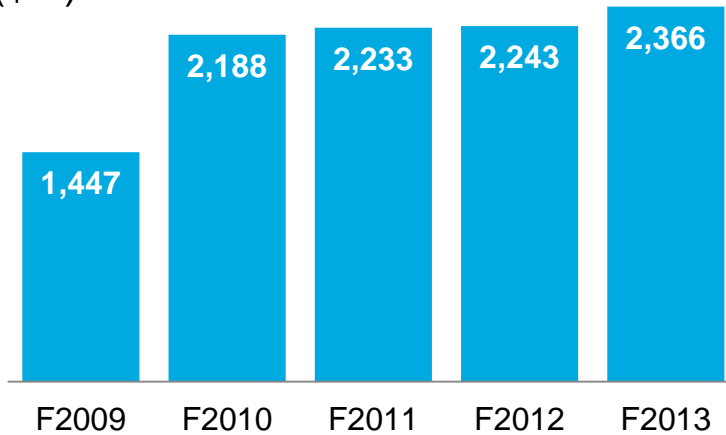
- Gross Billings up 4.5% on a constant currency basis and regional Gross Billings in line with our guidance
- Adjusted EBITDA of \$350.5 million⁽¹⁾, excluding conveyance items
- FCF above our guidance at \$268.1⁽²⁾ million, excluding conveyance items

1) Adjusted EBITDA was adjusted for the \$150.0 million payment to CIBC and the card migration provision of \$50.0 million.

2) Free cash flow before dividends paid was adjusted for the CIBC payment of \$150.0 million and the related harmonized sales tax of \$22.5 million.

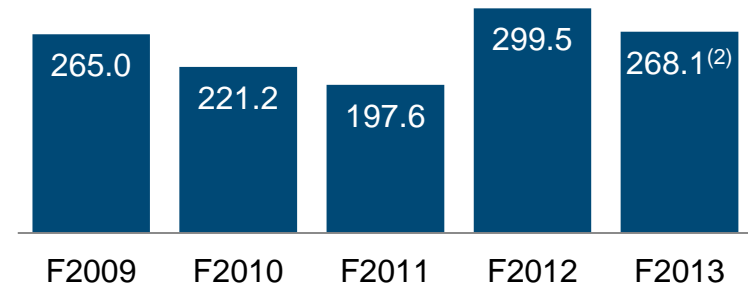
BUILDING ON A STRONG FINANCIAL TRACK RECORD

Gross Billings 2009-2013⁽¹⁾
(\$M)



(1) Gross Billings pre-2010 as reported under previous Canadian GAAP; 2010 and 2011 as reported under IFRS

Free Cash Flow 2009-2013⁽¹⁾
(\$M)

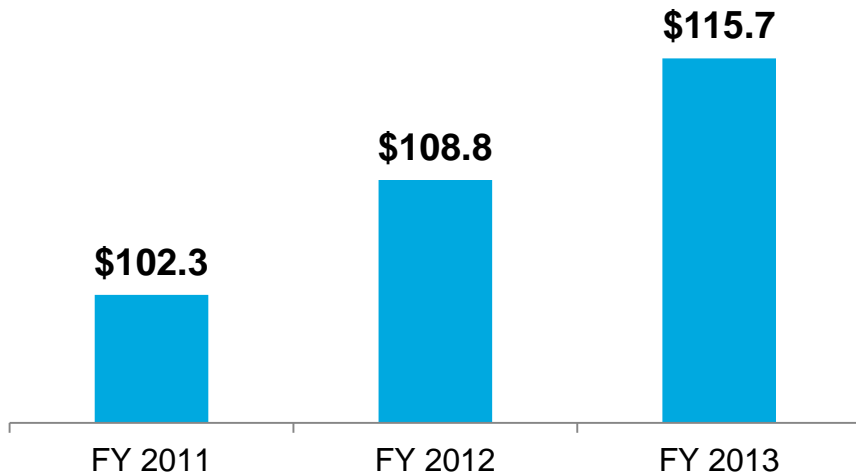


- 1) Free Cash Flow before common and preferred dividends paid.
- 2) Free cash flow before dividends paid was adjusted for the CIBC payment of \$150.0 million and the related harmonized sales tax of \$22.5 million.

CONTINUED GROWTH IN ANNUAL DIVIDENDS

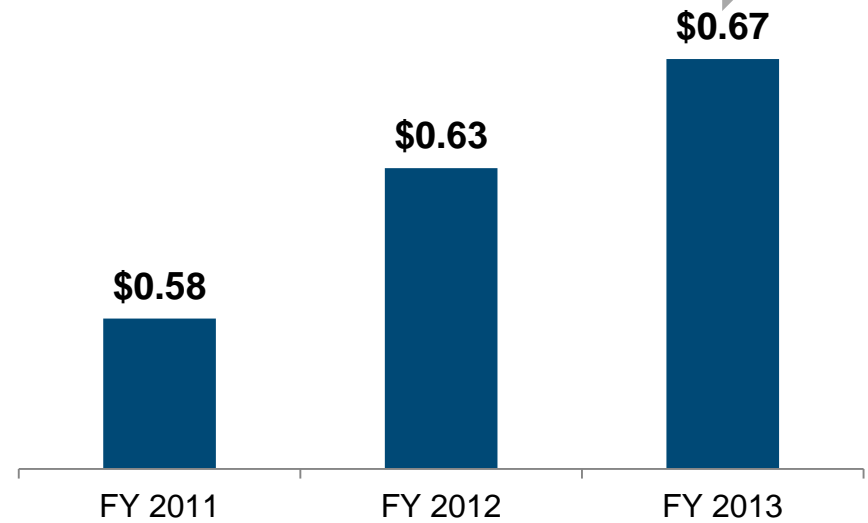
Annual Common Dividends (\$ millions)

+6.3%⁽¹⁾



Dividends Per Common Share

+7.9%⁽¹⁾



(1) Compounded annual growth rate.

AIMIA IN EMEA



Coalition Loyalty

A group of complementary companies, working together to jointly reward their combined customers, with a neutral third party coordinating the common currency, data flow and customer experience.



Proprietary Loyalty

A single company/brand, working alone to reward existing customers, with program currency earned and redeemed primarily with that company

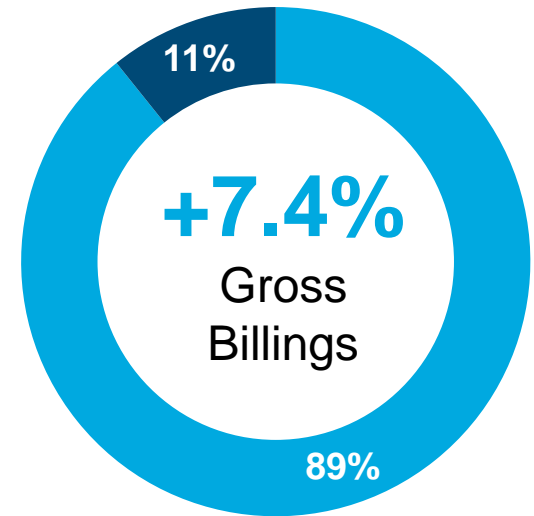


Analytics & Insights

Our Self Serve product provides the data analytics and insights to supplement loyalty programs

FY 2013 Gross Billings

EMEA \$704.1M



- Coalition Loyalty
- Proprietary Loyalty and Analytics & Insights

PROPRIETARY LOYALTY BENEFITS

Proprietary Loyalty Partner Benefits



Increased Activity and Basket

Driving ROI



Full Control

Design and proposition
Branding (competitive differentiation)
Communications
Data



Incremental Revenue Through Program Monetization

Media and data products for vendor and strategic partners; value add benefit sale to membership



Liability Management

Aimia's unique approach to program models helps customers manage this aspect

MIGRATION OF PROPRIETARY PROGRAMS INTO COALITIONS

Sainsbury's

Auchan



HOMEBASE



Key Lessons Learned

Communication

- Give customers sufficient notification regarding the closure of the standalone programme and the switch to Nectar
- Ensure that customers are comfortable that their points will stay secured, and understand how their loyalty benefits are being enhanced
- Communications to customers regarding 'what you need to do' to switch to Nectar must be as simple as possible, consistent across channels

Registration

- Registration done well is critical to the success of the launch. It is the first contact the member will have with Nectar program.
- Combining the conversion process (if required) with Nectar registration will enhance response

In-Store

- Using field marketers and in-store teams is key to sustaining a positive programme conversion

COALITION: BUILDING ON THE STRENGTH OF PROPRIETARY PROGRAMS



Brand & Communications

- Shared brand, high levels of awareness; Communications executed by operator and Partners – many channels and impressions, high response rate



Customer Data

- Frequently updated across multiple partners and channels



Acquisition & Win-Back

- Data driven marketing to strong look-alike prospects from other partners



Customer Value & Reward Incentive

- Very rich – earn and redeem across program partners, covering majority of household spend
- Breadth of rewards and purchasing power



Customer Purchase Data

- Ability to understand broader buying behaviors



Relevance

- Ability to deliver complete engagement program across broader household spend



Engagement

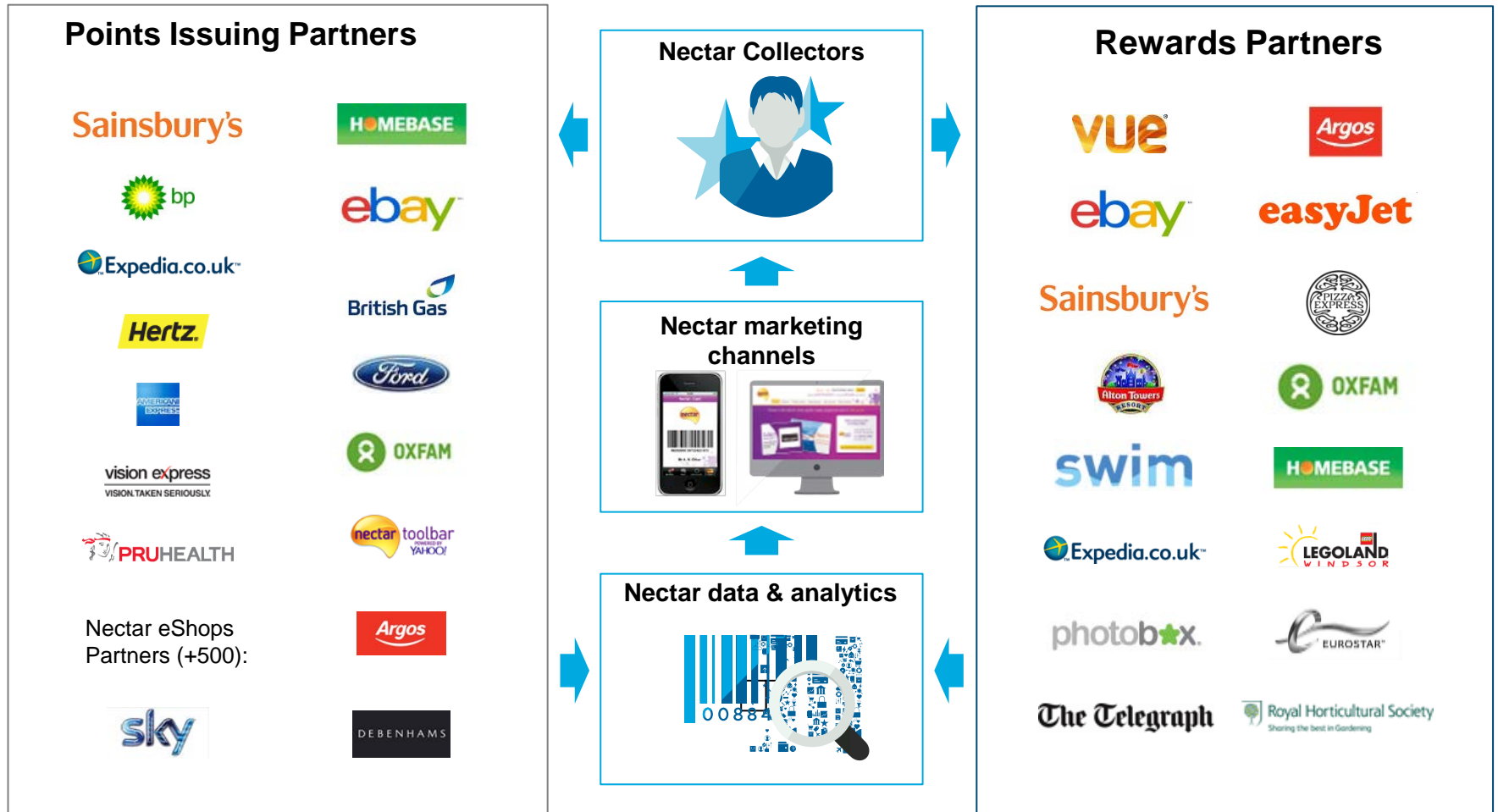
- Frequent program interactions across Partners, higher activity/participation levels



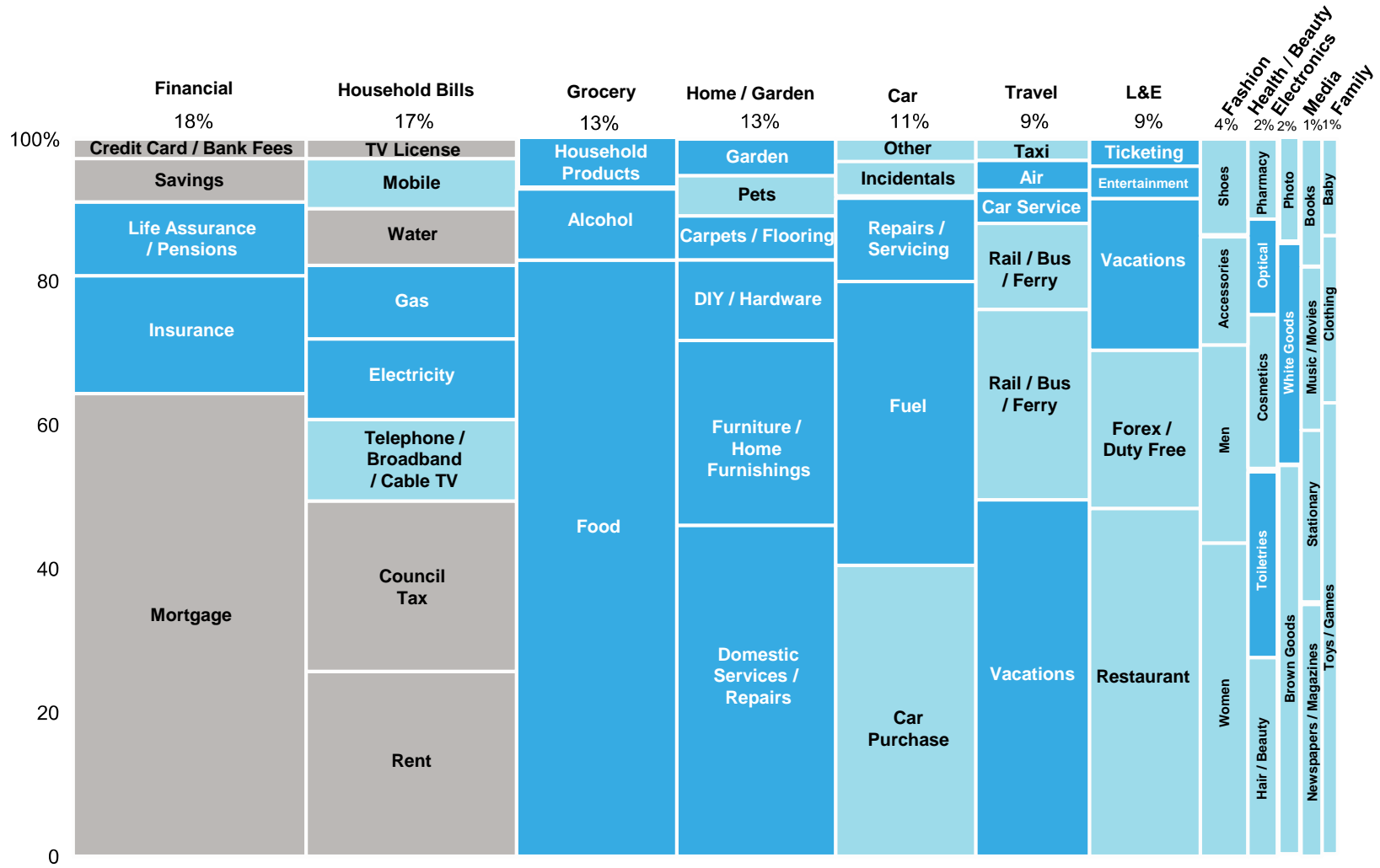
Economies Of Scale

- Lower cost to run and communicate

THE OPERATIONAL FOUNDATIONS OF COALITION



CAPTURING 50% OF CONSUMERS' ANNUAL SPEND



■ Captured ■ Indirectly captured ■ Not Captured

ACCESS TO A RICH COALITION DATA SET

Personal and Registration Data

- Name
- Gender
- DOB
- 95% accurate (regular cleansing)
- Address
- Email
- Phone

Transaction and Program Interaction Data

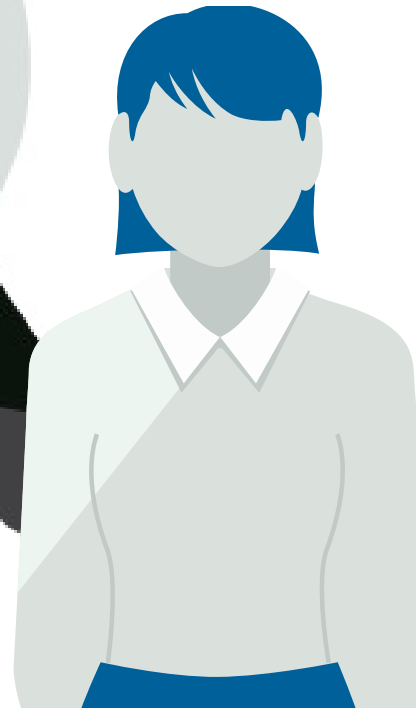
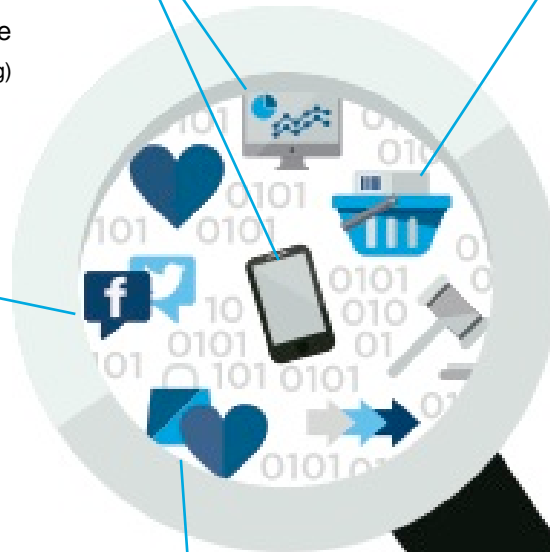
- Transaction level data in all Nectar partners and e-stores (location, spend, frequency)
- Responsiveness to Nectar offers and Partner marketing

Lifestyle and Social Data

- Mosaic segmentation
- Household metrics (children, income, home/car ownership)
- Social network data

Behaviours and Attitudes

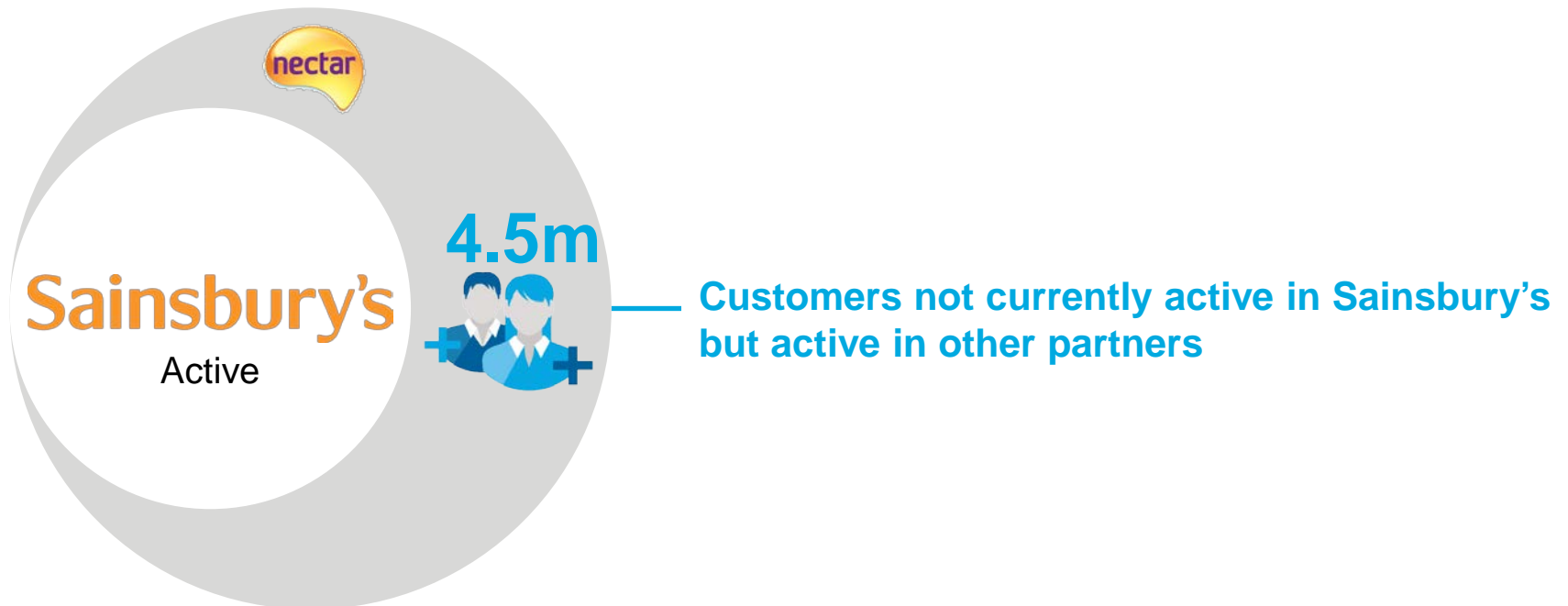
- Attitudes to loyalty (e.g. loyal to merchant or regular switching)
- Price sensitivity (e.g. deal-seeker or buys premium products)
- Online search data
- Media consumption data
- Location data (mobile)



ACCESS TO INCREMENTAL CUSTOMER BASE

Around 50% of UK households participate in the Nectar programme

Coalition database gives Sainsbury's an opportunity to target additional customers who would not be visible in a proprietary scheme



TARGETING PROSPECTS MORE EFFECTIVELY

We know where they live

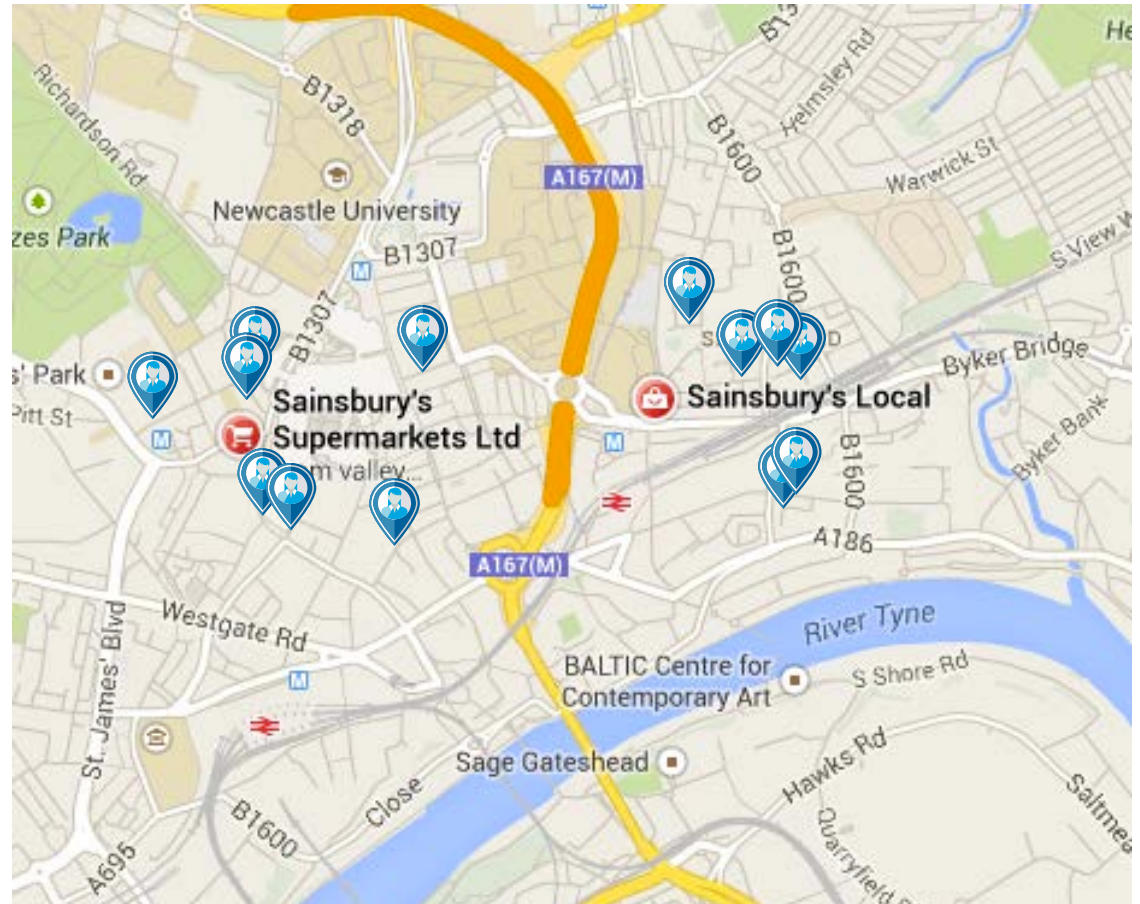
Improve response rate through proximity = 2.6m live within 10 miles of a store

We know what sort of offers may attract them

Online shopping and travel can draw new prospects in

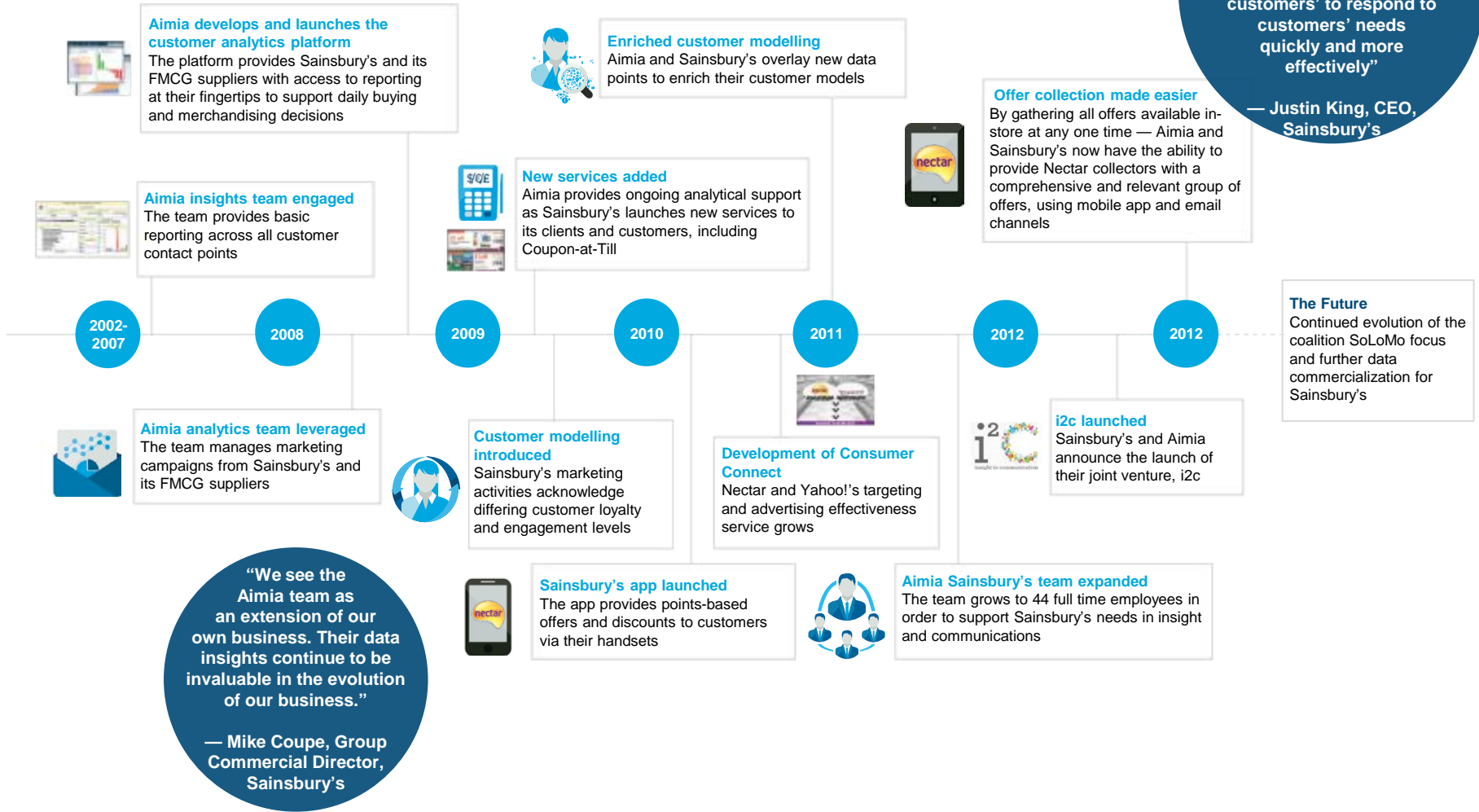
Multiple channels to contact them

Nectar communications can reach these customers



THE EVOLUTION OF SAINSBURY'S LOYALTY JOURNEY WITH AIMIA

"It is clear that there are now "have and have nots" of data. The insight we get from our Nectar card enables us and our suppliers to respond to customers' needs quickly and more effectively"
 — Justin King, CEO, Sainsbury's



"We see the Aimia team as an extension of our own business. Their data insights continue to be invaluable in the evolution of our business."
 — Mike Coupe, Group Commercial Director, Sainsbury's

ANALYTICS & INSIGHTS IN FAST-MOVING RETAIL



Data

- Strategic relationships with five major retailers covering 130 million households and 65 billion individual lines of data obtained and used in a TACTful¹ context



Value-Added
IP

- Expertise in applying customer data to drive retail operations and monetisation of data to manufacturers



Track
Record of
Impact

- Measurable improvements in retailer performance from improved category management



Customer
Centricity

- Strong differentiation from incumbent analytic solutions in emphasis on using customer loyalty/data

BUILDING A GLOBALLY BEST IN CLASS MEMBER EXPERIENCE

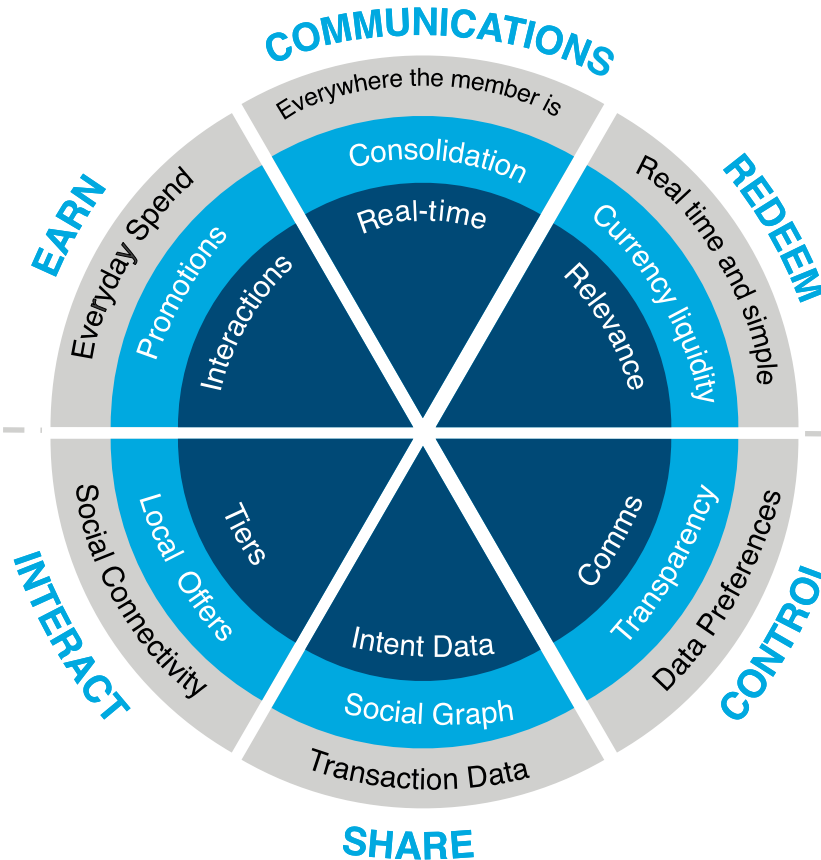


01	02	03	04	05	06
<p>Quick-enrol in lane, at the pump, at any Partner POS, online, on your phone or in-store to begin earning everywhere immediately</p>	<p>Earn Base and Bonus points in real time at everyday spend partners</p>	<p>Actively engaged Members can save towards larger rewards</p>	<p>Members will be able to use multiple channels to facilitate real-time redemption with Partners</p>	<p>Members will engage with the program in real-time as they go about their day, receiving offers and interacting via Mobile, Digital, DM and POS</p>	<p>Building on the best insights from Social, members will be able to form groups</p>

WHAT A MEMBER CENTRIC FUTURE WILL LOOK LIKE

We continue to **improve** all elements of Coalition '1.0'

And **create** coalition loyalty's 'next generation'



CONTINUED OPPORTUNITIES IN GLOBAL LOYALTY



- Attractive market with opportunities to replicate our expertise in new and existing markets
- Continued focus on member centricity and return on capital
- Building on the transformational investments made in recent years
- Contributing to a stronger and more diversified business over the longer term

THANK YOU
