

# ADDING VALUE: INVESTOR DAY 2013



FUTURE OF  
LOYALTY:  
THE MEANS TO BREAK  
AWAY FROM THE PACK

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David Johnston

September 18, 2013

# FORWARD-LOOKING STATEMENT

*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, the effective implementation of Aeroplan Program enhancements and a new financial card partnership and associated cardholder migration, 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, failure to safeguard databases and consumer privacy, 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 presentation and throughout our public disclosure record on file with the Canadian securities regulatory authorities.*

*Certain slides of this presentation contain forward-looking statements with respect to certain financial metrics in 2014 and 2015, respectively. These statements are not intended to constitute, nor should they be considered as, financial outlook or guidance within the meaning of applicable securities laws.*

*The forward-looking statements included in this presentation exclude the effects of fluctuations in currency exchange rates and Aimia Inc. (“Aimia” or the “Corporation”) has made a number of general economic and market assumptions in making these statements, including assumptions regarding the performance of the economies in which the Corporation operates and market competition and tax laws applicable to the Corporation’s operations. In addition, Aimia has made a number of specific assumptions in making these statements, including, (i) a level of growth for Aeroplan’s financial card business that is consistent with the general Canadian premium credit card market, and (ii) growth in the Corporation’s non-Aeroplan related business consistent with the Corporation’s three year plan. The Corporation cautions that the assumptions used to make these statements, although reasonable at the time they were made, may prove to be incorrect or inaccurate. In addition, these statements do not reflect the potential impact of any non-recurring or other special items or of any new material commercial agreements, dispositions, mergers, acquisitions, other business combinations or transactions. The financial impact of these transactions and non-recurring and other special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business. Accordingly, our actual results could differ materially from the forward-looking statements made in this presentation.*

*The forward-looking statements contained herein represent the Corporation’s expectations as of September 18, 2013 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.*

# INTRODUCTION

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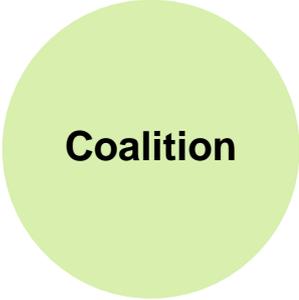
**David Johnston**

EVP AND CHIEF OPERATING OFFICER

- Appointed Global Chief Operating Officer in February 2013, responsible for Aimia's global operating model and performance through the key operating regions
- Previously EVP and President and Chief Executive Officer, EMEA
- 16 years of experience in Marketing, holding a number of global roles at PepsiCo prior to joining Aimia

# CODIFY AND REPLICATE SUCCESSFUL MODELS GLOBALLY

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**Coalition**



**Analytics**

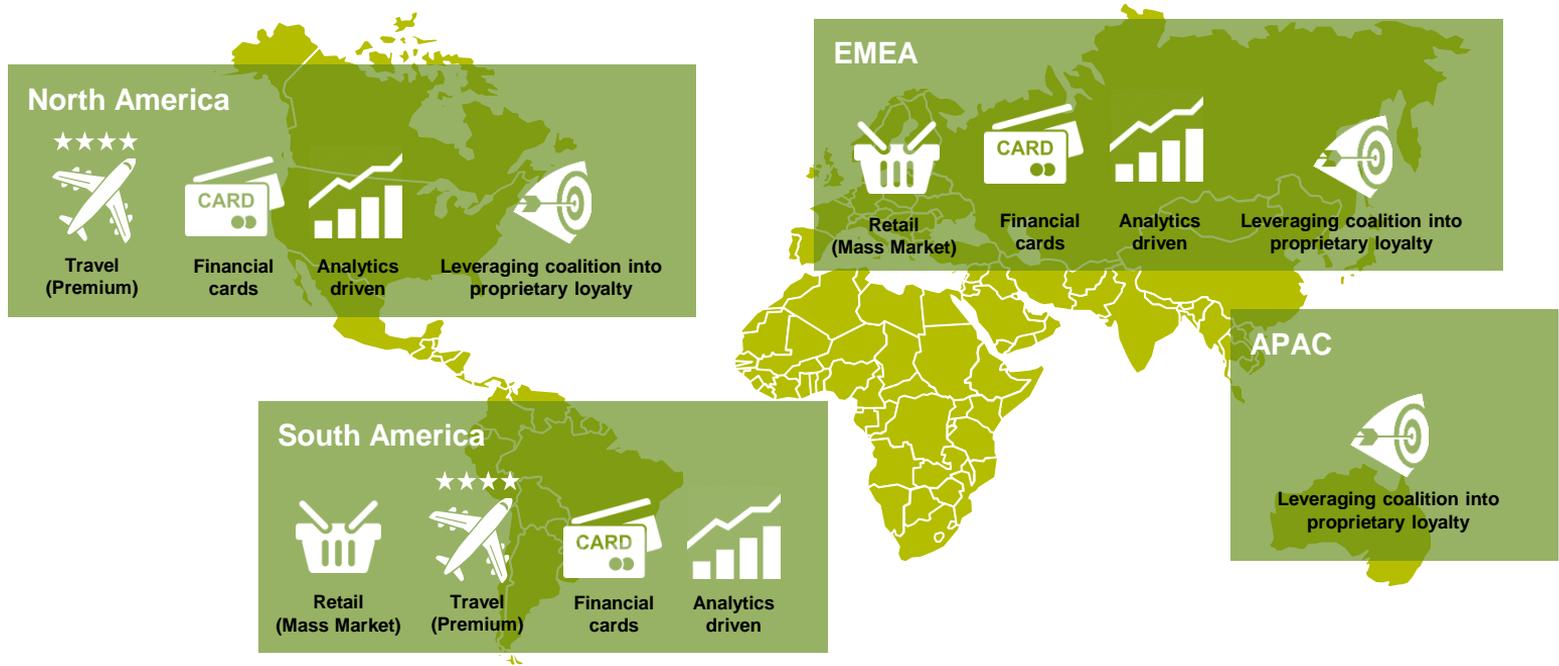


**Proprietary**

# MODELS AND IP WE ARE CODIFYING GLOBALLY

	Coalition IP	Analytics IP	Proprietary IP
Coalition value	●		
Member management	●		●
Partner management	●		●
Liability management	●		●
Redemption fulfilment	●		●
Member reward value	●	●	●
Supply chain management	●		●
Cash management	●		●
Technology design	●	●	●
Programme design			●
Category-specific loyalty			●
Customer centric retailing		●	
Change management		●	
Offer design		●	
Module based management		●	

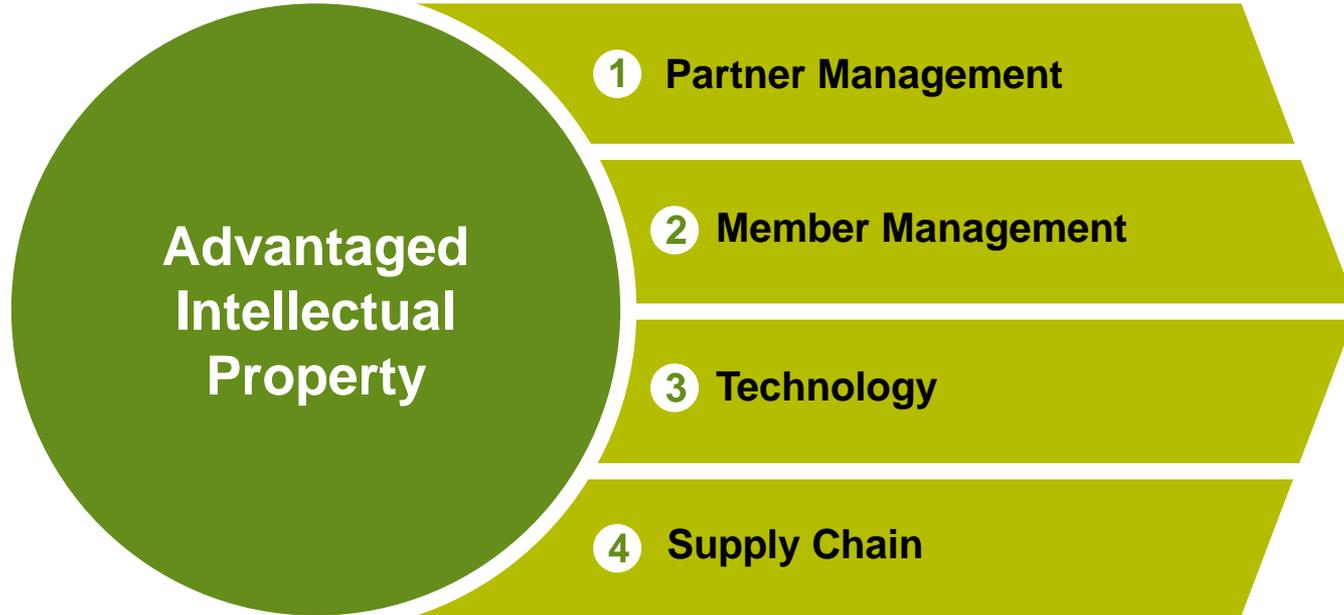
# RIGHT TO PLAY: THE BREADTH AND DEPTH TO STRENGTHEN EXISTING AND BUILD NEW COALITIONS



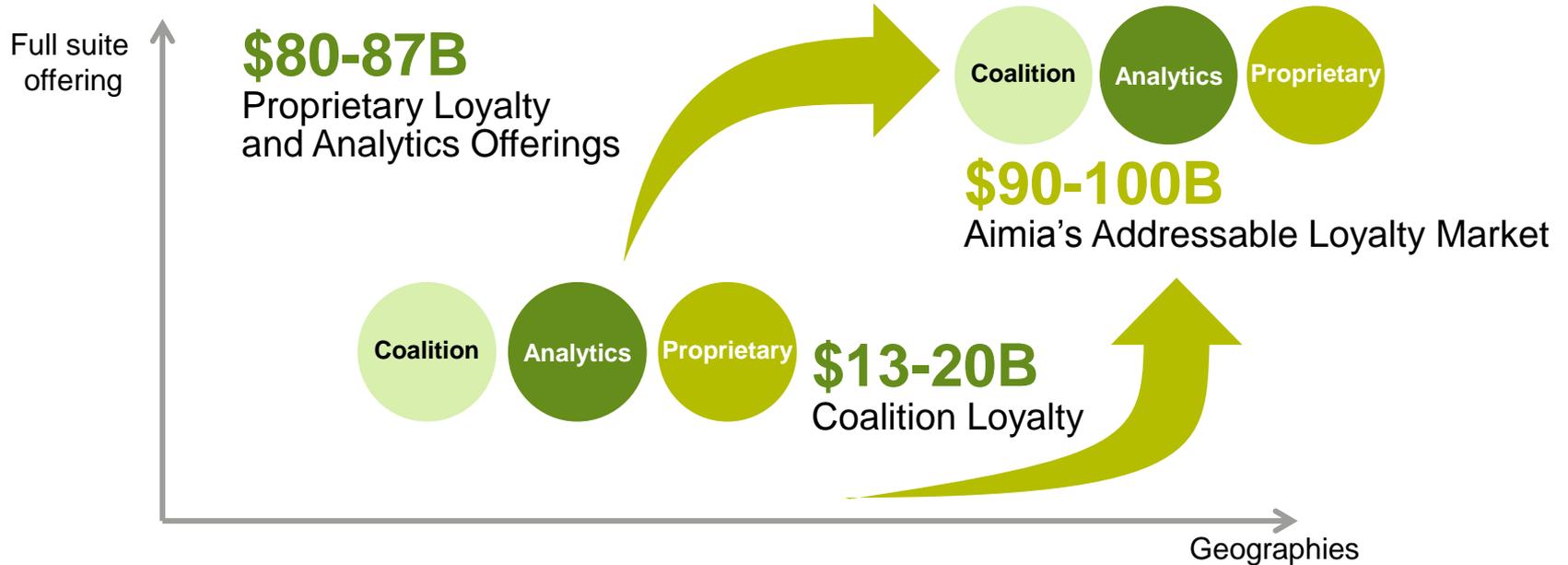
# APPLYING ADVANTAGED IP IN NEW COALITIONS

**Competitive Differentiator**

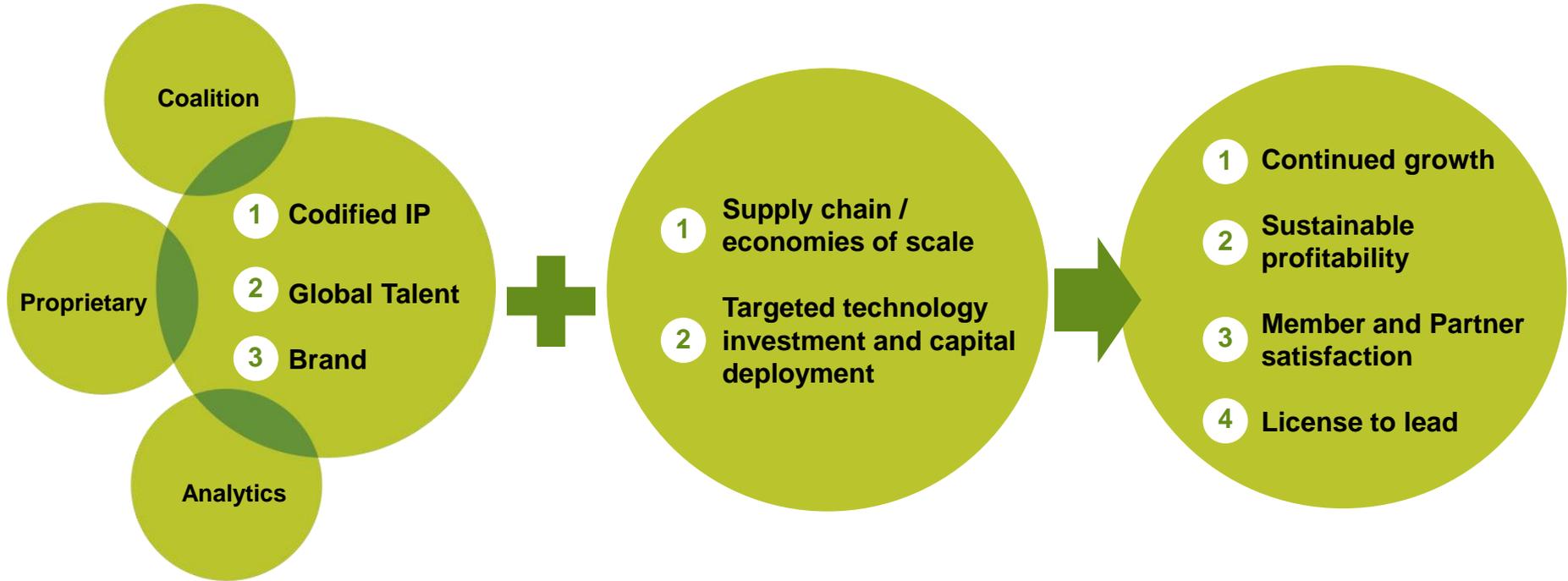
**Levers**



# REPLICATING MODELS: GROWTH BY MANY PATHS



# REPLICATING SUCCESSFUL MODELS GLOBALLY





Q&A

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# MORNING TAKE AWAYS

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1

Substantial room to build new and deepen use of existing IP in existing coalitions

2

Continued transformation in existing programs will lock in our market leadership position

3

Deliver distinct value to members and partners in all of our programs to continue to drive license to lead

4

Make suitable investments to scale/replicate in new markets

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