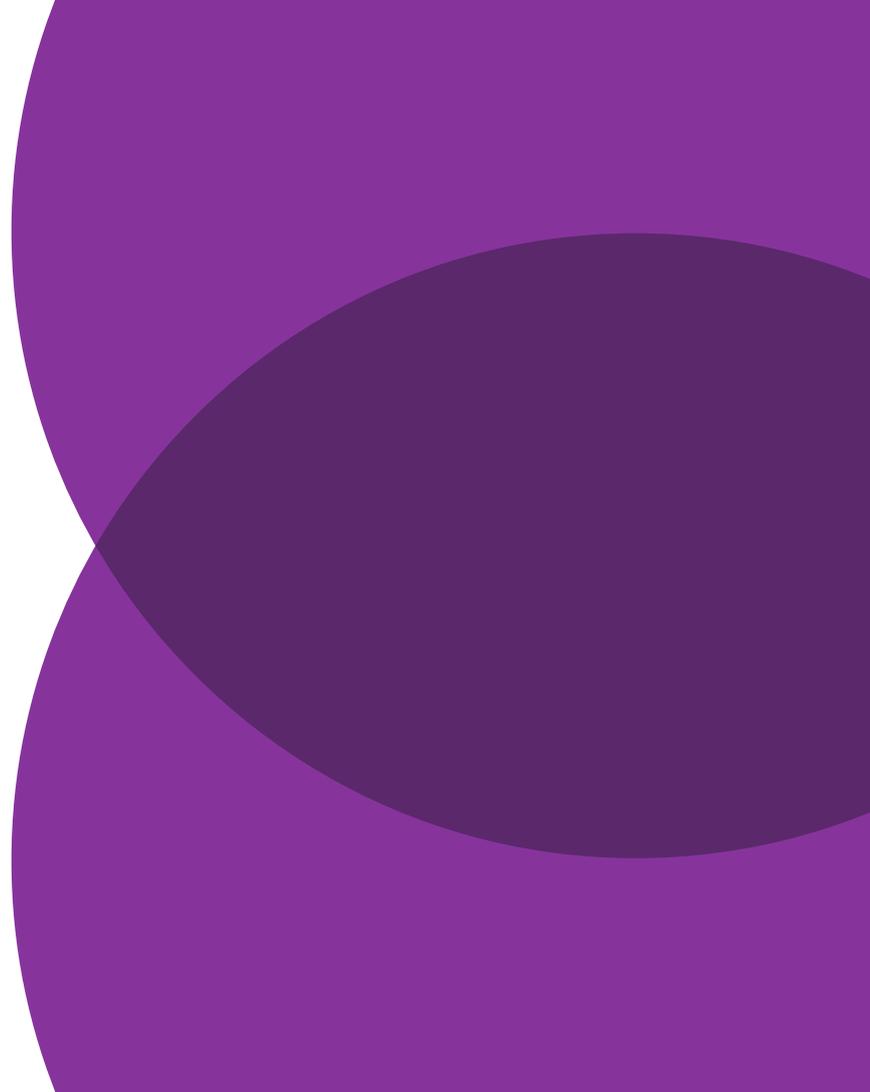


# ADDING VALUE:

## INVESTOR DAY 2013





TRANSFORMING  
THE COALITION:  
OUR COALITIONS IN EMEA

Jan-Pieter Lips

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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**Jan-Pieter Lips**

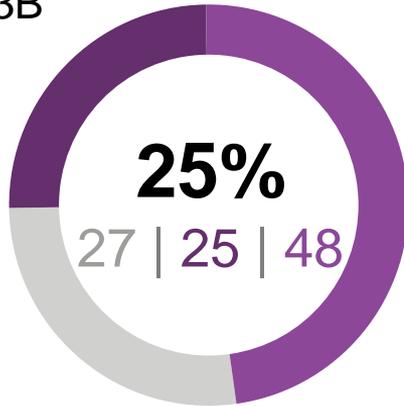
PRESIDENT – EUROPE, MIDDLE EAST & AFRICA

- Appointed Regional President in February 2013, moving from role as Managing Director of Nectar UK and Aimia Middle East
- One of the founders of Nectar UK in 2002
- 16 years of experience in Loyalty, working for Air Miles Netherlands prior to Nectar

# AIMIA'S EMEA COALITIONS SHOW THE DIVERSITY OF OUR EXPERTISE AND SCALE OF OUR ENGAGEMENT

**F2012**

Consolidated Gross Billings  
\$2.243B



- Coalition (Loyalty Units) – EMEA
- Proprietary and other
- Coalition (Loyalty Units) – Canada



Nectar UK  
(2002)



Nectar Italy  
(2010)

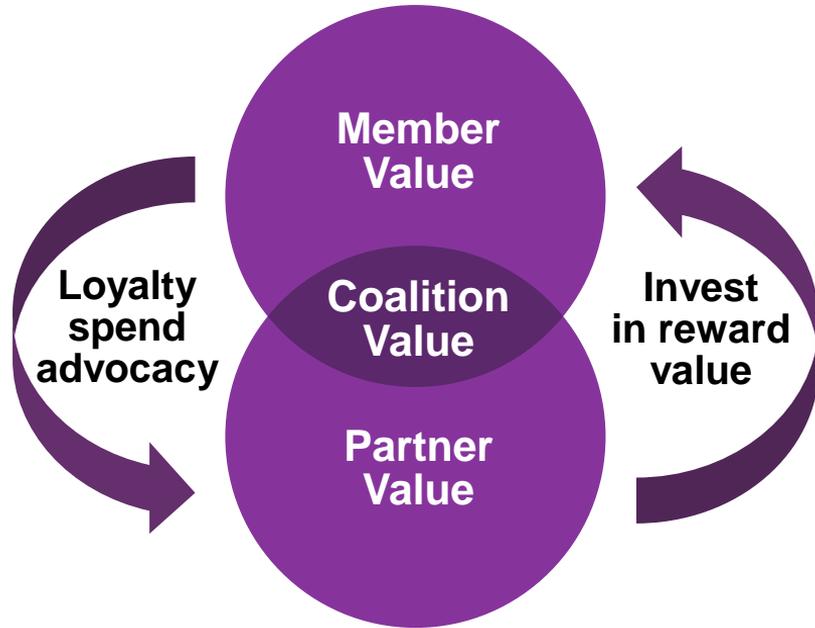


Air Miles ME  
(2001)

Members	Partners	Demographic
19M	17 (+500 online) Sainsbury's, eBay, Homebase, BP, British Gas	Mass market
10M*	13 Sma, Auchan, IPI	Mass market
0.7M	106 HSBC, Damas, Spinneys	Premium (expat)

\* Total sign-ups since programme launch

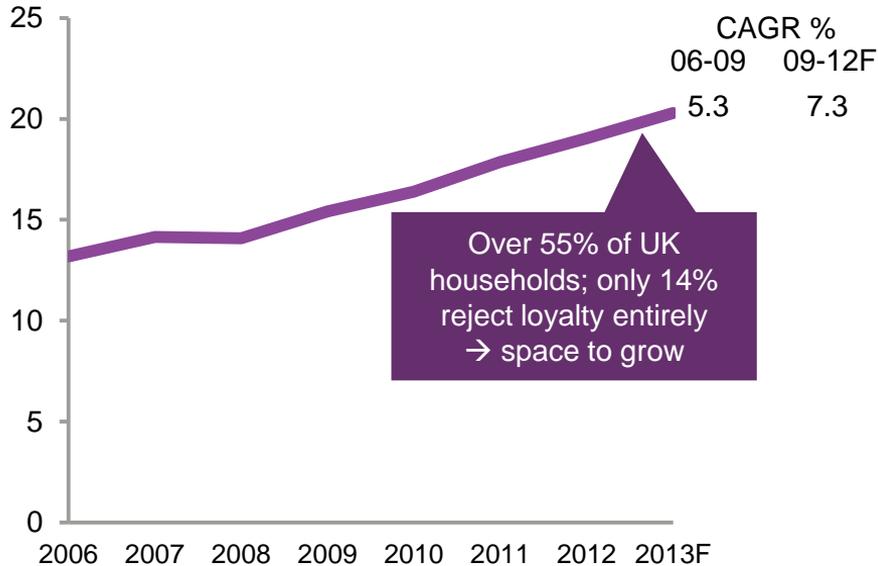
# DESPITE THIS DIVERSITY, THE CORE VALUE OF COALITION REMAINS CONSTANT



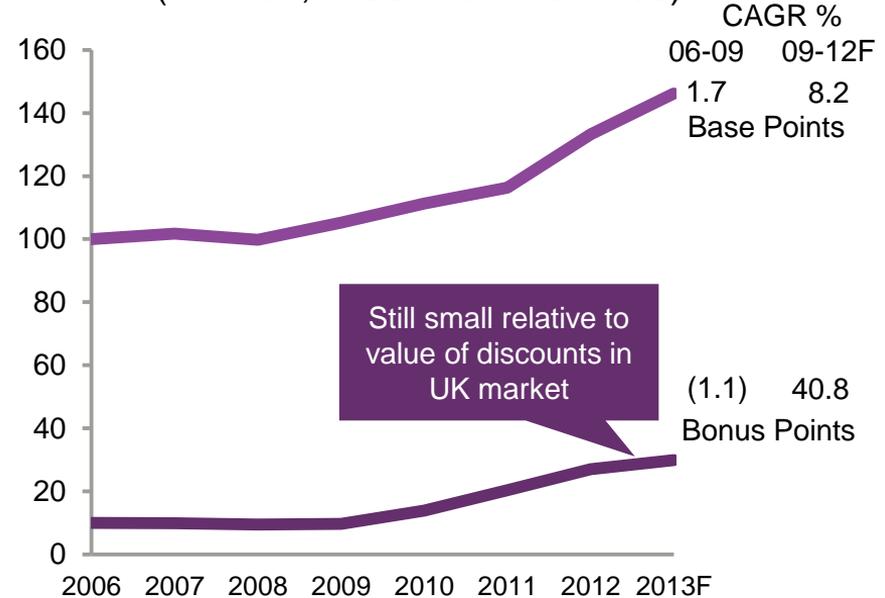
- 1 Break away from the pack
- 2 Codify and replicate successful models globally
- 3 Strengthen our current position
- 4 Evolve our operating model

# STRENGTHEN OUR CURRENT POSITION: NECTAR UK TODAY HAS GREAT MOMENTUM

**Member Base Growth 2006-12**  
(Millions of 12m Active Cards)



**Point Issuance Growth 2006-12**  
(Indexed, 2006 Base Pts = 100)



# HOW HAS NECTAR DELIVERED THIS STEP CHANGE IN GROWTH? FOUNDATIONS FOR COALITION REFRESH

## Member Reward Value

Maximise value of loyalty currency earned by:

- Existing partner engagement
- New partners
- Rewards cut-through and level of redemption

## Partner Value Proposition

- Higher member engagement drives more impact
- Innovation in Customer Insight and CRM, delivered with world class account management

## Investment in the Brand

- Nectar marketing investment unlocks significant partner investment
- Brand awareness increased by 4% points in 4 years

# STRENGTHEN EXISTING COALITIONS: ENHANCING MEMBER VALUE WITH SAINSBURY'S

## Summer Double Value

**We continue to invest in our brand and value to Collectors:**

- 3 week campaign when Collectors could earn 2X standard value from their points via in-store voucher exchange
- Partners included Vue, Tragus, Merlin and Nectar Swim
- Strong ATL, email and PR campaign

**Over 200,000 vouchers issued to our members**



# STRENGTHEN EXISTING COALITIONS: REFRESH OF AIR MILES MIDDLE EAST

## HSBC Market Ambition

- HSBC wanted to invest in creating a market-leading value proposition

## Programme Relaunch

- Investment in reward value, choice and redemption process

## Collector Activity Up

- Step-change in member engagement, driving a YoY increase in points issuance of 27.8% for 3 months to June 30 2013

## Growth Platform

- 8 ME countries grew real GDP by 5% or more in 2012 (IMF)
- High population growth and emerging middle class in several markets

# BREAKING AWAY FROM THE PACK: EMBRACING THE DIGITAL TRANSFORMATION WITH EBAY

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- UK's largest online marketplace with over 14M active users in the UK
- Launched in Nectar in October 2012

## Successful Launch and Continued Growth

### Update on progress since launch

- 3.3M users have linked eBay and Nectar accounts
- Nectar points have been earned on over 78M transactions
- eBay preparing to launch a rewards proposition through Nectar soon
- Significant Customer Insight opportunities
- eBay a key driver of Nectar's Digital transformation

# BREAKING AWAY FROM THE PACK: DATA AND LOYALTY INNOVATION WITH OXFAM



- Leading UK charity
- Launch of Oxfam Unwrapped redemption in 2012
- Issuance for donating second-hand clothing launched in 2013

## Innovative Use of Nectar Currency and Data Insights

- Rewarding behaviours is a great opportunity for the Loyalty industry
- Tailored approach with truly aligned incentives; Points awarded on value of goods that sell, thus promoting quality donations
- Over 43,000 new supporters generated through Nectar
- Over £500,000 raised through donations incentivised by Nectar



# CODIFY AND TRANSFER SUCCESSFUL MODELS: LOCAL PROGRAMS UNLOCK A NEW TYPE OF PARTNER



- Pilot starting in Q4 2013
- Targeting small businesses in fragmented sectors, e.g., restaurants
- 90% collector interest in Nectar Local
- 44% of merchants very or fairly interested in offering points
- Rich customer journey via digital

**Transfer:**  
Platform/tech  
Campaign design  
Learning on pricing  
SME management  
Contract design



**Italy**

- Largest SME market in the EU by number of firms
- SMEs account for 80% of national employment and 68% of value added
- Sector recovering slowly after downturn of 2008+
- Value proposition for restaurants, trade, health and beauty could transform footprint

# DRIVING CONTINUED LEADERSHIP IN OUR EMEA COALITIONS

## Strategic Aspiration

“Be the recognized global leader in loyalty, inspiring brands to build unparalleled relationships with their customers by making engagement more rewarding, lasting, and fun”

## Strategic Pillars

- 1 Break away from the pack
- 2 Codify and replicate successful models globally
- 3 Strengthen our current position
- 4 Evolve our operating model

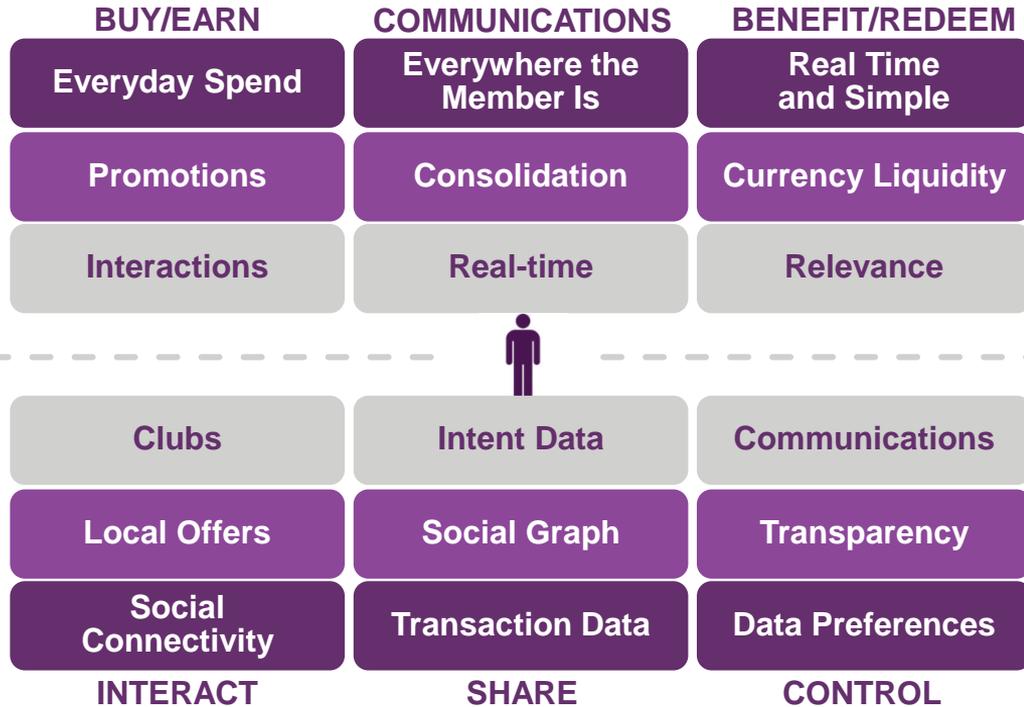
## Financial Expression

- Growth in existing coalitions
- Diversification of revenues from classic sponsor relationships to next-generation of loyalty
- Growth into new countries and market sectors

# FUTURE INNOVATION: THE MEMBER CENTRIC MINDSET AT THE HEART OF WHAT WE DO

We are improving all elements of Coalition "1.0"

And creating Coalition loyalty's "next generation"



## **A CLOSING THOUGHT:**

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What could Nectar look like in 2018?

# ADDING VALUE:

## INVESTOR DAY 2013

