

ADDING VALUE: INVESTOR DAY 2013



DATA ANALYTICS AT THE CORE:

Overview of Aimia's Global
Strategy in Analytics

Eric Monteiro

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.

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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.

INTRODUCTIONS



Eric Monteiro

EXECUTIVE VICE PRESIDENT, GLOBAL STRATEGY

- Appointed as EVP, Global Strategy in Oct 2012 to define Aimia's overall global strategy and product strategy
- Former McKinsey partner with 20+ years of experience in management consulting, focusing on strategy and technology for financial services and telecom clients

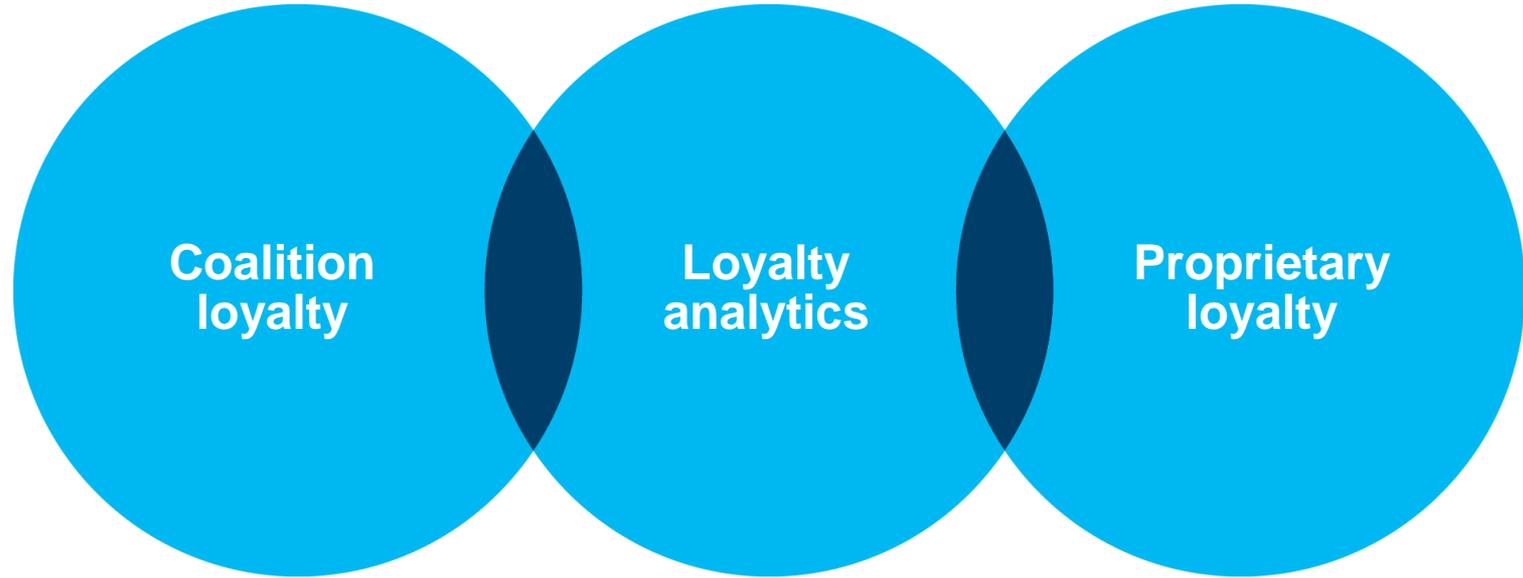


Peter Gleason

PRESIDENT, INTELLIGENT SHOPPER SOLUTIONS

- Joined Aimia in August 2007 to head up the Intelligent Shopper Solutions (ISS) division
- Previously Managing Director (Retail Media) at Dunnhumby
- 20+ years of FMCG and marketing experience including a number of roles at Kimberly Clark and Catalina Marketing

HOW WE VIEW ANALYTICS WITHIN OUR CONTEXT



AREA OF FOCUS

	Outsourced Consumer Analytics Services	Specialized BI tools, Analytic Engines and Scores	Data Providers	CRM Analytics Solutions	Generalist BI and Decision Support Tools	Enterprise Data Management and IT Systems
Market size in 2016, \$B	\$1	\$2	\$16	\$4	\$16	\$18
CAGR, %	20%	10%	11%	10%	11%	12%
Example companies	Opera Mu Sigma Fractal Emnos	FICO Experian Dunnhumby 1010Data	Acxiom Nielsen IRI Group Experian	SAP Infor Adobe	Cognos Microstrategy	Oracle IBM Teradata
Fit with Aimia	✓ SELECTIVELY PARTICIPATE	✓ FOCUS AREA	✓ SELECTIVELY PARTICIPATE	✗	✗	✗

Aimia will migrate from services-driven revenue to productized revenue streams

WE LOOK FOR OPPORTUNITIES WHERE WE CAN COMPETE BY LEVERAGING 4 KEY ASSETS

Data

- Access to privileged customer-centric data obtained and used in a TACTful¹ context

Value-Added IP

- Intimate knowledge of our core sectors and of how analytics can create generate unique insights

Track Record of Impact

- Experience and results in helping clients turn data into insights and actions

Customer Centricity

- Tools and knowledge to build lasting relationships with customers across touch points



DATA ANALYTICS
AT THE CORE:
Aimia Loyalty Analytics in
Fast-moving Retail

Pete Gleason

September 18, 2013

OUR WORK OVER FIVE YEARS SERVING CLIENTS IN FAST-MOVING RETAIL DEMONSTRATES OUR STRENGTH

Data

- Strategic relationships with five major retailers covering 130M households and 65B individual lines of data

Value-Added IP

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

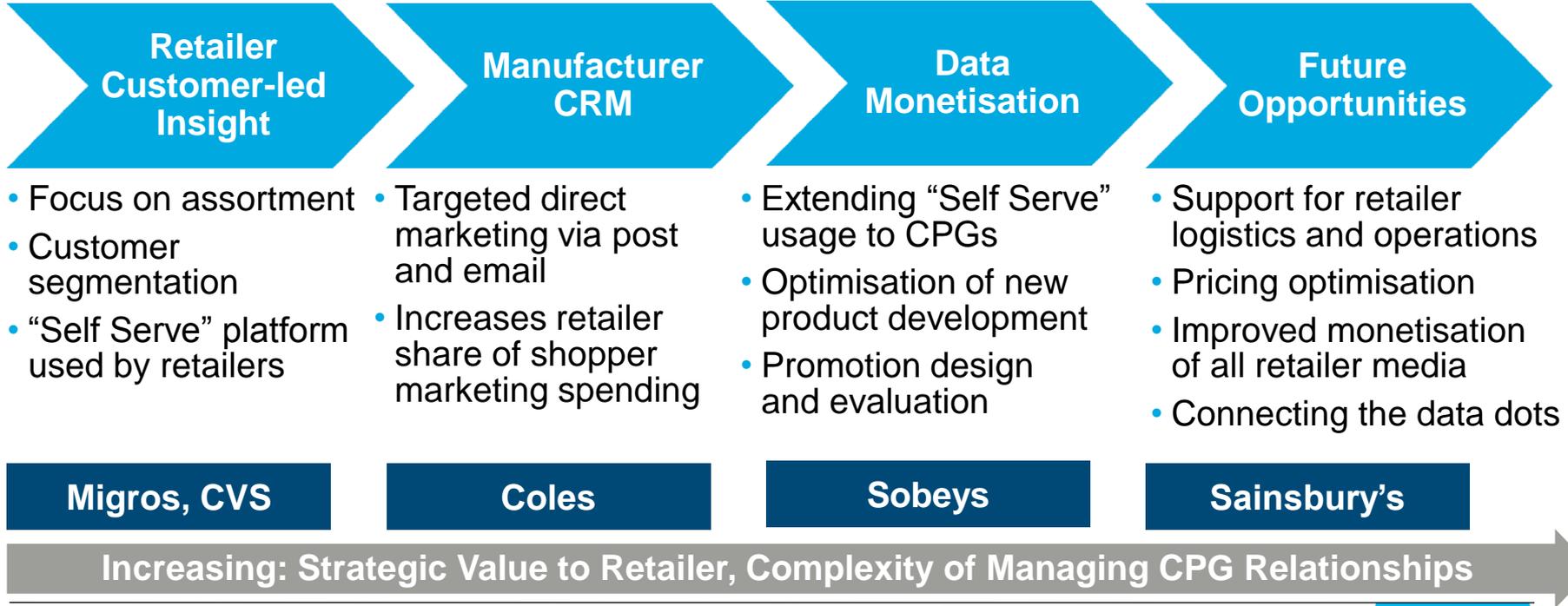
Track Record of Impact

- Measurable improvements in retailer performance from improved category management

Customer Centricity

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

RETAILER USAGE OF CUSTOMER DATA IS A JOURNEY, AND OUR ENGAGEMENTS ARE AT DIFFERENT STAGES



WITH CVS, WE CONTINUE TO ADD VALUE TO OUR LONGEST RUNNING ENGAGEMENT OUTSIDE THE UK

Business Challenge

How to allocate space between different product categories – e.g., more shelf space for cosmetics or vitamins?

Aimia Solution

Use existing store layout variation to identify sales vs. space allocation elasticity curves, and optimise for each location

Customer-centric Difference

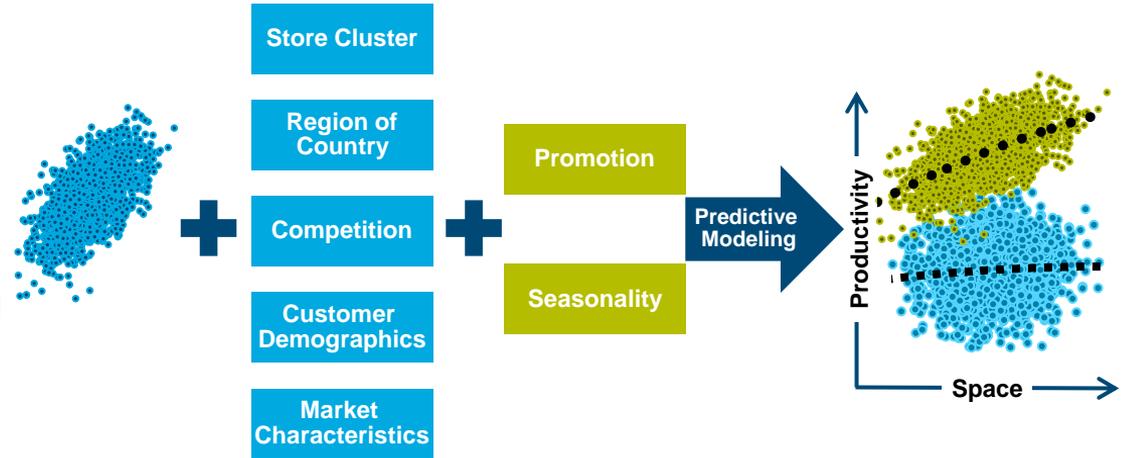
Customer data allows us to control for clientele of each store – best layout for will differ from older, retired shoppers vs. young city professionals

Historical Sales & Space Data

Key Store Attributes

Important Factors That Effect Demand

Estimated Demand Curves



WE ARE ACCELERATING SOBEYS' PROGRESS IN DELIVERING CUSTOMER-CENTRIC RETAIL IN CANADA

Business Challenge

Our client **discontinued a prominent local Milk brand** in one of the regions in favour of a new preferred-vendor agreement with a competitive manufacturer. **Milk sales declined rapidly** in the affected region while store-level customer complaints spiked

Aimia Solution

Aimia analysis illustrated a **high degree of loyalty** to the discontinued brand that resulted in not just lost sales to the brand but also the total category, as customers were not switching brands as anticipated and were instead **leaving the category altogether**

Customer-centric Difference

Tracking the discontinued brand shoppers' behaviour across the store, Aimia was able to validate that their **total store baskets had also reduced dramatically**, suggesting that many of the shoppers were **still in the store but skipping the section**



ONE YEAR ON, OUR I2C JOINT VENTURE WITH SAINSBURY'S IS PERFORMING STRONGLY...



...AND IS RECOGNISED AS CHANGING THE GAME FOR MARKETING BY MANUFACTURERS



Manufacturer Challenge

“Functional Foods” are a major growth area, but consumer understanding is low and usage patchy

Analysis

Measure cholesterol-lowering product consumption vs. therapeutic dosage

In-store Marketing

Coupon at till targeted at customers who need to consume more

Targeted DM

Follow-up educational DM for lapsed, prospects and low frequency buyers

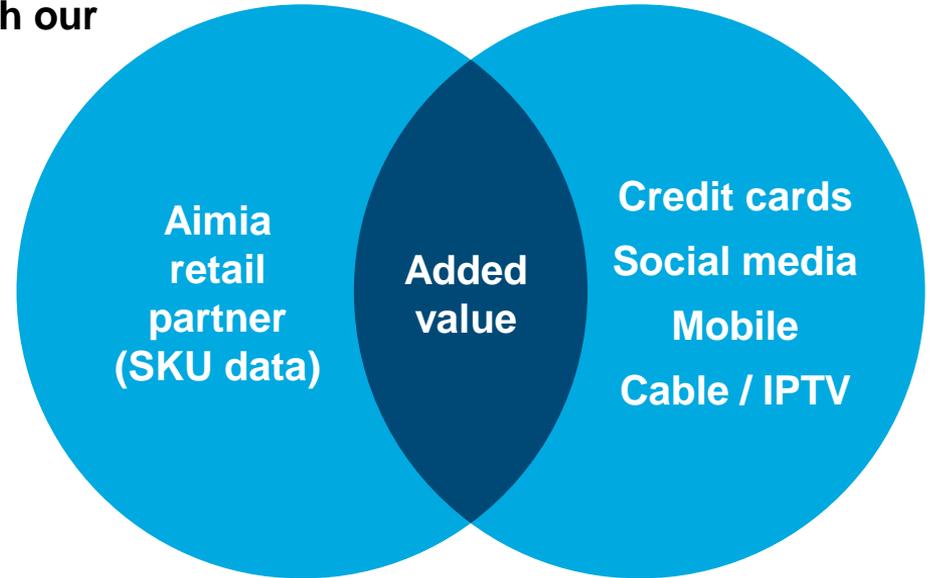


Loyalty Awards 2013
Best Loyalty Programme of the Year: CPG

BY CONNECTING DATA SOURCES, ISS BRINGS DISRUPTIVE INNOVATION TO OLD AND NEW INDUSTRIES

Proliferation of new sources of data from social, local and mobile; Aimia can add value through our expertise in bringing data sources together

- **Intelligent research:**
Targeting purchasers of specific products to add the “Why” to the “What” of transactional data
- **Social media:**
Linking shopping baskets to Facebook accounts allows us to measure the impact of campaigns accurately
- **Broadcast media:**
Tracking TV consumption against purchasing behaviour offers a new way to measure and improve advertising



WE LOOK FOR OPPORTUNITIES WHERE WE CAN CREATE A TANGIBLE IMPACT FOR OUR CLIENTS

Some examples...

- 1 Enabling better targeting with 375M coupons at till offered by Sainsbury's this year**
- 2 Increasing acquisition rates by over 40% for an FFP co-branded credit card**
- 3 Creating a 28% lift in sales of vehicle extended service contract for a US bank**
- 4 Reactivating 20,000 disengaged customers for a CPG rewards program**

LOOKING FORWARD: WHERE WE WILL COMPETE

“Direct Loyalty” – across all that we do

Loyalty program management analytics

Deliver best-in-class analytics to manage and operate our clients’ and Aimia’s loyalty program

Customer-centric analytics

Materially improve customer and/or program member insights, acquisition, relationship development and retention in an “always on”, personalized, multichannel world

“Indirect Loyalty” – in our core sectors

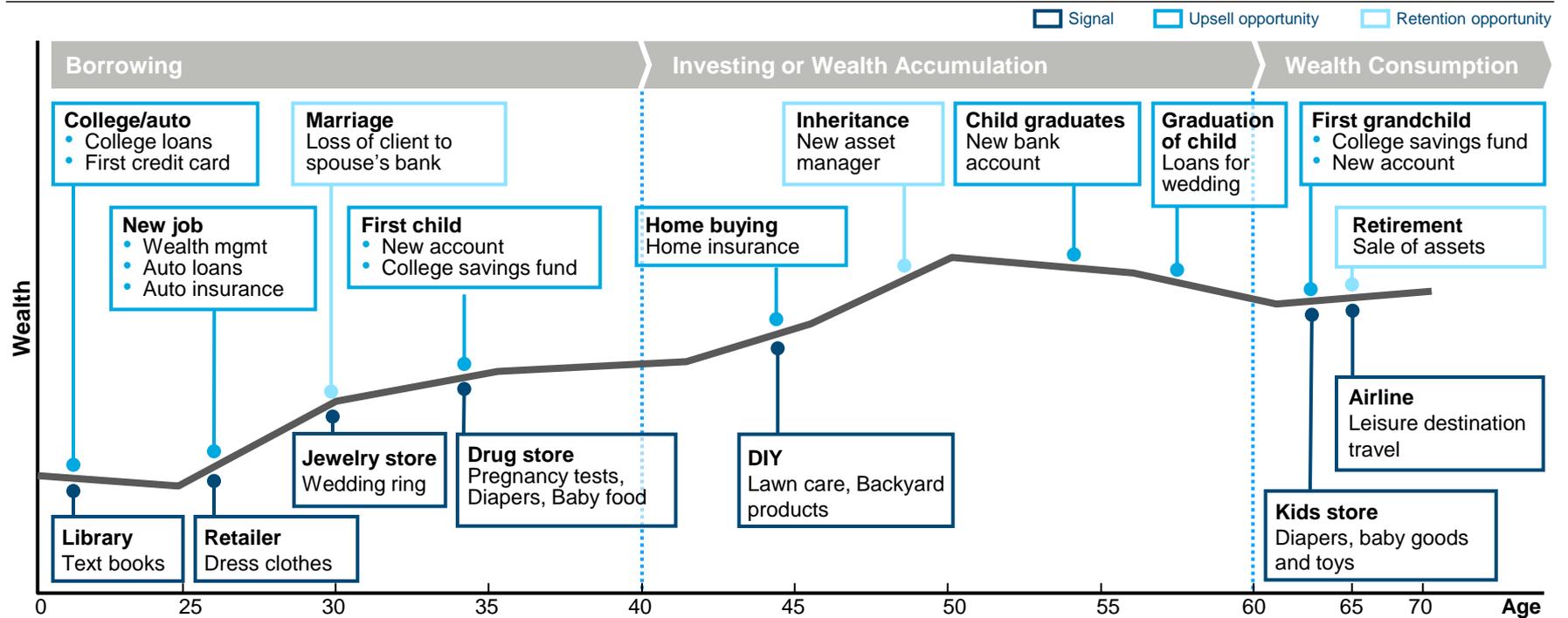
Business intelligence powered by customer-centric data

Improve our clients’ decision-making and operations through the application of analytics powered by customer-centric data

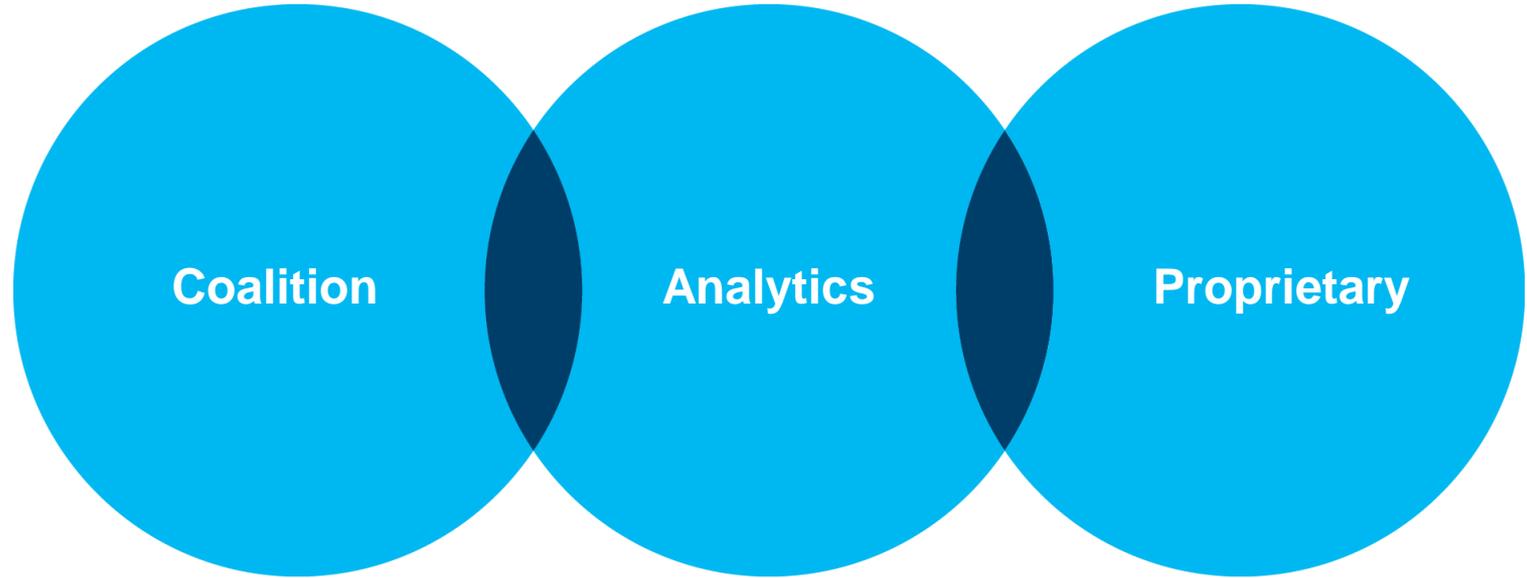
Data and channel monetisation

Offer a spectrum of monetisation options to open new revenue streams for our clients and Aimia, while adding value to customers and/or program members

LOOKING FORWARD: ANALYTICS TO DETECT LIFE EVENTS IN FINANCIAL SERVICES



LOOKING FORWARD: HOW ANALYTICS WILL HELP US BREAK AWAY FROM THE PACK



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