

ADDING VALUE: INVESTOR DAY 2013



AIMIA'S GLOBAL STRATEGY

Rupert Duchesne

September 18, 2013

AIMIA
INSPIRING LOYALTY

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.

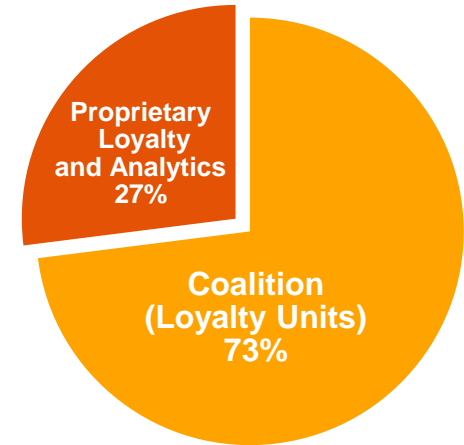
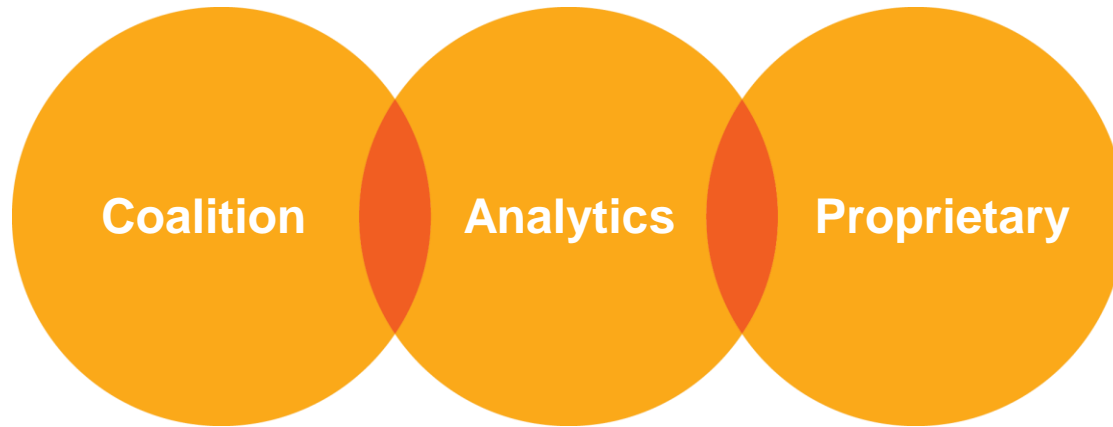
INTRODUCTION



Rupert Duchesne
GROUP CHIEF EXECUTIVE

- Has led Aimia from its carve-out as a division of Air Canada in 2002, through the initial public offering as the Aeroplan Income Fund in 2005, conversion to corporate status as Groupe Aeroplan Inc. in 2008 and the re-branding of the Corporation as Aimia in 2011.
- Prior to his current position, Mr. Duchesne spent twelve years in strategy and investment consulting around the world before he joined Air Canada in 1996 as Vice President, Marketing, and in 1999 was promoted to Senior Vice President, International.

A MULTINATIONAL COMPANY INSPIRING LOYALTY THROUGH A FULL-SUITE GLOBAL OFFERING

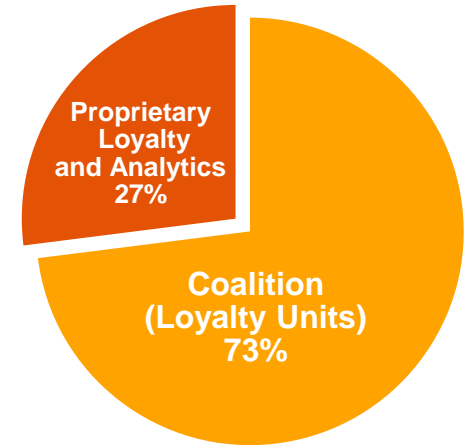
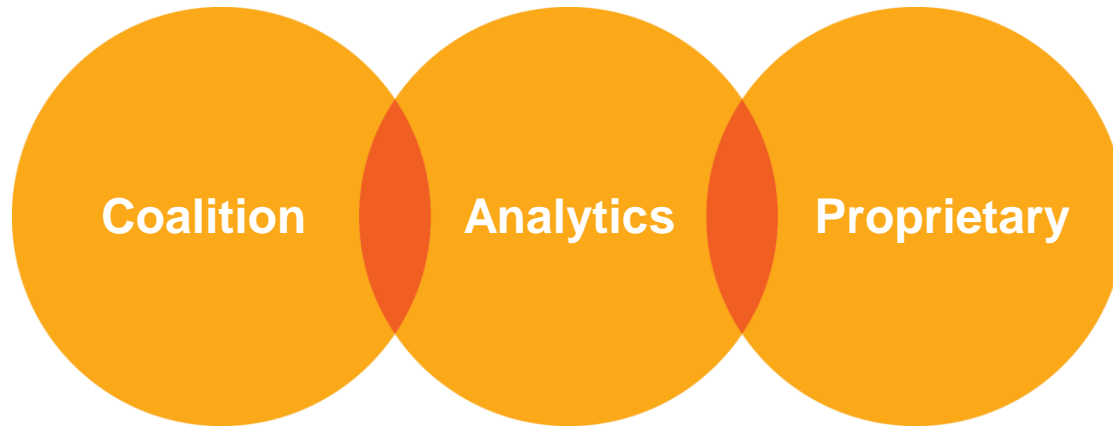


F2012 Consolidated
Gross Billings
\$2.243B

AGENDA

10:10-10:30	RUPERT DUCHESNE	Aimia: Overview and Strategic Aspirations
10:30-10:55	VINCE TIMPANO / KEVIN O'BRIEN	Transforming the Coalition: Aeroplan 2.0
10:55-11:15	JAN-PIETER LIPS	Strengthening & Growing Coalitions outside Canada
11:15-11:35	DAVID JOHNSTON	Leveraging our Expertise & Investing in the Future: Where Coalition Loyalty is Going
11:35-12:00	COALITION Q&A	
12:00-12:20	SUSAN DONIZ & MICHAEL ZEA	Technology at the Core of Customer Loyalty: Aimia Loyalty Platforms
12:20-13:00	LUNCH & DEMO ROTATIONS	Aimia Loyalty Platforms, Cardlytics at the Halifax, Smart Button
13:00-13:30	ERIC MONTEIRO & PETE GLEASON	Data Analytics to the Core: Analytics Strategy, Including ISS in the Grocery /Pharma Space
13:30-14:00	DAVID ADAMS	Bringing it All Together: Investing to Grow & Financials
14:00-14:25	Q&A - RUPERT DUCHESNE, DAVID ADAMS & DAVID JOHNSTON	
14:25-14:30	RUPERT DUCHESNE	Wrap up: Value to Shareholders & Invite to AGO Tour
14:30-15:00	AIMIA PHOTOGRAPHY PRIZE / AGO TOUR	

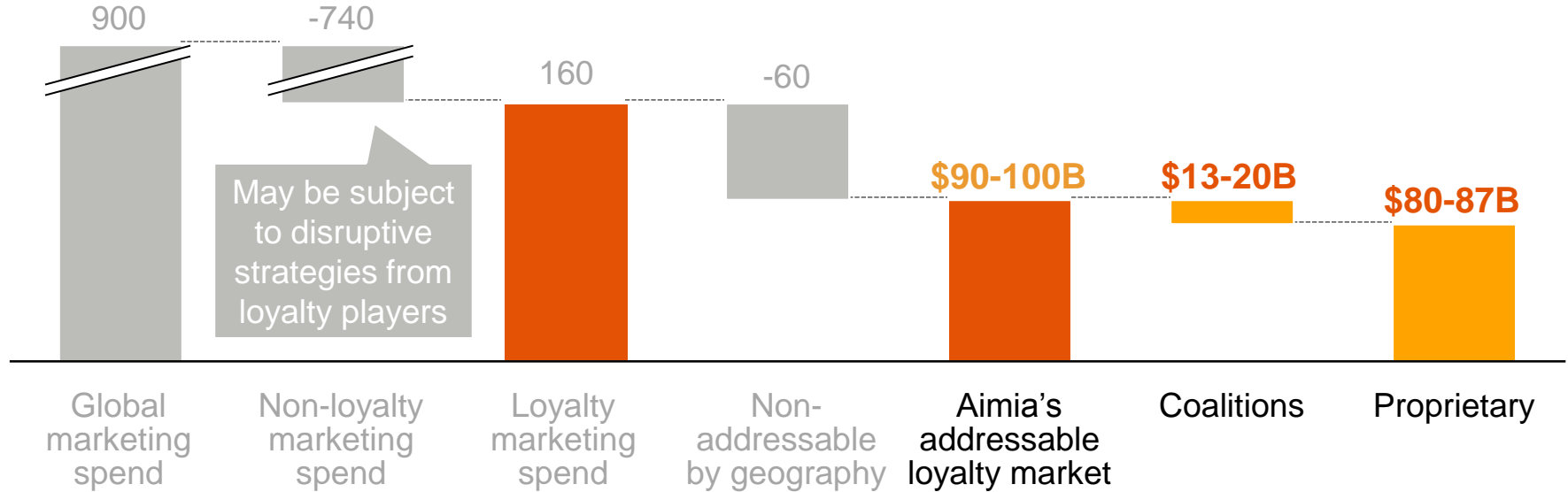
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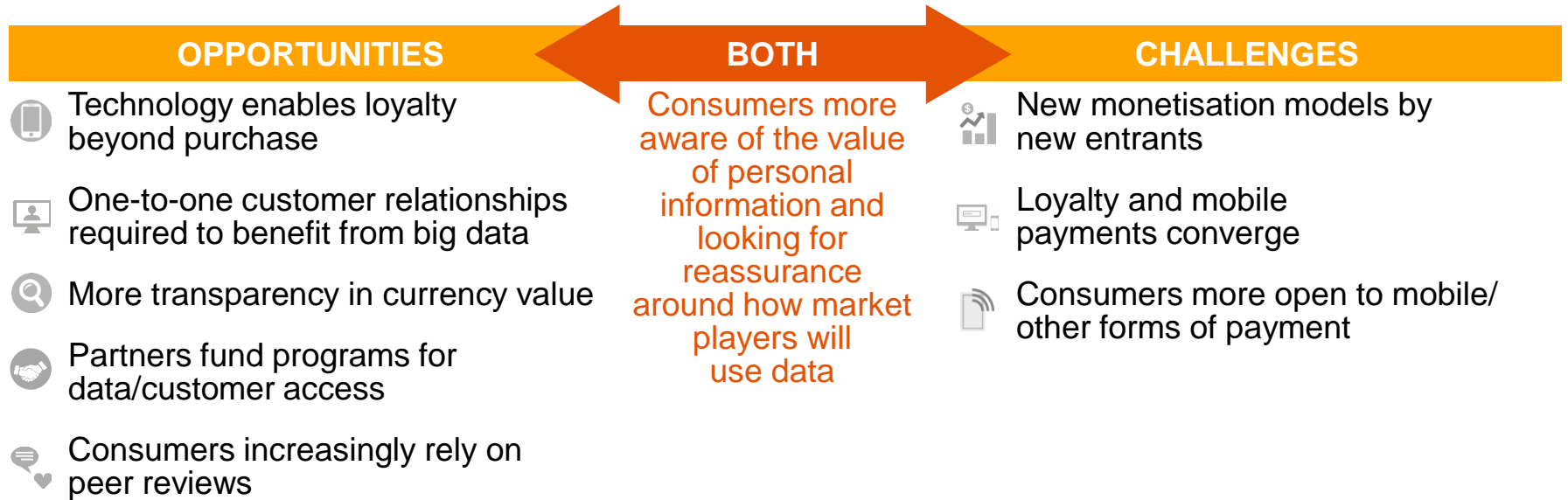
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...WITH SUBSTANTIAL ROOM TO GROW

Market Size \$B, 2012



THE EXTERNAL ENVIRONMENT WILL DRIVE NEW OPPORTUNITIES AND CHALLENGES



FOCUSING OUR INVESTMENTS IN THE MARKET CONTEXT

	Canada	EMEA	APAC	US
Market overview and current focus	Stable market with mature programs	Mature but growing market	Commercial results picked up strongly	Highly competitive market
Investments being made today	Reinvestment in Aeroplan member and partner value proposition	Scaling/ replicating the coalition model and growing proprietary	Investments focused on developing new clients and delivering on value prop	Investments integration, technology and resources to reset existing business and medium term coalition development
	Global: Product/Service consolidation to realise economies of scale			

OUR STRATEGY REMAINS FOCUSED ON LEADING THE MARKET

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

1 BREAK AWAY FROM THE PACK

Differentiate and add value to clients investing in distinctive capabilities

Creating and/or acquiring assets that can generate meaningful **privileged** customer data

Leading-edge loyalty analytics capabilities to generate unique customer and operational insights

Delivering distinctive value in programs that we own

CUSTOMISED CUSTOMER EXPERIENCE CAMPAIGN

**FROM TRAVELS TO MEMORIES,
A LOOK AT THE LAST 10 YEARS.**

John,

It's been 26 years since you began your involvement with Aeroplan®, Canada's premier coalition loyalty program. Thank you for the time you've shared with us. We hope the miles you've earned since joining Aeroplan have been transformed into truly memorable travels and experiences.

ENJOY THIS PORTRAIT OF YOUR LAST 10 YEARS WITH AEROPLAN

LIFETIME MILES EARNED			LIFETIME MILES REDEEMED		
15,000,000			13,000,000		
MILES EARNED IN 2012: 2,000,000			MILES REDEEMED IN 2012: 1,000,000		
BREAKDOWN OF EARNING SINCE 2003			BREAKDOWN OF REDEMPTIONS SINCE 2003		
FINANCIAL	TRAVEL	RETAIL	FLIGHTS	OTHER TRAVEL PARTNERS	ACTIVITIES & MERCHANDISE
1 000 000	500 000	50 000	30	5	10

1 BREAK AWAY FROM THE PACK

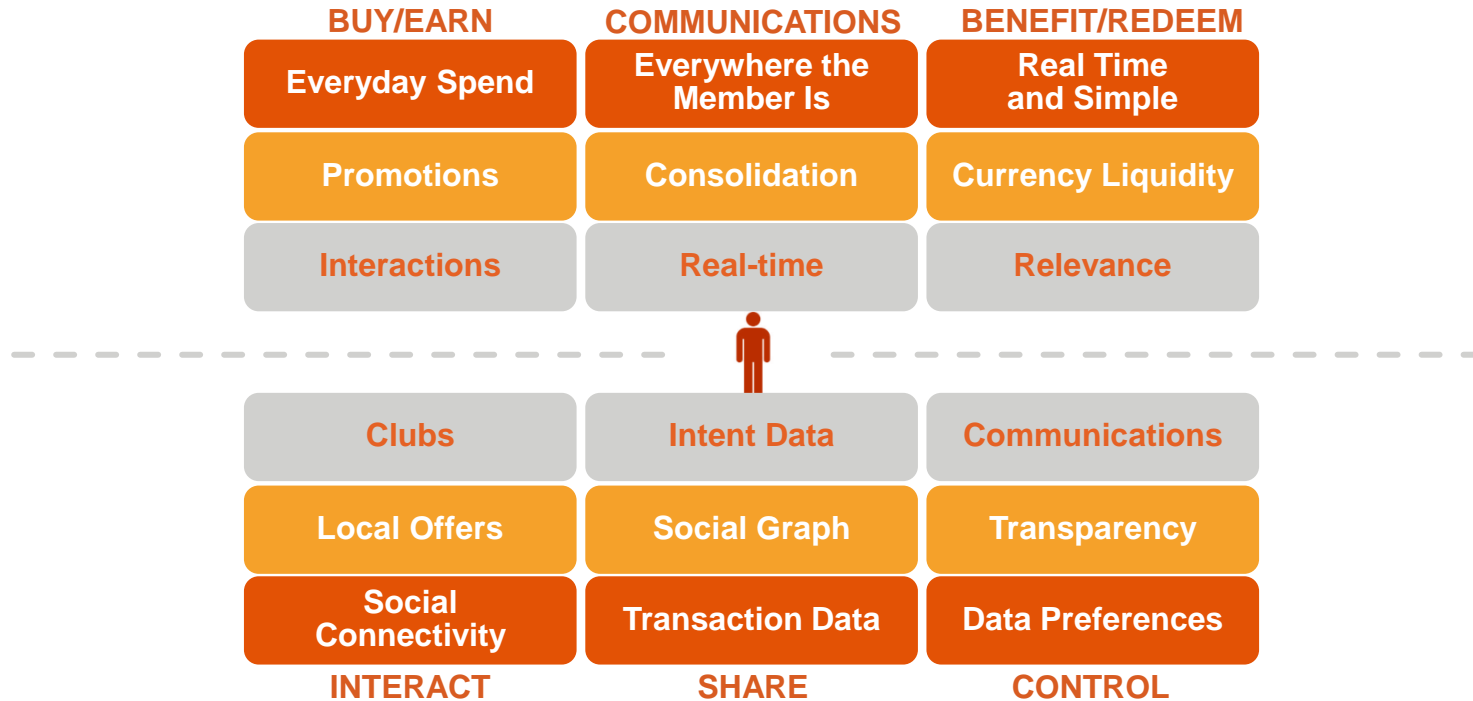
Differentiate and add value to clients investing in distinctive capabilities

Creating and/or acquiring assets that can generate meaningful **privileged** customer data

Leading-edge loyalty analytics capabilities to generate unique customer and operational insights

Delivering distinctive value in programs that we own

THE MEMBER-CENTRIC MINDSET AT THE HEART OF WHAT WE DO WILL MEAN WE BREAK AWAY FROM THE PACK



2 CODIFY AND REPLICATE SUCCESSFUL MODELS GLOBALLY

Coalition

- Enrich the member and partner value propositions in existing coalitions
- Develop “next generation” models and broader value propositions for new coalitions

Analytics

- Further invest in predictive analytics to deliver unique loyalty-data enabled insights to our clients

Proprietary

- Remove barriers to client decision making and pursue broader-based loyalty relationships

3 STRENGTHEN OUR CURRENT POSITION

Countries

Channels

Verticals

Segments

4 EVOLVE OUR OPERATING MODEL

Product Management

- Enable client benefits (e.g., upgrades) and economies of scale by managing more products globally
- Continue to deliver products regionally to maximise execution and responsiveness

Approach to Growth

- Growth in current markets to be mainly organic or via commercial partnerships
- Leverage acquisitions to access new capabilities and to enter new markets

Commercial Model

- More focused account management, with product specialist support to create more senior-level and lasting client relationships

CONTINUING TO DRIVE AN ATTRACTIVE INVESTMENT PROPOSITION



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