

A young boy with a joyful expression is leaning over a public water tap. He is holding a white plastic bucket under the running water. The background shows a clear sky and some outdoor infrastructure. A large, semi-transparent blue circle is overlaid on the center of the image, containing the report's title and subtitle.

# PEOPLE WITH A PURPOSE

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2012 SOCIAL PURPOSE REPORT

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# REPORTING SCOPE AND CYCLE

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This report reflects Aimia's social purpose performance from January 1, 2012 to December 31, 2012 across all regions where we operated during this period including Canada, Europe, the Middle-East and Africa (EMEA) and the United States and Asia Pacific (US & APAC) regions.

On December 10, 2012, Aimia launched a renewed social purpose framework — comprising a fresh approach to global corporate social responsibility. Over the next three years, we will align our social purpose reporting with our financial reporting cycle. In keeping with this commitment, the publication of the 2012 Social Purpose Report coincides with our 2012 Annual Shareholders Meeting.

All amounts are in Canadian dollars unless otherwise stated.

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# A LITTLE BIT ABOUT US

Aimia is the global leader in loyalty management, employing more than 4,000 people and with operations in over 20 countries. We offer clients, partners and members proven expertise in launching and managing coalition loyalty programs, delivering proprietary loyalty services, creating value through loyalty analytics and driving innovation in the emerging digital, mobile and social communications spaces.

Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. As well, we own stakes in Air Miles Middle East, Nectar Italia, Mexico's leading coalition loyalty program Club Premier, Brazil's Prisma Fidelidade, and i2c, a joint venture with Sainsbury's which offers insight and data analytics services in the United Kingdom to retailers and suppliers. Aimia also holds a minority position in Cardlytics, a U.S.-based private company operating in transaction-driven marketing for electronic banking.

Aimia is a global company headquartered in Canada and is publicly listed on the Toronto Stock Exchange (TSX: AIM).

Aimia's head offices are located at:  
5100 de Maisonneuve Blvd. West  
Montreal, Quebec H4A 3T2  
Canada

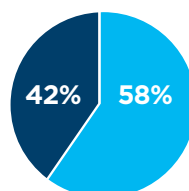
To learn more about Aimia, please visit [www.aimia.com](http://www.aimia.com). Follow us on Twitter: [@aimiainc](https://twitter.com/aimiainc)

## AIMIA IN THE WORLD

Our 4,000 employees and operations in over 20 countries give us global perspectives on the issues our clients, employees, shareholders and communities care about.



**CONSOLIDATED  
GROSS BILLING  
FY 2012  
\$2.24B**



● CANADA  
● REST OF WORLD

## A WORD FROM RUPERT



Aimia has great ambitions. Having established ourselves as the world leader in loyalty management, we've also set our sights on becoming a leader in corporate social responsibility — or as we now call it at Aimia, Social Purpose.

The need, after all, is greater than ever. Today, humanity faces daunting challenges — from climate change and poverty to resource depletion and human rights abuses. Nevertheless I am heartened by the passion, resourcefulness and energy I see in the world — particularly from our partner organizations and from Aimia. Everywhere we look, smart phones and social media are empowering people in developing and developed nations as never before. We're seeing bold challenges to the status quo, such as collaborative consumption, radical transparency and blended buying. Other innovations, currently unimaginable, are likely just around the corner.

I believe that corporations, particularly those with a global footprint, have a growing responsibility to create conditions that support such innovation. With significant influence within their own communities, companies, and their employees and partners, can readily apply the skills and creativity that drive commercial success to help solve the complex problems we all face as citizens of the world. I am hopeful that organizations will be increasingly engaged in opportunities to do well and do good.

At Aimia, we have a long and proud history of doing and driving good. From our commitment to environmental stewardship, to our support of community based organizations - Aimia truly walks the talk on corporate social responsibility. Building on this proud foundation of social engagement, Aimia is deepening its commitment and refining its focus to deliver the greatest impact possible. With our unique ability to leverage vast volumes of data in a way that yields smart consumer insights, we're perfectly placed to join this global conversation, enabling and amplifying millions of voices to positively reshape our world. One example of this refined focus on targeting activities that leverage Aimia's unique insights and expertise is the DataDive - where analysts in the UK gave of their time and talents to unearth transformative insights for partner NGOs.

If you want a glimpse of the good loyalty can do, I urge you to read more about DataDive in this report.

### TRUST AND RECIPROCITY

Loyalty is the basic tenet of our business. Leveraging our unique area of expertise, Aimia has chosen two fundamental principles of loyalty — trust and reciprocity — to guide our Social Purpose today and in the years ahead. On International Human Rights Day, December 10, 2012, I had the honour of unveiling our refreshed Social Purpose approach and announcing two new global partnerships — the first with Equitas, a global leader in human rights education, and the second with Pay it Forward, a social movement promoting simple acts of human kindness. Through these partnerships, Aimia will help to foster trust and reciprocity across the communities we call home.

Our Social Purpose approach aims to bring people together, inspiring innovative ideas that create economic, environmental and social value for our stakeholders. As we solidify our global leadership in loyalty, we want to ensure that Aimia meets the expectations of the world's leading companies, which require their partners to follow best industry practices. This is why, over the course of 2013 we will develop the Aimia Social Purpose Roadmap that will define our aspirations for the next ten years, establish substantive commitments, and set the course for rigorous benchmarking and measurement.

### A STRONG HEAD START

While our Social Purpose reframes our social contribution, we certainly have had an excellent head start. On the environmental front, we've been carbon neutral for five years, and through our carbon offset portfolio we support environmental innovations in developed and developing nations. In our workplace environment, we've made a commitment to provide employees with healthy, stimulating and efficient places to work, while further reducing our carbon footprint. During 2012 we moved our Toronto offices to a LEED certification-candidate building and transformed our Minneapolis and London offices into more environmentally sustainable workspaces. And, as part of our enduring commitment to create social value through our Aeroplan program, we donated 41.2 million Aeroplan miles, and helped Aeroplan members donate another 48.6 million Aeroplan miles to worthy causes. This brings the combined total donated since 2006 to almost 300 million Aeroplan miles.



## A WORD FROM RUPERT

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Perhaps the most inspiring contributions came from our employees, who once again gave back to their communities in countless ways. As you'll read below, Aimia's Common Good Days, launched globally in 2012, will spark even greater opportunities for volunteerism in the years ahead.

We are proud of the change that Aimia and its employees have enabled to date, and we look forward to more opportunities to do good in the future. Ultimately, I believe that our integrated Social Purpose will strengthen our business, attract the brightest minds, fuel innovation, contribute to shareholder value and inspire loyalty.

I hope you enjoy reading this report. It celebrates our clients and the millions of members of our loyalty programs. Above all, it celebrates Aimia's employees — their passion, hard work and desire to make a difference in the communities where we live and work.



Rupert Duchesne  
Group Chief Executive of Aimia

# DEFINING OUR SOCIAL PURPOSE

Aimia's Social Purpose Framework is founded on two fundamental principles of loyalty — trust and reciprocity. This Framework serves as the touchstone for all our social purpose activities. It will guide the creation of our Social Purpose Roadmap in 2013 and will be the reference by which we evaluate how responsibly we operate on a global basis. The Framework and subsequent Roadmap will help us embed responsible behaviour in all our activities, report on our progress, set goals and, above all, foster continuous improvement.

## TRUST

Trust is rooted in respect, openness and honesty, and in our desire to strengthen both personal and community relationships. Trust overcomes prejudice and discrimination, cultivating lasting relationships that foster social harmony.

## RECIPROCITY

Reciprocity encourages people to engage in genuine two-way relationships that foster rewarding experiences, meet shared expectations and lead to mutual benefits.

## WE CULTIVATE TRUST & RECIPROCITY

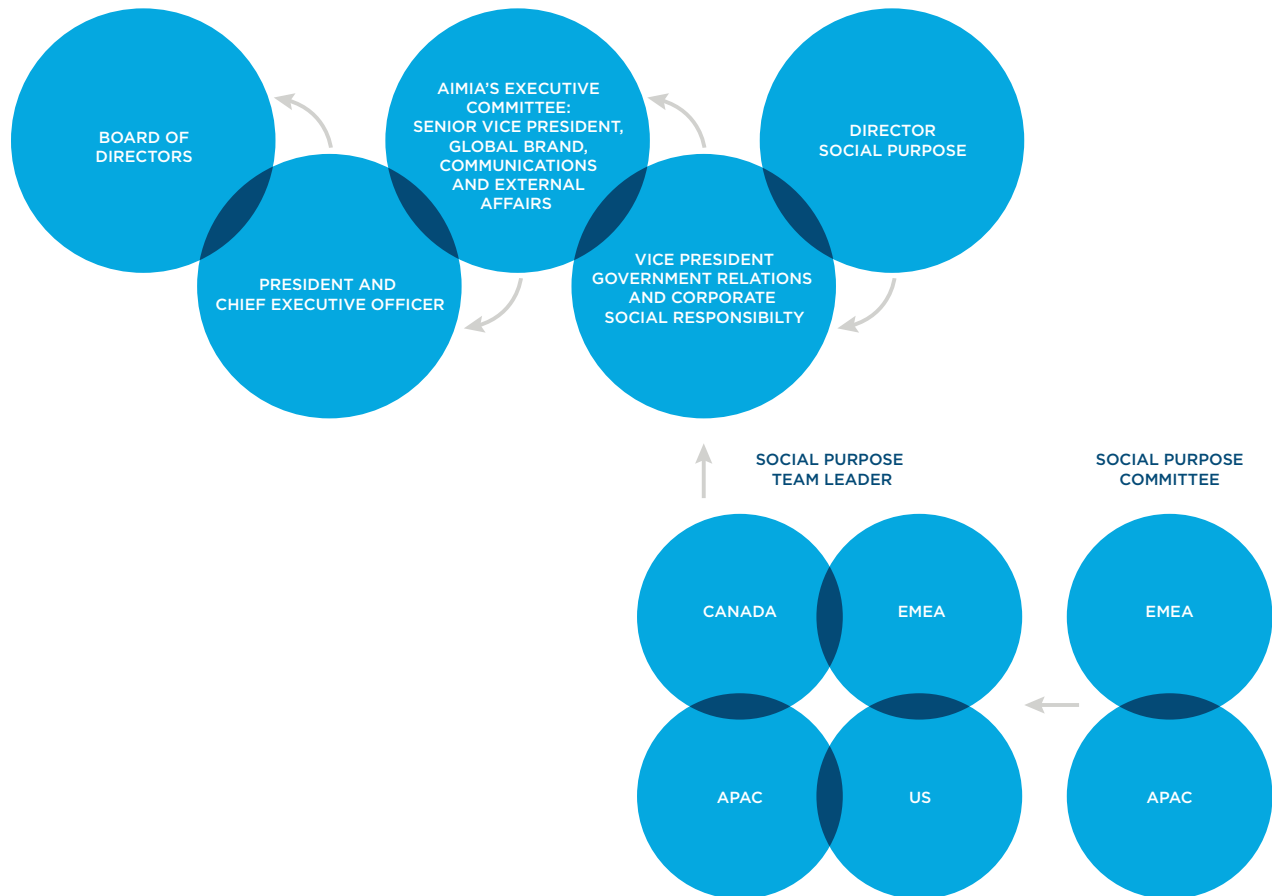


## SOCIAL PURPOSE: A STRONG FOUNDATION. A BRIGHT FUTURE

At Aimia we've always been passionate about doing the right thing. As our business has grown, so too has our social purpose vision. Our global scope and leadership demand that we now rethink how our approach to social responsibility aligns strategically everywhere we do business. As well, our partnerships with the world's leading companies demand that we evolve a far more comprehensive strategy, including industry best practices and greater rigour — hence our Social Purpose Framework. Beyond “doing the right thing,” our focus on sustainable growth supports our spirit of innovation, reduces risks, sharpens our competitive edge and combines the economic value we generate with the social value we create.

# DEFINING OUR SOCIAL PURPOSE

In 2012, we strengthened our social purpose governance with the creation of a Social Purpose office and by appointing a core social purpose leadership team with representatives from every region where Aimia operates. Beginning with our Social Purpose Roadmap in 2013, we will engage with our stakeholders to understand how we can mobilize our loyalty expertise to bring people together and stimulate innovative ideas that create shared economic, environmental and social benefits.



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# IN OUR BUSINESS

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## WE CARE FOR OUR EMPLOYEES EVERYWHERE WE OPERATE

As a global organization, we are committed to extending the same rights, responsibilities and protections to all employees, no matter where they work. Promoting employee wellness, health and safety is important across our organization. From subsidies that encourage physical activity to flexible work arrangements that accommodate a better work-life balance for employees and their families, we understand that by supporting healthy choices, we're helping to build healthy lives.

In 2013, we will strengthen and further align our approach to wellness, health and safety by starting to define common guidelines that ensure we're all on board and sharing the same social purpose.

## WE UPHOLD A CULTURE OF INTEGRITY AND ACCOUNTABILITY

### TRUST IS THE BACKBONE OF OUR BUSINESS

Some of the world's leading companies express their trust in Aimia by sharing their proprietary information, and asking us to provide them with solutions that support their business. We therefore have a responsibility to safeguard and manage this information responsibly, while maintaining customer privacy and complying with all laws and regulations. The interests of our employees and shareholders, along with the economic health of the communities where we operate, all depend on Aimia's sterling reputation in data management.

We currently work with regulatory and industry bodies in every region where we operate. This ensures that we are ahead of the curve on issues that touch on data privacy, thereby protecting our clients, consumers and stakeholders.

### TACT DATA VALUES

Recognizing that a reputation for responsible data management is among Aimia's most valuable assets, we have developed TACT — a set of “data values” that place the consumer at the heart of what we do. In 2012, every Aimia employee received training in TACT, which stands for Transparency, Added Value, Control, and Trust. We have also made TACT data values part of our new employee induction process, to ensure that everyone is aware of and complies with these essential values. TACT can be further summarized as:

**Transparency:** clearly tell customers what specific information we are collecting, how we are collecting it and how we will use it.

**Added value:** customers must understand and feel that they are getting fair value in exchange for their data. This value might come from loyalty program rewards, partner benefits, exclusive experiences, or other rewards.

**Control:** customers must have control over the data they are providing, by being told with whom we are sharing it, and enabling them to opt out at any time.

**Trust:** consumers must feel confident in the security of their data. This means using personal data only in the manner in which we promise to use it, and sharing it only with those partners whom we have named up front. Furthermore, we must collect only the data we need and use this data to build consumer value.

### UNCOMPROMISING INFORMATION SECURITY

Data security is critical. To ensure that everyone across the organization upholds the highest standards of data security, Aimia has rigorous Security Guidelines in place, and requires all employees to review and acknowledge the security policy annually.



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# IN OUR BUSINESS

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## AIMIA INFORMATION SECURITY GUIDELINES:

- > Maintain the confidentiality, integrity and availability of the information developed by or entrusted to us
- > Protect all electronic and written information that is stored, transmitted or maintained in any form, according to its data classification
- > Operate an Information Security program to protect our company's and our customers' information assets
- > Align with ISO security standards and PCI DSS (Payment Card Industry Data Security Standard), where applicable

## TRUST IS A SHARED RESPONSIBILITY

- > In 2012, we appointed values ambassadors across our global organization and ran workshops to ensure that consumers' and customers' interests are at the heart of how we do things and how we think
- > We've appointed social media ambassadors and have social media guidelines to ensure that we're speaking with one voice
- > Our policy on software piracy is unambiguous: all software installed, used or stored on Aimia systems must be lawfully acquired through license, internal or contractor development or other lawful means. Piracy is not tolerated



We manage  
280 million individuals'  
data in more than 20 countries  
and have analyzed over 68  
billion shopping items.  
That's a big responsibility...  
And an opportunity.

# IN OUR BUSINESS

## WE PROMOTE ENVIRONMENTALLY AND SOCIALLY SOUND OPERATIONS

### FROM CARBON OFFSETS TO OFFICE SPACE — A GOOD YEAR TO BUILD ON

#### Carbon neutral for 5 years...and counting

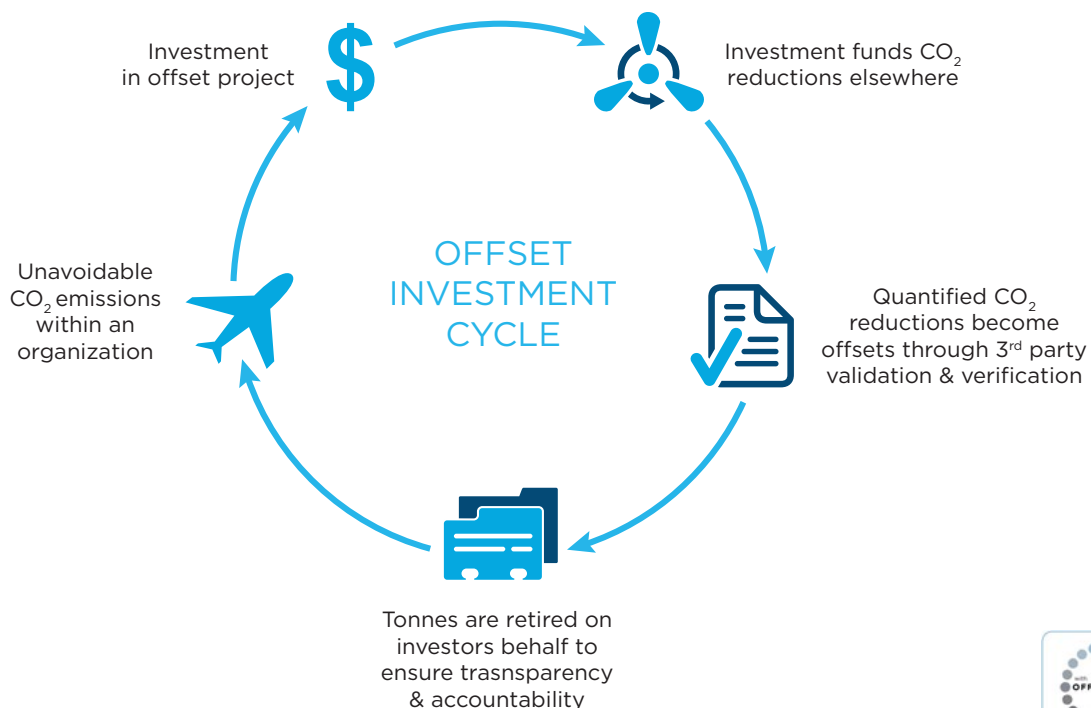
Aimia has been voluntarily measuring and offsetting its greenhouse gas (GHG) emissions since 2008. Most of these emissions are generated by the energy we use to heat and cool our offices, by the print materials we publish, and by our business travel. We publish a [GHG emissions report](#) annually to track our progress, and partner with [Offsetters](#) to select carbon offset projects that complement our development goals. Below is a partial list of these projects:

- > Greenhouse fuel switching (Quebec and British Columbia, Canada)
- > Improved forest management (Great Bear Rainforest, British Columbia, Canada)
- > Landfill gas and flare project (New Brunswick, Canada)
- > Efficient household cookstove project (Uganda)
- > Windfarm Mare Manastir (Turkey)

You can read more about our carbon offset portfolio here.

Our 2012 GHG emissions were 17,419 tCO<sub>2</sub>e. Our emissions were measured according to rigorous industry standards — the World Resources Institute’s Greenhouse Gas Protocol - and are consistent with ISO 14064-1. These emissions will be offset in 2013 through the purchase of high quality carbon credits, thereby neutralizing our impact and ensuring that Aimia is effectively [carbon neutral](#).

#### THE OFFSET INVESTMENT CYCLE

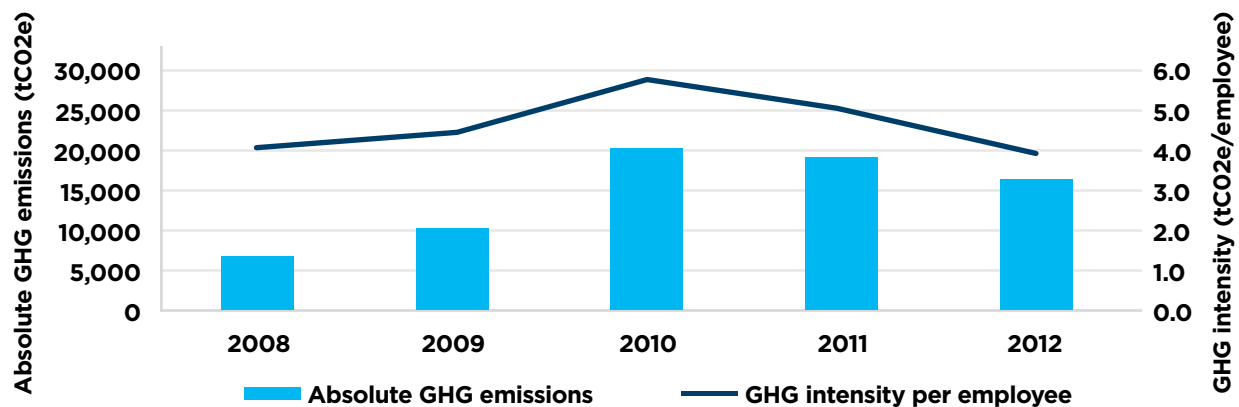


# IN OUR BUSINESS

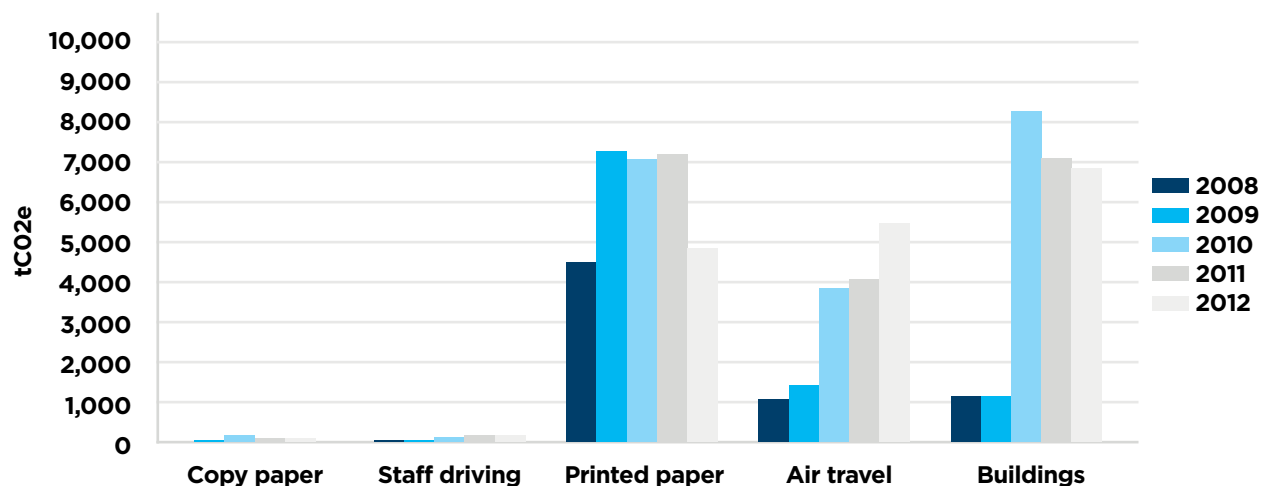
## OUR GHG REPORT CARDS

Offsetters are certified Greenhouse Gas Inventory Quantifiers (GHG-IQ) with the Canadian Standards Association Group, and compile the company's GHG inventories according to the highest industry standards, including the [GHG Protocol](#) (a Corporate Accounting and Reporting Standard published by the Greenhouse Gas Protocol, a decade-long partnership between World Resources Institute and the World Business Council for Sustainable Development) and [ISO 14064-1 standards](#) (ISO guidance for quantification and reporting of GHG emissions and removals at the organization level).

### AIMIA GHG EMISSIONS 2008-2012



### AIMIA GHG EMISSIONS BY SOURCE



**2008: 6,727 tCO<sub>2</sub>e** – A typical profile for an office-based organization, with most emissions associated with building utilities and air travel. Note, however, a large printed paper footprint from program materials and annual reports. Employees number 1,697.

**2009: 9,917 tCO<sub>2</sub>e** – Emissions have grown significantly since 2008. Emissions from paper account for most of the growth, rising from 4,541 to 7,305 tCO<sub>2</sub>e. More printing at Insights, communications and Nectar account for this dramatic increase. Emissions from buildings are steady but emissions from air travel rise from 1,042 to 1,417 tCO<sub>2</sub>e, a 40 percent increase. Employees number 2,289.

**2010: 19,554 tCO<sub>2</sub>e** – Following new business acquisitions, emissions more than double. Many new offices are in regions that rely on coal and other carbon-intensive energy. Although printed-paper emissions remain about stable, this is actually a major accomplishment, as we reduce paper use by 60% in Canada and the Middle East — an advance nearly erased by Nectar Italia's printed materials. Employees number 3,500.

**2011: 18,674 tCO<sub>2</sub>e** – Emissions from air travel and printed paper rise slightly. Consolidation of office space and energy efficiency measures yields a reduction of 14 percent. The net result is Aimia's footprint is reduced by 6 percent. Employees number 3,800.

**2012: 17,419 tCO<sub>2</sub>e** – In 2012, Aimia's emissions from air travel are still trending higher. However, buildings continue to benefit from further consolidation and energy-efficiency projects, and a significant change in business practices related to printing has resulted in a 32 percent reduction in printed paper alone. Note that during the 2008-12 period, employee numbers surged from 1,697 to 4,210.

# IN OUR BUSINESS

## CAN WE FURTHER REDUCE OUR CARBON FOOTPRINT?

Of course we can, and we're raising our game everywhere we operate. Our Canadian team, for example, is:

- > Replacing its computers with camera-equipped models and investing in videoconferencing. The goal: enhance global collaboration while reducing travel
- > Rewarding employees with Aeroplan Miles when they choose public transportation for their commute
- > Increasing electronic communications over print to reduce paper-associated emissions

## RIGHT WHERE WE WORK

Given that we are a predominantly office-based company, our workspaces affect much more than our carbon footprint. They also profoundly impact our team's productivity and efficiency, their health and safety and, equally important, their desire to come into work and enjoy what they do every single day.

While still integrating office space from recent acquisitions, we're taking every opportunity to comply with LEED (Leadership in Energy and Environmental Design) standards wherever we renovate or build new spaces. This is not always possible, however. Where we rent office space, we're sometimes limited by the landlord's operations and the availability of local alternatives. Some regions are also affected by carbon-intensive energy production, such as coal-fired utility plants.

## LEED UNRAVELLED:

LEED is the world's most respected benchmark for the design, construction and operation of high-performance green buildings. As an internationally recognized mark of excellence, LEED provides building owners and operators with the tools to make an immediate and measureable impact on their building's performance.

To achieve LEED certification, the building's owners pursue sustainability in five areas of human and environmental health: sustainable site development, water efficiency, energy efficiency, materials selection, and indoor environmental quality. Following independent review, the points earned enable certification in silver, gold or platinum. LEED is flexible enough to enable various strategies, such as renovation (our Toronto offices) or new construction (the Aimia Tower in Montreal).



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# IN OUR BUSINESS

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## NINE PRINCIPLES FOR TRANSFORMING AIMIA'S OFFICE SPACE

In early 2012, a series of executive visioning sessions led to a set of principles that guide how we design and build office space to reflect our culture and values. Overall, the nine principles call for open and collaborative spaces, while still respecting privacy and confidentiality.

### AIMIA'S NINE PRINCIPLES FOR OFFICE SPACE

- 1** **ALL TOGETHER**  
Dynamic workstation environments that foster communication, collaboration and decision-making, supported by better access to conference rooms for private discussion and meetings.

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- 2** **RIGHT TO LIGHT**  
Access to natural daylight and views for everyone.

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- 3** **COLLABORATION**  
More spaces and technologies to foster client partnership and employee inclusiveness with:
  - > A variety of open and private collaboration spaces
  - > Natural 'collaboration zones' (layouts that encourage ad-hoc meetings with colleagues)
  - > Better connections to virtual teams

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- 4** **CULTURE AND BRAND**  
Our culture, values and brand reflected through design elements that showcase Aimia's strength and success.

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- 5** **RESPECT FOR SAFETY AND CONFIDENTIALITY**  
Within an open environment, an appropriate number of controlled-access conference rooms

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- 6** **SUSTAINABILITY, HEALTH AND WELLNESS**  
Adoption of recycled and recyclable materials, recycling programs, energy-conserving design solutions as well as ergonomic design where possible.

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- 7** **COMMUNICATION**  
Advanced technologies to support collaboration, employee engagement and decision-making.

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- 8** **NIMBLENESS**  
A design that allows for flexibility, mobility and adaptability to grow.

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- 9** **CREATIVITY AND INNOVATION**  
Spaces that inspire out-of-the-box thinking.



# IN OUR BUSINESS



## OUR NINE PRINCIPLES IN ACTION

As part of our commitment to provide our employees with efficient, stimulating and environmentally sound places to work, 2012 saw major changes across several regions. From moving into new offices in Toronto, to renovations and upgrades in Minneapolis, the United Kingdom and New Zealand, we made good progress on our commitment. The biggest advance, however, will come in 2014, with the ribbon cutting at our new head office building in Montreal. To read more about these projects, click on the locations below.

### > Toronto, Canada

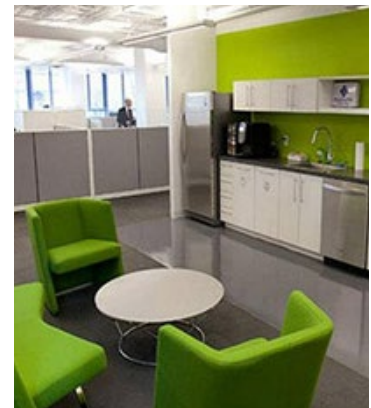
With the completion of Aimia's stunningly renovated office spaces at 111 Richmond Street West, we inaugurated our first workspaces designed according to LEED guidance. We have applied for LEED Core and Shell standards for the nearly 40,000 square-foot offices.

In addition to standard meeting rooms, some of the more innovative spaces include:

- Digitally-supported collaboration zones for ad-hoc meetings
- iLab: a creative brainstorming centre equipped with huge whiteboards and other tools for unleashing inspiration

As part of our application to achieve LEED Core and Shell standards, our offices also offer:

- HVAC (heating, ventilation and air conditioning) set to optimal conditions for occupancy and non-occupancy (after hours and weekends)
- Integrated safety and security systems
- Blue box recycling throughout, as well as collections for hazardous and organic waste (74 percent of all recyclables diverted from landfill)
- Filters on all potable water sources, to eliminate bottled water
- Large windows for ample natural light
- Furniture with high sustainability credentials
- Low-energy use fluorescent lights controlled by motion detectors
- "Clean Desk/Clean Screen" policy to protect client and business information
- Secure bicycle storage



### > Montreal, Canada

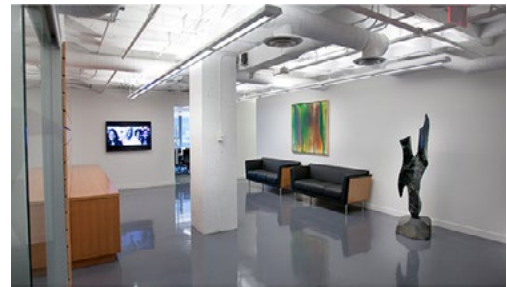
The **Aimia Tower** rises to the occasion. Our head offices are scheduled to move into the dedicated Aimia Tower in downtown Montreal in 2014. Aimia will occupy four of the 10 storeys dedicated to office space within the handsome mixed-used tower, which combines office, retail and condominium residences over a total of 36 storeys. The flagship tower will set the standard for other Aimia work environments around the world, and is expected to qualify for LEED Gold certification through measures that include:

- Maximum sorting and recycling of materials from the demolition of existing buildings
- Partial use of geothermal energy
- Pre-heating of domestic hot water
- Fresh air intake regulated by CO<sup>2</sup> detectors
- Low-consumption valves and fittings, for reduced potable water consumption



# IN OUR BUSINESS

- Rainwater retention basin
- Abundant natural light
- Lighting adjusts to sunlight levels
- Plentiful bicycle stands
- Terminals for recharging hybrid and electric vehicles
- Pale-colored roofing, to reduce GHG emissions
- Use of low-emission materials
- Sustainable building envelope



## > Minneapolis, United States

Our Minneapolis offices completed a major transformation in 2012, resulting in more efficient and open spaces that better reflect Aimia's culture. This was achieved through the ingenious reuse of the existing built environment and by repurposing spaces into collaboration rooms. The open plan offices offer varying levels of privacy, while dedicated print rooms have reduced the number of printers from 75 to 20.



## > London, United Kingdom

At our London offices, our teams are stepping up their recycling, using sensor-controlled lighting, introducing meeting room etiquette to encourage lights-off, and installing low energy bulbs. They've also implemented follow-me printing, which gives users the flexibility to choose any printer, while cutting down on waste from forgotten print jobs. It is expected that these and forthcoming measures will be rolled out to all U.K. offices.

## > Auckland, New Zealand

Our Newmarket office near Auckland consolidated its IT infrastructure through virtualization to reduce hardware by 25 percent. This also generated substantial reductions in cooling and power consumption, estimated at 55 percent. And that's just the beginning — they're now studying further IT virtualizations to drive additional reductions.

## CARBON PRICE COMMUNIQUÉ

### SIGNING ON THE DOTTED LINE

In November 2012, Aimia joined some of the world's leading businesses in signing the [Carbon Price Communiqué](#), which makes the case for setting a price on carbon emissions as one of the main building blocks for an effective and ambitious climate change policy framework. The Carbon Price Communiqué was officially distributed to all Parties at the Doha UNFCCC COP 18 as a support to ongoing negotiations.

The Communiqué builds on previous communiqués, created by The Prince of Wales's Corporate Leaders Group on Climate Change and managed and developed by the University of Cambridge Programme for Sustainability Leadership. A full list of signatories is available [here](#).



# THROUGH OUR RELATIONSHIPS

## WE VALUE AND ENGAGE OUR EMPLOYEES

### RELATIONSHIPS BEGIN AT HOME

For an organization that values business and community relations, strong relationships begin at home. We develop our employees and leverage their energy, diversity, intelligence, talents, skills, leadership and passion to create mutual benefits and growth.



### LIVING OUR VALUES

At Aimia, our PASSION values are core to who we are. They are a pledge for how we behave with our clients, with each other and with our communities. Our seven PASSION values are Partnership; Authenticity; Strong Opinions, Loosely Held; Simplicity; Inclusiveness; Originality; and Nimbleness. You can read more about our PASSION values [here](#).

### RECOGNIZING EXCELLENCE...WITH PASSION

Now in their second year, Aimia's PASSION and CEO awards celebrate employees who embody our values regionally and globally. Individual winners, nominated by their colleagues from every Aimia region, were honored at our annual leadership summit in Miami. The 2012 winners:

> **Jason Ornberg (United States), Partnership**

Tireless in planning and coordinating the remodeling of Aimia's Minneapolis offices, Jason partnered with contractors and suppliers and was instrumental in creating a modern, cohesive and stimulating workspace. And, in that same spirit of partnership, he lent his expertise to his Toronto colleagues during their office redesign.

> **Mike McWilliams (United States), Authenticity**

An inspiring communicator and strategic thinker, Mike has the rare capacity to absorb disparate global and industry data and artfully paint an engaging and always honest narrative. His work was often cited as the highlight of several marquee events.

> **Matt Smith (APAC), Simplicity**

A brilliant graphic designer, Matt was able to synthesize a complex loyalty strategy into extraordinary visual treatments that were key to strengthening a critical client relationship.

> **Jinal Savla (EMEA), Strong Opinions — Loosely Held**

At Aimia less than two years, Jinal solved a major IT issue by singlehandedly taking on a major supplier and refusing to take no for an answer. As well as solving the issue, Jinal's unflinching grace under pressure sets an example for all.

> **Geneviève Cayouette (Canada), Inclusiveness**

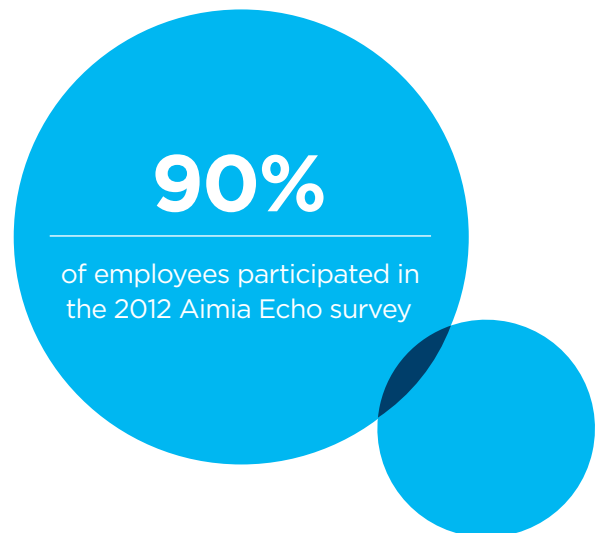
After taking responsibility for and consolidating two major businesses, Geneviève's leadership led to a major account win. Her inclusive leadership style enabled her to bring together new teams and secure new levels of cooperation.

> **Kathy Walker (EMEA), Originality**

Her ability to spot and seize an unrecognized opportunity represents a creative leap, which she followed up with devotion above and beyond the call of duty.

> **Mathieu Ouellet (Global Services), Nimbleness**

An inspiring and indefatigable leader who thrives with any mandate, he has successfully delivered many projects across product lines, sectors and geographies.



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# THROUGH OUR RELATIONSHIPS

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> **DataDive, Team PASSION Award (EMEA)**

A highly dedicated cross-functional team drawn from IT, Analytics, Project Management, PR and HR, the DataDive team (whose work is profiled below) ensured that our first-ever DataDive event was wildly successful. It attracted analysts, clients and charities to an extraordinary weekend that demonstrated our capabilities, our engagement and our commitment.

> **Beth Quinton, CEO Award (Canada)**

Winner of Aimia's most prestigious award, Beth demonstrated exceptional leadership across several large impact projects. Partnering with colleagues and clients, she delivered on last year's results and is building a foundation for continued results in the future.

## LISTENING AND LEARNING


The annual Aimia Echo employee engagement survey tells us what's important to employees and guides our actions. Ninety percent of Aimia employees participated in the 2012 survey, down slightly from the 93 percent in 2011. With survey results in hand, each regional leadership team creates an action plan to make improvements. Here are a few examples of Canadian initiatives in response to the Echo survey:

- > Enhanced regional performance assessments that focus on results, leadership, individual development needs and career aspirations
- > Development program pilot for emerging and experienced leaders
- > Mentoring pilot, to be taken nationally
- > Local workshops, webinars and training modules
- > Call Centre agent development and shadowing
- > Team awards for extraordinary performance

## AIMIA: A TOP EMPLOYER...AGAIN

Building on Aeroplan's solid foundation, Aimia was named One of Montreal's Top Employers for 2012 by Mediacorp Canada and the editors of Canada's Top 100 Employers. Among the factors cited for the win are a new service recognition program, opportunities to work with local community groups, and:

- > Strong financial benefits, including referral bonuses, year-end bonuses and a share purchase plan
- > Paid time-off to volunteer in local communities
- > Employee engagement trips abroad to share skills, observe and learn
- > Talent development through tuition and professional accreditation subsidies, in-house training and career planning



Our social purpose is about creating economic, environmental and social value for numerous stakeholders globally. It is about trust and reciprocity.

# THROUGH OUR RELATIONSHIPS

## WE HELP OUR CLIENTS TO MAKE THE WORLD A BETTER PLACE

### HELPING CLIENTS CREATE A BETTER WORLD

The loyalty business has traditionally been about rewarding desired behaviours in the marketplace. But what about promoting health and clean air, helping to reduce hunger, and protecting society's most vulnerable members? These are just some of the behaviours that savvy businesses, NGOs and public organizations are asking us to promote — using loyalty as a gentle nudge toward doing the right thing.



### NECTAR ENABLES GREATER GOOD

Nectar, the United Kingdom's largest loyalty program, with more than 19 million members, is an emerging force for helping others do good:

Over a nine-month pilot in 2012-13, Nectar partnered with Birmingham City Council to encourage citizens to step up their recycling and fitness. Residents earned Nectar points when they recycled and visited their Leisure Centre. Covered by local and national media, this first-ever initiative increased the number of eligible households that recycle by 26 percent and the number of adults registering for leisure activities by 25 percent.

And, as part of its ten-year anniversary, in 2012 Nectar launched a series of partnerships that highlight the positive good loyalty brings. Among the innovations:

- > Oxfam: Nectar launched a new partnership with Oxfam under which Nectar collectors can spend their points on Oxfam's "Unwrapped" gifts, which fund education, farms and fresh-water projects in developing nations
- > In a six-month pilot, the Royal Borough of Windsor and Maidenhead offered Nectar points for paying Council tax online, thereby reducing paper consumption, and for volunteering
- > British Gas customers earn points for switching to paperless billing, reading their own meter, and reducing consumption by use of smart meters, which enable customers to monitor how much energy they're using and how much it's costing

### MEET THE U.K.'S SAVVIEST FAMILY

In Nectar's annual contest to choose the U.K. family with the smartest ways to save money, the Stentons beat out six other families selected from more than a thousand applicants. The Stenton family blogged daily for six weeks, offering ingenious ways to save on energy, water, transportation and groceries. To see all six families' money-saving tips, visit [nectar.com/savvy](http://nectar.com/savvy).



In 2012 Aeroplan donated 41+ million Aeroplan Miles and Aeroplan Members gave 48+ million Aeroplan Miles.

### RECYCLING IN UNITED ARAB EMIRATES

To drive up the recycling of plastic bottles and cans, Air Miles Middle East and local partners installed "reverse vending machines" in strategic locations. Air Miles Middle East members simply feed their bottles and cans into the machine and receive points. Since launch, more than 17,000 bottles were recycled. Next steps? Launch the program across the region, starting with Qatar and Saudi Arabia.

### BEYOND MILES GENERATES SOCIAL VALUE FROM LOYALTY

Since its founding in 2006, Beyond Miles has enabled Aeroplan Members to donate more than 278 million Aeroplan Miles to worthy causes. Charities use these miles to support various activities, including travel, fundraising raffles, to purchase equipment and to redeem them for items at Aeroplan.com. In addition, Aeroplan offsets 100 percent of all carbon emissions for flights taken by our philanthropic partners. Members can also enroll in a program that automatically donates two percent of their Aeroplan Miles to a philanthropic partner of their choice.

Some Aimia employees have the opportunity to experience first-hand the impact of these charitable partners. In 2012, two employees travelled with War Child Canada (WCC) to Uganda to observe the local community-based legal aid program WWC has pioneered. Another employee went to Macedonia to teach Western business practices with the IVEY Leader Project.

# THROUGH OUR RELATIONSHIPS

## GREEN IT UP DRIVES UP IMPACTS

We launched Green It Up in December 2007 in order to help Aeroplan employees and members to reduce their collective impact on the environment. Among multiple external and internal initiatives, Green It Up includes the Carbon Offset Program, which allows members to offset their flight rewards or their everyday carbon emissions using Aeroplan Miles. Members can offset flights when completing reward booking, or redeem their Aeroplan Miles for carbon offset credits when renting a car. Aeroplan matches all miles redeemed for carbon offset credits by 20 percent and transfers the total sum to Offsetters.

In 2012, Aimia's Green It Up program and the offset of all flights from Beyond Miles charitable partners were successful in offsetting 13,493 tCO<sub>2</sub>e — equivalent to removing 2,810 passenger cars from the road.

## BEYOND MILES' NEWEST PARTNERS:

**Free the Children:** will use its donated Aeroplan Miles to reduce travel costs associated with We Day, which brings together more than 100,000 youths in major Canadian cities to address social injustice, and to support development activities in eight countries.

**MusiCounts:** Supporting music education for 15 years, MusiCounts is associated with the Canadian Academy of Recording Arts and Sciences and is dedicated to keeping music alive in schools across Canada. It will use its donated Aeroplan Miles to get more music programs into more schools, and more instruments into more kids' hands — particularly youth in underserved areas. Among its programs: Band Aid instrument grants, MusiCounts Teacher of the Year Award, and scholarships that ensure budding talents can fulfill their potential and contribute to our communities and our culture.

## Free the Children and MusiCounts join Aeroplan Beyond Miles' other philanthropic partners:

- > The Air Canada Foundation
- > Earth Day Canada
- > Engineers Without Borders-Canada
- > Médecins Sans Frontières-Canada
- > Schools Without Borders
- > The Stephen Lewis Foundation
- > Veterinarians Without Borders-Canada
- > War Child Canada

## Partnering with Oxfam

People often talk about their desire to make a difference. Oxfam and Aimia are now making it easier for thousands to do so — and in the process have forged an inspirational partnership. How did it start? From perfectly complementary needs. Oxfam wanted to increase the quality and quantity of store donations, customer footfalls in stores, and sales — and in the process build stronger donor relationships. As for Nectar, an Aimia program, we're always looking for new and innovative opportunities for Collectors to earn and spend Nectar Points. Research also tells us Collectors are keen to invest their Nectar Points in a good cause. And, to seal the deal, Oxfam's existing partnership with Sainsbury's (also an Aimia partner) for its clothing banks, gives us common ground to build on.

In 2012, Nectar announced its new partnership with Oxfam, which enables Nectar Collectors to buy poverty-busting gifts from Oxfam Unwrapped — gifts that help change lives around the world. For 1,000 to 5,400 Nectar Points, Collectors can do such things as buy a share in a farmyard or help save water for 10 people.

Since 2004, [Oxfam Unwrapped](#) has raised more than \$42 million for Oxfam and funded projects in more than 60 countries.



In 2012, Canada's Aeroplan expanded its philanthropic Beyond Miles program to include Free the Children and MusiCounts.



# THROUGH OUR RELATIONSHIPS

## UNWRAPPING PHASE 2

Unwrapped was the first phase of the Nectar partnership. In the second phase, to be launched in 2013, Collectors who donate goods to Oxfam's charity shops as part of its Tag Your Bag program, earn two Nectar Points for every £1 that their donated goods raise when they are sold in Oxfam shops or online. Oxfam is then able to reclaim tax on the value of donated items. Sarah Farquhar, Head of Retail Brand at Oxfam, said that the Nectar partnership is the only one of its kind at Oxfam and elsewhere among U.K. charities. She added that the charity hoped to reach a new audience of donors through this partnership. To see the type of projects Nectar Point Collectors support through their generosity and compassion, click [here](#).



Millions of people across the ecologically fragile Sahel region are increasingly vulnerable due to insufficient rainfall and fluctuating animal and food prices. Here, a market gardening project set up by villagers, including Adjitti Mahamat, with the help of Oxfam, provides income and food security for the community in Kassira, Guera province, Chad. 13/02/12 Andy Hall/Oxfam



The drought in Burkina Faso has devastated crops and pasture, as well as decreasing water reserves. Millions of people are food insecure. Jessica Batoure fetches water for her class. Soanga school, North-central region, Burkina Faso. 13/04/12 Andy Hall/Oxfam



In the Dargalar village of Barda, Oxfam reconstructed an artesian well that had been filled with sand and soil. Prior to that, Barda's 400 people had not had access to drinkable water for more than two years. David Levene/Oxfam



Hasina Begum, 35, stands in the river that took her home, Char Atra, Bangladesh. Hasina is already experiencing climate change — she has had to move several times because of river erosion. In response, Hasina joined the Shanti Mohila Committee (Women's Peace Group), which receives training from Oxfam's partner Shariatpur Development Society (SDS) on preparing for and coping with floods (including preventing diarrhea), vegetable gardening, livestock rearing, and preventing early marriage. In the past, women have not participated in daily life, and are also the ones who have to care for children and the elderly when the floods come, often in very dangerous conditions. Oxfam is giving training to women's groups so they can save money and use it to support the most vulnerable members of the group. Dan Chung/Oxfam



## THROUGH OUR RELATIONSHIPS



Wubalem and her husband Tsega use smoke to sedate bees during the harvesting of honey from one of their modern hives in Mecha village. Harvesting honey supplements the income of small farmers in the Ethiopian region of Amhara where there is a long tradition of honey production. By providing modern, high-yield hives, protective equipment and training to beekeepers, the Cooperative Union helps to increase production and secure a steady supply of honey for which there is growing demand both in and beyond Ethiopia. Tom Pietrasik/Oxfam



In the town of Bunia in DR Congo's Orientale Province, Oxfam's health and emergency response teams have been tackling a serious cholera outbreak. They've also been working with a local water provider, Ngongo, to improve the water supply to sections of the town. Caroline Gluck/Oxfam



"Do I have spare food left from my crop?" asks Gladys. "Definitely! We got slightly over one ton of maize from my plot — over 20 bags [50kg]. A crop like that can last us the whole year and usually I can make more than that as we have more than one crop a year. Currently we don't have large enough amounts so we just sell bags to individuals who visit us but when we have more left over we'll take it to the Central Marketing Board." Gladys, the former vice-chair of the irrigation committee received a plot in phase 1, largely because the chief (her husband) wanted them to show leadership and encourage others to take part. Annie Bungeroth/Oxfam

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# THROUGH OUR RELATIONSHIPS

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## WE BUILD AND ENABLE STRONG RELATIONSHIPS

At Aimia, our longstanding expertise in loyalty makes us a powerful enabler of multi-stakeholder relationships. As clients are discovering, by helping businesses forge stronger relationships not just with customers and employees, but also with governments and NGOs, they're in a better position to advance their social responsibility mission — and, ultimately, to generate social, environmental and economic value for our communities.

### SHARK ENCOUNTER WINS AWARD

Oracle Corporation provides a great example of how Aimia's loyalty expertise can be harnessed to build multi-stakeholder relationships and advance a client's social responsibility. In 2012, our U.S. team designed a program that gave select Oracle employees a once-in-a-lifetime experience, conquered their fear of sharks and enabled them to learn more about these threatened species. The program was so innovative that it won the 2012 SITE Crystal Award in Beijing for the "Most Impactful Effort Toward Corporate Social Responsibility As Part Of An Incentive Program."

"Shark Encounter" partnered Oracle employees with staff at the University of Miami RJ Dunlap Marine Conservation Program, and in the process enabled them to become "shark researchers for a day." The program contributed to the world's scientific knowledge about sharks, converted Oracle employees into ambassadors for the cause, drove up employee engagement for Oracle, and also advanced the company's social responsibility. Through loyalty, everyone wins.

The Oracle logo is displayed in a bold, red, sans-serif font. The word "ORACLE" is written in all caps, with a registered trademark symbol (®) positioned at the top right of the letter "E".

# WITH OUR GLOBAL COMMUNITY



## WE ENCOURAGE OUR EMPLOYEES TO GIVE BACK

### DOING GOOD WITH DATA ANALYTICS

Aimia has vast expertise in collecting and managing data to help businesses learn about and reward customers. But what if we could place that expertise at the service of philanthropic organizations? In September 2012 we did precisely that, with our U.K. team's first-ever DataDive.

Teaming up with U.S.-based DataKind, the event brought together more than 65 data scientists and over 20 Aimia volunteers in central London. With five Aimia employees serving as data ambassadors and project coordinators, volunteers worked well into the wee hours for the benefits of:

- > **Place2Be**, which provides early mental health support for troubled school children. At issue: they had plenty of data and wanted to know which students would best respond to their services
- > **Oxfam**, which prevents and relieves poverty and protects the vulnerable throughout the world. At issue: they wanted to know how to reach their large donor database more effectively
- > **Keyfund**, which seeks to change the lives of vulnerable youth through education. At issue: measure and evaluate the charity's impact.

What's next? As the [video](#) on the weekend shows, this is a great way to engage with philanthropic organizations and leverage our expertise. We hope to formalize and expand this initiative in 2013 and beyond. Stay tuned!

### COMMON GOOD DAYS FOR A COMMON CAUSE

Sharing and volunteering in their local communities is dear to our employees' hearts, and we have a long legacy of reaching out. You can see some of these examples here.

To build on this foundation of volunteerism and bring structure to our global efforts, in 2012 we announced the Common Good Days program, set for launch in 2013. The program gives each employee the opportunity to volunteer eight hours during paid work time annually. At the same time, we also announced guidelines for Aimia's community initiatives.

#### CANADA

During Aeroplan's Tangerine Community Days, employees have the opportunity to volunteer four of their work hours twice a year. As part of the United Way campaign and to support local initiatives, Montreal and Toronto team members planted trees, packed holiday food and gift baskets for families in need, cleaned up community gardens, and supported a children's hospital.

Last year Aimia employees prepared dinner for the families at Ronald McDonald House in Toronto to help make a difficult stay a little easier. They also raised money for United Way/Centraide, Breakfast Clubs of Canada, the Diabetes Foundation, Ride to Conquer Cancer, Sick Kids Hospital and many other causes.

#### UNITED STATES

Minneapolis employees volunteered at Second Harvest, a local food bank, while Detroit employees supported the American Heart Association's Go Red for Women campaign. During Jeans Days, Dayton employees donated funds, matched by Aimia, in support of a different charity each month, and also fundraised for the Wounded Warrior Project.

#### CHILE

Aimia employees volunteered to clean up a public beach, ran a marathon to support the Valparaiso Surf Project, which assists at-risk youth, and gave to a telethon that rehabilitates kids with disabilities.



# WITH OUR GLOBAL COMMUNITY

## ITALY

Italian employees supported five not-for-profits, among them the Milano Rugby Festival, which raises funds for a different cause each year. For 2012, the cause was La Girandola, which supports kids from underprivileged backgrounds.

## UNITED KINGDOM

London employees were invited to 'Work for Oxfam' by donating from half an hour to a full day's wages to Oxfam's Disaster Management team in Bangladesh, with Aimia matching their donation. The \$8,800 raised will help to provide safe drinking water, raise houses out of flood damage or train people for search and rescue during catastrophic floods.

## AIMIA COMMON GOOD PROGRAM GUIDELINES

- We adopt a fair and equitable approach across Aimia and align globally
- We support only duly registered not for profit organizations
- We ensure that community initiatives do not interfere with the delivery of critical projects or required customer support
- We ensure that any support from Aimia, either financial, in-kind or through volunteering, does not help fund organizations, programs or initiatives that:
  - May pose an ethical, health, safety or sustainability issue, or whose activities are of religious or political nature, or in conflict with the code of ethics or values of Aimia
  - Discriminate on the basis of race, gender, disability, religion, nationality, sexual orientation, or any other basis that create discrimination rather than inclusion
  - Promote discord over discourse and may be a threat to human rights, social stability, social cohesion or may enhance coercion or lead to violence

"KeyFund was supported by Aimia data ambassadors Natasha Beeston and Aaron Beck — both were excellent and I've met up with them both since DataDive... However, at the risk of sounding greedy, I'm left feeling frustrated. I've had a taste of what kind of information our data can tell me, how valuable this is and how I can use it to prove and improve the impact of Keyfund."

– Hannah Eyres, CEO, Keyfund

## WE INVEST IN OUR COMMUNITIES

### AN UNCOMMON COMMITMENT TO THE COMMON GOOD

When CEO Rupert Duchesne unveiled Aimia's Social Purpose commitment in 2012, he chose to make the video announcement on December 10 — International Human Rights Day. He also:

- Declared that trust and reciprocity — two fundamental principles of loyalty — would form the bedrock of Aimia's Social Purpose commitment
- Underscored this commitment with partnerships with Equitas and Pay it Forward
- Launched the Aimia Common Good Days, which give each employee the opportunity to volunteer in their local community the equivalent of one working day each year

### BUILDING TRUST BY INVESTING IN EQUITAS

A global leader in human rights, [Equitas](#) is dedicated to the advancement of equality, social justice and respect for human dignity through education programs in Canada and around the world. The International Human Rights Training Program is at the heart of Equitas' activities — and at the core of Aimia's involvement. The three-week event brings together more than 100 human rights workers and educators from some 60 countries.

Aimia's investment in Equitas will total \$575,000 over three years. Perhaps more importantly, Aimia will seek ways of leveraging its data management and other skills to strengthen Equitas' mission and extend its reach.

# WITH OUR GLOBAL COMMUNITY

## FOSTERING RECIPROCITY THROUGH PAY IT FORWARD

A social movement that promotes simple acts of human kindness, [Pay it Forward](#) posits a simple idea: every act of kindness has a ripple effect, inspiring others in an expanding and virtuous circle. Aimia is funding the production of 100,000 Pay It Forward bracelets, distributed through Pay It Forward's global network, that will promote the power of reciprocity and encourage others to return simple acts of human kindness.



### AIMIA BRINGS PEOPLE TOGETHER THROUGH ARTS AND CULTURE

The arts have the uncanny power to cut through preconceived ideas and prejudices, fostering dialogue between individuals and nations and offering up fresh perspectives on the world. Aimia is a longstanding supporter of arts and culture, recognizing that they are a universal language that builds bridges and understanding. In 2012, we were once again marquee supporters of the Grange Prize and sponsored the Tom Thomson European exhibition.



#### > Tom Thomson in Europe

In 2012, Aimia was a Supporting Sponsor of the largest-ever traveling exhibition of Canadian art outside the country's borders. *Painting Canada: Tom Thomson and the Group of Seven*, was greeted as a revelation in London, Norway and the

Netherlands. Aimia sponsored the tour's London leg at the Dulwich Picture Gallery from October 2011 to January 2012. The historic exhibition concluded in November at the McMichael Gallery in Kleinburg, Ontario.

## THE GRANGE GOES TO LONDON

This was Aimia's fifth year supporting the Grange Prize, which *Aeroplan*, an Aimia program, created in partnership with the Art Gallery of Ontario (AGO). Canada's most prestigious prize in contemporary photography, each year the Grange invites two photographers from Canada and two from another nation to exhibit their work, with the public voting on their favourite.

As the United Kingdom was the partner country in 2012, Aimia hosted numerous events in conjunction with Canada House — Canada's magnificent embassy on Trafalgar Square in central London.

Some of the events held at Canada House during the Grange Prize:

- Guided tours of the exhibition at Canada House, which many Aimia employees attended
- Visits by Aimia executives, including CEO Rupert Duchesne
- Investor Day UK presentations that supported Aimia's business, as well as stimulating economic ties between Canada and the United Kingdom
- A dinner hosted by Canadian Deputy High Commissioner Susan Gregson, whose guests included the artists, Aimia executives, and AGO and Canadian government officials

## AND THE WINNER IS...

British photographer Jo Longhurst won the \$50,000 Grange Prize.

The other competing photographers, each receiving honoraria of \$5,000, were Emannuelle Léonard (Montreal), Anni MacDonnell (Toronto) and Jason Evans (U.K.). All the artists were featured in an exhibition at the AGO, which will also provide artist's residencies to the U.K. artists. The Canadian artists will receive residencies in the United Kingdom.

## THE AIMIA COLLECTION

To underscore our longstanding support of arts and culture as community-builders, in 2012 we purchased and leased a large number of works from the AGO to inspire and delight employees at our newly renovated Toronto offices. The purchased works will form the nucleus of a collection that we hope to grow in the coming years.



# WITH OUR GLOBAL COMMUNITY

And, to deepen our understanding of the works, we're planning artists' visits and talks in our workplace over the coming year. As for the leased works, we'll be consulting with employees about which ones to purchase. You can see a selection of the purchased and leased works [here](#).

## WE CONDUCT AND SHARE LEADING-EDGE PROPRIETARY RESEARCH

A trusted source of information for many stakeholders, Aimia is dedicated to the creation of leading-edge knowledge about loyalty and its application to strengthening relationships. We continuously reinforce our leadership by sharing our knowledge to advance the industry and further research around the world.

In particular, several university partnerships are incubating and driving research and forward-thinking ideas that could support our business and its impacts on the world.

### FRESH IDEAS IN GLOBAL DEVELOPMENT

In 2012, two Aeroplan Beyond Miles partners — Veterinarians Without Borders-Canada and the Stephen Lewis Foundation — took part in the Global Development Symposium at the University of Guelph. Bringing together leaders, students and experts, the symposium culminated in a resolution to submit a new development goal: integrate human and animal health research to save lives and improve living conditions worldwide. An Aeroplan team played a key role in helping its two partners craft the resolution, and Aeroplan also donated 2.5 million Aeroplan Miles to cover its partners' travel costs.

Aeroplan will also continue to work with the Better Planet project at the University of Guelph, which specializes in bringing together environmental issues with agribusiness, veterinary studies and the broader business management aspect of supply chain and emerging economies.

"Thanks [to] the support of Aeroplan...we were able to include fifteen international delegates and six Canadian students in the Symposium. Their diverse perspectives, backgrounds, and experiences have certainly helped in making the symposium week as impactful as it was.

"...As an organization that is committed to social responsibility, Aeroplan must be commended for acting on their vision and playing such an important role in the success of the symposium.

### PROMOTING DATA IN ACADEMIA

Aimia's work with academic institutions is supporting cutting-edge research in loyalty and data analytics at several centres of thought leadership:

> **Carlson School of Business (University of Minnesota)**


An Aimia loyalty expert gave a lecture to masters students on the benefits of loyalty marketing in 2012.

> **Wharton (University of Pennsylvania)**

Aimia established a relationship in 2012 with Wharton Marketing Professor, author and Co-Director of the Wharton Customer Analytics Initiative, Peter Fader. Professor Fader originally contacted Aimia to supply a guest lecturer for his class on loyalty. Our U.S. analytics experts continue to support Professor Fader, most recently discussing the possibility of teaming up to develop research for Aimia, on behalf of our clients, or for some combination of both.

> **Columbia University**

As part of a new relationship with Columbia University in 2012, Columbia professors joined Aimia thought leaders in a Global Loyalty Index kickoff meeting, bringing their academic perspective to this long-term Aimia research initiative. In addition, partnerships with academics and researchers at Columbia Business School are feeding insights on mobile technology and consumer behaviour into a joint research project on mobile shopping behaviours, completed in 2012. The findings are being presented at a major industry conference in 2013, along with the publication of a research paper.



"Through its support, Aeroplan gave people the most powerful gift of all, a voice. It gave a voice to each and every delegate who was able to speak, from firsthand experience about the challenges in their villages, communities and countries. At times this voice was heart-breaking, motivating, and inspirational, but above all, it was a voice we needed to hear."

— Organizing committee,  
Global Development Symposium



## PLEASE TELL US WHAT YOU THINK



As 2013 marks Aimia's first year under its new social purpose framework, we want to engage in a constructive conversation with our stakeholders. Tell us how we're doing and what we could do better by emailing us at [socialpurpose@aimia.com](mailto:socialpurpose@aimia.com)

While this journey is not new, we are stepping up the pace toward our ambition to affirm our global leadership in loyalty by also advancing our leadership in social purpose. We invite you to join us on this journey.



### **About Aimia**

We are a global leader in loyalty management. Our unique capabilities include proven expertise in building proprietary loyalty strategies, launching and managing coalition loyalty programs, creating value through loyalty analytics, and driving innovation in the emerging digital and mobile spaces. We build and run loyalty programs for ourselves and for some of the world's best brands. Customer data is at the heart of everything we do. We are Aimia. We inspire customer loyalty.

**Visit us at [aimia.com](http://aimia.com).**