



2012 Greenhouse Gas Corporate Inventory
Aimia
April 2013



AIMIA'S 2012 GREENHOUSE GAS EMISSIONS: A SUMMARY

Aimia & Offsetters

Aimia and Offsetters have been working together since 2010 to understand Aimia's greenhouse gas (GHG) emissions, reduce them where possible, and offset the balance.

UNDERSTAND:

As a part of Aimia's Social Purpose Framework, Aimia has measured their GHGs and reported to the Carbon Disclosure Project since 2008.

REDUCE:

Aimia has implemented regional reduction initiatives that have contributed to reductions in 2011 and 2012. Based on these successes, Aimia is working to roll out a broader, corporate-wide GHG reduction strategy starting in 2013.

OFFSET:

As a company: Aimia has been carbon neutral since 2008. That means Aimia offsets all direct and other relevant emissions.

Aimia's members: Aimia provides members the opportunity to take personal environmental responsibility when redeeming their Aeroplan miles by enabling them to offset their flight and lifestyle emissions. Through this program, Aimia's Aeroplan program members offset 12,076 tonnes in 2012. This is the equivalent of removing the impact of 1,414 around the world flights from the atmosphere.

Aimia's partners: Through Aimia's Beyond Miles program, the emissions associated with partner travel are calculated and offset. In 2012, this amounted to 1,387 tonnes, or the equivalent of removing the impact of 162 around the world flights from the atmosphere.

CARBON NEUTRALITY

To be designated carbon neutral by Offsetters, an entity must:

- a. Complete a rigorous accounting of its GHG emissions
- b. Identify and make a commitment to reductions
- c. Offset the significant and relevant emissions through retirement of qualifying credits
- d. Commit to maintain this status for a period of time



Highlights from 5 years of measuring GHGs

GREAT

- Aimia has reduced its carbon footprint each of the last two years. In addition it has reduced emissions per revenue and emissions per employee
- Both printed paper and building emissions, Aimia's two largest emissions sources, have been reduced since 2011

GOOD

- In addition to the successful reductions already achieved, Aimia is developing long-term reductions strategies for air travel, printed-paper and building emissions
- Aimia has been a reporter to the Carbon Disclosure Project since 2008 and has steadily improved disclosure, resulting in an improved score year-over-year

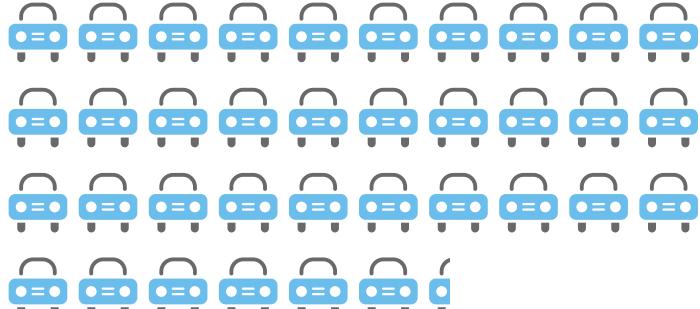
IMPROVEMENT AREAS

- As Aimia expands, we are looking to continually improve and standardize the data collection process across the business
- Emissions from buildings and printed paper have both dropped but air travel emissions are still rising. Even as an expanding global business Aimia remains committed to reducing travel at the source and offsetting the remaining emissions wherever possible

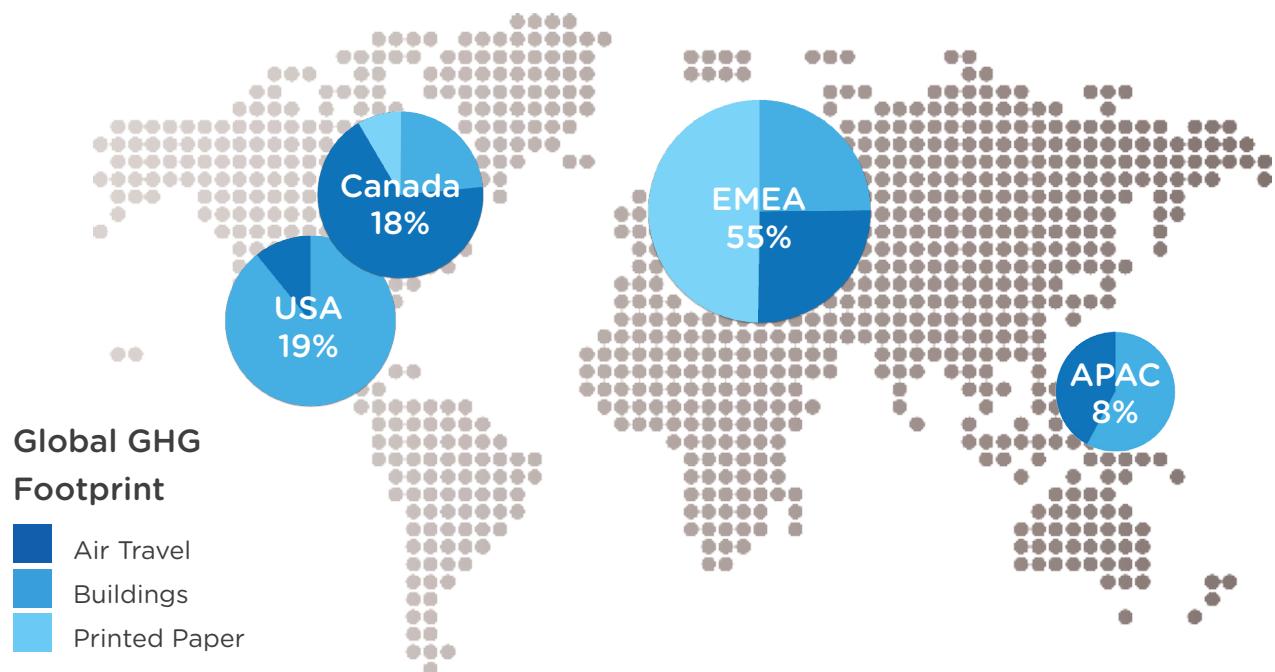
Aimia's 2012 Carbon Footprint

Aimia's emissions were 17,419 tonnes of carbon dioxide equivalent (tCO₂e) in 2012, which is the equivalent to the emissions of 3,629 passenger vehicles for one calendar year.

17, 419 tonnes
= 3,629 passenger vehicles



1 car = 100 passenger vehicles

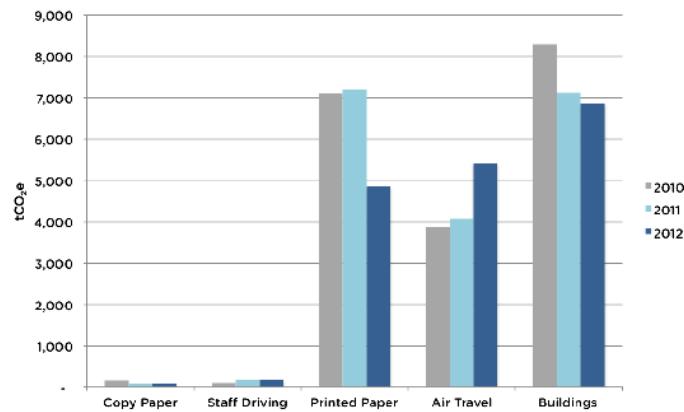


Of the four regions where Aimia operated in 2012, Europe, Middle East and Africa (EMEA) had the largest footprint with emissions of 9,590 tCO₂e, 55% of the total. Canada and the United States are responsible for 18% and 19% of emissions respectively. Asia Pacific (APAC) was responsible for just 8% of the total Aimia footprint.

Historical Context

Aimia has three main sources of emissions: printed paper, air travel and buildings. The two other emissions sources, reimbursed driving and copy paper are responsible for less than 2% of the total footprint. Although Aimia has measured emissions since 2008, 2010 is used as the base year to allow a meaningful figure for comparison. Before the corporate expansion in 2010, Aimia's emissions profile was much different.

Emissions by Source



Total emissions have fallen 7% since 2011 and by 11% since 2010. This is largely due to reductions in building emissions and printed paper consumption. Emissions from air travel have risen while copy paper and staff driving remain largely unchanged.



Emissions from air travel are equivalent to 635 trips around the world



Emissions from buildings are equivalent to 1,342 average Canadian homes for a year

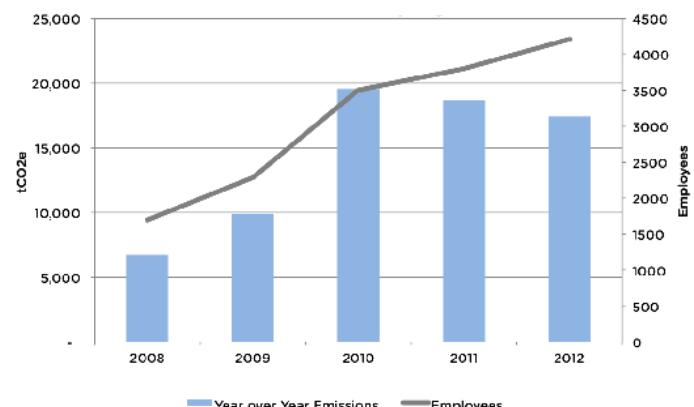


Paper use is equivalent to 6,481 tonnes of wood, or 45,927 trees

EMISSIONS INTENSITY

Aimia is a growing company. In 2010, Aimia acquired several new businesses around the globe. Since 2010, absolute emissions and emissions per employee have been falling. In 2010 there were 5.6 tCO₂e per employee, in 2012 that number fell to 4.1 tCO₂e per employee, a reduction of 26%.

Emissions vs. Employees



Major Emissions Sources

BUILDINGS

Perspective

Electricity and heating emissions from buildings combine to be the largest emissions source for Aimia at 39% of global emissions. Overall emissions from buildings have fallen year-over-year since 2010, when Aimia acquired a large number of new offices around the globe. Emissions in 2012 were 4% lower than 2011 and 17% lower than 2010. The large discrepancies in emissions between regions are mainly due to the area of floor-space occupied and the emissions intensity of the electricity sources in each region.

Canada

Despite having the most floor space of any Aimia region, Canada has the fewest emissions from buildings. Many regions of Canada source electricity from non-fossil fuel sources. For Aimia, the offices in Quebec and British Columbia are supplied with hydro-electric energy. In Ontario a slightly less benign mix of nuclear, hydroelectric, coal and renewables is used. As a result, even though Canadian offices use a similar amount of energy to other regions, they represent a considerably lower footprint.

United States (US)

The United States has the second most floor space of any Aimia region. Furthermore, many of the Aimia offices are in regions of the US that have very carbon intensive electricity. The US reduced overall emissions by 12% thanks in large part to one facility. The Minneapolis office was able to consolidate floor space at its facility and achieve a 17% reduction in overall emissions. Since the Minneapolis office uses electricity produced mainly from coal this reduction yielded a very significant reduction of 681 tCO₂e.

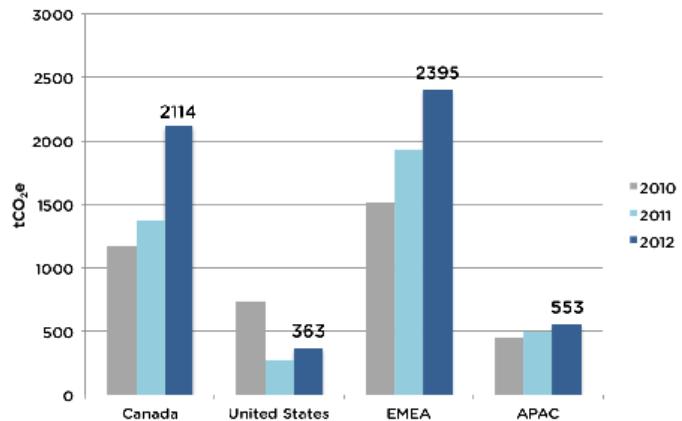
EMEA

The London Strand office continues to generate the most emissions in EMEA. Through a significant reduction in floor space and associated emissions, the facility reduced emissions by 469 tCO₂e compared to 2011 emissions. This reduction was masked by emissions increases in other offices in the EMEA region but it nonetheless played an important part in ensuring Aimia reduced overall building emissions in 2012.

APAC

In the case of APAC, the region only occupies 8% of the total Aimia building floor space. As a result total emissions are much lower than the other regions. However facilities in Australia contribute a disproportionate amount of emissions since the electricity there is almost exclusively coal.

Building Emissions by Region



TAKING ACTION!

Aimia is moving into two new LEED targeted offices in 2013 and beyond and is working to optimize square footage across its operations. Additionally, Aimia has been piloting regional energy efficiency programs and is learning how to take successful programs to all worldwide offices.

Major Emissions Sources

AIR TRAVEL

Perspective

Air Travel is the second largest emission source for Aimia at 31% of global emissions and is the only source of emissions that grew year over year. The total air travel emissions for 2012 were 5,425 tCO₂e, 33% more than last year and 40% more than the base year.

Aimia employees flew 25,440,597 km in 2012 compared to 17,735,752 in 2011. Kilometres flown have increased more than the growth in emissions would predict. Advances in the aviation industry have allowed planes to fly further with less fuel making them more efficient per passenger kilometre. Without these advances, Aimia's emissions would have risen even further.

EMEA

EMEA was responsible for 44% of Aimia's total air travel emissions. The region covers a large and disparate region. Even though they are not geographically a part of Europe or Africa, Aimia offices in Mumbai, Melbourne and Santiago are included in the EMEA region. EMEA has the largest workforce outside of Canada. The large workforce and regional scope both contribute to comparatively high emissions from air travel.

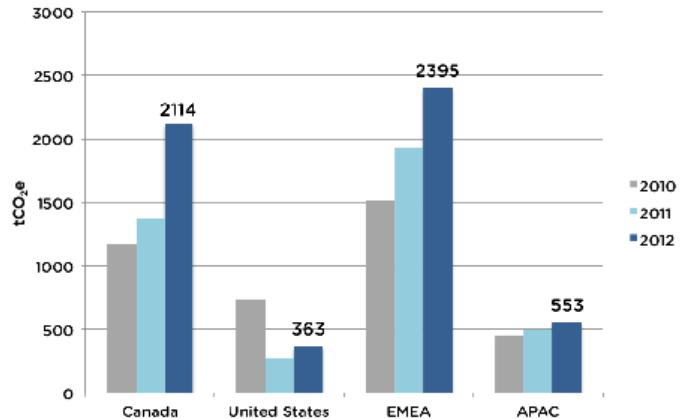
Canada

As is evidenced in the figure above, Canada is the fastest growing region for air travel at Aimia. The region comprises 39% of total air travel emissions in 2012. With Aimia headquartered in Montreal, the majority of executive travel is included in this region.

United States & Asia Pacific (APAC)

Both the United States and APAC regions saw increased growth but total emissions are not on the scale of EMEA or Canada. Asia Pacific was responsible 10% and the United States was responsible for 7% of Aimia's global air travel emissions.

Air Travel Emissions by Region



TAKING ACTION!

Aimia takes responsibility for its reliance on air travel by purchasing high quality offsets to cover the impact. Additionally, Aimia has installed tele-conference and tele-presence facilities and facilitates video and live web conference by replacing old computers in the Canadian region with new ones equipped with cameras.

Major Emissions Sources

PRINTED PAPER

Perspective

Aimia measures its printed paper emissions by gathering details on the print jobs it orders. Aimia collects data on the number of items printed, the weight of each item and the recycled content of the paper for each item it sends to the printer. Using this Aimia is able to estimate its printed paper footprint.

Printed paper is the second most significant emission source at Aimia with its two largest sources of printed paper emissions at Nectar Italia and Nectar UK. These two business units represent over 90% of the total printed paper for the company, and also represent the most significant year-over-year reductions, helping Aimia achieve a significant overall reduction in printed paper in 2012 compared to both 2011 and 2010.

Similar to air travel, Aimia benefited from advances in technology. The published emissions per kg of paper fell by 7% since 2011. This was a contributing factor to the overall reduction, but the majority of the reduction comes from reducing the overall amount of paper used.

EMEA

EMEA reduced emissions from printed paper by 2,204 tCO₂e in 2012, a remarkable 32% reduction through the elimination or reduction of commonly printed materials and the conversion to digital content. This is a positive change after emissions increased between 2010 and 2011. Printed paper in EMEA remains the largest single emissions source for all of Aimia.

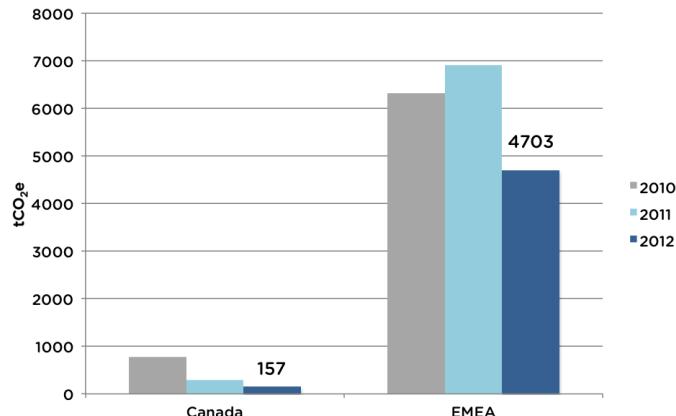
Canada

Canadian printed paper emissions have been falling steadily since 2010. A major reduction was achieved when Aimia switched distribution of the annual shareholder report from paper copies to digital in 2010. Since then, emissions have continued to fall with Canada achieving a further 47% reduction in 2012.

United States & APAC

Neither region has material emissions from printed paper.

Paper emissions by region



TAKING ACTION!

Aimia is switching from printed materials to digital content, helping to reduce printed paper emissions in the Middle East and minimize as much as possible emissions in Canada

- EMEA reduced emissions by 32% during 2012 by putting more content online and reducing the volume of paper printed
- In Canada publishing member catalogues, annual reports and other materials online caused emissions decline steadily from 1,185 tCO₂e in 2009 to 157 tCO₂e in 2012
- Switching to Cascades Rolland Enviro100 paper is making a big difference in the Canadian paper footprint

Reporting at Aimia

Aimia's efforts to measure and manage its carbon emissions are being realized with overall reductions in emissions. The carbon management work being done reinforces Aimia's values of trust and reciprocity and helps Aimia maintain its position as a global leader in loyalty management.

Along with this summary document, Offsetters has prepared a Greenhouse Gas Report to international standards, and included it following this document. The GHG Report has all the findings of the GHG footprint and in-depth analysis of emissions. These documents also complement Aimia's official CDP report that will be available at www.cdpproject.net beginning in October 2013.

For more information regarding Aimia's greenhouse gas management program and its larger Social Purpose Plan, please visit www.aimia.com/socialpurpose.

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DETAILED GREENHOUSE GAS REPORT

1 Accounting and Reporting Procedures

This Greenhouse Gas (GHG) Inventory Report has been prepared on behalf of Aimia, a global leader in loyalty management services headquartered in Montreal, Canada. As a worldwide organization, Aimia is organized by the following regional boundaries.

Canada: There are 6 offices in Canada including the head office in Montreal.

United States: There are 6 offices in the United States, In 2012, Aimia closed its offices in New York, New York and Atlanta, Georgia and opened offices in Torrance, California and Dayton, Ohio.

Europe, Middle East and Africa (EMEA): This region has 13 offices, the largest number of any Aimia region. This region also includes offices in Santiago, Chile, Mumbai, India and Melbourne, Australia.

Asia Pacific (APAC): This region encompasses five offices; with two in Australia, and one in each of New Zealand, Singapore and Malaysia.

These findings were prepared in conjunction with Aimia's 2013 submission to the [Carbon Disclosure Project](#). This is the sixth year Aimia has conducted a greenhouse gas inventory and the sixth year it has reported to the Carbon Disclosure Project.

Aimia's 2012 GHG Corporate Inventory Report is structured to follow the accounting and reporting guidelines of The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition (the "GHG Protocol"), published by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). This protocol is the international accounting tool most widely used by government and business leaders to understand, quantify and manage greenhouse gas emissions. A copy of these documents can be downloaded from the [GHG Protocol](#).

1.1 ORGANIZATIONAL BOUNDARY

The organizational boundary defines the companies, business units and operations that constitute an organization for the purposes of the GHG report and the criteria for how the emissions will be reported. For the purposes of this inventory Aimia has applied the operational control approach.

1.2 OPERATIONAL BOUNDARY

The operational boundary identifies and categorizes emissions sources associated with an organization as defined in the organizational boundary. Aimia's inventory includes emissions categorized into the following scopes as defined by the Protocol:

Scope 1: Direct emissions from sources controlled by Aimia: Aimia has scope 1 emissions from the stationary combustion of natural gas to heat its offices as well as mobile combustion of gasoline in its leased vehicles.

Scope 2: Indirect emissions from Aimia's purchased electricity, steam heat and cooling: Aimia has scope 2 emissions from the consumption of electricity in its worldwide offices and purchased steam heating in Toronto and New York.

Scope 3: Indirect emissions from Aimia's outsourced activities: Aimia quantifies scope 3 emissions from printed paper, air travel, office paper and reimbursed driving.

1.3 INVENTORY EXCLUSIONS

Of the potentially material and relevant emissions applicable to the business of Aimia, the following emissions sources are not currently included in the corporate inventory report:

Employee Commuting – Aimia does not track employee commuting but does offer incentives for employees to take collective transportation.

Waste – Aimia does not currently have access to reliable data about the weight or volume of garbage being picked up from their offices, the types of vehicles used, or the routes that the vehicles take to the incinerator or landfill.

1.4 BASE YEAR

The base year is a reference year against which emissions performance can be measured over time. Aimia previously selected calendar year 2009 as its base year; however, due to new business acquisitions in 2010, Aimia will use 2010 as a base year. The GHG Protocol requires an organization to calculate historical emissions from any acquisitions and add them to the base year. An emissions history from the newly acquired businesses does not exist; therefore, 2010 represents the most accurate and relevant data for comparison in future years. Total base year emissions were 19,554 tCO₂e.

1.5 EMISSIONS ADJUSTMENTS

As Aimia's knowledge and experience with inventory calculation grows, it may develop improved methodologies and tools. When this happens, previous years' reported emissions are adjusted according to the new methodology. Adjustments will also be made when new emissions factors are published that more closely reflect actual emissions than those available at the time of the original calculations. These adjustments allow the emissions accounting to be as accurate and consistent from year-to-year as possible. However, in the case where adjustments are relatively insignificant (less than 5%) or do not reflect a change in calculation methodology, recalculations may not be performed for previous years' emissions.

While conducting the 2012 GHG Inventory, an error was discovered in the way that air travel was tracked and accounted for in the Canadian data. Spreadsheets detailing flights sometimes contained more than one entry for the same flight. This repetition led to a material overstatement of 2011 air travel emissions. For 2012, Offsetters worked with the data providers to ensure all the flights were being accurately represented.

As a result of this recalculation, total emissions for 2011 air travel were revised from 8,601 tCO₂e to 4,071 tCO₂e. The final emissions total and offsets purchased by Aimia have been reconciled to reflect the correction, and the processes around data collection have been adjusted to ensure accuracy moving forward.

1.6 INVENTORY QUALITY

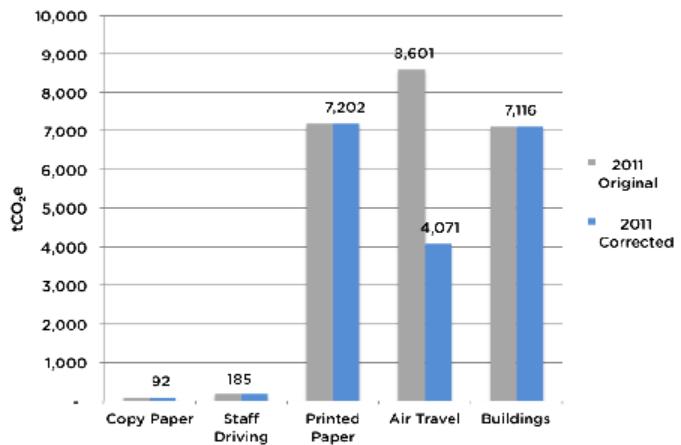
Offsetters has quantified this GHG Inventory based on information collected and compiled by Aimia employees and sourced from utility invoices, accounting expense records, and supplier records. While guidance is provided to Aimia on the type of information required, Offsetters is not directly involved in the data collection process. Working with the data providers Offsetters has made every effort to ensure the data is accurate. Ultimately the responsibility for data quality is with the data provider, as such, Offsetters is not responsible for any discrepancies in this report that may result from inaccuracies in the GHG-related activity data provided by Aimia.

For offices where utility data was not available Offsetters has modeled the energy use based on other Aimia facilities in the region. In total, 4% of electricity data and 18% of natural gas data has been modeled. Although this estimate is a reasonable estimation of utility use it may not accurately represent actual emissions.

Aimia is developing a new data management plan. New procedures for data collection will be standardized across the company and a formal chain of custody will be developed for data. The plan will assist Aimia to improve the accuracy and timeliness of data collection, and further prepare Aimia for external verification.

Starting in 2014, Aimia is moving to quarterly data gathering as part of the improved data management plan. The increased frequency of reporting will help Aimia and Offsetters to identify errors and anomalies earlier while benefitting the development, testing and measurement of emissions reductions strategies.

**Figure 1: Revision of 2011 Emissions
Emissions by Source**



2 GHG Emissions Inventory for 2012

In calendar year 2012, Aimia's consolidated emissions were 17,419 metric tonnes of carbon dioxide equivalent (tCO₂e). Scope 1 emissions, emissions from natural gas combusted for building heat and gasoline combusted in leased vehicles, totalled 870 tCO₂e. Emissions from scope 2 sources, electricity and purchased heat, were 6,007 tCO₂e in 2012. Emissions from printed paper, air travel, reimbursed driving and office paper (scope 3) totalled 10,542 tCO₂e. Emissions by scope are presented in Table 1, below. Further details on each source of emissions are presented in detail in Sections 2.1 to 2.3.

Table 1: Total Consolidated 2012 GHG Emissions by Scope

Source	Details	2012 Emissions (tCO ₂ e)	Percentage of Total
Scope 1 (Direct)	Heating Fuels:		
	Canada	389.3	2.2%
	EMEA	275.9	1.6%
	United States	182.6	1.0%
	Asia Pacific	0.0	0.0%
	Gasoline:		
	Canada	21.9	0.1%
	Subtotal Scope 1	869.7	5.0%
	Electricity:		
	Canada	365.4	2.1%
Scope 2 (Indirect)	EMEA	2080.4	11.9%
	United States	2788.7	16.0%
	Asia Pacific	757.1	4.3%
	Steam Heating & Cooling:		
	Canada	1.8	0.0%
	United States	13.7	0.1%
	Subtotal Scope 2	6,007.0	34.5%
	Printed Paper:		
	Canada	157.0	0.9%
Scope 3 (Other Indirect)	EMEA	4702.8	27.0%
	United States	2.85	0.0%
	Asia Pacific	0.0	0.0%
	Air Travel:		
	Canada	2113.5	12.1%
	EMEA	2395.4	13.8%
	United States	363.3	2.1%
	Asia Pacific	552.7	3.2%
	Reimbursed Driving:		
	Canada	0.0	0.0%
	EMEA	122.4	0.7%
	United States	27.4	0.2%
	Asia Pacific	13.1	0.1%
	Office Paper:		
	Canada	61.8	0.4%
	EMEA	13.1	0.1%
	United States	9.0	0.1%
	Asia Pacific	7.8	0.0%
	Subtotal Scope 3	10,542.3	60.5%
Total		17,419	100%

2.1 SCOPE ONE

In 2012, consolidated direct emissions from stationary and mobile combustion sources (scope 1) generated a total of 870 tCO₂e, or 5% of total emissions. Scope 1 emissions are generated by combusting fuel to heat Aimia offices and fuel consumption in leased vehicles driven by staff.

2.1.1 Stationary Combustion Sources

Aimia's stationary combustion totalled 848 tCO₂e in 2012. Emissions are generated from fuel burned to heat Aimia's offices. Not all Aimia offices have heating from fuel combustion; some rely on electricity or are in very warm climates. Of the offices that do rely on fuel heating, all but one use natural gas while the Milan office employs heating oil. Table 2 and Table 3 summarize fuel usage and total emissions in each region.

Table 2: GHG Emissions from Natural Gas

REGION	NATURAL GAS (GJ)	EMISSIONS FACTOR (kg CO ₂ e / GJ)	EMISSIONS (tCO ₂ e)
(GJ)	Emissions Factor	49.3-50.3	389.3
(kg CO ₂ e / GJ)	Emissions	51.4	263.4
(tCO ₂ e)	3,550	51.4	182.6
Total	16,523		835.4

Emissions Factor Sources: DEFRA, Natural Resources Canada.

Table 3: GHG Emissions from Fuel Oil

REGION	NATURAL GAS (LITRES)	EMISSIONS FACTOR (kg CO ₂ e / GJ)	EMISSIONS (tCO ₂ e)
EMEA	4,563	2.735	12.5
Total	4,563		12.5

Emissions Factor Sources: DEFRA, Natural Resources Canada.

2.1.2 Mobile Combustion Sources

The only source of mobile combustion for Aimia is leased vehicles used by employees for business purposes. Since the leased vehicles are an immaterial source of emissions, data from last year has been used. Emissions will be re-calculated when there is a change in business operations. Table 4 below details emissions from mobile combustion.

Table 4: GHG Emissions from Mobile Combustion

REGION	DISTANCE (km)	EMISSIONS FACTOR (g CO ₂ e / km)	EMISSIONS (tCO ₂ e)
Canada	94,045	0.153 - 0.278	21.9
Total	94,045		21.9

Emissions Factor Sources: Natural Resources Canada, Offsetters' Car Calculator.

2.2 SCOPE TWO

Scope 2 emissions sources generated 6,007 tCO₂e, or 35% of total emissions in 2012. Purchased electricity for office space is the most significant source of scope 2 emissions, totalling 5,991 tCO₂e. Emissions from steam heat contribute another 15.5 tCO₂e. Since 2010, the baseline year for emissions, scope 2 sources have fallen 17%.

2.2.1 Emissions from Electricity

Electricity consumed in all Aimia offices combined generates 5,991 tCO₂e of emissions. Electricity data was collected from 23 offices. In order to optimize square footage, six offices moved or were amalgamated into other offices in nearby locations. Of these offices, four of those locations data from last year was used. Eleven locations had no available data and were estimated based on average regional energy use and the area of the office floor space.

Table 5: GHG Emissions from Electricity

REGION	SQUARE FOOTAGE	ELECTRICITY CONSUMPTION (kWh)	EMISSIONS FACTOR (kg CO ₂ e / kWh)	EMISSIONS (tCO ₂ e)
Canada	287,349	7,596,058	0.002-0.13	365.4
EMEA	127,874	3,435,154	0.022-1.230	2080.4
United States	283,444	3,821,868	0.300-0.757	2788.7
Asia Pacific	58,117	1,102,142	0.159-1.230	757.1
Total	756,784	15,955,221		5,991.6

Emissions Factor Sources: US EPA, US Energy Information Administration, Natural Resources Canada

The variety of locations is significant because grid electricity emissions depend on the type of electricity generation in the region. As a result, offices with similar electricity usage can have widely varying emissions. This is particularly evident in the table above; Canada has the highest electricity use but lowest emissions.

2.2.2 Emissions from Purchased Heating and Cooling

In addition to electricity, Aimia's scope 2 emissions include 15.5 tCO₂e from purchased heating and cooling in two office locations. The Aimia office in New York, which closed in the first quarter of 2012, purchased steam heat from ConEdison, a centralized utility provider. Aimia's office on Toronto's Bay Street is supplied by Enwave's district heating and cooling systems that utilize water from Lake Ontario. Further detail is outlined in Table 6, below.

Table 6: GHG Emissions from Heating and Cooling

REGION	ENERGY CONSUMED (Mlb)	EMISSIONS FACTOR (kg CO ₂ e / Mlb)	EMISSIONS (tCO ₂ e)
Canada	24.4	72.4	1.8
United States	211.3	64.9	13.7
Total	235.7		15.5

Emissions Factor Sources: Correspondence with utility companies

2.3 SCOPE THREE

Aimia measures four sources of scope 3 emissions: printed paper, air travel, office paper, and reimbursed driving. These emissions account for a total of 10,542 tCO₂e (60% of Aimia's total emissions). Air travel, 5,425 tCO₂e, was the largest source of scope 3 emissions. Printed paper represented 4,863 tCO₂e, a 33% decrease in emissions since 2011. Reimbursed driving and office paper have been estimated based on last year. Each source accounts for less than 1% of the total Aimia footprint.

2.3.1 Emissions from Printed Paper

Aimia prints direct mail pieces, coupons and other materials for its partners and members. Emissions from printed paper are calculated using the Environmental Defence Fund's paper calculator. This online resource examines all the emissions generated during the life cycle of paper: removing trees from the ecosphere, manufacturing the paper and eventually disposing of the paper. In 2012, Aimia used 1,736,296 kilograms of printed paper and generated 4,863 tCO₂e. Further detail on emissions from printed paper is outlined

Table 7: GHG Emissions from Printed Paper

REGION	PAPER USAGE (kg)	EMISSIONS FACTOR (kg CO ₂ e / kg)	EMISSIONS (tCO ₂ e)
Canada	56,050	2.801	4,702.8
EMEA	1,679,229	2.801	157.0
United States	1,017	2.801	2.8
APAC	0	NA	0
Total	1,736,296		4,862.7

Emissions Factor Source: *Environmental Paper Network Paper Calculator Version 3.2* (www.papercalculator.org)

2.3.2 Emissions from Air Travel

Air travel emissions were 5,425 tCO₂e in 2012. Emissions from flights are calculated based on the distance of the flight and the cabin class. Since cabin class was not provided consistently, the consultants used a weighted average. The emissions factors account for the increased warming effect from emissions released in the upper atmosphere, called radiative forcing. Offsets uses a radiative forcing multiplier of 1.9 and an uplift factor of 1.09 was added to account for no direct flight routing. Emissions from air travel for each region are outlined in Table 8 below.

Table 8: GHG Emissions from Air Travel

REGION	TRAVEL DISTANCE (PASSENGER kms)	EMISSIONS FACTOR (kg CO ₂ e / passenger km)	EMISSIONS (tCO ₂ e)
Canada	10,166,366	0.182 - 0.226	2,113.5
EMEA	10,952,747	0.182 - 0.226	2,395.4
United States	1,804,152	0.182 - 0.226	363.3
Asia Pacific	2,517,332	0.182 - 0.226	552.7
Total	24,440,597		5,424.9

Emissions Factor Sources: United Kingdom Department of Environment Food and Rural Affairs (UK DEFRA)

2.3.3 Emissions from Office Paper and Staff Driving

Copy paper and reimbursed driving data were not collected in 2012. Emissions are assumed to be the same as 2011. These sources are immaterial compared to the rest of the Aimia footprint and difficult to collect. As a result, Aimia will be measuring these sources when there is an update to business practice that may facilitate a change in these emissions. Table 9 and Table 10 detail the emissions from 2011 that were used as a proxy for 2012 data.

Table 9: GHG Emissions from Office Paper

REGION	PAPER USAGE (kgs)	EMISSIONS FACTOR (kg CO ₂ e / kg)	EMISSIONS (tCO ₂ e)
Canada	22,065	1.696-3.011	61.8
EMEA	6,666	1.696-3.011	13.1
United States	3,400	1.696-3.011	9.0
Asia Pacific	2,946	1.696-3.011	7.8
Total	35,076		91.8

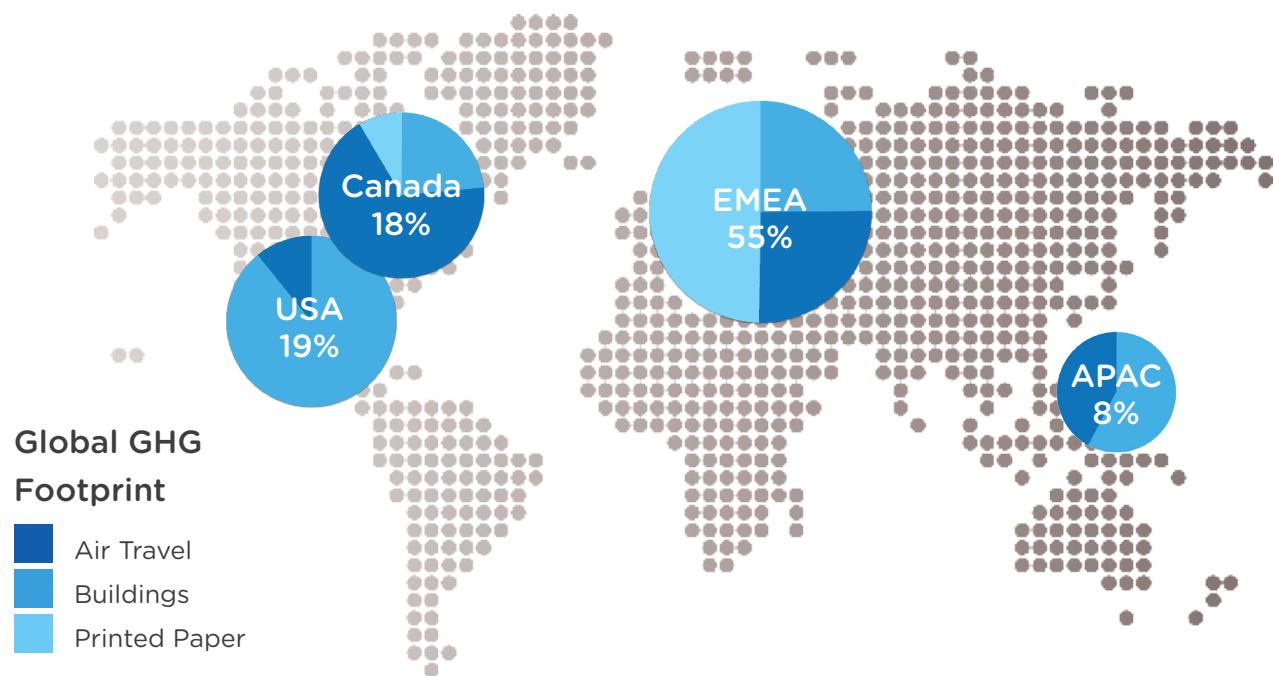
Emissions Factor Source: Environmental Defence Fund's Paper Calculator (EDF Paper Calculator)

Table 10: GHG Emissions from Reimbursed Staff Driving

REGION	DISTANCE (VEHICLE kms)	EMISSIONS FACTOR (kg CO ₂ e / VEHICLE kms)	EMISSIONS (tCO ₂ e)
Europe	577,565	0.2119	122.4
Asia Pacific	187,189	0.2119	40.6
Total	764,754		162.9

Emissions Factor Sources: UK DEFRA

Aimia reports its emissions both globally and regionally (Canada, EMEA, United States and APAC). Figure 2, below shows the distribution of emissions and key emissions sources across each region.

Figure 2: Aimia 2012 Worldwide Emissions by Region

In order to better understand the regional impacts of business on the overall carbon footprint, emissions for each region are presented in Table 11 below.

Table 11: Total Consolidated 2012 GHG Emissions by Region (tCO₂e)

DETAILS	CANADA	EMEA	UNITED STATES	APAC
Copy Paper	62	13	9	8
Staff Driving	22	122	27	13
Buildings	756	2,356	2,985	757
Printed Paper	157	4,703	3	0
Air Travel	2,114	2,395	363	553
Total:	3,111	9,590	3,388	1,331

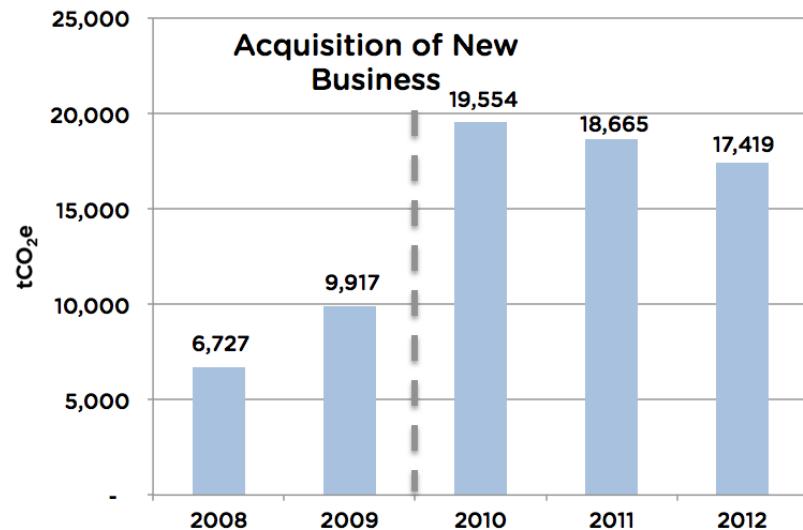
Notes: Figures may not add due to rounding.

EMEA was responsible for 55% of Aimia's total emissions in 2012. In addition to having the most offices of any region, EMEA is also responsible for over 95% of Aimia's printed paper emissions. The APAC region, the region with the fewest offices, had the smallest total footprint with just 8% of the total. The United States and Canada were responsible for 19% and 18% of the total footprint, respectively.

3 Emissions Over Time

Aimia's total emissions in 2012 were 17,419 tCO₂e, this is a 7% reduction since 2011 and a 11% reduction from the 2010 base year. Figure 3 below tracks Aimia's footprint since 2008. As noted in section 1.4, above, Aimia uses 2010 as a base year for tracking changes in emissions and emissions performance.

Figure 3: GHG Emissions 2008 - 2012

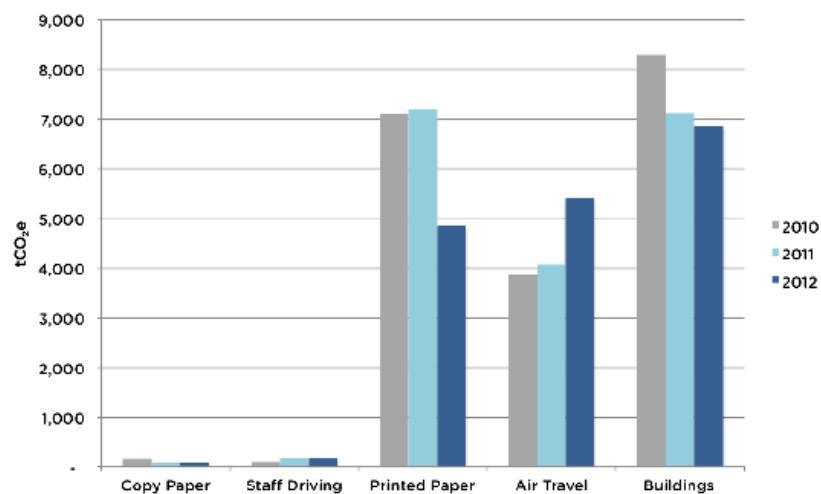


The large increase in the graph above from 2009 to 2010 shows the impact of the corporate acquisitions made in 2010. Since the acquisition, efficiency efforts have led to an overall reduction in emissions in 2011 and again in 2012, even with year over year growth in employees.

Historically Aimia has had three large sources of emissions; air travel, printed paper and buildings. The largest source of emissions overall in 2012 was buildings; scope one and two emissions from Aimia offices were 6,855 tCO₂e. Air Travel generated 5,925 tCO₂e in 2012 and was the second largest source of emissions. Printed paper was the third largest source of emissions and was responsible for 4,863 tCO₂e. Staff driving and copy paper comprise less than 2% of the total footprint combined. Figure 3 displays Aimia's emissions by source since 2010.

Table 12: Base Year Comparisons

REGION	BASE YEAR (2010) tCO ₂ e	2012 tCO ₂ e	CHANGE
Scope 1 emissions	1,101.0	869.7	-21%
Scope 2 emissions	7,198.9	6,007.0	-17%
Scope 3 emissions	11,254.0	10,542.3	-6%
Total Emissions	19,553.9	17,419	- 11%
Number of Employees	3,500	4,210	20%
Office Space (SqFt)	892,386	756,784	- 15%
EBITDA (\$,1000)	285,500	402,600	41%

Figure 4: Aimia Historical Emissions by Source**Emissions by Source**

The above graph shows the main trends in emissions from the last three years. Emissions from air travel have risen, but the other two sources of emissions, buildings and printed paper are falling. The increase in air travel emissions is due to Aimia employees flying more kilometres. Building emissions have fallen as Aimia's two largest offices have made far-reaching efficiency measures. Printed paper emissions are down due to reductions in the use of printed paper at Nectar Italia and Nectar UK.

The sections below detail emissions by source since the 2010 base year.

4 Key Emission Source Analysis

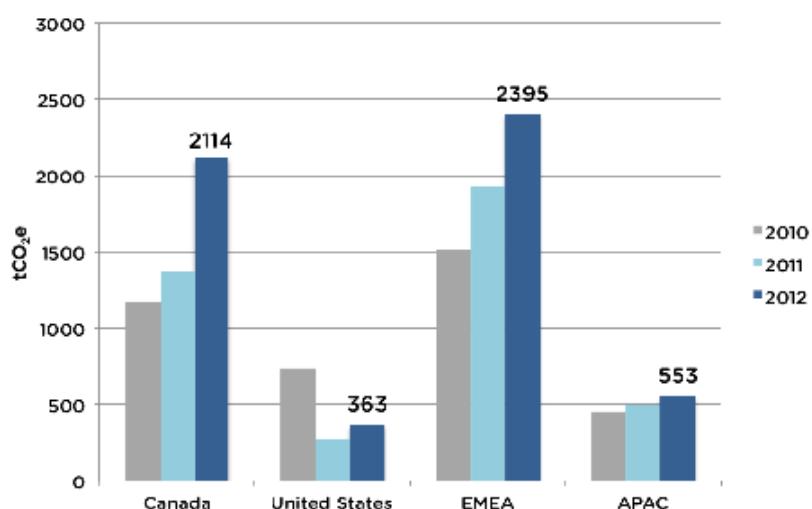
The sections below detail emission by source since the 2010 base year.

4.1 AIR TRAVEL

Air travel emissions are Aimia's only source of emissions that have grown since the base year. The total air travel emissions were 5,425 tCO₂e, 33% more than 2011 and 40% more than the base year. The reason for the growth is simply more kilometres are being flown by Aimia employees. Figure 5 below depicts emissions by region since the 2010 base year.

Figure 5: Air Travel GHG Emissions by Region

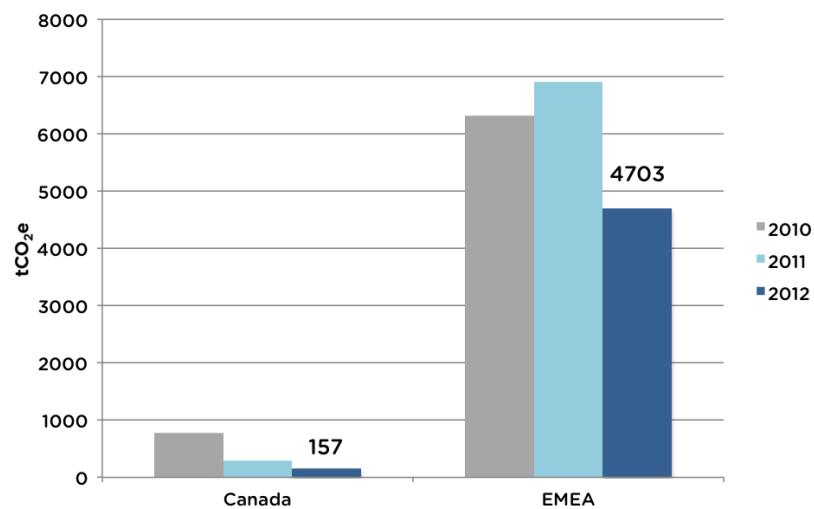
Air Travel Emissions by Region



Emissions have risen in all regions in 2012. The general trend for Aimia has been rising air travel emissions with the only exception being a reduction in emissions from the United States in 2011 following the acquisition of new business there in 2010. Air travel emissions are very difficult for Aimia to avoid, as there are no viable low carbon alternatives for long distance travel. Aimia has identified air travel emissions as an area of focus for reduction strategies.

4.2 PRINTED PAPER

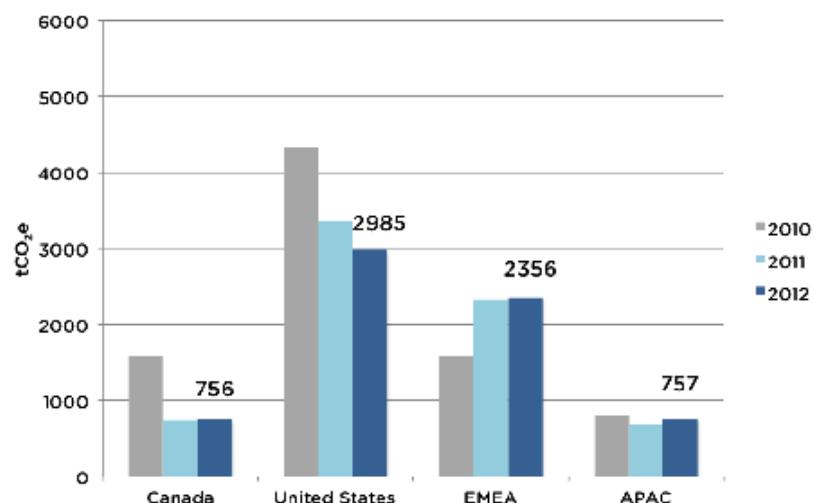
Aimia saw a significant reduction in emissions from printed paper in 2012. After several years of growth, emissions from paper in the EMEA region fell sharply. Figure 5 below examines year-over-year printed paper emissions for Canada and EMEA. Printed paper emissions from the United States and APAC regions were immaterial and are not shown in Figure 6 below.

Figure 6: Printed Paper GHG Emissions by Company**Paper Emissions by Region**

Global emissions growth was flat in between 2010 and 2011, even though Canada was able to reduce paper use by 483 tCO₂e. This reduction was cannibalized by increased emissions in the EMEA region during the same period. In 2012, the EMEA region reduced paper use by 2,204 tCO₂e. This represents a 32% reduction year-over-year and 12% of Aimia's 2012 footprint. This significant reduction was largely a result of switching from printed to digital content and reducing the number of items printed.

4.3 BUILDING EMISSIONS

Overall emissions from buildings have continued falling year over year since 2010, when Aimia acquired a large number of new offices around the globe. Emissions in 2012 were 4% lower than 2011 and 17% lower than 2010. Figure 7 below shows building emissions by region for Aimia.

Figure 7: Building GHG Emissions by Region**Building Emissions by Region**

Building emissions are on a downward trend since 2010. The cause of the decline has been significant emissions reductions in a few major offices rather than a smaller overall decline at all Aimia offices. The two Aimia offices with the largest carbon footprints reduced emissions significantly in 2012. Future emissions reductions are possible by applying the successful efficiency techniques to other offices.

The two main factors in determining emissions of a region are square footage and the carbon intensity of the electricity being provided. In the case of APAC, the region only occupies 8% of the total Aimia building floor space. As a result, total regional emissions are much lower than the other regions. For Canada, the electricity generated is from relatively clean sources of energy. Offices in Quebec and British Columbia are supplied with largely hydroelectric energy and Ontario boasts a mix of nuclear, hydroelectric, coal and renewables.

5 Emissions Intensity Metrics

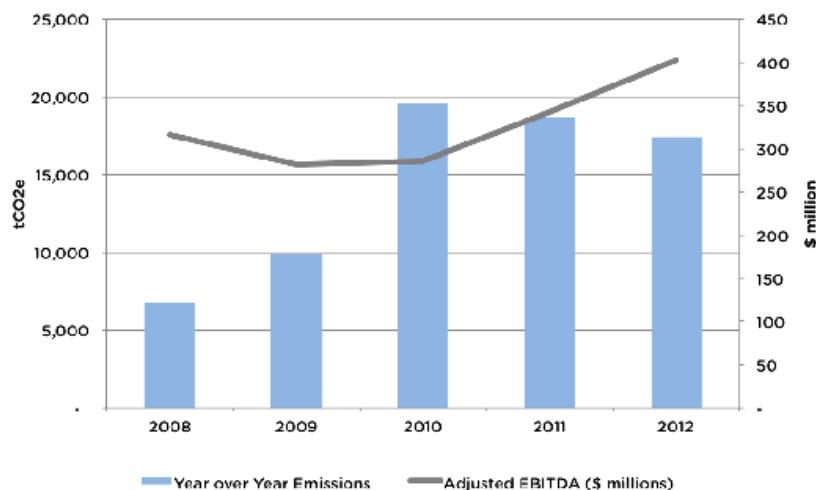
Aimia has been measuring its carbon emissions since 2008. During that time the organization has grown rapidly both organically and through acquisitions. The addition of Carlson Marketing and Nectar Italia in 2010 resulted in a significant change to both the volume of Aimia's emissions, as well as the main sources. As a result, historical emissions data is difficult to compare. Below are emissions compared to earnings, employees and office area.

5.1 EBITDA

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) is the metric that Aimia uses to measure and report revenue. Since 2009 EBITDA has been rising every year. After the substantial increase in emissions associated with acquiring new companies in 2010, Aimia's emissions have been falling each year. Figure 8, below, shows the relationship between EBITDA and emissions from 2008 to 2012.

Figure 8: Emissions vs. EBITDA

Emissions vs. EBITDA



The overall trend in both emissions and EBITDA are positive for Aimia. Revenue and emissions are typically closely correlated for firms that manufacture products. When revenue rises it is usually due to an increase in output and therefore emissions. In Aimia's case, emissions and revenue are more loosely correlated.

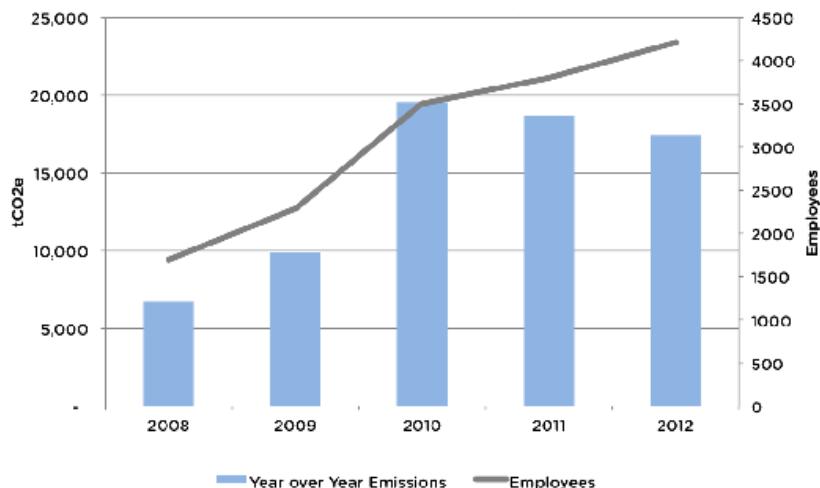
5.2 EMPLOYEES

Similar to EBITDA, employee numbers are rising even as emissions are falling. As a result emissions per employee are falling. Total emissions per employee were 4.1 in 2012, down 20% from 4.9 in 2011 and 5.6 in 2010. The reduction from 2010 to 2012, 1.5 tCO₂e per employee, is equivalent to each employee flying one fewer round trip from Vancouver to Montreal. Figure 9 below shows emissions and employee numbers from 2008 to 2012.

² EBITDA sourced from Aimia's "Management's Discussion & Analysis of Financial Condition and Results of Operations"

Figure 9: Emissions per Employee

Emissions vs. Employees



5.3 OFFICE AREA

Aimia's worldwide offices occupy three quarters of a million square feet (sq ft). Emissions per square foot of office space allows Aimia to compare performance year-over-year even as the size and number of offices varies. Since emissions also vary based on the source of electricity provided, something Aimia has little control over, it is helpful to examine energy intensity as well. In order to make direct comparisons, Table 12 below shows emissions and energy consumed per square foot of office space in each region in which Aimia operates.

Table 13: Energy consumption per square foot by region

REGION	OFFICE AREA (sq. ft.)	EMPLOYEES	EMISSIONS (tCO ₂ e)	ENERGY CONSUMPTION (MWh)	Emissions Intensity (kgCO ₂ e / sq. ft.)	Energy Intensity (kWh / sq. ft.)
Canada	287,349	2,108	756	9,785	2.6	34.0
EMEA	127,874	823	2,356	4,907	10.5	38.4
United States	283,444	759	2,985	4,869	18.4	17.2
Asia Pacific	58,117	520	757	1,102	13.0	19.0
Total	756,784	4,210	6,855	20,664	9.1	27.3

Notes: Figures may not add due to rounding.

The table above illustrates that emissions alone do not depict energy efficiency for an office. Aimia's offices in Canada, which rely on hydro electricity in BC and Quebec and nuclear power and other sources in Ontario, have the lowest emissions per square foot despite having above average energy use. Areas with low carbon intensity should not see that as a disincentive to conserve. Conserving electricity reduces demand for new carbon intensive sources and excess power from clean sources can be sold to regions with high average emissions.

Table 13 below, details how emissions and energy use have changed on a per square foot basis since 2010.

Table 14: Office Emissions per Square Foot

	2010	2011	2012	CHANGE 2011 - 2012
Total floor space (sq.ft.)	892,386	750,123	756,784	-15%
Global building absolute footprint (tCO ₂ e)	8,288	7,116	6,855	-17%
Emissions per square foot (kgCO ₂ e per sq.ft.)	9.3	9.5	9.1	-2%
Global building energy use (MWh)	26,443	21,049	20,664	-22%

Notes: Figures may not add due to rounding.

Overall, Aimia has seen significant reductions in all building and energy metrics. The one measurement where year over year change has been comparatively less is kgCO₂e per square foot. Because this metric is predominately controlled by the source of electricity supplied to Aimia facilities it is difficult for Aimia to exert much control. The above table shows Aimia achieved emissions reductions in their offices by reducing the square footage they occupied and using less energy per square foot.

Table 15: Emissions from Offices

Office Location	REGION	TOTAL EMISSIONS (tCO ₂ e)	EMISSIONS PER sq. ft.
Mississauga	Canada	288.0	5.34
Montreal Maisonneuve Blvd.	Canada	141.3	1.01
Toronto Dundas St.	Canada	117.4	4.44
Vancouver YVR Airport	Canada	116.1	3.37
Toronto Bay St.	Canada	62.7	3.79
Montreal Victoria Sq.	Canada	19.1	1.73
Toronto King St. (closed in 2012)	Canada	12.0	2.24
Minneapolis	United States	2,146.6	12.38
Detroit	United States	435.7	11.86
Dayton	United States	312.0	6.13
Parsippany	United States	51.1	6.69
New York (closed in 2012)	United States	17.8	2.20
Torrance	United States	10.8	4.85
Atlanta (closed in 2012)	United States	8.4	2.10
Rhode Island	United States	2.7	5.31
London Strand	EMEA	873.3	20.70
Mumbai	EMEA	438.4	15.57

Office Location	REGION	TOTAL EMISSIONS (tCO ₂ e)	EMISSIONS PER sq. ft.
Northampton	EMEA	408.8	18.33
Dubai Internet	EMEA	199.0	34.05
Melbourne	EMEA	136.4	6.34
Milan	EMEA	122.5	11.81
London Haymarket	EMEA	67.7	9.68
Doha	EMEA	48.9	14.48
Bahrain	EMEA	19.6	14.68
Abu Dhabi	EMEA	11.0	13.06
Kuwait City (closed in 2012)	EMEA	10.9	13.51
Dubai Media	EMEA	10.3	13.06
Voorschoten	EMEA	5.9	9.16
Santiago	EMEA	3.3	1.42
Zurich	EMEA	0.2	2.78
Sydney	APAC	378.6	15.51
Kuala Lumpur	APAC	230.9	13.61
Singapore	APAC	112.1	13.35
Auckland	APAC	11.5	1.86
Mumbai Taj (closed in 2012)	APAC	3.5	15.55
Mumbai Bajaj (closed in 2012)	APAC	3.2	12.75

6 Carbon Neutrality

Aimia is committed to being a carbon neutral organization. As such, it measures and publicly reports on its greenhouse gas emissions, strives to reduce its environmental impact, and offsets its Scope 1 and Scope 2 emissions as well as its Scope 3 emissions. For 2012, Aimia is offsetting Scope 3 emissions from business air travel, reimbursed staff driving and its paper usage.

To achieve carbon neutrality, Aimia has been purchasing offsets from Offsetters since 2009. Offsetters develops and invests in projects that focus on renewable energy and energy efficiency, as well as those that promote the shift to a conservation-based economy. Offsetters has worked closely with Aimia to develop a unique portfolio of offset projects that reflects the company's broad geographical scope.

Located in Canada and around the globe, the projects in Aimia's offset portfolio range from the conservation of some of the world's largest remaining rainforests in British Columbia and the Democratic Republic of the Congo, fuel-switching to reduce natural gas burn in a Quebec-based greenhouse, and an innovative program that provides efficient wood burning stoves to rural communities in Uganda.

The newest project in Aimia's portfolio is located on the British Columbia coast in an area known as the Great Bear Rainforest, the world's largest intact temperate rainforest. Ground-breaking work has been completed through historic agreements and the adoption of the Ecosystem Based Management in this region, allowing for the creation of the world's first forest carbon project on shared title land. Funds from the sale of carbon credits flow directly to the First Nations who have responsibility for the enduring stewardship of the forest.

Each of the projects in Aimia's portfolio measurably reduces greenhouse gas emissions and would not take place without its involvement.

A full list of the Aimia portfolio is available on the Offsetters website,
<http://www.offsetters.ca/offset-projects/by-portfolio/aimia>.



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