

A photograph of a man and a woman sitting at a desk, looking at a laptop. The woman is on the left, leaning forward with her chin on her hand. The man is on the right, smiling and looking at the laptop. A blue mug is on the desk. A large green diamond shape is overlaid on the right side of the image, containing text.

CREATING
LONG-TERM
SHAREHOLDER
VALUE

2012 Investor Day

AIMIA
INSPIRING LOYALTY

FORWARD-LOOKING STATEMENTS

Forward-looking statements are included in the following presentations. These forward-looking statements are identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “may”, “plan”, “predict”, “project”, “will”, “would”, and similar terms and phrases, including references to assumptions. Such statements may involve but are not limited to comments with respect to strategies, expectations, objectives, goals, aspirations, intentions, planned operations or future actions.

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts, predictions or forward-looking statements cannot be relied upon due to, among other things, changing external events and general uncertainties of the business and its corporate structure. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including without limitation, dependency on top Accumulation Partners and clients, conflicts of interest, greater than expected redemptions for rewards, regulatory matters, retail market/economic conditions, industry competition, Air Canada liquidity issues, Air Canada or travel industry disruptions, airline industry changes and increased airline costs, supply and capacity costs, unfunded future redemption costs, failure to safeguard databases and consumer privacy, changes to coalition loyalty programs, seasonal nature of the business, other factors and prior performance, foreign operations, legal proceedings, reliance on key personnel, labour relations, pension liability, technological disruptions and inability to use third party software, failure to protect intellectual property rights, interest rate and currency fluctuations, leverage and restrictive covenants in current and future indebtedness, uncertainty of dividend payments, managing growth, credit ratings, as well as the other factors identified throughout this presentation and throughout our public disclosure record on file with the Canadian securities regulatory authorities.

The forward-looking statements contained herein represent the expectations of Aimia Inc., as of September 20, 2012 and are subject to change. However, Aimia disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

For further information, please contact Investor Relations at 416 352 3728 or trish.moran@aimia.com.



AIMIA'S VALUE CREATION

Rupert Duchesne
Group Chief Executive



WHY GO GLOBAL?



Canada represents only 6% of the global loyalty market



Loyalty has global application



Industry is fragmented and ripe for consolidation



Clearly diversifies our business risk



Expands free cash flow generation potential



AIMIA'S APPROACH TO VALUE CREATION



Deploying
capital
to fund growth



Returning
capital to
our
shareholders



RESULTS TO DATE REFLECT SUCCESS OF AIMIA'S VALUE CREATION

3-year compounded annual rate of return of nearly 18%

A leader in global loyalty

Frontrunner in coalition loyalty

Showing the way in retail data analytics

Growing and significant presence in white labelling and outsourcing other companies' proprietary programs




Aimia:
a significant
cash generative
multinational
company with a
robust growth
platform



MAXIMIZING THE RETURN ON EVERY DOLLAR SPENT



A map of Europe and the Mediterranean region is shown in the background. A large green diamond-shaped overlay is positioned on the left side of the map. Inside the diamond, white text reads: "Return on capital of combined assets is improving and is on its way to double digits". The map shows various countries like the UK, Germany, France, Italy, and Turkey, along with major cities and bodies of water.

Return on capital of combined assets is improving and is on its way to double digits

PROPRIETARY LOYALTY: OUR TICKET TO EXPANDING OUR SHARE OF THE \$100 BILLION GLOBAL LOYALTY MARKET



CLUB PREMIER: REPLICATING THE AEROPLAN PROGRAMME IN MEXICO

Successfully embedding our technology & capabilities to create 2.0 version of Aeroplan

Construct of Club Premier is similar to Aeroplan in terms of margin profile and free cash flow generation



SORIANA



Sanborns

GanaClientes
genera lealtad

 **OfficeMax**[®]

 **Café Punta del Cielo**[®]
El Gran Café de México.



CARDLYTICS: UNLOCKING THE SIGNIFICANT POTENTIAL VALUE OF A NON-CURRENCY LOYALTY PROGRAMME



US leader in transaction-driven marketing



Merchant-funded programme



Outstanding technology platform



10-year commercial agreement gives Aimia the right to sell and distribute Cardlytics offering outside of the US



PARTNERING WITH INDUSTRY LEADERS TO PURSUE EMERGING MARKETS



THE FUTURE OF VALUE CREATION AT AIMIA

- Be the undisputed leader in global loyalty
- Data analytics will play a greater role
- Canadian business will make moves to increase its penetration of domestic market
- Nectar UK and Nectar Italia will strive to reach maturity and achieve returns well into the double digits
- US business will grow as the economy recovers
- Asia-Pacific will continue to expand
- Pursue investments in frequent-flyer based programs and greenfield coalition programmes
- More active in emerging markets
- Make additional investments in the decision sciences, data and mobile areas



TODAY'S AGENDA

9:00	WELCOME & INTRODUCTORY REMARKS	Rupert Duchesne
9:20	FINANCIAL OVERVIEW	David Adams
10:00	CANADA The Full Suite Opportunity	Vince Timpano, Kevin O'Brien, Michael O'Sullivan
11:00	BREAK	
11:15	EUROPE, MIDDLE EAST & AFRICA Momentum, Growth & Leverage	David Johnston, Jan-Pieter Lips, Pete Gleason
12:15	LUNCH	
13:30	US & ASIA PACIFIC Positioned for Profitability & Growth	Liz Graham, Jay Lee, Fay Beauchine, Karl Schuster
14:30	INVESTMENT SHOWCASE Creating Long Term Shareholder Value	Scott Grimes, Jeremy Rabe
15:30	CLOSING REMARKS	Rupert Duchesne





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