

ADDING VALUE: INVESTOR DAY 2013





FUTURE OF
LOYALTY

David Johnston

October 1, 2013

INTRODUCTION



David Johnston

EVP AND CHIEF OPERATING OFFICER

- Appointed Global Chief Operating Officer in February 2013, responsible for Aimia's global operating model and performance through the key operating regions
- Previously EVP and President and Chief Executive Officer, EMEA
- 16 years of experience in Marketing, holding a number of global roles at PepsiCo prior to joining Aimia

OUR STRATEGY REMAINS FOCUSED ON LEADING THE MARKET

Strategic Aspiration

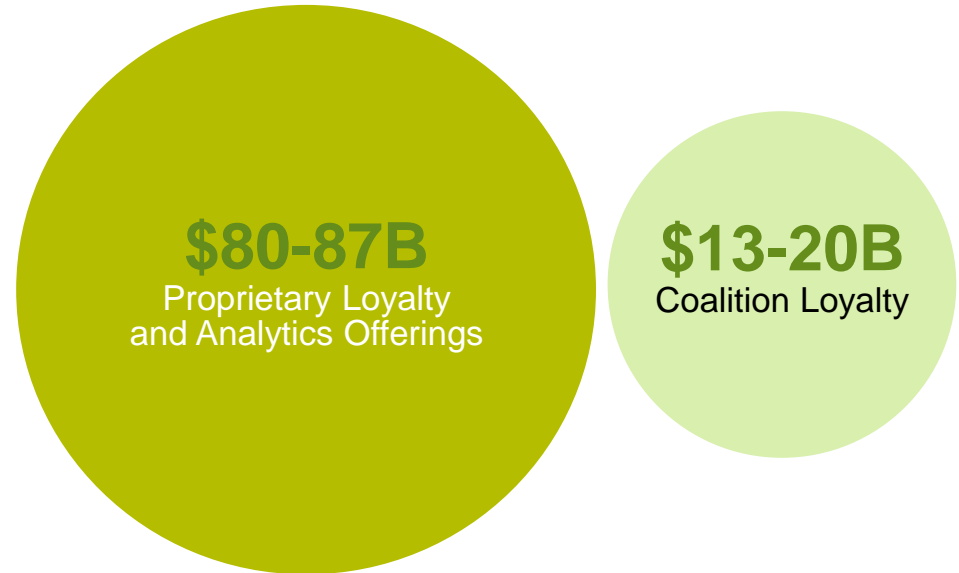
“Be the recognized global leader in loyalty, inspiring brands to build unparalleled relationships with their customers by making engagement more rewarding, lasting, and fun”

Strategic Pillars

- 1 Strengthen our current position
- 2 Codify and replicate successful models globally
- 3 Evolve our operating model
- 4 Break away from the pack

REPLICATING MODELS: GROWTH BY MANY PATHS

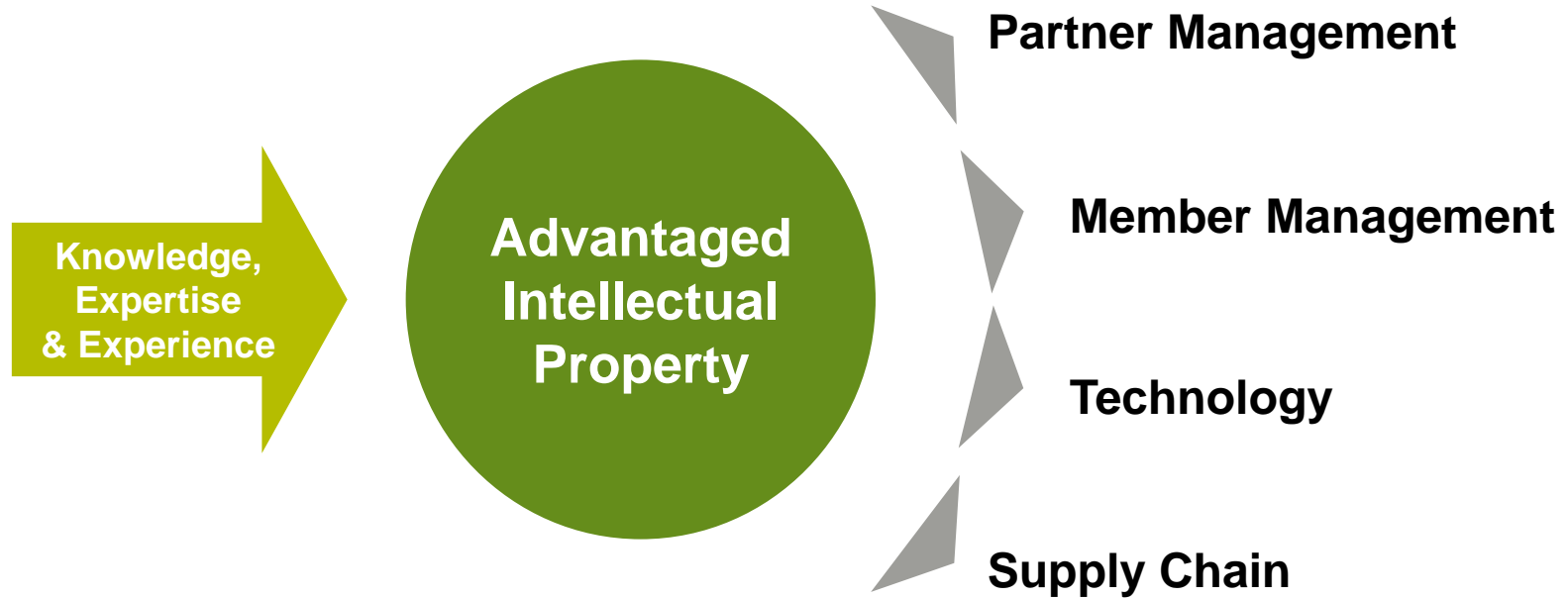
- Total addressable market size is vast
- Potential to grow Coalition, Proprietary and Analytics
- Geographical potential is huge
- Sequencing of investments and balance of resource are key



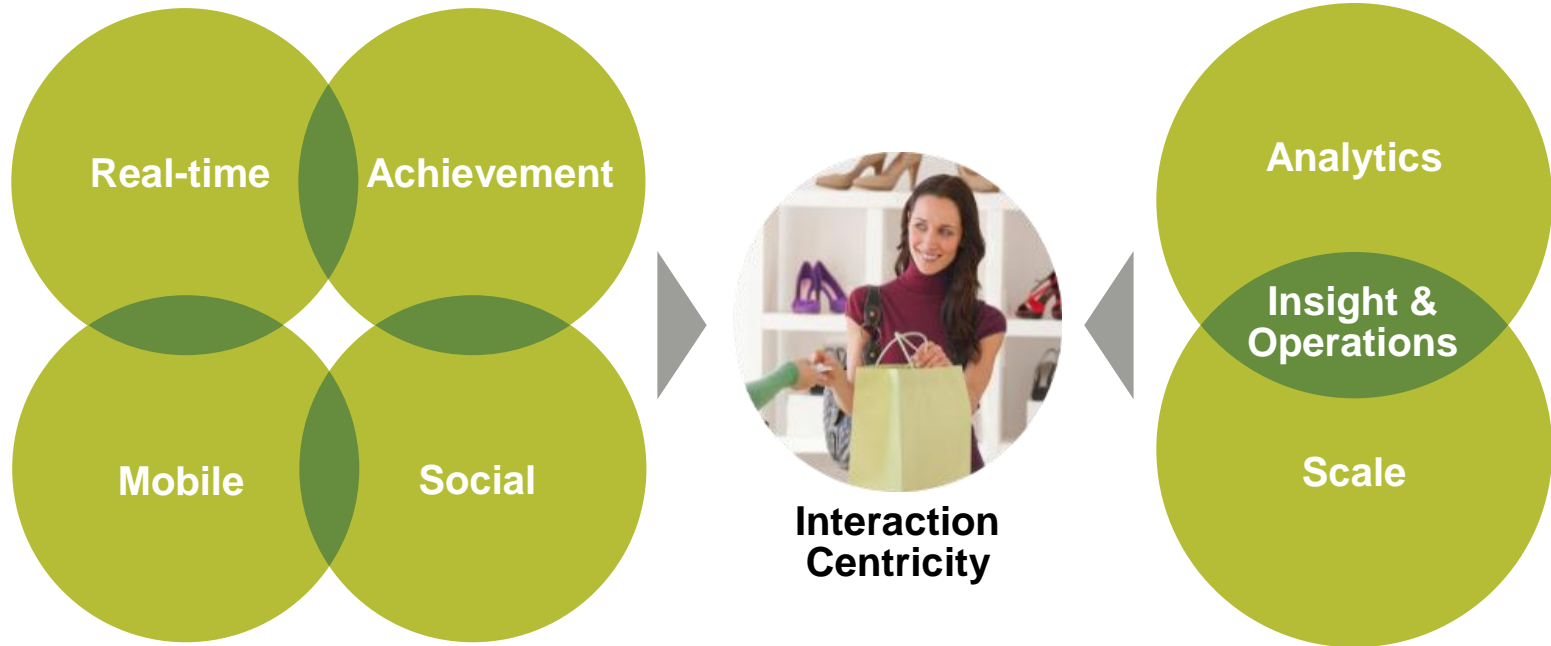
MODELS AND IP WE ARE CODIFYING GLOBALLY

	Coalition IP	Analytics IP	Proprietary IP
Coalition value	●		
Member management	●		●
Partner management	●		●
Liability management	●		●
Redemption fulfilment	●		●
Member reward value	●	●	●
Supply chain management	●		●
Cash management	●		●
Technology design	●	●	●
Programme design			●
Category-specific loyalty			●
Customer centric retailing		●	
Change management		●	
Offer design		●	
Module based management		●	

APPLYING ADVANTAGED IP IN NEW COALITIONS



EVOLVING OUR OPERATING MODEL: TECHNOLOGY AS KEY ENABLER TO LOYALTY



EVOLVING OUR OPERATING MODEL: A GLOBAL, PRODUCT-BASED APPROACH TO TECHNOLOGY

Global Product Strategy & Management

- Maintain a catalogue of products
- Consolidate and export products across regions
- “Innovate often and fail fast” approach for new ideas
- Manage Aimia global products
- Establish Global Product Center to for our product suite
- Standardize for optimization and speed

Regional Execution & Delivery

- Represent regional market needs
- Integrate regional and global products to create solutions
- Leverage regional and global centers for scale delivery

EVOLVING OUR OPERATING MODEL: DEVELOPMENT OF THE AIMIA LOYALTY PLATFORM



LEVERAGING ANALYTICS

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

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

Source: IDC, Company financial statements, Hoovers, Adventus

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

Data

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

Value-Added IP

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

Track Record of Impact

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





Customer Centricity

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






BUILDING AIMIA'S GLOBAL LEADERSHIP

RECENT INVESTMENTS IN PROPRIETARY AND ANALYTICS

Re-enforcing Leadership in Established Markets...

 Cardlytics	US & Global	Analytics / Proprietary	Minority & Commercial
 EIM <small>EXCELLENCE IN MOTIVATION</small>	US	Proprietary	Acquisition
 Smart Button	US	Proprietary	Acquisition
 i²C	EMEA	Analytics	Joint Control

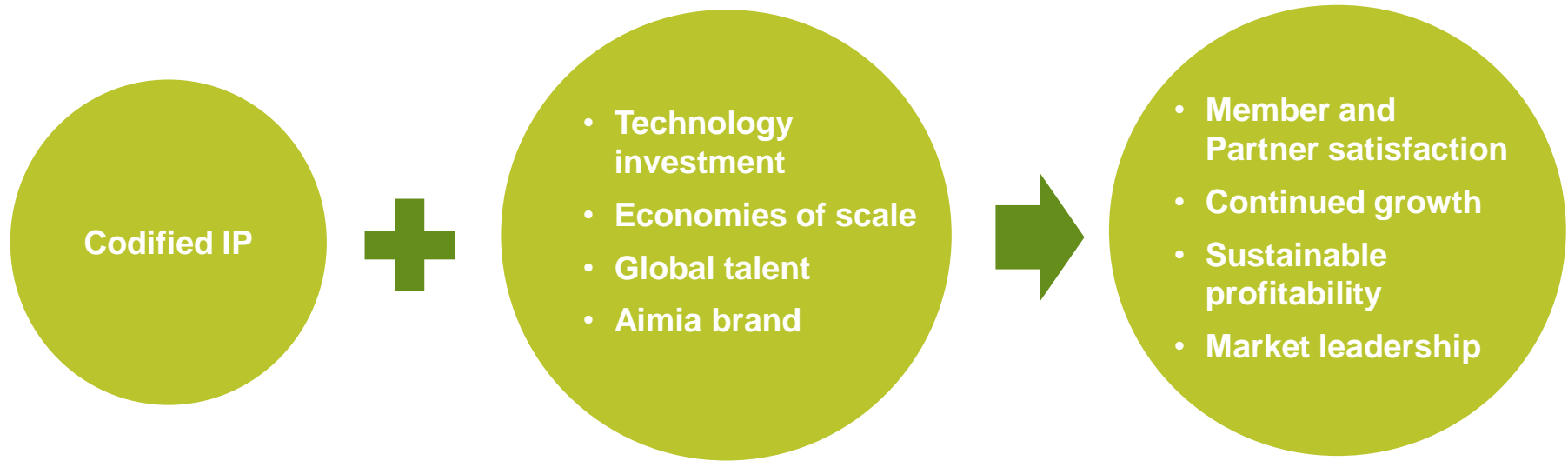
...and Continuing to Invest in Emerging Markets

 CLUB Premier <small>AEROMEXICO</small>	Mexico	Coalition	Joint Control ¹
 prismah <small>PROGRESSIVE CUSTOMER EXPERIENCE</small>	Brazil	Proprietary	Joint Control
 中国奖励 <small>ChinaRewards</small>	China	Coalition	Minority & Commercial
 AIMIA	India	Proprietary	Joint Control ²
 Interact carson marketing <small>CONSUMER ENGAGEMENT</small>	Indonesia	Proprietary	Acquisition

¹ Although we own less than 50% (i.e. 49%), accounting treatment is under joint control basis

² On an accounting basis, we technically consolidate as we control *de facto*

THE MEANS TO LEAD THE MARKET



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A close-up photograph of a person's hand pushing a green metal shopping cart through a grocery store aisle. The cart is empty and the background is blurred, showing shelves stocked with various products. A large, semi-transparent green circle is overlaid on the left side of the image, containing the title and speaker information.

INTELLIGENT SHOPPER SOLUTIONS (ISS)

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October 1, 2013

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

Data

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

Value-Added IP

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

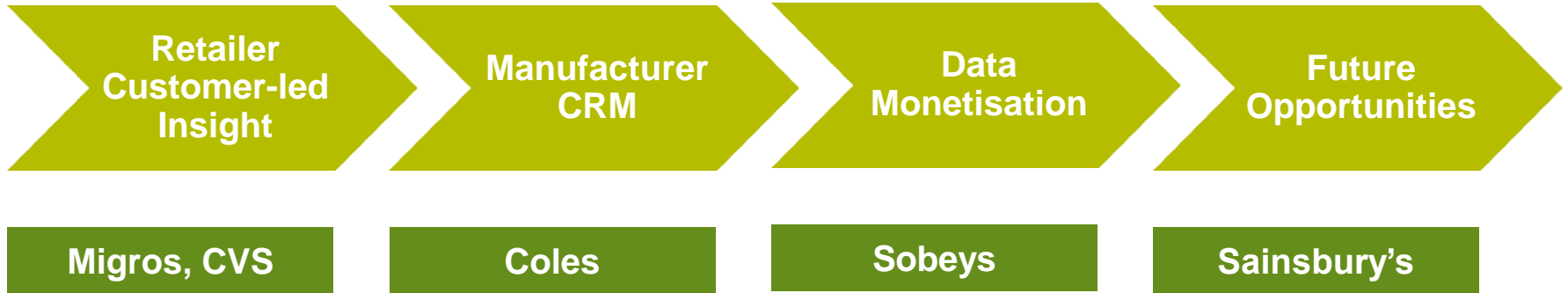
Track Record of Impact

- Measurable improvements in retailer performance from improved category management

Customer Centricity

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

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



Increasing: Strategic Value to Retailer, Complexity of Managing CPG Relationships

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

Business Challenge

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

Aimia Solution

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

Customer-centric Difference

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



OUR WORK IS BEING RECOGNISED AS CHANGING THE GAME FOR MARKETING BY MANUFACTURERS



Manufacturer Challenge

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

Analysis

Measure cholesterol-lowering product consumption vs. therapeutic dosage

In-store Marketing

Coupon at till targeted at customers who need to consume more

Targeted DM

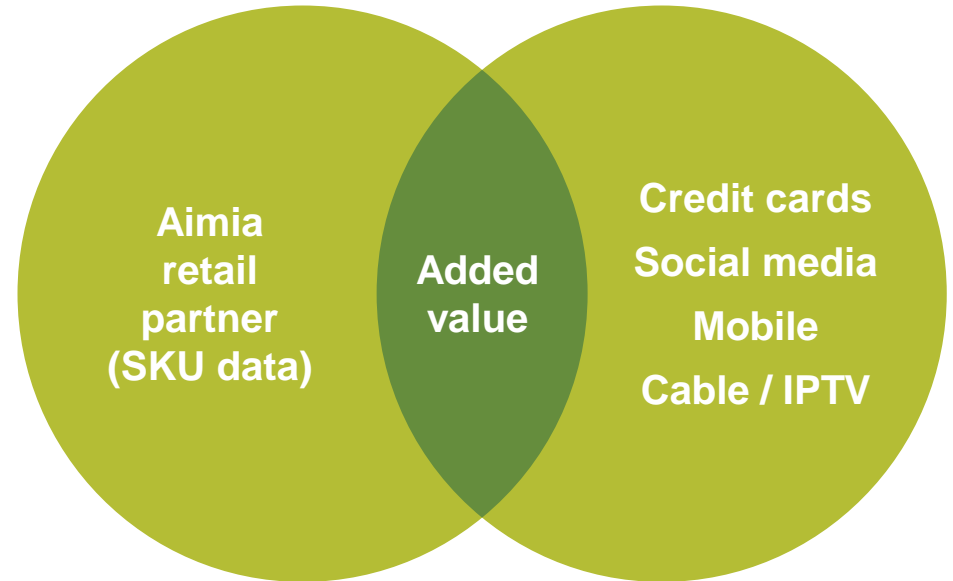
Follow-up educational DM for lapsed, prospects and low frequency buyers



Loyalty Awards 2013
Best Loyalty Programme
of the Year: CPG

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

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



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