

# INVESTOR DAY 2014

DAVID  
ADAMS



# DAVID ADAMS



EVP AND  
CHIEF FINANCIAL OFFICER

- > Joined in 2007 as EVP, Finance and CFO, Aeroplan, and has over 20 years in senior finance roles including Aimia, CAE and SR Telecom
- > During his time as CFO, the company has grown from a \$900 million company to \$2.4 billion in Gross Billings and was one of the first to successfully transition from an income trust to a corporation in 2008
- > Has been involved in the negotiation of cross-border acquisitions, joint venture investments as well as major Aeroplan contract negotiations and the company's participation in a \$600 million club loan to Air Canada in 2009
- > Under his tenure, Aimia has returned over \$330 million to shareholders through share buybacks, secured and maintained investment grade ratings from DBRS (BBB) and S&P (BBB-) and successfully renegotiated its bank credit facilities as well as issuing senior secured notes and preferred shares

# AIMIA INVESTOR DAY 2014 AGENDA

**14:00-16:05** **DAVID ADAMS**

Introduction

**RUPERT DUCHESNE**

Moving Loyalty Forward:  
Data-Driven Loyalty

**DAVID ADAMS**

Financial Overview and Outlook

**DAVID JOHNSTON**

Delivering Against Aimia's Strategy

Transforming Aeroplan with Our  
Financial Partner Contracts

**MARC ALLSOP**

Financial Services and Loyalty

**JAN-PIETER LIPS**

EMEA Coalitions and Analytics

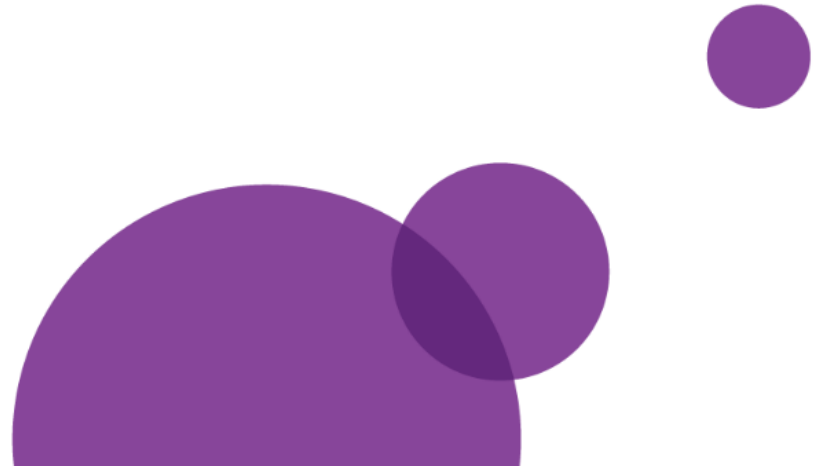
**Q&A**

**RUPERT DUCHESNE**

Moving Loyalty Forward: Wrap Up  
and Introduction to Demonstrations

**16:05-16:45**

**COCKTAILS AND  
DEMONSTRATION ROTATIONS**



# FORWARD-LOOKING STATEMENTS

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

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts, predictions or forward-looking statements cannot be relied upon due to, among other things, changing external events and general uncertainties of the business and its corporate structure. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons, including without limitation, dependency on top Accumulation Partners and clients, changes to the Aeroplan Program, failure to safeguard databases and consumer privacy, 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, 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 Aimia’s MD&A and its other public disclosure records on file with the Canadian securities regulatory authorities.

This presentation contains certain forward-looking statements with respect to certain financial metrics. These statements exclude the effects of fluctuations in currency exchange rates and Aimia made a number of general economic and market assumptions in making these statements, including assumptions regarding the performance of the economies in which the Corporation operates and market competition and tax laws applicable to the Corporation’s operations. The Corporation cautions that the assumptions used to make these statements, although reasonable at the time they were made, may prove to be incorrect or inaccurate. In addition, these statements do not reflect the potential impact of any non-recurring or other special items or of any new material commercial agreements, dispositions, mergers, acquisitions, other business combinations or transactions that may be announced or that may occur after October 1, 2014. The financial impact of these transactions and non-recurring and other special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business. Accordingly, our actual results could differ materially from the statements made within this presentation.

The forward-looking statements contained herein represent the Corporation’s expectations as of October 1, 2014 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.

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AIMIA  
INSPIRING LOYALTY

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