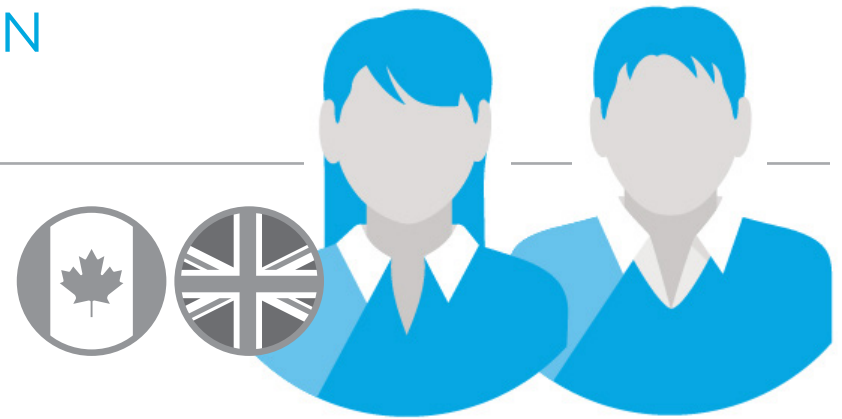


2014 SOCIAL PURPOSE CONSULTATION METHODOLOGY

2,000+ stakeholders
in Canada and the United Kingdom



HOW OUR CONSULTATION AROUND KEY ISSUES UNFOLDED IN 2014



1.
REVIEW
WHAT'S
"OUT
THERE"

- > Employee surveys
- > Media (traditional, online and social)
- > Peer practices
- > Global standards for reporting (GRI, SASB, Integrated Reporting...)

WHAT DO AIMIA'S KEY STAKEHOLDERS CARE ABOUT?

2.
SHORTLIST
33
ISSUES

After review, we identified a shortlist of 33 potential key issues.

These corresponded with Aimia's three social purpose focus areas:

- > Loyalty for Good
- > Employees & Community
- > Responsible Business Practices

3.
CONSULT
STAKEHOLDERS

Consultation involving more than 2,000 people representing 10 internal and external stakeholder groups in Canada and the U.K.

Consultations included online surveys (including a representative sample of Aeroplan Members and Nectar Collectors), focus groups (employees), and structured interviews (Board members, partners, suppliers, NGOs, thought leaders).

4.
IDENTIFY
MOST
MATERIAL
ISSUES

We chose to give an equal weight to all stakeholder groups.

Using a 1-10 point system, we scored each group's top 10 issues (highest priority = 10), ascribing 0 to issues on the shortlist that didn't make it to the top 10. Scores were then aggregated per issue to provide a global view of our stakeholders priorities.

5.
SELECT
OUR
PRIORITIES

- > Loyalty for Good
- > Volunteering and community involvement
- > Employee engagement and well-being
- > Ethical business conduct
- > Data security and customer privacy
- > Environment

**NEXT
STEP**
NOW
INTEGRATING
FINANCIAL AND
NON-FINANCIAL
ISSUES

Both financial and non-financial factors create value for our business and society.

They support our integrated strategy for generating shareholder return and growth, to build a sustainable future.