TRANSFORMING AEROPLAN WITH OUR FINANCIAL PARTNERS

VINCE TIMPANO

FORWARD-LOOKING STATEMENT

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 September 24, 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 September 24, 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.

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

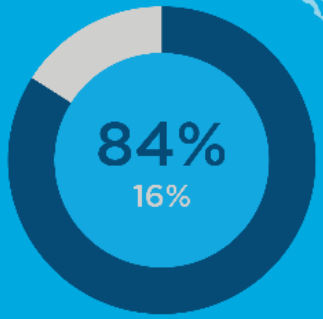
VINCE TIMPANO

PRESIDENT AND CEO, CANADA

- Responsible for leading and growing the coalition, proprietary and analytics business in Canada
- As President and CEO, Canada, since 2011, played pivotal role in creation of region's new financial institutional partner strategy, leading to new and innovative agreements with TD, CIBC and American Express in 2013
- Served as President and CEO of Aeroplan from 2008, developing a fresh vision for the program, leading to the significant redesign in 2013
- 24 years of senior management CPG experience, including President, Canada, Coca-Cola where he implemented the integration of the Minute Maid and Cola-Cola Company in Canada

CANADIAN REGION: FOUNDED ON STRONG AEROPLAN PARTNERSHIPS

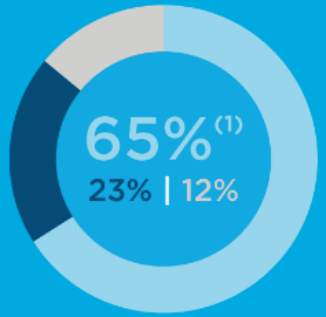
F2013
Canada
Gross Billings
$1,300.1M



- Coalition (Loyalty Units)
- Proprietary Loyalty and Other

CANADIAN REGION: FINANCIAL SERVICES FOOTPRINT

YTD 2014
Canada
Gross Billings
$797.9M



- Aeroplan Financial Services Loyalty Units
- Other Aeroplan Loyalty Units
- Proprietary and Other Non-Loyalty Units

(1) Including $100.0 million payment received from TD

THE RETURN ON LOYALTY FOR CANADIAN FINANCIAL INSTITUTIONS

MARKET FACTS	THE OPPORTUNITY FOR LOYALTY
More than 80 financial credit card offerings available to Canadians within the fee-based travel rewards category	Opportunity to differentiate offering to customers via combination of financial services, assets and loyalty programs
Average Canadian consumer holds no more than 65% of his/her financial service products with a single institution	Opportunity to deepen customer relationships across banking products
Most Financial Institutions operate on product-specific operational platforms	Creates platform to build a holistic view of the customer
Ongoing shift of marketing spend from mass to targeted marketing, especially digital	Opportunity to leverage data assets to optimize customer profitability, return on marketing investment, recognize high-value segments, and unlock incremental revenue streams

Sources: Ipsos, 2013; Proprietary Loyalty survey with 71 CMOs, 2013

LOYALTY: CORE TO THE CANADIAN CONSUMER EXPERIENCE

1-IN-2

Canadians view rewards as part of everyday life

2X

As many Canadians use points to 'make life easier' than they do for 'splurging'

75%

Of loyalty cardholders have benefited from a loyalty reward in the past 5 years

2-IN-3

Redeemers have used a loyalty reward for a vacation or family visit

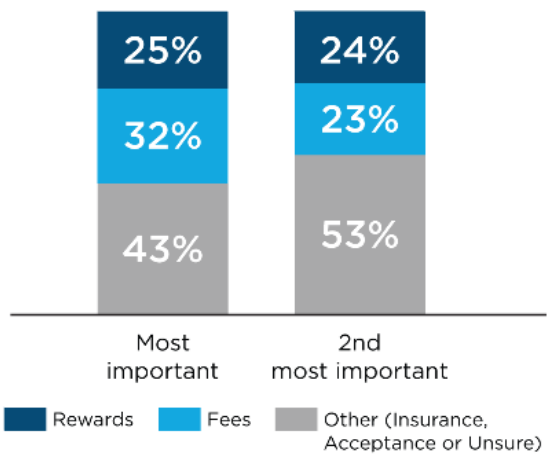
80%

Small medium business owners prioritize ability to redeem rewards to help offset costs

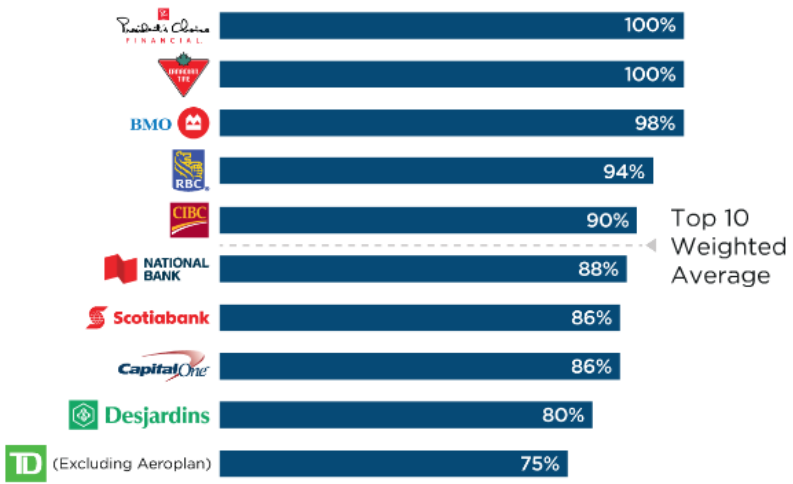
Sources: Nanos Survey, November 2013, n=2000, accurate (+/- 2.2%), 19 times out of 20; Aeroplan Advisors panel, July 2013

LOYALTY DRIVES CHOICE OF CREDIT CARDS AMONGST CANADIANS

Loyalty rewards are 1st or 2nd most important feature in selecting a card for almost half of Canadians...



...and represents an estimated average of 90% of total spend across the top 10 Canadian issuers



Sources: Issuer websites; Ipsos 2013 Personal Cardholder Study; Nanos Survey, November 2013, n=2000, accurate (+/- 2.2%), 19 times out of 20

AEROPLAN'S ROLE IN EVOLUTION OF CANADIAN FINANCIAL CARD LOYALTY

CREATES CATEGORY

PROTECTS LEADERSHIP POSITION

1984

AIR CANADA

Aeroplan launched as a world-class FFP to recognize Air Canada's best customers

1991

Aeroplan and CIBC partner to launch Aerogold

1995

TD CIBC BMO RBC

Other major FI's fuel growth of the travel rewards card category, via 'fly any airline'/other travel rewards offerings

2004

AMERICAN EXPRESS

Aeroplan expands financial card offering with Amex Bank of Canada

Aeroplan pursues beyond travel earning opportunities via expansion of retail partnerships

Home Hardware · Rexall · COSTCO WHOLESALE · Esso

Retailers launch loyalty-based credit card offerings, including retail and travel based propositions

Purchase volume on Canadian credit cards grew nearly 10x between 1991 and 2013

Source: Canadian Banking Association

RE-INVENTS THE GAME

AIMIA
INSPIRING LOYALTY

TD CIBC AMERICAN EXPRESS

Aeroplan executes unprecedented new partnership deals with three leading financial institutions, bolstering leadership position

2013

AEROPLAN TRANSFORMATION AND THE ROLE OF OUR FINANCIAL SERVICES PARTNERS

Stage 1

distinction aeroplan

dsilver dblack ddiamond

FREQUENT FLYER > FREQUENT BUYER

Stage 2

2.0 PRODUCT EVOLUTION

Stage 3

TD CIBC AMERICAN EXPRESS

PARTNERSHIP MODEL

Stage 4

INNOVATIVE PRODUCT DESIGN

AEROPLAN TRANSFORMATION: 2014 SUCCESS TO DATE

MEMBER SCORECARD

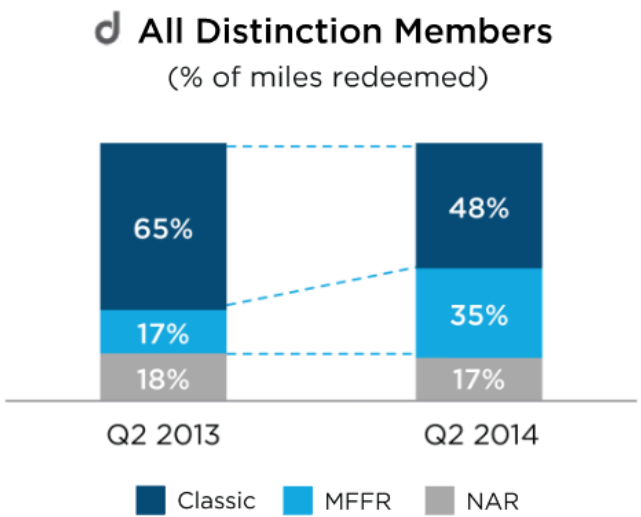
4/5 Members reporting strong satisfaction with last redemption. Significant increase on satisfaction of those who redeemed for ClassicPlus in 2013

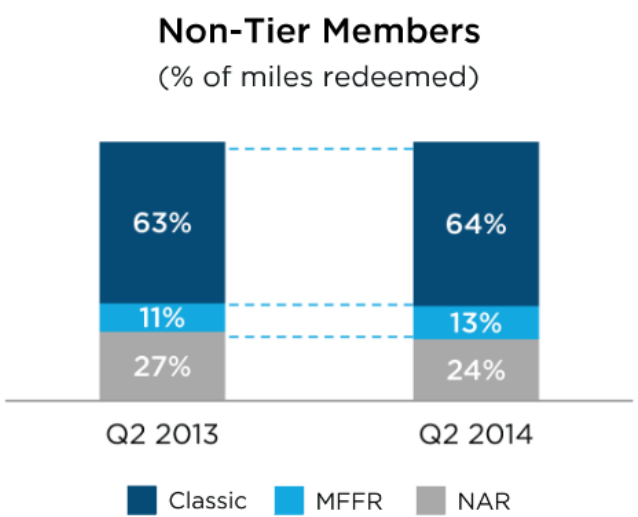
2X INCREASE IN NPS

Net promoter score has more than doubled since January launch

DISTINCTION DRIVING SHIFT TOWARDS MARKET FARE AIR REWARDS

13%
INCREASE IN AIR REWARDS





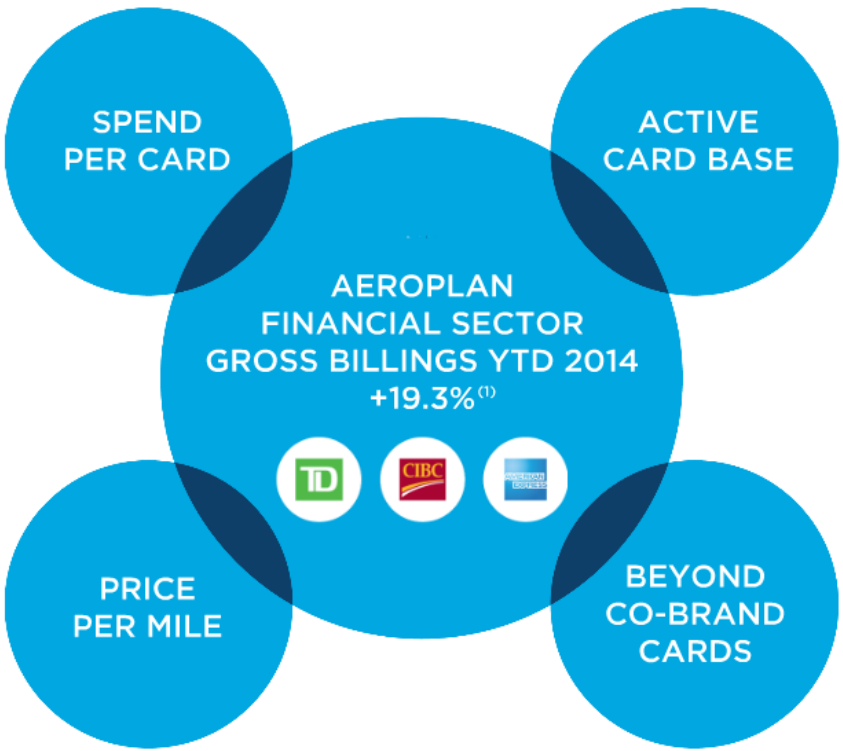
MEMBER SUCCESS TRANSLATING INTO COMMERCIAL WINS

- 7-8% YTD accumulation growth (excluding promotional miles)
- 25% lift in active co-brand card base to 1.5 million
- Overall growth of Aeroplan membership base
- Strong momentum for broader coalition partners
- New business development momentum

- TD's #1 position in credit cards bolstered by success of TD Aeroplan launch
- CIBC experiencing stable Aeroplan portfolio performance for retained base
- Amex realizing unprecedented growth with Gold card and Membership Rewards conversion volumes

- Growth in volume of Reward seats translates into 40% increase in payments to Air Canada
- Introduction of aligned incentives to grow credit card purchase volume
- Introduction of Air Canada multiplier on TD Aeroplan and CIBC Aerogold Infinite cards
- Access to new data as an enabler to growing share and revenues
- New benefits for non-Altitude customers who qualify for Distinction

NEW FINANCIAL PARTNER LAUNCHES: YTD JUNE 2014 SUCCESS TO DATE



(1) Excludes $100.0 million payment received from TD

SPEND PER CARD

> Spend per card of tenured base continues to reflects a strong premium versus market

> The portfolio of new card spend is largely consistent with historical performance

ACTIVE CARD BASE

> TD & CIBC: 25% lift in active co-branded credit cards to 1.5 million

> AMEX: Net new cards acquired taking AMEX base up by almost 30% YoY

PRICE PER MILE

> Yield impact of higher contractual price agreed in 2013 partly offset by incentive miles but structured to ramp over time

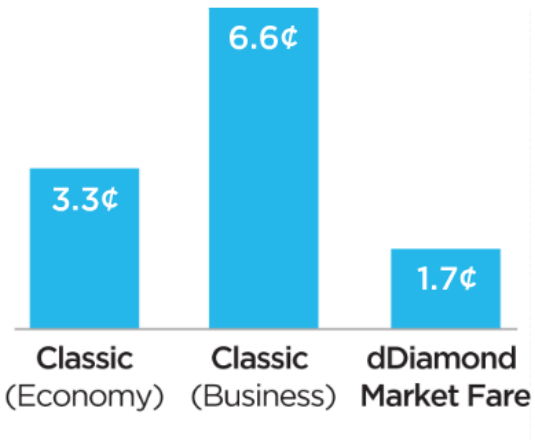
BEYOND CO-BRAND CARDS

> Strong momentum at AMEX with new point converters up significantly YoY

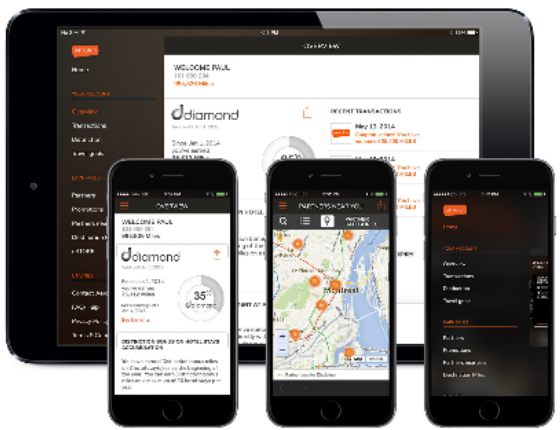
> TD rolling out broader bank offers to conveyed base

DELIVERING VALUE TO OUR PARTNERS

MOST VALUABLE CURRENCY
Motivating desired behaviors

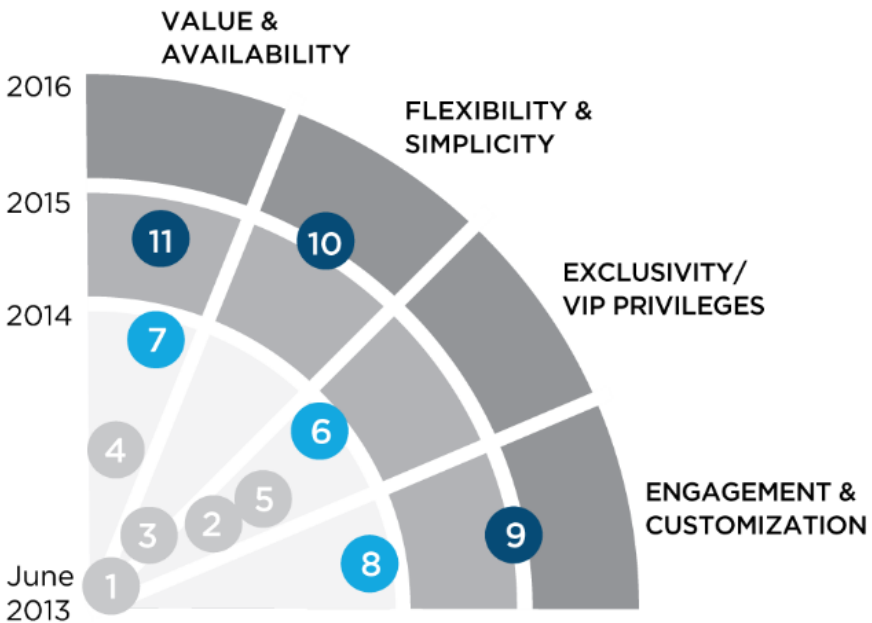


PROPRIETARY COMMUNICATION CHANNELS
Accessing members effectively



DEEP DATA INSIGHTS
Providing sophisticated segment targeting

LOOKING FORWARD — OUR PROGRAM TRANSFORMATION WILL CONTINUE TO UNFOLD IN 2015 AND BEYOND



LAUNCHED IN JANUARY 2014

1. Distinction program: Announcement
2. Distinction program: Launch
3. Removal of 7-year expiry policy
4. New MarketFare value for all members
5. Charters for Distinction members

PHASE II 2014

6. New dExclusives
7. New Great Deals on Market Fare Flight Rewards
8. New Shop.ca Bonus miles for Distinction members

2015 & BEYOND

9. Mobile App Flight Redemption
10. Enhanced Flight Search/Aeroplan.com
11. New Premium Economy Redemption offering

aimia.com

© 2014 Aimia Inc. All Rights Reserved.