

## The evolution of Aerooplan

### 2017:

- Approximately 2.7 million rewards were issued to members including 2 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide.
- Aerooplan announces new sponsorships with some of Canada's favourite culinary celebrations including Tourism Vancouver's Dine Out™ Vancouver Festival, the City of Toronto's Winterlicious and Summerlicious programs and Tourisme Montréal's MTLàTABLE, in a move that will bring exciting dining opportunities for Aerooplan Members.
- Aerooplan launches a new travel search tool designed to enhance user experience and provide travel inspiration. The refreshed travel search tool features an improved design and user-friendly search options for flight, hotel and car rewards. A new "Great Deals" feature also identifies flight rewards redeemed at lower mileage levels by other members all in a single interface.

### 2016:

- Aerooplan now offers members the flexibility to use their miles to cover the cost of taxes, fees, charges and carrier surcharges when making a flight reward booking through the website, mobile app, or contact centre.

### 2015:

- Aerooplan Members can now use their miles for the Premium Economy cabin on applicable Air Canada flights when booking both Fixed Mileage and Market Fare Flight Rewards.

### 2014:

- Aerooplan launched its tiered recognition program that rewards top accumulating members, based on total Aerooplan Miles earned across all coalition partners, with preferential mileage levels for redemption, bonus mile offers and exclusive privileges.
- Effective January 1, 2014, TD is Aerooplan's primary financial services partner and credit card issuer and offers members an enhanced suite of Aerooplan Visa credit cards to include more earning options and benefits than ever, including exclusive Air Canada benefits. CIBC will also continue to be an issuer of Aerooplan co-branded credit cards.
- Market Fare Flight Rewards launched to replace ClassicPlus Flight Rewards, offering significantly improved value, with all members having access to mileage levels reduced by up to 20 per cent and status members enjoying reductions of up to 50 per cent.

### 2013:

- On June 27th, Aerooplan announced the cancellation of the seven-year mileage redemption policy, with Aerooplan Miles no longer expiring for members active in the program each year effective January 1, 2014.

**2012:**

- Aeroplan launched its mobile app for iPhone and iPad (iOS) devices. To download, visit: [www.aeroplan.com/mobileapp](http://www.aeroplan.com/mobileapp).
- Aeroplan introduced Destination Miles, a new service exclusive to Aeroplan Members and operated by its affiliate Destination Miles Booking Service Inc., that allows members to use cash to book hotel stays, car rentals and vacation packages online or by phone through the Destination Miles Travel Desk. In addition, members will be able to earn miles for every purchase by booking through Destination Miles.

**2011:**

- Aeroplan introduced several enhancements to its flight reward booking tool that offers members more choice, greater flexibility and robust self-service. The tool optimizes Aeroplan's use of Fact Sheet the Star Alliance network and gives members more route options, more destinations and more flexible flying times.
- Aeroplan launched the Last Minute Travel Tool which showcases available destinations for travel within the next 14 days on some of members' most popular routes at Classic mileage levels, making it easier to travel on a whim.
- Aeroplan launches first exclusive flights for members designed to give members an extra special flight experience getaway.

**2010:**

- In May, 2010, Aeroplan announced that Aeroplan Members can now book ClassicFlight one-way rewards online at aeroplan.com, in addition to booking through the Contact Centre.
- ClassicFlight one-way rewards are available anywhere Air Canada flies, increasing the flexibility and accessibility of flight rewards by providing members with the option of using miles for just a portion of their trip. As of 2014, one-way rewards require 50% of the return trip mileage.
- Aeroplan Members can now automatically donate 2 per cent of all miles accumulated to a select group of its Aeroplan member donation program charities. Members simply visit their profile page on aeroplan.com, select the donation opt-in and the charity they would like their miles to go to.

**2009:**

- Aeroplan, Canada's premier coalition loyalty program, celebrated its 25th anniversary in July 2009.

**2008:**

- Aeroplan began offsetting its corporate carbon footprint, including the energy and fuel use from its offices and vehicles along with emissions from corporate air travel.
- In June 2008, CIBC launched the CIBC Aerogold VISA Infinite – one of the most elite credit cards in the Canadian marketplace.
- Vince Timpano was appointed President and Chief Executive Officer of Aeroplan Canada and Executive Vice President, Groupe Aeroplan Inc. He is currently President, Americas Coalitions, Aimia.

- Aeroplan launched the Aeroplan eStore featuring more than 10 product categories and over 150 retailers: [www.aeroplan.com/estore](http://www.aeroplan.com/estore).
- Aeroplan Income Fund converted into a growth oriented, dividend paying global loyalty management public corporation named “Groupe Aeroplan Inc”.

#### **2007:**

- Aeroplan Income Fund acquired Loyalty Management Group (LMG), a loyalty marketing and customer-driven insight and analysis business that owns and operates Nectar, the United Kingdom’s leading coalition loyalty program.
- Launched the loyalty industry’s first Carbon Offset program as part of Aeroplan’s Green It Up initiative that allows members to offset their flight rewards or their everyday carbon emissions using Aeroplan Miles. As of January 1, 2018, Aeroplan and its members have redeemed more than 279 million Aeroplan Miles for carbon credits.
- Aeroplan and the AGO introduced the Grange Prize, an annual award recognizing the work of Canadian and international contemporary photographers. In 2013, the prize transformed into the Aimia | AGO Photography Prize: [www.AimiaAGOPhotographyPrize.com](http://www.AimiaAGOPhotographyPrize.com).

#### **2006:**

- Introduced ClassicPlus Flight™ Rewards, providing unrestricted access to 100% of available seats on Air Canada and Air Canada Jazz.
- Launched the Aeroplan member donation program (formerly known as the Beyond Miles Program) that enables Aeroplan Members to donate miles to more than 300 charitable organizations. As of January 2018, the following organizations are partners of the program: The Air Canada Foundation, David Suzuki Foundation, Enactus, Engineers Without Borders-Canada, Médecins Sans Frontières Canada, MusiCounts, the Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada and more: [www.aeroplan.com/donate](http://www.aeroplan.com/donate). To date, more than 705 million miles have been donated.

#### **2005:**

- Aeroplan began expanding its partner roster into the retail sector. Today, partners include: Esso, Home Hardware and Toyota among others.
- Completed Initial Public Offering for world’s first publicly-traded loyalty program, Aeroplan Income Fund.

#### **2004:**

- Introduced a series of co-branded charge cards with American Express that offer swift accumulation of Aeroplan Miles.
- Launched a comprehensive suite of non-air rewards. Today, members have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards: [www.aeroplan.com/myrewards](http://www.aeroplan.com/myrewards).
- Aeroplan increased access to reward seats by 50% on Air Canada and Air Canada Express.
- Launched new Aeroplan brand identity that positioned Aeroplan as its own entity outside of Air Canada and as the premier loyalty program in Canada.

**2002:**

- Aeroplan was spun-off as a wholly-owned subsidiary of Air Canada.

**2001:**

- Completed the integration of Canadian Plus members into Aeroplan.

**2000:**

- Rupert Duchesne became President and Chief Executive Officer of Aeroplan.

**1998:**

- CIBC Aeromortgage launched – for every \$1 of regular mortgage paid, Aeromortgage holders earned one Aeroplan Mile.

**1991:**

- Launched the CIBC Aerogold VISA card, now one of the most popular gold credit cards in its category in Canada.

**1985:**

- More than 100,000 frequent flyers enrolled in the program.

**1984:**

- Aeroplan began as a promotional tool for Air Canada's business travellers.