



NEW REPORTING SEGMENTATION FOR 2019 AND PROFORMA 2018 FINANCIALS

MAY 10, 2019

NON-GAAP FINANCIAL MEASURES

*Aimia uses the following non-GAAP financial measures which it believes provides investors and analysts with additional information to better understand results as well as assess its potential. GAAP means generally accepted accounting principles in Canada and represents International Financial Reporting Standards (“IFRS”). For a reconciliation of non-GAAP financial measures to the most comparable GAAP measure, please refer to the section entitled “Performance Indicators (including certain non-GAAP financial measures)” in our Management Discussion & Analysis on pages 7 to 11 for the three and twelve months ended December 31, 2018 which can be accessed here: <https://www.aimia.com/en/investors/quarterly-reports.html>. **A reconciliation table to the most directly comparable GAAP measure, if any, is available in our Management Discussion & Analysis.***

Adjusted EBITDA

*Adjusted EBITDA is not a measurement based on GAAP, is not considered an alternative to operating income or net earnings in measuring performance, and is not comparable to similar measures used by other issuers. We do not believe that Adjusted EBITDA has an appropriate directly comparable GAAP measure. **As an alternative, we do however provide a reconciliation to operating income in our MD&A.** Adjusted EBITDA is used by management to evaluate performance, and to measure compliance with debt covenants. Management believes Adjusted EBITDA assists investors in comparing the Corporation’s performance on a consistent basis without regard to depreciation and amortization and impairment charges, which are non-cash in nature and can vary significantly depending on accounting methods and non-operating factors such as historical cost. Adjusted EBITDA is operating income adjusted to exclude depreciation, amortization and impairment charges and also includes distributions and dividends received or receivable from equity-accounted investments. Adjusted EBITDA should not be used as an exclusive measure of cash flow because it does not account for the impact of working capital growth, capital expenditures, debt repayments and other sources and uses of cash, which are disclosed in the statements of cash flows.*

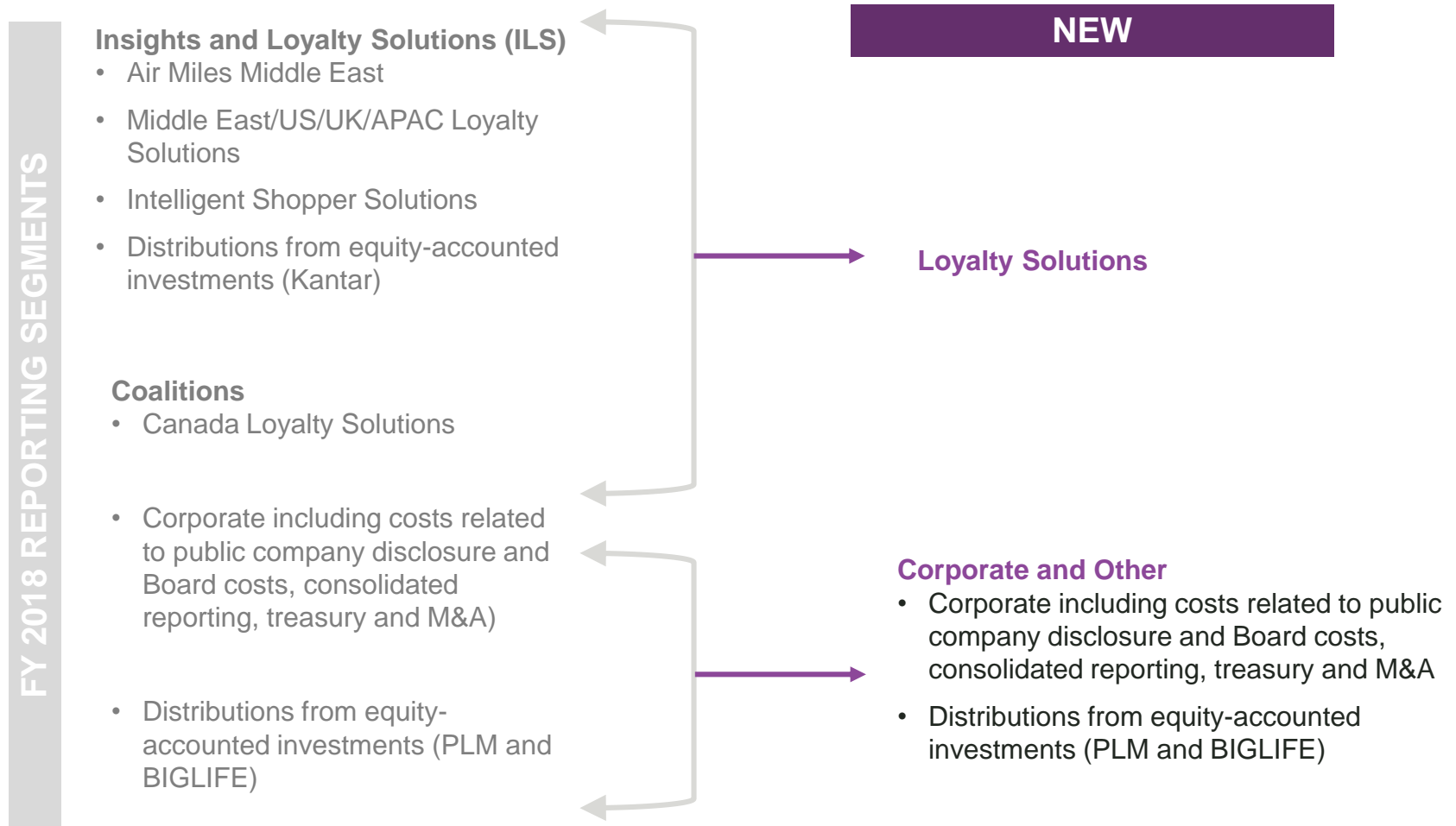
GAAP TO NON-GAAP RECONCILIATION

(in millions of Canadian dollars)

| | Q1 2018 | Q2 2018 | Q3 2018 | Q4 2018 | FY 2018 |
|--|---------|---------|---------|---------|---------|
| Revenue from Loyalty Units | 4.3 | 3.8 | 3.7 | 0.7 | 12.5 |
| Revenue from Loyalty Services and Other | 40.7 | 39.0 | 38.8 | 36.1 | 154.6 |
| Total revenue | 45.0 | 42.8 | 42.5 | 36.8 | 167.1 |
| Cost of rewards and direct costs | 4.3 | 5.1 | 4.8 | 3.1 | 17.3 |
| Gross margin before depreciation and amortization | 40.7 | 37.7 | 37.7 | 33.7 | 149.8 |
| Depreciation and amortization | 4.5 | 4.4 | 3.5 | 4.0 | 16.4 |
| Gross margin | 36.2 | 33.3 | 34.2 | 29.7 | 133.4 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 53.6 | 62.8 | 47.7 | 59.5 | 223.6 |
| Share-based compensation | (2.0) | 2.0 | 2.6 | 3.5 | 6.1 |
| Impairment charges | - | 8.0 | - | 30.4 | 38.4 |
| Total operating expenses | 51.6 | 72.8 | 50.3 | 93.4 | 268.1 |
| Operating income (loss) | (15.4) | (39.5) | (16.1) | (63.7) | (134.7) |
| Depreciation and amortization | 4.5 | 4.4 | 3.5 | 4.0 | 16.4 |
| Impairment charges | - | 8.0 | - | 30.4 | 38.4 |
| Distributions from equity-accounted investments | 4.4 | 4.4 | 5.4 | 5.4 | 19.6 |
| Adjusted EBITDA | (6.5) | (22.7) | (7.2) | (23.9) | (60.3) |

*THIS SLIDE CONTAINS NON-GAAP FINANCIAL MEASURES. PLEASE REFER TO SLIDE 2 FOR A DETAILED DESCRIPTION OF SUCH NON-GAAP FINANCIAL MEASURES.

NEW REPORTING SEGMENTS FROM FY 2019



SUMMARY OF KEY METRICS AND SEGMENTATION FROM 2019

Key metrics:

- **Given the changes in our business, we expect to focus on the revenue metric going forward**
- **Adjusted EBITDA definition updated to reflect the move away from coalition-based activities**
- **All other metrics remain unchanged**

Segmentation from 2019:

- **Segmentation simplified with all operating client-facing business in one segment (“Loyalty Solutions”) and corporate costs related to items such as public company disclosure and Board costs, consolidated reporting, treasury and M&A, reported in (“Corporate and Other”)**

CHANGE IN ADJUSTED EBITDA DEFINITION

| Previous definition | New definition | Rationale |
|--|---|--|
| Adjusted EBITDA = Operating income +D&A expense +Impairments +change in deferred revenue +change in future redemption costs +Distributions from equity-accounted investments | Adjusted EBITDA = Operating income +D&A expense +Impairments +Distributions from equity-accounted investments | Adjustments for the change in deferred revenue and change in future redemption costs have been removed to reflect the shift in the business away from coalition loyalty to a more service-based business |

CONTINUING OPERATIONS

FY 2018

Years ended December 31, 2018

(in millions of Canadian dollars)

| Operating Segments | Loyalty Solutions | Corporate and Other | Continuing operations |
|--|-------------------|---------------------|-----------------------|
| Revenue from Loyalty Units | 12.5 | - | 12.5 |
| Revenue from Loyalty Services and Other | 154.6 | - | 154.6 |
| Total revenue | 167.1 | - | 167.1 |
| Cost of rewards and direct costs | 17.3 | - | 17.3 |
| Gross margin before depreciation and amortization | 149.8 | - | 149.8 |
| Depreciation and amortization | 16.0 | 0.4 | 16.4 |
| Gross margin | 133.8 | (0.4) | 133.4 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 175.0 | 48.6 | 223.6 |
| Share-based compensation | 3.7 | 2.4 | 6.1 |
| Impairment charges | 38.4 | - | 38.4 |
| Total operating expenses | 217.1 | 51.0 | 268.1 |
| Operating income (loss) | (83.3) | (51.4) | (134.7) |
| Adjusted EBITDA | (27.2) | (33.1) | (60.3) |
| <u>Included in Adjusted EBITDA:</u> | | | |
| Distributions from equity-accounted investments | 1.7 | 17.9 | 19.6 |
| Additions to non-current assets | 9.7 | - | 9.7 |

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CONTINUING OPERATIONS

Q4 2018

Three months ended December 31, 2018

(in millions of Canadian dollars)

| Operating Segments | Loyalty Solutions | Corporate and Other | Continuing operations |
|--|-------------------|---------------------|-----------------------|
| Revenue from Loyalty Units | 0.7 | - | 0.7 |
| Revenue from Loyalty Services and Other | 36.1 | - | 36.1 |
| Total revenue | 36.8 | - | 36.8 |
| Cost of rewards and direct costs | 3.1 | - | 3.1 |
| Gross margin before depreciation and amortization | 33.7 | - | 33.7 |
| Depreciation and amortization | 4.0 | - | 4.0 |
| Gross margin | 29.7 | - | 29.7 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 46.3 | 13.2 | 59.5 |
| Share-based compensation | 1.9 | 1.6 | 3.5 |
| Impairment charges | 30.4 | - | 30.4 |
| Total operating expenses | 78.6 | 14.8 | 93.4 |
| Operating income (loss) | (48.9) | (14.8) | (63.7) |
| Adjusted EBITDA | (13.7) | (10.2) | (23.9) |
| <u>Included in Adjusted EBITDA:</u> | | | |
| Distributions from equity-accounted investments | 0.8 | 4.6 | 5.4 |
| Additions to non-current assets | 1.8 | - | 1.8 |

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CONTINUING OPERATIONS

Q3 2018

Three months ended September 30, 2018

(in millions of Canadian dollars)

| Operating Segments | Loyalty Solutions | Corporate and Other | Continuing operations |
|--|-------------------|---------------------|-----------------------|
| Revenue from Loyalty Units | 3.7 | - | 3.7 |
| Revenue from Loyalty Services and Other | 38.8 | - | 38.8 |
| Total revenue | 42.5 | - | 42.5 |
| Cost of rewards and direct costs | 4.8 | - | 4.8 |
| Gross margin before depreciation and amortization | 37.7 | - | 37.7 |
| Depreciation and amortization | 3.4 | 0.1 | 3.5 |
| Gross margin | 34.3 | (0.1) | 34.2 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 40.1 | 7.6 | 47.7 |
| Share-based compensation | 1.0 | 1.6 | 2.6 |
| Impairment charges | - | - | - |
| Total operating expenses | 41.1 | 9.2 | 50.3 |
| Operating income (loss) | (6.8) | (9.3) | (16.1) |
| Adjusted EBITDA | (2.5) | (4.7) | (7.2) |
| <u>Included in Adjusted EBITDA:</u> | | | |
| Distributions from equity-accounted investments | 0.9 | 4.5 | 5.4 |
| Additions to non-current assets | 3.0 | - | 3.0 |

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CONTINUING OPERATIONS

Q2 2018

Three months ended June 30, 2018

(in millions of Canadian dollars)

| Operating Segments | Loyalty Solutions | Corporate and Other | Continuing operations |
|--|-------------------|---------------------|-----------------------|
| Revenue from Loyalty Units | 3.8 | - | 3.8 |
| Revenue from Loyalty Services and Other | 39.0 | - | 39.0 |
| Intercompany revenue | - | - | - |
| Total revenue | 42.8 | - | 42.8 |
| Cost of rewards and direct costs | 5.1 | - | 5.1 |
| Gross margin before depreciation and amortization | 37.7 | - | 37.7 |
| Depreciation and amortization | 4.3 | 0.1 | 4.4 |
| Gross margin | 33.4 | (0.1) | 33.3 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 44.4 | 18.4 | 62.8 |
| Share-based compensation | 0.7 | 1.3 | 2.0 |
| Impairment charges | 8.0 | - | 8.0 |
| Total operating expenses | 53.1 | 19.7 | 72.8 |
| Operating income (loss) | (19.7) | (19.8) | (39.5) |
| Adjusted EBITDA | (7.4) | (15.3) | (22.7) |
| Included in Adjusted EBITDA: | | | |
| Distributions from equity-accounted investments | - | 4.4 | 4.4 |
| Additions to non-current assets | 1.6 | - | 1.6 |

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CONTINUING OPERATIONS

Q1 2018

Three months ended March 31, 2018

(in millions of Canadian dollars)

| Operating Segments | Loyalty Solutions | Corporate and Other | Continuing operations |
|--|-------------------|---------------------|-----------------------|
| Revenue from Loyalty Units | 4.3 | - | 4.3 |
| Revenue from Loyalty Services and Other | 40.7 | - | 40.7 |
| Total revenue | 45.0 | - | 45.0 |
| Cost of rewards and direct costs | 4.3 | - | 4.3 |
| Gross margin before depreciation and amortization | 40.7 | - | 40.7 |
| Depreciation and amortization | 4.3 | 0.2 | 4.5 |
| Gross margin | 36.4 | (0.2) | 36.2 |
| Operating expenses before share-based compensation and other performance awards and impairment charges | 44.2 | 9.4 | 53.6 |
| Share-based compensation | 0.1 | (2.1) | (2.0) |
| Impairment charges | - | - | - |
| Total operating expenses | 44.3 | 7.3 | 51.6 |
| Operating income (loss) | (7.9) | (7.5) | (15.4) |
| Adjusted EBITDA | (3.6) | (2.9) | (6.5) |
| Included in Adjusted EBITDA: | - | - | - |
| Distributions from equity-accounted investments | - | 4.4 | 4.4 |
| Additions to non-current assets | 3.3 | - | 3.3 |

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