

Aimia Inc.

## Aimia completes corporate name change, signalling the next generation of loyalty

MONTREAL, May 4, 2012 /CNW Telbec/ - Aimia (TSX: AIM) is pleased to announce that at its Annual and Special Meeting held earlier today, shareholders approved a resolution to formally change the legal name of the company from Groupe Aeroplan Inc. to Aimia Inc. The company has been operating under the Aimia banner since it launched its new global brand identity in October, 2011.

The name change takes effect today and the company's common shares and Series 1 Preferred Shares will continue to trade on the Toronto Stock Exchange (TSX) under the symbol AIM and AIM.PR.A, respectively.

"Today's announcement marks another important milestone in our company's history. Aimia represents the new company that we have become and our vision to be the recognized global leader in loyalty," said Rupert Duchesne, Group Chief Executive, Aimia.

"Since Aeroplan's IPO in 2005, we have made a series of important acquisitions to fuel our global expansion that has allowed Aimia to build a full-suite of loyalty management services that we're now taking to customers around the world. As Aimia, we are going to market as one enterprise with a one-of-a-kind platform that will lead the next generation of loyalty thinking and data analytics. We are creating increased client value and inspiring deep and lasting loyalty between people and the brands, products and services they trust."

### **Aimia Facts**

Aimia is a global leader in loyalty management with headquarters in Montreal, Canada, and more than 30 offices in over 20 countries around the world, with more than 3,400 employees.

Aimia owns and operates some of the world's biggest and most popular coalition loyalty programs including the Aeroplan program in Canada with over 4.6 million active members, the Nectar program in the UK and Italy with over 18.5 and 9 million active members, respectively, and the Air Miles Middle East program with over 1.3 million active members.

The acquisition of LMG in 2007 included Nectar as well as its proprietary data analytics business, which has swiftly grown its best in class offerings, now known as Aimia's Intelligent Shopper Solutions service stream, with clients in Europe, Canada and Australia.

Aimia works with hundreds of clients and some of the world's top brands in the automotive, retail, financial, telecom, healthcare, high tech, travel, hospitality and consumer package goods sectors.

Aimia has more than doubled its gross billings in less than five years. In the last 12 months (April 1, 2011-March 31, 2012), Aimia's gross billings were \$2.24 billion, of which approximately 50% were from the Aeroplan business.

### **About Aimia**

Aimia Inc. ("Aimia") is a global leader in loyalty management. Aimia's unique capabilities include proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program and Nectar, the United Kingdom's largest coalition loyalty program. In addition, Aimia has majority equity positions in Air Miles Middle East and Nectar Italia as well as a minority position in Club Premier, Mexico's leading coalition loyalty program and Cardlytics, a US-based private company operating in merchant-funded transaction-driven marketing for electronic banking.

Aimia is a Canadian public company listed on the Toronto Stock Exchange (TSX: AIM) and has over 3,400 employees in more than 20 countries around the world. For more information about Aimia, please visit [www.aimia.com](http://www.aimia.com).

Follow us on Twitter: <http://twitter.com/#!/aimiainc>.

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