

Aimia Inc.

## Aimia appoints Eric Monteiro Executive Vice President, Global Strategy

MONTREAL, Nov. 8, 2012 /CNW Telbec/ - Rupert Duchesne, Aimia's Group Chief Executive is pleased to announce the appointment of Eric Monteiro as Executive Vice President, Global Strategy. Monteiro will be responsible for leading Aimia's overall global strategy, new business development, key strategic initiatives, including identifying mergers and acquisitions targets as well as supporting new business development.

"Eric's extensive strategic expertise and international experience demonstrates our increased focus on driving international growth and maximizing shareholder value," said Duchesne. "Eric brings a strong track record of developing and implementing growth strategies that have improved shareholder value for companies across a wide range of industries. He will play a pivotal role in our strategic planning process as we focus on identifying moves that will accelerate our growth plans."

In this role, Monteiro will lead Aimia's Global Strategy group, partnering with regional business leaders to conceive and execute strategic and long-term plans that will drive growth for the company. He will also supervise the development of centres of excellence and strategic roadmaps that will drive Aimia's growth plans through product scaling and development of new loyalty concepts.

Monteiro brings more than 15 years of strategy experience, most recently as a partner at McKinsey & Company, where he co-lead the Business Technology office in Canada and served a variety of international clients with an emphasis on financial services and telecom sectors. Eric began his career with the Arthur D. Little Company in São Paulo, Brazil working with Fortune 100 multinationals. He holds an M.B.A. with High Distinction from the University of Michigan Ross Business School and a B.Sc. in Automation Engineering from the University of São Paulo.

### 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).

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