

Aimia Inc.

Aimia launches strategic partnership with Portugal's leading retailer

MONTREAL, Aug. 14, 2014 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a global leader in loyalty management, today announces the launch of a strategic partnership with Continente, Portugal's leading retailer from Sonae Group, to support a deeper understanding of its customers.

This partnership will provide Continente with the ability to understand the needs of its customers through its loyalty program, Continente card. This will enable Continente to make better strategic and customer-centric decisions across many aspects of its operations.

The multi-year deal will be supported by a team of Aimia's retail and analytics experts embedded within Continente. It will also see the implementation of 'Self Serve', Aimia's data analytics software tool which uses a powerful combination of customer data from Continente card, overlaid with demographic and behavioral data to deliver unparalleled insight into Continente customers and their needs.

Jan-Pieter Lips, President - EMEA, Aimia, said, "This is a significant agreement for both companies. Continente is already Portugal's leading retailer but this partnership will enable it to build even deeper relationships with existing customers and help attract new customers."

"With this agreement, Aimia and its Intelligent Shoppers Solutions business enter a new European market, bringing loyalty expertise, insights and analytics to bear alongside its proprietary self-serve technology," Lips said.

Miguel Seixas, Sonae MC Marketing Executive Director, said, "Building strong relationships with our customers has never been more important. As we continue to develop a more immersive experience, focused and rewarding purchase, we work in partnership with an innovative organization with the power to help us achieve this goal. Aimia's experience in delivering a deep understanding of the buying habits of consumers means that it is a natural partner for us."

Aimia owns or operates loyalty programs in more than 20 countries. Its expertise includes growing Nectar, the UK's leading coalition loyalty program, from a start-up company to a multi-national business with 19 million UK members in the space of ten years. It also owns Aeroplan, Canada's premier coalition loyalty program, Nectar in Italy and most recently it has taken a minority investment in Spain's Travel Club. Aimia provides data analytics services to a number of retailers and CPG's around the world including Sainsbury's in the UK, Sobey's in Canada and Coles in Australia.

About Aimia

Aimia Inc. ("Aimia") is a global leader in loyalty management. Employing more than 4,300 people in 20 countries worldwide, Aimia offers clients, partners and members proven expertise in launching and managing coalition loyalty programs, delivering proprietary loyalty services, creating value through loyalty analytics and driving innovation in the emerging digital, mobile and social communications spaces.

Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program, Nectar, the United Kingdom's largest coalition loyalty program, Nectar Italia, Italy's largest coalition loyalty program and Smart Button, a leading provider of SaaS loyalty solutions. In addition, Aimia owns stakes in Air Miles Middle East, Travel Club, Spain's largest coalition loyalty program, Club Premier, Mexico's leading coalition loyalty program, China Rewards, the first coalition loyalty program in China that enables members to earn and redeem a common currency, Think Big, the owner and operator of BIG - AirAsia and Tune Group's loyalty program, Brazil's Prisma Fidelidade and i2c, a joint venture with Sainsbury's offering insight and data analytics services in the UK to retailers and suppliers. Aimia also holds a minority position in Cardlytics, a US-based private company operating in card-linked marketing. Aimia is listed on the Toronto Stock Exchange (TSX: AIM). For more information, visit us at www.aimia.com.

About Continente

It was the first chain of hypermarkets in Portugal and remains a benchmark in the food retail sector in the country. With a market position of highly competitive prices, Continente combines variety, customer care and services with a promotional approach which enables it to give excellent value for money, an approach which is much appreciated and well known among Portuguese consumers. It has a network of stores across Portugal, offering an extensive and varied range of products and services in stores. The solid and steady path followed over the last 25 years, with frequent innovative and high impact promotional and social initiatives, has earned the confidence and empathy of the Portuguese people.

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For further information: □

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