

Aimia Inc.

## Aimia Acquires Zinc

Enhances Aimia's global product offering by delivering enriched customer centric segmentation capacity for modern marketers

MONTREAL, Canada and LONDON, UK, Dec. 11, 2014 /CNW Telbec/ - Aimia, a global leader in loyalty management, today announced the acquisition of Zinc (Zed Inc. Ltd), an industry leading provider of SaaS behavioral segmentation solutions and consulting services focused on customer centric store management, ecommerce, buying & merchandising and product category management. Complementing Aimia's existing products and services, the acquisition of Zinc will increase the breadth and depth of Aimia's product suite.

"Modern marketers know that to be successful in business, you need to understand your customer – who they are, how they want to engage and what they value. By integrating Zinc's cutting edge segmentation tools into Aimia's existing suite of products, we will be able to provide our clients with even greater insight into their customers, faster and more cost effectively than ever," said Marc Allsop, Aimia's Senior Vice President and Head of Global Business Development.

As a global leader in loyalty management – operating coalition programs like Nectar in the UK and Italy and Aeroplan in Canada, as well as proprietary programs for clients in over 20 countries globally – Aimia understands the importance of customer centricity to business success. The addition of Zinc's tools to Aimia's existing product suite will enable Aimia to provide modern marketers with even more robust behavioural segmentation, empowering businesses to develop product, brand, store and ecommerce actions that enhance the customer experience and grow customer value.

"The combination of Aimia's global product suite and Zinc's SaaS behavioural segmentation solutions makes it possible to rapidly develop and deploy a behavioural customer segmentation driven by customer interactions across all channels," added Susan Rose, Founder of Zinc. "By automating the processes, embedding and streamlining the analytics we make it possible to do in a few days something that would otherwise take months to complete".

The acquisition further advances Aimia's position as a leading loyalty company delivering world-class customer centric solutions across all vertical industries, geographies and channels for consumer and business-to-business brands.

### **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 leading 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 Prismah 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 and Fractal Analytics, a provider of advanced analytics. Aimia is listed on the Toronto Stock Exchange (TSX: AIM). For more information, visit us at [www.aimia.com](http://www.aimia.com).

### **About Zinc**

Founded in 2010 in the UK - and operating across the UK and continental Europe - Zinc's team of five employees are experts at providing retailers with data based behavioural lifestyle segmentation and retail strategies.

Zinc's retail analytical methods and retail experience combine with its proprietary TRiPPs technology to provide retailers with a deep insight into their customers, and the ability to use this insight systematically to enhance their buying & merchandising and store management.

Zinc also has a consulting team that provides rapid deployment strategies, business processes, training and change management skills, which enable an organisation to maximise the return on their TRiPPs investment.

TRiPPs is a collection of web based applications that integrate customer analytics with retail planning processes, enabling retail decision makers to engage with their customer strategy throughout its development and rollout. At the same time, TRiPPs reduces the development time for a behavioural lifestyle segmentation from months, to a matter of days. And once done, its integration into the TRiPPs buying & merchandising, category management or store planning apps is automatic, leaving retailers to focus on retailing, rather than spreadsheets.

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