

Aimia Inc.

## Aimia Names Tor Lønnum as Chief Financial Officer

MONTREAL, Nov. 13, 2015 /CNW Telbec/ - Rupert Duchesne, Group Chief Executive of Aimia Inc. (TSX: AIM), is pleased to announce the appointment of Tor Lønnum as Chief Financial Officer.

"With strong experience in both capital markets and operational finance, Tor is an exceptional addition to the Aimia team," Duchesne said. "He has proven his commercial leadership capacity throughout his career, with demonstrated success in large, publicly traded, and complex multi-line businesses."

Lønnum joins Aimia from Copenhagen-based Tryg, the second largest P&C insurance company in Scandinavia. As CFO of Tryg from 2011, Lønnum brought to the company strong thinking in product pricing, cost-ratio management, and efficiencies in procurement, while building trusted relationships with the international investment community. During his time with Tryg, operating performance improved significantly, and was rewarded by total shareholder returns of more than 200%.

Lønnum has an Executive MBA from the University of Bristol and Ecole Nationale des Ponts et Chaussées. Prior to Tryg, Lønnum was Deputy CEO and CFO of Gjensidige Forsikring ASA, a publicly traded insurance company and retail bank. He shepherded that company through the global financial crisis and then oversaw that company's demutualization and IPO in 2010, which was the largest in more than a decade in Scandinavia.

Lønnum will join Aimia on May 2<sup>nd</sup> and be based at Aimia's head office in Montreal.

Lønnum replaces David Adams, EVP and CFO since 2007, who announced in May his plan to retire. Adams will retire at the end of March.

"Dave leaves an indelible mark on our company," Duchesne said. "During his time with Aimia, we have grown from a company operating in a single country into a truly global leader with a presence in more than 20. Gross billings have more than doubled in just seven years, and Dave has been an important contributor to our success."

### **About Aimia**

Aimia Inc. (TSX:AIM) is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers.

Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights.

We do this through our own coalition loyalty programs such as Aeroplan in Canada and Nectar in the UK, and through provision of loyalty strategy, program development, implementation and management services underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and Smart Button, and through our analytics and insights business, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico, Air Miles Middle East and Think Big, a partnership with Air Asia and Tune Group. Our clients are diverse, and we have industry-leading expertise in the fast-moving consumer goods, retail, financial services, and travel and airline industries globally to deliver against their unique needs.

For a full list of our partnerships and investments, and more information about Aimia, visit [www.aimia.com](http://www.aimia.com).

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