

Aimia Inc.

Aimia Partners with SuperValu, Ireland's leading grocery retailer, to Relaunch Real Rewards Program

LONDON, United Kingdom, Oct. 21, 2016 /CNW Telbec/ - Aimia Inc. (TSX: AIM), the data-driven marketing and loyalty analytics company, has signed a multi-year contract with Musgrave, owner of SuperValu, Ireland's leading grocery retailer, to revamp its Real Rewards Program, underpinned by the Aimia Loyalty Platform.

Aimia has provided strategic support to SuperValu to help launch Ireland's first partner program by signing up new partners like Bank of Ireland. They will join Electric Ireland, Ireland's number one energy provider, and Getaway Breaks. In addition, Aimia has advised SuperValu on creating Ireland's first-to-market eShops proposition, enabling customers to earn points when they shop at more than 100 online retailers including, eBay, Expedia, Debenhams and Eason through the supervalu.ie website. This is only the beginning, with Musgrave in discussions with other exciting partners across the key sectors.

"Our customers have been asking for more ways to earn points and these new partnerships are a fantastic way to achieve this. They can earn when they shop online and every time they use their Bank of Ireland credit cards – wherever they shop," said Ray Kelly, Marketing Director, SuperValu. "These changes will help us realize our ambition of making SuperValu Real Rewards Ireland's number one loyalty program. Aimia has been instrumental in the relaunch by offering strategic expertise and experience, and by underpinning the revamped program with their latest technology that will allow our shoppers to interact with the new Real Rewards in a simpler, more modern way."

The revamped SuperValu Real Rewards Program, powered by the Aimia Loyalty Platform and the Aimia Mobile Platform, enables SuperValu to provide its customers with a highly personalized experience. The platform provides SuperValu with first-to-market functionality to allow its customers to check balances in real-time, receive personalized offers and rewards from SuperValu and its partners, and allow redemption across multiple channels such as web and mobile. SuperValu's marketing team can manage the program with easy-to-use tools and track customer interactions with a real-time view.

"As shoppers become more discerning than ever, reward schemes must continue to evolve to meet their expectations," said Marc Allsop, Aimia's Senior Vice President and Head of Global Business Development. "Retailers must use their digital capabilities as mobile becomes increasingly central to the shopping experience. Mobile provides a golden opportunity for retailers to provide relevant offers and communications to customers at any time, wherever they are, in a convenient way. Our technology expertise and experience will ensure that SuperValu Real Rewards leads the way in real-time, personalized customer engagement."

SuperValu is Ireland's leading grocery retailer with a 22.4% share of the market* and was voted Ireland's most trusted brand in 2014.** SuperValu serves over 2.6 million customers every week and has 222 stores nationwide. The Real Rewards Program, established in 2008, currently has more than one million active members.

*Kantar Worldpanel, 26 September 2016.

** Kantar, August 2016; Ireland RepTrak 2014.

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.

With about 3,200 employees across 17 countries, 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, Nectar in the UK, and Air Miles Middle East, 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 – Enterprise and Aimia Loyalty Platform – SaaS, 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 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.

About Musgrave

Musgrave is one of Ireland's longest-running family businesses, founded in 1876 in Cork by brothers Thomas and Stuart Musgrave. Today Musgrave and its retail partners support more than 45,000 jobs, in more than 1,400 stores and offices across seven brands in three markets, with total retail sales of €4.4 billion.

Through its retail brands, Musgrave delivers sourcing, sales, marketing and supply chain expertise so local entrepreneurs can go head-to-head with the international supermarket chains. Musgrave operates the following brands in three markets:

- Republic of Ireland - SuperValu, Centra, Daybreak and Marketplace
- Northern Ireland - SuperValu, Centra, Mace, DayToday and MarketPlace
- Spain - Dialprix and Dialsur

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