

Aimia Inc.

## Aimia to name Thomas D. Gardner, Bill McEwan to Board

MONTREAL, Nov. 28, 2016 /CNW Telbec/ - Aimia Inc. (TSX: AIM) today announced that it will appoint Thomas D. Gardner and William (Bill) McEwan to its Board of Directors, effective December 1, 2016.

Mr. Gardner will join Aimia's Board with more than 25 years of operating, strategy and marketing leadership experience, including U.S. and global leadership roles at Reader's Digest and strategy consulting at McKinsey. He's credited with renewing several parts of the Reader's Digest global business with thoughtful strategy development and execution.

Mr. McEwan will bring more than 30 years experience in the grocery and consumer packaged goods industries, including almost 12 years as president and CEO of Sobey's Inc. and a director of its parent company Empire Company Limited. Under his leadership, Sobey's grew to a \$17 billion organization from \$9 billion. Since his retirement from that role, he has shared his experience with a number of boards as a director, including Dutch-based Ahold Delhaize, the international food retailing group.

"Tom and Bill are outstanding additions to Aimia's Board," said Chairman Robert E. Brown. "Tom's experience with companies in transformation, together with Bill's deep consumer retail experience are examples of the qualities that made them attractive candidates and highly complementary to the makeup of our current Board," Brown said.

These appointments follow an extensive search exercise led by the Governance and Nominating Committee of the Board, as part of Aimia's ongoing commitment to Board renewal.

### **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 U.K., 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](http://www.aimia.com).

### **SOURCE AIMIA**

For further information: Media, Cheryl Kim, 647-329-5139, [cheryl.kim@aimia.com](mailto:cheryl.kim@aimia.com); Analysts and Investors, Karen Keyes, 647-428-5280, [karen.keyes@aimia.com](mailto:karen.keyes@aimia.com) □