

Aimia Inc.

## Nectar launches into new sector with Mail Newspapers partnership

Partnership with U.K.'s biggest news brand starts in May 2017

LONDON, Feb. 16, 2017 /CNW Telbec/ - Aimia Inc. (TSX: AIM) the data-driven marketing and loyalty analytics company, has reached an agreement for Mail Newspapers, owners of the U.K.'s biggest news brand and the most read daily and Sunday newspaper\*, to join Nectar, the U.K.'s largest loyalty program.

Starting in May 2017, readers of the Daily Mail and The Mail on Sunday will be able to earn Nectar points, transitioning from the Mail's current MyMail Rewards program which offers its own MyMail points currency. The partnership will reward Daily Mail and The Mail on Sunday readers for purchasing print editions of the newspapers.

"Loyalty has an increasingly important role to play in the highly competitive U.K. newspaper market," said James Moir, Nectar Managing Director. "This partnership is particularly significant for Nectar as it takes the program into the media sector for the first time, providing our members with yet another way to be rewarded for their everyday spend."

"This is an exciting and significant partnership for everyone involved," said Roland Agambar, Chief Marketing Officer, Mail Newspapers. "By partnering with Nectar we can create a loyalty program that can help everyone achieve their mutual objectives. At the heart of the program will be our members, who can now earn Nectar points which, through the coalition of partners, is the most attractive and accessible loyalty currency in the U.K. Combining the reach and insight of Nectar and the Mail will also help give us an even better understanding of our members to offer them the products, services and rewards that they want."

MyMail Rewards customers' existing points balances will be converted into Nectar points once they link their Nectar and MyMail accounts.

The partnership will be promoted in the Daily Mail, The Mail on Sunday and Mail Online.

\*The Daily Mail has 3.4 million daily readers, and the Mail on Sunday has 3.7 million readers.

### **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 2,900 employees across 16 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).

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