

Aimia Inc.

## Aimia Names David Johnston Group Chief Executive

### **Rupert Duchesne to retire following medical leave of absence**

MONTREAL, May 10, 2017 /CNW Telbec/ - The Board of Directors of data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) today announced that it has named David Johnston Group Chief Executive of the company effective May 11, 2017, following the retirement of Rupert Duchesne.

On January 19, the company announced that Duchesne was taking a four-month medical leave of absence, and Johnston assumed the role of Interim Group Chief Executive for that period. Duchesne will also resign his seat on Aimia's Board of Directors. It is the Board's intention to amend the slate of nominees for election to the Board at the upcoming Annual General Meeting of the shareholders to include Johnston.

"As David stepped into the role of Group Chief Executive, he quickly and clearly demonstrated his leadership skills and deep understanding of the business and industry," said Robert E. Brown, Executive Chairman.

Johnston joined Aimia in 2010, and led the company's EMEA business before assuming the role of Group Chief Operating Officer in 2013. Before Aimia, Johnston built his international experience with Bass Plc and PepsiCo, with stints in Warsaw, Budapest, New York and the U.K.

Duchesne started the Canadian leg of his career in 1996 at Air Canada, and led Aeroplan from the time it separated from the airline in 2002. Under his leadership, the company became Aimia transforming from a basic frequent flyer program into an international leader in data-driven marketing and loyalty analytics, with a presence in 15 countries. He was awarded the Order of Canada in 2016 in recognition for his innovations in loyalty management, and his dedication to a variety of causes, including the arts and health care.

"Rupert's immense contributions to this company as a leader and a colleague will be sorely missed," Brown said. "His ambition for Aimia as a leading Canadian company has shaped its distinctive character."

### **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 2,300 employees across 15 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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