

Aimia Inc.

Aimia receives notice of contract non-renewal from Air Canada

Contract remains in place until June 2020

MONTREAL, May 11, 2017 /CNW Telbec/ - Further to our announcement of Wednesday evening, and Air Canada's announcement this morning, data-driven marketing and loyalty analytics company Aimia Inc. (TSX:AIM) has now received a formal notice of non-renewal from Air Canada pursuant to the terms of the Amended and Restated Commercial Participation and Services Agreement by and between Air Canada and Aimia Canada Inc. (as successor to Aeroplan Limited Partnership) dated June 9, 2004.

Unless the parties come to an alternative agreement or Air Canada withdraws such notice, the current agreement will expire in June 2020. Members' miles will remain with Aeroplan even after the current agreement ends. Aeroplan will continue buying seats from Air Canada under the existing contract until June 2020 to provide rewards. Air Canada flyers will also continue to accumulate Aeroplan Miles until 2020.

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.

SOURCE AIMIA

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