

Aimia Inc.

Aimia CFO Tor Lønnum Leaving Company in September

Director Roman Doroniuk to Serve as Interim CFO

MONTREAL, June 8, 2017 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) today announced that Chief Financial Officer Tor Lønnum will be leaving the company in September. Family reasons spurred his decision to seek out a new role that allowed him to return to Copenhagen.

Aimia Group Chief Executive David Johnston, together with the Board of Directors, has appointed Aimia director Roman Doroniuk to act as Interim Chief Financial Officer, effective September 5, while a successor is sought. Lønnum will lead the reporting of the company's second quarter results on August 9, and then work with Doroniuk until September for a smooth transition.

Doroniuk will remain a member of the Board during this interim period, but will step down from his roles on both the Audit and Human Resources and Compensation committees.

"Tor has been an exceptional member of the team, and while I'm disappointed to lose him, I respect his need to put his family first and take a role that allows him to return to Denmark," Johnston said. "With Roman, we are in capable and seasoned hands, with a deep understanding of our business. He will hit the ground running."

Doroniuk has been a member of Aimia's Board since 2005, and has led the Audit Committee since the company became public.

Doroniuk sits on the board of Martinrea International Inc. and acts as the court-appointed special receiver in the matter of the Livent Inc. bankruptcy. He has held past C-suite roles at Magna International Inc., Magna Entertainment Corp., Lions Gate Entertainment, and Alliance Communications Corp., where he was Chief Financial Officer.

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 more information about Aimia, visit www.aimia.com.

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