

Aimia Inc.

## Aimia Announces Appointment of New Chief Executive Officer

### **Jeremy Rabe to succeed David Johnston**

MONTREAL, May 8, 2018 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, announces today that its Board of Directors has appointed Jeremy Rabe as the new President & Chief Executive Officer of Aimia Inc. effective today May 8, 2018. Mr. Rabe will remain on the Board of Directors pursuant to his appointment at the Company's recent Annual General Meeting. Mr. Rabe replaces David Johnston who, as previously announced, is departing the company.

"Aimia has tremendous businesses around the world that provide a great foundation for value creation together with our partners, members, employees and other stakeholders" said Mr. Rabe, "I am excited about the opportunities ahead and honoured to be appointed to lead the Company through the next phase of its evolution."

Mr. Rabe was the founding CEO and a member of the Board of Directors of Premier Loyalty & Marketing, and was responsible for the management of Club Premier, Mexico's leading coalition loyalty program. Mr. Rabe was most recently an Operating Partner with Advent International, a leading global private equity firm where he provided strategic support to portfolio companies including LifeMiles, the loyalty program of Avianca. He has also worked as a strategy consultant and frequent flyer program director for Aeromexico and TACA Airlines. Earlier in his career he served as a strategy consultant with Monitor Group. Mr. Rabe received an MBA from INSEAD and graduated summa cum laude from Brigham Young University.

"The Board of Directors is pleased to have found such a top notch executive and loyalty expert to take the helm of Aimia and continue to shape the future of the business at this transformative time," said Robert E. Brown, Chairman of the Board. "We are thrilled that a candidate of Jeremy's calibre became available to us so quickly, allowing for a smooth transition in this critical role."

### **About Aimia**

Aimia Inc.'s (TSX: AIM) data-driven marketing and loyalty analytics provides 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.

Aimia partners with groups of companies and individual companies to help generate, collect and analyze customer data and build actionable insights.

Our businesses include Aeroplan in Canada and Air Miles Middle East. The provision of loyalty strategy, program development, implementation and management services for other clients are 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](http://www.aimia.com).

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