

Aimia Inc.

## Sale by Aimia of Aimia Canada to Air Canada Clears Regulatory Requirements

MONTREAL, Dec. 24, 2018 /CNW Telbec/ - Aimia Inc. (TSX: AIM) ("Aimia") today announced that the sale by Aimia to Air Canada of all of the shares of Aimia Canada Inc., owner and operator of the Aeroplan loyalty program, pursuant to the share purchase agreement entered into by the parties on November 26, 2018, has cleared the applicable regulatory requirements with the issuance of a no action letter under the *Competition Act* (Canada). In addition, Air Canada has informed Aimia that the required confirmation under the *Canada Transportation Act* has also been obtained. By way of reminder, Aimia has convened a special meeting of common and preferred shareholders to be held on January 8, 2019 for the purpose, among other things, of considering and voting on the transaction. Closing of the transaction is expected to occur in January 2019 shortly following the special meeting of shareholders and remains subject to the satisfaction of customary conditions, including the required shareholder approval.

### 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).

### SOURCE AIMIA

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