

Aimia Inc.

Aimia's Shareholders Approve Sale of Aimia Canada to Air Canada and Reduction of Stated Capital

MONTREAL, Jan. 8, 2019 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) ("Aimia") today announced that, at its special meeting of common and preferred shareholders (the "Meeting"), shareholders voted to approve the two special resolutions previously announced regarding:

- the sale to Air Canada of all of the issued and outstanding share capital of Aimia Canada Inc. ("Aimia Canada"), the owner and operator of the Aeroplan loyalty program (the "Transaction"); and
- the reduction of the stated capital of Aimia's common shares to an aggregate amount of not less than \$1,000,000 pursuant to subsection 38(1) of the *Canada Business Corporations Act* (the "Stated Capital Reduction").

The resolution regarding the Transaction was approved by holders representing 96% of Aimia's common shares and preferred shares who voted on the Transaction on a combined basis and the resolution regarding the Stated Capital Reduction was approved by holders representing 78% of Aimia's common shares who voted on the resolution regarding the Stated Capital Reduction. Final voting results of the Meeting will be filed with the Canadian securities regulators at www.SEDAR.com.

With all regulatory and shareholder approvals now having been obtained, Aimia expects the Transaction to close in the coming days.

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.

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