

Aimia Inc.

Aimia Provides Update on Status of Canadian Tax Audit

MONTREAL, Feb. 25, 2019 /CNW Telbec/ - Data-driven marketing and loyalty analytics company Aimia Inc. (TSX: AIM) is today providing an update on the Canada Revenue Agency (CRA) 2013 audit of Aimia Canada Inc.

Aimia has received a 'Final letter for the 2012 and 2013 taxation years' from the CRA concluding on their audit. A notice of re-assessment is expected to follow.

The assessed amount is expected to be approximately \$30 million in income taxes payable in addition to interest payable of up to \$5 million. Aimia is planning to use available tax attributes to mitigate the potential interest cost that may be incurred. Aimia will fund the amounts due upon receipt of the re-assessment from the \$100 million restricted cash account set up as part of the sale of Aimia Canada Inc. The balance of the funds in the restricted cash account would be released to Aimia in accordance with the terms of the share purchase agreement between Aimia and Air Canada.

In keeping with the company's previous statements, Aimia continues to hold to its position that, once it receives the notice of re-assessment, it would vigorously contest the matter. The company believes that it is more likely than not that it would prevail in such recourse procedures, based on the external advice it has received. Should Aimia Canada Inc. be successful in its recourse procedures, any amounts that were remitted to the CRA from the \$100 million restricted cash account would be returned to Aimia.

About Aimia

Aimia Inc. (TSX: AIM) is a global data-driven marketing and loyalty analytics company, providing 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 clients and consumers. Aimia partners with companies to help generate, collect and analyze customer data and build actionable insights.

Aimia owns and operates the Air Miles Middle East loyalty program and also owns stakes in other loyalty programs, such as Club Premier in Mexico and Think Big, a partnership with Air Asia and Tune Group.

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

Forward-Looking Statements

Forward-looking statements are included in this release. These forward-looking statements are identified by the use of terms such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would", and "should" and similar terms and phrases, including references to assumptions. Such statements may involve but are not limited to comments with respect to strategies, expectations, planned operations or future actions.

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Any forecasts, predictions or forward-looking statements cannot be relied upon due to, among other things, changing external events and general uncertainties of the business and its corporate structure. Results indicated in forward-looking statements may differ materially from actual results for a number of reasons. The forward-looking statements contained herein represent Aimia's expectations as of February 25, 2019, and are subject to change after such date. However, Aimia disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.

SOURCE AIMIA

For further information: Aimia media and investor inquiries: Karen Keyes, (647) 459-3506, karen.keyes@aimia.com

