



3. To consider and, if deemed advisable, to adopt, on an advisory basis, the Corporation's approach to executive compensation as provided in the Corporation's Management Information Circular dated March 24, 2021.

FOR

AGAINST

Appointment of Proxyholder

I/We, being holder(s) of common shares of Aimia Inc. (the "Corporation") hereby appoint: David Rosenkrantz or Philip Mittleman or

Print the name of the person you are appointing if this person is someone other than the individuals listed above

as proxyholder of the undersigned, to attend, act and vote on behalf of the undersigned in accordance with the below direction (or if no directions have been given, as the proxyholder sees fit) on all the following matters and any other matter that may properly come before the annual meeting of the holders of common shares of the Corporation to be held online via live audio webcast at <https://web.lumiagm.com/484029757> on May 14, 2021, at 10:30 a.m. (Eastern Daylight Time), and at any and all adjournments or postponements thereof in the same manner, to the same extent and with the same powers as if the undersigned were personally present, with full power of substitution. **If you appoint a proxyholder other than the two directors listed above, YOU MUST return your proxy by mail, fax or email and YOU MUST ALSO have the appointee either call AST at 1-866-751-6315 (within North America) or 1 (212) 235-5754 (outside of North America) or complete the electronic form available at <https://lp.astfinancial.com/ControlNumber> by no later than 10:30 a.m. (Eastern Daylight Time) on May 12, 2021, or prior to 10:30 a.m. (Eastern Daylight Time) on the second to last business day preceding any adjournment or postponement of the Meeting. Failing to register online will result in the proxyholder not receiving a proxyholder control number, which is required to vote at the meeting.**

Management recommends voting FOR the following Resolutions. Please use a dark black pencil or pen.

1. Election of Directors

	<i>FOR</i>	<i>WITHHOLD</i>
1. Karen Basian	<input type="checkbox"/>	<input type="checkbox"/>
2. Sandra Hanington	<input type="checkbox"/>	<input type="checkbox"/>
3. Michael Lehmann	<input type="checkbox"/>	<input type="checkbox"/>
4. Jon Eric Mattson	<input type="checkbox"/>	<input type="checkbox"/>
5. Christopher Mittleman	<input type="checkbox"/>	<input type="checkbox"/>
6. Philip Mittleman	<input type="checkbox"/>	<input type="checkbox"/>
7. David Rosenkrantz	<input type="checkbox"/>	<input type="checkbox"/>
8. Jordan G. Teramo	<input type="checkbox"/>	<input type="checkbox"/>

2. Appointment of Auditors

	<i>FOR</i>	<i>WITHHOLD</i>
Appointment of PricewaterhouseCoopers LLP as Auditors	<input type="checkbox"/>	<input type="checkbox"/>

Under Canadian Securities Law, you are entitled to receive certain investor documents. If you wish to receive such material, please tick the applicable boxes below. You may also go to the AST (Canada) website <https://ca.astfinancial.com/financialstatements> and input code 2419a.

- I would like to receive quarterly financial statements
- I do not want to receive annual financial statements

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. **If no voting instructions are indicated above, this proxy will be voted FOR a matter by Management's appointees or, if you appoint another proxyholder, as such other proxyholder sees fit. On any amendments or variations proposed or any new business properly submitted before the Meeting, I/We authorize you to vote as you see fit.**

Signature(s)

Date

Please sign exactly as your name(s) appear on this proxy. Please see reverse for instructions. All proxies must be received by 10:30 a.m. (Eastern Daylight Time) on May 12, 2021.

Proxy Form – Annual Meeting of Shareholders of Aimia Inc. to be held on May 14, 2021 (the “Meeting”)

Notes to Proxy

1. This proxy must be signed by a holder or his or her attorney duly authorized in writing. If you are an individual, please sign exactly as your name appears on this proxy. If the holder is a corporation, a duly authorized officer or attorney of the corporation must sign this proxy, and if the corporation has a corporate seal, its corporate seal should be affixed. If the signatory is acting in a fiduciary or representative capacity, please provide full particulars of such appointment and authority.

2. Except where a shareholder chooses to vote his or her shares by proxy using the telephone, a shareholder has the right to appoint a person to attend and act for him or her and on his or her behalf at the Meeting other than the persons designated in this Proxy. Such right may be exercised by filling in the name of such person in the blank space provided on the other side of this proxy. A person appointed as nominee to represent a shareholder need not be a shareholder of the Corporation. Any person appointed as proxyholder must attend the Meeting to vote.

3. If the securities are registered in the name of an executor, administrator or trustee, please sign exactly as your name appears on this proxy. If the securities are registered in the name of a deceased or other holder, the proxy must be signed by the legal representative with his or her name printed below his or her signature, and evidence of authority to sign on behalf of the deceased or other holder must be attached to this proxy.

4. Some holders may own securities as both a registered and a beneficial holder; in which case you may receive more than one Information Circular and will need to vote separately as a registered and beneficial holder. Beneficial holders may be forwarded either a form of proxy already signed by the intermediary or a voting instruction form to allow them to direct the voting of securities they beneficially own. Beneficial holders should follow instructions for voting conveyed to them by their intermediaries.

5. If a security is held by two or more individuals, any one of them who attends or is represented by proxy at the Meeting may, in the absence of the other or others, vote at the Meeting. However, if one or more of them attends or is represented by proxy, they must vote together in respect of such security.

All holders should refer to the Information Circular for further information regarding completion and use of this proxy and other information pertaining to the Meeting.

This proxy is solicited by and on behalf of the Corporation’s Management.

How to Vote

INTERNET

- Go to www.astvotemyproxy.com
- Cast your vote online
- View Meeting documents

TELEPHONE

Use any touch-tone phone, call toll free in Canada and United States **1-888-489-7352** and follow the voice instructions

To vote by Internet or telephone you will need your control number. If you vote by Internet or telephone, do not return this proxy.

MAIL, FAX OR EMAIL

- Complete and return your signed proxy in the envelope provided or send to:

AST Trust Company (Canada)
P.O. Box 721
Agincourt, ON M1S 0A1

- You may alternatively fax your proxy to 416-368-2502 or toll free in Canada and the United States to 1-866-781-3111 or scan and email it to proxyvote@astfinancial.com.

An undated proxy is deemed to bear the date on which it is mailed by Management to you.

If you wish to receive investor documents electronically in the future, please visit <https://ca.astfinancial.com/edelivery> to enrol.

All proxies must be received by 10:30 a.m. (Eastern Daylight Time) on May 12, 2021.

