

## NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

to be held on May 14, 2021

**NOTICE IS HEREBY GIVEN** that the annual meeting (the “**Meeting**”) of the holders (“**Shareholders**”) of common shares (“**Shares**”) of Aimia Inc. (“**Aimia**” or the “**Corporation**”) will 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) for the following purposes:

- (a) to receive the consolidated financial statements of the Corporation for the year ended December 31, 2020, including the auditors’ report thereon;
- (b) to elect the directors of the Corporation (collectively, the “**Directors**”, and individually, a “**Director**”) who will serve until the end of the next annual meeting of Shareholders or until their successors are appointed;
- (c) to appoint the auditors of the Corporation;
- (d) to consider and, if deemed advisable, to adopt, on an advisory basis, a resolution accepting the Corporation’s approach to executive compensation (the “**Say-on-Pay Advisory Resolution**”), as more fully described in the accompanying management information circular; and
- (e) to transact such further and other business as may properly be brought before the Meeting or any adjournment thereof.

Specific details of the matters to be put before the Meeting are set forth in the accompanying management information circular.

The record date for determination of Shareholders entitled to receive notice of and to vote at the Meeting is April 9, 2021.

This year again, as a result of the various restrictions on public gatherings due to the coronavirus disease 2019, also known as COVID-19, and to mitigate risks to the health and safety of our communities, Shareholders, employees and other stakeholders, we will hold the Meeting in a virtual only format, which will be conducted via live audio webcast. Shareholders will have an equal opportunity to participate at the Meeting online regardless of their geographic location.

Shareholders and duly appointed proxyholders will be able to attend the Meeting, ask questions and vote, all in real time, provided they are connected to the internet and comply with all of the requirements set out in the management information circular. Shareholders who are unable to attend the Meeting or any postponement thereof are requested to date, sign and return the accompanying form of proxy for use at the Meeting or any adjournment or postponement thereof. To be effective, the proxy must be received by AST Trust Company (Canada) (“**AST**” or the “**Transfer Agent**”) at one of its principal offices in Montréal, Toronto, Vancouver or Calgary, 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. The time limit for the deposit of proxies may be waived or extended by the Chair of the Meeting at his or her discretion without notice.

A proxyholder has discretion under the accompanying form of proxy to consider amendments or variations of the matters of business to be acted on at the Meeting. Shareholders who are planning on returning the accompanying form of proxy are encouraged to review the accompanying management information circular carefully before submitting the form of proxy.

Dated at the City of Montréal, in the Province of Quebec, as of the 12<sup>th</sup> day of April, 2021.

By Order of the Board of Directors of Aimia Inc.

Steven Leonard (*signed*)  
Chief Financial Officer