



Appointee

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

To attend the meeting or to appoint someone to attend on your behalf, print that name here

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> at 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 yourself or a proxyholder other than the two directors listed above, YOU MUST return your VIF 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 yourself or 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"/>

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*

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 would like 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 instructions previously given with respect to the Meeting. **If no voting instructions are indicated above, this VIF will be voted FOR a matter by Management's appointees or, if you appoint another person, as such other person 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 VIF. Please see reverse for additional instructions. All VIFs must be received by 10:30 a.m. (Eastern Daylight Time) on May 12, 2021.

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

1. We are sending to you the enclosed proxy-related materials that relate to a meeting of the holders of the series or class of securities that are held on your behalf by the intermediary identified above. Unless you or someone on your behalf attends the meeting and votes in person, your securities can be voted only by Management, as proxy holder of the registered holder, in accordance with your instructions.

2. *We are prohibited from voting these securities on any of the matters to be acted upon at the Meeting without your specific voting instructions.* In order for these securities to be voted at the meeting, *it will be necessary for us to have your specific voting instructions.* Please complete and return the information requested in this VIF to provide your voting instructions to us promptly.

3. If you want to attend the Meeting and vote in person, please write your name in the place provided for that purpose in this form. You can also write the name of someone else, other than any of the persons designated by the Corporation in this VIF, whom you wish to attend the Meeting and vote on your behalf. Unless prohibited by law, the person whose name is written in the space provided will have full authority to present matters to the meeting and vote on all matters that are presented at the meeting, even if those matters are not set out in this form or the Information Circular. Consult a legal advisor if you wish to modify the authority of that person in any way. If you require help, please contact the Registered Representative who services your account.

4. **This VIF should be signed by you in the exact manner as your name appears on the VIF. If these voting instructions are given on behalf of a body corporate set out the full legal name of the body corporate, the name and position of the person giving voting instructions on behalf of the body corporate and the address for service of the body corporate.**

5. **When properly signed and delivered, securities represented by this VIF will be voted as directed by you, however, if such a direction is not made in respect of any matter, the VIF will direct the voting of the securities to be made as recommended in the documentation provided by Management for the meeting.**

6. This VIF confers discretionary authority on the appointee to vote as the appointee sees fit in respect of amendments or variations to matters identified in the notice of meeting or other matters as may properly come before the meeting or any adjournment thereof.

7. Your voting instructions will be recorded on receipt of the VIF.

8. By providing voting instructions as requested, you are acknowledging that you are the beneficial owner of, and are entitled to instruct us with respect to the voting of, these securities.

9. If you have any questions regarding the enclosed documents, please contact the Registered Representative who services your account.

10. This VIF should be read in conjunction with the Information Circular and other proxy materials provided by Management.

11. Legal Proxy

If you put your name or your designate's name on the "Appointee" line of this form, you do **NOT** need to obtain a legal proxy in order to attend and vote at the Meeting. However, securities legislation provides that you may request that a legal proxy, naming you or your designate, be issued and mailed to you. Should you wish to request such a legal proxy, mark the appropriate box on the other side of this form and write your name, or that of your designate, on the other side of this form on the "Appointee" line. **You cannot use the telephone voting services if you wish to request a legal proxy.** The legal proxy will grant you or your designate the right to attend the Meeting and vote in person, subject to any rules described in the Information Circular applicable to the delivery of proxies. The legal proxy will be mailed to the name and address noted on the other side of this form. **You need to submit and deliver the legal proxy in accordance with the deposit date and any instructions or disclosures noted in the Information Circular.** You or your designate must attend the Meeting for your vote to be counted. Please allow sufficient time for mailing and return of the legal proxy by the proxy deposit date.

Please be advised that if you, the beneficial holder, ask for a legal proxy to be issued, you may have to take additional steps in order for that proxy to be fully effective under applicable law. For example, it may be necessary that you deposit the proxy with the issuer or its agents in advance of the Meeting. Further, if a legal proxy is issued, all other voting instructions given on this Voting Instruction Form will not be effective. **If you have any questions, please contact the person who services your account.**

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 VIF is deemed to be dated on the day it was mailed by Management to you.

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

