

Q4 2021

Aimia Inc. is a publicly traded holding company listed on the Toronto Stock Exchange (TSX: AIM), with a focus on making long-term investments in public and private companies, on a global basis, through controlling or minority stakes, targeting the deployment of its cash and tax losses towards the acquisitions of free cash flow generating businesses in diverse industries. Founded in 2005, Aimia Inc. is headquartered in Toronto, Canada.

* As of April 1, 2022.

REASONS TO INVEST IN AIMIA

- **VALUABLE ASSETS WITH SIGNIFICANT UPSIDE POTENTIAL** including PLM⁽¹⁾, Clear Media, Kognitiv, and TRADE X.
- **ACCRETIVE GROWTH STRATEGY** focused on long-term investments in public and private companies on a global basis.
- **HOLDING COMPANY STRUCTURE** with significant cash and liquid investments, a debt free balance sheet, sizeable tax losses, and perpetual preferred shares, provides an ideal capital structure.
- **EXPERIENCED MANAGEMENT TEAM** with a track record of efficient capital allocation.
- **HIGHLY ALIGNED BOARD** with significant ownership and a strong skills mix to oversee the company.

(1) On February 8, 2022, Aimia announced a binding letter of intent to divest its 48.9% stake in PLM to Aeromexico.

OUR STRATEGY

Strategic Vision

To build a portfolio of investments that can deliver sustainable value for stakeholders, accessible only to investors through Aimia's stock

Strategic Focus

Current Portfolio:

1 Maximizing the value of our portfolio holdings with an active owner's mentality as strategic partners

Future Portfolio:

2 Pursuing new opportunities to deploy excess capital with a focus on assets that can generate additional cash flow to upstream to the holding company

Strategic Direction

Aimia will seek to make long-term investments in private and public companies, on a global basis, through controlling or minority stakes

EXECUTIVE MANAGEMENT TEAM



Phil Mittleman,
CEO

>25 years of experience as an operator and investor, including 15 years as CEO of Mittleman Investment Management, and 10 years of experience in venture capital.



Michael Lehmann,
President

>25 years of experience in the investment management industry, including 18 years as a Portfolio Manager at Third Avenue Management, LLC.



Steven Leonard,
CFO

>25 years of experience at large multinational organizations as a senior and executive finance leader with a specialization in transformation, strategic planning and M&A.

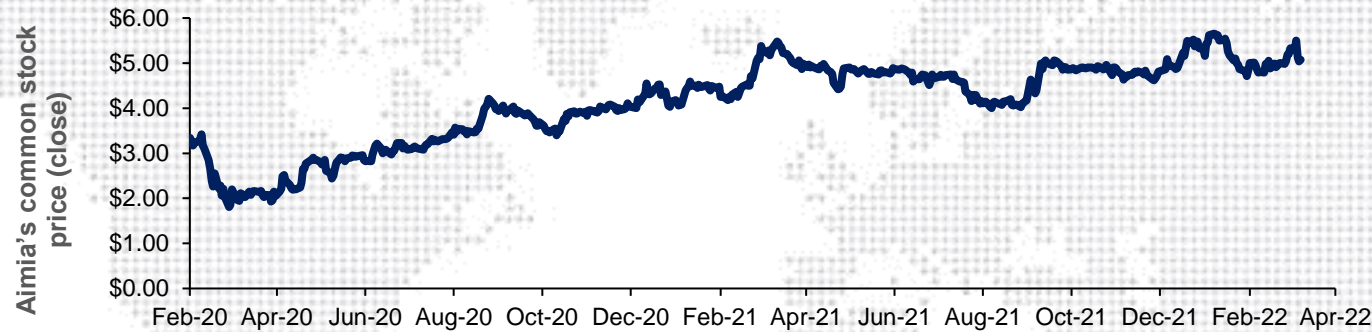


Eric Blondeau,
CLO

Nearly 20 years of legal experience with a specialization in M&A, corporate finance, and securities law.

TRACK RECORD OF CREATING SHAREHOLDER VALUE

Aimia's stock price performance since Board reconstitution⁽¹⁾



(1) February 25, 2020 to April 1, 2022.

Highly aligned Board and management team with significant company ownership of 2.2 million⁽¹⁾ common shares and 2.9 million⁽¹⁾ deferred share units

(1) SEDI filings as of April 1, 2022 and reflects the common shares and deferred share units held by the board of directors (excluding Chris Mittleman) and executive management team.

CAPITAL ALLOCATION PRIORITIES

1) OPPORTUNISTIC INVESTMENTS:

- Highly disciplined selection process, targeting businesses with durable economic advantages, high barriers to entry, owner-operator situations with proven ability to generate high cash-on-cash returns.
- Seeking annual IRR greater than 15%.

2) BUYBACKS:

- Aimia has repurchased over 40%* of its common shares since 2019 at an average price of \$4.16 after fees.
- Upon receipt of the PLM proceeds, Aimia intends to allocate up to \$75 million of the proceeds towards opportunistic buybacks and/or special dividends.

*Excluding 3.1 million common shares issued in connections to the MIM acquisition.

ASSET MIX AS OF DECEMBER 31, 2021

Private Assets	Coalition Loyalty	
	Outdoor Advertising	
	Technology and Loyalty Services	
	B2B Automotive Trading Platform	
	Investment Management	
	Other	Special Purpose Vehicles
Public Assets	Public Securities Portfolio	

INVESTOR RELATIONS CONTACT

Tom Tran, MBA

Head of Investor Relations and Communications

Phone: +1 647 208 2166

Email: tom.tran@aimia.com

www.aimia.com

FORWARD-LOOKING STATEMENTS

This fact sheet contains statements that constitute "forward-looking information" within the meaning of Canadian securities laws ("forward-looking statements"), which are based upon our current expectations, estimates, projections, assumptions and beliefs. All information that is not clearly historical in nature may constitute forward-looking statements. Forward-looking statements are typically identified by the use of terms such phrases 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. Forward-looking statements in this fact sheet include, but are not limited to, statements with respect to current and futures strategic initiatives and investment opportunities. Forward-looking statements, by their nature, are based on assumptions and are subject to known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the forward-looking statement will not occur. The forward-looking statements in this fact sheet speak only as of the date hereof and reflect several material factors, expectations and assumptions. Undue reliance should not be placed on any predictions or forward-looking statements as these may be affected by, among other things, changing external events and general uncertainties of the business. A discussion of the material risks applicable to us can be found in our current Management Discussion and Analysis and Annual Information Form, each of which have been or will be filed on SEDAR and can be accessed at www.sedar.com. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and we disclaim any intention and assumes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.