



# Corporate Social Responsibility

AIMIA

## MESSAGE FROM OUR PRESIDENT & CFO



**Steven Leonard, President & CFO**

Dear Stakeholder,

Aimia is committed to be a socially responsible company with sustainable business practices that can deliver lasting value for our stakeholders.

We believe corporate social responsibility (CSR) is vitally important to our identity as a holding company with diverse holdings and investments. We recognize that having robust governance practices and investing in a socially responsible and ethical manner are foundational to driving sustainable value creation.

Through our core holdings and minority investments, we believe the integration of traditional financial metrics along with qualitative factors relating to environmental, social, and governance (ESG) matters can enhance returns, limit investment risk, and drive operational excellence.

In support of long-term value creation, the following ESG principles underscore our objective of driving strong operational performance while generating solid financial results:

- We maintain the highest ethical standards and professional conduct and treat all our stakeholders, including investors, employees, suppliers and partners, with fairness, honesty, and respect.
- We aim to foster a positive work environment for employees to function at their highest capacity while empowering them to actively contribute to the collective success of the organization, and in the communities in which we work and live.
- We encourage environmental stewardship to support the world's transition to a low- carbon economy.
- We believe effective Board leadership and oversight are essential to sustainable performance, and sound governance structures promote transparency and accountability.
- We manage our business and resources conservatively with a long-term mindset.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Steven Leonard', written over a white background.

**Steven Leonard,**  
President & CFO

# CORPORATE SOCIAL RESPONSIBILITY POLICY

## ESG Principles

At Aimia, we are guided by the following ESG principles:

- Investing in a socially responsible and ethical manner
- Acting with integrity and professional conduct
- Implementing effective corporate governance structures
- Encouraging environmental stewardship
- Managing our business and resources conservatively with a long-term mindset

## Corporate Governance Practices

Aimia has established sound governance practices as we believe they are fundamental to sustain long-term value creation.

The Governance and Human Resources Committee has been established with the purpose to assist the Board of Directors in:

- fulfilling its responsibility by ensuring that corporate governance guidelines are adopted, disclosed and applied, including director qualification standards, director responsibilities, director compensation, and annual performance evaluation of the Board.
- fulfilling its oversight responsibilities on human resources and compensation with the primary focus on the development, succession planning and compensation of senior executives and the identification, oversight and management of risk related to the compensation policies and practices of the Corporation.
- the oversight of the corporate culture of the Corporation to ensure, inter alia, that it reflects the Corporation's commitment to integrity and the highest standards of ethical behaviour and that it fosters the overall health and well-being of the workforce.

Further details on the role and responsibilities and duties of the Governance and Human Resources is covered in the Committee Charter and is available [here](#).

## Diversity at Aimia

The company recognizes that gender diversity is a significant aspect of a well-functioning Board and company to provide the necessary range of perspectives, experience and expertise required to achieve effective stewardship and management.

At Aimia, women make up 27% of all corporate employees.

## Human Rights & Labour Standards

We are committed to supporting and respecting the protection of internationally proclaimed human rights. Aimia conducts business in a manner consistent with all applicable employment and human rights laws and regulations. This means that we provide reasonable working hours and fair wages for those who work on our behalf. We never condone, facilitate, or support the use of child or forced labour, or human trafficking practices.

## Health and Safety

At Aimia, the health and safety of our employees is our priority. Workplace health and safety, and the promotion of wellness, leads to increased productivity, efficiency, and work quality. Fostering wellness is part of our commitment to maintain an engaged and stable workforce. Aimia is committed to meeting the requirements of any applicable laws and regulations related to health and safety.

## Community Involvement

We believe in having a positive impact in the communities in which we work and live. Aimia supports its employees to be charitable with their time and financial resources to important causes in their communities.

## Contributing to a Better World

Aimia recognizes that climate change is the biggest risk posed to our world and supports the global effort to transition towards a low-carbon economy over time.

As a holding company with a lean operation that is not engaged in any activities that are subject to material environment risk, our corporate office carbon footprint is relatively light as we operate out of offices in Toronto, and Montreal. As part of our effort to maintain cost discipline while limiting non-essential corporate travel which adds to greenhouse gas emissions, we have invested in productivity-enhancing technology solutions such as web-based collaboration and communication tools that enable business continuity while limiting our carbon footprint.