

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

to be held on April 18, 2023

NOTICE IS HEREBY GIVEN that the annual meeting (the “**Meeting**”) of the holders (“**Shareholders**”) of common shares (“**Shares**”) of Aimia Inc. (the “**Corporation**”) will be held in person at Vantage Venues (Meeting Room L2), 150 King Street West, 27th Floor, Toronto, Ontario on April 18, 2023, 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, 2022, including the auditor’s report thereon – *for more details, please refer to the “Business of the Meeting – Presentation of Financial Statements” section on page 10 of the management information circular (“**Information Circular**”) prepared in connection with the Meeting;*
- (b) to elect the directors of the Corporation who will serve until the end of the next annual meeting of Shareholders or until their successors are appointed – *for more details, please refer to the “Business of the Meeting – Election of Directors” section on page 10 of the Information Circular;*
- (c) to appoint the auditor of the Corporation and authorize the directors to determine its remuneration – *for more details, please refer to the “Business of the Meeting – Appointment of Auditor” section on page 10 of the Information Circular;*
- (d) to consider and, if deemed advisable, to adopt, on an advisory basis, a resolution accepting the Corporation’s approach to executive compensation – *for more details, please refer to the “Business of the Meeting – Advisory Vote on Executive Compensation” section on page 11 of the 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 Information Circular.

The Meeting will be held in person. Shareholders will have the option to join the meeting via webcast at www.aimia2023agm.com; however voting may only be conducted by Shareholders in advance of the Meeting or at the physical Meeting in person, not via webcast.

The record date for determination of Shareholders entitled to receive notice of and to vote at the Meeting is March 6, 2023.

You may contact Kingsdale Advisors, the Corporation’s strategic shareholder advisor and proxy solicitation agent toll free in North America at 1-800-495-6389 or call collect from outside North America at 416-867-2272, or by email at contactus@kingsdaleadvisors.com

Shareholders are reminded to review the Information Circular before voting.

VOTING

March 6, 2023 is the record date for determining the Shareholders entitled to receive notice of and to vote at the Meeting.

The webcast will allow Shareholders to listen to the Meeting regardless of their geographic location; however, Shareholders and proxyholders will not be able to vote via the webcast. A registered Shareholder may vote in person at the Meeting, but rather than attending in person, all registered Shareholders may vote in advance by submitting their proxy by mail, telephone or over the internet in accordance with the instructions below.

Please note that you cannot vote by returning this notice.

You may and we suggest that you vote your shares on the Internet, by phone or mail.

INTERNET: Go to the website www.tsxtrust.com/vote-proxy and follow the instructions on the screen.

TELEPHONE: Voting by proxy using the telephone is only available to Shareholders located in Canada and the United States. Call 1-888-489-7352 (toll-free in Canada and the United States) and follow the instructions provided. You will need your 13-digit control number.

MAIL: Complete your form of proxy and return it in the envelope provided.

Please refer to the instructions on your separate proxy or voting instruction form on how to vote using these methods.

Registered Shareholders

TSX Trust must receive your proxy form or you must have voted by Internet or telephone before 10:30 a.m. (Eastern time) on April 14th, 2023.

Non-Registered Shareholders

Your intermediary must receive your voting instructions with sufficient time for your vote to be processed before 10:30 a.m. (Eastern time) on the date that is two business days preceding the date of the Meeting or any adjournment thereof.

If you are a non-registered shareholder and wish to attend or vote at the meeting, there are additional steps you MUST take.

QUESTIONS

Shareholders with questions about this notice or the Meeting can contact Kingsdale Advisors, the Corporation's strategic shareholder advisor and proxy solicitation agent, by toll free telephone in North America at 1-800-495-6389 or collect call outside North America at (416) 867-2272, or by e-mail at contactus@kingsdaleadvisors.com.

Dated at the City of Montréal, in the Province of Quebec, this 15th day of March, 2023.

By Order of the Board of Directors of Aimia Inc.

Eric Blondeau (*signed*)
Chief Legal Officer and Corporate Secretary