



POSITION DESCRIPTION

Chief Executive Officer

The Chief Executive Officer of Aimia Inc. (“Aimia” or the “Corporation”) has full responsibility for the day-to-day operations of the Corporation's business in accordance with its strategic plan and operating and capital budgets as approved by the Board of Directors.

The Chief Executive Officer is accountable to the Board of Directors for the overall management of Aimia, and for conformity with policies agreed upon by the Board of Directors.

The approval of the Board of Directors (or appropriate Committee) shall be required for all significant decisions outside of the ordinary course of Aimia's business.

More specifically, the primary responsibilities of the Chief Executive Officer include the following:

- a) developing, for the Board of Directors' approval, a strategic direction and positioning to ensure the Corporation's success;
- b) ensuring that the day-to-day business affairs of Aimia are appropriately managed by developing and implementing processes that will ensure the achievement of Aimia's financial and operating goals and objectives;
- c) identifying and communicating to the Board of Directors the principal risks with respect to the Corporation and its businesses, and developing processes for managing such risks;
- d) fostering a corporate culture that promotes professionalism, integrity, performance, customer focus and service;
- e) keeping the Board of Directors aware of Aimia's performance and events affecting its business, including opportunities in the marketplace and adverse or positive developments;
- f) recruiting, developing and maintaining competent and productive management teams and establishing the organizational structure within Aimia and its subsidiaries; and
- g) ensuring, in cooperation with the Board of Directors, that there is an effective succession plan in place for the Chief Executive Officer position.