



Appointment of Proxyholder

I/We, being holder(s) of common shares of Aimia Inc. (the "Corporation") hereby appoint: **Thomas Finke** or, failing him, **Steven C. Leonard** or

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. **If no voting instructions are indicated above, this proxy will be voted FOR a matter by Management's appointees or, if you appoint another proxyholder, as such other proxyholder 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.**

Print the name of the person you are appointing if this person is someone other than the individuals listed above

Signature(s)

Date

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 special meeting of the holders of common shares of the Corporation to be held in person at Vantage Venues (Caledonia Room S7), 150 King Street West, 27th Floor, Toronto, Ontario, on January 28, 2025, at 10:30 a.m. (Eastern Time) (the "Meeting") 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.

Please sign exactly as your name(s) appear on this proxy.

Please see reverse for instructions. All proxies must be received by 10:30 a.m. (Eastern Time) on January 24, 2025.

Management recommends voting FOR the following Resolutions. Please use a dark black pencil or pen.

1. Election of Rhys Summerton

FOR

AGAINST

2. Election of Shahir Guindi

FOR

AGAINST

Proxy Form – Special Meeting of Shareholders of Aimia Inc. to be held on January 28, 2025 at 10:30 a.m. (Eastern Time) (the “Meeting”)

Notes to Proxy

1. This proxy must be signed by a holder or his or her attorney duly authorized in writing. If you are an individual, please sign exactly as your name appears on this proxy. If the holder is a corporation, a duly authorized officer or attorney of the corporation must sign this proxy, and if the corporation has a corporate seal, its corporate seal should be affixed. If the signatory is acting in a fiduciary or representative capacity, please provide full particulars of such appointment and authority.

2. **Except where a shareholder chooses to vote his or her shares by proxy using the telephone, a shareholder has the right to appoint a person to attend and act for him or her and on his or her behalf at the Meeting other than the persons designated in this Proxy.** Such right may be exercised by filling in the name of such person in the blank space provided on the other side of this proxy. A person appointed as nominee to represent a shareholder need not be a shareholder of the Corporation. Any person appointed as proxyholder must attend the Meeting to vote.

3. The shares represented by this proxy will be voted for, against or withheld from voting on each of the matters described herein, as applicable, in accordance with the instructions of the shareholder on any ballot that may be called for and, if the shareholder has specified a choice with respect to any matter to be acted on, the shares will be voted accordingly.

4. This proxy confers discretionary authority in respect of amendments or variations to matters identified in the accompanying notice of meeting and management information circular (“Management Information Circular”) or other matters that may properly come before the Meeting or any adjournment or postponement thereof, in each case to the extent permitted by law, whether or not the amendment or variation or other matter is routine and whether or not the amendment, variation or other matter is contested. Late proxies may be accepted or rejected by the Chair of the Meeting in his discretion, and the Chair is under no obligation to accept or reject any particular late proxy.

5. If the securities are registered in the name of an executor, administrator or trustee, please sign exactly as your name appears on this proxy. If the securities are registered in the name of a deceased or other holder, the proxy must be signed by the legal representative with his or her name printed below his or her signature, and evidence of authority to sign on behalf of the deceased or other holder must be attached to this proxy.

6. Some holders may own securities as both a registered and a beneficial holder; in which case you may receive more than one Management Information Circular and will need to vote separately as a registered and beneficial holder. Beneficial holders may be forwarded either a form of proxy already signed by the intermediary or a voting instruction form to allow them to direct the voting of securities they beneficially own. Beneficial holders should follow instructions for voting conveyed to them by their intermediaries.

7. If a security is held by two or more individuals, any one of them who attends or is represented by proxy at the Meeting may, in the absence of the other or others, vote at the Meeting. However, if one or more of them attends or is represented by proxy, they must vote together in respect of such security.

All holders should refer to the Management Information Circular for further information regarding completion and use of this proxy and other information pertaining to the Meeting.

THIS PROXY IS SOLICITED BY AND ON BEHALF OF THE CORPORATION’S MANAGEMENT.

How to Vote

INTERNET

- Go to www.meeting-vote.com
- Cast your vote online
- View Meeting documents

TELEPHONE

Use any touch-tone phone, call toll free in Canada and United States at **1-888-489-7352** and an agent will help you vote online.

To vote by Internet or telephone you will need your control number. If you vote by Internet or telephone, do not return this proxy.

To vote using your smartphone, please scan this QR Code →



MAIL, FAX OR EMAIL

- Complete and return your signed proxy in the envelope provided or send to:
TSX Trust Company
P.O. Box 721
Agincourt, ON M1S 0A1
- You may alternatively fax your proxy to 416-595-9593 or scan and email it to proxyvote@tmx.com.

An undated proxy is deemed to bear the date on which it is mailed by Management to you.

Please note that delivery of mail in Canada is being severely disrupted as a result of the Canada Post labour dispute.

If you wish to receive investor documents electronically in the future, please visit www.tsxtrust.com/edelivery to enrol.

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