

## NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

To be held on May 13, 2026 at 10:30 a.m. (Eastern Daylight Time).

**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 on **May 13, 2026**, 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, 2025, including the auditor’s report thereon – *for more details, please refer to the “Business of the Meeting – Presentation of Financial Statements” section on page 14 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 14 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 14 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 15 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 at Vantage Venues (Meeting Room Executive One (E1)), 150 King Street West, 16<sup>th</sup>Floor, Toronto, Ontario). Voting may be conducted by Shareholders in advance of the Meeting or at the physical Meeting in person.

***Shareholders are reminded to review the Information Circular before voting.***

### **VOTING**

March 27, 2026 is the record date for determining the Shareholders entitled to receive notice of and to vote at the Meeting.

**A registered Shareholder may vote at the Meeting, but all registered Shareholders may also 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.meeting-vote.com](http://www.meeting-vote.com) 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 an agent will help you vote online. 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 Daylight Time) on May 11, 2026.

### **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 Daylight 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, as described below at page 11.

### **Shareholders registered on the South African Register**

South African shareholders that hold their shares in dematerialized form in the Strate system through a Central Securities Depository Participant (“CSDP”) or broker should provide their CSDP or broker with their voting instructions or, alternatively, they should inform their CSDP or broker of their intention to attend the Meeting and vote in person in order for their CSDP or broker to be able to issue them with the necessary authorization to enable them to attend such meeting. Should you have any questions, you can contact the South African transfer agents, JSE Investor Services Proprietary Limited, by telephone at +27 713 0800 or by email at [meetfax@jseinvestorservices.co.za](mailto:meetfax@jseinvestorservices.co.za).

### **QUESTIONS**

Shareholders with questions about this notice or the Meeting can contact Joe Racanelli by telephone at 647-970-2200 or by email at [joseph.racanelli@aimia.com](mailto:joseph.racanelli@aimia.com).

Dated at the City of Montréal, in the Province of Quebec, this 8<sup>th</sup> day of April 2026.

By Order of the Board of Directors of Aimia Inc.

(S) MATHIEU GIGUÈRE

Mathieu Giguère  
Chief Legal Officer and Corporate Secretary