



AIMIA PROVIDES UPDATE ON ITS SHARE BUYBACKS FOR JULY

Toronto, August 4, 2026 – Aimia Inc. (TSX: AIM; JSE: All) announced today that it repurchased and settled for cancellation a total of 174,750 of its common shares in the month of July 2026 under the Company's normal course issuer bid program ("**NCIB**"). The total represents 0.2% of Aimia's 88,225,735 common shares outstanding as at July 31, 2026.

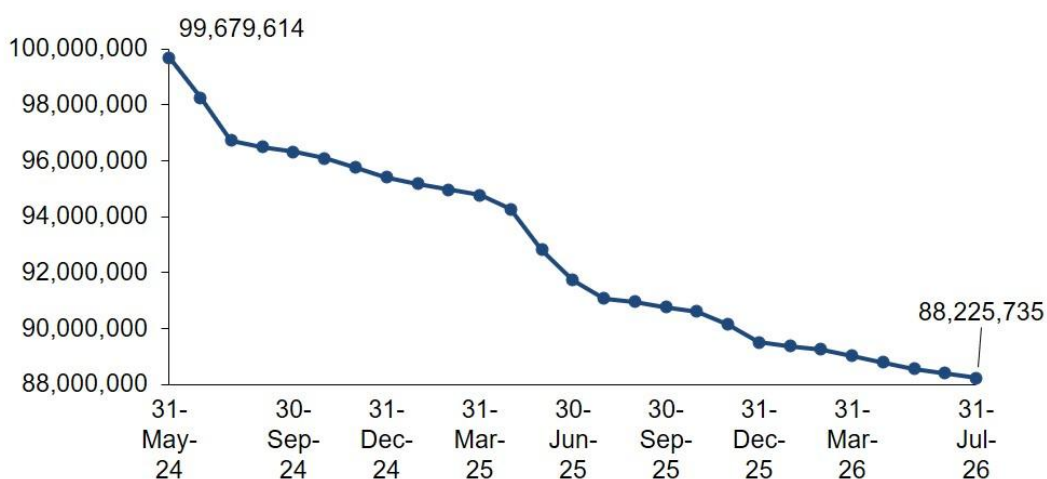
Aimia's NCIB is a component of the Company's strategy for enhancing shareholder value and reducing the discount of its share price relative to the intrinsic value of its net assets.

Shares repurchased in July were at a weighted-average price of \$2.67 per common share for a total settlement of \$467,258 excluding brokerage fees.

Through July 31, 2026, Aimia has repurchased and cancelled 10,175,582 common shares since it first announced its share buyback initiative on June 4, 2024¹.

On June 4, 2026 Aimia announced the renewal of its NCIB through June 7, 2027 with approval to purchase for cancellation up to 5,012,419 of its common shares. Through July 31, 2026, Aimia has purchased and cancelled 272,350 shares or 5.43% of allowable shares in its current NCIB program.

Number of Aimia Shares Outstanding



Aimia believes that the market price of its common shares may, from time to time, not reflect the intrinsic value of the company, and that repurchases of common shares pursuant to the NCIB may represent an appropriate and desirable use of the Company's funds. Therefore, Aimia believes that it is in its best interest to proceed with this NCIB, while maintaining sufficient financial flexibility to execute on the Company's future strategic direction and capital allocation priorities.

¹ The movement in the number of Aimia's issued and outstanding shares since the start of its NCIB in June 2024 also reflects the cancellation of 1,302,857 escrow shares and the issuance of 24,560 common shares related to the Company's acquisition of Mittleman Investment Management, LLC in June 2020.

About Aimia

Aimia Inc. (TSX: AIM; JSE: AII) is a diversified conglomerate focused on enhancing the value of its holdings. Headquartered in Toronto, Aimia's priorities include increasing its intrinsic value, reducing holding company costs, reducing the discount of its share price to the intrinsic value of its businesses, and redeploying capital to make investments in undervalued companies.

For more information about Aimia, visit www.aimia.com

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