

- Share Price (C\$): \$14.61
- Shares Outstanding (M): 172.0
- Market Cap (M\$): \$2,512.7

## Investment Highlights

- A global leader in data-driven marketing and loyalty analytics offering a full-suite of loyalty program services (Coalition, Proprietary, Analytics & Insights)
- Attractive opportunities to leverage Aimia's expertise in a rapidly evolving digital marketing and global payments marketplace
- A base of over 45 million members in our coalition programs globally supported by 75 world-class partners representing more than 150 brands in the financial, retail, and travel sectors
- Leadership position secured in established markets based on long-term contracts and strategic partnerships, and growing international footprint in key emerging markets (Mexico, Indonesia, China, Malaysia)
- Strong management team with unparalleled operational experience and track record of success
- Attractive business model with strong cash flow generation, strong balance sheet and investment grade credit rating (BBB-, BBB)

## FY 2014 Financial Metrics

**\$2.687**  
Billion

Gross Billings\*

**\$316.4**  
Million

Adjusted EBITDA\*

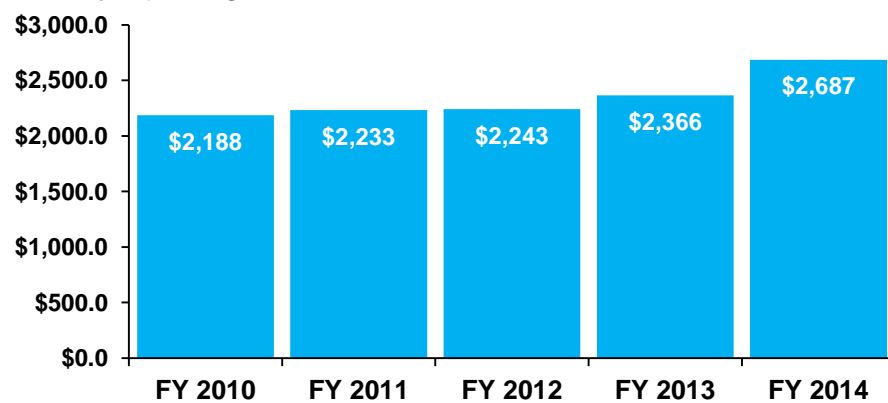
**\$287.0**  
Million

Free Cash Flow (before dividends paid)\*

## Track Record of Creating Shareholder Value

### Gross Billings (\$M)

Healthy top line growth



### Free Cash Flow Before Dividends (\$M)

Track record of free cash flow generation



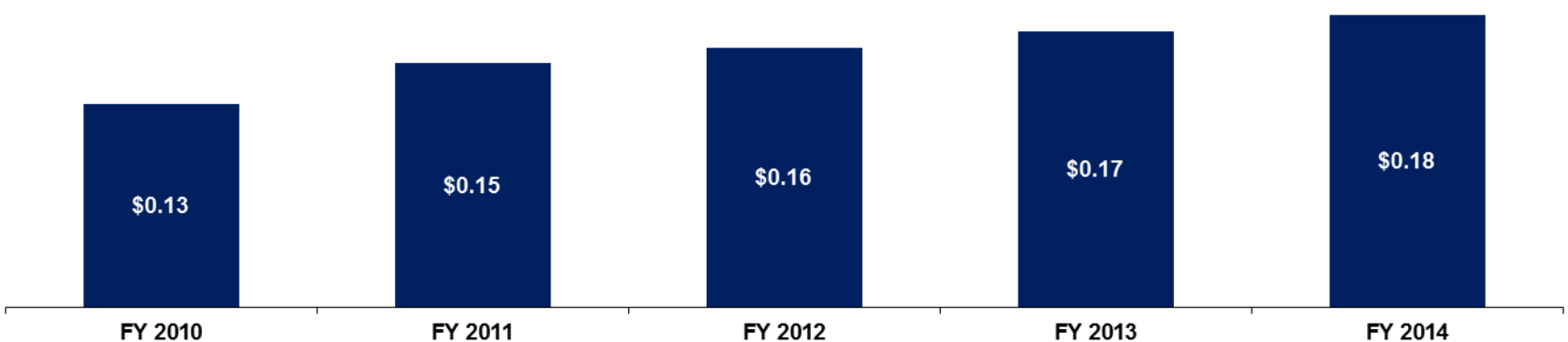
(1) Adjusted for \$20.4 million related to the Nectar Italia launch costs, \$26.8 million related to Carlson Marketing migration costs, and \$5.2 million for Carlson Marketing retention bonuses and new rewards platform.

(2) Adjusted for the funding of the prepaid card liability of \$23.9 million in the US business.

(3) Adjusted for the CIBC payment of \$150.0 million and the related harmonized sales tax of \$22.5 million.

### Common Dividends (\$ per common share)

Consecutive increases in quarterly dividends



## Full-Suite Service Offerings

### Coalition Loyalty

Designs, builds, owns and manages multi-partner shared currency loyalty programs around the globe. Partners benefit from the insights on customer behaviour from pooled data, while members benefit from an ability to earn with multiple partners.



### Proprietary Loyalty

Leveraging our technology platforms, and our digital, mobile and analytical expertise, Aimia designs, builds and manages strategic business and customer loyalty programs for individual clients globally.



### Analytics & Insights

Delivering actionable insights to influence customer behaviour and measurable ROI by leveraging transactional and behavioural data collected through our programs and technology.



## Our 5 Year Strategy

### Strategic Aspiration

- Be the recognized global leader in loyalty management
- Making business personal by inspiring brands to build unparalleled relationships with their customers
- Making engagement more relevant and rewarding

### Strategic Pillars

- 1 Break away from the pack with distinctive capabilities
- 2 Codify and replicate successful models globally
- 3 Strengthen our current position in priority markets
- 4 Evolve our operating model

### Investment Proposition

- Attractive business with more diversification of profitability and strong free cash flow generation
- Focused on growth opportunities and maintaining solid financial characteristics

## Executive Team



### Rupert Duchesne, Group Chief Executive

- Mr. Duchesne culminates a decade of innovative stewardship of the rapid growth of the organization from its carve-out as a division of Air Canada in 2002. Under his leadership the company has grown from a single loyalty program in a single market to a truly global enterprise with operations in over 20 countries.



### David Adams, Executive Vice President and Chief Financial Officer

- Responsible for the overall financial strategic direction, control, reporting and financial monitoring of Aimia's operations. He also oversees the organization's access to and engagement with global capital markets.



### David Johnston, Group Chief Operating Officer

- Responsible for driving further development of Aimia's global operating model and managing the global business development team who plan and execute the expansion of Aimia's full suite strategy into new territories.

### Executive Members with Regional Responsibilities:

- Vince Timpano, Executive Vice President; President and Chief Executive Officer - Canada
- Jan-Pieter Lips, President - Europe, Middle East and Africa
- Shailesh Baidwan, President - Asia Pacific