

Aimia Inc.

Aimia announces loyalty partnership with Optus

MONTREAL, Nov. 13, 2015 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, today announced Optus, Australia's second-largest telecommunications group, and a wholly owned subsidiary of Singtel, Asia's leading telecommunications company, has chosen Aimia as its loyalty partner to deliver its new customer rewards program.

The new loyalty program will be underpinned by Aimia's state-of-the-art global loyalty platform to deliver highly personalized rewards to Optus's 9 million plus customers.

The new program will provide a range of compelling offers to generate genuine excitement and relevant rewards accessible to all Optus customers.

Shailesh Baidwan, Regional President, Asia-Pacific, Aimia, said: "Optus is shaking up loyalty with a ground-breaking new non-points program to delight its customers. Aimia is proud to be its chosen partner to deliver an innovative and compelling new program, using the Aimia Loyalty Platform, which brings together our global loyalty expertise and powerful technology to provide highly relevant and personalized rewards to their customers, cementing their loyalty to Optus."

Aimia will be responsible for delivering a full suite of loyalty services including a world-leading loyalty platform, and custom-built website to deliver customer focused rewards and money-can't-buy experiences. The program will constantly evolve as customers interact with Optus and customers will receive personalized rewards and offers which complement their interests and lifestyles.

Aimia designs, implements and manages loyalty programs for a number of Australia's leading brands as well as owning and operating Aeroplan in Canada and the Nectar loyalty program in the UK.

About Aimia

Aimia Inc. (TSX:AIM) is a data-driven marketing and analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers.

Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights.

We do this through our own coalition loyalty programs such as Aeroplan in Canada and Nectar in the UK, and through provision of loyalty strategy, program development, implementation and management services. These are underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and Smart Button, and also through analytics and insights offerings, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico, Air Miles Middle East and Think Big, a partnership with Air Asia and Tune Group. Our clients are diverse, and we have industry-leading expertise in the fast-moving consumer goods, retail, financial services, and travel and airline industries globally to deliver against their unique needs.

For a full list of our partnerships and investments, and more information about Aimia, visit www.aimia.com.

About the Aimia Loyalty Platform

The Aimia Loyalty Platform is one of the most advanced loyalty platforms in terms of integrating transaction and interaction data to obtain a multi-dimensional view of the customer. It captures the right data points across platforms and networks to help marketers influence behaviour and build real relationships.

About Optus

Optus is Australia's second largest telco communication provider and a wholly owned subsidiary of the Singtel Group, Asia's leading telecommunications company.

Optus provides customers with a range of services including mobile, fixed and IP telephony, entertainment and subscription TV, business network services, fixed and wireless broadband and satellite services. Optus also delivers wholesale services to third parties for resale under their own brand.

Optus has a retail presence of more than 370 Optus stores across Australia, with over 9,000 people employed across Australia.

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