

Aimia Inc.

## Nordstrom Partners with Aimia to Expand Nordstrom Rewards Program

### Adds 1.7 million new loyalty members in first three months

MONTREAL, Aug. 11, 2016 /CNW Telbec/ - Nordstrom Inc. (NYSE: JWN), a leading fashion specialty retailer, has partnered with Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, to enhance the Nordstrom Rewards loyalty program.

The expanded Nordstrom Rewards launched in Nordstrom stores in the U.S., Canada, and Puerto Rico, and on Nordstrom.com in May 2016. In the first three months, Nordstrom has enrolled approximately 1.7 million new members.

Nordstrom worked closely with Aimia to redesign Nordstrom Rewards to become a more inclusive program that allows customers to earn points regardless of how they choose to pay for their purchases. Customers can now enrol by simply providing their name, mobile phone number and email address.

"We heard from our customers that they wanted a more personalized and flexible Nordstrom loyalty program," said Chris Holloway, vice-president of loyalty, Nordstrom. "We were pleased to collaborate with Aimia to deliver on that through our expanded Nordstrom Rewards program."

"When companies listen to their customers' feedback, understand their values, and focus on customer experiences, they can see a positive impact on their business," said Gerard Whelan, president of Global Loyalty Solutions, Americas, Aimia. "By giving its customers what they want, Nordstrom has effectively improved customer relationships and paved the way for greater brand loyalty and great service."

Leveraging the Aimia Loyalty Platform (ALP), which incorporates Aimia's global loyalty expertise along with its comprehensive technology suite, Nordstrom can manage the program with easy-to-use tools and track customer interactions with a single, real-time view. By collecting transaction and interaction data and providing real-time reporting, ALP allows Nordstrom to better understand its customers' needs and respond at every touchpoint, from desktop and laptop to mobile device to in-store, all in an integrated fashion.

### About Aimia

Aimia Inc. (TSX:AIM) is a data-driven marketing and loyalty 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.

With about 3,200 employees across 17 countries, 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, Nectar in the UK, and Air Miles Middle East, and through provision of loyalty strategy, program development, implementation and management services underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and Smart Button, and through our analytics and insights business, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico 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](http://www.aimia.com).

### SOURCE AIMIA

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