

Aimia Inc.

## Aimia Inc. Appoints Nathaniel Felsher as President & Chief Strategy Officer

**TORONTO, August 27, 2018** – Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, today announced that Nathaniel Felsher has joined as President & Chief Strategy Officer. Reporting directly to Chief Executive Officer, Jeremy Rabe, Nat will assume responsibility for shaping, implementing and communicating Aimia’s strategy and for managing the company’s global investments.

Nat joins Aimia from Deutsche Bank, where he has worked for the past 11 years in both New York and London, most recently as Global Co-Head of Aviation - Corporate & Investment Banking. Nat has advised clients in the airline, aircraft leasing, loyalty, travel technology and transportation infrastructure sectors with respect to strategy, equity and debt placements and M&A. He has global deal experience having executed transactions in more than 20 countries. Prior to joining Deutsche Bank, Nat held investment banking positions with HSBC and JPMorgan Chase & Co.

“We’re extremely fortunate to have someone of Nat’s calibre join our organization and round out our solid leadership team,” said Rabe. “Having worked with Nat in the past, I believe his knowledge of the global loyalty and aviation space, strong relationships and corporate finance skills will be a huge asset to our business going forward.”

“Given Nat’s unique background advising airlines, loyalty and travel technology companies, he has already proven to be a welcome addition to the Aimia leadership team during this pivotal period in our corporate history,” adds Robert E. Brown, Aimia’s Chairman of the Board.

### **About Aimia**

Aimia Inc.’s (TSX: AIM) data-driven marketing and loyalty analytics provides 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 and individual companies to help generate, collect and analyze customer data and build actionable insights. Our businesses include Aeroplan in Canada and Air Miles Middle East. The provision of loyalty strategy, program development, implementation and management services for other clients are underpinned by leading products and technology platforms such as the Aimia Loyalty Platform – Enterprise and Aimia Loyalty Platform – SaaS, 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 more information about Aimia, visit [www.aimia.com](http://www.aimia.com).

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