



AIMIA EXTENDS EXPIRY DATE OF ITS SUBSTANTIAL ISSUER BID

Toronto, January 10, 2025 – Aimia Inc. (TSX: AIM) (“**Aimia**” or the “**Company**”) today announced that due to the impact of Canada Post workers’ strike in delaying the mailout of documents related to the Company’s previously announced substantial issuer bid (the “**Offers**”) to purchase for cancellation all of its preferred shares in consideration for 9.75% senior unsecured notes (the “**2030 Notes**”), it has extended the expiry date of the Offers to **5:00 pm (Eastern time) on January 30, 2025**, unless further extended, varied or withdrawn by the Company. All other terms of the Offers remain unchanged.

Details of the Offers, including instructions for tendering the Preferred Shares, are included in the formal offers to purchase (the “**Offers to Purchase**”) and issuer bid circular dated November 21, 2024 (the “**Circular**”), as same will be amended by the notice of variation and extension dated January 10, 2025 (the “**Notice of Variation**” and, collectively with the Circular, the letter of transmittal and the notice of guaranteed delivery, the “**Offer Documents**”). The Notice of Variation will be mailed to preferred shareholders, filed with applicable Canadian securities authorities and made available without charge on SEDAR+ at www.sedarplus.ca. Preferred shareholders should carefully read the Offer Documents prior to making a decision with respect to the Offers.

Preferred Shareholders who have already deposited their Preferred Shares validly using the letter of transmittal and, if applicable, a notice of guaranteed delivery, and have not withdrawn such Preferred Shares, do not need to take any further action to accept the applicable Offers and receive the applicable purchase price (as detailed in the Offer Documents). The Company will take up and pay for Preferred Shares validly deposited under the Offers pursuant to the terms and conditions of the Offer Documents. Preferred Shares validly deposited and not withdrawn as of the initial expiry date, being 5:00 pm (Eastern Time) on January 10, 2025 will be taken up and paid for by the Company on or about January 14, 2025.

The Substantial Issuer Bid marks the first initiative introduced as a result of Aimia’s strategic review process designed to unlock the Company’s value. The Offers provide preferred shareholders with an opportunity to realize all or a portion of their investment in the Company based on (i) the limited liquidity and perpetual nature of the Preferred Shares, (ii) the higher annual yield the 2030 Notes will provide relative to the current dividend (annualized) of each series of Preferred Shares, (iii) the fixed maturity date of the 2030 Notes, and (iv) the accelerated liquidity available to holders of 2030 Notes in certain events. The Strategic Review Committee and the Board of Directors believe that the exchange of Preferred Shares for the 2030 Notes under the Offers for the purchase price (as detailed in the Offer Documents) represents an effective recapitalization of the Company and is in the best interests of the Company and its security holders.

Shareholders with questions about the Offers or how to tender can contact Aimia’s information agent, Shorecrest Group at 1-888-637-5789 (North American Toll-Free Number) or +1 647-931-7454 (outside North America) or email: contact@shorecrestgroup.com for assistance.

This news release is for informational purposes only and does not constitute an offer to buy or the solicitation of offers to sell Preferred Shares. The formal offers to purchase the Preferred Shares in consideration for 2030 Notes are detailed in the Offer Documents.

About Aimia

Aimia Inc. (TSX: AIM) is a diversified company focused on unlocking the growth potential of its two global businesses, Bozzetto, a sustainable specialty chemicals company, and Cortland International, a rope and netting solutions company. Headquartered in Toronto, Aimia’s priorities include monetizing its non-core investments, enhancing the value of our core holdings, and returning capital to its shareholders. For more information about Aimia, visit www.aimia.com.

Forward-Looking Statements

This press release contains statements that constitute “forward-looking information” within the meaning of Canadian securities laws (“**forward-looking statements**”), which are based upon Aimia’s current



expectations, estimates, projections, assumptions and beliefs. All information that is not clearly historical in nature may constitute forward-looking statements. Forward-looking statements in this release include, without limitation, statements regarding the Company's intentions and expectations with respect to the Offers, the expected Expiry Time and Closing Date of the Offers and the effects and benefits of the Offers. Forward-looking statements are typically identified by the use of terms such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "predict", "project", "will", "would" and "should", and similar terms and phrases, including references to assumptions.

Forward-looking statements, by their nature, are based on assumptions and are subject to known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the forward-looking statement will not occur. The forward-looking statements in this press release speak only as of the date hereof and reflect several material factors, expectations and assumptions. Undue reliance should not be placed on any predictions or forward-looking statements as these may be affected by, among other things, changing external events and general uncertainties of the business. A discussion of the material risks applicable to the Company can be found in Aimia's current Management's Discussion and Analysis and Annual Information Form, each of which have been or will be filed on SEDAR+ and can be accessed at www.sedarplus.ca. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and Aimia disclaims any intention and assumes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

For more information, please contact:

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