



Groupe Aeroplan Summary

Groupe Aeroplan Inc., listed on the Toronto Stock Exchange with a market capitalisation of \$2bn, is a global leader in loyalty management and customer centric retailing. We are experts in providing end to end solutions for market and industry leaders in the development and management of loyalty programmes, planning and marketing communications, data analytics and loyalty marketing systems.

Groupe Aeroplan owns and operates leading loyalty brands, loyalty marketing and analytical services worldwide:

- **Aeroplan**, Canada's premier loyalty programme with over **4 million collectors** earning miles from over 70 partners and 150 brands across the airline, hospitality, financial services and retail sectors.
- **Nectar**, the UK's leading coalition loyalty programme with **16 million collectors** (more than 50 per cent of UK households), enables consumers to collect Nectar points when shopping across a broad spectrum of household expenditure including grocery, fuel, DIY and financial services.
- **Carlson Marketing**, a leading international loyalty marketing services, engagement and events provider. Clients include P & G, Visa, Coca Cola, Ford, Bank of America and Best Buy.
- **Air Miles*** programmes in the United Arab Emirates, Qatar and Bahrain with over **1.4 million collectors** and 120 leading brands.
- **LMG Insight & Communication**, a customer-driven insight and data analytics business offering international services to retailers such as Sainsbury's in the UK, CVS in the USA, and more than 100 FMCG companies including Unilever, P & G, Heinz, Coca Cola and Pepsico.

As part of our stated international expansion strategy we have announced a number of new business initiatives within the last year:

- In **March 2010**, we launched **Nectar Italy****, based on the successful UK model, and announced in August 2010 that the year end target of **5m** collectors had already been surpassed.
- In **April 2010**, we made our first investment in an international frequent flyer programme by acquiring a minority position in **AeroMexico's** frequent flyer program, **Club Premier**.
- In **May 2010**, we entered into a multi-year agreement with **CVS Caremark**, the largest pharmacy health care provider in the United States to provide data analytics and customer insight services.
- In **August 2010**, we announced that we have licensed our successful **Nectar brand to Cencosud**, a leading retailer in Latin America, to re-launch their proprietary loyalty programme (formerly Circulo Mas).

* 60% ownership; ** 75% ownership

