

AEROPLAN FACT SHEET

General Facts

- Aeroplan, Canada's premier coalition loyalty program is owned by Aimia, a global leader in loyalty management.
- Aeroplan celebrated its 25th anniversary in July 2009.
- There are more than 4.5 million active members.

Accumulation Partners

- Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.
- Aeroplan Members can accumulate miles with Air Canada and the Star Alliance network, as well as numerous hotel properties and through car rental agencies Avis and Hertz.
- Aeroplan has significantly expanded its portfolio of retail and service provider partnerships to include: Home Hardware, Esso, Nestlé Canada, Rexall Pharma Plus, Sobeys and more.
- Aeroplan has significant credit / charge card partnerships with CIBC and American Express which allow members to earn miles twice if they pay with one of their Aeroplan affiliated financial cards.
- Aeroplan Members can also earn miles as they shop at the Aeroplan eStore that features more than 10 product categories and over 120 retailers including Apple Store Canada, Chapters.Indigo.ca, Dell Canada and Sears.

Rewards

- In 2011, approximately 2.3 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.
- In 2011, Aeroplan issued an average of 6,300 rewards per day, equal to approximately one reward every 14 seconds.
- In 2011, over 81% of all rewards were redeemed on aeroplan.com (over 1.8 million), with an average of one reward issued online every 17 seconds.
- To date, more than 600 billion miles have been redeemed for more than 16 million seats to over 1,000 destinations around the world through Air Canada and the Star Alliance network.
- Since launching the merchandise, hotel, car rental and experiential rewards in 2004, more than 40 billion Aeroplan Miles have been redeemed for non-air rewards.

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