

AEROPLAN: HISTORY

The Evolution of Aeroplan

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.

2011: Aeroplan introduced several enhancements to its flight reward booking tool that offers members more choice, greater flexibility and robust self-service. The tool optimizes Aeroplan's use of the Star Alliance network and gives members more route options, more destinations and more flexible flying times.

2011: Aeroplan launched the Last Minute Travel Tool which showcases available destinations for travel within the next 14 days on some of members' most popular routes at Classic mileage levels, making it easier to travel on a whim.

2011: Aeroplan launches first exclusive flights for members designed to give members an extra special flight experience getaway.

2010: In May, 2010, Aeroplan announced that Aeroplan Members can now book ClassicFlight one-way rewards online at aeroplan.com, in addition to booking through the Contact Centre. ClassicFlight one-way rewards are available anywhere Air Canada flies, increasing the flexibility and accessibility of flight rewards by providing members with the option of using miles for just a portion of their trip.

2010: Aeroplan launched a brand new suite of rewards called "*Money Can't Buy.*" Members can now redeem their Aeroplan Miles for a variety of rewards that are unique to the Aeroplan program, including guitars autographed by major musicians. 100 per cent of the proceeds from these redemptions will go to Aeroplan's Beyond Miles partners or a charity of the artist's choice.

2010: Aeroplan Members can now automatically donate 2 per cent of all miles accumulated to any Beyond Miles partner of the member's choice. Members simply visit their profile page on aeroplan.com, select the donation opt-in and the Beyond Miles partner they would like their miles to go to.

2009: Aeroplan, Canada's premier coalition loyalty program, celebrated its 25th anniversary in July 2009.

2008: Aeroplan began offsetting its corporate carbon footprint, including the energy and fuel use from its offices and vehicles along with emissions from corporate air travel.

2008: In June 2008, CIBC launched the CIBC Aerogold VISA Infinite – one of the most elite credit cards in the Canadian marketplace.

2008: Vince Timpano was appointed President and Chief Executive Officer of Aeroplan Canada and Executive Vice President, Groupe Aeroplan Inc.

2008: Aeroplan launched the Aeroplan eStore featuring more than 10 product categories and over 120 retailers: www.aeroplan.com/estore.

2008: Aeroplan Income Fund converted into a growth oriented, dividend paying global loyalty management public corporation named "Groupe Aeroplan Inc".



2008: Aeroplan launched *Aeroplan Arrival*, an exclusive branded content magazine that encompasses travel, lifestyle, culture and popular Aeroplan reward merchandise. *Aeroplan Arrival* is available online at www.aeroplan.com/arrival, providing members with an opportunity to interact with Aeroplan and each other online.

2007: Aeroplan Income Fund acquired Loyalty Management Group (LMG), a loyalty marketing and customer-driven insight and analysis business that owns and operates Nectar, the United Kingdom's leading coalition loyalty program.

2007: Launched the loyalty industry's first Carbon Offset program as part of Aeroplan's Green It Up initiative that allows members to offset their flight rewards or their everyday carbon emissions using Aeroplan Miles. Today, Aeroplan matches all miles redeemed for carbon offset credits by 20 per cent and transfers the total sum to Offsetters, a leading Canadian provider of high-quality climate solutions. As of January 1, 2012, Aeroplan and its members have redeemed more than 107 million Aeroplan Miles for carbon credits: www.aeroplan.com/offset.

2007: Launched Aeroplan Music Store, the loyalty industry's first online store where members can redeem miles for music: www.aeroplanmusicstore.com.

2007: Aeroplan and the AGO introduced the Grange Prize, an annual award recognizing the work of Canadian and international contemporary photographers: www.thegrangeprize.com.

2006: Introduced ClassicPlus Flight™ Rewards, providing unrestricted access to 100% of available seats on Air Canada and Air Canada Jazz.

2006: Launched the Beyond Miles Program that enables Aeroplan Members to donate miles to eight charitable organizations. As of January 2012, the following organizations are part of the program: Air Canada's Kids' Horizons, Earth Day Canada, Engineers Without Borders-Canada, Médecins Sans Frontières Canada, Schools Without Borders, the Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada: www.aeroplan.com/donate. To date, more than 225 million miles have been donated.

2005: Aeroplan began expanding its partner roster into the retail sector. Today, partners include: Esso, Home Hardware, Nestlé Canada, Primus, Rexall Pharma Plus, Sobeys and Uniprix, among others.

2005: Completed Initial Public Offering for world's first publicly-traded loyalty program, Aeroplan Income Fund.

2004: Introduced a series of co-branded charge cards with American Express that offer swift accumulation of Aeroplan Miles.

2004: Launched a comprehensive suite of non-air rewards. Today, members have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards: www.aeroplan.com/myrewards.

2004: Aeroplan increased access to reward seats by 50% on Air Canada and Air Canada Jazz.

2004: Launched new Aeroplan brand identity that positioned Aeroplan as its own entity outside of Air Canada and as the premier loyalty program in Canada.

2002: Aeroplan was spun-off as a wholly-owned subsidiary of Air Canada.

2001: Completed the integration of Canadian Plus members into Aeroplan.

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2000: Rupert Duchesne became President and Chief Executive Officer of Aeroplan.

1998: CIBC Aeromortgage launched – for every \$1 of regular mortgage paid, Aeromortgage holders earned one Aeroplan Mile.

1991: Launched the CIBC Aerogold VISA card, now one of the most popular gold credit cards in its category in Canada.

1985: More than 100,000 frequent flyers enrolled in the program.

1984: Aeroplan began as a promotional tool for Air Canada's business travellers.

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