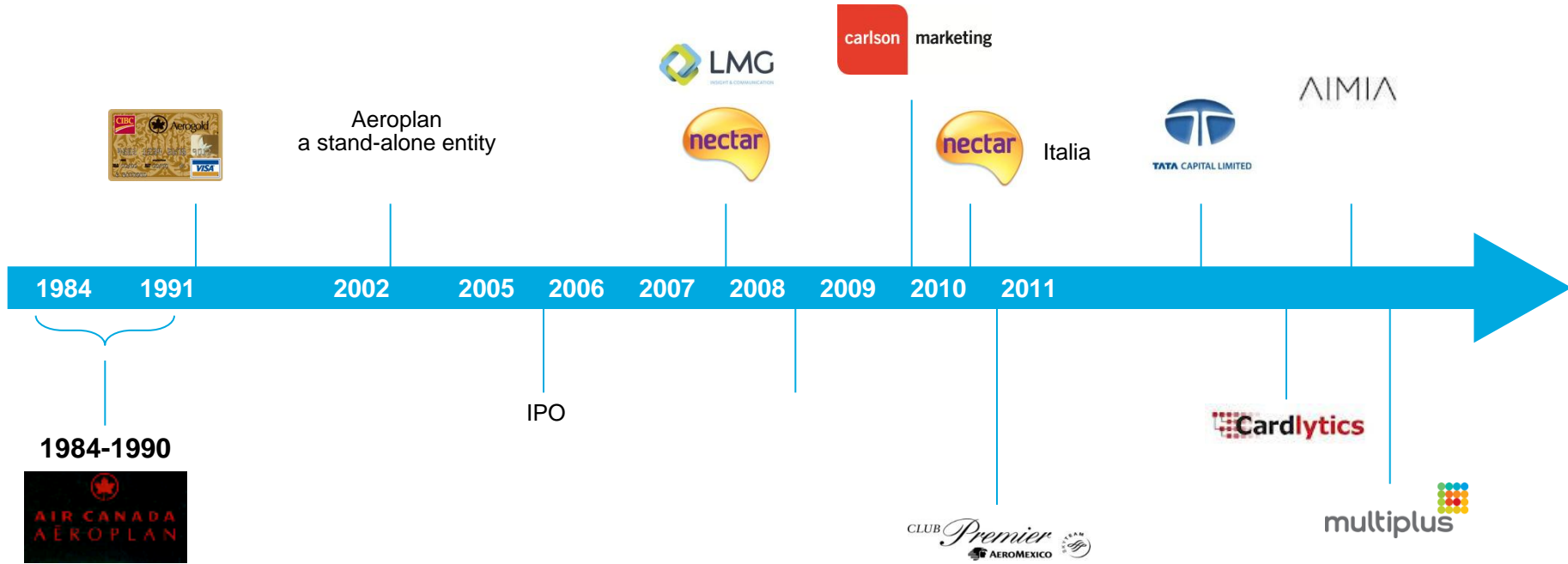


THE RISE OF THE DATARATI

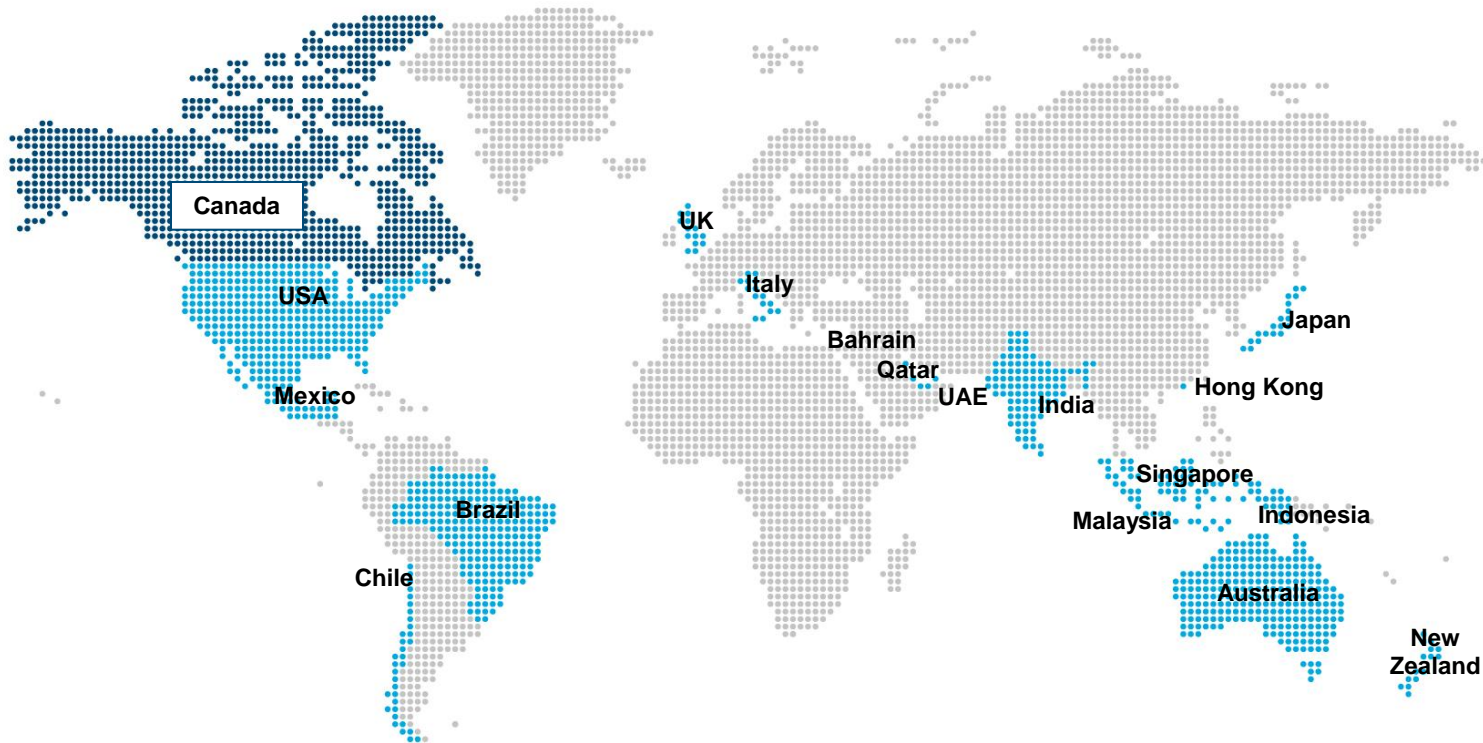
Turning Customer Data into Revenue



WE HAVE COME A LONG WAY



UNMATCHED GLOBAL SCALE AND SCOPE



A SIGNIFICANT CONTRIBUTOR TO QUEBEC

- Headquarters in Quebec for 27 years
- 64% of Canadian management team
- \$35 and \$40 million annual operating and IT spending
- Supporting professional services in Quebec
- More than doubled top line since 2007
- Growing free cash flow and shareholder return
- Supporting many Quebec non for-profit organizations

WHO WE ARE TODAY

AIMIA

Proprietary Loyalty

Coalition Loyalty

Loyalty Analytics



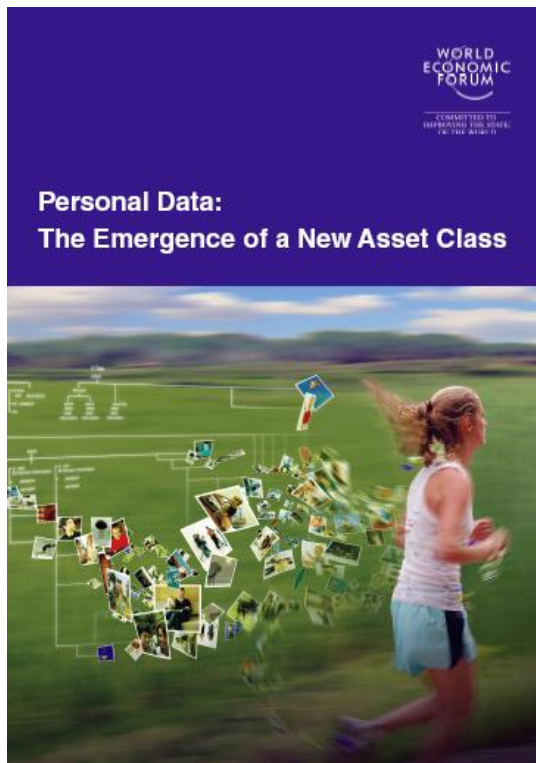
CUSTOMER DATA: THE NEW OIL

“Personal data is the new oil of the Internet and the new currency of the digital world.”

~ MEGLENA KUNEVA
European Consumer
Commissioner,
March 2009



UBIQUITY OF CUSTOMER DATA

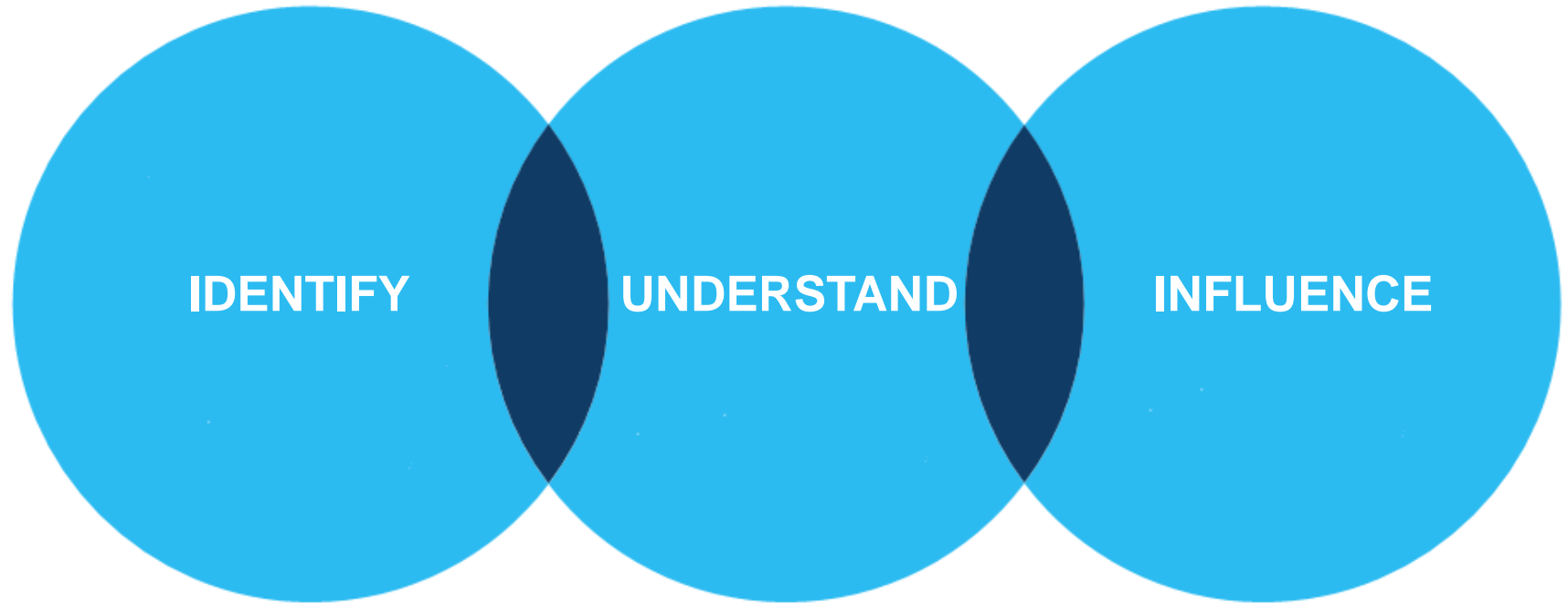


47 BILLION
(non-spam)
emails per day

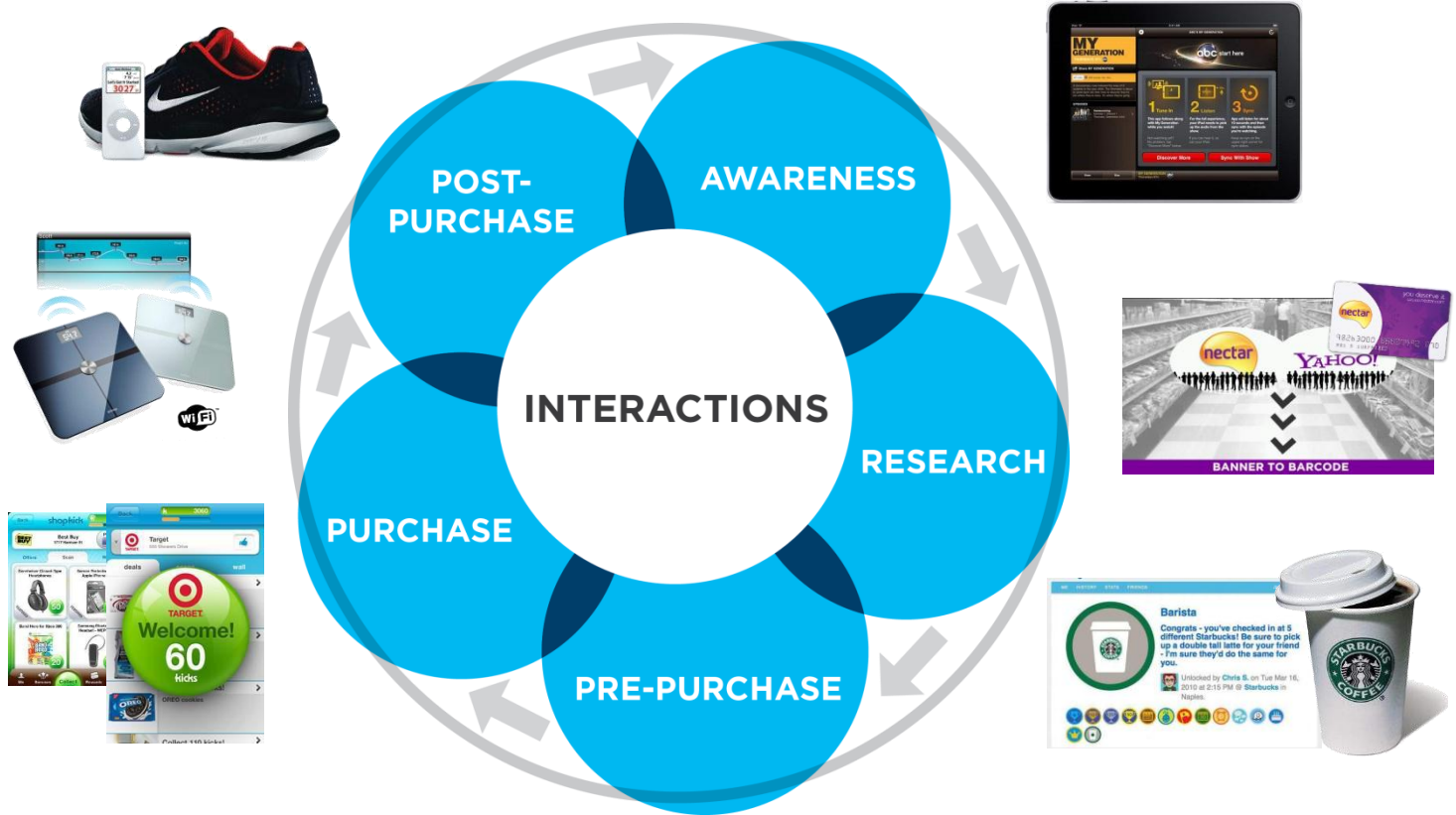
95 MILLION
tweets per day

30 BILLION
pieces of Facebook
content per day

LOYALTY MANAGEMENT – TODAY



EXTEND THE LOYALTY CYCLE



THE DATA PUZZLE

Foursquare

**Knows where you are,
but not what you like**

THE DATA PUZZLE

Google

**Knows what you want to do,
but not what you have done**

THE DATA PUZZLE

Facebook

Knows who your friends are,
but not what you buy

THE DATA PUZZLE

Television

Knows what ads you see,
but not what you buy

RULES OF THE ROAD

- **Extend the loyalty cycle**
- **Connect the dots to build relationships**
- **Deliver relevance and value**





MERCII!