



March 15, 2021

Nova Scotia Securities Commission

Alberta Securities Commission

Manitoba Securities Commission

Ontario Securities Commission

Superintendent of Securities, Prince Edward
Island

Superintendent of Securities, Northwest
Territories

Superintendent of Securities, Nunavut

Securities Commission of Newfoundland and Labrador

Saskatchewan Financial and Consumer Affairs Authority

New Brunswick Financial and Consumer Services
Commission

British Columbia Securities Commission

Autorité des marchés financiers

Superintendent of Securities, Yukon Territory

RE: Aimia Inc.

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following information in connection with its Annual Meeting of Shareholders, Virtual-only:

Date of meeting:	May 14, 2021
Record date for notice:	April 9, 2021
Record date for voting:	April 9, 2021
Beneficial ownership determination date:	April 9, 2021
Securities entitled to notice:	Common Shares
Securities entitled to vote:	Common Shares
Issuer mailing directly to non-objecting beneficial owners:	Yes
Issuer will pay for objecting beneficial owner material distribution:	Yes
Issuer using notice-and-access for registered investors:	No
Issuer using notice-and-access for non-registered investors:	No
Notice-and-access stratification criteria:	No

Sincerely,

Trust Central Services
AST Trust Company (Canada)