# NOTICE OF SPECIAL MEETING OF SHAREHOLDERS

to be held on January 28, 2025

**NOTICE IS HEREBY GIVEN** that a special meeting (the "**Meeting**") of the holders ("**Shareholders**") of common shares ("**Shares**") of Aimia Inc. (the "**Corporation**") will be held in person at Vantage Venues (Caledonia Room S7), 150 King Street West, 27th Floor, Toronto, Ontario, on January 28, 2025, at 10:30 a.m. (Eastern Time), for the following purposes:

(a) to elect Rhys Summerton and Shahir Guindi as directors of the Corporation, to serve until the end of the next annual meeting of Shareholders or until their successors are appointed (see page 9 for details on the board nominees) ; and

(b) to transact such further and other business as may properly be brought before the Meeting or any adjournment thereof.

Specific details of the matters to be put before the Meeting are set forth in the management information circular (the "**Information Circular**") prepared in connection with the Meeting.

**The Meeting is for the sole purpose of the business described above. There will be no management presentation following the formal portion of the Meeting.**

***Shareholders are reminded to review the Information Circular before voting.***

**VOTING**

December 17, 2024 is the record date for determining the Shareholders entitled to receive notice of and to vote at the Meeting.

***Registered Shareholders***

**A registered Shareholder may vote in person at the Meeting, but rather than attending in person, all registered Shareholders may vote in advance by submitting their proxy by mail, telephone or over the internet in accordance with the instructions below.**

*Please note that you cannot vote by returning this notice.*

You may and we suggest that you vote your shares on the Internet, by phone or mail.

INTERNET: Go to the website www.meeting-vote.com and follow the instructions on the screen.

TELEPHONE: Voting by proxy using the telephone is only available to Shareholders located in Canada and the United States. Call 1-888-489-7352 (toll-free in Canada and the United States) and an agent will help you vote online. You will need your 13-digit control number.

MAIL: Complete your form of proxy and return it in the envelope provided.

Please refer to the instructions on your separate proxy or voting instruction form on how to vote using these methods.

TSX Trust must receive your proxy form or you must have voted by Internet or telephone before 10:30 a.m. (Eastern Time) on January 24, 2025.

***Non-Registered Shareholders***

Your intermediary must receive your voting instructions with sufficient time for your vote to be processed before 10:30 a.m. (Eastern Time) on the date that is two business days preceding the date of the Meeting or any adjournment thereof.

If you are a non-registered shareholder and wish to attend or vote at the meeting, there are additional steps you MUST take, as described below at page 6.

**QUESTIONS**

Shareholders with questions about this notice or the Meeting can contact Joe Racanelli, Vice President, Investor Relations of the Corporation by telephone at 647-970-2200, or by email at Joseph.Racanelli@aimia.com.

Dated at the City of Montréal, in the Province of Quebec, this 20th day of December, 2024.

By Order of the Board of Directors of Aimia Inc.

(*signed*) Mathieu Giguère
Chief Legal Officer and Corporate Secretary