VIA SEDAR+

December 23, 2024

To: British Columbia Securities Commission
Alberta Securities Commission
Financial and Consumer Affairs Authority of Saskatchewan
The Manitoba Securities Commission
Ontario Securities Commission
Autorité des marchés financiers
Financial and Consumer Services Commission, New Brunswick
Nova Scotia Securities Commission
Office of the Superintendent of Securities, Service Newfoundland and Labrador
Financial and Consumer Services Division, Prince Edward Island
Office of the Superintendent of Securities, Northwest Territories
Office of the Yukon Superintendent of Securities
Office of the Superintendent of Securities, Nunavut

RE: Abridgement of time periods prescribed by National Instrument 54-101
Special meeting of shareholders to be held on January 28, 2025

Dear Sirs/Mesdames:

As required under Section 2.20 of National Instrument 54-101 – *Communication with Beneficial Owners of Securities of a Reporting Issuer* ("**NI 54-101**"), the undersigned certifies, in relation to the special meeting of shareholders of Aimia Inc. (the "**Corporation**") to be held on January 28, 2025 (the "**Meeting**"), that:

(a) the Corporation has arranged to have the proxy-related materials for the Meeting sent in compliance with the applicable timing requirements in sections 2.9 and 2.12 of NI 54-101; and

(b) the Corporation has arranged to have carried out all of the requirements of NI 54-101 in addition to those described in the above subparagraph (a).

The Corporation is thus relying on Section 2.20 of NI 54-101 to abridge the time period prescribed in subsection 2.2(1) of NI 54-101.

AIMIA INC.

Per: *(s) Mathieu Giguère*
Mathieu Giguère
Chief Legal Officer and Corporate Secretary