

POSITION DESCRIPTION – CHAIRMAN OF THE BOARD

A Chairman of the Board of Directors of Groupe Aeroplan Inc., doing business as Aimia (the “Board”) shall be appointed by the Board. The Chairman’s responsibilities include the following, in addition to the Chairman’s responsibilities pursuant to the legislation and the Corporation’s articles and by-laws as well as those which may be assigned to him from time to time by the Board:

- a) ensuring that the responsibilities of the Board are well understood by the Board;
- b) ensuring that the Board works as a cohesive team and providing the requisite leadership to enhance Board effectiveness and ensure that the Board’s agenda will enable it to successfully carry out its duties;
- c) ensuring that the resources available to the Board (in particular, timely and relevant information) are adequate to support its work;
- d) adopting procedures to ensure that the Board can conduct its work effectively and efficiently, including scheduling and managing meetings;
- e) developing the agenda for Board meetings and procedures;
- f) ensuring proper flow of information to the Board;
- g) acting as a resource person and advisor to the President and Chief Executive Officer and to the various Board committees; and
- h) chairing every shareholders’ meeting and meetings of the Board and encouraging free and open discussions at such meetings.

October 5, 2011

