



AIR CANADA

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Groupe Aeroplan Welcomes New CEO of Air Miles Middle East

New Managing Director, International Retail Programs, Groupe Aeroplan
Europe also announced

MONTREAL, Oct. 28 /CNW Telbec/ - Groupe Aeroplan Inc. (TSX: AER), today announced the appointment of Mark Mortimer-Davies to the role of Chief Executive Officer of Air Miles Middle East, the leading coalition loyalty program in the UAE, Qatar and Bahrain.

Mortimer-Davies joins Air Miles with over 25 years of Middle Eastern Fast Moving Consumer Goods (FMCG) and retail experience, including 15 years in Saudi Arabia. Among his previous positions, Mortimer-Davies was Head of Retail at Spinney's, the premier supermarket retailer in the Middle East, when it first launched with the Air Miles program in 2001, and Director of Retail Operations Savola Groups Hyperpanda operation.

"We are pleased to welcome Mark to our growing international team. His extensive experience across the Middle East's retail sector will prove extremely beneficial to Groupe Aeroplan," said Rupert Duchesne, President and Chief Executive Officer, Groupe Aeroplan. "I have no doubt that we can all learn from his expertise to expand Air Miles' reach across the whole Middle East and North Africa region."

After serving as Chief Executive Officer of Air Miles Middle East for seven years, Dave Battiston has been promoted to the role of Managing Director, International Retail Programs, Groupe Aeroplan Europe, based in London. Battiston will be responsible for exploring new coalition business opportunities with retailers in major global loyalty markets.

Under Battiston's leadership, Air Miles, which is 60 per cent owned by Groupe Aeroplan, has grown its membership to over two million members across seven countries and has in excess of 150 participating companies, including HSBC, across the Middle East region. Battiston will continue to participate on the RMME Board of Directors.

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program and Nectar, the United Kingdom's leading coalition loyalty program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates LMG Insight & Communication, a customer-driven insight and data analytics business offering international services to retailers and their suppliers.

For more information about Groupe Aeroplan, please visit www.groupeaeroplan.com.

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