



AllianceData.

LoyaltyOne®

Fact Sheet

LoyaltyOne is a global leader in shopper analytics and loyalty program strategy, solutions and services for Fortune 1000 clients around the world.

- 2019 revenue: \$1.08 billion
- Global leader in shopper analytics and loyalty program strategy, operating AIR MILES® Reward Program, Canada's most recognized coalition loyalty program, and BrandLoyalty, one of the world's leading loyalty marketing companies, creating innovative, tailor-made loyalty concepts for some of the largest food retailers globally.
- AIR MILES Reward Program is Canada's most recognized rewards program
- Over 2/3 of Canadian Households participate in AIR MILES – nearly 11 million active Collector accounts
- AIR MILES cards are swiped more than 1,000 times every minute of every day, seven days a week

Awards and Distinctions

- Canada's Greenest Employers (11 years)
- Canada's Top Employers for Young People (9 years)
- Canada's 10 Most Admired Corporate Cultures, Waterstone (5 years)
- Canada's Best Workplaces for Women (3 years)
- Best Workplaces in Canada, Large Category (5 years)
- Best Workplace for Millennials
- GTACC (Greater Toronto Area Contact Centre) - 2019
 - Gold – Best Contact Centre Giving Back Award
 - Silver – Best Contact Centre Innovation Award