



AllianceData.

Bryan Pearson

Executive, VP, President & CEO, LoyaltyOne



About Alliance Data (NYSE: ADS)

Leading global provider of data-driven marketing and loyalty solutions

Comprised of three businesses: Alliance Data's card services business, Epsilon and LoyaltyOne

Our three businesses manage more than 100 million consumer relationships

Alliance Data is among the top 2% of all publicly traded companies based on shareholder return

Responsible corporate citizen and designated "Best Places to Work" in multiple locations

Bryan Pearson understands what drives consumer loyalty to a brand, and – through his leadership of LoyaltyOne – helps clients build and strengthen loyalty with their consumers across Canada, and in South America and Europe. He joined LoyaltyOne, an Alliance Data subsidiary, in 1992 after a career in brand marketing at the Quaker Oats Co. of Canada and a position in technology at Alias Research Inc. Bryan served as president of LoyaltyOne's AIR MILES Reward Program from 1999 until 2006 and from 2015 until 2017, and assumed his current position as president of LoyaltyOne in 2006. He has spearheaded LoyaltyOne's expansion into South America and the launch of AIR MILES My Planet and AIR MILES for Social Change.

Under Bryan's leadership, LoyaltyOne has earned numerous awards for its role as a best employer, its green initiatives and its marketing expertise. Bryan is a regular contributor to key industry trade publications and has been widely quoted in prominent media including The Wall Street Journal, Chicago Tribune, Mashable, The Globe and Mail and National Post. He is a sought-after speaker and author, presenting at events such as Loyalty World, Card Forum and the Economic Club of Canada.

In 2012, Bryan published his first book, *The Loyalty Leap: Turning Customer Information into Customer Intimacy*, which earned top spots on multiple business best-seller lists. Bryan supports a number of community and charitable groups, including the Toronto French School and Kids Help Phone, and serves on the Board of the Special Olympics Canada Foundation. He is also a Board Member of the Canadian Marketing Association and a member of its executive board and audit committee.