



## Fact Sheet

*Alliance Data is a leading global provider of data-driven marketing and loyalty solutions*

- 2015 revenue: \$6.4 billion; 2016 revenue (E): \$7.2 billion
- 3 businesses: Alliance Data's card services business, Epsilon, and LoyaltyOne
- Headquartered in Plano, TX
- NYSE: ADS, up 2,058% since June 8, 2001 IPO
- S&P 500 and Fortune 500 company
- Top 1% based shareholder return
- Manages over 100 million consumer relationships worldwide
- 16,000 associates in 110 locations worldwide
- President & CEO: Ed Heffernan

## *Points of Pride*

- Manages loyalty and marketing campaigns for more than 1,000 consumer-facing companies worldwide across all industries: retail, travel, pharmaceutical, financial services, auto, and more
- Manages over 100 million consumer relationships worldwide
- Manages more than 150 branded credit card programs with more than 40 million active cardmembers
- Manages over 550 million loyalty members worldwide
- More than 47 billion permission-based emails deployed annually
- Reaches 100 percent of all U.S. households through its marketing solutions
- Serves over 50 billion digital ads per day
- Sees 80 billion online interactions daily from more than 150 million consumers across 7,000 dimensions (web browsing, app usage, video plays, and email activity)
- Delivers display ads across 3.3 million websites
- \$9.4 million in charitable contributions in 2015
- Associates volunteered more than 25,000 hours enterprise-wide in 2015
- Spent \$5 million in 2015 on associate training and development programs, resulting in more than 328,000 hours of training
- Nearly 90 percent of associates surveyed say Alliance Data is a good corporate citizen

## *Awards and Distinctions*

- Achiever's Top 50 Most Engaged Companies 2016
- America's Best Employers, Forbes 2016
- Best CEO (#2), All America Executive Team Rankings, Sell-Side for Technology, Media & Telecommunications: Computer Services & IT Consulting for Ed Heffernan, Institutional Investor 2016
- Best CFO, All America Executive Team Rankings, Sell-Side for Technology, Media & Telecommunications: Computer Services & IT Consulting for Charles Horn, Institutional Investor 2016
- Best Workplaces for Millennials, Fortune 2015
- Best Workplaces for Women, Fortune 2015
- Best Workplaces for Diversity, Fortune 2015
- Best Workplaces for African Americans, Essence Magazine 2015
- Best Investor Relations by a CEO (mid cap) for Ed Heffernan, IR Magazine 2015
- World's Most Admired Companies, Fortune 2014
- Top Performing CEOs, Harvard Business Review 2014