

How our AIR MILES Reward Program helps your clients—and you

As one of Canada's largest loyalty programs, AIR MILES® gives Collectors the ability to get Reward Miles from everyday purchases at their participating Partners such as Rexall, Safeway, Thrifty Foods, Rona and Shell. And those Miles can be put toward instant in-store Rewards on gas or groceries (Cash Rewards), or for flights, event tickets and apparel (Dream Rewards)!

You may already be among the 10 million Canadians who participate in the AIR MILES Reward Program. But did you know that your clients with Personal Insurance policies from CNS can get AIR MILES Reward Miles on their monthly premiums?

In addition to the great rewards you can enjoy personally as a Collector, our partnership with AIR MILES has been proven to help brokers keep more of their clients at renewal, with an increase of up to 5% in retention rates* for clients who are Collectors.

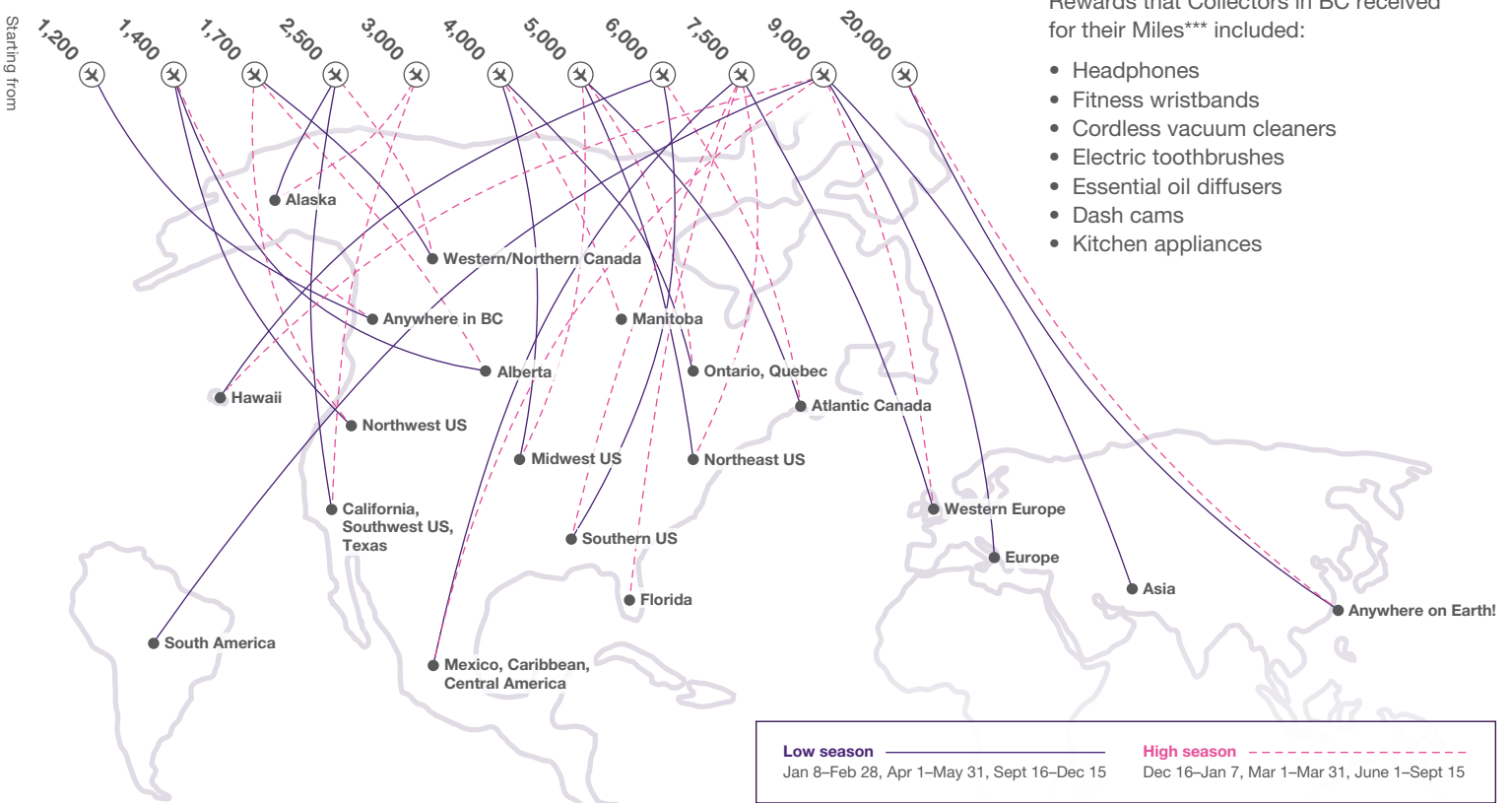
Start collecting AIR MILES Reward Miles® today!

Become an AIR MILES Collector today by registering at airmiles.ca.

You can also register your clients' AIR MILES accounts to their CNS policies so that they can start getting Miles every month by visiting rsagroup.ca/air-miles.

Where would you go?

The more Miles a client gets, the further they can fly! This map shows how many Miles are needed to fly from BC to popular destinations all around the world with AIR MILES Partner airlines.**



How are British Columbians using their Miles?

In 2018, some of the most popular Rewards that Collectors in BC received for their Miles*** included:

- Headphones
- Fitness wristbands
- Cordless vacuum cleaners
- Electric toothbrushes
- Essential oil diffusers
- Dash cams
- Kitchen appliances

* Based on data collected by RSA Group in 2018.

** All Rewards offered are subject to the Terms and Conditions of the AIR MILES Reward Program, are subject to change and may be withdrawn without notice. To use Miles for Travel Rewards, you must have accumulated sufficient Dream Miles in your Collector Account. Some restrictions may apply. Collectors must pay applicable surcharges, fees and taxes on air travel Rewards. Travel Rewards may be subject to a minimum advance booking and availability from participating Suppliers. No cancellations or refunds on tickets once booked. Changes to flight tickets may be permitted, subject to applicable restrictions and fees. For complete details, see current Program Terms and Conditions available at airmiles.ca.

*** Based on data collected by AIR MILES in 2018.