



Capital
Markets
Tribunal

Tribunal
des marchés
financiers

22nd Floor
20 Queen Street West
Toronto ON M5H 3S8

22e étage
20, rue Queen ouest
Toronto ON M5H 3S8

FILE NO.: 2023-28

**IN THE MATTER OF
MITHAQ CANADA INC.**

-and-

**IN THE MATTER OF
AIMIA INC.**

NOTICE OF HEARING

Sections 8, 21.7, 104 and 127 of the *Securities Act*, RSO 1990, c S.5

PROCEEDING TYPE: Transactional Proceeding

HEARING DATE AND TIME: October 19, 2023 at 8:30 a.m.

LOCATION: By videoconference

PURPOSE

The purpose of this proceeding is to consider the Application filed by Mithaq Canada Inc. dated October 17, 2023, requesting an order to cease trade Aimia Inc.'s shareholder rights plan and private placement and other relief related to the private placement.

The hearing set for the date and time indicated above is the first attendance in this proceeding, as described in subsection 7(1) of the *Capital Markets Tribunal Practice Guideline*.

REPRESENTATION

Any party to the proceeding may be represented by a representative at the hearing.

FAILURE TO ATTEND

IF A PARTY DOES NOT ATTEND, THE HEARING MAY PROCEED IN THE PARTY'S ABSENCE AND THE PARTY WILL NOT BE ENTITLED TO ANY FURTHER NOTICE IN THE PROCEEDING.

FRENCH HEARING

This Notice of Hearing is also available in French on request of a party. Participation may be in either French or English. Participants must notify the Tribunal in writing as soon as possible if the participant is requesting a proceeding be conducted wholly or partly in French.

AVIS EN FRANÇAIS

L'avis d'audience est disponible en français sur demande d'une partie, que la participation à l'audience peut se faire en français ou en anglais et que les participants doivent aviser le Tribunal par écrit dès que possible si le participant demande qu'une instance soit tenue entièrement ou partiellement en français.

Dated at Toronto this 18th day of October 2023.

Registrar, Governance & Tribunal Secretariat
Ontario Securities Commission

For more information

Please visit capitalmarketstribunal.ca or contact the Registrar at registrar@osc.gov.on.ca.