

Financial Tear Sheet

Corporate Profile

About Alliance Data

Alliance Data® (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500, FORTUNE 500 and FORTUNE 100 Best Companies to Work For company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ approximately 20,000 associates at more than 100 locations worldwide.

Alliance Data's card services business is a leading provider of marketing-driven branded credit card programs. Epsilon® is a leading provider of multichannel, data-driven technologies and marketing services, and also includes Conversant®, a leader in personalized digital marketing. LoyaltyOne® owns and operates the AIR MILES® Reward Program, Canada's most recognized loyalty program, and Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

Investor information about Alliance Data's businesses may be found [here](#).

Follow Alliance Data on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

Leadership Team

Ed Heffernan - President & CEO, Alliance Data

Charles Horn - Executive VP & CFO, Alliance Data

Bryan Kennedy - Executive VP, President and Chief Executive Officer, Epsilon/Conversant

Melisa Miller - Executive VP & President, Alliance Data's card services business

Bryan Pearson - Executive VP, President & CEO, LoyaltyOne

Joseph L. Motes III - Senior VP, General Counsel & Secretary, Alliance Data

Jeff Chesnut - Senior VP & Treasurer, Alliance Data

Laura Santillan - Senior VP & Chief Accounting Officer, Alliance Data

Karen Wald - Senior VP Corporate Affairs & Chief of Staff, Alliance Data

Stock Quote

ADS (Common Stock)	
Exchange	NYSE (US Dollar)
Price	\$213.13
Change (%)	▼ 0.77 (0.36%)
Volume	280,862
52 Week Low	\$192.02
Market Cap	\$11,807,349,357
Rolling EPS	13.32
PE Ratio	16.0576
Shares Outstanding	55,399,753

Data as of 05/25/18 4:02 PM ET

Stock Chart



Data provided by Nasdaq. Minimum 15 minutes delayed.

Recent Headlines & Events

Date	Title
05/23/18	Alliance Data To Participate At The R.W. Baird 2018 Global Consumer, Technology & Services Conference
05/22/18	Signet Jewelers Ltd. Shines With Alliance Data's Conversant And Epsilon, Signs Expansion Agreement For Digital Marketing Platform
05/17/18	Alliance Data To Launch Branded Credit Card Program, Provide Flexible And Frictionless Consumer Financing Options For Fast-growing Home Goods Online Retailer Appliances Connection

Date	Title
06/05/18 12:15 PM ET	Alliance Data at The R.W. Baird 2018 Global Consumer, Technology & Services Conference

SEC Filings

Filing Date	Form
05/24/18	SD
05/22/18	8-K
05/17/18	4
05/17/18	8-K

Primary IR Contact

Tiffany Louder

Investor Relations

Alliance Data

Phone: (214) 494-3048

Email: InvestorRelations@AllianceData.com

Ownership Summary

Shareholders

	Holders	Value (\$MM)	% O/S	Shares
Institution	812	12,025.38	100.8	55,837,006
Mutual Fund	1,168	5,246.75	42.5	23,557,098
Insider *	15	390.24	2.9	1,587,095

*Insider values reflect direct beneficial ownership.

Top Holders

	Shares Held	% O/S	Share Change	Filing Date
ValueAct Capital Management, L.P.	5,877,400	10.6	0	03/31/18
The Vanguard Group, Inc.	4,859,370	8.8	35,696	03/31/18
Edgewood Management LLC	2,451,031	4.4	-452,802	03/31/18
BlackRock Institutional Trust Company, N.A.	2,312,345	4.2	34,414	03/31/18
State Street Global Advisors (US)	1,876,847	3.4	-79,708	03/31/18
Viking Global Investors LP	1,824,900	3.3	1,810,614	03/31/18
Brave Warrior Advisors, LLC	1,723,950	3.1	67,226	03/31/18
Wellington Management Company, LLP	1,673,608	3.0	-239,800	03/31/18

Fidelity Management & Research Company	1,660,223	3.0	468,143	03/31/18
Boston Partners	974,709	1.8	468,310	03/31/18

Data provided by Nasdaq. Minimum 15 minutes delayed.

