

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 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 17,000 associates at approximately 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 premier coalition 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](#).

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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

Leigh Ann K. Epperson - Senior VP, General Counsel & Secretary

Jeff Chesnut - Senior VP & Treasurer, Alliance Data

Laura Santillan - Senior VP & Chief Accounting Officer

Karen Wald - Senior VP Corporate Affairs & Chief of Staff

Stock Quote

| ADS (Common Stock) | |
|---------------------------|------------------|
| Exchange | NYSE (US Dollar) |
| Price | \$244.68 |
| Change (%) | ▲ 4.03 (1.67%) |
| Volume | 563,704 |
| 52 Week Low | \$209.00 |
| Market Cap | \$13,530,804,000 |
| Rolling EPS | 15.29 |
| PE Ratio | 15.7341 |
| Shares Outstanding | 55,300,000 |

Data as of 02/16/18 4:02 PM ET

Stock Chart



Data provided by Nasdaq. Minimum 15 minutes delayed.

Recent Headlines & Events

| Date | Title |
|----------|--|
| 02/16/18 | Alliance Data To Participate At The KBW Cards Payments & Financial Technology Summit |
| 02/15/18 | Alliance Data Named One Of The 2018 FORTUNE 100 Best Companies to Work For® |
| 02/15/18 | Alliance Data Provides Card Services Performance Update For January 2018 |

There are currently no events scheduled.

SEC Filings

| Filing Date | Form |
|-------------|------|
| 02/15/18 | FWP |
| 02/15/18 | FWP |
| 02/15/18 | 10-D |
| 02/15/18 | 8-K |

Primary IR Contact

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Investor Relations

Alliance Data

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Ownership Summary

Shareholders

| | Holders | Value (\$MM) | % O/S | Shares |
|-------------|---------|--------------|-------|------------|
| Institution | 782 | 14,165.89 | 101.5 | 56,095,435 |
| Mutual Fund | 1,160 | 5,735.48 | 42.3 | 23,375,717 |
| Insider * | 15 | 375.66 | 2.9 | 1,581,761 |

*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 | 12/31/17 |
| The Vanguard Group, Inc. | 4,823,674 | 8.7 | 32,542 | 12/31/17 |
| Edgewood Management LLC | 2,903,833 | 5.3 | 3,613 | 12/31/17 |
| BlackRock Institutional Trust Company, N.A. | 2,277,931 | 4.1 | 40,710 | 12/31/17 |
| State Street Global Advisors (US) | 1,956,555 | 3.5 | 5,813 | 12/31/17 |
| Wellington Management Company, LLP | 1,913,408 | 3.5 | 72,831 | 12/31/17 |
| Brave Warrior Advisors, LLC | 1,656,724 | 3.0 | 267,732 | 12/31/17 |
| Fidelity Management & Research Company | 1,192,080 | 2.2 | 151,921 | 12/31/17 |

| | | | | |
|--|-----------|-----|----------|----------|
| Thrivent Asset Management, LLC | 1,036,763 | 1.9 | -3,583 | 12/31/17 |
| American Century Investment Management, Inc. | 871,431 | 1.6 | -308,845 | 12/31/17 |

Data provided by Nasdaq. Minimum 15 minutes delayed.

