

## Financial Tear Sheet

### Corporate Profile

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 15,000 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 holds a majority interest in Netherlands-based BrandLoyalty, a global provider of tailor-made loyalty programs for grocers.

Follow Alliance Data on Twitter (@AllianceData), Facebook ([www.facebook.com/alliancedata](http://www.facebook.com/alliancedata)), LinkedIn ([www.linkedin.com/alliancedata](http://www.linkedin.com/alliancedata)) and YouTube ([www.youtube.com/AllianceDataADS](http://www.youtube.com/AllianceDataADS)).

### Leadership Team

Ed Heffernan – President & CEO, Alliance Data

Joseph L. Motes III – Senior VP, General Counsel & Secretary

Charles Horn – Executive VP & CFO, Alliance Data

Bryan Kennedy – Executive VP, Chief Executive, Epsilon/Conversant

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

Bryan Pearson – Executive VP, President & CEO, LoyaltyOne

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

## Stock Quote

ADS (Common Stock)	
<b>Exchange</b>	NYSE (US Dollar)
<b>Price</b>	\$244.04
<b>Change (%)</b>	▼ 1.58 (0.64%)
<b>Volume</b>	439,072
<b>52 Week Low</b>	\$185.02
<b>Market Cap</b>	\$13,587,158,594
<b>Rolling EPS</b>	7.56
<b>PE Ratio</b>	32.503
<b>Shares Outstanding</b>	55,675,949

Data as of 05/26/17 4:02 PM ET

## Stock Chart



Data provided by Nasdaq. Minimum 15 minutes delayed.

## Recent Headlines & Events

Date	Title
05/25/17	Alliance Data's Card Services Business And Signet Jewelers Announce Strategic Long-Term Agreement For Private Label Credit Card Services; Agree To Purchase Of Approximately \$1 Billion Prime-Only Credit Quality Portion Of Signet's Total Private Label Portfolio
05/15/17	Alliance Data Provides Card Services Performance Update For April 2017
05/02/17	Alliance Data's Epsilon Business Expands Long-Standing Relationship With KeyBank; Named Agency Of Record For

There are currently no events scheduled.

## Customer Relationship Management

## SEC Filings

Filing Date	Form
05/26/17	SD
05/25/17	8-K
05/24/17	8-K
05/17/17	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	746	14,674.15	106.2	59,135,910
Mutual Fund	1,181	6,520.34	48.2	26,812,591
Insider *	15	353.55	2.8	1,577,466

\*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	630,900	03/31/17
The Vanguard Group, Inc.	5,309,305	9.5	95,494	03/31/17
Wellington Management Company, LLP	3,183,364	5.7	86,754	03/31/17
Edgewood Management LLC	2,721,392	4.9	109,521	03/31/17
BlackRock Institutional Trust Company, N.A.	2,498,747	4.5	-39,841	03/31/17
State Street Global Advisors (US)	2,291,669	4.1	-31,417	03/31/17
Waddell & Reed Investment Management Company	1,631,850	2.9	-27,100	03/31/17
Fidelity Management & Research Company	1,568,686	2.8	-452,731	03/31/17

American Century Investment Management, Inc.	1,483,486	2.7	-85,651	03/31/17
Thrivent Asset Management, LLC	1,108,415	2.0	598,200	03/31/17

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