

POINTS INTERNATIONAL LTD.
BUSINESS METRICS



	2009					2010				
	Q1	Q2	Q3	Q4	TOTAL	Q1	Q2	Q3	Q4	TOTAL
TOTAL ALL CHANNELS										
Points/Miles Transacted	2,090,807,671	1,999,245,997	2,395,492,288	3,146,513,217	9,632,059,173	2,770,973,376	2,724,244,955	2,553,133,449	3,175,883,853	11,224,235,633
vs. previous year	-17%	-19%	0%	39%	0%	33%	36%	7%	1%	17%
# of Points/Miles Transactions	226,920	224,999	255,233	277,261	984,413	285,191	286,953	292,295	318,067	1,182,506
vs. previous year	-25%	-26%	-15%	-2%	-17%	26%	28%	15%	15%	20%
LOYALTY CURRENCY SERVICE CHANNELS										
Points/Miles Transacted	1,820,056,552	1,711,731,477	2,113,388,443	2,733,108,711	8,378,285,183	2,485,539,070	2,484,218,131	2,349,166,953	2,808,152,925	10,127,077,079
vs. previous year	-19%	-24%	1%	47%	-1%	37%	45%	11%	3%	21%
# of Points/Miles Transactions	204,631	201,891	231,221	252,418	890,161	266,992	271,374	278,805	295,120	1,112,291
vs. previous year	-28%	-29%	-16%	-1%	-19%	30%	34%	21%	17%	25%
POINTS.COM CHANNELS										
Points/Miles Transacted	270,751,119	287,514,520	282,103,845	413,404,506	1,253,773,990	285,434,306	240,026,824	203,966,496	367,730,928	1,097,158,554
vs. previous year	4%	25%	-6%	0%	4%	5%	-17%	-28%	-11%	-12%
# of Points/Miles Transactions	22,289	23,108	24,012	24,843	94,252	18,199	15,579	13,490	22,947	70,215
vs. previous year	16%	33%	-4%	-12%	5%	-18%	-33%	-44%	-8%	-26%
Cumulative Registered Users *	2,189,814	2,252,404	2,324,611	2,404,108	2,404,108	2,467,663	2,525,059	2,499,802	2,573,719	2,573,719
vs. previous year	15%	15%	12%	13%	13%	13%	12%	8%	7%	7%

Note: * For comparability issues, the above metrics do not include Delta Buy, Gift & Transfer miles or transactions.

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	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10
TOTAL ALL CHANNELS												
Points/Miles Transacted	820,176,450	858,741,296	1,092,055,630	853,175,288	1,017,099,860	853,969,807	942,070,828	748,736,227	862,326,394	990,995,072	1,092,891,348	1,091,997,432
vs. previous year	21%	28%	47%	49%	51%	16%	14%	-9%	15%	6%	13%	-12%
# of Points/Miles Transactions	84,565	88,472	112,154	92,221	96,388	98,343	104,378	89,067	98,850	110,679	107,520	99,868
vs. previous year	13%	25%	39%	36%	27%	21%	21%	1%	23%	17%	26%	2%
LOYALTY CURRENCY SERVICE CHANNELS												
Points/Miles Transacted	718,798,994	770,703,637	996,036,439	767,102,793	943,576,969	773,538,370	867,986,834	684,938,150	796,241,969	897,444,085	953,131,730	957,577,110
vs. previous year	24%	31%	53%	54%	63%	22%	18%	-6%	22%	8%	16%	-11%
# of Points/Miles Transactions	78,309	82,976	105,707	86,630	91,481	93,262	100,128	85,250	93,427	104,195	98,858	92,067
vs. previous year	14%	30%	46%	44%	34%	27%	27%	9%	27%	20%	29%	3%
POINTS.COM CHANNELS												
Points/Miles Transacted	101,377,456	88,037,659	96,019,191	86,072,495	73,522,892	80,431,437	74,083,994	63,798,077	66,084,425	93,550,987	139,759,618	134,420,322
vs. previous year	7%	9%	1%	-5%	-23%	-21%	-17%	-34%	-31%	-10%	-4%	-18%
# of Points/Miles Transactions	6,256	5,496	6,447	5,591	4,907	5,081	4,250	3,817	5,423	6,484	8,662	7,801
vs. previous year	-7%	-22%	-24%	-25%	-34%	-37%	-43%	-61%	-19%	-15%	3%	-12%
Cumulative Registered Users *	2,428,223	2,445,438	2,467,663	2,488,082	2,505,873	2,525,059	2,539,546	2,481,047	2,499,802	2,527,600	2,553,633	2,573,719
vs. previous year	13%	13%	13%	12%	12%	12%	11%	8%	8%	8%	7%	7%

Note:

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