

POINTS INTERNATIONAL LTD.
BUSINESS METRICS

points.com

	2010					2011				
	Q1	Q2	Q3	Q4	TOTAL	Q1	Q2	Q3	Q4	TOTAL
TOTAL ALL CHANNELS										
Points/Miles Transacted	2,770,973,376	2,724,244,955	2,553,133,449	3,175,883,853	11,224,235,633	3,066,877,803	3,641,291,934	3,337,367,407	3,953,086,905	13,998,624,048
vs. previous year	33%	36%	7%	1%	17%	11%	34%	31%	25%	25%
# of Points/Miles Transactions	285,191	286,953	292,295	318,067	1,182,506	342,012	347,134	327,640	336,251	1,353,037
vs. previous year	26%	28%	15%	15%	20%	20%	21%	12%	6%	14%
LOYALTY CURRENCY SERVICE CHANNELS										
Points/Miles Transacted	2,485,539,070	2,484,218,131	2,349,166,953	2,808,152,925	10,127,077,079	2,764,000,255	3,319,884,910	2,979,924,993	3,305,358,182	12,369,168,340
vs. previous year	37%	45%	11%	3%	21%	11%	34%	27%	18%	22%
# of Points/Miles Transactions	266,992	271,374	278,805	295,120	1,112,291	321,326	329,561	306,195	302,847	1,259,929
vs. previous year	30%	34%	21%	17%	25%	20%	21%	10%	3%	13%
POINTS.COM CHANNELS										
Points/Miles Transacted	285,434,306	240,026,824	203,966,496	367,730,928	1,097,158,554	302,877,548	321,407,024	357,442,414	647,728,723	1,629,455,708
vs. previous year	5%	-17%	-28%	-11%	-12%	6%	34%	75%	76%	49%
# of Points/Miles Transactions	18,199	15,579	13,490	22,947	70,215	20,686	17,573	21,445	33,404	93,108
vs. previous year	-18%	-33%	-44%	-8%	-26%	14%	13%	59%	46%	33%
Cumulative Registered Users *	2,467,663	2,525,059	2,499,802	2,573,719	2,573,719	2,655,605	2,724,144	2,837,801	2,971,267	2,971,267
vs. previous year	13%	12%	8%	7%	7%	8%	8%	14%	15%	15%