

**ONTARIO
SUPERIOR COURT OF JUSTICE
COMMERCIAL LIST**

IN THE MATTER OF THE *COMPANIES' CREDITORS
ARRANGEMENT ACT*, R.S.C. 1985, c. C-36, AS AMENDED

AND IN THE MATTER OF A PLAN OF COMPROMISE OR
ARRANGEMENT OF LOYALTYONE, CO.

(the "**Applicant**")

SERVICE LIST
(as of September 16, 2024)

Party	Contact
CASSELS BROCK & BLACKWELL LLP Suite 3200, Bay Adelaide Centre – North Tower 40 Temperance St. Toronto, ON M5H 0B4 Counsel to the Applicant	Ryan C. Jacobs Tel: 416.860.6465 rjacobs@cassels.com Timothy Pinos Tel: 416.869.5784 tpinos@cassels.com R. Shayne Kukulowicz Tel: 416.860.6463 skukulowicz@cassels.com Natalie E. Levine Tel: 416.860.6568 nlevine@cassels.com Michael Wunder Tel: 416.860.6484 mwunder@cassels.com Jeremy Bornstein Tel: 416.869.5386 jbornstein@cassels.com

Party	Contact
LOYALTY VENTURES INC. 8235 Douglas Avenue, Suite 1200 Dallas, Texas 75225	Cynthia Hageman EVP, General Counsel and Secretary generalcounsel@loyalty.com
AKIN GUMP STRAUSS HAUER & FELD LLP Bank of America Tower, 1 Bryant Park New York, New York 10036 2300 North Field Street, Suite 1800 Dallas, Texas 75201 Counsel to Loyalty Ventures Inc.	Philip C. Dublin Tel: 212.872.8083 pdublin@akingump.com Meredith A. Lahaie Tel: 212.872.8032 mlahaie@akingump.com Rachel Biblo Block Tel: 214.969.2736 rbibloblock@akingump.com
KSV RESTRUCTURING INC. 220 Bay Street, 13 th Floor PO Box 20 Toronto, Ontario M5J 2W4 Monitor	Noah Goldstein Tel: 416.932.6207 ngoldstein@ksvadvisory.com David Sieradzki Tel: 416.932.6030 dsieradzki@ksvadvisory.com Murtaza Tallat Tel: 416.932.6031 mtallat@ksvadvisory.com Meg Ostling Tel: 416.932.6022 mostling@ksvadvisory.com

Party	Contact
<p>GOODMANS LLP 333 Bay Street, Suite 3400 Toronto, Ontario M5H 2S7</p> <p>Counsel for the Monitor</p>	<p>Brendan O'Neill Tel: 416.849.6017 boneill@goodmans.ca</p> <p>Chris Armstrong Tel: 416.869.6013 carmstrong@goodmans.ca</p> <p>Peter Ruby Tel: 416.597.4184 pruby@goodmans.ca</p> <p>Kirby Cohen Tel: 416.849.6912 kcohen@goodmans.ca</p> <p>Meghan de Snoo Tel: 416.597.4164 mdesnoo@goodmans.ca</p> <p>Erik Axell Tel: 416.840.2579 eaxell@goodmans.ca</p>
<p>ALVAREZ & MARSAL INC. Royal Bank Plaza, South Tower 200 Bay Street, Suite 2900 Toronto, Ontario M5J 2J1</p> <p>600 Madison Avenue, New York, New York 10022</p> <p>Restructuring Advisor to the Applicant</p>	<p>Al Hutchens Tel: 416.847.5159 ahutchens@alvarezandmarsal.com</p> <p>Justin Karayannopoulos Tel: 416.847.5177 jkarayannopoulos@alvarezandmarsal.com</p> <p>Brian J. Fox Tel: 212.328.8610 bfox@alvarezandmarsal.com</p> <p>Richard Behrens Tel: 213.304.2062 rbehrens@alvarezandmarsal.com</p>
<p>PJT PARTNERS LP 280 Park Avenue New York, New York 10017</p> <p>Financial Advisor to the Applicant</p>	<p>Jamie Baird baird@pjtpartners.com</p> <p>Daniel de Gosztanyi daniel.degosztanyi@pjtpartners.com</p>

Party	Contact
<p>BORDEN LADNER GERVAIS LLP Bay Adelaide Centre, East Tower 22 Adelaide Street West, Suite 3400 Toronto, Ontario M5H 4E3</p> <p>Canadian Counsel to Bank of America, N.A. as Administrative Agent</p>	<p>Alex MacFarlane Tel: 416.367.6305 amacfarlane@blg.com</p> <p>Shane Pearlman Tel: 416.367.6693 SPearlman@blg.com</p>
<p>HAYNES AND BOONE LLP 2323 Victory Avenue, Suite 700 Dallas, Texas 75219</p> <p>US Counsel to Bank of America, N.A. as Administrative Agent</p>	<p>Eli Columbus eli.columbus@haynesboone.com</p> <p>Frasher Murphy frasher.murphy@haynesboone.com</p> <p>Matthew Ferris matt.ferris@haynesboone.com</p>
<p>BENNETT JONES LLP First Canadian Place 100 King Street West, Suite 3400 Toronto, Ontario M5X 1A4</p> <p>Canadian Counsel to the Ad Hoc Term Loan B Lenders</p>	<p>Kevin J. Zych Tel: 416.777.5738 zychk@bennettjones.com</p> <p>Jesse Mighton Tel: 416.777.6255 mightonj@bennettjones.com</p> <p>Joshua Foster Tel: 416.777.7906 fosterj@bennettjones.com</p> <p>Thomas Gray Tel: 416.777.7924 grayt@bennettjones.com</p> <p>Robert W. Staley Tel: 416.777.4857 staleyr@bennettjones.com</p>
<p>GIBSON, DUNN & CRUTCHER LLP 200 Park Ave New York, New York 10166</p> <p>US Counsel to the Ad Hoc Term Loan B Lenders</p>	<p>Scott J. Greenberg sgreenberg@gibsondunn.com</p> <p>Steven A. Domanowski sdomanowski@gibsondunn.com</p> <p>Stephen Silverman ssilverman@gibsondunn.com</p> <p>AnnElyse S. Gains agains@gibsondunn.com</p>

Party	Contact
<p>PIPER SANDLER & CO. 345 Park Ave, Suite 1200 New York, New York 10154</p> <p>Financial Advisor to the Ad Hoc Term Loan B Lenders</p>	<p>Mike Genereux mike.genereux@psc.com</p> <p>James Kang james.kang@psc.com</p> <p>Alvin Kibaara alvin.kibaara@psc.com</p>
<p>TORYS LLP 79 Wellington Street West, Suite 3300 Toronto, Ontario M5K 1N2</p> <p>Canadian Counsel to Bank of Montreal as the DIP Lender and Stalking Horse Purchaser</p>	<p>David Bish Tel: 416.865.7353 dbish@torys.com</p> <p>Scott A. Bomhof Tel: 416.865.7370 sbomhof@torys.com</p> <p>Mike Noel Tel: 416.865.7378 mnoel@torys.com</p>
<p>SULLIVAN & CROMWELL LLP 125 Broad Street New York, New York 10004</p> <p>US Counsel to Bank of Montreal as the DIP Lender and Stalking Horse Purchaser</p>	<p>Alexa J. Kranzley Tel: 212.558.7893 kranzleya@sullcrom.com</p> <p>C. Andrew Gerlach Tel: 212.558.4789 gerlacha@sullcrom.com</p>
<p>MORGAN STANLEY 1585 Broadway, 35th Floor New York, New York 10036</p> <p>Advisor to Bank of Montreal as the DIP Lender and Stalking Horse Purchaser</p>	<p>Christopher R. Lee Tel: 212.761.7606 christopher.r.lee@morganstanley.com</p> <p>Sarah Gore sarah.gore@morganstanley.com</p> <p>Winston Callaway winston.callaway@morganstanley.com</p>
<p>BREAD FINANCIAL HOLDINGS, INC. 3095 Loyalty Circle Columbus, Ohio 43219</p>	<p>General Counsel generalcounsel@breadfinancial.com</p>

Party	Contact
<p>DAVIS POLK & WARDWELL LLP 450 Lexington Avenue New York, New York 10017</p> <p>US Counsel to Bread Financial Holdings Inc.</p>	<p>Benjamin S. Kaminetzky Tel: 212.450.4259 ben.kaminetzky@davispolk.com</p> <p>Brian M. Resnick Tel: 212.450.4213 brian.resnick@davispolk.com</p>
<p>STIKEMAN ELLIOTT LLP 5300 Commerce Court West 199 Bay Street Toronto, Canada M5L 1B9</p> <p>Canadian Counsel to Bread Financial Holdings Inc.</p>	<p>Ashley Taylor Tel: 416.869.5236 ataylor@stikeman.com</p> <p>Maria Konyukhova Tel: 416.869.5230 mkonyukhova@stikeman.com</p> <p>RJ Reid Tel: 416.869.5214 rreid@stikeman.com</p>
<p>RBC INVESTOR SERVICES TRUST AS TRUSTEE OF THE RESERVE FUND RBC Centre 155 Wellington Street West, 3rd Floor Toronto, Ontario M5V 3L3</p>	<p>Chardeep Minhas Tel: 416.974.5268 chardeep.minhas@rbc.com</p>
<p>MCCARTHY TETRAULT 66 Wellington Street West Suite 5300, TD Bank Tower Box 48 Toronto, Ontario M5K 1E6</p> <p>Counsel to RBC Investor Services Trust</p>	<p>Heather Meredith Tel: 416.601.8342 hmeredith@mccarthy.ca</p>

Party	Contact
<p>ATTORNEY GENERAL OF CANADA DEPARTMENT OF JUSTICE Ontario Regional Officer, Tax Law Section 120 Adelaide Street West, Suite 400 Toronto, Ontario M5H 1T1</p> <p>Fax: (416) 973.0810</p> <p>Attorney General of Canada on behalf of His Majesty the King in Right of Canada as represented by the Minister of National Revenue</p>	<p>Edward Park Tel: 647.292.9368 Edward.park@justice.gc.ca</p> <p>Kevine Dias Kevin.Dias@justice.gc.ca</p> <p>Tessania Lawrence Tessania.Lawrence@justice.gc.ca</p>
<p>CANADA REVENUE AGENCY 1 Front Street West Toronto, Ontario M5J 2X6</p> <p>Fax: (416) 964.6411</p> <p>Federal Taxation Authority</p>	<p>Pat Confalone Tel: 416.954.6514 pat.confalone@cra-arc.gc.ca</p>
<p>MINISTRY OF JUSTICE AND SOLICITOR GENERAL (ALBERTA) Legal Services 2nd Floor, Peace Hills Trust Tower 10011 – 109 Street Edmonton, Alberta T5J 3S8</p> <p>Fax: (780) 427.2789</p>	<p>General Enquiries: Tel: 780.427.2711 ministryofjustice@gov.ab.ca</p>
<p>MINISTRY OF THE ATTORNEY GENERAL (SASKATCHEWAN) 300-1874 Scarth Street Regina, Saskatchewan S4P 4B3</p>	<p>Bronwyn Eyre, Minister of Justice and Attorney General jus.minister@gov.sk.ca</p>
<p>MINISTRY OF THE ATTORNEY GENERAL (MANITOBA) 104 Legislative Building 450 Broadway Winnipeg, Manitoba R3C 0V8</p> <p>Fax: (204) 945.2517</p>	<p>Kevlin Goertzen, Minister of Justice Tel: 204.945.3728 minjus@leg.gov.mb.ca</p>

Party	Contact
<p>HIS MAJESTY IN RIGHT OF ONTARIO REPRESENTED BY THE MINISTER OF FINANCE – INSOLVENCY UNIT Ontario Ministry of Finance – Legal Services Branch 11-777 Bay Street Toronto, Ontario M5G 2C8</p> <p>Fax: (416) 325.1460</p>	<p>Leslie Crawford leslie.crawford@ontario.ca</p> <p>General Enquiries insolvency.unit@ontario.ca</p>
<p>ONTARIO MINISTRY OF FINANCE INSOLVENCY UNIT 6th floor, 33 King Street West Oshawa, Ontario L1H 8H5</p>	<p>General Enquiries Tel: 1.866.668.8297 insolvency.unit@ontario.ca</p>
<p>MINISTRY OF THE ATTORNEY GENERAL (NEW BRUNSWICK) Chancery Place, 2nd Floor, Room 2001 P.O. Box 6000 Fredericton, New Brunswick E3B 1E0</p> <p>Fax: (506) 453.3651</p>	<p>General Enquiries Tel: 506.462.5100 justice.comments@gnb.ca</p>
<p>DEPARTMENT OF JUSTICE AND PUBLIC SAFETY (PEI) Fourth Floor, Shaw Building, South 95 Rochford Street P.O. Box 2000 Charlottetown, Prince Edward Island C1A 7N8</p>	<p>General Enquiries Tel: 902.368.4550 deptjps@gov.pe.ca</p>
<p>DEPARTMENT OF JUSTICE AND PUBLIC SAFETY (NL) P.O. Box 8700 St. Johns, Newfoundland and Labrador A1B 4J6</p>	<p>General Enquiries Tel: 709.729.5902 justice@gov.nl.ca</p>
<p>QUEBEC Ministere du Revenu du Quebec C.P. 8025 Succursale Desjardins Montreal, QB H5B 0A8</p>	

Party	Contact
<p>AGENCE DU REVENU DU QUEBEC 3800 De Marly Street/rue de Marly) Secteur 5-2-8 Quebec, QC G1X 4A5</p> <p>Avocats pour Agence du revenu du Québec</p>	<p>General Counsel notif-montreal@revenuquebec.ca</p> <p>Me Daniel Cantin Tel: 418.558.4379 danielcantin@revenuquebec.ca</p> <p>Normand Berube Tel: 514.287.6161 normand.berube@revenuquebec.ca</p>
<p>REORG RESEARCH</p>	<p>Legal Team legalteam@reorg.com</p>
<p>AIR CANADA Legal Department P.O. Box 7000 Airport Station Dorval, QC, H4Y 1J2 Or 7373 Cote Vertu Road West Saint-Laurent, QC H4S 1Z3</p>	<p>Louise-Hélène Sénécal Tel.: 514.422.5826 Louise-helene.senecal@aircanada.ca</p> <p>Adham Shalabi Tel: 514.422.5991 Adham.shalabi@aircanada.ca</p>
<p>DENTONS CANADA LLP 77 King Street West Suite 400 Toronto, Ontario M5K 0A1</p> <p>Counsel to American Express</p>	<p>Heidi Clark Tel: 416.863.4626 heidi.clark@dentons.com</p> <p>John Salmas Tel: 416.863.4737 john.salmas@dentons.com</p> <p>Mark Freake Tel: 416.863.4456 mark.freake@dentons.com</p>
<p>BORDEN LADNER GERVAIS LLP Bay Adelaide Centre, East Tower 22 Adelaide St. W Toronto, ON M5H 4E3</p> <p>Counsel to First Gulf KFC Development Limited</p>	<p>Adam Perzow aperzow@blg.com</p> <p>Roger Jaipargas rjaipargas@blg.com</p>

Party	Contact
<p>FIRST GULF KFC DEVELOPMENT LIMITED 351 King St E 13th Floor Toronto, ON M5A 0L6</p>	<p>Roman Brailovski rbrailovski@firstgulf.com</p> <p>Kathryn Borgatti kathryn.borgatti@greatgulf.com</p>
<p>METRO 5559 Dundas Street West Toronto, On M9B 1B8</p>	<p>Steve Kahansky Steve.Kahansky@metro.ca</p> <p>Roy Shimron Roy.Shimron@metro.ca</p> <p>Alain Tadros alain.tadros@metro.ca</p> <p>Simon Rivet srivet@metro.ca</p>
<p>MILLER THOMSON LLP 1000 De La Gauchetiere Street West Suite 3700 Montreal QC H3B 4W5</p> <p>Counsel to Metro</p>	<p>Bertrand Giroux 514.879.4071 bgiroux@millerthomson.com</p>
<p>AVISON YOUNG 18 York Street Suite 400 Toronto, ON M5J 2T8</p>	<p>Peter Karam Tel: 416.830.7326 peter.karam@avisonyoung.com</p>
<p>LABOUR PROGRAM EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA 165 rue de l'Hotel-de-Ville Street Gatineau, QC K1A 0J2</p>	<p>Ayesha Laldin Ayesha.Laldin@justice.gc.ca</p> <p>Julie Matte julie.l.matte@servicecanada.gc.ca</p>
<p>DEPARTMENT OF JUSTICE CANADA Prairie Region National Litigation Sector 300, 10423 – 101 Street NW Edmonton, AB T5H 0E7</p> <p>Fax: 780.495.3319</p>	<p>Carla Lamash Tel : 780.246.7362 carla.lamash@justice.gc.ca</p> <p>Daniel Segal daniel.segal@justice.gc.ca</p> <p>Bryn Frape bryn.frape@justice.gc.ca</p>

EMAIL SERVICE LIST

rjacobs@cassels.com; skukulowicz@cassels.com; nlevine@cassels.com;
mwunder@cassels.com; jbornstein@cassels.com; generalcounsel@loyalty.com;
pdublin@akingump.com; mlahaie@akingump.com; rbibloblock@akingump.com;
pruby@goodmans.ca; ahutchens@alvarezandmarsal.com;
jkarayannopoulos@alvarezandmarsal.com; bfox@alvarezandmarsal.com;
rbehrens@alvarezandmarsal.com; baird@pjtpartners.com;
daniel.degosztanyi@pjtpartners.com; amacfarlane@blg.com; spearlman@blg.com;
eli.columbus@haynesboone.com; frasher.murphy@haynesboone.com;
matt.ferris@haynesboone.com; zychk@bennettjones.com; mightonj@bennettjones.com;
fosterj@bennettjones.com; staley@bennettjones.com; sgreenberg@gibsondunn.com;
sdomanowski@gibsondunn.com; ssilverman@gibsondunn.com; agains@gibsondunn.com;
mike.genereux@psc.com; james.kang@psc.com; alvin.kibaara@psc.com; dbish@torys.com;
sbomhof@torys.com; mnoel@torys.com; kranzleya@sullcrom.com; gerlacha@sullcrom.com;
christopher.r.lee@morganstanley.com; sarah.gore@morganstanley.com;
winston.callaway@morganstanley.com; generalcounsel@breadfinancial.com;
ben.kaminetzky@davispolk.com; brian.resnick@davispolk.com; pat.confalone@cra-arc.gc.ca;
ministryofjustice@gov.ab.ca; jus.minister@gov.sk.ca; minjus@leg.gov.mb.ca;
leslie.crawford@ontario.ca; insolvency.unit@ontario.ca; justice.comments@gnb.ca;
deptips@gov.pe.ca; justice@gov.nl.ca; notif-montreal@revenuquebec.ca;
danielcantin@revenuquebec.ca; normand.berube@revenuquebec.ca;
grayt@bennettjones.com; legalteam@reorg.com; Adham.shalabi@aircanada.ca; Louise-helene.senecal@aircanada.ca; heidi.clark@dentons.com; john.salmas@dentons.com;
mark.freake@dentons.com; charndeeep.minhas@rbc.com; aperzow@blg.com;
rjaipargas@blg.com; rbrailovski@firstgulf.com; kathryn.borgatti@greatgulf.com;
tpinos@cassels.com; Steve.Kahansky@metro.ca; Roy.Shimron@metro.ca;
alain.tadros@metro.ca; srivet@metro.ca; bgiroux@millerthomson.com;
hmeredith@mccarthy.ca; peter.karam@avisonyoung.com; ataylor@stikeman.com;
mkonyukhova@stikeman.com; Edward.park@justice.gc.ca; Kevin.Dias@justice.gc.ca;
Tessania.Lawrence@justice.gc.ca; kcohen@goodmans.ca; mdesnoo@goodmans.ca;
eaxell@goodmans.ca; Ayesha.Laldin@justice.gc.ca; julie.l.matte@servicecanada.gc.ca;
carla.lamash@justice.gc.ca; daniel.segal@justice.gc.ca; bryn.frape@justice.gc.ca;

1392-5487-7708