



Alliance Data Included in FTSE4good Index Series by FTSE Russell

September 19, 2018

Designation recognizes Alliance Data's performance in key areas of corporate responsibility, including standards for environmental, social and governance practices; Further reinforces Company's 'data for good' approach to sustainable business operations

[Alliance Data Systems Corporation](#) (NYSE: ADS), a leading global provider of data-driven marketing and loyalty solutions, today announced the Company has been included in the FTSE4Good Index Series. The indexes are benchmarks designed to measure the performance of companies demonstrating strong Environmental, Social and Governance (ESG) practices, and used by global investors interested in companies' ESG-related performance.

Alliance Data received an overall rating of 4.0 (5.0 being the top rating), placing the Company in the 91st percentile within the Industrial Goods and Services subsector of the index series. The Company sees all of these aspects as key to long-term value creation for Alliance Data shareholders and its partners.

Created by global index and data provider FTSE Russell, the FTSE4Good Index Series are used by a wide variety of market participants to create and assess responsible investment funds and other products. FTSE Russell evaluations are based on performance in areas such as corporate governance, health and safety, anti-corruption, and climate change. Businesses included in the FTSE4Good Index Series meet a variety of required environmental, social and governance criteria.

"Inclusion in the FTSE4Good Index Series is third-party validation of Alliance Data's commitment to operating as a responsible, purpose-driven company, and being focused on doing what's right when it comes to ethics, excellence, our associates, communities and the environment," said Ed Heffernan, president and chief executive officer of Alliance Data. "We're proud of this noteworthy recognition as it underscores the importance we place on sustainably managing our business operations, as reflected in the FTSE4Good Index measurement criteria."

To learn more about the company's corporate responsibility initiatives addressing top priorities, future goals, and progress, view the Alliance Data [2017 Corporate Responsibility Report](#).

About the FTSE4Good Index Series

Now in its 17th year, the FTSE4Good Index Series provides investors with a transparent and objective benchmark to measure the performance of companies demonstrating strong Environmental, Social and Governance (ESG) practices. Companies meeting specific thresholds in relation to ESG practices are included in the index series. There are around 300 Indicators in the FTSE Russell ESG methodology. On average approximately 125 are applied to a company. The FTSE4Good indexes are used by a wide variety of market participants to create and assess responsible investment funds and other products.

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, FORTUNE 500 and FORTUNE 100 Best Companies to Work For company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ approximately 20,000 associates at more than 100 locations worldwide.

[Alliance Data's card services](#) business is a provider of market-leading private label, co-brand, and business 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 most recognized loyalty program, and Netherlands-based [BrandLoyalty](#), a global provider of tailor-made loyalty programs for grocers.

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