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FILED  
May 13 1998 8:00am  
Secretary of State

PROFIT  
CORPORATION  
ANNUAL REPORT  
1998



FLORIDA DEPARTMENT OF STATE  
Sandra B. Mortham  
Secretary of State  
DIVISION OF CORPORATIONS

DOCUMENT # F95000003882 (6)

1. Corporation Name

ADS ALLIANCE DATA SYSTEMS, INC.



Principal Place of Business

5001 SPRING VALLEY RD.  
STE 650 WEST TOWER  
DALLAS TX 75244-3910

Mailing Address

5001 SPRING VALLEY RD.  
STE 650 WEST TOWER  
DALLAS TX 75244-3910

DO NOT WRITE IN THIS SPACE

3. Date Incorporated or Qualified

08/11/1995

4. FEI Number

13-3163498

Applied For

Not Applicable

5. Certificate of Status Desired

☐ \$8.75 Additional  
Fee Required

6. Election Campaign Financing  
Trust Fund Contribution

☐ \$5.00 May Be  
Added to Fees

8. This corporation owes or has paid the current year Intangible  
Personal Property Tax due June 30. ☐ Yes ☐ No

2. Principal Place of Business

21

Suite, Apt. #, etc.

22

City & State

23

Zip

Country

24

25

2a. Mailing Address

26

Suite, Apt. #, etc.

27

City & State

28

Zip

Country

29

30

9. Name and Address of Current Registered Agent

C T CORPORATION SYSTEM  
1200 SOUTH PINE ISLAND ROAD  
PLANTATION FL 33324

10. Name and Address of New Registered Agent

81 Name

82 Street Address (P.O. Box Number is Not Acceptable)

83

84 City

FL

85

Zip Code

11. Pursuant to the provisions of Sections 607.0502 and 607.1508, Florida Statutes, the above-named corporation submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. Such change was authorized by the corporation's board of directors. I hereby accept the appointment as registered agent. I am familiar with, and accept the obligations of, Section 607.0505, Florida Statutes.

SIGNATURE

Signature, typed or printed name of registered agent and title if applicable

(NOTE: Registered Agent signature required when reinstating)

DATE

12. OFFICERS AND DIRECTORS

TITLE P  
NAME SPURGIN, RALPH  
STREET ADDRESS 5001 SPRING VALLEY RD STE 650W  
CITY-ST-ZIP DALLAS TX ☒ DELETE

TITLE VPC  
NAME TRAMMELL, ROBERT W  
STREET ADDRESS 5001 SPRING VALLEY RD.  
CITY-ST-ZIP DALLAS TX 75244-3910 ☒ DELETE

TITLE SVP  
NAME JONES, B J  
STREET ADDRESS 5001 SPRING VALLEY RD., STE 650, WEST TOWE  
CITY-ST-ZIP DALLAS TX ☒ DELETE

TITLE VP  
NAME SMITH, CAROL  
STREET ADDRESS 5001 SPRING VALLEY RD.  
CITY-ST-ZIP DALLAS TX 75244-3910 ☒ DELETE

TITLE D  
NAME MINICUCCI, ROBERT  
STREET ADDRESS ONE WORLD FINANCIAL CENTER STE 3601  
CITY-ST-ZIP NEW YORK NY ☐ DELETE

TITLE D  
NAME ANDERSON, BRUCE  
STREET ADDRESS ONE WORLD FINANCIAL CENTER STE 3601  
CITY-ST-ZIP NEW YORK NY ☐ DELETE

13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12

1.1 TITLE President/CEO ☒ Change ☐ Addition  
1.2 NAME J. Michael Parks  
1.3 STREET ADDRESS 5001 Spring Valley Rd., Ste 660W  
1.4 CITY-ST-ZIP Dallas, TX 75244

2.1 TITLE Executive Vice President/ ☒ Change ☐ Addition  
2.2 NAME CFO  
2.3 STREET ADDRESS Daniel T. Groomes  
2.4 CITY-ST-ZIP 800 Techcenter Dr., Gahanna, OH 43230

3.1 TITLE Executive Vice President/ ☒ Change ☐ Addition  
3.2 NAME Chief Administrative Officer  
3.3 STREET ADDRESS James Anderson  
3.4 CITY-ST-ZIP 5001 Spring Valley, 660W, Dallas, TX 75244

4.1 TITLE Executive Vice President ☒ Change ☐ Addition  
4.2 NAME Michael A. Beltz  
4.3 STREET ADDRESS 5001 Spring Valley Road, Ste 660W  
4.4 CITY-ST-ZIP Dallas, TX 75244

5.1 TITLE Treasurer ☒ Change ☐ Addition  
5.2 NAME Robert P. Armiak  
5.3 STREET ADDRESS 800 Techcenter Dr.  
5.4 CITY-ST-ZIP Gahanna, OH 43230

6.1 TITLE Executive Vice President/ ☒ Change ☐ Addition  
6.2 NAME CIO  
6.3 STREET ADDRESS Jeffrey J. Michael  
6.4 CITY-ST-ZIP 5001 Spring Valley, 660W, Dallas, TX 75244

14. I hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this annual report or supplemental annual report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 12 or Block 13 if changed, or on an attachment with an address.

SIGNATURE *Robert P. Armiak*

CR2E034 (10/97)