

American Express Company
Annual Shareholders Meeting

Kenneth Chenault
Chairman and Chief Executive Officer

AMERICAN EXPRESS

April 29, 2013

Financial Performance

$ in billions; except per share amounts

	2011	2012
Total Revenues Net of Interest Expense	$30.0	$31.6
Growth vs. Prior Year	*9%*	*5%*
FX Adjusted Growth vs. Prior Year†	*7%*	*6%*
Income from Continuing Operations	$4.9	$4.5
Diluted EPS from Continuing Operations *	$4.09	$3.89
*Adjusted Diluted EPS***		*$4.40*
Return on Average Equity	28%	23%
*Adjusted Return on Average Equity****		*26%*

**Attributable to common shareholders. Represents income from continuing operations less earnings allocated to participating share awards of $58MM and $49MM in 2011 and 2012. Diluted EPS, including results from discontinued operations, was $4.12 and $3.89 in 2011 and 2012. **Adjusted diluted EPS is a non-GAAP measure. See Annex 1 for a breakdown of the adjustments and a reconciliation. ***Adjusted Return on Average Equity is a non-GAAP measure. See Annex 2 for a breakdown of the adjustments and a reconciliation. †FX adjusted information, a non-GAAP measure, assumes a constant exchange rate between the periods being compared for purposes of currency translation into U.S. dollars (i.e., assumes foreign exchange rates used for 2012 applies to 2011).*

Metric Trends

% increase/(decrease) vs. prior year



*Card billed business includes activities (including cash advances) related to proprietary cards, cards issued under network partnership agreements (non-proprietary billed business), and certain insurance fees charged on proprietary cards. ** FX adjusted information assumes a constant exchange rate between the periods being compared for purposes of currency translation into U.S. dollars (i.e. assumes Q4'12 foreign exchange rates apply to Q4'11 results, rates used for Q3'12 apply to Q3'11, etc.). †Principal Only. See Statistical tables in Q4'12 Earnings Release for net write-off rates including interest and/or fees.

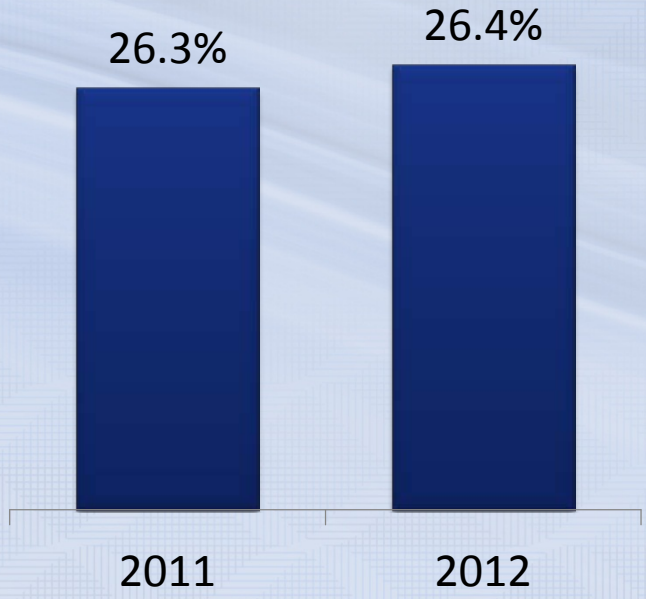
AXP Share of U.S. Charge/Credit Purchase Volume



SOURCE: The Nilson Report. General Purpose Charge and Credit. Excludes cash advances.

AXP Share of U.S. Purchase Volume

Share of Credit Spend



Share of Credit & Debit Spend



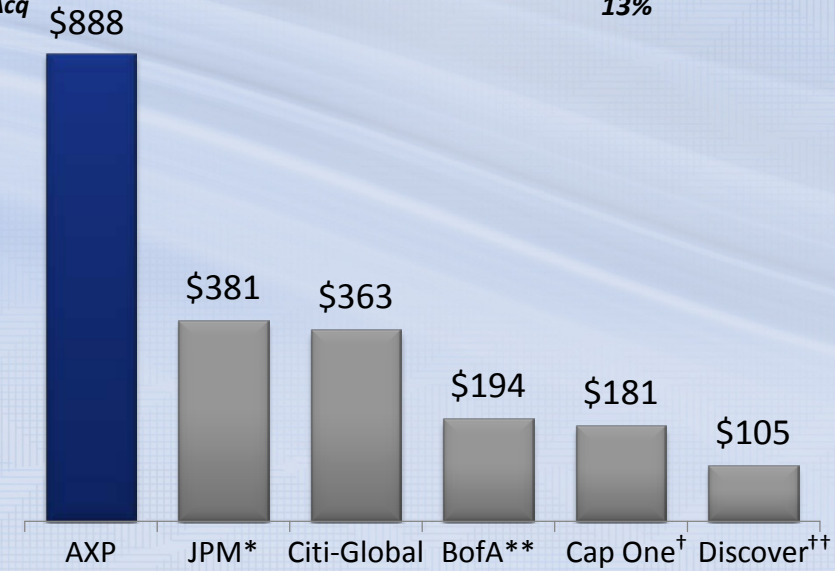
Source: The Nilson Report. Excludes cash advances. Debit spend includes Visa & MasterCard debit volumes.

Full Year 2012 Volumes - Relative Performance

Total Billed Business

$ in billions

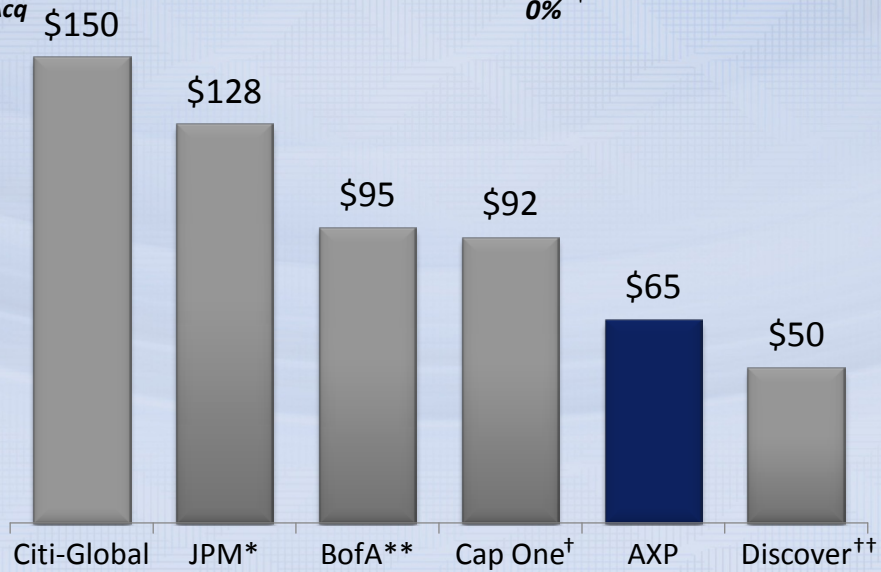
	AXP	JPM*	Citi-Global	BofA**	Cap One†	Discover††
Growth vs. PY	8%	11%	2%	1%	34%	5%
Ex. Acq					13%†	



Ending Loans

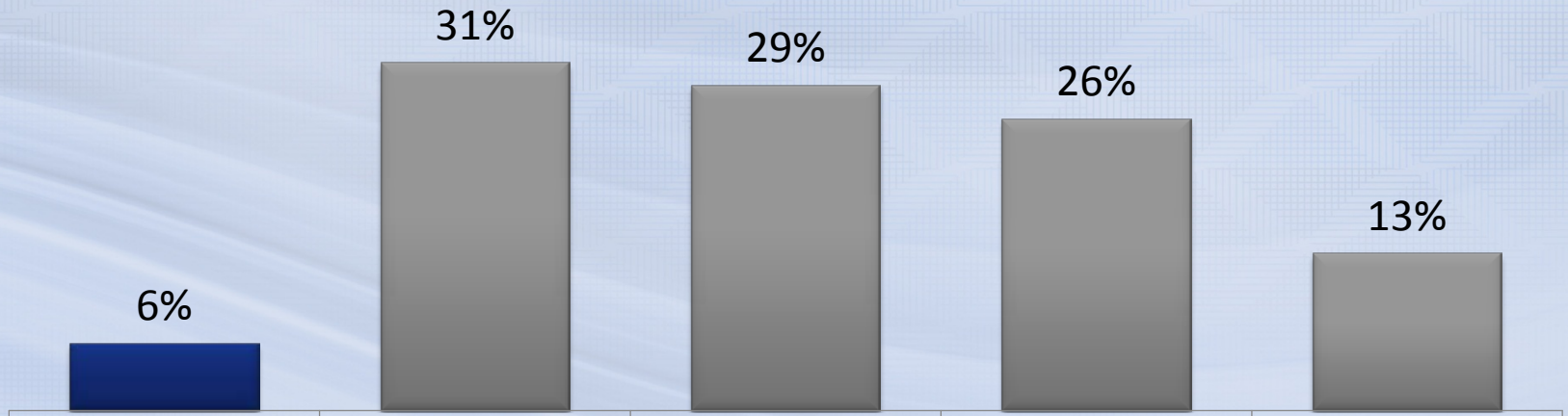
$ in billions

	Citi-Global	JPM*	BofA**	Cap One†	AXP	Discover††
Growth vs. PY	(2%)	(3%)	(7%)	41%	4%	6%
Ex. Acq				0%†		



*NOTE: AXP "Billed Business" includes activities (including cash advances) related to proprietary cards, cards issued under network partnership agreements (non-proprietary billed business), and certain insurance fees charged on proprietary cards. *Billings excludes commercial card. **US Consumer Credit Card. †Global card; billings growth rate (ex. Acq) excludes impact of HSBC acquisition and ending loans growth rate (ex. Acq) excludes the HSBC and Installment Loan portfolios; $ amounts are as reported. †† Fiscal year ends November 30. Billed business is credit card sales volume; disclosed total credit card volume was $114B for the four quarters of 2012 (ended 11/30/12) and increased 6%.*

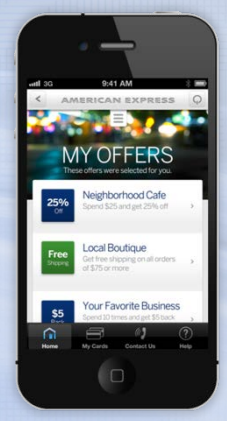
2012 Credit Reserve Release as % of Reported Net Income



	AXP	Citi	JPMorgan	BofA*	Discover**
Reported Net Income	$4.5B	$5.1B	$3.3B	$4.1B	$2.3B

*SOURCE: Company Reports, net income from continuing operations for AXP and Discover, card segment net income for all others. Assumes a 35% tax rate for reserve releases. Note: Capital One not reflected above due to a reserve build in 2012 as a result of the HSBC portfolio acquisition.*U.S. Card Services. **Fiscal Year-End November 30, 2012. Includes Student Loan Portfolio and Home Loan Center acquisition.*

Investment Outcomes





















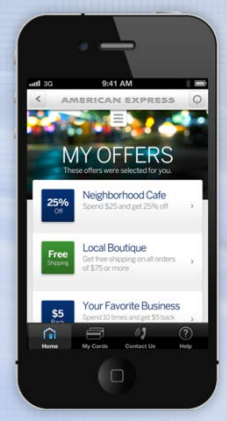
Online Commerce – AXP Global Online Spend*

Estimated Spending:



**Primarily includes spending at pure online merchants and spending through known online channels.*

Investment Outcomes



















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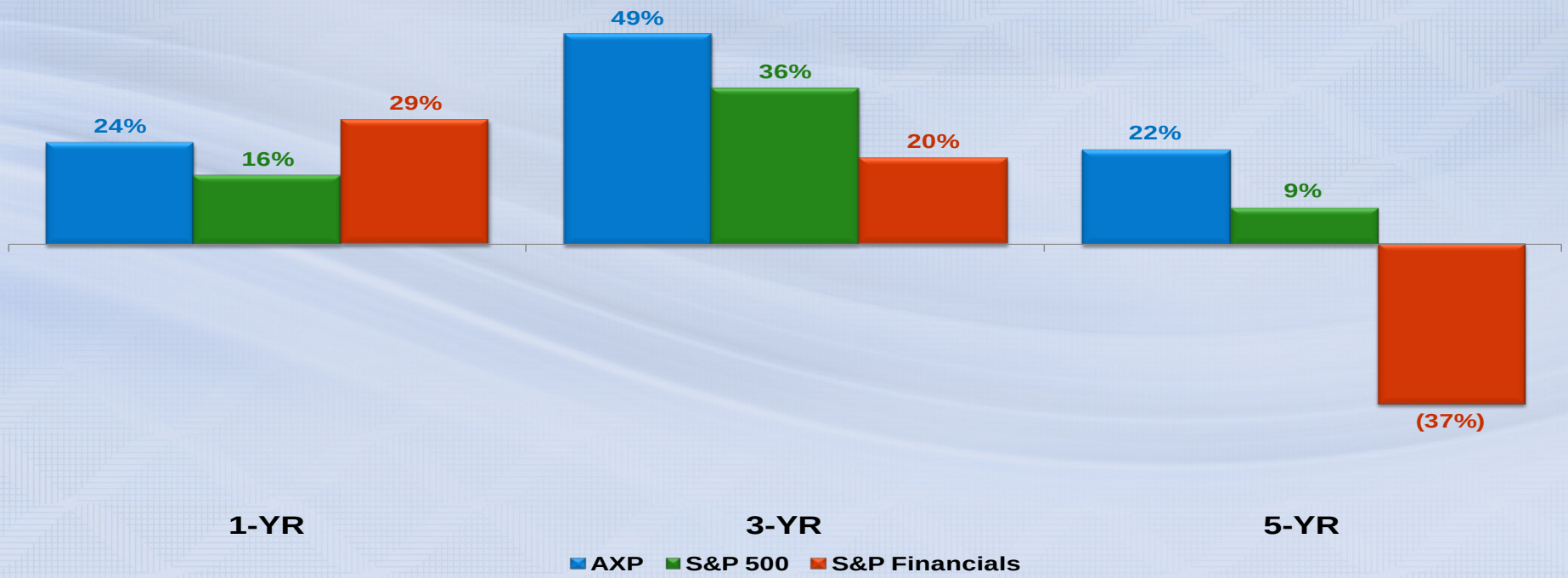
2012 Total Shareholder Return



2012 Total Shareholder Results reflects TSR as of 12/31/2012
Source: Bloomberg

Mantra for 2013

growth

efficiency

service

Q1 2013 Highlights

- **$1.15** of EPS, **up 7%**
- Total Revenues **up 4% (5% FX Adj*)**
- Return on Average Equity of **23%**
- Worldwide Card Billings: **up 6% (7% FX Adj)**
- Worldwide Loans**: up 4%**
- Global Net Write-off Rate: **1.9%****
- Capital Ratios: **well above benchmarks**

*FX adjusted information, a non-GAAP measure, assumes a constant exchange rate between the periods being compared for purposes of currency translations into U.S. dollars (i.e. assumes Q1'13 FX rates apply to Q1'12 results). **Rate reflects principal losses only. Net write-off rates including interest and/or fees are Included in the Company's First Quarter 2013 Earnings Release Selected Statistical Tables.

Q1 Business Progress

barclaycard



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Annex 1

Adjusted Diluted EPS Reconciliation

	2012
Diluted EPS on a Net Income Basis, Attributable to Common Shareholders	$3.89
*Q4'10 Restructuring Charge**	
*Q4'12 Restructuring Charges**	$0.25
*Q4'12 Membership Rewards Estimation Process Enhancement Expense**	$0.19
*Q4'12 Cardmember Reimbursements **	$0.07
Adjusted Diluted EPS on a Net Income Basis, Attributable to Common Shareholders	***$4.40***

*To the extent comparable categories of items were recognized Q1'12-Q3'12, they were not excluded from FY2012 adjusted diluted EPS.

Attributable to common shareholders represents net income less earnings allocated to participating share awards and other items of $51MM

Annex 2

Adjusted Return on Average Equity *($ in millions)*	**2012**	
GAAP Net Income	$ 4,482	*(A)*
Adjustments for Q4'12 Charges (After-Tax)		
Restructuring Charges	$ 287	
Membership Rewards Estimation Process Enhancement Expense	$ 212	
Cardmember Reimbursements	$ 95	
Adjusted Net Income	$ 5,076	*(B)*
GAAP Average Shareholders' Equity	$ 19,425	*(C)*
Adjustment for Q4'12 Charges	$ 46	
Adjusted Average Shareholders' Equity	$ 19,471	*(D)*
GAAP Return on Average Equity	23.1%	*(A)/(C)*
Adjusted Return on Average Equity	26.1%	*(B)/(D)*