



REASONS TO ACCEPT AMERICAN EXPRESS

CARD MEMBER VALUE

PRICING

68%

LOYAL CARD MEMBERS

SPEND 1.8x MORE

COMPETITIVE & TRANSPARENT RATES

MARKETING

Encourages Card Members to **spend in businesses like yours.**

BE FEATURED ON THE AMEX MAP

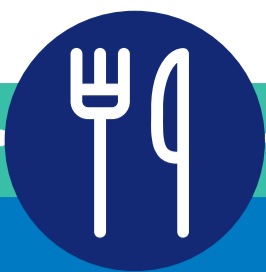
'NO CARD MEMBERS?'

Perhaps they don't ask because they don't know!

2 out of 3

Card Members **look for signage** before purchasing.


DID YOU KNOW... **43%** of Amex Consumer Card Members don't hold a Visa or Mastercard Credit Card.



REASONS TO ACCEPT AMERICAN EXPRESS

CARD MEMBER VALUE

73%



LOYAL CARD MEMBERS



SPEND 1.4x MORE

MARKETING



Encourages Card Members to **spend in businesses like yours.**



PARTNERSHIP CAMPAIGNS

That drive our Card Members to spend on dining.

d.
delicious.



thefork
a TripAdvisor company

'NO CARD MEMBERS?'

Perhaps they don't ask because they don't know!



2 out of 3

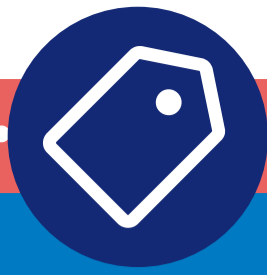
Card Members **look for signage** before purchasing.



We added over

25,000

more dining locations between 2019 and 2020.



REASONS TO ACCEPT AMERICAN EXPRESS

CARD MEMBER VALUE

70%

LOYAL CARD MEMBERS

SPEND 1.8x MORE

PARTNERSHIP CAMPAIGNS

Drive our Card Members to **spend on retail**

MARKETING

Encourages Card Members to **spend in businesses like yours.**

BE FEATURED ON THE AMEX MAP