

THE SERVICE EFFECT: 2016–2017 CORPORATE SOCIAL RESPONSIBILITY AT AMERICAN EXPRESS

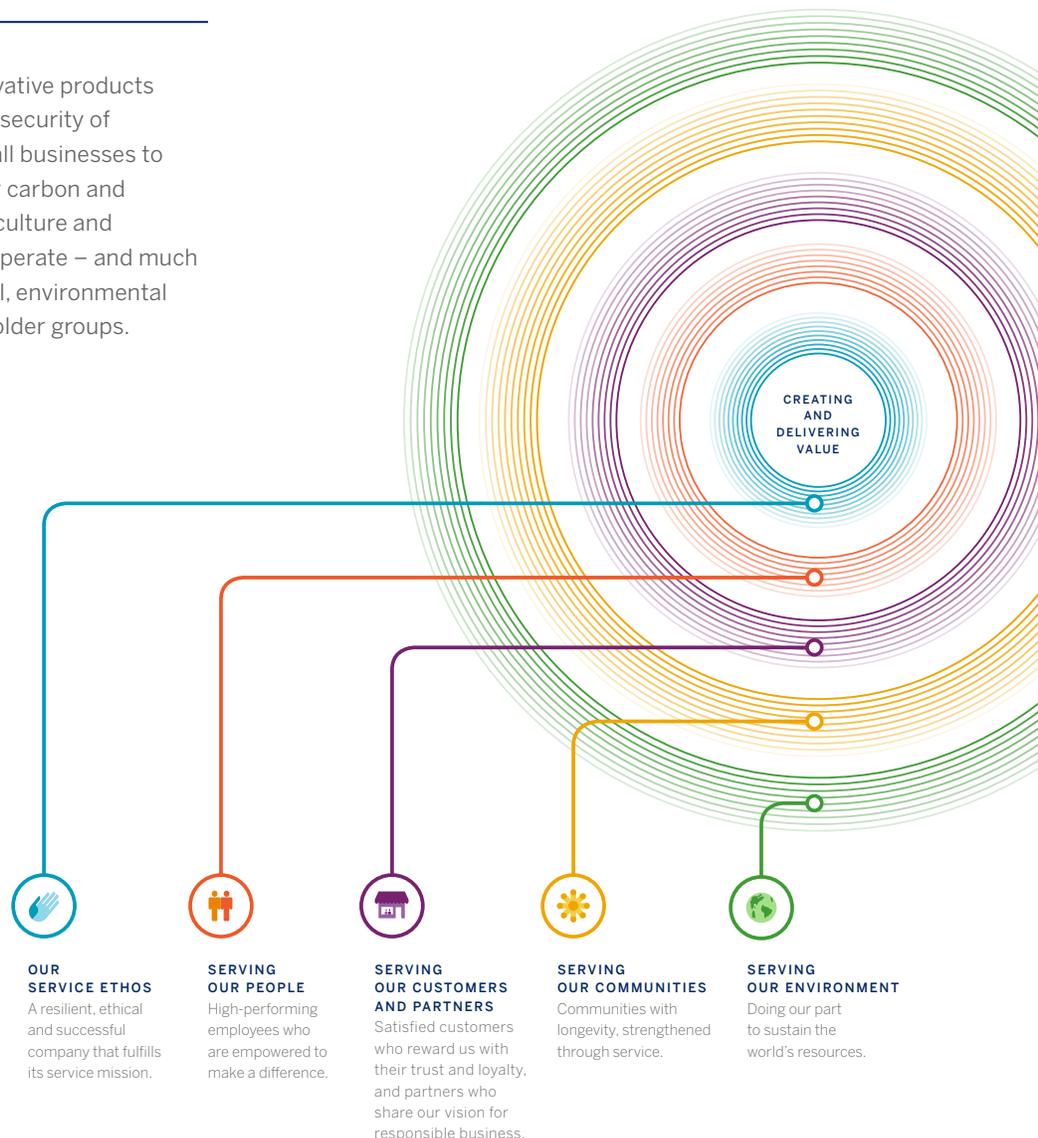
At American Express, our approach to CSR is a natural extension of a brand that stands for trust, security and service.

“We operate in a dynamic, fast-changing world. We know it is critical to be open to change and embrace new ways of thinking. While we are proud of what we’ve accomplished against our CSR goals, we know there is more work to be done. We will continue to look for ways to reimagine, reinvent and raise the bar – all while remaining true to the core values that have always sustained us.”

KENNETH I. CHENAULT
CHAIRMAN AND CEO

OUR CSR STRATEGY

Our commitment extends from creating innovative products to protecting Card Members’ privacy and the security of their data. From promoting the growth of small businesses to developing diverse leaders. From meeting our carbon and energy targets to building a strong company culture and strengthening the communities in which we operate – and much more. We aim to create value – whether social, environmental or economic – across each of our key stakeholder groups.





OUR SERVICE ETHOS

A RESILIENT, ETHICAL AND SUCCESSFUL COMPANY THAT FULFILLS ITS SERVICE MISSION

Our vision is to be the world's most respected service brand. Our customers expect exceptional service every day. We aim to see the world through their eyes, and exceed their expectations – always finding new ways to enrich their lives, make their businesses more successful, and help them achieve their dreams. We have a broad, diverse and loyal customer base – spanning consumers and businesses of all sizes; partners who issue cards on our network and who work with us to create special products and services; and merchants who welcome our Card Members. We hold ourselves to the highest standards of ethics and integrity – and have built corporate citizenship into the heart of our company.



SERVING OUR PEOPLE

HIGH-PERFORMING EMPLOYEES WHO ARE EMPOWERED TO MAKE A DIFFERENCE

We aim to provide great service to our employees, too. We make it welcoming, purposeful and rewarding to be part of the American Express team. That means fostering a diverse and inclusive culture and enabling our employees to achieve their professional and personal goals. Our high employee satisfaction ratings and employer of choice awards show that we are making a positive impact for our people. When we serve employees well, we strengthen their ability to serve all of our stakeholders.



MAINTAIN THE HIGHEST STANDARDS OF ETHICS AND INTEGRITY



100%

of our employees were trained in Enterprise Essential Training in 2016. Modules include trainings on our Code of Conduct, information security, anti-discrimination and anti-money laundering.



24/7

Amex Ethics Hotline, an independent, confidential and anonymous resource, was introduced in May 2017. This online and phone-based tool is available anytime in more than 200 languages to American Express employees, contractors, vendors, suppliers and others to raise concerns about potential ethical or compliance matters.



FOSTER A DIVERSE AND INCLUSIVE CULTURE



85%

of our employees who responded in 2016 to our annual employee survey, The Pulse, said they **would recommend our company as a great place to work**.



100%

score on the 2016 Human Rights Campaign's Corporate Equality Index, based on our policies and practices that support LGBTQ inclusion.



SUPPORT OUR EMPLOYEES' PROFESSIONAL AND PERSONAL GOALS



96%

of our employees had access to at least one Healthy Living program or service in 2016 (up from 90 percent in 2015).



20 weeks

gender-neutral paid parental leave for U.S.-based regular full-time and part-time employees as of January 1, 2017.



10K+

online and face-to-face **training activities** were available to employees in 2016.



SERVING OUR CUSTOMERS AND PARTNERS

SATISFIED CUSTOMERS WHO REWARD US WITH THEIR TRUST AND LOYALTY, AND PARTNERS WHO SHARE OUR VISION FOR RESPONSIBLE BUSINESS

We're in the business of winning the hearts and minds of our customers. Our success depends on looking at the world from their viewpoint so we can understand their current – and future – needs. When we put our customers first, we ensure our company continues to be an important part of their lives. We're focused on using our relationships, technology and data to better serve our customers and increase commerce opportunities for our partners.



MEET THE EVOLVING NEEDS OF OUR CUSTOMER BASE



We were rated as one of Ponemon's **Most Trusted Companies for Privacy** for the past 10 years.



24% increase of customer satisfaction since 2011 based on Card Member feedback.



5th annual Pride campaign launched to celebrate LGBTQ Card Members, merchants, employees and local communities.



SUPPORT SMALL BUSINESSES



\$15.4B

total spending estimated at independent retailers and restaurants on Small Business Saturday by U.S. consumers in 2016.*



£717M+

was spent by consumers with small businesses across the U.K. on December 3, 2016 – a 15 percent increase from 2015.**



\$AUD603M

spent in Australia with American Express cards at small businesses and more than one million American Express Card Members shopped small in November 2016.



MAKE OUR PRODUCTS AND SERVICES BETTER FOR SOCIETY AND THE ENVIRONMENT



\$84M+

donated by U.S. Card Members to charitable causes from 2010 to 2016 through our Members GiveSM program.



97%

of the paper used in our U.S direct marketing efforts in 2016 was certified as being from sustainably managed forests.

* The Small Business Saturday Consumer Insights Survey was conducted in the U.S. among a nationally representative sample of 2,180 males and females 18 years of age or older. The sample was collected using an email invitation and an online survey. The study gathered self-reported data and does not reflect actual receipts or sales. It was conducted anonymously on November 27, 2016. The survey has an overall margin of error of +/- 2.1%, at the 95% level of confidence.

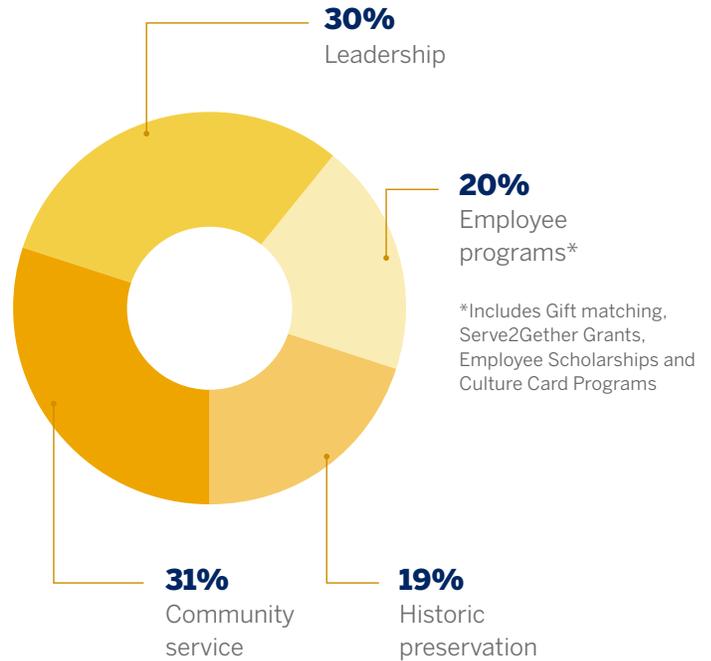
** The Small Business Saturday Consumer Insights Survey was conducted in the U.K. among a nationally representative sample of 3,610 males and females 18 years of age or older. The sample was collected using an email invitation and an online survey. The study gathered self-reported data and does not reflect actual receipts or sales. It was conducted anonymously on December 3rd 2016. The survey has an overall margin of error of +/- 2.2%, at the 95% level of confidence.



SERVING OUR COMMUNITIES

COMMUNITIES WITH LONGEVITY, STRENGTHENED THROUGH SERVICE

We're here to serve our customers and communities. That means helping in ways that enable the communities in which we live and work to prosper and lending a hand when it's needed. We do this in three ways: empowering social-sector leaders to create sustainable change at a local level by providing leadership training; helping citizen volunteers improve their local communities; and preserving diverse, vibrant historic places.



STRENGTHEN THE COMMUNITIES IN WHICH WE LIVE AND WORK



\$36M

contributed with over 400 grants and support for over 6,000 organizations through employee gift matching in 2016.



EMPOWER EMERGING NONPROFIT AND SOCIAL LEADERS



20K+

nonprofit and social sector leaders were **trained** through online and in-person trainings with the support of our grants in 2016.



ENGAGE CITIZEN VOLUNTEERS



100+

nonprofits engaged six million volunteers in more than **27 million hours of service** to serve the needs of local communities with the support of our grants in 2016.



PROMOTE STEWARDSHIP OF HISTORIC PLACES



47

historic sites in 11 countries, including the U.S., U.K., Argentina, Japan, Mexico, Canada, Singapore, Spain, Nepal, Italy and China were **preserved** with the support of our grants in 2016.



SERVING OUR ENVIRONMENT

DOING OUR PART TO SUSTAIN THE WORLD'S RESOURCES

Becoming the world's most respected service brand means recognizing our responsibility to help preserve natural resources for future generations and limit the environmental impact of our business operations. We focus on three main action areas:

- **Building a clean, efficient enterprise.**
- **Enabling customers to reduce their impacts.**
- **Engaging employees to help us achieve their goals.**

This year, we have committed to achieving science-based targets for absolute, aggregate reductions in GHG emissions for scope 1 and 2.

We set these targets using the Sectoral Decarbonisation Approach, a scientifically-informed target-setting method utilizing a scenario recommended by the Intergovernmental Panel on Climate Change to avoid the most significant climate change impacts.

- **By 2020:** All our employee business travel will be carbon neutral.
- **By 2021:** Reduce GHG emissions by 31 percent from our 2011 baseline and procure 100 percent of electricity for our U.S. data centers and global headquarters from renewable sources.
- **By 2040:** Reduce GHG emissions by 85 percent from our 2011 baseline and procure 100 percent of electricity for our U.S. operations from renewable sources.



REDUCE OUR ENVIRONMENTAL FOOTPRINT



30%+

carbon reduction compared to our 2011 baseline, exceeding our 10 percent goal.



24%

reduction of our energy consumption compared to 2011 through energy efficiency projects and real estate space optimization.



50%+

of our global real estate portfolio was green-building certified* in 2016.



150,000 MWH

of renewable energy certificates (RECs) purchased, resulting in 85 percent carbon-free electricity for our U.S. building operations, including our major data center facilities and our New York City-based headquarters.



ENGAGE OUR EMPLOYEES IN SUSTAINABILITY



10K+

employees participated in our Earth Month activities in 2016.



80%

of our global real estate participated in Earth Hour in 2016.



\$2.7M+

provided in support for the environment and wildlife through Gift Matching and Serve2Gether grant programs in 2016.

*Green building certified square footage is total square footage of leased or owned facilities actively occupied by American Express (excluding parking lot square footage) certified under a global or locally recognized third-party environmental building rating system as meeting their performance criteria (LEED, BREEAM, NABERS, GreenMark, and Energy Star).

WE VALUE FEEDBACK FROM OUR STAKEHOLDERS.

If you would like to get in touch, please email: corporate.social.responsibility@aexp.com

To read our full 2016-2017 CSR Report, please visit <http://about.americanexpress.com/csr/corporate-responsibility-report.aspx>