



American Express is a diversified global travel, financial and network services company founded in 1850. American Express is a leader in charge and credit cards, Travellers Cheques, travel and business services. Through its Global Commercial Card group (GCC), American Express provides payment solutions and expense management services to mid sized and large companies across the globe.

Market

American Express has more than 88 million cards in circulation globally and in 2008 US\$683 billion was spent using American Express products. In the same year, American Express reported an income of US\$2.7 billion, created through its leading global payments and travel offering. GCC alone contributed seven million cards and US\$129 billion of spending activity.

In the UK, GCC is the largest commercial card provider in the market. Being a specialised company focused on business-to-business (B2B) payment and expense management solutions, American Express is able to offer companies the opportunity to simplify their day-to-day procedures, increase productivity and control when, where and how funds are spent.

American Express offers UK customers not only local expertise but access to international solutions through its global network with its footprint spanning across 130 countries.

Product

With almost 40 years' experience in the UK, American Express is the largest Commercial Card provider. Delivering expense management and payment solutions, American Express' breadth and depth of products are delivered via an extensive network of account management, sales and implementation teams. American Express is therefore positioned to provide medium, large and global companies as well as UK public sector organisations with comprehensive expense management programmes.

Identifying opportunities for customers to make significant savings possible through process efficiencies and compliance is key to American Express. It is this capability that enables American Express to deliver high quality programmes. Expense management



programmes are designed with a company's business requirements in mind. From Corporate Cards, to Business Travel Accounts, to Purchasing Solutions, GCC product suite aims to be all encompassing and flexible.

Committed to servicing its customers' commercial payment needs, American Express

completed the acquisition and integration of GE Corporate Payment Services into its business. With the acquisition of the vPayment technology, American Express has broadened its payment solutions capabilities to service the growing B2B payments arena, providing end-to-end tailored expense management and payment solutions. The vPayment technology allows a company to control payments and tailor them to any supplier by issuing a unique account number for every transaction which allows set amounts and dates to be specified for easy reconciliation.

Achievements

American Express strives to be at the forefront of customer service by providing exceptional products and services to its customers. American Express' employees are known for going the extra mile – literally. On occasions, customers have received a helping hand from employees, who have even personally delivered emergency replacement cards and travel documents. American Express has also helped to locate Cardmembers and help them make contact with their families in times of crisis.

The vision of American Express is to be one of the world's most financially successful and most respected companies. Every year since 2001, American Express has been listed in the top 25 in Interbrand's Best Global Brands survey. In 2009, the Interbrand study valued the brand at more than US\$14 billion, achieving its goal of being the most valuable brand in the financial services category.

American Express was also recognised in 2009 as the Best Business Card Provider



offers mid-sized companies and their employees access to significant benefits.

Also in 2009, American Express won the right to sell payment solutions to the UK Public Sector as part of the Buying Solutions framework. In response, American Express launched a number of co-branded Government Procurement

in the UK by Business Moneyfacts as well as third Best Large Company to Work For in the UK by The Sunday Times. American Express is also a member of Stonewall's Diversity Champions programme, which is Britain's good practice forum.

Recent Developments

American Express continues to expand its commitment to its customers through the development of industry-leading products that deliver greater value. In 2009, American Express and British Airways launched the British Airways American Express Corporate Card Plus in the UK. This is the latest addition to their successful co-brand programme that



Cards (GPC) to cater for the sector's unique requirements. One product in particular, which is also the latest in American Express' product innovations, is the Defined Expense Card. With a fixed spending and time limit set at application, the card counts down its balance throughout its lifetime, reducing administrative and out-of-pocket expenses associated with ad hoc or project based business expenses.

Promotion

The longer term marketing strategy for GCC is to drive awareness of its B2B payment capabilities and comprehensive expense management solutions. Branching out, American Express is driving its focus on savings derived from consolidating business related expenses away from conventional forms of payment to the more efficient, cost saving B2B payment solutions. Complementing its traditional focus on travel and entertainment expenses, its solutions focus on holistic expense management, rather than the products alone.

Brand Values

American Express is committed to delivering its brand promise of World-Class Service and Personal Recognition. 'World-Class Service' recognises that American Express is a premium brand, delivers prestige and has global reach. 'Personal Recognition' conveys that American Express will treat customers as unique individuals.

Extraordinary customer care, peace of mind globally, superior business intelligence, and broad-based innovation further define the values of the brand.

A CLEAR ADVANTAGE

GPC AMERICAN EXPRESS

Tailor-made expense management solutions giving you maximum control with seamless integration.

- GPC American Express Purchasing Solutions
- American Express Business Travel Account
- GPC American Express Corporate Card Solutions
- GPC American Express Defined Expense Card

americanexpress.co.uk/GPC

americanexpress.co.uk

Things you didn't know about American Express

American Express started life in 1850 as an express mail company.

The very first American Express Card was printed on purple paper.

American Express processes more than US\$1 million of transactions every minute.

American Express has won Employer of Choice awards across the globe, from the UK, Germany, Netherlands, Spain, France and Italy to the USA, Argentina, Mexico and India.

During World War I, American Express worked with the Red Cross to ship millions of parcels to prisoners of war.

1850	1896	1958	1965	1966	1978
American Express is established in New York and quickly becomes one of the most successful express delivery businesses in the US.	American Express opens its first offices in London. Mark Twain is among the first customers to visit the new office.	The charge card is first introduced.	American Express becomes the first company in the industry to safeguard Cardmembers against fraud.	American Express Corporate Card is first introduced.	American Express launches emergency card replacement, a benefit pioneered by American Express.

1991	2006	2008	2009
The celebrated Membership Rewards programme is launched.	The British Airways American Express Corporate Card is launched in the UK.	The Platinum Corporate Card is introduced in the UK.	The British Airways American Express Corporate Card Plus is launched in the UK. GCC wins the right to sell payment solutions to the UK public sector and launches co-brand Cards.