

Partners Plus Program Overview

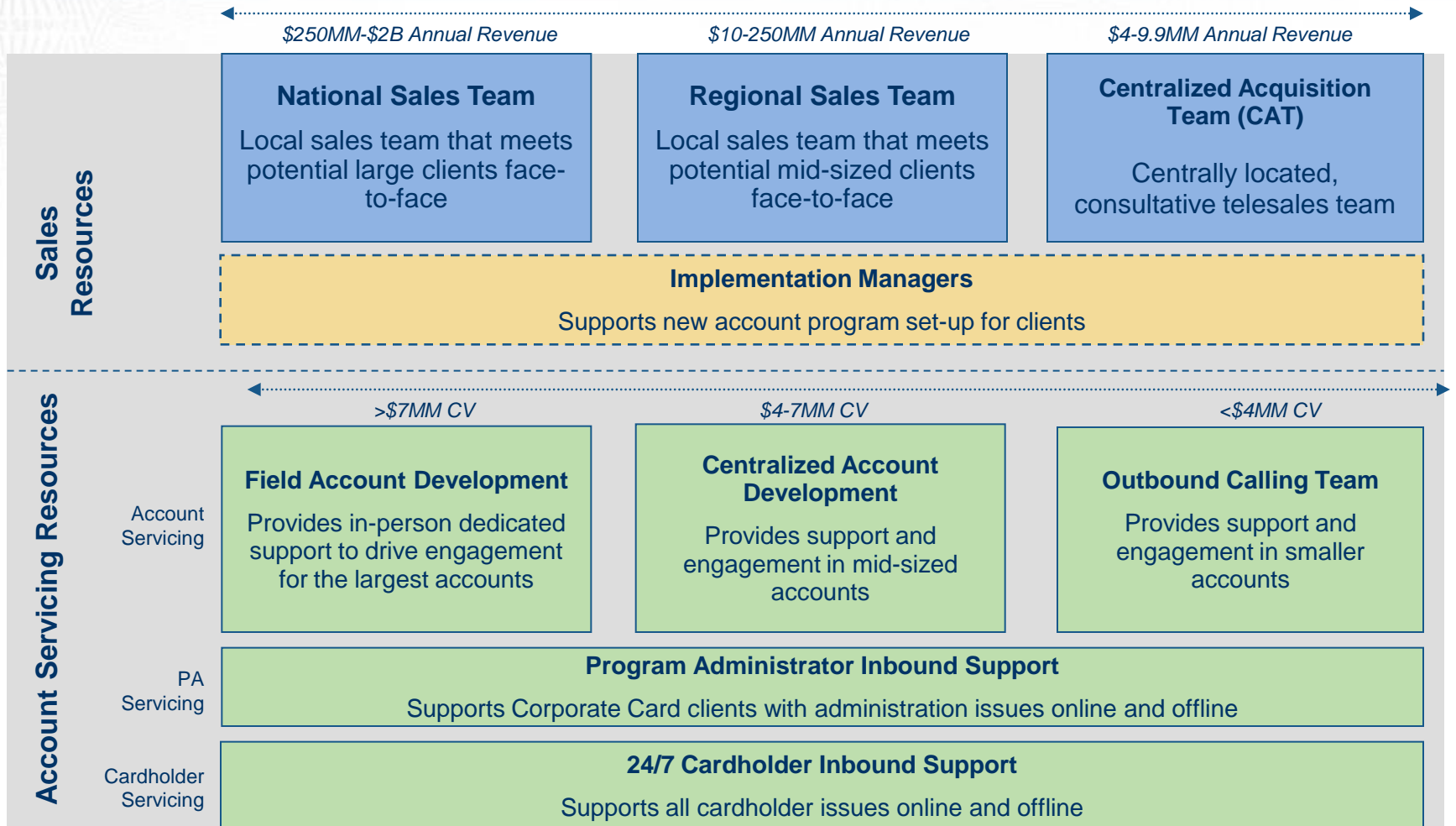


Why Partner with American Express Corporate Services?

American Express is the worldwide leader of commercial card services and has developed a strong set of core products supported by deep sales, account development and implementation resources, as well as state-of-the-art technology.

- ✦ **American Express serves all customer segments, from global and multinational clients to middle market companies**
 - Over 60% of the Fortune 500 companies are American Express commercial card clients
 - American Express Corporate Services supports over 55,000 commercial card accounts worldwide
- ✦ **We have extensive field resources spread across the country in our sales and account development organizations**
 - American Express has a Corporate Card account retention rate of over 96%*
 - American Express was ranked "Highest in Customer Satisfaction with Credit Card Companies, Four Years in a Row" by J.D. Power and Associates. (2007, 2008, 2009 and 2010)
- ✦ **American Express invests significantly every year in new product development and technology, ensuring that its products and services remain on the leading edge over the medium and long-term**
 - Readers of *Business Traveler* magazine have selected American Express as the "Best Credit Card/Credit Card with Best Rewards Program" for the twelfth year in a row.
 - American Express was identified as the most trusted company for privacy in the U.S. (Ponemon Institute, 2007)

U.S. Commercial Card Sales And Servicing Resources



Summary of Our Commercial Card Products

All American Express Commercial Card products are full-feature expense management solutions providing unique value for specific client needs

Corporate Cards

✦ American Express® Corporate Card

- Membership Rewards® program
- Premium cards (e.g. Gold, Platinum) available



✦ American Express® / Business ExtrAA® Corporate Card

- Up to 4% rebate on American Airlines flights
- Company-level travel awards on American Airlines



Specialty Corporate Cards

✦ American Express® Corporate Meeting Card

- Manages meeting expenses separately, helping clients to identify savings opportunities
- Simplifies accounts payable through comprehensive data reports



✦ American Express® Business Travel Account (BTA)

- Controls travel expenses with a cardless account that consolidates air, rail and car expenses
- BTA can be used to compliment the Corporate Card products

P-Card/Procurement Card

✦ American Express® Corporate Purchasing Card

- Typically used to purchase non-T&E expenses such as office supplies and inventory
- Streamlines the purchasing process (sourcing, billing, payment and reconciliation)



Top Reasons Why Companies are Using Commercial Cards

American Express Commercial Card clients historically have used the program for Travel & Entertainment expenses and now increasingly use the program for Business Invoices:

✦ **Increased Cash Flow**

Vendors are paid on time or even earlier because American Express pays the vendor within 3 to 4 days after the transaction goes through. The client pays AMEX 45 to 55 days later. The client can choose a monthly cut date based on cash flow and vendor payment schedule.

✦ **Ability to Earn Membership Rewards®¹ points for business spending**

The Card member must enroll the Card in the Membership Rewards® program to earn points. Earn one point for virtually every dollar charged. Points have no expiration date. Points are never capped.

✦ **Obtain Corporate Liability**

Company executives can eliminate the need to personally guaranty card accounts, removing the possibility of innocently harming their credit. Also, with corporate liability, there is typically a higher line size for credit, allowing companies to maximize their business spending through the program.

1. Membership Rewards: Enrollment required. Annual program fee to enroll a Corporate Card is \$75. Some Corporate Cards are not eligible for enrollment. Participating Membership Rewards partners, available rewards, and point levels are subject to change without notice. Eligibility is based upon company's participation in the Membership Rewards program.

Value Proposition—What's In It For Your Lead Referrals

Expense management solutions focus on a client's objectives

Maximize control



Key objectives:

- ✦ Manage corporate spend more effectively

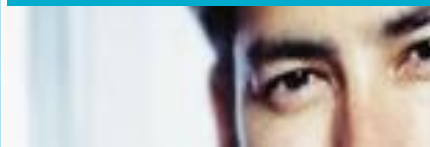
Drive savings



Key objectives:

- ✦ Save money with suppliers through discount programs
- ✦ Save processing costs

Benefit employees



Key objectives:

- ✦ Provide employees with convenient tools and peace of mind

Manage growth



Key objectives:

- ✦ Consolidate global expenses
- ✦ Prepare for future multinational growth

Corporate Card Platform: Two “Tracks”

Amex clients often utilize the Corporate Card platform to accomplish two distinct business objectives:

- (1) Manage and control T&E expenses for employees
- (2) Consolidate and unlock the value in their spend with primary vendors

Feature	T & E Expenses	Vendor Expenses
Cardholder	<ul style="list-style-type: none"> ▪ Employees who travel ▪ Office employees who incur miscellaneous expenses 	<ul style="list-style-type: none"> ▪ All spend typically captured on one or two Cards issued to: ▪ CFO / Controller / Accounts Payable ▪ CEO / Owner
Key Benefits	<ul style="list-style-type: none"> ▪ Convenience & Reporting ▪ Membership Rewards ▪ 24 / 7 Support 	<ul style="list-style-type: none"> ▪ Increased float of 30 – 60 days ▪ Membership Rewards ▪ Reduced check-writing ▪ Supplier-specific reporting
Spend Types	<ul style="list-style-type: none"> ▪ Travel and entertainment, e.g. airlines, car rental ▪ Miscellaneous 	<ul style="list-style-type: none"> ▪ <u>Everyday</u>: Telecom, Shipping, Advertising, Computers, Office Supplies ▪ <u>Core</u>: Inventory, Raw Materials
FYI	<ul style="list-style-type: none"> ▪ Premium Cards available that provide enhanced “perks” ▪ MR points earned by each Cardmember for all \$’s spent on their Cards 	<ul style="list-style-type: none"> ▪ Card(s) often “linked” to T&E Card of executive to consolidate MR points ▪ Amex can cross-reference your vendor list to identify merchants that accept the Card

Partners Plus Referral Program



The Partners Plus Program offers an opportunity for business-to-business companies and professional associations to work with the U.S. Commercial Card division of American Express.

The program will reward companies for referring middle market business clients to American Express. Once the organization, through an authorizing officer, agrees to the terms and conditions of the referral program, American Express will work with the partner and pay an incentive award for approved client leads that result in new business for American Express.

A Partners Plus referring partner should:

- Have ample, direct business relationships with companies that have \$10+ Million in gross annual sales
- Provide American Express' sales representatives with warm introductions to interested decision makers within these companies
- Assign key contributor/s (i.e. sales/account managers, executive/membership directors) within the organization who can work with American Express sales representatives on leads
- Team up with American Express to drive customized marketing initiatives (i.e. communications, events, etc.) for additional exposure



Why is the Partners Plus program successful?

Partners Plus is driven by the *Win-Win-Win* Partnership Model:

- 1. The partner benefits from the rich incentives Partners Plus offers and also from the brand affinity to the leading expense management solution. Partners also become value-add advisors to their clients/members.**
- 2. The new Commercial Card client benefits from the ability to drive savings, manage growth, and maximize control. Travel and entertainment expenses as well as business invoice spend can now be effectively managed by a Commercial Card solution.**
- 3. American Express benefits by gaining additional market share and serving additional customers.**

How It Works



Discuss Partners Plus with a local American Express Sales Representative.

Estimate the opportunity within your client/member base that would be suitable referrals.

Upon deciding to work with American Express, identify an Authorizing Officer from the organization.

Authorizing Officer registers the organization on Partners Plus and accepts the Program's Terms & Conditions.

Authorizing Officer invites approved colleagues to participate in Partners Plus.

Participants individually register an account on the Partners Plus website.

Program participants work with American Express Sales Representatives to exchange business referrals.

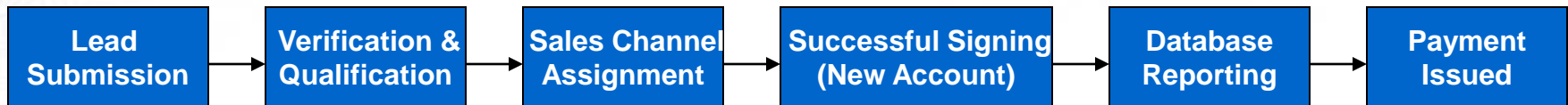
Referrals can then be tracked through the Partners Plus website.

When a referral is signed as a new American Express Client, an incentive is awarded.

Typically, incentives are issued 6-8 weeks after the signing date of a new account.

Participants will be notified of successful referrals via email.

Partners Plus Lead Submission Steps



- I. Leads are submitted via www.americanexpress.com/partnersplus
- II. Verification team contacts the prospective client and then performs a pre-screening check to determine which sales channel the referral should be routed to.
- III. The appropriate Sales team follows up with the prospective client, further determining their expense management needs and then customizing a commercial card solution.
- IV. The successful signing (new account) is submitted and reported into customer databases. The MBD has to submit the signing using the opportunity that came through from the partner lead for an incentive to be processed.
- V. The participant is notified via email. Partner Plus incentives are processed for payment. Payments typically arrive 6-8 weeks after the email notification.

****List dumping is not permitted, and referrals should be given only if there has been interest expressed to speak with an American Express representative***

Partner Incentive Model

Estimated New Account Annual Charge Volume	Partner Incentive
\$0K - \$249K	\$300
\$250K - \$499K	\$750
\$500K - \$999K	\$1,500
\$1MM - \$4.9MM	\$3,500
\$5MM - \$9.9MM	\$7,000
\$10MM+	\$15,000

Contact Information

For more information, Please visit our website:

www.americanexpress.com/partnersplus

Partners Plus Program Contact

- ✦ **Elliot Marsh:** Manager, Lead Generation Partnerships
 - Email: elliott.marsh@aexp.com
 - Phone: (212) 640-4670