



Financial Community Presentation

August 4, 2004

Agenda

- Company Performance

Ken Chenault

- Advantages and Progress in International Proprietary Card

Ed Gilligan

- Q & A

Management



Financial Performance vs. Objectives

	June 2004 YTD	Objective
EPS Growth	15%	12% - 15%
Return on Equity	21%	18% - 20%
Revenue Growth	14%	8%



TRS Highlights

June 2004 YTD vs. Last Year

■ Billings



■ Loans (Managed*)



■ Credit Performance



■ Marketing / Rewards Costs



■ Travel Sales



■ Travelers Cheque & Prepaid Sales



* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

TRS Highlights

Billings

20%

■ Credit Performance

+++

■ Marketing / Rewards Costs

34%

■ Travel Sales

32%

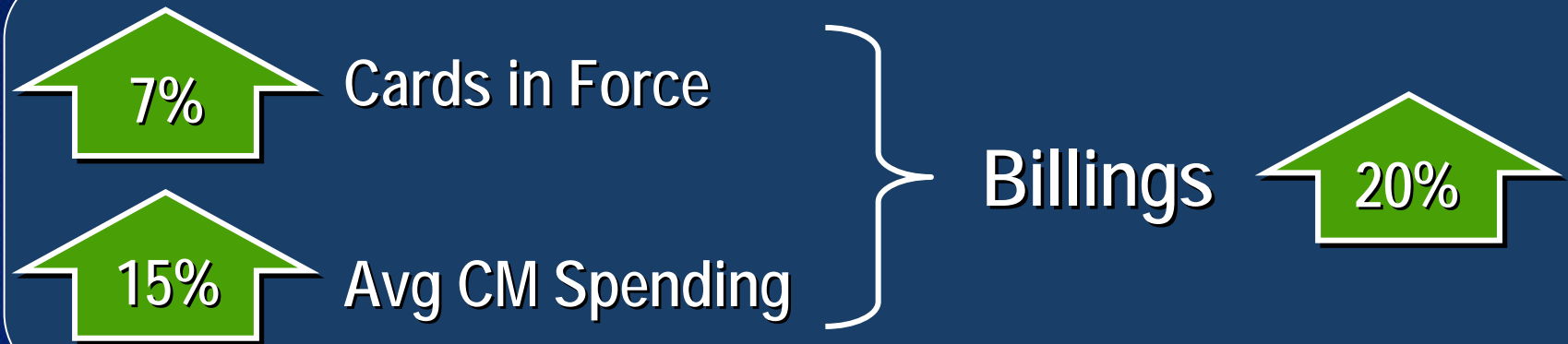
■ Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

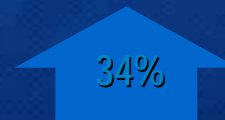
TRS Highlights



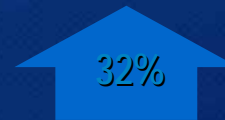
■ Credit Performance



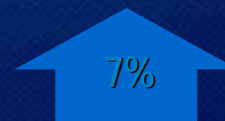
■ Marketing / Rewards Costs



■ Travel Sales



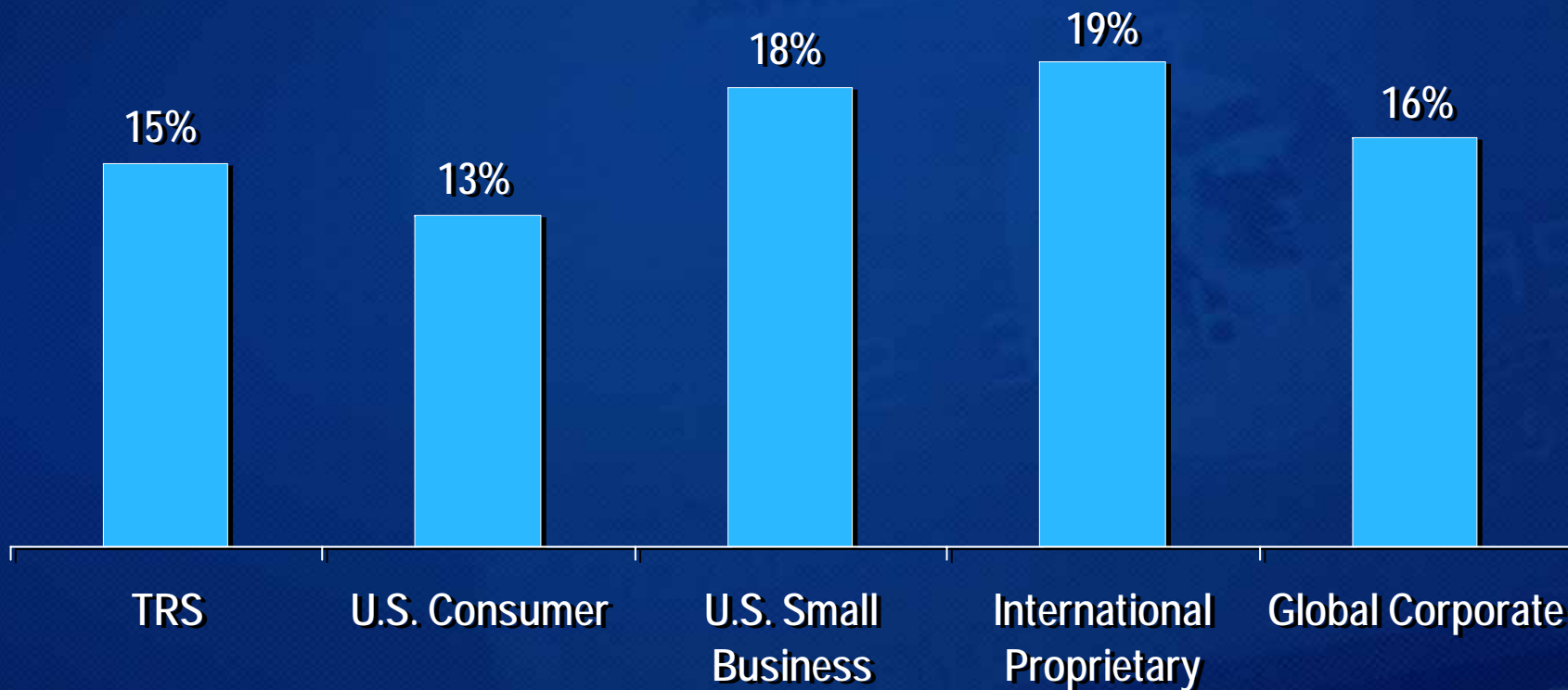
■ Travelers Cheque & Prepaid Sales



* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

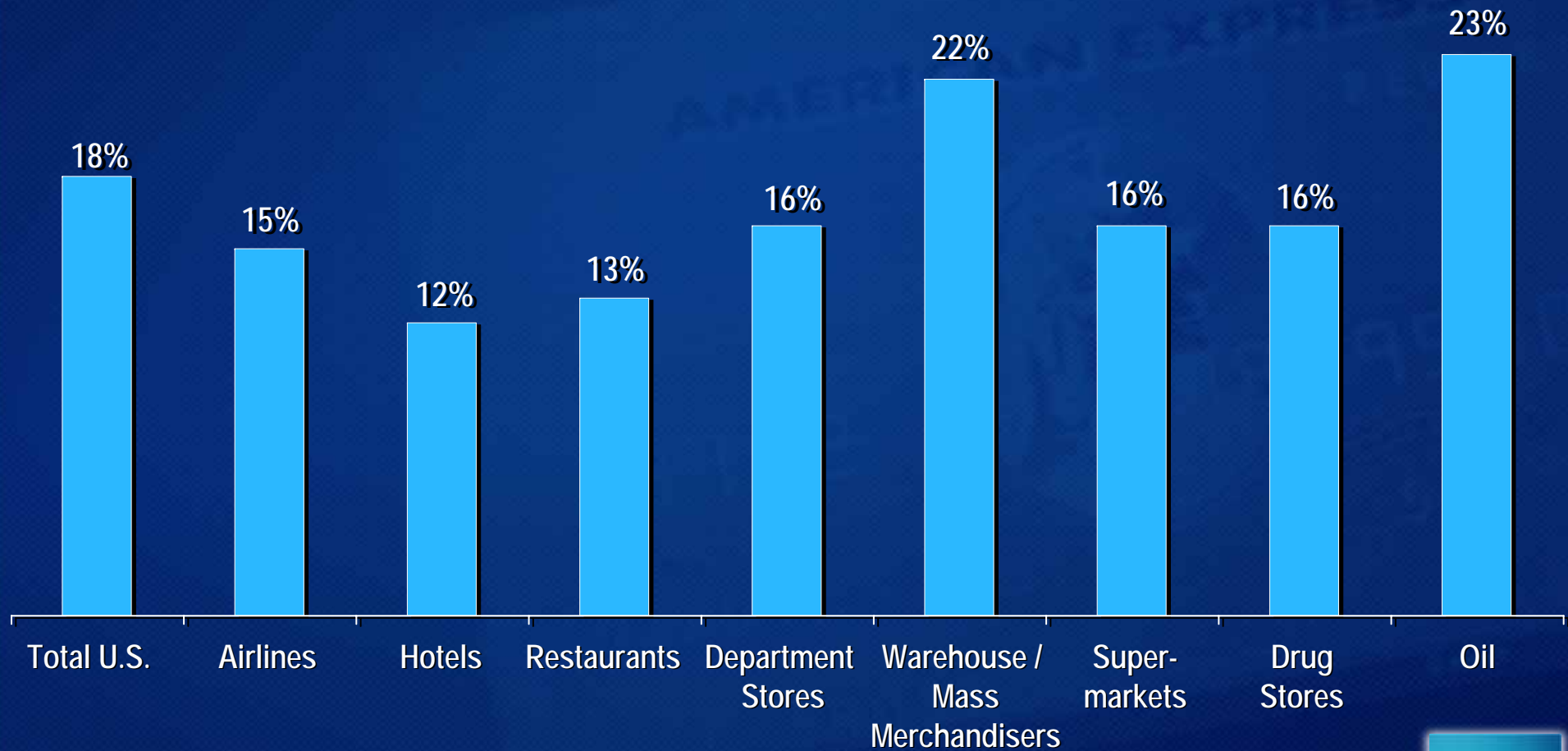
Average Cardmember Spend Growth

June 2004 YTD vs. Last Year (Reported)



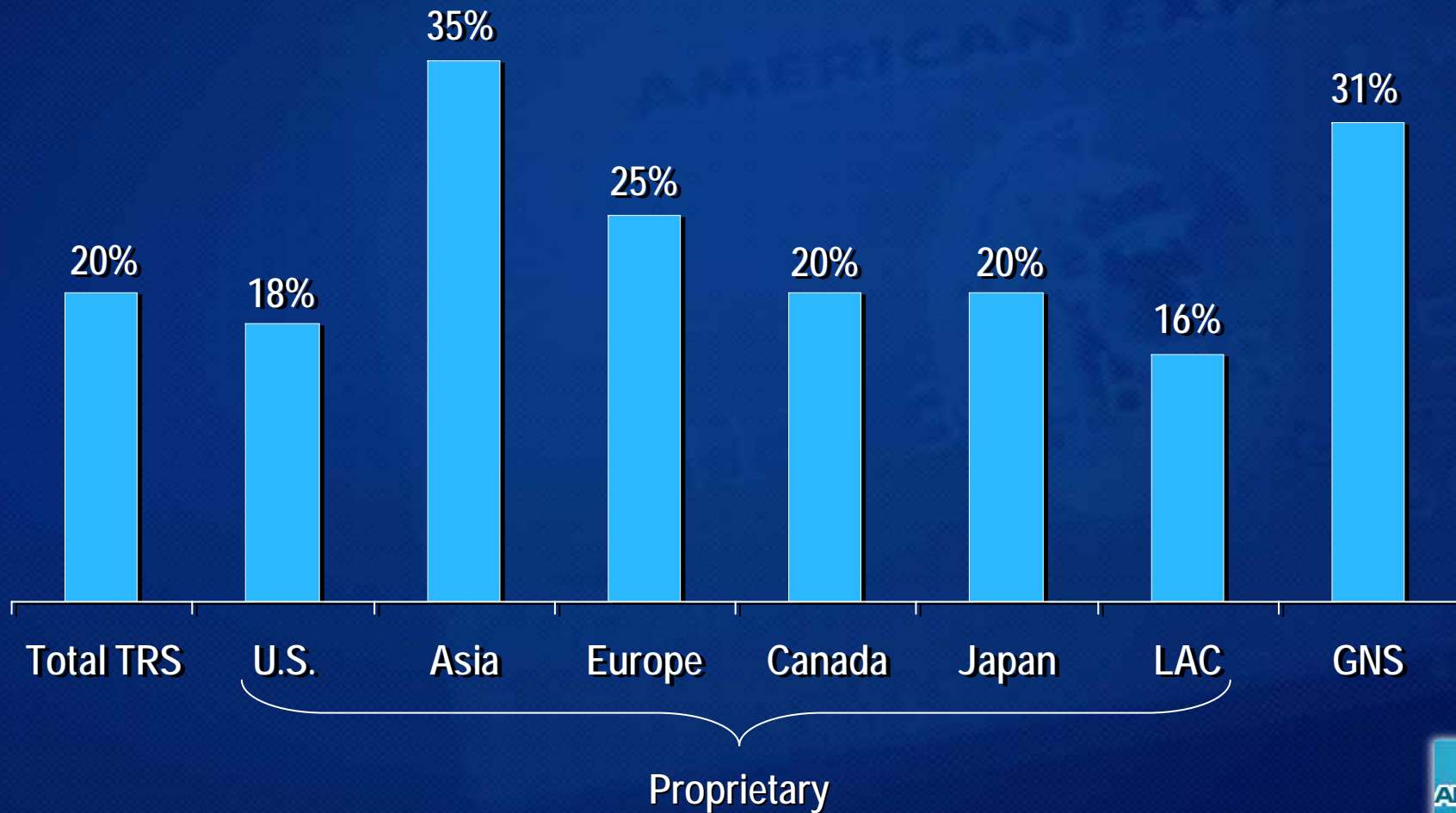
Billings Growth by Industry

June 2004 YTD vs. Last Year – U.S.



Billings Growth by Region

June 2004 YTD vs. Last Year (Reported)



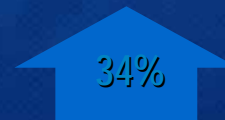
TRS Highlights



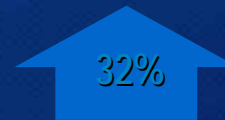
■ Credit Performance



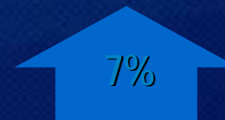
■ Marketing / Rewards Costs



■ Travel Sales



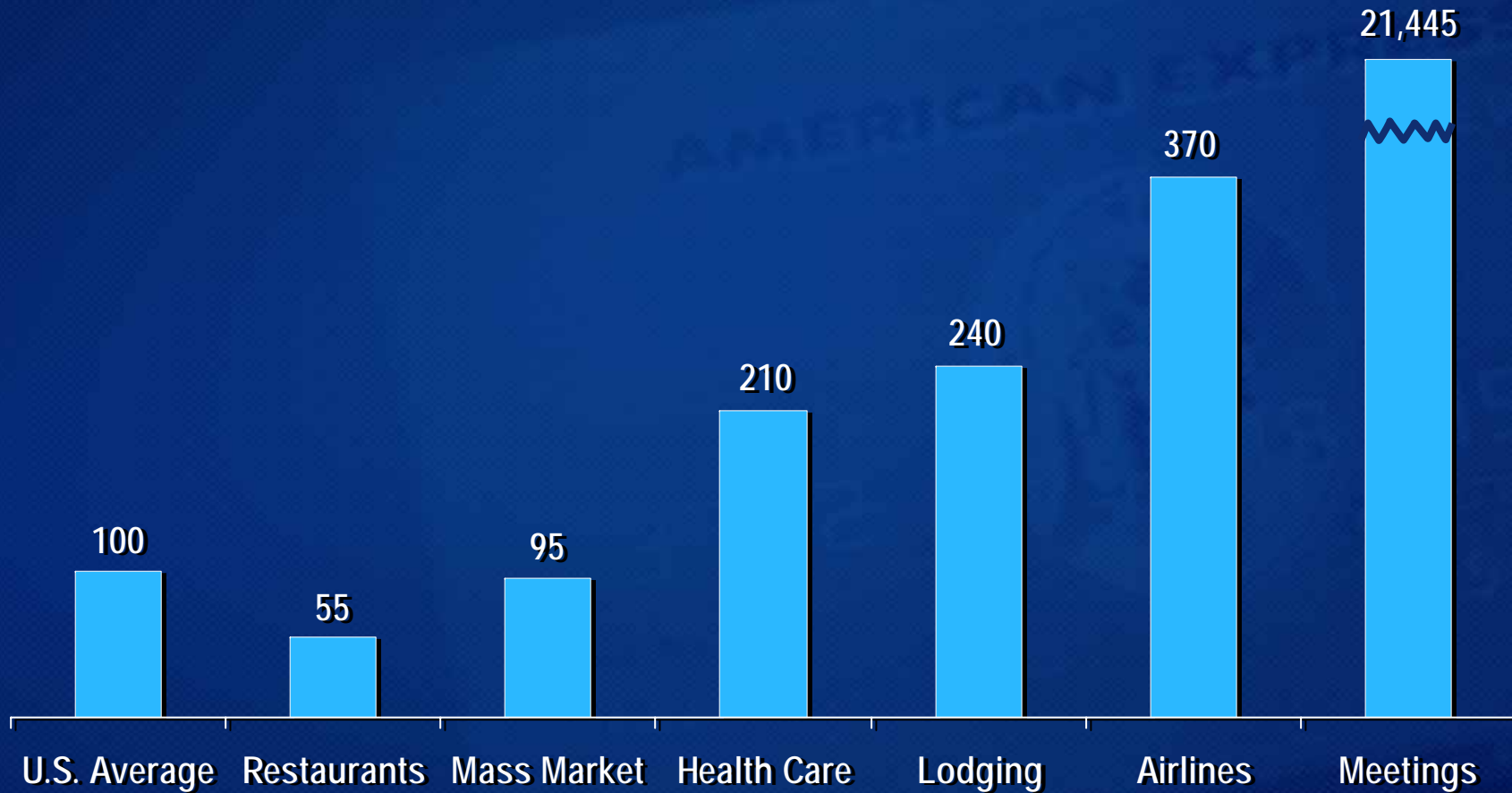
■ Travelers Cheque & Prepaid Sales



* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

Average Transaction Size

2003*

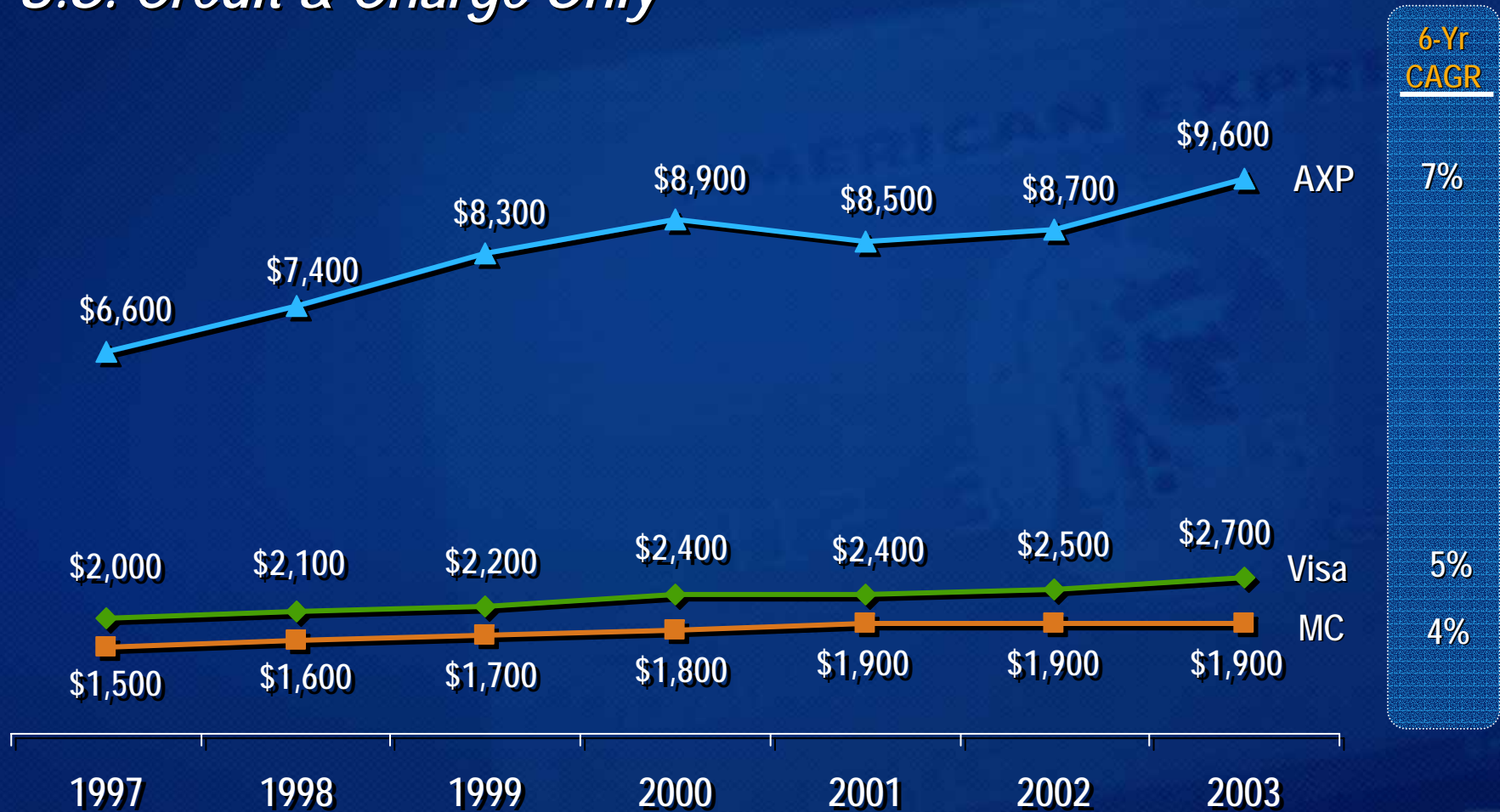


*Indexed to U.S. Average



Average Spend per Account

U.S. Credit & Charge Only



Note: Average Spend is calculated using average accounts and excludes cash advances and balance transfers for Visa and MC.
 Source: Visa / MC data from the Nilson Report.



Global Purchase Volume Share*

2003 vs. 2002



*The Nilson Report, March 2004

TRS Highlights

June 2004 YTD vs. Last Year

■ Billings

20%

Loans (Managed*)

7%

■ Credit Performance

+++

■ Marketing / Rewards Costs

34%

■ Travel Sales

32%

■ Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

TRS Highlights

June 2004 YTD vs. Last Year

■ Billings

20%

■ Loans (Managed*)

7%

Credit Performance

+++

■ Marketing / Rewards Costs

34%

■ Travel Sales

32%

■ Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

Charge Card Losses*



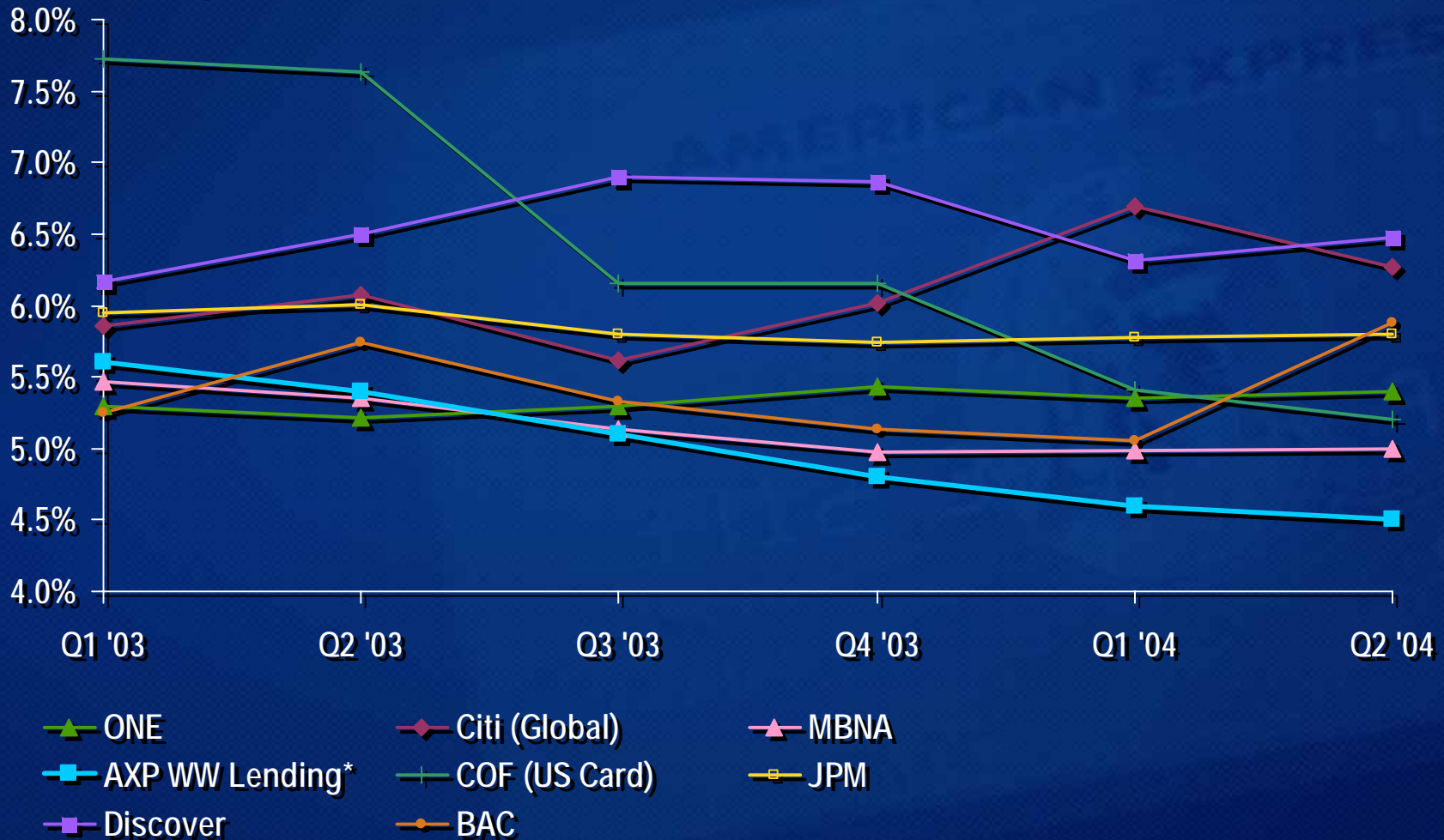
*Net loss ratio as a % of charge volume

AMERICAN
EXPRESS

®

Write-off Rates

Quarterly Trends



Source: Company reports

*Managed basis. On a GAAP basis, the worldwide lending write-off rate was 5.6% in Q1 '03, 5.1% in Q2 '03, 5.0% in Q3 '03, 4.6% in Q4 '03, 4.2% in Q1 '04 and 4.1% in Q2 '04



Reserve Coverage Ratios of Past Due Accounts

	12/31/01	12/31/02	2003				2004	
			3/31	6/30	9/30	12/31	3/31	6/30
Lending (Managed*)	103%	124%	130%	137%	128%	127%	128%	136%
Charge Card	136%	162%	159%	171%	174%	171%	164%	163%

Note: Lending reserve coverage of accounts 30 days past due; charge card reserve coverage of accounts 90 days past due.

* Managed basis. On a GAAP basis, reserve coverage of past due accounts was 120% at 12/31/01, 144% at 12/31/02, 153% at 3/31/03, 161% at 6/30/03, 150% at 9/30/03, 146% at 12/31/03, 145% at 3/31/04 and 154% at 6/30/04.



TRS Highlights

June 2004 YTD vs. Last Year

■ Billings

20%

■ Loans (Managed*)

7%

■ Credit Performance

+++

Marketing / Rewards Costs

34%

■ Travel Sales

32%

■ Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

Marketing Programs



Rewards Options



TRS Highlights

June 2004 YTD vs. Last Year

■ Billings

20%

■ Loans (Managed*)

7%

■ Credit Performance

+++

Marketing / Rewards Costs

34%

■ Travel Sales

32%

■ Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%

TRS Highlights

June 2004 YTD vs. Last Year

■ Billings

20%

■ Loans (Managed*)

7%

■ Credit Performance

+++

Travel Sales

32%

Travelers Cheque & Prepaid Sales

7%

AMERICAN
EXPRESS

TRS Highlights

June 2004 YTD vs. Last Year

■ Billings



■ Loans (Managed*)



■ Credit Performance



■ Marketing / Rewards Costs



■ Travel Sales



■ Travelers Cheque & Prepaid Sales

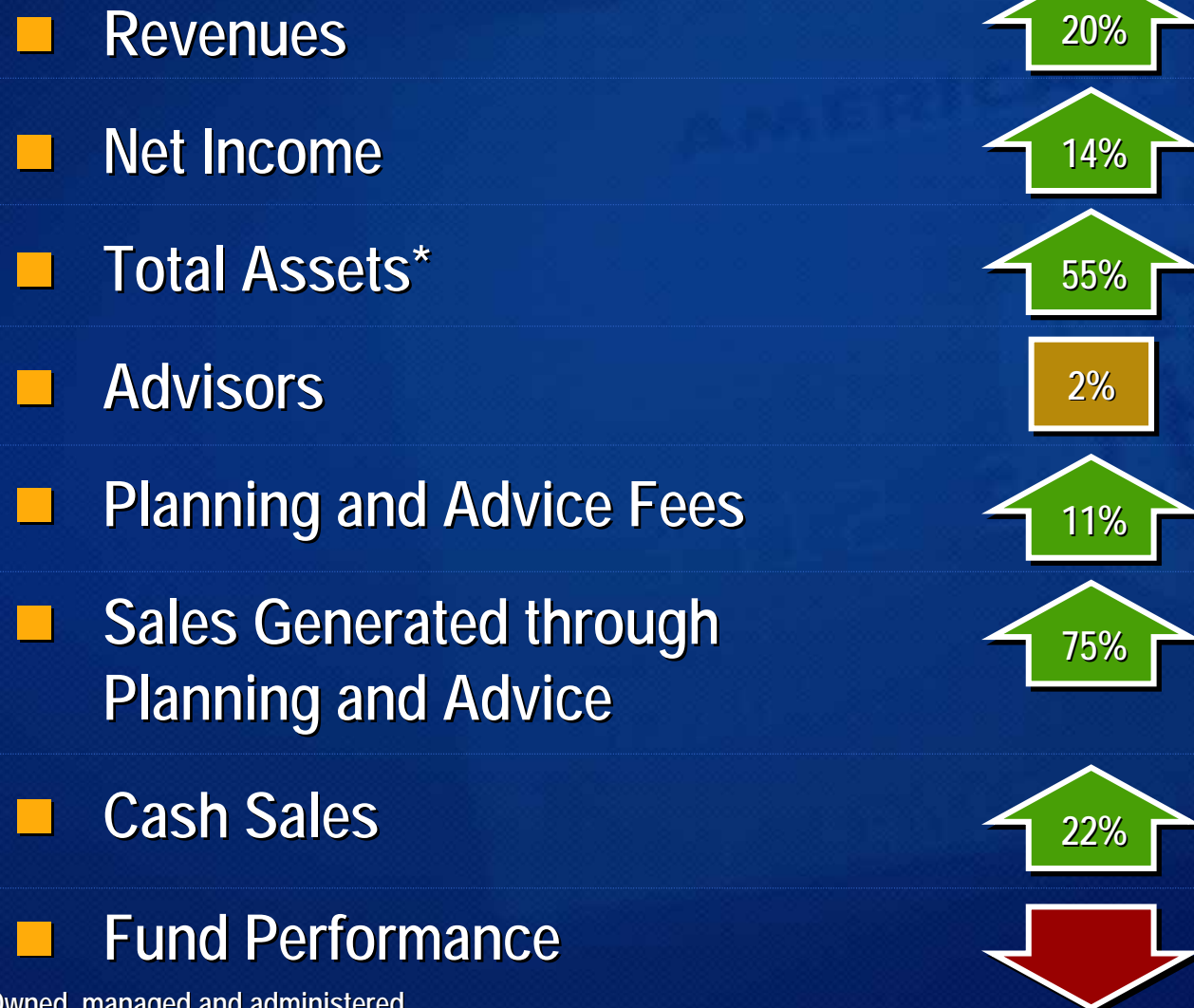


* Managed basis (includes owned and securitized loans.) On a GAAP basis, loan growth was 17%



AEFA Highlights

June 2004 YTD vs. Last Year



* Owned, managed and administered



AEFA Highlights

Revenues

20%

Net Income

14%

■ ADVISORS

■ Planning and Advice Fees

11%

■ Sales Generated through
Planning and Advice

75%

■ Cash Sales

22%

■ Fund Performance



* Owned, managed and administered



AEFA Highlights

June 2004 YTD vs. Last Year

■ Revenues

20%

■ Net Income

149%

Total Assets*

55%

■ Planning and Advice Fees

11%

■ Sales Generated through
Planning and Advice

75%

■ Cash Sales

22%

■ Fund Performance

AMERICAN
EXPRESS

* Owned, managed and administered

AEFA Highlights

June 2004 YTD vs. Last Year

■ Revenues

20%

■ Net Income

14%

Advisors

2%

■ Planning and Advice Fees

11%

■ Sales Generated through
Planning and Advice

75%

■ Cash Sales

22%

■ Fund Performance

AMERICAN
EXPRESS

* Owned, managed and administered

AEFA Highlights

June 2004 YTD vs. Last Year

■ Revenues

20%

■ Net Income

14%

■ Total Assets*

55%

Planning and Advice Fees

11%

Sales Generated through
Planning and Advice

75%

■ Fund Performance



AMERICAN
EXPRESS

* Owned, managed and administered

AEFA Highlights

June 2004 YTD vs. Last Year

■ Revenues

20%

■ Net Income

14%

■ Total Assets*

55%

■ Advisors

2%

■ Planning and Advice Fees

11%

■ Sales Generated through

75%

Cash Sales

22%

■ Fund Performance

* Owned, managed and administered



AEFA Highlights

June 2004 YTD vs. Last Year

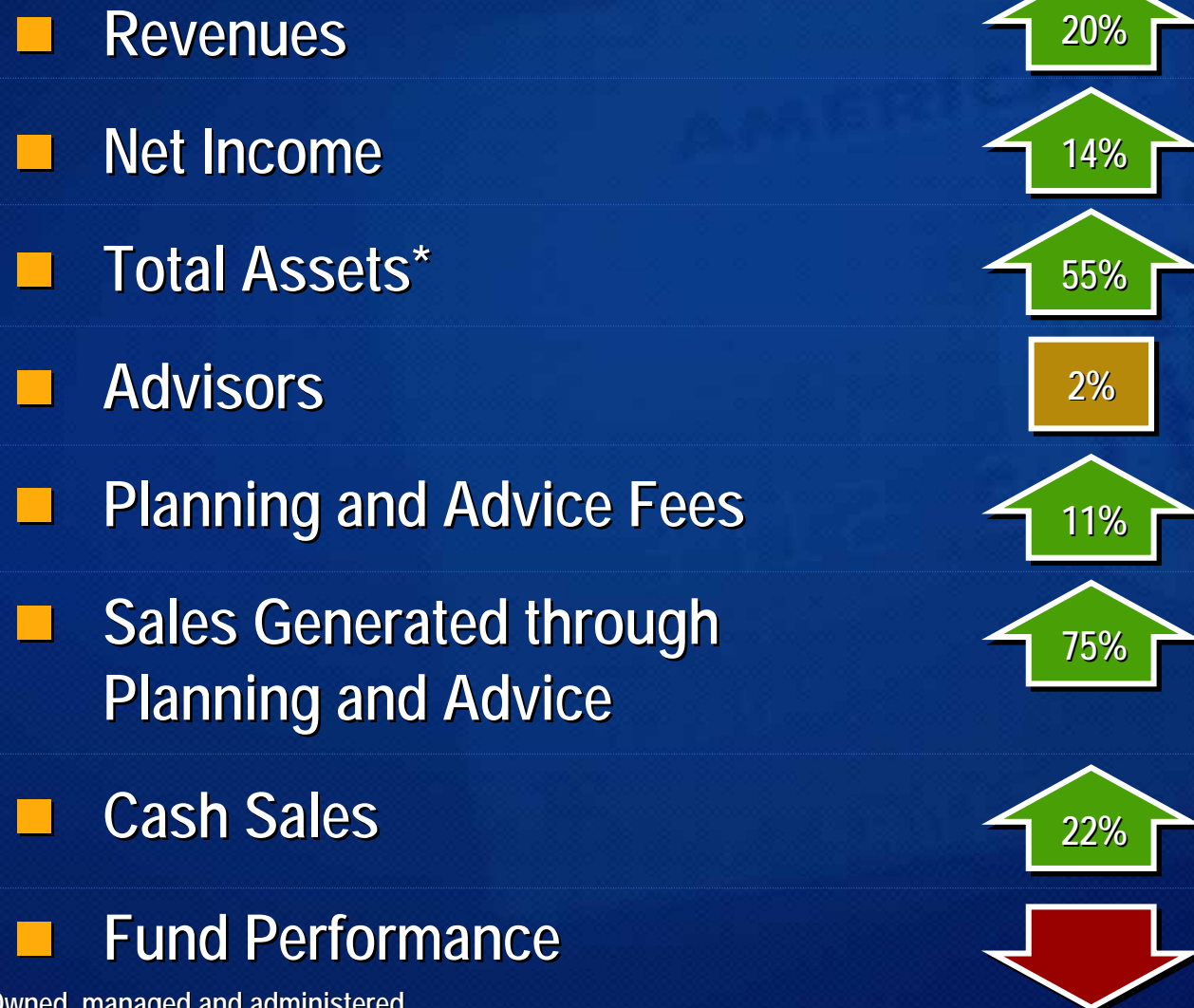
■ Revenues	↑ 20%
■ Net Income	↑ 14%
■ Total Assets*	↑ 55%
■ Advisors	■ 2%
■ Planning and Advice Fees	↑ 11%
■ Sales Generated through Planning and Advice	↑ 75%

Fund Performance



AEFA Highlights

June 2004 YTD vs. Last Year



* Owned, managed and administered



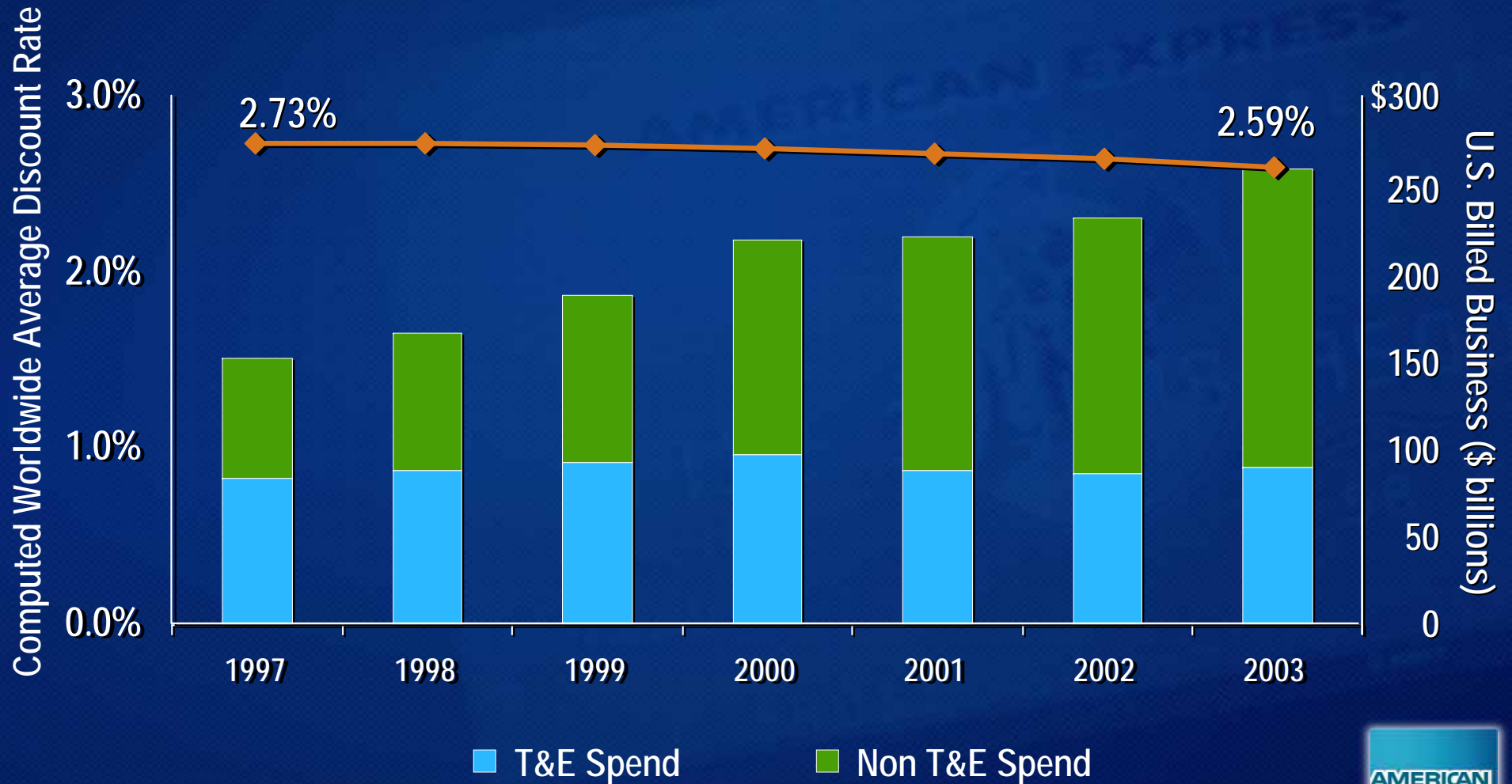
Areas of Focus

- Margins
- Discount Rate

Discount Rate



Merchant Discount Rate vs. Spend Mix



Areas of Focus

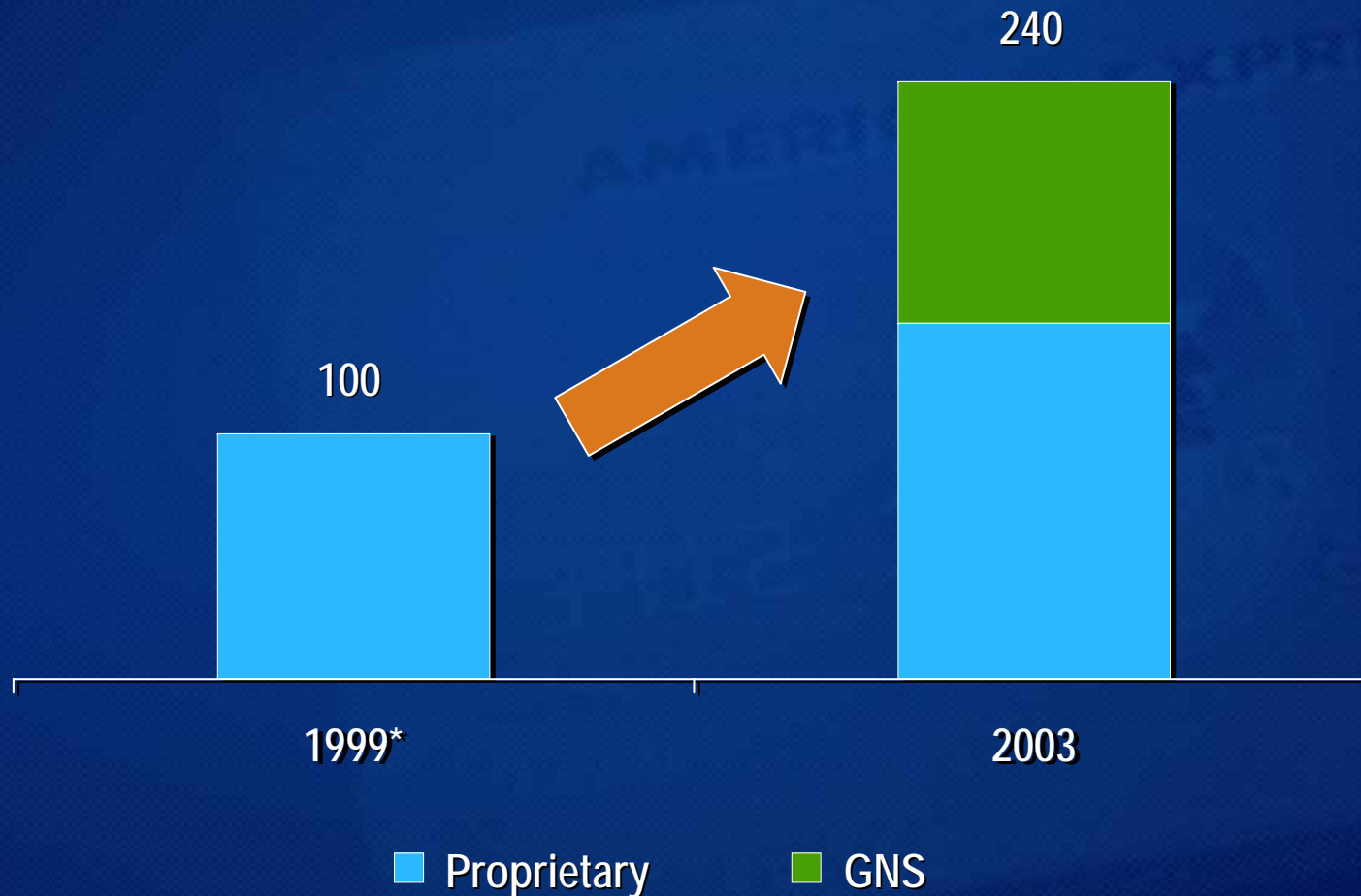
- Margins
- Discount Rate

Areas of Focus

- Margins
- Discount Rate
- GNS Impact

AXP Share of Cards in Force

Argentina



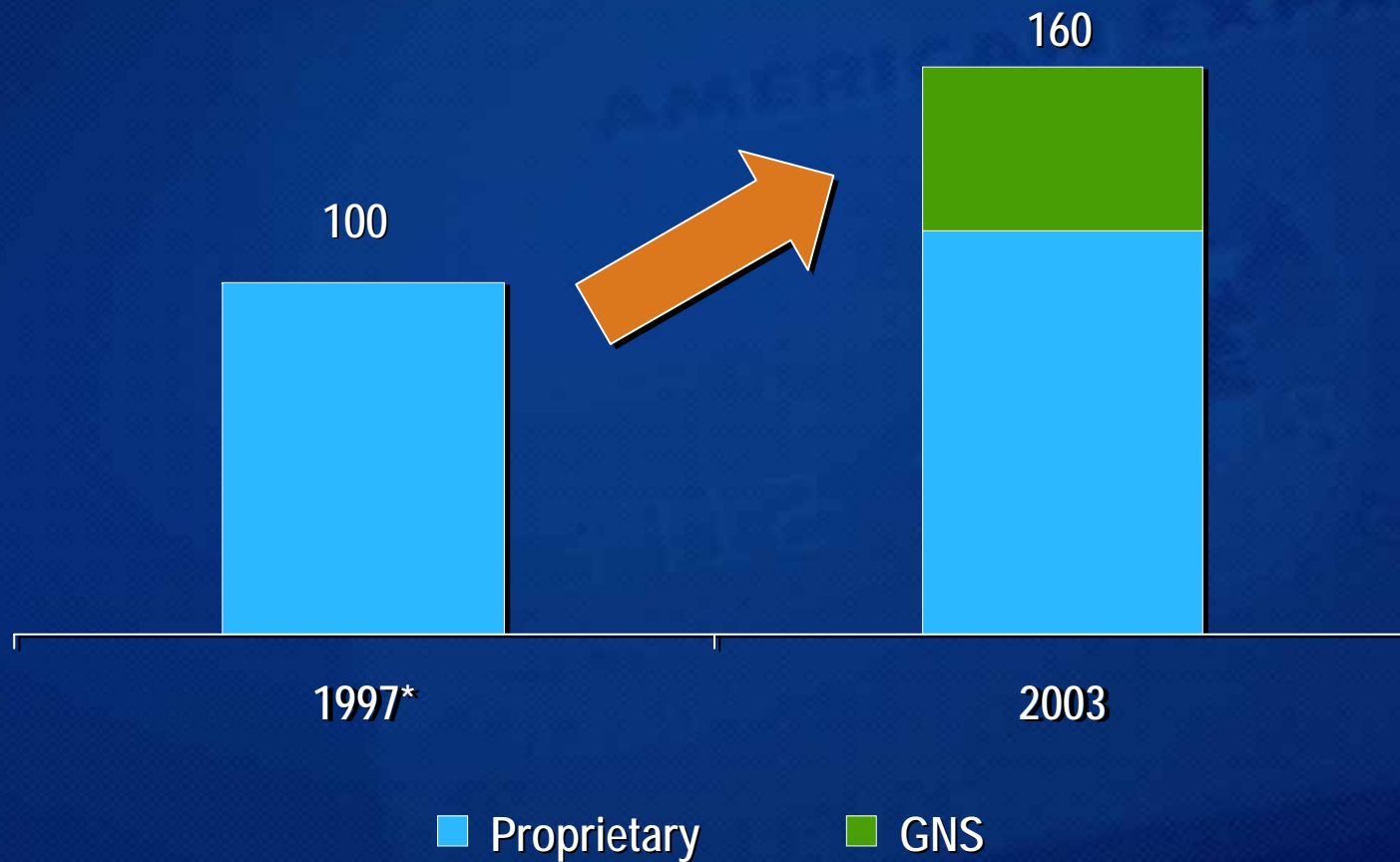
* 1999 Indexed to 100

Source: Reports from Argentina Central Bank, VisaNet, MasterCard and Diners



AXP Share of Cards in Force

Puerto Rico



* 1997 Indexed to 100

Source: The Nilson Report



Areas of Focus

- Margins
- Discount Rate
- GNS Impact

Areas of Focus

- Margins
- Discount Rate
- GNS Impact
- Mutual Fund Review