American Express Company
Financial Community Meeting

Kenneth Chenault
Chairman and Chief Executive Officer

Doug Buckminster
President, International Consumer Card and Small Business Services

February 9, 2011
Agenda

- Success in 2010
- Investing in Transformation
- **AXP**: The International Story
- Q & A
### Historical Financial Performance

#### $(in billions)$

<table>
<thead>
<tr>
<th>Financial Category</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues Net of Interest Expense</strong></td>
<td>$24.8</td>
<td>$27.6</td>
<td>$28.4</td>
<td>$24.5</td>
<td>$27.8</td>
</tr>
<tr>
<td><strong>Growth vs. Prior Year</strong></td>
<td>11%</td>
<td>11%</td>
<td>3%</td>
<td>(14%)</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Growth vs. Prior Year (Managed)</strong> †</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td><strong>Income from Continuing Operations</strong>*</td>
<td>$3.6</td>
<td>$4.1</td>
<td>$2.9</td>
<td>$2.1</td>
<td>$4.1</td>
</tr>
<tr>
<td><strong>Growth vs. Prior Year</strong></td>
<td>18%</td>
<td>14%</td>
<td>(30%)</td>
<td>(26%)</td>
<td>90%</td>
</tr>
<tr>
<td><strong>Diluted EPS from Continuing Ops</strong> ‡</td>
<td>$2.93</td>
<td>$3.44</td>
<td>$2.47</td>
<td>$1.54</td>
<td>$3.35</td>
</tr>
<tr>
<td><strong>Return on Average Common Equity</strong></td>
<td>35%</td>
<td>37%</td>
<td>22%</td>
<td>14%</td>
<td>27%</td>
</tr>
</tbody>
</table>

*Net income, including results from discontinued operations, was $3.7B for 2006, down 1% vs. the prior year, $4.0B for 2007, up 8%; $2.7B for 2008, down 33%; $2.1B for 2009, down 21%, and $4.1 for 2010, up 90%. **Attributable to common shareholders. Excludes preferred share dividends and earnings allocated to participating share awards. Diluted EPS on a net income basis was $2.99 in 2006, $3.34 in 2007, $2.32 in 2008, $1.54 in 2009 and $3.35 for 2010. †See Annex 1 for a reconciliation to GAAP basis.
### Historical Metric Trends

<table>
<thead>
<tr>
<th>Metric</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billed Business*</td>
<td>16%</td>
<td>15%</td>
<td>6%</td>
<td>(9%)</td>
<td>15%</td>
</tr>
<tr>
<td>Total Cards In Force</td>
<td>10%</td>
<td>11%</td>
<td>7%</td>
<td>(5%)</td>
<td>4%</td>
</tr>
<tr>
<td>Avg. Basic Cardmember Spending**</td>
<td>7%</td>
<td>8%</td>
<td>(1%)</td>
<td>(7%)</td>
<td>18%</td>
</tr>
<tr>
<td>Mgd. Cardmember Loans***</td>
<td>17%</td>
<td>22%</td>
<td>(7%)</td>
<td>(14%)</td>
<td>(1%)</td>
</tr>
<tr>
<td>Credit Performance</td>
<td></td>
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</tr>
</tbody>
</table>

*Card billed business includes activities (including cash advances) related to proprietary cards, cards issued under network partnership agreements, and certain insurance fees charged on proprietary cards. **Computed from proprietary card activities only. ***Managed basis includes non-securitized and securitized loans. On a GAAP basis, loan growth increased/(decreased) by 31% in 2006, 26% in 2007, (22%) in 2008, (22%) in 2009 and 86% for 2010.
Full Year 2010 Relative Performance

**Total Billed Business**

($) in billions

- AXP: $713
- Citi*: $342
- JPM**: $313
- BofA***: $213
- Cap One† Discover‡‡: $107
- $93

**Managed Loans**

($) in billions

- Citi*: $161
- BofA***: $141
- JPM**: $138
- Cap One†: $61
- AXP‡: $61
- Discover‡‡: $45

*Includes Citi-Branded Cards and Citi Holdings Retail Partners North America Cards. **Includes the impact of the Washington Mutual acquisition. Reported billings shown above reflect sales volume, which excludes balance transfers. ***Credit Card, includes US consumer and foreign credit card. †Global Card. ††Fiscal year ends November 30. Billed business is credit card sales volume; disclosed total credit card volume was $99B for full year 2010 ended 11/30/10 and increased 3%. ‡On a GAAP basis, loans increased 86%, which reflects the consolidation of off-balance sheet assets.
Billings Growth – U.S.

% increase/(decrease) vs. prior year:

- AXP*
- MasterCard/Visa - Credit & Charge Volume**
- MasterCard/Visa - Total Payment Volume***

Q1'08  Q3'08  Q1'09  Q3'09  Q1'10  Q3'10  Q4’10

*AXP includes credit and charge, excludes debit & cash. **Includes credit and charge only, but excludes debit and cash. ***Includes credit, charge and debit, but excludes cash.
Billings Growth – Global

*FX adjusted† % increase/(decrease) vs. prior year:

- AXP*
- MasterCard/Visa - Credit & Charge Volume**
- MasterCard/Visa - Total Payment Volume***

†FX adjusted information assumes a constant exchange rate between the periods being compared for purposes of currency translation into US dollars. (e.g., assumes foreign exchange rate used for Q4’10 applies to Q4’09 and rate used for Q3’10 applies to Q3’09, etc.) *AXP includes credit and charge, excludes debit and cash. See Annex 2 for reported basis. **Includes credit and charge only, but excludes debit and cash. ***Includes credit, charge and debit, but excludes cash.
AXP Worldwide Managed Loans

See Annex 3 for loans on a GAAP basis for periods prior to 2010.
USCS Net Interest Yield
Managed Cardmember Loans

- Increased Cost of Funds due to spike in October 1M LIBOR rate
- Improved Cost of Funds due to LIBOR reversion
- Impact of Collections Strategy
- Re-priced 55% of US Lending Portfolio
- Lower revolve rate

Q4 '08: 8.9%
Q1 '09: 10.9%
Q2 '09: 9.7%
Q3 '09: 9.8%
Q4 '09: 10.0%
Q1 '10: 10.0%
Q2 '10: 9.3%
Q3 '10: 9.3%
Q4 '10: 9.1%

Repriced additional segments of US lending portfolio
February implementation of the CARD Act
First full quarter impact of Feb. CARD Act implementation
Cardmember behavior

Q4 '08: 8.9%
Q1 '09: 10.9%
Q2 '09: 9.7%
Q3 '09: 9.8%
Q4 '09: 10.0%
Q1 '10: 10.0%
Q2 '10: 9.3%
Q3 '10: 9.3%
Q4 '10: 9.1%

See Annex 4 for reconciliation of net interest income divided by average loans, a GAAP measure, and net interest yield, a non-GAAP measure.
AXP Lending Managed Net Write-off Rates versus Competitors

*See Annex 3 for GAAP basis for Q4'09. **Fiscal year ends November 30. US Card. *** Includes the impact of the Washington Mutual acquisition. †Global Card. ††Credit Card, includes US consumer and foreign credit card. ‡Citi-Branded Cards.
Agenda

- Success in 2010
- Investing in Transformation
- AXP: The International Story
- Q & A
2010 Investment Priorities

- Focus on **premium customers**
  - Charge Card
  - Co-Brands

- Drive **network growth**
  - Coverage / brand awareness
  - GNS partner volume
  - Alternative payments

- Drive **new revenues** by leveraging our unique business model
### Total Expenses: A Year of Investment

$ in billions; change in 2010 total expenses vs. 2009:

<table>
<thead>
<tr>
<th>Category</th>
<th>2009 Total Expenses</th>
<th>2010 Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charge &amp; Premium Lending*</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Merchant &amp; GNS**</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>Fee Based Revenue/Alt Payments†</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>Brand Investment</td>
<td>0.3</td>
<td>1.0</td>
</tr>
<tr>
<td>Cardmember Rewards</td>
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<td></td>
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<tr>
<td>Other††</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2010 Total Expenses: $19.6

*Includes expenses related to acquisition, loyalty and cardmember sales force.
**Includes sales force, marketing & promotion costs and other operating costs related to GNS.
†Includes operating costs of LoyaltyEdge, Business Insights and Serve Enterprise (formerly Revolution Money), as well as variable technology investments.
††Consists of other expenses not directly related to these defined investment categories.
Global Proprietary
New Cards and First Year Spend Acquired

New Cards Acquired by Product Type

<table>
<thead>
<tr>
<th>Year</th>
<th>Charge</th>
<th>Co-Brand</th>
<th>Prop Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>15%</td>
<td>4%</td>
<td>11%</td>
</tr>
</tbody>
</table>

First Year Spend* by Product Type

<table>
<thead>
<tr>
<th>YOY Growth</th>
<th>Cards Acquired in 2009</th>
<th>Cards Acquired in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>15%</td>
<td>38%</td>
<td>38%</td>
</tr>
</tbody>
</table>

*First Year Spend reflects the first 12 months of spending for a new card acquired. For future periods, internal estimates have been used, i.e. new cards acquired in June’10 include 6 months of actual spend and 6 months of internally forecasted spend.
Global Coverage Expansion

Expanding Acceptance and Growing Spend

New Booked Charge Volume

**Global:**

- **FY'2009**
- **FY'2010**

- **25%+**

**New Signings**

- **US**

- **New Booked Charge Volume**

- **December ‘10 YTD vs. December ‘09 YTD**

- **New Signings:** 46%

- **New Booked Charge Volume:** 102%
Global Network Services
Billed Business

($ in billions)

CAGR 1999-2010: 25%
2010 Investment Priorities

- Focus on **premium customers**
  - Charge Card
  - Co-Brands

- Drive **network growth**
  - Coverage / brand awareness
  - GNS partner volume
  - Alternative payments

- Drive **new revenues** by leveraging our unique business model
Fee Based Revenue

Registered Card

SearchManager

InsuranceEdge™
How businesses find the right policy.

LoyaltyEdge
from American Express®

AMERICAN EXPRESS
BUSINESS INSIGHTS

AcceptPay™
The Loyalty Partner acquisition is expected to close in the first quarter of 2011, subject to regulatory approval.
2010 Investment Priorities

- Focus on premium customers
  - Charge Card
  - Co-Brands

- Drive network growth
  - Coverage / brand awareness
  - GNS partner volume
  - Alternative payments

- Drive new revenues by leveraging our unique business model
Growth Drivers

For the Moderate to Long-term:

- Drive greater value to merchant base
- Expand customer segment penetration
- Accelerate International growth across businesses
- Achieve significant progress within Enterprise Growth
- Increase share of online spend and enhance digital experience
Sources of Value

- High Spending Cardmembers
- Insights and Information
- Services to Drive Merchant Revenues
- Services to Improve Merchant Efficiencies
Penetrate New Customer Segments

Prospect Segments

Cardmember Base

Minorities

Women

Under 35
Accelerate International Growth

Global Player

Multiple Models

Diversity

New Payment Options
Enterprise Growth Business Units

- Online and Mobile
- Emerging Payments and New Ventures
- Global Payment Options
- Fee Based Services
For the Moderate to Long-term:

- Drive greater **value to Merchant base**
- Expand customer **segment penetration**
- Accelerate **International growth** across businesses
- Achieve significant progress within **Enterprise Growth**
- Increase share of **online spend** and enhance **digital experience**
Estimated Spending:

2009: $100B+
2010: $100B+

20%+

*Primarily includes spending at pure online merchants and spending through known online channels for merchants with both online and offline presence. Also includes an estimate of online spend for merchants in industries where external and internal benchmarks around online spend are available.
Estimated Spending:

Online Holiday Spend* – Global

Online Holiday Spend* – US

Nov-Dec 2009  Nov-Dec 2010

Nov-Dec 2009  Nov-Dec 2010

25%

24%

*Primarily includes spending at pure online merchants and spending through known online channels for merchants with both online and offline presence. Also includes an estimate of online spend for merchants in industries where external and internal benchmarks around online spend are available.
*Primarily includes spending at pure online merchants and spending through known online channels for merchants with both online and offline presence. Also includes an estimate of online spend for merchants in industries where external and internal benchmarks around online spend are available.*
AXP vs. PayPal – Global

Total Online Spend*

- AXP: $100B+
- PayPal**: $92B

Average Online* Ticket

- AXP: $156
- PayPal**: $63

*Primarily includes spending at pure online merchants and spending through known online channels for merchants with both online and offline presence. Also includes an estimate of online spend for merchants in industries where external and internal benchmarks around online spend are available. **Source: company reports.
Membership Rewards – U.S. Online Point Redemptions

- Offline
- Online

- 2009: 63%
- 2010: 70%
Membership Rewards: A Virtual Currency
**Small Business Solutions**

**OPEN Business Apps:**

- **Launched 2009**
  - All-in-one online invoicing and payment acceptance solution

- **Launched 2010**
  - Online tool to compare and purchase commercial insurance more effectively

- **Launched 2010**
  - Online solution to manage search engine marketing
A community designed to help small businesses grow

Starting a Conversation with Small Businesses

Blogs & Articles

Connectodex

Events

Connecting Cardmembers to share insights and build relationships

SCORE Speed Coaching
August 10, Orange County, CA
Corporations – Product Evolution

Corporate Card Programs

Global Business Travel

Integrated Online Expense Management

B2B Payment Solutions

- Corporate Purchasing Card
- Buyer Initiated Payments
- vPayment
Growth Drivers

For the Moderate to Long-term:

- Drive greater **value to Merchant base**
- Expand customer **segment penetration**
- Accelerate **International growth** across businesses
- Achieve significant progress within **Enterprise Growth**
- Increase share of **online spend** and enhance **digital experience**
Profile: U.S. Online Cardmembers

2010 USCS Cardmembers Acquired Online vs. Offline

- **10%** Household Income
- **2x** Under 35
- **~50%** Higher Average Spend
- **Online Spending**
- **Online Transactions**
- **Lower Credit Losses**
- **Online vs. Offline Spenders**
- **Enrollment in Online Servicing**
For the Moderate to Long-term:

- Drive greater **value to Merchant base**
- Expand customer **segment penetration**
- Accelerate **International growth** across businesses
- Achieve significant progress within **Enterprise Growth**
- Increase share of **online spend** and enhance **digital experience**
Agenda

- Success in 2010
- Investing in Transformation
- **AXP**: The International Story
- Q & A
### Annex 1

($ in millions)  

<table>
<thead>
<tr>
<th>Description</th>
<th>2010</th>
<th>2009</th>
<th>%Inc/(Dec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP Total Revenues Net of Interest Expense</td>
<td>$27,819</td>
<td>$24,523</td>
<td>13%</td>
</tr>
<tr>
<td>Securitization Adjustments:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount revenue, net card fees and other</td>
<td>NA</td>
<td>331</td>
<td></td>
</tr>
<tr>
<td>Interest income</td>
<td>NA</td>
<td>3,097</td>
<td></td>
</tr>
<tr>
<td>Securitization income, net</td>
<td>NA</td>
<td>(400)</td>
<td></td>
</tr>
<tr>
<td>Interest expense</td>
<td>NA</td>
<td>(244)</td>
<td></td>
</tr>
<tr>
<td>Managed Total Revenues Net of Interest Expense</td>
<td>$27,819</td>
<td>$27,307</td>
<td>2%</td>
</tr>
</tbody>
</table>
Billed Business Metrics - Reported & FX Adjusted*

<table>
<thead>
<tr>
<th></th>
<th>Q1'08</th>
<th>Q2'08</th>
<th>Q3'08</th>
<th>Q4'08</th>
<th>Q1'09</th>
<th>Q2'09</th>
<th>Q3'09</th>
<th>Q4'09</th>
<th>Q1'10</th>
<th>Q2'10</th>
<th>Q3'10</th>
<th>Q4'10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Worldwide</strong></td>
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<tr>
<td>Reported</td>
<td>14%</td>
<td>12%</td>
<td>8%</td>
<td>(10%)</td>
<td>(16%)</td>
<td>(16%)</td>
<td>(11%)</td>
<td>8%</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>FX Adjusted</td>
<td>11%</td>
<td>10%</td>
<td>7%</td>
<td>(5%)</td>
<td>(12%)</td>
<td>(13%)</td>
<td>(9%)</td>
<td>4%</td>
<td>12%</td>
<td>15%</td>
<td>14%</td>
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<tr>
<td><strong>International Business Operations</strong></td>
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<tr>
<td>Reported</td>
<td>27%</td>
<td>26%</td>
<td>17%</td>
<td>(12%)</td>
<td>(19%)</td>
<td>(19%)</td>
<td>(9%)</td>
<td>21%</td>
<td>27%</td>
<td>19%</td>
<td>17%</td>
<td>16%</td>
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<tr>
<td>FX Adjusted</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
<td>3%</td>
<td>(3%)</td>
<td>(7%)</td>
<td>(3%)</td>
<td>7%</td>
<td>14%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*FX adjusted information assumes a constant exchange rate between the periods being compared for purposes of currency translation into U.S. dollars. (e.g., assumes foreign exchange rate used for Q4’10 applies to Q4’09; rate used for Q3’10 applies to Q3’09, etc.)
### Cardmember Lending
($ in billions, except percentages)

<table>
<thead>
<tr>
<th></th>
<th>Q1'07</th>
<th>Q2'07</th>
<th>Q3'07</th>
<th>Q4'07</th>
<th>Q1'08</th>
<th>Q2'08</th>
<th>Q3'08</th>
<th>Q4'08</th>
<th>Q1'09</th>
<th>Q2'09</th>
<th>Q3'09</th>
<th>Q4'09</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Loans</strong></td>
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<tr>
<td>Worldwide Cardmember Lending</td>
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<tr>
<td>Reported (GAAP)</td>
<td>$42.2</td>
<td>$48.2</td>
<td>$50.4</td>
<td>$54.4</td>
<td>$49.4</td>
<td>$49.6</td>
<td>$45.7</td>
<td>$42.2</td>
<td>$36.7</td>
<td>$32.5</td>
<td>$31.5</td>
<td>$32.8</td>
</tr>
<tr>
<td>Managed</td>
<td>$63.1</td>
<td>$68.5</td>
<td>$71.9</td>
<td>$77.1</td>
<td>$75.1</td>
<td>$76.5</td>
<td>$75.5</td>
<td>$72.0</td>
<td>$65.0</td>
<td>$62.9</td>
<td>$60.7</td>
<td>$61.8</td>
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</table>

### Net Write-off Rate

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<td><strong>Worldwide</strong></td>
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<tr>
<td>Reported (GAAP)</td>
<td>7.4%</td>
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<tr>
<td>Managed</td>
<td>7.3%</td>
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<tr>
<td><strong>USCS</strong></td>
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</tr>
<tr>
<td>Reported (GAAP)</td>
<td>4.5%</td>
<td>5.8%</td>
<td>6.1%</td>
<td>7.0%</td>
<td>8.5%</td>
<td>10.3%</td>
<td>9.8%</td>
<td>8.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managed</td>
<td>4.3%</td>
<td>5.3%</td>
<td>5.9%</td>
<td>6.7%</td>
<td>8.5%</td>
<td>10.0%</td>
<td>8.9%</td>
<td>7.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
($ in millions, except percentages)

USCS - Calculation based on 2010 and 2009 GAAP information (B):

<table>
<thead>
<tr>
<th>Quarters Ended</th>
<th>12/31/08</th>
<th>3/31/09</th>
<th>6/30/09</th>
<th>9/30/09</th>
<th>12/31/09</th>
<th>3/31/10</th>
<th>6/30/10</th>
<th>9/30/10</th>
<th>12/31/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net interest income</td>
<td>$669</td>
<td>$766</td>
<td>$612</td>
<td>$649</td>
<td>$621</td>
<td>$1,221</td>
<td>$1,111</td>
<td>$1,124</td>
<td>$1,122</td>
</tr>
<tr>
<td>Average loans (billions)</td>
<td>$33.2</td>
<td>$30.2</td>
<td>$26.5</td>
<td>$23.4</td>
<td>$22.7</td>
<td>$50.5</td>
<td>$49.1</td>
<td>$49.1</td>
<td>$49.8</td>
</tr>
<tr>
<td>Adjusted net interest income (C)</td>
<td>$725</td>
<td>$775</td>
<td>$581</td>
<td>$558</td>
<td>$537</td>
<td>$1,246</td>
<td>$1,145</td>
<td>$1,150</td>
<td>$1,143</td>
</tr>
<tr>
<td>Adjusted average loans (billions) (D)</td>
<td>$33.3</td>
<td>$30.3</td>
<td>$26.6</td>
<td>$23.5</td>
<td>$22.8</td>
<td>$50.5</td>
<td>$49.2</td>
<td>$49.2</td>
<td>$49.8</td>
</tr>
<tr>
<td>Net interest income divided by average loans (E)</td>
<td>8.0%</td>
<td>10.3%</td>
<td>9.3%</td>
<td>11.0%</td>
<td>10.9%</td>
<td>9.8%</td>
<td>9.1%</td>
<td>9.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Net interest yield on cardmember loans (F)</td>
<td>8.7%</td>
<td>10.4%</td>
<td>8.8%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>10.0%</td>
<td>9.3%</td>
<td>9.3%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

USCS - Calculation based on 2010 and 2009 managed information (G):

<table>
<thead>
<tr>
<th>Quarters Ended</th>
<th>12/31/09</th>
<th>3/31/09</th>
<th>6/30/09</th>
<th>9/30/09</th>
<th>12/31/09</th>
<th>3/31/10</th>
<th>6/30/10</th>
<th>9/30/10</th>
<th>12/31/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net interest income (H)</td>
<td>$1,341</td>
<td>$1,569</td>
<td>$1,335</td>
<td>$1,305</td>
<td>$1,292</td>
<td>$1,221</td>
<td>$1,111</td>
<td>$1,124</td>
<td>$1,122</td>
</tr>
<tr>
<td>Average loans (billions)</td>
<td>$63.0</td>
<td>$59.1</td>
<td>$55.1</td>
<td>$52.9</td>
<td>$51.8</td>
<td>$50.5</td>
<td>$49.1</td>
<td>$49.1</td>
<td>$49.8</td>
</tr>
<tr>
<td>Adjusted net interest income (C)</td>
<td>$1,418</td>
<td>$1,592</td>
<td>$1,343</td>
<td>$1,315</td>
<td>$1,308</td>
<td>$1,246</td>
<td>$1,145</td>
<td>$1,150</td>
<td>$1,143</td>
</tr>
<tr>
<td>Adjusted average loans (billions) (D)</td>
<td>$63.1</td>
<td>$59.2</td>
<td>$55.2</td>
<td>$53.0</td>
<td>$51.9</td>
<td>$50.5</td>
<td>$49.2</td>
<td>$49.2</td>
<td>$49.8</td>
</tr>
<tr>
<td>Net interest yield on cardmember loans (F)</td>
<td>8.9%</td>
<td>10.9%</td>
<td>9.7%</td>
<td>9.8%</td>
<td>10.0%</td>
<td>9.3%</td>
<td>9.3%</td>
<td>9.3%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

(A) Beginning in the first quarter of 2010, the Company changed the manner in which it allocates related interest expense and capital to its reportable operating segments to more accurately reflect the funding and capital characteristics of the Company’s segments. The change to interest allocation impacted the segment’s net interest yield on cardmember loans. Accordingly, the net interest yields for periods prior to the first quarter of 2010 have been revised for this change. (B) For periods ended on or prior to December 31, 2009, the Company’s cardmember loans and related debt performance information on a GAAP basis was referred to as the “owned” basis presentation. The information presented on a GAAP basis for such periods includes only non-securitized cardmember loans that were included in the Company’s balance sheet. Effective January 1, 2010, the Company’s securitized portfolio of cardmember loans and related debt is also consolidated on its balance sheet upon the adoption of the new GAAP. Accordingly, beginning January 1, 2010, the GAAP basis presentation includes both securitized and non-securitized cardmember loans. Refer to page 19 of the earnings financial tables for a discussion of GAAP basis information. (C) Represents net interest income allocated to the Company’s cardmember loans portfolio on a GAAP or managed basis as applicable, in each case excluding the impact of card fees on loans and balance transfer fees attributable to the Company’s cardmember loans. (D) Represents average cardmember loans on a GAAP or managed basis, as applicable, in each case excluding the impact of deferred card fees, net of deferred direct acquisition costs of cardmember loans. (E) This calculation includes elements of total interest income and total interest expense that are not attributable to the cardmember loan portfolio, and thus is not representative of net interest yield on cardmember loans. The calculation includes interest income and interest expense attributable to investment securities and other interest-bearing deposits as well as to cardmember loans, and interest expense attributable to other activities, including cardmember receivables. (F) Net interest yield on cardmember loans is a non-GAAP financial measure that represents the net spread earned on cardmember loans. Net interest yield on cardmember loans is computed by dividing adjusted net interest income by adjusted average loans, computed on an annualized basis. The calculation of net interest yield on cardmember loans includes interest that is deemed uncollectible. For all presentations of net interest yield on cardmember loans, reserves and net write-offs related to uncollectible interest are recorded through provisions for losses - cardmember loans; therefore, such reserves and net write-offs are not included in the net interest yield calculation. (G) For periods ended on or prior to December 31, 2009, information presented is based on the Company’s historical non-GAAP, or “managed” basis presentation. Unlike the GAAP basis presentation, the information presented on a managed basis in such periods includes both the securitized and non-securitized cardmember loans. The adoption of new GAAP on January 1, 2010 resulted in accounting for both the Company’s securitized and non-securitized cardmember loans in the consolidated financial statements. As a result, the Company’s 2010 GAAP presentations and managed basis presentations prior to 2010 are generally comparable. Refer to page 19 in the earnings financial tables for a discussion of managed basis information. (H) For periods ended on or prior to December 31, 2009, the information presented includes the adjustments to the GAAP “owned” basis presentation for such periods attributable to securitization activity for interest income and interest expense to arrive at the non-GAAP “managed” basis information, which adjustments are set forth under the U.S. Card Services managed basis presentation on page 22 of the earnings financial tables.