

American Express Aligns Its CSR Efforts Toward Its North Star, Service

Today, American Express published its latest corporate social responsibility (CSR) report, titled “The Service Effect.” The report describes how service has shaped the company’s efforts to honor and strengthen its commitments to all stakeholders – specifically its people, customers, partners, communities and the environment – in 2016 and 2017.

American Express’ commitment to its stakeholders and approach to CSR extends from its service ethos and vision to be the world’s most respected service brand.

“At American Express, service is our north star,” said Kenneth I. Chenault, Chairman and CEO, American Express Company. “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.”

The report features markers of progress in the company’s ongoing effort to create social, environmental and economic value for its stakeholders as well as operate ethically and responsibly. Specifically in 2016 - 2017, American Express:

- Was rated as one of Ponemon’s Most Trusted Companies for Privacy for the past 10 years, and No. 1 in financial services in 2017;
- Received a 100 percent score on the 2016 Human Rights Campaign’s Corporate Equality Index;
- Expanded gender-neutral, paid parental leave to 20 weeks for all U.S.-based regular full-time and part-time employees;
- Celebrated Small Business Saturday’s seventh year, a day it created to support local businesses that help create jobs, boost the economy and preserve neighborhoods across the country;
- Achieved a 24 percent increase in customer satisfaction since 2011 based on Card Member feedback;
- Reached several long-term philanthropic milestones, including granting nearly \$60 million to train more than 50,000 social purpose and nonprofit leaders since 2008;
- Exceeded its goal of reducing absolute greenhouse gas emissions by 10 percent globally, compared to 2011 baseline, by reducing its carbon footprint by more than 30 percent during the last five-year period; and
- Set new science-based targets for absolute, aggregate reductions in greenhouse gas emissions.

The development of the content of the American Express CSR report was informed by the Global Reporting Initiative’s (GRI) G4 Core Guidelines. To learn more about American Express CSR efforts and to review the report, visit: <http://about.americanexpress.com/csr/corporate-responsibility-report.aspx>.

For ongoing updates on the Company’s corporate social responsibility efforts as well as trends in this area, stakeholders are invited to read CSR Now!, a blog written by Timothy J. McClimon, senior vice president, corporate social responsibility, American Express.

About American Express

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