

RECENT PRICE	83.73	P/E RATIO	14.4 (Trailing: 15.1 Median: NMF)	RELATIVE P/E RATIO	0.76	DIV'D YLD	1.3%	VALUE LINE
--------------	-------	-----------	-----------------------------------	--------------------	------	-----------	------	------------

[illegible]

2017-19 PROJECTIONS			
	Price	Gain	Ann'l Total Return
High	130	(+55%)	13%
Low	95	(+15%)	5%

	M	A	M	J	J	A	S	O	N
to Buy	0	0	0	0	0	0	0	0	0
Options	1	0	0	0	0	4	0	0	0
to Sell	2	0	1	0	0	4	0	0	0

	1Q2014	2Q2014	3Q2014
to Buy	460	471	519
to Sell	589	566	533
Hld's(000)	874389	872530	854202

On November 14, 2008, American Express became a bank holding company under the BHC Act subject to the supervision and examination by the Federal Reserve of the United States. Thus, in order to better represent American Express' operations, we have altered our financial presentation. ^D

		.8%	.9%	1.0%	1.1%	1.9%	2.7%	1.7%	1.5%	1.4%	1.2%	1.1%		Avg Ann'l Div'd Yield	1.3%
		--	113960	128329	149830	126074	124088	147042	153337	153140	153375	159000	163000	Total Assets (\$mill)	175000
		--	40801	43116	53436	40659	30010	57616	61166	64309	66585	70000	70000	Loans (\$mill)	74000
CAPITAL STRUCTURE as of 9/30/14		--	2440.0	2993.0	3590.0	3646.0	3124.0	4869.0	4641.0	4628.0	5047.0	5472	5950	Net Interest Inc (\$mill)	7600
		--	2758.0	3026.0	4341.0	5798.0	5313.0	2207.0	1112.0	1990.0	2110.0	2044	2385	Loan Loss Prov'n (\$mill)	2620
ST Debt \$3382 mill. Due in 5 Yrs \$52000 mill.		--	19985	22161	24141	24719	21399	22950	25321	26954	27927	28820	29000	Noninterest Inc (\$mill)	31200
LT Debt \$55712 mill. LT Interest \$1700 mill.		--	15614	16989	17824	18986	16369	19648	21894	22246	22976	23257	23300	Noninterest Exp (\$mill)	24600
(Total interest coverage: 4.6x)		--	3062.0	3611.0	4048.0	2871.0	2137.0	4057.0	4899.0	5076.0	5359.0	5885	6300	Net Profit (\$mill)	7875
No Defined Benefit Pension Plan		--	24.5%	29.1%	27.3%	19.8%	24.8%	32.0%	29.6%	30.9%	32.1%	34.6%	32.0%	Income Tax Rate	32.0%
		--	2.69%	2.81%	2.70%	2.28%	1.72%	2.76%	3.20%	3.31%	3.49%	3.70%	3.90%	Return on Total Assets	4.5%
Leases, Uncapitalized Annuals rentals \$281 mill.		--	30781	42747	55285	60041	52338	66416	59570	58973	55330	55000	55000	Long-Term Debt (\$mill)	53000
Pfd Stock None		--	10549	10511	11029	11841	14406	16230	18794	18886	19496	19000	21000	Shr. Equity (\$mill)	23500
		--	9.3%	8.2%	7.4%	9.4%	11.6%	11.0%	12.3%	12.3%	12.7%	12.0%	13.0%	Shr. Eq. to Total Assets	13.5%
Common Stock 1,034,676,513 shs.		--	35.8%	33.6%	35.7%	32.3%	24.2%	39.2%	39.9%	42.0%	43.4%	44.0%	43.0%	Loans to Tot Assets	43.0%
as of 10/17/14		--	29.0%	34.4%	36.7%	24.2%	14.8%	25.0%	26.1%	26.9%	27.5%	31.0%	30.0%	Return on Shr. Equity	33.5%
MARKET CAP: \$86.6 billion (Large Cap)		--	23.4%	28.1%	30.2%	17.2%	8.4%	19.7%	21.5%	22.1%	22.7%	25.7%	24.5%	Retained to Com Eq	28.0%
FINANCIAL POSITION 2012 2013 9/30/14		--	19%	18%	18%	29%	43%	21%	18%	18%	18%	18%	18%	All Div'ds to Net Prof	18%

FINANCIAL POSITION	2012	2013	3/30/14
(\$MILL.)			
Cash Assets	22250	19486	21264
Invest. Sec's	5614	5016	4750
Receivables	45914	47185	47316
Other	79362	81688	80532
Total Assets	153140	153375	153862
Deposits	39803	41763	42703
Accounts Payable	10006	10615	11510
Other	84445	81501	79433
Total Liab.	134254	133879	133646

ANNUAL RATES of change (per sh)	Past 10 Yrs.	Past 5 Yrs.	Est'd '11-'13 to '17-'19
Loans	5.0%	2.5%	2.0%
Earnings	4.0%	.5%	10.0%
Dividends	8.5%	13.0%	10.0%
Book Value	4.0%	-2.0%	6.0%

Calendar	QUARTERLY REVENUES (\$ mill.) ^A				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2011	7031	7618	7571	7742	29962
2012	7614	7965	7862	8141	31582
2013	7881	8245	8301	8547	32974
2014	8199	8657	8329	9107	34292
2015	8400	9100	9300	9700	36500

Calendar	EARNINGS PER SHARE ^A				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2011	.97	1.07	1.03	1.01	4.09
2012	1.07	1.15	1.09	1.09	4.40
2013	1.15	1.27	1.25	1.21	4.88
2014	1.33	1.43	1.40	1.39	5.56
2015	1.46	1.56	1.54	1.54	6.10

Calendar	QUARTERLY DIVIDENDS PAID \$				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2011	.18	.18	.18	.18	.72
2012	.18	.20	.20	.20	.78
2013	.20	.20	.23	.23	.86
2014	.23	.23	.26	.26	.98
2015	.26				

BUSINESS: American Express Company is a leading global payments, network, and travel firm established in 1850. Its business segments are: Global Consumer Group and Global Business-to-Business Group. Divested AMEX Life, 10/95; American Express Bank, 2/08. Spun off Lehman Brothers to shareholders, 5/94; American Express Financial Advisors, 9/05. Had approximately 62,800

American Express shares have continued to underperform. In 2014, the stock achieved a total return of just 3.7%, which ranked in the bottom half of the Dow 30. So far in 2015, things have not improved. In fact, year to date, the stock has declined almost 10%, compared to the Dow's loss of about 1%. In our view, this lackluster showing over the past year-plus has stemmed from simple profit taking by some shareholders; Amex was the second-best performer in the Dow during calendar 2013 (advanced 60%), so it appears that the equity has stopped, albeit for an extended period of time, to catch its breath.

Looking ahead, we remain bullish in regard to the company's prospects. Although economic and political concerns abound, both domestically and especially abroad, we expect that cardmember spending will increase at solid annual rates over the next few years. Also helping matters is that American Express' customer base generally possesses good credit scores, so healthy spending patterns ought to persist. Additionally, in our view, credit quality will remain historically high and losses should stay at very manageable levels.

employees at 12/31/13. Officers and directors own approximately 1.1% of the company's common stock; Berkshire Hathaway, 14.3%; Capital World Investors, 6.1%; BlackRock, 5.1% (3/14 Proxy). Chrmn. & CEO: Kenneth I. Chenault. Incorporated: New York. Address: 200 Vesey Street, New York, New York 10285. Telephone: 212-640-2000. Internet: www.americanexpress.com.

Continued, gradual improvement in the U.S. housing and job markets would likely further benefit the company's top and bottom lines. For 2015, we are reiterating our share-net forecast of \$6.10, which would represent a year-over-year advance of 10%. We also project that the bottom line will reach \$8.00 a share by 2017-2019.

We think that the recent price decline has created a good entry point for a wide variety of investors. Needless to say, we don't expect the issue to continue to underperform the broader market. On that note, the stock is now ranked 2 (Above Average) for Timeliness, which should interest followers of our proprietary, time-tested Ranking System. Bargain hunters ought to also take a look here, since the recent price drop has resulted in the equity trading at a very reasonable price-to-earnings multiple. Looking further out, we project that share earnings will increase at a 10%, or so, annual rate to the 2017-2019 time frame. That, coupled with continued quarterly dividend increases, should support healthy, risk-adjusted annual total returns to that period.

Ian Gendler
February 13, 2015

(A) Fully diluted earnings. May not sum to total due to rounding. Next earnings report due mid-April.

(B) Div'd's historically paid in mid-Feb, May, Aug., and Nov. ■ Div'd reinv. plan available.

(C) In mill., adj. for stock split.

(D) Began reporting as a bank holding company on 11/14/08.

Company's Financial Strength	A++
Stock's Price Stability	75
Price Growth Persistence	60
Earnings Predictability	55

© 2015 Value Line Publishing LLC. All rights reserved. Factual material is obtained from sources believed to be reliable and is provided without warranties of any kind. THE PUBLISHER IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS HEREIN. This publication is strictly for subscriber's own, non-commercial, internal use. No part of it may be reproduced, resold, stored or transmitted in any printed, electronic or other form or used for generating or marketing any printed or electronic publication, service or product.

To subscribe call 1-800-VALUELINE