

Helping others can be rewarding



Business Alliance

With the American Express® Business Alliance program, your company can apply to receive **cash incentives by referring qualifying businesses** for American Express eligible products.

When you submit a qualified lead that results in new GCS business for American Express - even if the business is already a GCS customer - your company will receive a one-time incentive payment. Terms Apply*.

A truly rewarding partnership

Potential Benefits to Your Business:

- **Reconnect with your network** by referring them to American Express.
- **Earn additional income** for your business.

Potential Benefits to Your Referral's Business:

- **Manage cash flow** with a business solution that meets their needs.
- **Built-in enhanced reporting** provides essential strategic visibility.
- **Earn rewards** and enjoy American Express' world-class service.*

Earn incentives for your company with two ways to get paid

New Customer Referrals

Booked Annual Charge Volume	Incentive Payment
\$1 – \$49,999 K	\$150
\$50 K – \$249 K	\$300
\$250 K – \$499 K	\$750
\$500 K – \$999 K	\$1,500
\$1 MM – \$4.9 MM	\$3,500
\$5 MM – \$9.9 MM	\$7,000
\$10 MM+	\$15,000

Existing Customer Referrals

Annualized Booked Charge Volume	Incentive Payment
\$750 K – \$999 K	\$500
\$1 MM – \$2.9 MM	\$1,000
\$3 MM – \$4.9 MM	\$1,500
\$5 MM – \$6.9 MM	\$2,000
\$7 MM – \$9.9 MM	\$2,500
\$10 MM+	\$5,000

It's easy to get started

- 1. Apply to be a Business Alliance Member.** It's simple – submit your company for the Business Alliance program by clicking "enroll now" at americanexpress.com/businessalliance.
- 2. If approved,** you'll receive an email. Use the link in it to return to the Portal and enter businesses you think can benefit from GCS products. American Express will take it from there.
- 3. Get paid!** If your referral meets the qualifying lead criteria, your company will receive a one time incentive payment.
- 4. Refer more and earn more!** Remember to come back to the Portal and enter more leads. There's no limit to the number of leads you can submit, so each client is a potential earning opportunity!



DON'T *do business* **WITHOUT IT™**

Business Alliance Program Disclosure

The American Express® Business Alliance program is open to all business entities with a federal tax ID number, organized under the laws of a jurisdiction within the United States or its territories and whose principal place of business is located within the United States or its territories (“Referring Partner”), to refer companies to American Express, who may be interested in applying for or expanding their use of a Global Commercial Services (“GCS”) program account (“Leads”). Self-referrals can be made by a Referring Partner that owns multiple businesses; provided the Referring Partner has previously submitted referral(s) of companies not self-owned. Prospective Referring Partners can apply to the program at the Business Alliance portal, available at: <https://business.americanexpress.com/us/business-alliance-program>.

In order to qualify, the Leads must not have been submitted as a referral within the last year through any internal or external American Express lead referral program, and the Referring Partners must have a professional or personal relationship with the Leads. Notwithstanding the foregoing, American Express has sole discretion regarding acceptance of all Leads.

Eligible GCS program accounts are the American Express® Corporate Green Card, the American Express® Corporate Gold Card, the American Express® Corporate Platinum® Card, the American Express Corporate Centurion® Card, the American Express Business Extra® Corporate Card, the American Express Business Travel Account (BTA), the American Express® Corporate Meeting Card (CMC), the American Express® Corporate Purchasing Card Account (CPC), vPayment from American Express, American Express Buyer Initiated Payments (BIP), The Business Platinum Card®, the American Express® Business Gold Card, and The Plum Card®.

Only Leads referred via the online Business Alliance portal can lead to a one-time incentive payment (“Incentive Payment”) from American Express. An Incentive Payment will be issued only for a Lead that either (i) becomes a GCS customer in the U.S. and spends on a GCS account within one year after the lead is submitted in the portal (“New Client”) or (ii) is an existing GCS customer in the U.S. that adds an additional GCS account or expands their use of an existing GCS account by more than \$750,000 within one year after the lead is submitted in the portal (collectively, “Existing Client”).

Incentive Payments are based on each separate Lead and will be paid to the Referring Partner, upon Referring Partner’s prior selection, via ACH transfer or PayPal, to a business bank account identified by the Referring Partner. The payment via ACH transfer or PayPal will be made via Impact Radius and separate additional terms will apply.

The amount of the Incentive Payment paid to Referral Partners for New Clients or Existing Clients that add an additional GCS account is based upon the booked annual charge volume incurred by the Lead on the new or additional GCS account, respectively, by aggregating the actual charges incurred within the first three months of spending and then annualizing it (“Booked New Annual Charge Volume”). The amount of the Incentive Payment paid to Referral Partners for Existing Clients that expand their use of an existing GCS account is based on the annualized booked charge volume incurred on the existing GCS account, by aggregating the amount of charges representing the monthly growth charge volume incurred by the Lead for the first three months and then annualizing it (“Booked Expanded Annual Charge Volume”).

Additional terms and conditions apply. Visit https://partnerportal.americanexpress.com/aexp_pp_Terms_And_Conditions?type=PPlus&lang=en-US&country=USA for the full Partner Terms and Conditions of the Business Alliance Program.

