

## **MVP\_VID\_01\_NZ - INCREASE REVENUE**

At American Express, we're dedicated to helping our Merchants increase their revenue, by attracting and retaining their most valuable customers and prospects. When you welcome the American Express Card, you gain access to a global network of high-spending and loyal consumer, small business and corporate Cardmembers.

The average annual personal income of an American Express Cardmember is significantly higher than that of non-Cardmembers. Their monthly spend on plastic is more, and the majority of them are enrolled in a Rewards program, so they're loyal to using their card.

By accepting American Express, you're offering your customers the convenience of paying the way they want to pay. Many of our Cardmembers say they'd go out of their way to visit establishments that say 'yes' to their Card. They've told us it influences their decision on where to shop or dine.

We partner with various industries and associations to offer marketing initiatives and brand awareness platforms that support our Merchants, helping them to connect with Cardmembers and increase customer spending. We'll give you complimentary Point of Purchase material to use in-store or online, to boost sales and influence where customers choose to buy; as well as Business Insights reports on key Cardmember trends and demographics for your business.

Our Merchants believe that accepting American Express brings great value to their business, with many saying it gives them an advantage over their competitors. We're committed to helping businesses grow and we have the tools, the technology and the techniques to help achieve your business goals. From growing your customer base, to boosting spend levels and enhancing loyalty, we can help you increase your revenue.

It makes sense to say 'yes' to American Express. American Express helps businesses do more business.