

# THE ECONOMIC CLUB

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O F W A S H I N G T O N, D. C.

**Excerpts from the Signature Event featuring Kenneth I. Chenault, Chairman and Chief  
Executive Officer, The American Express Company**

**April 15, 2013**

“ . . . Northern Europe is doing substantially better than Southern Europe. . . . Southern Europe is dealing with a lot of economic issues and debt issues. . . . Asia continues for us to perform pretty well. China, despite the fact that their growth slowed down , . . it’s still a 7.7 percent growth rate, which is pretty significant. We think China remains a strong opportunity. Mexico, Brazil have held up, and particularly Mexico has held up very well. In my conversations with a number of CEOs at other companies, a number of them would point to that region as actually being a fairly attractive region, with Mexico leading the way.” ~ *Kenneth I. Chenault, Chairman and Chief Executive Officer, American Express Company*

“Spending is good. That demonstrates that we have a healthy economy. That is a good thing. Borrowing has to be done in a responsible way. And I think clearly, as we go back to the financial crisis, there were a number of customers – both affluent customers and non-affluent customers – that really were living beyond their means. The reality is that the savings rate did need to increase. I think we’re in a situation now, if you look at the credit card industry, where the deleveraging that is taking place is still going on.” ~ *Kenneth I. Chenault, Chairman and Chief Executive Officer, American Express Company*

“ . . . we’ve taken the infrastructure that we’ve used with the traveler’s check business and we’re entering an opportunity that I think is fantastic. . . . reloadable prepaid, which is increasingly an alternative for cash, checks, and debit. There you’re talking about a multiple of a trillion-dollar marketplace. . . . that’s going to be an incredible growth opportunity, because according to the FDIC, you’ve got 10 million households in the U.S. that are unbanked and 24 million households that are under-banked.” ~ *Kenneth I. Chenault, Chairman and Chief Executive Officer, American Express Company*