

BIG SUPPORT FOR SMALL BUSINESSES

Nov 30 marks the 10th Annual Small Business Saturday® – and that’s a big deal! American Express cares deeply about thriving communities and believes small businesses are at the core of every successful neighborhood. Whether we’re supporting the Shop Small® Movement or providing industry-leading services to small business owners, we aim to make a difference in the places where we work and live.

Learn more about how American Express is committed to helping communities thrive.

A History of Support

Since 1987, we’ve backed neighborhoods by supporting small business owners. That’s why we created Small Business Saturday. Since it started in 2010, consumers have reported spending an estimated \$103 billion across all Small Business Saturdays combined.¹ That’s a lot of money brought back into local economies from just one day a year.

Impacting Communities

For every dollar you spend at a small business in the U.S., 67¢ stays in that local community.² So that coffee you swiped your Card for at the corner café? That could be a boost of energy for your local economy, too.

An Annual Celebration. Year-Round Support

Our dedication to helping communities thrive goes beyond just Small Business Saturday. We support small businesses year-round with tools they can use to help create jobs, improve the local economy, and build the vibrant neighborhoods we all love to live in.

Proudly Helping

We’re proud to support individuals and small business owners with a variety of products and services. Learn more at [AmericanExpress.com](https://www.americanexpress.com)

Individuals



- Personal Cards
- Gift Cards
- Travel Services

Small Business

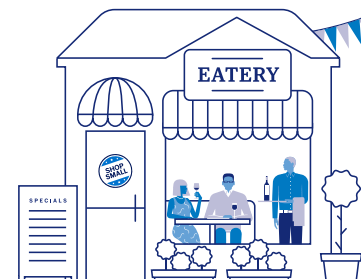


- Business Cards
- Merchant Financing
- Card Acceptance and Payment Solutions

Rewarding Relationships

Refer a friend for an American Express® Card and you can earn rewards if they’re approved.³ For eligible Card Members only. Terms apply. To learn more, go to [AmericanExpress.com/ReferAFriend](https://www.americanexpress.com/ReferAFriend)

1. Aggregate of reported spend of consumers aware of Small Business Saturday, as reported in Amex-commissioned surveys of nationally-representative samples of U.S. adults. Data projected from samples based on then-current U.S. Census estimates of the U.S. adult population (18+). Does not reflect actual receipts or sales.
2. Estimate from data on businesses with under 100 employees, as reported in Amex-commissioned 2018 Small Business Economic Impact Study, [amex.co/another-reason-shop-small](https://www.americanexpress.com/another-reason-shop-small).
3. Not all Cards are eligible to get rewards. Terms and limitations vary by Card type.



SMALL BUSINESS SATURDAY®
NOVEMBER 30, 2019



BY

