

Merchant Sizing Guide

*This document is not to be left behind at a merchant

Appendix K American Express U.S. Program Merchant Sizing Guide

To estimate annual American Express Charge volume, determine the merchant's industry and multiply annual bankcard volume by the percentage listed below.

Quick Reference Card

Confidential and proprietary information of American Express, October 2008

Industry	American Express Charge Volume Estimated Percentage
Auto Dealers	15%
Auto Service	15%
Business to Business - Business Retail, Business Service and Wholesale	15%
Charities	3%
Entertainment	25%
Fast Food Restaurant	35%
Healthcare	10%
Insurance	3%
Internet	15%
Mall/Telephone Order	15%
Other Transportation	5%
Parking	15%
Restaurant	35%
Retail	15%
Service	15%
Supermarkets	3%
Travel/Tour Operator	35%

Released October 2008, effective by April 2009

This document and its appendices contain sensitive, confidential and trade secret information and shall not be disclosed to third parties without the express prior written consent of American Express Travel Related Services Company, Inc. 123

Use this volume estimator to determine the merchant's estimated annual volume