



American Express (AXP)

Updated January 29th, 2020 by Jonathan Weber

Key Metrics

Current Price:	\$132	5 Year CAGR Estimate:	7.4%	Market Cap:	\$107B
Fair Value Price:	\$127	5 Year Growth Estimate:	7.0%	Ex-Dividend Date:	04/04/20 ¹
% Fair Value:	104%	5 Year Valuation Multiple Estimate:	-0.8%	Dividend Payment Date:	05/10/20 ²
Dividend Yield:	1.3%	5 Year Price Target	\$178	Years Of Dividend Growth:	8
Dividend Risk Score:	B	Retirement Suitability Score:	D	Last Dividend Increase:	10.3%

Overview & Current Events

American Express is a credit card company that operates the following business units: US Card Services, International Consumer and Network Services, Global Commercial Services, and Global Merchant Services. American Express was founded in 1850, is headquartered in New York, NY, and trades with a market capitalization of \$107 billion.

American Express reported its fourth quarter earnings results on January 24. The company generated revenues of \$11.4 billion during the quarter, which was 8.6% more than during the previous year's quarter. Revenue growth was broad based and well-balanced across spend, lend, and fee revenues, reflecting the benefits of American Express' integrated business model. Forex-adjusted billed business growth on a company-wide basis came in at 6% year over year.

American Express was able to grow its earnings-per-share to \$2.03 during the fourth quarter, which represents a 17% growth rate versus the fourth quarter of fiscal 2018. American Express' earnings-per-share beat the analyst consensus slightly. American Express generated new record profits during 2019, and its outlook for 2020 is strong as well. The company forecasts that revenues will grow by 8% - 10% year over year, to around \$47 billion, while earnings-per-share are forecast to come in between \$8.85 and \$9.25, with the midpoint of \$9.05 implying an earnings-per-share growth rate of just above 10% for the current fiscal year.

Growth on a Per-Share Basis

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2025
EPS	\$3.35	\$4.09	\$4.40	\$4.88	\$5.56	\$5.39	\$5.65	\$5.89	\$7.32	\$8.20	\$9.05	\$12.69
DPS	\$0.72	\$0.72	\$0.78	\$0.86	\$0.98	\$1.10	\$1.22	\$1.31	\$1.48	\$1.60	\$1.72	\$2.53
Shares³	1195	1184	1141	1089	1051	1003	935	886	859	830	810	750

American Express' profits declined during the last financial crisis, but over the last ten years its earnings-per-share still grew by an attractive 10% annually. In the 2014-2017 time frame its growth was muted, but the company experienced some restructuring and was impacted by the loss of its partnership with Costco that took place during that time frame.

After the Costco-related impact passed, American Express has gotten back to delivering solid organic growth. Billed business increases are a key factor for revenue growth for American Express, thus increased spending by cardholders is a good sign for American Express. During the last couple of quarters, billed business growth remained at a solid level of at least 6%. American Express also was able to grow its total loans consistently in the recent past.

American Express was able to grow its expenses at a slower pace than its revenues, but we are unsure whether the company will be able to maintain that trend. With economic headwinds lurking, American Express might be forced to increase its sales and marketing expenses to grow its business, which is why net earnings growth could fall more in line with revenue growth, which will, likely, also slowdown from the current pace in the long run. Due to the impact of a strong pace of share repurchases, American Express will likely be able to produce attractive earnings-per-share growth

¹ Estimated date

² Estimated date

³ In Millions

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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nevertheless. We believe that earnings-per-share growth of around 10% will likely not be achievable in the long run and over economic cycles, but we believe that forecasted 7% annual earnings-per-share increases are still attractive.

Valuation Analysis

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Now	2025
Avg. P/E	12.4	11.6	12.7	15.0	16.2	14.5	11.3	14.4	13.0	15.1	14.6	14.0
Avg. Yld.	1.7%	1.5%	1.4%	1.2%	1.1%	1.4%	1.9%	1.5%	1.6%	1.3%	1.3%	1.4%

American Express' shares have been valued at a low-to-mid-teens price to earnings multiple throughout most of the last decade, with the PE multiple ranging from 11.6 to 17.5 during those ten years. We believe that shares would be fairly valued at a price to earnings multiple of 14, which would be in line with the historic valuation. Right now, shares trade slightly above our fair value estimate, which will result in small total return headwinds.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2025
Payout	21.5%	17.6%	17.7%	17.6%	17.6%	20.4%	21.6%	22.2%	20.2%	19.5%	19.0%	19.9%

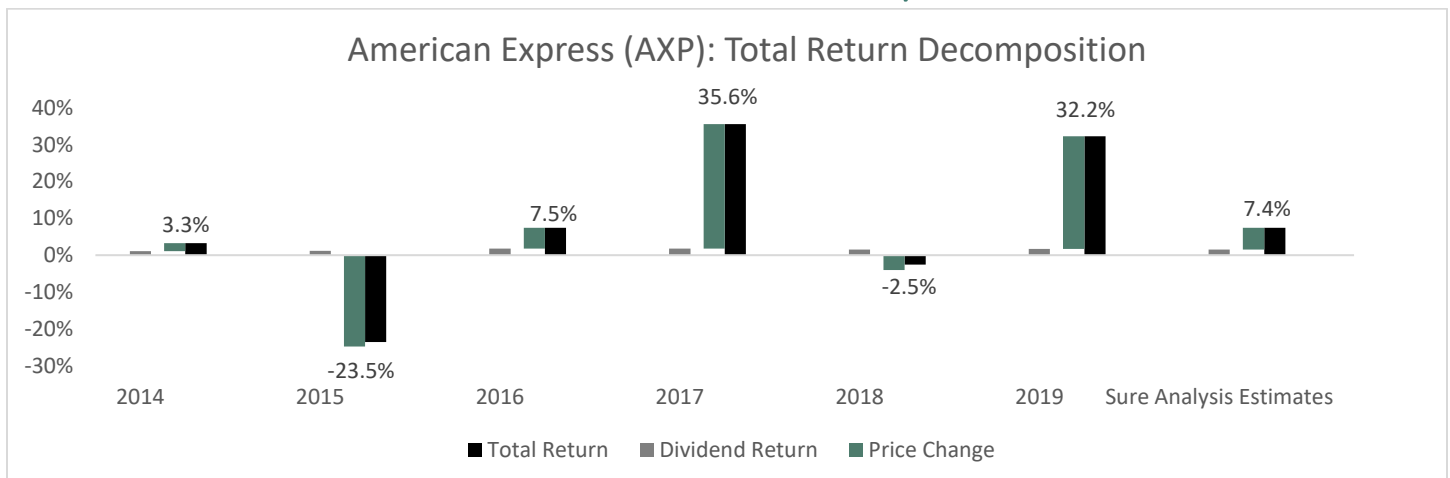
American Express' dividend payout ratio has been around 20% throughout more than a decade, with 2009 being the sole outlier due to below-average profits during the financial crisis. Based on the low payout ratio, American Express' dividend looks quite safe. Dividend growth will most likely continue moving forward.

American Express' competition includes banks and peers such as Synchrony Financial. American Express' long history, strong brand, and the fact that it performed well during the last financial crisis compared to its peers, are all reasons for customers to stick with the company. American Express' earnings-per-share declined by ~40% between 2008 and 2009. Compared to many other financial corporations, American Express was relatively stable during that crisis.

Final Thoughts & Recommendation

Credit card company American Express is a quality name that combines consistent earnings and dividend growth with a recession performance that was much better than that of its peers. Its strong brand and global reach serve as competitive advantages. We believe that American Express will be able to produce solid earnings-per-share growth during the coming years, but shares are trading above fair value right now. We rate American Express a hold due to solid projected growth offset by the valuation, but it is not a good choice for income investors due to its meager yield.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Revenue	24523	27582	29962	31555	25646	26435	24804	25411	24424	28865
SG&A Exp.	11547	14687	16560	16924	9509	9694	8430	9211	8751	11720
D&A Exp.	1070	917	918	991	1020	1012	1043	1095	1321	N/A
Net Profit	2130	4057	4935	4482	5359	5885	5163	5408	2736	6921
Net Margin	8.7%	14.7%	16.5%	14.2%	20.9%	22.3%	20.8%	21.3%	11.2%	24.0%
Free Cash Flow	5565	7851	8579	6029	7541	9795	9365	6916	12478	N/A
Income Tax	704	1907	2057	1969	2529	3106	2775	2688	4678	1201

Balance Sheet Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total Assets (\$B)	125.15	146.69	153.34	153.14	153.38	159.10	161.18	158.89	181.16	189.00
Cash & Equivalents	16599	16356	24893	22250	19486	22288	22762	25208	32927	27000
Acc. Receivable	38204	40434	40452	42338	43777	44386	43671	46841	53526	55000
Goodwill & Int.	N/A	N/A	4321	4174	4015	3878	3545	3795	3908	N/A
Total Liab. (\$B)	110.74	130.46	134.54	134.25	133.88	138.43	140.51	138.39	162.93	167.00
Accounts Payable	9063	9691	10458	10006	10615	11300	11822	11190	14657	N/A
Long-Term Debt	54682	69830	65962	62696	60554	61939	53253	54802	61896	61000
Total Equity	14406	16230	18794	18886	19496	20673	20673	20501	18227	22000
D/E Ratio	3.80	4.30	3.51	3.32	3.11	3.00	2.58	2.67	3.40	2.77

Profitability & Per Share Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Return on Assets	1.7%	3.0%	3.3%	2.9%	3.5%	3.8%	3.2%	3.4%	1.6%	3.7%
Return on Equity	16.2%	26.5%	28.2%	23.8%	27.9%	29.3%	25.0%	26.3%	14.1%	34.4%
ROIC	2.7%	5.2%	5.8%	5.4%	6.6%	7.2%	6.6%	7.2%	3.5%	8.5%
Shares Out.	1171	1195	1184	1141	1089	1051	1003	935	886	859
Revenue/Share	20.94	23.08	25.31	27.66	23.55	25.15	24.73	27.18	27.57	33.60
FCF/Share	4.75	6.57	7.25	5.28	6.92	9.32	9.34	7.40	14.08	N/A

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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