BY THE NUMBERS

THE ULTIMATE ADVISOR PARTNERSHIP℠

Today, Ameriprise Financial stands tall as the Ultimate Advisor Partnership – a premier financial services firm – a FORTUNE 500® company[1] with more than a decade of independence and a proud 125+-year legacy of strength, stability and putting clients first.

FINANCIAL STRENGTH

A strong balance sheet and credit rankings

AUM/A

over $1T

Assets under management and administration[2]

TECHNOLOGY INVESTMENT[3]

$900M+

9 out of 10

SUPERIOR SUPPORT DRIVES HIGHER SATISFACTION

Ameriprise advisors say they have better technology, financial planning capabilities and ability to acquire clients than they did at their prior firms[4]

POWER OF PLANNING RELATIONSHIPS

Clients in active planning relationships[5]

63%	3.2x	4.7x
Lower attrition	Higher GDC	Net flows

AMERIPRISE ADVISORS ACHIEVE

on average 9% annual growth[6]

CLIENT SATISFACTION

4.9/5

Clients rate Ameriprise in overall satisfaction[7]

ADVISOR RETENTION RATE

95%

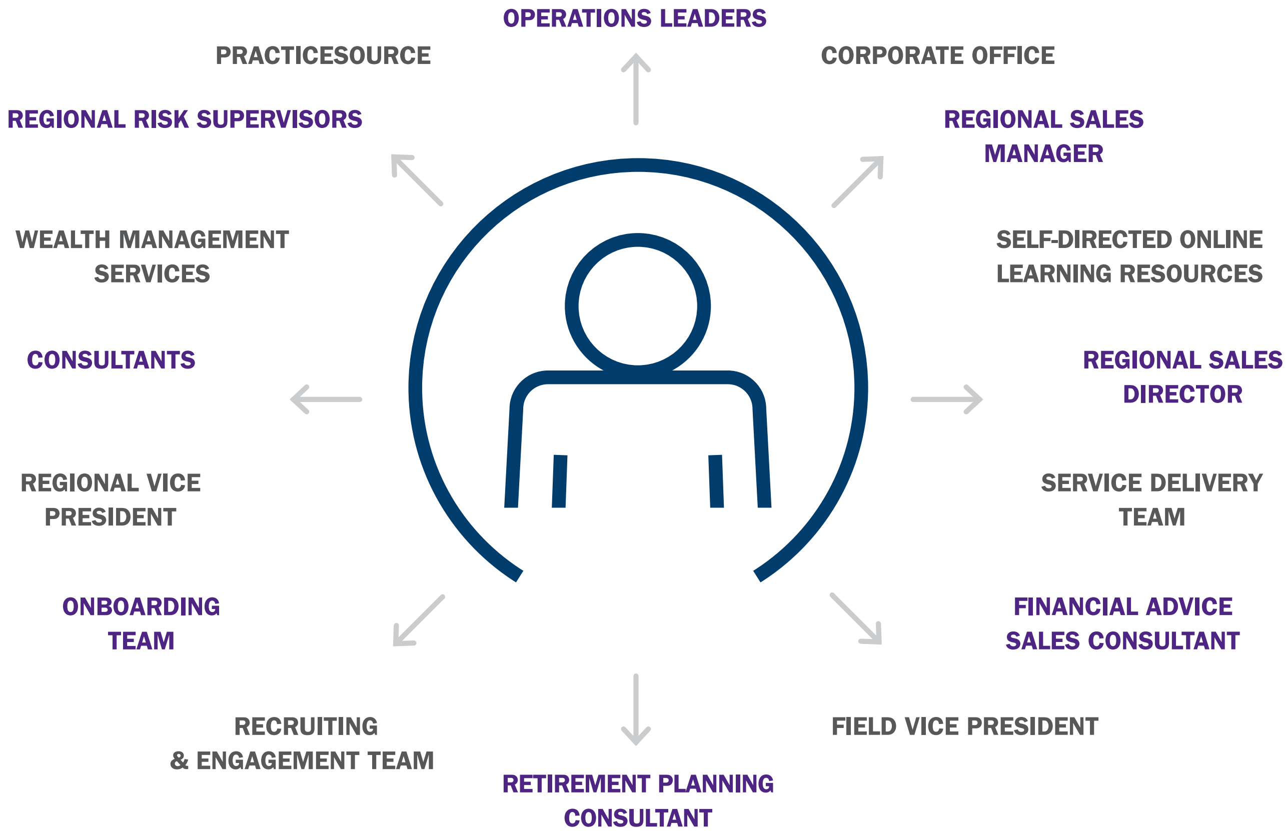
For advisors with us more than 10 years[8]

"I joined Ameriprise because they understand where the puck is going with advice. Our breadth and depth of offerings, combined with the rich culture and heritage engrained in the people here, makes me excited about the opportunity for advisors at Ameriprise."

Glenn Flego, Ameriprise Field Vice President

Supporting you as you serve *your clients*

Personalized support — resources to help enable success **16:1**



In the last 5 years, approximately 1,700 advisors have joined Ameriprise.[8]

If you're looking for a firm that puts clients first, helps advisors grow — and fosters a strong culture — find out more about Ameriprise. You'll be glad you did.

Where could your business be with the right support?
Let us know if we can help.

[1] *FORTUNE Magazine, June 2022.*

[2] Company data, as of Q2 2022.

[3] Ameriprise Financial spent over $900 million in technology over the last five years. Company data, 2022.

[4] The Ultimate Advisor Partnership Survey, Ameriprise Financial, November 2021. Survey data covered 294 experienced advisors that moved their book of business to Ameriprise within the last one-to-five years, and asked those surveyed to compare Ameriprise's capabilities to the capabilities at their prior firm. Not all experienced advisors who transitioned to Ameriprise were surveyed.

[5] Based on Client groups with assets over $100K and in comprehensive planning relationships as of December 31, 2020. Attrition is based on Client Groups Leaving On Own in 2021 data. Gross Dealer Concession and Net Flows data based on 2021 AIM Value of Planning Report. Report is based on All Clients, Comprehensive Planning Only, Excludes EARs.

[6] Company data, Net Revenue per Advisor 2016 to 2021 CAGR.

[7] Clients can respond to an internal Ameriprise survey and rate an advisor or practice based on their satisfaction with the team or practice, on a scale of 1 to 5 (1 = extremely dissatisfied to 5 = extremely satisfied). Client experiences may vary and working with any Ameriprise Financial practice is not a guarantee of future financial results. Investors should not consider this rating a substitute for their own research and evaluation of a financial practice's qualifications. Only clients with access to the Ameriprise Secure Client Site may submit a rating. Ratings reflect an average of all client responses received over a rolling two-year period as of 12/31/2021.

[8] Ameriprise Financial 2021 Annual Report and 10-K.

Investment products are not insured by the FDIC, NCUA or any federal agency, are not deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.

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