

The Ameriprise difference

Why successful advisors choose Ameriprise

Hundreds of advisors are joining our company every year because Ameriprise Financial is different. Here you're backed by a strong, ethical company that puts the needs of advisors and clients first. We give you the freedom, guidance and support to run your practice your way — helping you grow, while developing even deeper relationships with clients. When you join Ameriprise, you'll discover unparalleled Culture & Strength, Leadership & Support, and Opportunity & Rewards. That's the Ameriprise difference.

Culture & Strength

To run a successful practice, you need a strong and stable company behind you. Ameriprise has a nationally respected brand built upon more than 120 years of financial strength, integrity and an untarnished reputation for doing what's right for our advisors and clients. This commitment has enabled Ameriprise to be one of only 486 publicly traded companies in the United States that have been in business for more than 100 years.

Our Culture & Strength is evident in our credentials:

- **More than \$750 billion in assets** under management and administration¹
- **Over 95% retention rate for advisors** with us for more than 10 years⁴
- **Leadership positions in each of our four business segments:** Advice and Wealth Management, Asset Management, Annuities and Protection²
- **Since becoming an independent company in 2005,** Ameriprise has invested more than \$4 billion in acquisitions, new products, tools and capabilities
- **More than 2 million individual, business and institutional clients,**³ and approximately 10,000 financial advisors
- **A strong balance sheet and credit ratings** — without ever taking a bailout

Ameriprise rankings

#1 America's leader
in financial planning²

#2 most influential
brokerage firm on
social media⁵

5th most trusted
among investment
firms⁶

#232 in the 2016
FORTUNE 500^{®7}

Leadership & Support

At Ameriprise Financial, we're committed to helping advisors achieve the vision they have for their practice. Our advisor support system enables you to stand out from the competition, grow your practice and deliver an outstanding client experience.

The advisor support system:



PracticeTech® platform

Industry-leading, securely integrated technology (including the Thomson ONE®⁸ brokerage platform) enables you to work compliantly across multiple delivery channels helping you efficiently run your practice, manage operating costs and meet clients' needs.



Marketing

National brand advertising and our 8 Key Marketing Activities are proven to deliver results and help you establish a commanding presence in your local market.



Advice & Solutions

Our open platform of product solutions from hundreds of providers, including more than 5,000 mutual funds and 400 SMAs, provides you with choices to best meet your clients' needs — from holistic financial planning to individual investments.



Training & Development

Stay ahead of the competition and remain relevant to clients throughout your career by tapping into best practices, training and coaching — when, where and how you choose.



Practice Management

Business management and human resource services, along with practice acquisition and succession strategies, help you drive efficiencies and increase margins or payout while growing your practice.

Opportunity & Rewards

Of the many reasons to join Ameriprise, one that stands out is opportunity. Access best-in-class practice management and professional development options to help you achieve more. Tap into the expertise of our field leaders to help you take advantage of proven ways to grow your practice and increase revenue. Benefit from our innovative solutions including the *Confident Retirement*® approach. Imagine the possibilities of aligning your practice with a company that offers all this and more.

With the right firm supporting you, life can be brilliant. Contact the regional vice president in your area or visit joinameriprise.com/why to learn more about the Ameriprise difference.

West

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Central/South/East

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¹ Ameriprise Financial Fourth Quarter 2015 Statistical Supplement.

² Sources: A leader in financial planning with more CERTIFIED FINANCIAL PLANNER™ professionals than any other firm: Ameriprise helped pioneer the financial planning process more than 30 years ago. We have more CERTIFIED FINANCIAL PLANNER™ professionals than any other company, as documented by the CFP Board of Standards, Inc. There is no guarantee that you will work with an advisor with a CFP® certification.

Columbia Threadneedle Investments ranks 3rd for retail funds under management in the U.K.: Investment Management Association, data as of May 2016.

No. 4 mutual fund advisory program in assets: Cerulli Edge Managed Accounts Edition – data as of Q3 2016.

No. 5 branded advisor force in the U.S.: Company reports as of Q3 2016.

No. 9 variable universal life insurance provider (total assets): LIMRA International, Q1 2016.

Top 15 provider of long-term mutual fund assets in the U.S.: ICI Complex Assets, October 2016.

No. 11 variable annuity provider: LIMRA International, Q2 2016.

³ Company data as of Dec. 31, 2015.

⁴ Ameriprise Financial 2015 10-K.

⁵ WealthManagement.com: Top 10 Most Influential Independent Broker/Dealers on Social Media, 2015.

⁶ 2015 Temkin Trust Ratings.

⁷ FORTUNE Magazine, June 6, 2016.

⁸ Thomson ONE® is a registered trademark of Thomson Reuters and its affiliates.

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