

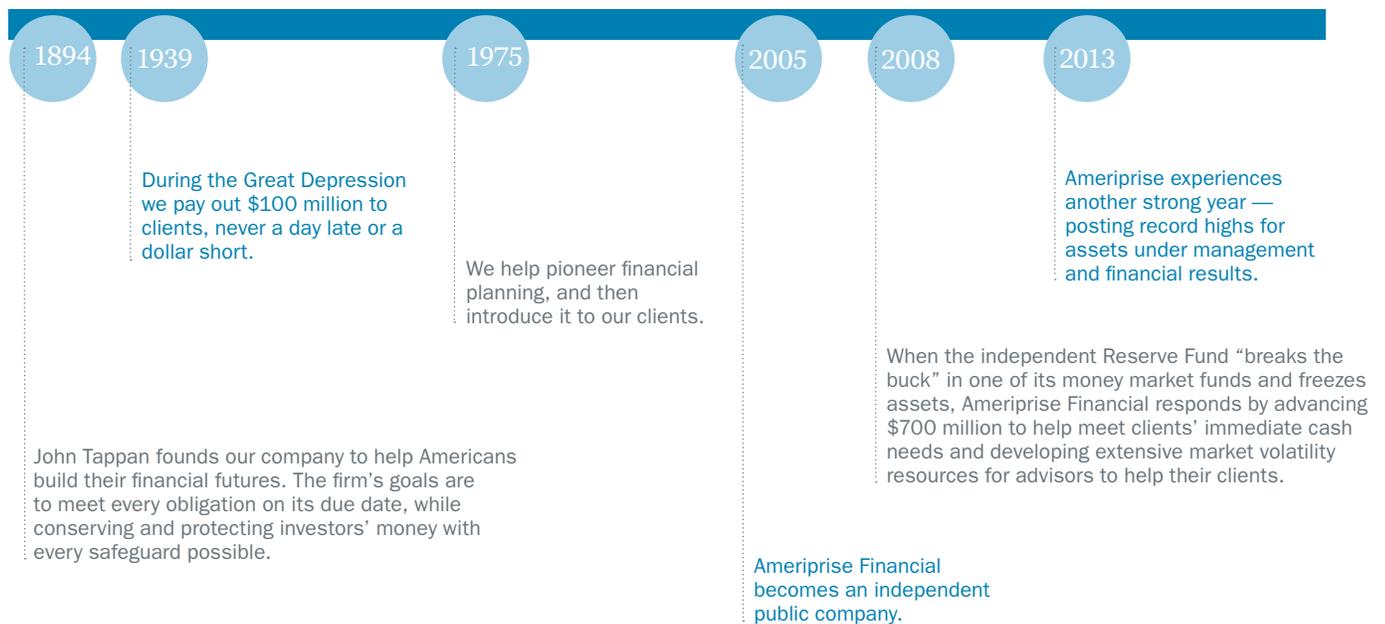
Ameriprise Financial

Experience you can count on

We're America's leader in financial planning,¹ and we've helped millions of people achieve their dreams and goals — including a more confident retirement.

For more than 120 years, Ameriprise Financial has been there when our clients need us, working with them step by step to build toward a brighter future.

Our History



Not all financial companies are the same. Here's what sets us apart.

A leading international financial institution

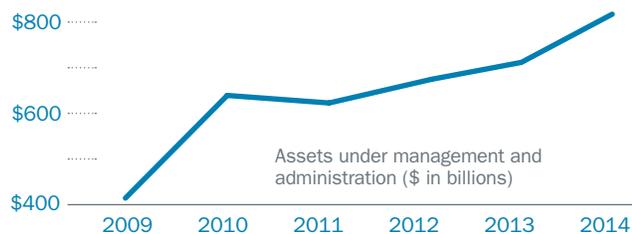


- **America's leader in financial planning.**¹
- More than **2 million** individual, business and institutional clients.²
- Approximately **10,000 financial advisors** serving clients nationwide.³
- A leader in financial planning, with more **CERTIFIED FINANCIAL PLANNER™** professionals than any other firm.⁴
- **30th** largest global asset manager⁵

A firm that's strong, stable — and growing

Ameriprise manages and administers assets³ totaling

more than \$800 billion



Source: Ameriprise Financial First Quarter 2015 Statistical Supplement — data available at ir.ameriprise.com.

- **Ranked #247** on FORTUNE 500⁶
- Maintains **leadership positions** in each of its four core business segments.⁷
- Donates over **55,000 volunteer hours** annually.
- Ranked **#1 provider** for quality investment advice.⁸

A legacy of financial responsibility

New York Stock Exchange symbol: **AMP**

2014 operating results⁹

Net revenues: **\$11.6 billion**

Earnings: **\$1.6 billion**

Return on equity (excl. AOCI): **23%**

- Through all types of economic environments, Ameriprise has remained a strong and stable company. And we've done it entirely on our own — **never taking a bailout.**

¹ Ameriprise helped pioneer the financial planning process more than 30 years ago. We have more CERTIFIED FINANCIAL PLANNER™ professionals than any other company in the U.S. as documented by the Certified Financial Planner Board of Standards, Inc., as of Dec. 31, 2014.

² Company data as of Dec. 31, 2014.

³ Ameriprise Financial First Quarter 2015 Statistical Supplement.

⁴ Certified Financial Planner Board of Standards, Inc. There is no guarantee that you will work with an advisor with a CFP® certification.

⁵ Towers Watson World 500 as of Dec. 31, 2013.

⁶ FORTUNE magazine, June 29, 2015.

⁷ No. 1 financial planning firm in the U.S.: 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., as of Dec. 31, 2014. For marketing/prospect/consumer/client facing materials, include: "There is no guarantee that you will work with an advisor with a CFP® certification."

No. 3 mutual fund advisory program in assets: Cerulli Edge – data as of 2Q 2015. No. 5 branded advisor force in the U.S.: Company reports as of 4Q 2014.

No. 8 variable universal life insurance provider (total assets): LIMRA International, 4Q 2014. No.11 long-term mutual fund assets in the U.S.: ICI Complex Assets, 4Q 2014.

No. 10 variable annuity provider, LIMRA International, 4Q 2014.

⁸ Market Strategies International: Cogent Reports™ – Investor Brandscape: December 2014.

⁹ Financial results reflect operating results. See 2014 Annual Report on ir.ameriprise.com.

Ameriprise Financial cannot guarantee future financial results.

Investment advisory services and products are made available through Ameriprise Financial Services, Inc., a registered investment adviser.

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