



# Ameriprise Financial Responsible Business Report

November 2017

# Table of Contents

<b>A message from our Chairman and CEO</b> .....	<b>2</b>	<b>Environmental Steward</b> .....	<b>14</b>
<b>Responsible Business overview</b> .....	<b>3</b>	• Using our resources responsibly	
<b>Values-Driven Firm</b> .....	<b>4</b>	• Energy-efficient buildings	
• Our values		• Support for public transportation	
• Serving clients' best interests		• Recycling and electronic delivery	
• High-quality service		• Climate change	
• Training		<b>Community Impact</b> .....	<b>16</b>
• Compensation and benefits		• Corporate giving	
• Employee and advisor engagement		• Volunteerism	
• Attracting and retaining talent		• Employee and advisor gift matching and giving campaign	
• Diversity and inclusion		• Hunger relief	
<b>Responsible Investor</b> .....	<b>9</b>	<b>Ameriprise corporate profile</b> .....	<b>19</b>
• Managing risk		<b>Diversified firm with multiple stakeholders</b> .....	<b>21</b>
• Generating, allocating and preserving capital		<b>Appendix</b> .....	<b>22</b>
• Responsible stewards of client assets			
• Doing well by doing good			
<b>Governance</b> .....	<b>12</b>		
• Evolving regulatory and legal environment			
• Board of Directors oversight			
• Privacy and data security			

# A message from our Chairman and CEO

I'm pleased to share with you the Ameriprise Financial Responsible Business report. It outlines our corporate social responsibility efforts, including how we serve clients, manage the business, engage our employees and financial advisors, and help strengthen our communities.

Proudly, Ameriprise has served clients' needs since 1894. We are one of the few public companies in the United States that has been in business for more than a century.

Our longevity reflects our client-centric, long-term approach and ability to consistently deliver value to our clients in good times and bad. Decade after decade, we've managed the business responsibly — executing with excellence, adapting to change and investing in the critical capabilities to sustain long-term value.

The financial services industry plays an essential role in advancing the global economy — supporting productivity growth, creating liquidity for businesses large and small, and enabling opportunity. And Ameriprise plays its part. We are a leader in the industry and advise, manage and protect more than \$800 billion of our clients' hard-earned assets.

At Ameriprise, we are guided by our vision to be the most respected and referred financial services firm. We work diligently to ensure our decisions and actions represent our values: client-focused, integrity always, excellence in all we do, and respect for the individuals and for the communities in which we live and work. We demonstrate our values through our commitment to help millions of people and thousands of institutions achieve their financial goals.

A company is only as successful as the people behind it. We've always believed that a strong culture is essential to help engage our employees and advisors and guide our actions. I am grateful to work with people who care deeply about our clients and the good we do for others.

Delivering a top-quality client experience, as well as earning and maintaining our clients' trust, is fundamental to our long-term success. We are pleased to rank No. 1 in customer service, No. 1 in forgiveness (consumer likelihood of forgiving a company if it made a mistake) and No. 2 in trust across investment firms. In addition, our company is a top performer in terms of providing advice that is "unbiased and puts client interests first."

We are proud of the company we have built and the progress we are making to consistently deliver for our clients, advisors, shareholders, employees and other constituents. I hope you find our report to be informative and that it provides important perspective on how we operate our business responsibly.

Sincerely,



**James M. Cracchiolo**  
Chairman and Chief Executive Officer



**JAMES M. CRACCHIOLO**

# Responsible Business Overview

## About this report

In this report, we summarize how Ameriprise operates as a responsible business and detail how we are evolving our corporate social responsibility capabilities under five key themes. We will continue to build upon these efforts in future reports and update stakeholders on our progress.



**Serving our clients' best interests**

*As the leader in financial planning in the U.S., understanding and meeting our clients' needs is our top priority.*

Our value proposition of satisfying client needs for the long-term resonates with our clients and positions us well in an environment that places a premium on **personalized advice**.

Our clients, advisors and the firm benefit from the significant and ongoing investments we've made to establish a strong compliance foundation, covering our infrastructure, policies, supervision and disclosures.

We offer extensive product choice — both our products and those from other companies — to help clients reach their goals. Our financial advisors operate under very high standards of care, including applicable standards from the SEC, DOL, FINRA and state regulators.

Ameriprise is committed to clearly informing clients about the benefits, costs and material risks of the financial solutions we recommend.

We provide our **Client Relationship Guide** to all new wealth management clients to help them understand how we serve them. The document describes our commitment to clients, the actions we take to safeguard their accounts, products available, the way our company and our advisors are compensated, and how we can help answer questions. In addition, our advisors explain how they manage their practices and the pricing of various services they deliver.

In addition to the Client Relationship Guide, our clients receive timely transaction confirmations, account statements and other communications, which are market standard for our industry. We also work to ensure clients have a clear understanding of their financial plan, accounts, specific transactions, risks, terminology and fees.

**Leadership and Trust**

Financial planning leader in the U.S.

More CERTIFIED FINANCIAL PLANNER™ professionals than any other firm

Earned top marks in the investment industry in three 2017 Temkin ratings: No. 1 in Customer Service, No. 1 in Forgiveness and No. 2 in Trust

A top performer in customer ratings based on “unbiased and puts my interest first” in the investment firm category — Hearts and Wallets 2016 Wants and Pricing Survey

No. 1 in the investment industry in 2016 Net Promoter Score Benchmark Study — Temkin Group

94% of our clients who have had the *Confident Retirement*® conversation found their advisors' recommendations were clear

(See appendix for source information)



# Values-Driven Firm

## Guided by our values

From our business decisions to the training we conduct and the leadership expectations we foster, our values guide our actions.

### *Client-focused*

Ameriprise is built on serving and satisfying clients; meeting their needs is our top priority.

### *Integrity always*

We strive to uphold the highest standards of integrity and stand behind what we say and do.

### *Excellence in all we do*

We provide world-class service and innovative products and solutions; we hold ourselves accountable for our actions and the company's results.

### *Respect for individuals and for the communities in which we live and work*

We respect each other, value diversity and inclusion, and work as a team to achieve our goals. Our people are key to our success. We help them develop, reward performance and strengthen our communities both as a corporate citizen and by supporting organizations that our employees and advisors support through their money and time.

*“Client first + longer-term thinking = sustainable high-integrity business.”*

**AMERIPRISE EMPLOYEE RESPONSE —  
ENGAGEMENT SURVEY**

### Delivering high-quality service

We're focused on making service a competitive advantage for Ameriprise. We know that we earn and reinforce client and advisor trust one interaction at a time, and we were especially pleased that Ameriprise was recognized as the top investment firm in the 2017 Temkin customer service rankings. We're building on that success and working to improve service quality and evolve our strategy to serve clients and advisors when, where and how they want to be served.

Teams across our global footprint are working together and seeing results: shorter wait times, simplified call flows and greater online collaboration.

We couldn't achieve this kind of progress without the engagement of our employees, who help clients and advisors every day. That's why we've developed a comprehensive staff training program in our service organization to help ensure we provide the right answer the first time, process transactions accurately and in a timely manner, and swiftly handle escalations and complex issues.

### Training our people

Ameriprise is committed to the growth and development of our people.

We view all employees as leaders and risk managers regardless of their role. Our programs and courses build leadership skills and help employees grow professionally and advance within the company. These opportunities focus on development, understanding the business and how we operate. We also work closely with our field leadership team to engage our employee and franchise advisors in field training programs, conferences and coaching opportunities that help grow their practices while reinforcing our commitment to clients and our corporate values.

In addition to annual training requirements at the firm level and for those who maintain regulatory designations, we encourage all employees to take advantage of our professional development programs, including online courses, workshops, mentoring, networking and peer-to-peer programs.

*Ameriprise conducted  
over 800  
training courses through  
Ameriprise University  
during 2016 for employees  
and advisors*

### Aligning pay with performance

Our [employee compensation program](#) is designed to attract, retain and motivate employees, and we assess it annually to ensure competitiveness. Our compensation programs are directly aligned with performance, and we work to ensure internal equity when considering an employee's skills and contributions.

We assess performance from both Goals and Leadership perspectives. Goals measure what is accomplished against stated objectives and Leadership measures how the work is accomplished consistent with our leadership competencies.

Employees receive base pay and many are eligible for annual incentive awards and additional long-term incentives.

We provide extensive information about our executive compensation program through our annual [proxy statement](#) available at [ir.ameriprise.com](http://ir.ameriprise.com). Our executive compensation program operates within a corporate governance framework designed to ensure independent oversight, objective advice and analysis, appropriate risk management and transparency. See [appendix](#) for more information.

### Providing competitive benefits

Ameriprise offers a comprehensive and competitive benefits program, education and other resources to support employees' physical and emotional health, including dental, vision, life and disability insurance, flexible work arrangements, tuition reimbursement, commuting assistance and programs to support a healthy work-life balance.

### Consistently achieving high levels of employee and advisor engagement

Our annual employee survey has been in place since 2006 — soon after we became an independent public company. It is one of the ways we listen to employees about their experience with Ameriprise. In 2017, our participation rate was 93%, which is consistent with the high level of engagement we’ve experienced over multiple years.

Employee feedback helps us identify and continually improve what is most important and meaningful to employees about working at Ameriprise. Our values are consistently among our key strengths and we exceed financial services industry norms across all our dimensions: Integrity, Respect, Client Focus, Excellence, Leader Effectiveness, Communication, Job Itself, Compensation and Engagement.

### Fostering an environment to attract and retain talented people

Our business is driven by the capabilities and commitment of our people, the effectiveness of our processes, the performance of products we offer and our technology. Retaining and developing our people is essential to our long-term success. That includes our corporate office employees as well as our advisors across the U.S. and the talented staff they employ. In fact, the retention rank of our more tenured advisors is more than 90%.

Our culture embraces individual differences and supports people as they advance in their careers. Our professional development programs are designed to help employees reach their potential through challenging and rewarding work, training and recognition. This includes competitive compensation, benefits and rewards, programs to support physical and emotional health, and the ability to participate in company-sponsored volunteer activities in our communities.

*Strong employee engagement*

# 90+% employee participation

*in our annual engagement survey*

*Recognized as a*

# Top 50 employer

Source: Indeed.com — 2017

*Recognized as a*

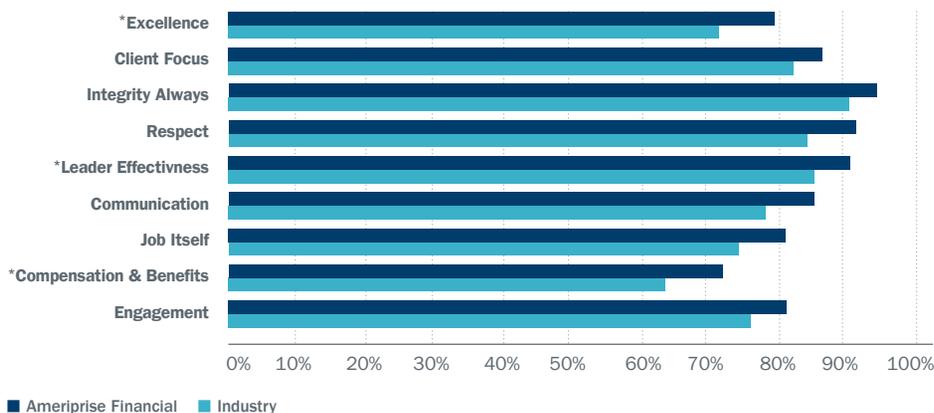
# “Best Place to Work”

Source: Minneapolis-St. Paul Business Journal in 2017 for the **seventh time**

*“Ameriprise is committed to being a good corporate citizen.”*

**95% FAVORABLE RESPONSE FROM EMPLOYEES — 2017 EMPLOYEE ENGAGEMENT SURVEY**

### 2017 Employee engagement survey results compared to financial services industry norms



\*Excellence, Leader Effectiveness and Comp/Benefits dimension scores are based on a sub-set of Ameriprise items to provide an appropriate comparison with the available financial services dimension score.

**Championing a diverse and inclusive culture across Ameriprise**

Diversity is reflected in everything that drives our success — from our people, corporate values and business strategy to our culture and history of giving back to the communities where we live and work.

Through diversity, we access talent, innovative ideas and varied perspectives to deliver financial solutions that meet our clients’ needs and make a difference in their lives.

We embrace diversity at the highest levels of leadership and reflect it in our global diversity and inclusion strategy by:

- Demonstrating our commitment to diversity and inclusion with strong engagement that starts with our [Executive Leadership Team \(ELT\)](#). The ELT is part of our Global Diversity Steering Committee that guides and champions our diversity and inclusion strategy and plan
- Fostering dialogue with our leaders and employees through a Global Diversity Speaker Series focused on current diversity and inclusion topics
- Investing in leadership development training for our employees and maximizing the diverse experience on our teams to drive innovation, build talent and strengthen our client relationships
- Offering a robust Diversity and Inclusion curriculum that includes unconscious bias training and other courses to recognize and celebrate our differences

- Acting on our commitment to inclusion through more than a dozen business resource networks focused on different dimensions of diversity. These networks provide opportunities for leadership development and engagement while helping to build cultural awareness and connections across the company

*“The employee groups add social value and help me to feel like a greater part of the company.”*

**AMERIPRISE EMPLOYEE RESPONSE — ENGAGEMENT SURVEY**

Ameriprise Employee and Board Gender Diversity			
Percent of Women at Ameriprise Financial, Inc.			
Board of Directors		33%	
Executive Leadership Team		29%	
	<b>U.S.</b>	<b>Global</b>	
Director and above	32%	31%	
Total employees	44%	42%	



*For 11 consecutive years, Ameriprise has received a 100% rating on the Human Rights Campaign's Corporate Equality Index.*

Columbia Threadneedle Investments, the global asset management group of Ameriprise, supports Investment 2020, an initiative by leading U.K. investment firms to offer hundreds of young people from diverse backgrounds a first job in London. Since 2013 we have welcomed 20 people to the firm through this initiative.

We are proud to be part of The Diversity Project, an industry initiative aiming to achieve a truly diverse and inclusive U.K. investment and savings industry. We believe that recognizable and measurable progress can be achieved over the project’s five-year timeframe.

- In March 2016, Columbia Threadneedle was the first asset manager in the U.K. to sign HM Treasury’s Women in Finance Charter, a pledge for gender balance across financial services
- In 2017, Columbia Threadneedle was recognized as the Employer of the Year at the Women in Finance Awards in the U.K.





# Responsible Investor

## Managing our business prudently

One of our key management principles is prudent management of the business. We are proud of our financial strength, steady investment and record of never taking a government bailout. During the financial crisis of 2008-2009, these principles ensured we could decline the U.S. government's assistance. We helped thousands of clients who were impacted by the closure of the Reserve Fund (a large money market fund) — advancing clients more than \$700 million to meet their liquidity needs and stepping in to preserve assets for all investors.

## Benefiting from our diversified business

A key benefit of our diversified business is the intellectual capital and insights across our businesses. It is essential in how we manage risk across the firm. Whether it's the holdings within our asset management business or our successful variable annuity hedging program, we view risk and related opportunities at multiple levels — enterprise, entity and product.

## Effectively managing risk

As a diversified financial services company, Ameriprise is subject to risks and uncertainties that reflect an evolving market, business and regulatory environment. We believe a robust enterprise risk management program is critical

to preserving and creating sustainable, long-term shareholder value and have devoted significant resources to develop our policies and procedures to identify, monitor and manage risk.

Our program encompasses enterprise and operational risk components, and our corporate values foster a culture of compliance and risk awareness.

Risk management is incorporated into the day-to-day operations and decision-making of the company. Our program reflects specific tolerances and regulatory requirements that we monitor to ensure we meet client and company needs. Our objectives include:

- Minimizing or avoiding impacts from capital/liquidity, market, investment, operational and reputational surprises
- Proactively meeting capital, liquidity, earnings and operational requirements for each line of business and the enterprise
- Effectively identifying and minimizing company exposures within a reasonable timeframe
- Continually improving our risk management capability and infrastructure within decision processes and reporting

## Strong financial foundation

- Never taken a government bailout
- Significant excess capital position
- High-quality, diversified investment portfolio
- Ample liquidity
- Five consecutive years of returning more than 100% of operating earnings to shareholders
- Increased our quarterly dividend 12 times since becoming a public company in 2005
- Invested more than \$4 billion in growth initiatives over past 10 years
- Annually generate ~\$200 million in re-engineering savings that we invest in the business
- 504% risk-based capital ratio\*
- Strong ratings:

As of (date)	S&P	Moody's	AM Best
Ameriprise Financial credit rating	A	A3	a-
RiverSource Life Insurance financial strength rating	AA-	Aa3	A+
IDS Property Casualty financial strength rating			A

Ratings shown are the same for both RiverSource Life Insurance Company and RiverSource Life Insurance Co. of New York. They each receive separate ratings from the independent rating agencies.

For the most current ratings, go to [ir.ameriprise.com](http://ir.ameriprise.com)  
\* Year-end 2016

Our senior management is responsible for identifying and managing our exposure to risk. In addition, the Ameriprise Financial Board of Directors (Board) plays an important oversight role, with the Audit Committee in particular. See the [Governance](#) section of this report for related information.

### **Generating, allocating and preserving capital**

Our diversified business model generates substantial free cash flow that we invest in the business (organic and through acquisitions) and return to shareholders. As we grow, our less capital-demanding, more fee-based businesses are becoming a larger percentage of our total business. This evolution has contributed to our ability to invest more than \$4 billion in our business over the past decade while returning capital to shareholders and maintaining a strong financial foundation.

### **Striving to be responsible stewards of our clients' assets within a framework of good governance and transparency**

Ameriprise, through Columbia Threadneedle Investments, is one of the world's largest asset management groups, managing the assets of individual investors and some of the world's most prominent institutional clients, governments, corporations, endowments and foundations.



*We believe that well-governed companies are better positioned to manage the risks and challenges inherent in business and to capture opportunities that foster sustainability and long-term value creation.*

As an active manager of global equities, fixed income, alternatives and real estate assets, Columbia Threadneedle seeks opportunities that help deliver sustainable growth and returns for our clients. Asset management plays an important role in the economy by helping to transfer today's savings into investment for tomorrow that will enhance productivity, support opportunity and enable future growth.

To improve productivity and capture growth opportunities, businesses (and investors) need to be able to invest for the long term. Long-term investment — in companies and in assets such as infrastructure, research and development, factories, equipment and real estate, as well as in the capabilities required for a knowledge-based economy — is needed to expand the productive capacity of a modern economy.

The rationale for long-term responsible investment is clear — stronger economies and well-run or improving businesses that look to the future should deliver stronger, more sustainable investment returns. We believe responsible investment may help to generate better informed investment decisions and outcomes for our clients.

Columbia Threadneedle's investment approach is underpinned by a belief that sharing insights across asset classes and geographies generates a richer perspective on global, regional and local investment landscapes. Consistent with this core belief, our global Responsible Investment (RI) team works alongside our investment professionals facilitating integration of material Environmental, Social and Governance (ESG) analysis into our investment processes for our portfolio managers' consideration when making investment decisions for the funds and accounts they manage. Our ESG analysis is available to portfolio managers, at the security and the portfolio level, using a combination of thematic research, tools and review profiles.

Alongside traditional financial analysis, Columbia Threadneedle assesses and responds to a full range of stewardship issues in its analysis and engagement with companies. Targeted engagement with portfolio companies on ESG issues forms an important part of our stewardship activities and our investment approach. Depending on the circumstances and consistent with applicable law and our fiduciary duties, we may engage with other shareholders or collaborative networks to discuss and address considerations for a company in which we invest. Our stewardship commitment is integral to our active management approach and aims to enhance the quality of engagement between institutional investors and companies to help improve long-term returns to investors and the efficient exercise of governance responsibilities. We would note that Threadneedle Asset Management Limited was an initial signatory to the United Nations-backed [Principles of Responsible Investment](#) in 2006, and Columbia Management Investment Advisers, LLC became a signatory in 2014.

Columbia Threadneedle also offers specialist Responsible Investment solutions via pooled vehicles and client-specific segregated mandates. These solutions aim to empower clients to put their capital to work to fund development and deliver innovative solutions.

### Doing well by doing good

We have received a variety of awards for our work, and our people are proud of the recognition for the innovative solutions we bring to clients. This includes our U.S., U.K. and European Social Bond strategies, which target capital to organizations and projects that help address social needs. Their focus on areas such as healthcare, education, housing, employment and access to services, and the infrastructure to support them, enables us to embrace the principle of doing well by doing good. It also reflects our belief, and that of a growing number of our clients, to align investment choices with the aims of the [Sustainable Development Goals](#) (SDGs) agreed upon by world leaders in 2015.

### Columbia Threadneedle Responsible Investment policies and practices

Our Responsible Investment Policies are the foundation for our approach, practices and process for environmental and social stewardship in our investment activities.

The following links provide additional information:

**Responsible Investment policies:**      [U.S.](#)   [EMEA](#)  
**Proxy voting:**                                [U.S.](#)   [EMEA](#)



- \$32 billion in Responsible Investment AUM — total AUM \$484 billion
- Ten-person RI specialist team in London and Minneapolis
- Created the Low Carbon Workplace Trust in 2010 — a pioneering fund in the U.K.
- First company to launch a daily liquid socially responsible bond fund for retail investors in the U.K. — Threadneedle U.K. Social Bond Fund
- Recent product launches:
  - **2017:** Threadneedle (Lux) European Social Bond Fund
  - **2016:** Three Columbia sustainable equity income ETFs
  - **2015:** Columbia U.S. Social Bond Fund; Threadneedle Ethical U.K. Equity Fund
- Recent awards:
  - Mutual Fund Awards 2016 Nominee for Fund Innovation of the year — Columbia U.S. Social Bond Fund
  - Investment Week Sustainable Investment Awards 2016 — Best New Entrant (Threadneedle Ethical U.K. Equity Fund)
  - European Pensions Awards 2015 — European Pensions Innovation Awards (Threadneedle U.K. Social Bond Fund)

AUM as of Sept. 30, 2017



### **Serving clients in an evolving regulatory and legal environment**

The regulatory environment in the markets and countries in which we operate remains subject to change and heightened scrutiny. Regulatory developments, in the U.S., Europe and other countries, have resulted in greater oversight and internal compliance obligations for the financial services industry.

*We have a strong culture of compliance and closely review and monitor legislative and regulatory changes for future impact to our clients, business and governance.*

Since becoming a public company in 2005, we have operated in accordance with our Code of Conduct. Consistent with our evolution as a public company, we introduced a [Global Code of Conduct](#) that continues to require all advisors and employees to strictly adhere to our values and ethical principles, applicable laws, regulations, and our policies and procedures — an important step as our business has become increasingly global.

We've also focused on enhancing the governance of our domestic and foreign subsidiaries, using common principles that are complementary to the applicable laws and regulations. And we've embedded risk management processes in our day-to-day operations.

Management regularly updates the Board on the regulatory environment and emerging risks. The Board discusses with management, the general auditor and independent auditors the company's enterprise-wide risk assessment and risk management processes, including:

- Prevailing material risks and exposures
- Actions being taken to mitigate these risks
- The design and effectiveness of our processes and controls in light of evolving market, business, regulatory and other conditions

### **Operating with effective Board oversight**

As part of its governance responsibilities, the Board actively monitors the performance of our leaders, the management of risk, effectiveness of policies and controls, and execution of our business strategies. And, in October 2017, our Board amended its Nominating and Governance Committee Charter to oversee the company's corporate social responsibility efforts.

The Board operates within a corporate governance framework of independent oversight and integrity outlined in our by-laws, [Corporate Governance Principles](#), [Categorical Standards of Director Independence](#) and [Code of Business Conduct for Board of Directors](#).

This corporate governance structure promotes sound decision-making and encourages transparency and management accountability. The Board and its committees hold regular executive sessions with management, our independent auditors and our general auditor.

Likewise, our executive compensation program, which the Board's independent Compensation and Benefits Committee oversees, is informed by evolving regulatory trends as well as market best practices, the advice of its independent consultant and feedback gained through interaction with shareholders.

Additional information may be found on the Governance page of [ir.ameriprise.com](http://ir.ameriprise.com) and in our annual [proxy statement](#).

Our Board is led by our chairman and CEO. The Board believes that this leadership structure best serves its needs and those of our shareholders.

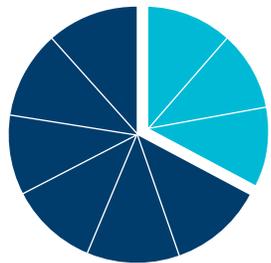
The role of the Board's presiding director is also an important part of the Board's leadership structure. The presiding director leads executive sessions of non-management and independent directors and serves as principal liaison between the Board and the chairman and CEO on certain issues.

Our chairman and CEO and the Board's presiding director work closely together on the Board's annual performance evaluation, director succession and recruitment, and other important corporate governance matters.



*8 of 9  
directors are  
independent*

The Board believes that maintaining and enhancing diversity are important corporate governance goals. Currently, eight of our nine directors are independent of management and three of our directors are women, which is above national averages.



*33% of our  
directors  
are women*

### **Maintaining our clients' privacy and data security**

We continually work to safeguard our clients' privacy and the data entrusted to us in accordance with applicable laws and our internal data protection policies. This includes taking steps to reduce the potential for identity theft or other improper use or disclosure of personal information, while seeking to collect only the data that is necessary to best serve our clients and achieve our business objectives.

We disclose how Ameriprise collects, uses, shares and protects personal information and how to report privacy incidents in our online [Privacy, Security and Fraud Center](#). Within our wealth management business, our efforts are backed by our [Online Security Guarantee](#), which covers 100% of the value of losses in a client's Ameriprise® account(s) due to unauthorized online activity if the losses were incurred through no fault of the client.

#### **As part of our efforts to safeguard our clients' privacy, our systems and processes include:**

- Multi-layer authentication
- Limiting systems and information access
- Secure technology to encrypt information sent between a client's computer or mobile device and Ameriprise Financial
- Security questions and one-time passwords
- Ongoing surveillance and fraud monitoring
- Encouraging the use of secure email through our systems
- Ongoing and comprehensive training

An Ameriprise representative will not call and ask for personal information on an unsolicited basis, nor do we request personal information in an email. In addition, as part of our compliance program, we provide all employees, advisors and the Board with extensive training on our security policies and "red flags."

While we, and other financial services firms, are not immune to online threats, to date we have not experienced any material breaches of or interference with our centrally controlled systems and networks.

We regularly enhance our corporate security capabilities across the firm and assess our ability to monitor, prevent and respond to cyber threats. We also maintain policies and procedures in response to applicable legal requirements concerning the use and protection of personal information by various regulators throughout the U.S., the European Union and in other global regions in which we operate.

See additional information on page 31 of our [2016 Form 10-K](#) and on [ameriprise.com](#).



# Environmental Steward

## Using our resources responsibly

From the construction and operation of our corporate real estate to the initiatives we have in place for employees, advisors and clients, Ameriprise is committed to responsible environmental practices.

As a financial services firm, we generate low levels of greenhouse gas (GHG) emissions relative to other industries. The main contributor to those emissions is our corporate real estate. With the real estate Ameriprise controls, we are focused on operating our buildings efficiently and implementing programs and practices that reduce emissions and eliminate waste.

## Managing energy-efficient buildings

Ameriprise manages the energy use within our corporate-controlled real estate, primarily the Ameriprise Financial Center and the Ameriprise Client Service Center in Minneapolis. The Ameriprise Financial Center was the first building in Minneapolis to receive the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) — Existing Building certification. The Financial Center received LEED Silver Certification and our Client Service Center received LEED Gold Certification. In addition, we work with our energy provider in Minnesota, Xcel Energy, to coordinate electrical loads during

high-demand days to reduce overall demand. We also reduced energy consumption by installing automatic lights, reducing heating and cooling during the evenings and weekends, and upgrading to lower wattage light bulbs. We continue to look for opportunities to reduce energy use and drive efficiency in building operations, including locations outside Minneapolis. For example, at our Auto & Home headquarters in Green Bay, Wis., we converted the entire building to LED lighting in 2017, resulting in reducing annual CO<sub>2</sub> emissions by approximately 188 tons.

For more information about our Scope 1 and Scope 2 emissions, access our 2017 CDP submission at [cdp.net](http://cdp.net).

## Supporting public transportation

We are a long-term supporter of public transportation for employees across our locations, and we were recognized by the city of Minneapolis with a Commuter Choice Award.

In collaboration with Minneapolis Metro Transit, we support and subsidize the Metropass® program — encouraging employees to use public transportation and reduce commuter traffic. And we offer free carpooling and scooter and bicycle parking in Minneapolis.

2,900+ employees  
in Minnesota use the Metropass program

## Highlights

- Ameriprise Financial Center — Minneapolis HQ
  - Certified LEED Silver in 2009
  - 2016 Energy Star rating (90)
- Ameriprise Client Service Center — Minneapolis
  - Certified LEED Gold in 2009
  - 2016 Energy Star rating (95)
- Tenant at One World Trade Center — New York City
  - Our portion of the building is in the process of becoming LEED Gold certified

### Encouraging recycling and electronic delivery

We are committed to reducing paper consumption by developing systems that help clients switch to electronic delivery of documents and allow financial advisors to securely submit forms online. Since 2008, more than a million clients have switched to electronic delivery, saving millions of pounds of paper. Ameriprise was among the first public companies in the U.S. to allow our shareholders to access proxy materials online, instead of receiving paper materials. This initiative reduced the number of printed proxies from 250,000 to fewer than 12,000 in 2016.

We reduce and eliminate waste by recycling printer toner, using environmentally friendly cleaning products, and incorporating sustainable and local food sourcing efforts with our food service vendors, as well as other initiatives.

### Climate change

Ameriprise acknowledges that human activities contribute to climate change and that we are in a period of heightened catastrophic weather events and rising sea levels. We recognize our responsibility to use energy efficiently and manage our emissions. We measure GHG emissions for our corporate headquarters and Client Service Center in Minneapolis and have begun disclosing it as part of our CDP submission.

We work to manage our emissions efficiently and offer a broad range of ESG products and services to clients. This includes products from multiple providers, including Columbia Threadneedle.

Our efforts also include managing the associated and evolving risks and opportunities of climate change. Within Ameriprise, and specifically within our property/casualty business, our risk management process includes assessing, protecting against and mitigating the risks of catastrophic weather events affecting both the company and its policyholders (see risk management discussion in the [Governance](#) and [Responsible Investor](#) sections of this report).





# Community Impact

*For more than 120 years, Ameriprise Financial has contributed to the communities in which we live and work.*

Through grantmaking, volunteerism and employee and advisor gift matching, the company supports a diverse group of more than 6,500 nonprofit organizations across the U.S., U.K. and other markets.

At Ameriprise, we focus our giving and volunteering to help individuals who struggle to meet basic needs achieve economic stability. We fund efforts to reduce domestic hunger, end homelessness and build strong and active communities. By targeting our grantmaking, we are able to make the most of our resources and engage our people to make a collective impact with greater benefit for communities.

Since our inception as a public company in 2005, we have donated more than \$71 million through corporate giving and gift matching.

## Corporate giving

In 2016, Ameriprise awarded 181 grants to nonprofits in the U.S. that support our three strategic philanthropic priorities — meeting basic needs and supporting community vitality and volunteer-driven causes. Our grantmaking goes well beyond a financial donation. Many of our advisors and employees serve on nonprofit boards, volunteer with our grantees and share their skills.



### Supporting volunteerism

Giving back is part of our culture and values. In 2016, our employees and advisors demonstrated their steadfast commitment to volunteerism by dedicating 81,000 hours of their time working at nonprofits across the U.S. Our colleagues in India and the U.K. also are engaged volunteers and join our efforts on several projects throughout the year.

Each quarter, we recognize the top 50 volunteers globally and contribute \$250 to the nonprofit where employee, advisor or staff member volunteers.

### Employee and advisor gift matching, giving campaign

Our people give generously; more than 75 percent of U.S. employees make donations to nonprofits of their choice, and Ameriprise matches their donations during the firm’s annual giving campaign. Engagement in the campaign significantly surpassed the U.S. participation average of 32 percent at companies with workplace giving campaigns. Ameriprise provides gift matching year-round for both employees and eligible advisors.

### Columbia Threadneedle Foundation

The Columbia Threadneedle Foundation is committed to investing in communities in the U.K. through partnerships that create positive social impact. The Foundation focuses on charities that use education, art and sports to engender lasting social change.

In addition to financial support, the Foundation provides volunteering opportunities for employees and supports the efforts of employees through payroll giving and gift matching programs.

Columbia Threadneedle also sponsors the Posse Foundation in the U.S., an organization dedicated to identifying public high school students with extraordinary academic and leadership potential who may be missed by traditional college admission criteria. One of the most innovative and successful features of the Posse Foundation is that students are placed at select colleges and universities in supportive, multicultural teams of 10 students — their “posse.”



Boston



Chicago



Hong Kong



Minneapolis



London

**Committed to domestic hunger relief**

For more than seven years, we have demonstrated our commitment to helping reduce hunger in the U.S. Through our national philanthropic partnership with Feeding America®, the largest hunger-relief and food rescue organization in the U.S., we provided the equivalent of more than 8 million meals to families and individuals in 2016. Since 2009, we have contributed \$10.3 million to hunger-relief organizations, donated more than 66.6 million meals and engaged 57,900 volunteers who are making an impact through 237,250 volunteer hours.



We host the Ameriprise National Days of Service each June and November, helping the one in eight Americans who struggle with hunger. For the past several years, the November event has been the largest single-day volunteer project hosted with Feeding America — more than 14,000 advisors, employees and clients come together to sort food donations, prepare meals and re-portion food at hunger relief organizations across the country.



**1 in 8 Americans struggle with hunger**

**Preparing for disasters**

As a company focused on comprehensive financial planning, we strongly believe in helping clients prepare for the unexpected. Each year, Ameriprise supports American Red Cross® Disaster Relief and International Services so they can immediately help when tragedy strikes — down the street, across the country or around the world.



**Recognized in our communities**

As a testament to the firm’s commitment to giving back, Ameriprise was honored with the 2016 Corporate Philanthropy Award by the Invest in Others Charitable Foundation.

The award recognized the company’s community impact, contributions and support for employees and financial advisors who are dedicated to making a difference.

# Ameriprise corporate profile

## Corporate locations\*



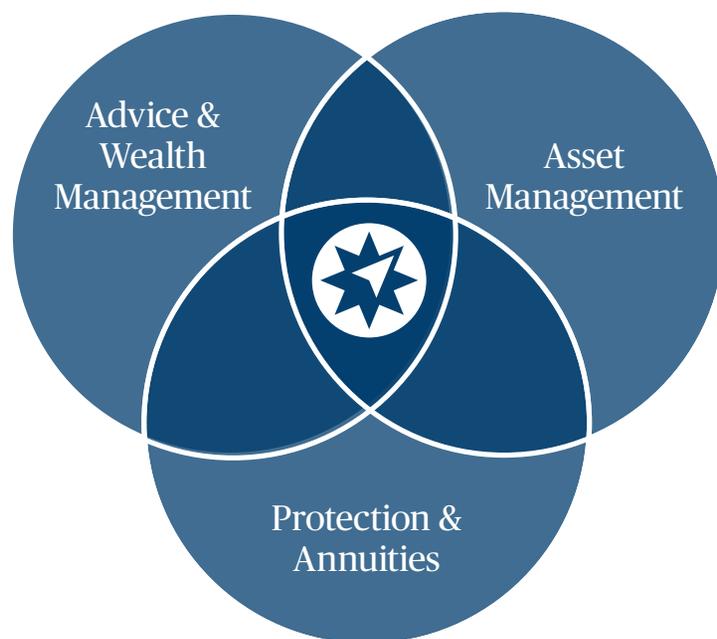
- **Founded** in 1894
- **Headquartered** in Minneapolis, Minn.
- **#239** in FORTUNE 500®
- **Leader** in financial planning in the U.S.
- **More than 2 million** clients
- **#37** global asset manager
- Approximately 10,000 **advisors**
- 13,000+ **employees**
- **A leader** in employee engagement

### \*Corporate locations

Amsterdam	Dubai	Las Vegas	Menlo Park	Phoenix	Singapore	Vienna
Boston	Frankfurt	London	Milan	Portland	Sovel	Taiwan
Chicago	Green Bay	Los Angeles	Minneapolis	Providence	Stockholm	Washington D.C.
Copenhagen	Hong Kong	Malaysia	New York	Swindon	Troy	Zurich

(See appendix for source information)

# Diversified business underpinned by a strong financial foundation

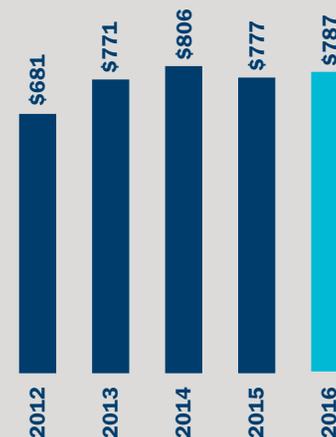


## Financial Strength & Stability

### 2016 Financials\*

<b>Operating Net Revenue:</b>	\$11.5 billion
<b>Operating Earnings:</b>	\$1.4 billion
<b>Operating EPS:</b>	\$8.48
<b>Operating Return on Equity:</b>	\$22.2%

### Key metrics:



Assets under management and administration in billions



Retail client assets in billions

Operating net revenue per advisor in thousands

**NYSE: AMP** | **Assets Under Management and Administration\***: \$869 billion | **Market Cap**: \$22 billion

AUM/A - Market Cap as of Sept. 30, 2017

\* See appendix for reconciliations to GAAP

# Diversified firm with multiple stakeholders

At Ameriprise, we help people feel confident about their financial futures. Our diversified business is built on long-term relationships and centered on advice. We have earned leadership positions in each of our core businesses:

- We are one of the largest wealth managers in the U.S. and a leader in financial planning and advice serving more than two million individual, small business and institutional clients
- We're a global asset manager investing on behalf of individuals and some of the most sophisticated institutional investors in the world
- Our insurance and annuity businesses help meet clients' retirement income and protection needs

In addition, our direct property-casualty insurance business provides policyholders and distribution partners with valued auto and home insurance options.

And as a public company, we work diligently to generate and protect shareholder value.

Given our extensive capabilities, distribution reach and leadership role, we engage with multiple stakeholders as detailed in the accompanying sidebar. These include investors, research organizations and others who are increasingly seeking to better understand performance factors that underpin long-term business success and sustainability. Many want to work with companies to advance causes they consider important, especially those related to ESG topics.

For Ameriprise, priority topics include talent retention, compliance and governance, as well as data privacy and security, as these help demonstrate that our clients' trust is well-placed and can endure. Initiatives such as reducing our energy consumption or helping solve domestic hunger through our long-standing support of Feeding America are important to other constituents.

We believe that all of these elements are important to understand Ameriprise, as collectively our actions contribute to our reputation and our ability to achieve our mission of helping our clients feel confident about their financial future.

## Stakeholders

- Clients and policyholders
- Employees
- Ameriprise financial advisors
- Investors in Columbia Threadneedle and RiverSource products
- Shareholders of Ameriprise
- Portfolio companies of Columbia Threadneedle
- Regulators and rating agencies
- Suppliers
- Community organizations, grantees and NGOs
- Other financial institutions and businesses



# Appendix

## Regulatory oversight

Ameriprise Financial is regulated by the following entities:

Broker-dealers registered under the Exchange Act		
American Enterprise Investment Services, Inc. (clearing B-D)	Columbia Management Investment Distributors, Inc. (limited purpose B-D)	
Ameriprise Financial Services, Inc. (introducing B-D)	RiverSource Distributors, Inc. (limited purpose B-D)	
Investment Advisers regulated by the SEC		
Ameriprise Financial Services, Inc.	Columbia Wagner Asset Management, LLC	
Columbia Management Investment Advisers, LLC	Threadneedle International Ltd. (FCA is primary regulator)	
Investment Companies registered under the Investment Company Act		
Ameriprise Certificate Company	In addition, we advise numerous '40 Act funds	
Entity	Regulator	
Commodities, Futures and Options Regulators		
Ameriprise Enterprise Investment Services, Inc.	Commodity Futures Trading Commission (CFTC); Options Clearing Corporation	
Ameriprise Financial Services, Inc.	CFTC; National Futures Association (NFA)	
Columbia Management Investment Advisers, LLC	CFTC; NFA	
Threadneedle International Ltd.	CFTC; NFA	
Trust-related entities		
Ameriprise Trust Company	Minnesota Department of Commerce	
Ameriprise National Trust Bank	Office of the Comptroller of the currency	
Primary State Regulators for Insurance Companies/Agencies		
RiverSource Life Insurance Company	Minnesota Department of Commerce is domiciliary regulator	
RiverSource Life Insurance Co. of New York	New York State Department of Financial Services is domiciliary regulator	
Ameriprise Captive Insurance Company	State of Vermont Department of Banking, Insurance, Securities and Health Care Administration is domiciliary regulator	
IDS Property Casualty Insurance Company; Ameriprise Auto & Home Insurance Agency, Inc.; and Ameriprise Insurance Company	Wisconsin Office of the Commissioner of Insurance is domiciliary regulator	
Entity	Regulator	Jurisdiction
Primary International Regulators		
Threadneedle International Ltd.	Financial Conduct Authority (FCA)	United Kingdom
Threadneedle Pensions Ltd.	FCA; Prudential Regulatory Authority	United Kingdom
Threadneedle Investments Singapore (Pte.) Ltd.	Monetary Authority of Singapore	Singapore
Threadneedle Asset Management Malaysia Sdn Bhd.	Securities Commission Malaysia	Malaysia
Threadneedle Asset Management Holdings SARL	Commission de Surveillance du Secteur Financier	Luxemburg
Threadneedle Portfolio Services Hong Kong Limited	Securities and Futures Commission	Hong Kong
Threadneedle Investments Taiwan Ltd.	Financial Supervisory Commission	Taiwan
Columbia Threadneedle Investments (ME) Limited	Dubai Financial Services Authority	Dubai

In addition to the regulators summarized above, we are also subject to regulation by self-regulatory organizations such as the Financial Industry Regulatory Authority ("FINRA"), as well as various federal and state securities, insurance and financial regulators (such as regulatory agencies and bodies like the U.S. Department of Labor) in the U.S. and foreign jurisdictions where we do business.

## Key elements of our executive compensation program

### What we do:

- Adhere to high levels of independence for the Compensation Committee of the Ameriprise Financial Board of Directors and its independent consultant
- Incorporate sound risk management and risk avoidance in our incentive plan design
- Require executives to hold a significant portion of Ameriprise stock once vested
- Require a "double trigger" to vest in long-term awards following a change in control
- Regularly review the governance of our programs and make revisions to align with market best practices

### What we don't do:

- No employee contracts
- No gross ups for potential excise taxes
- No repricing of Ameriprise stock options without shareholder approval
- No hedging against the decline in the value of Ameriprise stock
- No pledging of stock as security for a loan

(For more information about our executive compensation program, review our 2017 proxy statement at [ir.ameriprise.com](http://ir.ameriprise.com).)

This Responsible Business Report reflects the views and opinions of Ameriprise Financial, Inc. as of November 2017 and is provided for information only. Nothing in this Report may be relied upon in making investment or other decisions with respect to Ameriprise Financial, Inc. or the securities of any other company or fund. This Report is not intended to provide legal, financial, or investment advice and you are strongly cautioned not to rely upon it in making any investment or other decisions. This Report is not an invitation to subscribe for shares in a fund nor is it to be construed as an offer to buy or sell any financial instruments. As with all investments, there are associated inherent risks. Past performance does not guarantee future results. This Report contains “forward-looking” statements that are subject to risks and uncertainties. Actual results may differ from any statement in this Report. The information and views contained in this Report are not guaranteed as to accuracy or completeness. The contents of this Report are subject to change at any time without notice.

Page 2: Temkin Group 2017 Customer Service Ratings and Temkin Group 2017 Forgiveness Ratings, www.temkinratings.com. Net promoter score rating reflects consumer likelihood to recommend the firm to friends and colleagues, based on responses to a consumer survey as part of the Temkin Group 2016 Net Promoter Score Benchmark Study (see www.temkingroup.com for more). Hearts & Wallets 2016 Wants and Pricing Report from the Hearts & Wallets IQ Database™. Hearts and Wallets conducted a survey in 2016 of 5,216 investors. Respondents were asked to rate their financial services provider in a variety of areas on a scale of 1 (not at all satisfied) to 10 (extremely satisfied). Hearts and Wallets defines a Top Performer™ as a provider receiving “ratings from their customers that are distinctively higher than other [providers].” Ameriprise was rated as a Top Performer for customer responses to the statement “Unbiased, puts my interests first.” This rating is not indicative of future performance and may not be representative of any one client’s experience, as the rating is an average of a sample of client experiences. Ameriprise paid a fee to Hearts and Wallets to receive the results of the survey.

(\$ in millions)	2016
Total net revenues	\$11,696
Less: Revenues attributable to the CIEs	128
Less: Net realized investment gains	6
Less: Market impact on indexed universal life benefits	24
Less: Market impact of hedges on investments	3
Operating total net revenues	\$11,535

#### Operating earnings per diluted share

(\$ in millions, except per share amounts)

	2016	Per Diluted Share 2016
Net income	\$1,314	\$7.81
Less: Net income (loss) attributable to the CIEs	(2)	(0.01)
Market impact on variable annuity guaranteed benefits <sup>(1)</sup>	216	1.28
Market impact on indexed universal life benefits <sup>(1)</sup>	(36)	(0.21)
Market impact of hedges on investments <sup>(1)</sup>	(3)	(0.02)
Net realized investment losses (gains) <sup>(1)</sup>	(6)	(0.03)
Tax effect of adjustments <sup>(2)</sup>	(60)	(0.36)
Operating earnings	\$1,427	\$8.48
Weighted average common shares outstanding:		
Basic	166.3	
Diluted	168.2	

<sup>(1)</sup> Pretax operating adjustments.

<sup>(2)</sup> Calculated using the statutory tax rate of 35%.

Page 4: 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, 2016. Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board’s initial and ongoing certification requirements.

Ameriprise Financial *Confident Retirement* Client Survey results from 1/1/15 through 12/31/16. All results are reflective of top-two box responses (strongly/somewhat agree). The *Confident Retirement* approach is not a guarantee of future financial results.

Page 7: Among affiliated advisors who have been with us for more than 10 years, we have a retention rate of over 95%.

Page 19: Source: Willis Towers Watson: The world’s 500 largest asset managers, data as of year-end 2016. *FORTUNE Magazine*, June 7, 2017. Ameriprise Financial data – company reports.

Ameriprise Financial Services, Inc., Member FINRA and SIPC.

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

Issued by RiverSource Life Insurance Company, Minneapolis, Minnesota, and in New York only, by RiverSource Life Insurance Co. of New York, Albany, New York.

Investment products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC.

#### Operating earnings on equity

(\$ in millions)

	2016
Net income	\$1,314
Less: Adjustments <sup>(1)</sup>	(113)
Operating earnings	\$1,427
Total Ameriprise Financial, Inc. shareholders’ equity	\$6,877
Less: Accumulated other comprehensive income, net of tax	426
Total Ameriprise Financial, Inc. shareholders’ equity excluding AOCI	6,451
Less: Equity impacts attributable to the consolidated investment entities	27
Operating equity	\$6,424
Return on equity, excluding AOCI	20.4%
Operating return on equity, excluding AOCI (2)	22.2%

<sup>(1)</sup> Adjustments reflect the trailing twelve months’ sum of after-tax net realized investment gains/losses, net of deferred sales inducement costs (“DSIC”) and deferred acquisition costs (“DAC”) amortization, unearned revenue amortization and the reinsurance accrual; the market impact on variable annuity guaranteed benefits, net of hedges and related DSIC and DAC amortization; the market impact on indexed universal life benefits, net of hedges and related DAC amortization, unearned revenue amortization, and the reinsurance accrual; the market impact of hedges to offset interest rate changes on unrealized gains or losses for certain investments; integration/restructuring charges; and the impact of consolidating certain investment entities. After-tax is calculated using the statutory tax rate of 35%.

<sup>(2)</sup> Operating return on equity excluding accumulated other comprehensive income (AOCI) is calculated using the trailing twelve months of earnings excluding the after-tax net realized investment gains/losses, net of DSIC and DAC amortization, unearned revenue amortization and the reinsurance accrual; market impact on variable annuity guaranteed benefits, net of hedges and related DSIC and DAC amortization; the market impact on indexed universal life benefits, net of hedges and related DAC amortization, unearned revenue amortization, and the reinsurance accrual; the market impact of hedges to offset interest rate changes on unrealized gains or losses for certain investments; integration/restructuring charges; the impact of consolidating certain investment entities; and discontinued operations in the numerator, and Ameriprise Financial shareholders’ equity excluding AOCI and the impact of consolidating investment entities using a five-point average of quarter-end equity in the denominator. After-tax is calculated using the statutory tax rate of 35%.