

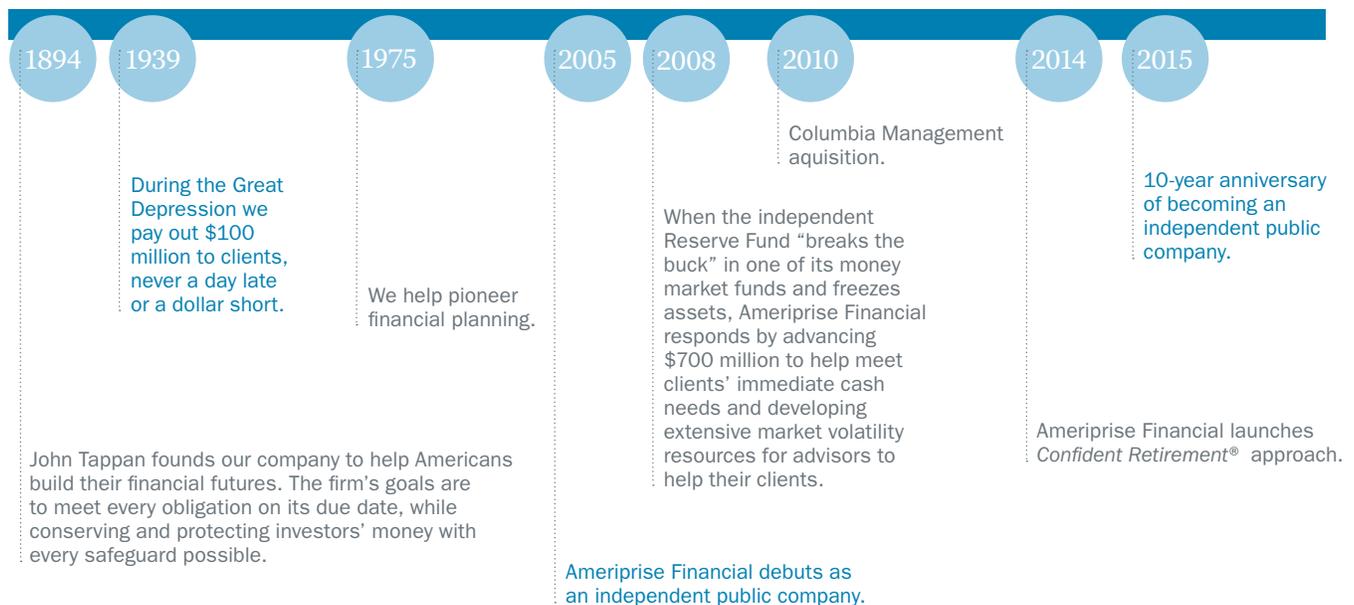
# Ameriprise Financial

## Experience you can count on

We're America's leader in financial planning,<sup>1</sup> 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<sup>1</sup>
- More than 2 million individual, business and institutional clients<sup>2</sup>
- Approximately 10,000 financial advisors serving clients nationwide<sup>3</sup>
- A leader in financial planning, with more CERTIFIED FINANCIAL PLANNER™ professionals than any other firm<sup>1</sup>
- 34th largest global asset manager<sup>4</sup>

## A firm that's strong, stable — and growing

- Ameriprise manages and administers assets totaling more than \$750 billion<sup>5</sup>
- Ranked #239 on FORTUNE 500®<sup>6</sup>
- Maintains leadership positions in each of its four core business segments<sup>1,7</sup>
- Donates over 80,000 volunteer hours annually<sup>2</sup>

## Top ratings in the investment industry

- #1 in customer service<sup>8</sup>
- #1 for likelihood to recommend the firm to friends and colleagues<sup>9</sup>
- #2 most trusted<sup>10</sup>
- **Top Performer™** among investment firms in customer ratings for the attribute "unbiased and puts my interests first."<sup>11</sup>

## A legacy of financial responsibility

New York Stock Exchange symbol: AMP

2016 operating results<sup>12</sup>

Net revenues: \$11.5 billion

Earnings: \$1.4 billion

Return on equity (excl. AOCI): 22%

<sup>1</sup> 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. There is no guarantee that you will work with an advisor with a CFP® certification.

<sup>2</sup> Company data.

<sup>3</sup> Ameriprise Financial Q1 2017 Statistical Supplement. Data available at ir.ameriprise.com.

<sup>4</sup> Pensions & Investments / Willis Towers Watson World 500: World's Largest Money Managers, as of Dec. 31, 2015.

<sup>5</sup> Ameriprise Financial 2016 10-K.

<sup>6</sup> FORTUNE magazine, June 7, 2017.

<sup>7</sup> **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 Q2 2017.

**No. 5 branded advisor force in the U.S.:** Company reports as of Q1 2017.

**No. 9 variable universal life insurance provider (total assets):** LIMRA International, Q2 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, Q3 2016.

<sup>8</sup> Temkin Group 2017 Customer Service Ratings, www.temkinratings.com

<sup>9</sup> Temkin Group 2016 Net Promoter Score Benchmark Study

<sup>10</sup> Temkin Group 2017 Trust Ratings, www.temkinratings.com

<sup>11</sup> 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.

<sup>12</sup> Financial results reflect operating results. See 2016 Annual Report on ir.ameriprise.com.

Ameriprise Financial cannot guarantee future financial results. **Past performance is not a guarantee of future results.**

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