



# Financial advice for life

We've been recognized as a leader in the investment industry, and continue to put clients first with comprehensive, goal-based advice for every stage of life.

## Top ratings in the investment industry

#1  
for  
trust<sup>1</sup>

#1  
for customer  
loyalty<sup>2</sup>

#1  
for customer  
service<sup>3</sup>

### A leading financial institution

- Ameriprise Financial is a **longstanding leader** in financial planning and advice
- More than **2 million** individual, business and institutional clients<sup>4</sup>
- Approximately **10,000 financial advisors** serving clients in the U.S.<sup>5</sup>
- Ameriprise is among the **top ranked in the investment industry** for two years in a row from consumers for "likelihood to recommend the firm to friends and colleagues."<sup>6</sup>

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

- Ameriprise manages and administers assets totaling more than **\$875 billion**<sup>7</sup>
- **37<sup>th</sup> largest** global asset manager<sup>8</sup>
- Ameriprise Financial, along with its employees and advisors contributed **\$15 million** in donations, **8.8 million** meals, **77,000** service hours and **192** grants, in 2017<sup>7</sup>

### Legacy of financial responsibility

New York Stock Exchange symbol: **AMP**

2017 operating results<sup>9</sup>

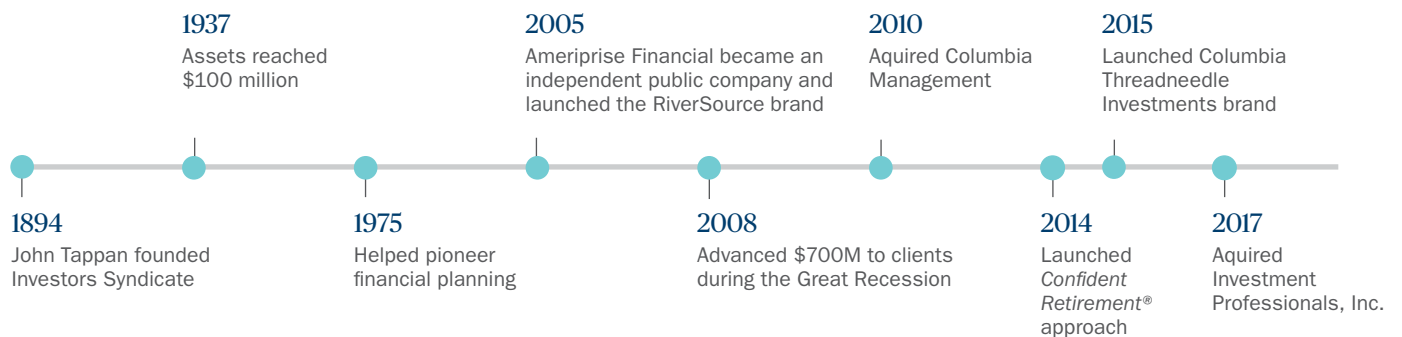
Net revenues: **\$11.9 billion**

Earnings: **\$1.6 billion**

Return on equity (excl. AOCI): **26.9%**

## Our history

For more than 120 years, Ameriprise Financial has helped empower millions of people to pursue their passions, protect what matters most and live their values.



When it comes to what's truly important in your life, you need advice you can trust from an advisor who knows and understands you.

That's the Ameriprise difference.

<sup>1</sup> Rating based on responses to a consumer survey as part of the 2018 Temkin Trust Ratings, [www.temkinratings.com](http://www.temkinratings.com).

<sup>2</sup> Rating based on responses to a consumer survey as part of the Temkin Loyalty Index, 2017. See [temkingroup.com](http://temkingroup.com) for more.

<sup>3</sup> Rating based on responses to a consumer survey as part of the Temkin Group's 2017 Customer Service Ratings, [www.temkinratings.com](http://www.temkinratings.com).

<sup>4</sup> Company reports.

<sup>5</sup> Ameriprise Financial Q1 2018 Statistical Supplement.

<sup>6</sup> Rating based on responses to a consumer survey as part of the Temkin Group 2016 (#1 rating) and 2017 (#2 rating) Net Promoter Score<sup>®</sup> Benchmark Studies. See [temkingroup.com](http://temkingroup.com) for more.

<sup>7</sup> Company data, as of Q1 2018.

<sup>8</sup> Pensions & Investments / Willis Towers Watson World 500: World's Largest Money Managers, data as of Dec. 31, 2016.

<sup>9</sup> Financial results reflect operating results. See Ameriprise Financial Q4 2017 stakeholder supplement on [ir.ameriprise.com](http://ir.ameriprise.com).

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

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