

From: Ameriprise Financial
Subject line: Our unwavering commitment to you
Preheader: From Jim Cracchiolo, Chairman and CEO



Our unwavering commitment to you

Dear valued Ameriprise client,

The last few weeks have been unlike anything any of us have ever experienced and our thoughts are with those affected by the COVID-19 virus. On behalf of our 20,000 dedicated advisors, employees and team members, I want you to know that we are here for you and we are proud to serve your financial needs.

Our mission is to help you feel confident about your financial future, in any environment. During periods of market uncertainty, it is important to remember that time, patience and a focus on the long-term have historically benefitted investors. With your advisor, our seasoned economic and investment experts are closely monitoring developments to provide you with [relevant and timely insights](#). In recent days, the Federal Reserve and U.S. government took important actions to support individuals and provide liquidity to stabilize the markets and the economy. We are analyzing this newly enacted legislation to help you understand how these provisions may relate to you. Whatever your situation, your advisor can help you navigate any short-term financial needs and remain focused on achieving your financial goals.

The strength of our commitment to you is matched by our strength as a business. Ameriprise Financial has an excellent track record of differentiated capital strength and flexibility, with sound balance sheet fundamentals. For more than 125 years, we have stood behind our clients and successfully navigated uncertain economic periods and volatile market environments. Our advisors have proudly helped generations of individuals and their families stay on track to achieve their long-term financial goals, and we are committed to doing the same for you.

In times of great challenge, we often see the best of people. All of us at Ameriprise are grateful for the selfless actions of the brave emergency responders, medical professionals and others in our local communities who are working tirelessly to protect and care for us. I am also humbled by what I am seeing and hearing from my Ameriprise colleagues and their dedication to standing by and serving our clients.

Though it will take time, I believe that we will get through this together and eventually return to normalcy in our lives, markets and economies. At Ameriprise, we care about you and your loved ones. Please continue to take care of yourselves and those around you. And above all, be safe.

As always, thank you for choosing Ameriprise. We're honored to serve your financial needs.

A handwritten signature in black ink, appearing to read 'Jim Cracchiolo'. The signature is fluid and cursive, with a large loop at the end.

Jim Cracchiolo
Chairman and Chief Executive Officer

[Read market insights](#)

[Listen to audiocasts](#)

[Unsubscribe](#) | [Customer Service](#) | [Privacy](#) | [Fraud Instructions](#)

Ameriprise Financial
70100 Ameriprise Financial Center | Minneapolis, MN 55474

Investment products are not federally or FDIC-insured, are not deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.

Past performance is not a guarantee of future results.

Ameriprise Financial Services, LLC. Member FINRA and SIPC.

© 2020 Ameriprise Financial, Inc. All rights reserved