



# Financial advice for life

We're America's leader in financial planning<sup>1</sup>, and continue to put clients first with comprehensive, goal-based advice for every stage of life.

## Top ratings in the investment industry

#1

in customer  
service<sup>2</sup>

#1

in customer  
loyalty<sup>3</sup>

#2

most  
trusted<sup>4</sup>

### A leading financial institution

- America's leader in financial planning<sup>1</sup>
- More than **2 million** individual, business and institutional clients<sup>5</sup>
- A leader in financial planning, with more **CERTIFIED FINANCIAL PLANNER™** professionals than any other firm<sup>1</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 **\$850 billion**<sup>7</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>
- **37<sup>th</sup>** largest global asset manager<sup>8</sup>

### Legacy of financial responsibility

New York Stock Exchange symbol: **AMP**

2017 operating results<sup>9</sup>

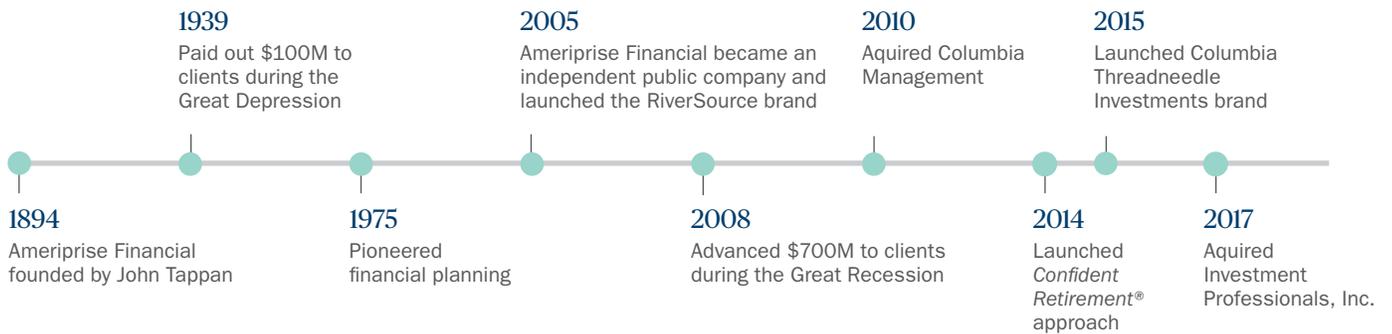
Net revenues: **\$11.9 billion**

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> Ameriprise helped pioneer the financial planning process more than 30 years ago. We have more CERTIFIED FINANCIAL PLANNER<sup>™</sup> professionals than any other company in the U.S. as documented by the Certified Financial Planner Board of Standards, Inc., as of Dec. 31, 2017. There is no guarantee that you will work with an advisor with a CFP<sup>®</sup> certification.

<sup>2</sup> Rating based on responses to a consumer survey as part of the Temkin Group 2017 Customer Service Ratings, [www.temkinratings.com](http://www.temkinratings.com).

<sup>3</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>4</sup> Rating based on responses to a consumer survey as part of the Temkin Group 2017 Trust Ratings, [www.temkinratings.com](http://www.temkinratings.com).

<sup>5</sup> Company reports.

<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 Q4 2017.

<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.**

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

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