Ameriprise Financial | Be Brilliant.

The Ameriprise difference

Why successful advisors choose Ameriprise

Hundreds of advisors are joining our company every year because Ameriprise Financial is different. Here you're backed by a strong, ethical company that puts the needs of advisors and clients first. We give you the freedom, guidance and support to run your practice your way — helping you grow while developing even deeper relationships with clients. When you join Ameriprise, you'll discover unparalleled Culture & Commitment, Dedication & Support, and Opportunity & Rewards. That's the Ameriprise difference.

Culture & Commitment

To run a successful practice, you need a strong company behind you. Ameriprise has a nationally respected brand built upon more than 120 years of strength, stability and doing what's right for our advisors and clients. This commitment has enabled Ameriprise to be one of only 486 publicly traded companies in the United States that have been in business for more than 100 years. Our Culture & Commitment is evident in our credentials:

- **More than $800 billion in assets** under management and administration[1]
- **Leadership positions in each of our four business segments:** Advice and Wealth Management, Asset Management, Insurance, and Annuities[2]
- **More than 2 million individual, business and institutional clients,**[3] and approximately 10,000 financial advisors[1]
- **Over 95% retention rate for advisors** with us for more than 10 years[4]
- **More than $4 billion invested** over the past five years in acquisitions, new products, tools and capabilities
- **A strong balance sheet and credit ratings** — without ever taking a bailout

Ameriprise rankings

#1 America's leader in financial planning[2]

#2 most influential brokerage firm in social media[5]

5th most trusted among investment firms[6]

#247 in the 2015 FORTUNE 500®[7]

Dedication & Support

As an Ameriprise financial advisor, you can access the capabilities and support you need to stand out from the competition, help grow your practice and deliver an outstanding client experience. This starts with the Ameriprise Practice**Pro**℠ system, a best-in-class, total client and practice management solution.

The Practice**Pro**℠ system:

Practice*Tech*℠ platform
Industry-leading integrated technology (including the Thomson ONE®[8] brokerage platform) enables you to work across multiple delivery channels helping you efficiently run your practice, manage operating costs and meet clients' needs.

Marketing
National brand advertising and our 8 Key Marketing Activities are proven to deliver results and help you establish a commanding presence in your local market.

Advice & Solutions
Our open platform of product solutions from hundreds of providers, including more than 5,000 mutual funds and 400 SMAs, provides you with choices to best meet your clients' needs — from holistic financial planning to individual investments.

Training & Development
Stay ahead of the competition and remain relevant to clients throughout your career by tapping into best practices, training and coaching — when, where and how you choose.

Practice Management
Business management and human resource services, along with practice acquisition and succession strategies, help you drive efficiencies and increase margins or payout while growing your practice.

Opportunity & Rewards

Of the many reasons to join Ameriprise, one that stands out is opportunity. Access best-in-class practice management and professional development options to help you achieve more. Tap into the expertise of our field leaders to help you take advantage of proven ways to grow your practice and increase revenue. Benefit from our innovative solutions including the *Confident Retirement*® approach. Imagine the possibilities of aligning your practice with a company that offers all this and more.

To discover more about the Ameriprise difference, contact the regional vice president for your area or visit joinameriprise.com/why

West	Central/South	East
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[1] Ameriprise Financial First Quarter 2015 Statistical Supplement.
[2] No. 1 financial planning firm in the U.S.: Ameriprise helped pioneer the financial planning process more than 30 years ago. We have more financial planning clients and more CERTIFIED FINANCIAL PLANNER™ professionals than any other company, based on the number of financial planning clients SEC-registered investment advisers disclosed annually and documented by the CFP Board of Standards, Inc., as of Dec. 31, 2014. There is no guarantee a client will work with an advisor with a CFP® certification. No. 2 mutual fund advisory program in assets: Cerulli Edge – data as of 2Q 2014. No. 5 branded advisor force in the U.S.: Company reports as of 2Q 2014. No.5 variable universal life insurance provider (total assets): LIMRA International, 2Q 2014. No.11 long-term mutual fund assets in the U.S.: ICI Complex Assets, 3Q 2014. No. 10 variable annuity provider, LIMRA International, 2Q 2014.
[3] Company data as of Dec. 31, 2014.
[4] Ameriprise Financial 2015 10-K.
[5] Wealthmanagement.com 2014 Five most Influential Brokerages in Social Media
[6] 2015 Temkin Trust Ratings.
[7] *FORTUNE* Magazine, June 2015.
[8] Thomson ONE® is a registered trademark of Thomson Reuters and its affiliates.

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