NEWS RELEASE

Advisor Team with Over $300 Million In Assets Joins Ameriprise Financial for Independence, Leadership and Financial Planning Capabilities

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Ameriprise Welcomes Allegiant Private Wealth, led by Private Wealth Advisor Christine Selzer, from Merrill Lynch

MINNEAPOLIS--(BUSINESS WIRE)-- Private wealth advisory practice, Allegiant Private Wealth, recently joined the independent channel of Ameriprise Financial, Inc. (NYSE: AMP) from Merrill Lynch with over $300 million in assets. The practice, located in Ocean City, M.D. is led by Private Wealth Advisor Christine Selzer, CFP®, and includes Private Wealth Advisors Brian Selzer, CRPC™ and Brody Grove, CFP®. The move was driven by the team's desire for greater independence and a stronger emphasis on investment management aligned with comprehensive financial planning.

"After two decades of operating within a bank structure, it became clear that our long-term vision was better aligned with an independent model," said Christine Selzer. "We were looking for a partner that offers independence, places financial planning front and center, and demonstrates a shared commitment to enhancing the client experience. Ameriprise checked all the boxes."

Selzer also cited the firm's hands-on leadership as a reason for joining. "The leadership and support teams at Ameriprise are committed to advisors' and clients' success, and we're excited to leverage their expertise."

"We're energized to now be at a firm where we can run our business on our own terms while staying focused on what matters most – our clients," Selzer added.

Allegiant Private Wealth provides comprehensive advice to clients to help them achieve the goals they have for themselves and their families. The practice includes Administrative Assistant Kendall Holmes and Client Relationship Manager Melanie Konoski. They are supported locally by Ameriprise Franchise Field Vice President Athena McGuire and Ameriprise Regional Vice President Thomas North.

Ameriprise has continued to attract experienced, productive financial advisors, with approximately 1,700 joining the firm in the last 5 years[1]. To find out why experienced financial advisors are joining Ameriprise, visit **ameriprise.com/why**.

About the Ameriprise Ultimate Advisor Partnership

The Ameriprise **Ultimate Advisor Partnership** offers a differentiated experience for advisors that helps them accelerate growth while delivering an excellent client experience. Combined with the company's culture of support and independence, the Ultimate Advisor Partnership enables advisors to scale their businesses, deepen client relationships and drive referrals for future growth.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years[2]. With extensive investment advice, global asset management capabilities and insurance solutions, and a nationwide network of more than 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

[1] Ameriprise Financial Q4 2024 Earnings Release.

[2] Company founded June 29, 1894

Ameriprise Financial cannot guarantee future financial results.

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