



NEWS RELEASE

Ameriprise Attracts Advisor with More Than \$100 Million in Assets to its Financial Institutions Channel for Client-Centric Culture

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Roberto Vargas joins Centennial Financial Services, a financial advisory practice within the Ameriprise Financial Institutions Group

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) announced today that financial advisor **Roberto Vargas** has moved his practice from J.P. Morgan Securities, Inc. where he managed over \$100 million in client assets. Vargas chose to join Centennial Financial Services, a financial advisory practice of Ameriprise Financial Services, LLC within the Ameriprise Financial Institutions Group (AFIG) in Jupiter, Florida which provides advice and investment services to Centennial Bank branches in Florida, Arkansas, New York, and Alabama.

The 19-year industry veteran became interested in the opportunity with Centennial Bank after hearing their wealth management program was part of the Ameriprise Financial Institutions Group. "I've always considered Ameriprise to be a trusted brand in the wealth management space," said Vargas. "The firm provides a client-centric approach where I can utilize their state-of-the-art technology and capabilities to serve my clients in an efficient and comprehensive way."

"I was also looking for support and capabilities to provide a differentiated financial planning experience for the families I serve, and I found that in Ameriprise," added Vargas.

As for the partnership with Centennial Bank, Vargas knew it would be a good fit after seeing their focus on personalized service and taking care of the customer. "We have a shared commitment of helping people reach their

financial goals and dreams,” he said.

Centennial Bank’s investment program, Centennial Financial Services, a financial advisory practice of Ameriprise Financial Services, LLC includes a team of 25 advisors who help clients manage over \$1.5 billion in combined brokerage assets.

“It’s exciting to see continuous growth of our financial institutions channel with advisors joining for our comprehensive and client-focused offering,” said Jay McAnelly, Group Vice President, Ameriprise Financial Institutions Group. “We’re delighted to welcome Roberto and his clients to the firm.”

The Ameriprise Financial Institutions Group team offers the strength and resources of Ameriprise Financial to help banks and credit unions enhance their client/member experience and deepen relationships with advice, financial planning, investment products, technology capabilities, advisor recruiting, coaching and support. To find out why experienced financial advisors and institutions are joining Ameriprise, visit ameriprise.com/why.

About Centennial Bank

Centennial Bank is a customer focused bank that provides a broad range of commercial and retail banking and related financial services to businesses, investors, individuals, and municipalities. Centennial Bank has locations in Arkansas, Florida, South Alabama, Texas, and New York. They pride themselves on excellent customer service, convenience to account holders and taking care of the communities in which they operate.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel more confident about their financial future for more than 125 years. With extensive investment advice, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors¹, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

Ameriprise Financial cannot guarantee future financial results.

Investment products are not insured by the FDIC, NCUA or any federal agency, 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.

Centennial Bank is not affiliated with Ameriprise Financial, Inc.

Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a

registered investment adviser.

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¹ Ameriprise Financial Q3 2023 Earnings Release.

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