



NEWS RELEASE

Ameriprise Financial Introduces Custom Advisory Relationship Program to Help Clients Manage Their Wealth and Achieve Their Financial Goals

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced the national launch of the Ameriprise® Custom Advisory Relationship, an enhanced advisory program with streamlined client agreements, integrated technology, and easy-to-follow monthly billing.

“The foundation of wealth management is an ongoing, trusted relationship between a client and advisor,” said Greg Nordmeyer, head of wealth management solutions at Ameriprise. “With the introduction of our new Custom Advisory Relationship program, our various advisory strategies work together on one technology platform and provide Ameriprise advisors more flexibility to deliver personalized investments and an enhanced client experience.”

The Custom Advisory Relationship provides a more unified approach and greater access to all Ameriprise advisory programs. The new platform requires clients to sign only one advisory agreement — a key benefit that provides more flexibility and efficiency for advisors to quickly adjust investment strategies specific to their clients’ needs.

Integrated technology offers convenient access to account information, market research and investment performance. The Custom Advisory Relationship is integrated into the firm’s technology platform and uses streamlined workflows across all advisory programs. With technology doing more of the behind-the-scenes work for them, Ameriprise advisors can spend more time discussing goals, reviewing investment preferences and providing ongoing advice to their clients.

Clarity on pricing and an easy-to-follow monthly billing schedule help clients track what they're paying and when. The Custom Advisory Relationship offers a single pricing structure that provides more granularity on asset-based fees by itemizing advisory, manager and platform fees. And a new monthly billing schedule offers a consistent way for clients to see what they're paying and when. In addition, Ameriprise now charges advisory fees based on the total assets held across all advisory accounts in a household, ensuring clients are eligible for billing breakpoints based on the total value of their combined advisory accounts.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive asset management, advisory and insurance capabilities and a nationwide network of approximately 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit ameriprise.com.

Clients should review the Ameriprise® Financial Planning Service Client Disclosure Brochure or, for a consolidated advisory fee relationship, the Ameriprise Managed Accounts and Financial Planning Service Disclosure Brochure, for a full description of services offered, including fees and expenses.

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

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