



NEWS RELEASE

Ameriprise Financial Launches New Advertising Campaign Showcasing the Power of Advice and a National Brand

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New campaign builds on the firm's Advice Worth Talking About® brand platform and highlights how integrity and holistic advice help clients move forward with confidence

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today launched a new national advertising campaign building on its successful Advice Worth Talking About® brand platform. The campaign shines a spotlight on how Ameriprise financial advisors help clients achieve their financial goals and move forward with confidence. Through relatable real-life scenarios, the creative reinforces the value of working with an advisor supported by one of the industry's leading brands.

"As consumers navigate an increasingly complex financial landscape, trusted advice has never been more valuable," said **Jen Simonds, Vice President, Consumer Marketing and Content Strategy at Ameriprise**. "Our new Advice Worth Talking About® campaign celebrates the confidence clients gain through a trusted advisor relationship, backed by the strength and integrity of Ameriprise."

The campaign's television spots are:

- "Integrity Matters" which underscores Ameriprise's commitment to doing the right thing for clients, a principle that has guided the firm since 1894. The spot also highlights Ameriprise's recognition as one of TIME's "America's Most Iconic Companies" for 2026. ¹
- "Advice You Can Rely On," which demonstrates how personalized advice helps clients plan for life's

milestones, reinforced by Ameriprise's 4.9 out of 5 overall client satisfaction rating.²

- "Confidence Makes the Difference," which illustrates how holistic financial advice helps clients confidently make informed decisions and achieve their goals with more than 9 out of 10 clients saying they're likely to recommend Ameriprise to their family or friends.³

The spots, which air in 30-second and 15-second versions, will run across national broadcast and cable news, sports and entertainment programming on CBS, NBC, ABC, ESPN, Bloomberg, Fox Business, Golf Channel, CBS Sports and many other networks. The ads will also run on streaming platforms including Disney+, Paramount+, ESPN, HBOMax, Netflix and Peacock. Additionally, they can be viewed on the **Ameriprise YouTube channel**.

Digital and native advertising, online video, social media, podcast sponsorships and other integrated marketing tactics are a foundational part of the campaign, extending the reach of the Ameriprise brand to more consumers nationwide. The campaign also supports Ameriprise advisors by strengthening awareness and credibility of the brand in the marketplace, helping advisors differentiate their practices, build trust with prospective clients and deepen existing relationships.

"Ameriprise has a long track record of delivering trusted advice, exceptional service and meaningful outcomes for clients," said **Bill Williams, President, Ameriprise Wealth Management Advisor Group**. "Our reputation is a significant advantage for advisors. It helps them stand out in a competitive marketplace and gives clients added confidence that they are working with an advisor supported by one of the industry's most recognized and trusted brands."

The campaign was developed by Invisible Man. MayoSeitz Media served as media buying agency for Ameriprise.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years.⁴ 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 TIME magazine partnered with Statista to recognize America's Most Iconic Companies, chosen based on an independent survey of roughly 10,000 participants. Ameriprise Financial, Inc. was the highest ranked diversified financial services firm in the ranking and its overall ranking was #48 out of 250 companies across all industry sectors. Eligible companies (founded and headquartered in the United States, with a market presence of at least 10 years) were evaluated from July to August 2025, across several key categories: Recognition and familiarity, cultural significance and impact, emotional connection, resilience, Americanness, presence and legacy. Ameriprise did not

pay a fee to be evaluated, but did pay a fee to publicly cite the results. Find more information at <https://time.com/7339929/americas-most-iconic-companies/>.

² Ameriprise created the Client Experience Survey to give clients an opportunity to rate their satisfaction with their assigned financial advisor or advisor team using a scale of 1 to 5. Clients of financial advisors in the Ameriprise Franchise Group, Ameriprise Advisor Group, and the Ameriprise Financial Institutions Group have an opportunity to access the Ameriprise Secure Client Site and provide a rating. This client satisfaction score is a national average of client responses for all advisors and teams within a rolling 24-month period as of 12/31/2025. Client experiences may vary, and working with any Ameriprise advisor or team is not a guarantee of future financial results. Investors should not consider the Client Experience Survey score a substitute for their own research and evaluation of an advisor's or team's qualifications.

³ Ameriprise Financial Goal-Based Advice Survey. Results from July 2020 through June 2025, reflecting 13,105 client responses. The credential cited reflects those who agree or strongly agree with each statement (on a 5-point scale). Clients may complete a survey via the secure site after their goals are published online.

⁴ Company founded June 29, 1894.

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Ameriprise Financial cannot guarantee future financial results.

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