NEWS RELEASE

Ameriprise Financial Launches the Signature Wealth Program – a Powerful New Flexible Unified Managed Account

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The Innovative Advisory Program Gives Clients and Advisors Enhanced Investment Choice, Personalization and Efficiency

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced the national launch of the Ameriprise® Signature Wealth Program, a flexible unified managed account (UMA) that enables advisors to seamlessly combine multiple investment options and management methods into one portfolio, unlocking a new level of personalization for clients. The Signature Wealth Program transforms investing processes by allowing advisors to build and customize client portfolios from hundreds of investment choices from leading investment providers, all powered by state-of-the-art integrated technology.

"Ameriprise offers one of the most powerful and competitive advisory platforms in the industry, and the Signature Wealth Program is the next evolution," said Matt Huss Ameriprise Senior Vice President, General Manager, and Head of Product and Platform Solutions. "Signature Wealth is differentiated by its highly intuitive and flexible design, allowing advisors to efficiently create custom, institutional quality portfolios across their entire book of business while serving their clients' best interests. The program provides enhanced value to clients and frees up capacity for advisors to deepen client relationships and attract new prospects to grow their practices."

The Signature Wealth Program delivers the following benefits to clients and advisors:

- Increased investment choice. Clients and advisors have access to 10 top investment providers and more than 85 institutional investment models. The program offers a wide range of product choices and models, including multi-asset, building block, specialty, and single models, as well as hundreds of mutual funds and ETFs. Investment minimums, from $5,000 to $50,000, allow advisors to address client needs more efficiently from the simplest to most complex situations.
- Enhanced personalization. The program gives advisors the ability to deliver personalized investment strategies tied to client goals, at scale. Clients also can customize up to 25% of each portfolio further with a handpicked selection of mutual funds and ETFs, held within a client-directed model that is centrally traded and managed as part of the overall portfolio.
- Cutting-edge efficiency. Clients may easily hold, track and manage multiple strategies in one portfolio, instead of maintaining separate accounts for different strategies. Advisors benefit from the program's embedded efficiencies – the platform seamlessly combines more than 25 systems – significantly reducing administrative tasks. For example, advisors can efficiently create custom, compelling investment proposals that are ready to present to clients.

Havard Lyons, Ameriprise Private Wealth Advisor and Signature Wealth Program pilot participant, added, "I firmly believe flexible UMAs are the future for advisory programs. Ameriprise has developed an innovative platform that is a game-changer for clients and advisors. By integrating Signature Wealth into my practice, my team and I are more effectively able to proactively advise our clients, help manage our clients' wealth and build an even stronger practice now and for the years to come."

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 130 years[1]. 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]Company founded June 29, 1894

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.

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

Securities offered by Ameriprise Financial Services, LLC. Member FINRA and SIPC.

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