



NEWS RELEASE

## Ameriprise Financial Named “Top Performer” in Customer Satisfaction Ratings

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today announced that it has been named a top performer in the 2020 Wants & Pricing customer satisfaction report conducted by independent research and benchmarking company Hearts & Wallets. The annual survey asked more than 5,000 households to rate their financial firms based on service dimensions that customers most value. Ameriprise garnered top performer status in “unbiased, puts my interest first,” “explains things in understandable terms” and “understands me and shares my values.”<sup>1</sup>

To develop the Wants & Pricing report, Hearts & Wallets collected customer ratings on over 100 firms. Of these companies, Hearts & Wallets analyzed 24 national financial services providers – leading broker-dealers, banks and retirement platforms – to identify institutions that achieve top-level service ratings from their customers. In order to be designated as a top performer, a firm must receive distinctly high customer ratings.

“For over 125 years we have helped clients feel secure about their financial future,” said Marie O’Neill, senior vice president of marketing at Ameriprise Financial. “We’re proud that investors continue to recognize us for delivering a compelling client experience. In uncertain times like these, it’s even more important for investors to work with a firm that truly understands what matters to them most.”

For more information on the rankings, visit [www.heartsandwallets.com](http://www.heartsandwallets.com).

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, asset management 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**.

<sup>1</sup> Source: Wants & Pricing Report (April 2020, the most recent report) from the Hearts & Wallets Investor Quantitative™ Database. In this annual syndicated survey respondents are asked to rate their financial services providers in a variety of areas on a scale of 0 (not at all satisfied) to 10 (extremely satisfied). 5,461 respondents provided 8,700 sets of ratings. The report designates Hearts & Wallets Top Performers in areas where customer ratings for one or more providers are “distinctively higher than customer ratings of other providers.” For each area there may be several Top Performers or none. The analysis does not seek to designate any provider as “first” or rank Top Performers. This rating is not indicative of future performance and may not be representative of any one client’s experience, as the rating is an average of a sample of client experiences. Ameriprise paid a fee to Hearts & Wallets to cite the results of the survey.

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