



NEWS RELEASE

Ameriprise Financial Named a Military Friendly® Employer for the Eleventh Consecutive Year

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced it was named a 2025 Military Friendly® Employer by VIQTORY, an organization that connects the military community to civilian employment and educational opportunities. This is the eleventh consecutive year Ameriprise has earned the distinction in recognition of its commitment and work to creating an inclusive and supportive work environment for military community members.

"We are honored to be recognized as a Military Friendly Employer for our deep commitment to helping our country's service members build meaningful careers," said **Kelli Hunter Petruzillo, Executive Vice President, Human Resources at Ameriprise**. "Veterans bring invaluable qualities to the workplace, including a passion for leadership and a dedication to service, all of which help make Ameriprise a great place to work."

Each company is evaluated based on public data sources and survey responses from participating employers. A combination of the organization's survey score and an assessment of its ability to meet certain thresholds of veterans and military employees for various categories, including recruitment, new hire retention, employee turnover, and promotion and advancement, determined the rating.

"We salute these exemplary employers who raise the bar and understand that hiring military personnel is not merely an act of goodwill but a testament to a standard that truly embodies sound business wisdom. Their steadfast commitment to integrating military personnel into their workforce not only reflects their compassion but also underscores their business acumen," said **Kayla Lopez, Senior Director of Military Partnerships at**

Military Friendly[®]

Ameriprise has a long-standing history of supporting veterans. In 2022, the firm partnered with Dalton Education to create a first-to-market Certified Military Financial Advisor™(CMFA) certification. Advisors who earn the certification are equipped with knowledge and expertise to help military members maximize resources and achieve their financial goals with confidence. Ameriprise is also a proud supporter of the U.S. Army Reserve Private Public Partnership, an organization that helps veterans overcome obstacles to employment after their military career.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for 130 years¹. With extensive investment advice, 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.

About Military Friendly[®] Employers

Military Friendly[®] is the standard that measures an organization's commitment, effort, and success in creating sustainable and meaningful benefits for the military community. Over 2,800 organizations compete annually for Military Friendly[®] designation annually. Military Friendly[®] ratings are owned by Viqtory, Inc., a service-disabled, veteran-owned small business. Viqtory is not affiliated with or endorsed by the U.S. Department of Defense or the federal government. Results are produced via a rules-based algorithm. The data-driven Military Friendly[®] lists and methodology can be found at <https://www.militaryfriendly.com/mfcguide/>.

About VIQTORY

Founded in 2001, VIQTORY is a service disabled, veteran owned small business (SDVOSB) that connects the military community to civilian employment, educational and entrepreneurial opportunities through its owned assets such as Military Spouse Magazine[®], Vetpreneur[®], G.I. Jobs[®] and Military Friendly[®] brands. VIQTORY and its brands are not a part of or endorsed by the U.S. Dept of Defense or any federal government entity. Learn more about VIQTORY at www.Viqtory.com.

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¹ Company founded June 29, 1894

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

The US Army Reserve Private Public Partnership Office is proud to announce that Ameriprise Financial provides career opportunities for our Soldiers and Family members. Ameriprise Financial hereby proclaims to be a proud supporter of the US Army Reserve and will assist Soldiers and Families in overcoming barriers to obtain meaningful employment opportunities to support mission readiness goals, enhance their financial stability and create connections with the community. The US Army Reserve is proud to partner with this organization!

The term Military Friendly[®] is a registered trademark of Viqtory, Inc., and is used with permission. For more information, visit www.militaryfriendly.com/mfcguide/. Designees are evaluated based upon surveys submitted in the year of the award's designation.

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.

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

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