NEWS RELEASE

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

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced it was named a 2027 Military Friendly® Employer by VIQTORY, an organization that connects the military community to civilian employment, educational and entrepreneurial opportunities. This is the thirteenth consecutive year Ameriprise has earned the distinction in recognition of its commitment and work to create an inclusive and supportive work environment for military community members.

"We are proud to once again be recognized as a Military Friendly® Employer, reflecting our ongoing commitment to supporting veterans, service members and military families," said Kelli Hunter Petruzillo, Executive Vice President, Human Resources at Ameriprise. "Military members bring unique experiences, leadership and a mission-focused mindset that enrich our workplace. Their contributions help drive our success and reinforce our commitment to serving clients with excellence every day."

Each firm is evaluated based on public data sources and survey responses from participating employers. Companies earn their ratings based on a combination of survey scores 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 opportunities.

"Earning the Military Friendly designation is more than a badge – it's a reflection of deep-rooted values and strategic foresight," said Kayla Lopez, Vice President of Memberships at Military Friendly®. "These organizations don't just open doors for veterans, spouses, and service members, they build pathways for lasting impact. Their commitment isn't performative; it's transformative. It's proof that honoring military talent is not only

the right thing to do, but it's the smart thing to do."

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 skills to help military members maximize resources and achieve their financial goals with confidence. Ameriprise is also a proud supporter of the US Army Reserve Private Public Partnership, bringing more internships, employment, and education opportunities to Soldiers, their dependents, and veterans. The firm also supports American Corporate Partners[1] through grant funding and employees and advisors serving as mentors.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years[2]. 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.

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 2,900 organizations compete for Military Friendly® designation annually. Military Friendly®, is a service-disabled, veteran-owned small business. 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®, Vetrepreneur®, 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] Ameriprise Financial participate in mentorships for Veterans and Military Spouses through American Corporate Partners. Find out more about American Corporate Partners at **American Corporate Partners**

[2]Company founded June 29, 1894

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Ameriprise Financial cannot guarantee future financial results.

The term Military Friendly® is a registered trademark of Viqtory, Inc., and is used with permission. 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 2,900 organizations compete for Military Friendly® designation annually. Military Friendly®, a service-disabled, veteran-owned small business. Military Friendly® 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. Ameriprise did not pay a fee to be evaluated, but did pay a fee to publicly cite the results. The data-driven Military Friendly® lists and methodology can be found at **https://www.militaryfriendly.com/mfcguide**.

The Certified Military Financial Advisors program is not affiliated or endorsed by the U.S. Department of Defense, or any other federal or state government program. For the most current rules, regulations and laws regarding benefits offered through the federal government or Department of Defense, please consult with their websites or contact the appropriate offices directly.

Ameriprise Financial is a proud supporter of the US Army Reserve through the Private Public Partnership 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.

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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Ali Harries, Media Relations
612.678.7035
Allison.H.Harries@ampf.com

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