



NEWS RELEASE

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

2025-11-11

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced it was named a 2026 Military Friendly® Employer by VIQTORY, an organization that connects the military community to civilian employment, educational and entrepreneurial opportunities. This is the twelfth 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 be named a Military Friendly Employer again this year, affirming our commitment to creating meaningful career pathways for those who have served our country," said **Kelli Hunter Petruzillo, Executive Vice President, Human Resources at Ameriprise**. "Veterans embody core values we hold as an organization: leadership, accountability and a deep sense of service. Their contributions continue to strengthen our culture and enhance the experience we deliver to clients."

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, 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, 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 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 more than 130 years¹. 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®, 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.

¹Company founded June 29, 1894

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Ameriprise Financial cannot guarantee future financial results.

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 Victory, Inc., and is used with permission. For the full list of employers visit: <https://www.militaryfriendly.com/employers>.

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.

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

© 2025 Ameriprise Financial, LLC. All rights reserved.

Ali Harries, Media Relations

612.678.7035

Allison.H.Harries@ampf.com

Source: Ameriprise Financial, Inc.