



NEWS RELEASE

Ameriprise Financial Named a "Top Performer" in Customer Satisfaction Ratings

2019-05-01

Firm ranks highly in several categories in Hearts & Wallets customer satisfaction survey

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE: AMP) today announced it has been named a top performer in the ninth annual Wants & Pricing customer satisfaction survey conducted by independent research company Hearts & Wallets. The firm earned high scores among industry peers for attributes investors say they value most from their financial providers. Clients responding to the survey gave Ameriprise top marks for explaining things in understandable terms, providing unbiased advice that puts their interests first, as well as understanding them and sharing their values¹.

Hearts & Wallets surveyed over 5,000 U.S. households for the Wants & Pricing Survey, which ranks 21 of the leading financial institutions in the industry on the level of service and satisfaction they provide to their customers. Investors rated the firms on attributes that are most important to them. To earn a top performer designation, firms must receive ratings from their clients that are distinctively higher than the ratings other firms receive from their clients.

"We are passionate about delivering personalized advice and solutions that help our clients achieve their goals," said Marie O'Neill, senior vice president of marketing at Ameriprise Financial. "This recognition is a testament to the compelling experience Ameriprise and our advisors provide clients as we help them feel confident, connected and in control of their financial lives."

For more information on the rankings, visit www.heartsandwallets.com.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 120 years. With extensive asset management, advisory 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**.

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

Ameriprise Financial Services, Inc. Member FINRA and SIPC.

© 2019 Ameriprise Financial, Inc. All rights reserved.

¹ Source: Wants & Pricing Report (April 2019) from the Hearts & Wallets IQ™ Database Hearts & Wallets conducts an annual syndicated survey in which respondents are asked to rate their financial services providers in a variety of areas on a scale of 1 (not at all satisfied) to 10 (extremely satisfied). In 2018, 5,441 respondents provided 8,748 sets of ratings. The report designates Hearts & Wallets Top Performer™ in areas where customer ratings for one or more providers are “distinctively higher than customer ratings of other providers.” In areas where no provider ratings are distinctively higher, no Top Performers are designated. 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.

View source version on **businesswire.com**: <https://www.businesswire.com/news/home/20190501005772/en/>

Cassandra Osei, Media Relations

212.437.8682

cassandra.osei@ampf.com

Source: Ameriprise Financial