



NEWS RELEASE

Ameriprise Financial Named a Top Performer™ in Hearts & Wallets Customer Satisfaction Survey for the Eighth Time

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Clients say Ameriprise is a firm that “understands me and shares my values”

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced it has once again earned high recognition in the 2026 Wants & Pricing Report from Hearts & Wallets, the independent research and benchmarking firm known for its deep analysis of consumer attitudes toward financial services. Clients surveyed named Ameriprise a Top Performer™ for being a company that “understands me and shares my values.” This marks the eighth year the firm has been distinguished in this category, underscoring its consistent leadership and commitment to delivering personalized, comprehensive financial planning to clients.

“This honor reflects how deeply we understand our clients and stands as a true testament to the Ameriprise experience,” said **Marie O’Neill, senior vice president of marketing at Ameriprise Financial.** “The strength of our premium brand and the unwavering dedication of our more than 10,000 financial advisors make this recognition possible. Together we’re empowering clients nationwide to move forward with greater clarity, confidence and purpose. We’re grateful for the trust our clients continue to place in us.”

Hearts & Wallets surveyed nearly 6,000 U.S. households about their experiences with leading financial firms across the country. To earn a Top Performer™ designation, firms must receive client ratings that stand out as meaningfully above the national average.

[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.

¹Company founded June 29, 1894.

Hearts & Wallets report Wants & Pricing 2026 from the Hearts & Wallets Investor Quantitative™ Database. Between July 17 – August 9, 2025, 5,981 respondents provided 17,471 sets of ratings for their financial services providers in various areas on a scale of 0 (not at all satisfied) to 10 (extremely satisfied). The report designates Top Performers in areas where customer ratings are distinctively higher than the national average – meaning ratings exceeded the average by more than 20% or at least 120 points on an index. There may be multiple Top Performers or none, and Top Performers are not ranked. These results are not indicative of future performance or representative of any one client's experience. Ameriprise has earned a Top Performer recognition in “Understands me and shares my values” and “Unbiased, puts my interests first” seven times based on data during 2016-2025. Ameriprise did not pay a fee to be evaluated in the study but did pay a fee to Hearts & Wallets to cite the results.

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Ameriprise Financial cannot guarantee future financial results.

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.

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

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