



NEWS RELEASE

Ameriprise Financial Names Brian Mora Senior Vice President of Experienced Advisor Recruiting

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MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today announced that Brian Mora has been named Senior Vice President of Experienced Advisor Recruiting. Mora has more than 20 years with Ameriprise, most recently as regional vice president in the central region of the firm's branch channel. In his new role, he will lead a nationwide team of recruiters and field leaders responsible for bringing quality experienced advisors from across the industry to Ameriprise. Mora will report to Pat O'Connell, President and Executive Vice President of the Ameriprise Branch & Institutions Groups.

"Brian brings an impressive track record of driving results and a genuine passion for advisor recruiting to this role," said Pat O'Connell, President and Executive Vice President of the Ameriprise Branch & Institutions Groups. "Brian is well positioned to build on the firm's recruiting success as he's held a variety of leadership positions across our branch and independent channels – all of which will serve him and his new team well as they continue to attract top advisor talent to Ameriprise."

"I'm honored to step into this role and bring our firm's unmatched value to even more top advisors across the industry," said Mora. "Ameriprise surrounds our advisors with the resources and support they need to deliver an outstanding client experience, stand out from the competition and achieve their growth goals. It's a compelling value proposition backed by a firm with a 130-year track record of integrity and success."

Mora holds a Bachelor of Science in Finance and Management from Montclair State University and a variety of professional designations including Certified Financial Planner (CFP), Chartered Retirement Planning Counselor (CRPC), and Accredited Wealth Management Advisor (AWMA).

Ameriprise has continued to attract experienced, productive financial advisors, with more than 400 advisors moving their practices to Ameriprise in 2023 and approximately 1,700 joining the firm in the last 5 years. ¹ To find out why experienced financial advisors are joining Ameriprise, visit ameriprise.com/why.

About the Ameriprise Ultimate Advisor Partnership

The Ameriprise **Ultimate Advisor Partnership** offers a differentiated experience for advisors that helps them accelerate growth while delivering an excellent client experience. Combined with the company's culture of support and independence, the Ultimate Advisor Partnership enables advisors to scale their businesses, deepen client relationships and drive referrals for future growth.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for 130 years. With extensive investment advice, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors ², we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

Ameriprise Financial cannot guarantee future financial results.

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP[®] certification mark, the CERTIFIED FINANCIAL PLANNER[™] certification mark, and the CFP[®] certification mark (with plaque design) logo in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements.

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.

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

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¹ Ameriprise Financial 2023 10-K.

² Ameriprise Financial Q2 2024 Earnings Release.

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Source: Ameriprise Financial, Inc.