



NEWS RELEASE

Ameriprise Financial Releases New Television Ads Building on its Advice Worth Talking About® Brand Platform

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The new ads showcase how Ameriprise and its advisors help guide clients through personal milestones and achieve their financial goals

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today released two new television ads showcasing how the firm helps clients live more confidently and achieve their most meaningful goals. The new ads highlight the value of one-on-one advice from a trusted Ameriprise financial advisor and a strong and stable company. Ameriprise is continuing to build on its successful Advice Worth Talking About® brand platform, which underscores the firm's reputation for delivering personalized financial advice and an exceptional client experience.

Airing in 30-second and 15-second versions, the spots depict clients reaching milestones both large and small – from opening a small business to being able to care for and spend time with loved ones.

- **“Achieve so much more”** captures clients realizing significant personal milestones, such as raising a child, building a successful business, or transitioning to a fulfilling retirement. It underscores how Ameriprise advisors provide personalized financial advice that enables clients to unlock opportunities and achieve their goals.
- **“Count on so much more”** highlights how clients support family, friends and community members who rely on them – whether as parents or volunteers, for example. This spot depicts the ways in which Ameriprise clients can count on the firm and their financial advisor, just as others rely on them in numerous ways.



"Clients count on Ameriprise and their advisor to guide them through life's biggest milestones and seize opportunities to achieve their financial goals and dreams," said Marie O'Neill, senior vice president of marketing at Ameriprise. "Our new ads reflect the transformative role our advisors play in empowering clients to live boldly and confidently, backed by the firm's 130-year legacy of strength and stability."

The spots can be viewed on the **Ameriprise YouTube channel** and will run across broadcast news and cable sports, entertainment, and business programming including CBS, NBC, ABC, CNBC, Fox Business, and many others. In addition to a national television campaign, the videos will be used in a digital ad campaign on social media and a variety of news and entertainment sites across the web.

The multichannel campaign includes online advertising, social media creative and customizable content available for Ameriprise financial advisors to use in their local markets.

Invisible Man developed the creative for the campaign and MayoSeitz served as the media buying agency for Ameriprise.

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 advisors¹, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

Working with a financial advisor does not guarantee investment success.

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

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.

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¹ Ameriprise Financial Q2 2024 Earnings Release.

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