NEWS RELEASE

Experienced Advisor with $160 Million in Assets Joins Ameriprise Financial to Expand Capabilities and Grow Client Impact

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Kevin King says joining Ameriprise showed him "the grass truly is greener"

MINNEAPOLIS--(BUSINESS WIRE)-- Private wealth advisor Kevin King JD, CFP®, AAMS®, CPWA®, recently joined the independent channel of Ameriprise Financial, Inc. (NYSE: AMP) from Edward Jones in Idaho Falls, Idaho, where he managed approximately $160 million in client assets.

King wasn't initially looking to make a move but says he was compelled to reconsider after evaluating Ameriprise's capabilities. "I'm consistently focused on doing what's best for my clients," he said. "Once I saw what Ameriprise has to offer and how they continually invest in improving the client experience, it became an easy decision to move so I can deliver an even higher level of service."

King cited three key reasons for joining Ameriprise:

- Enhanced client experience and ease of doing business:"Ultimately, my decision came down to what's best for my clients. The firm makes it easy for clients to work with me and for me to serve them efficiently. When I saw how user-friendly the firm's client portal was, I knew I wanted to join. I also appreciate the **Online Security Guarantee**, which provides my clients with a level of protection they didn't have before."
- Comprehensive financial planning capabilities:"Financial planning has always been at the core of my practice. Ameriprise offers access to robust tools like the most comprehensive version of MoneyGuide ® and other advanced financial planning tools. These capabilities allow me to better help clients achieve their goals and

elevate the level of advice I provide."

- Expanded solutions for high-net-worth clients:"I was also drawn to the ability to better serve my high-net-worth clients and those with complex needs. Now with access to capabilities like direct indexing and more sophisticated estate and tax planning solutions, I can more easily serve these clients and deliver even stronger outcomes."

King is energized about the future of his practice and the opportunities ahead. "I'm most excited about being able to serve my clients at an even higher level while continuing to grow my practice," he said. "The support and growth opportunities at Ameriprise are unparalleled. This move has opened the door for greater possibilities for my practice, including adding new office locations someday."

He added that the transition has been overwhelmingly positive for both him and his clients. "The move has gone even better than expected. Many of my clients have thanked me for moving and have shared how much they appreciate the ease of the online portal and the enhanced tools and capabilities," said King. "It's rare that a move lives up to the hope that 'the grass is greener,' but this experience absolutely has."

King provides comprehensive advice to clients to help them achieve the goals they have for themselves and their families. The practice is supported locally by Ameriprise Franchise Field Vice President David Call and Ameriprise Regional Vice President Marcus Ranger.

Ameriprise has continued to attract experienced, productive financial advisors, with 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 more than 130 years[2]. 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.

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[1] Ameriprise Financial 2025 10-K
[2] Company founded June 29, 1894

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