NEWS RELEASE

Personalized Client Experience – Powered by Technology and Industry-Leading Capabilities – Sets Ameriprise Apart During the Pandemic

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Continued investments in technology and digitally-advanced advice make the experience of working with Ameriprise seamless and powerful – with a 96% satisfaction rate

MINNEAPOLIS--(BUSINESS WIRE)-- The disruption and dislocation caused by the global pandemic have brought into sharp focus the need for financial planning and advice, which is exactly what Ameriprise Financial (NYSE: AMP) has led the way on for more than 125 years. With continued investment and innovation, the Ameriprise Client Experience stands apart from competitors with advanced financial planning tools, digital capabilities and a culture and history of putting clients first. At a time of historic challenges, more than 2 million clients trust Ameriprise to help them plan for the future and stay on track to achieve their goals through a personalized advice experience that takes into account investors' goals, assets, time horizons, risk tolerances and investment preferences.

Over the decades, the firm has remained true to its founding principles to deliver value, while always evolving and innovating. Along the way, Ameriprise has invested hundreds of millions of dollars to enable its approximately 10,000 financial advisors to provide an outstanding, digitally-advanced service to clients and help them live the lives they've envisioned for themselves and their families.

Amid the disruption caused by the COVID-19 pandemic, clients confirm they are overwhelmingly pleased with the experience they receive with Ameriprise. Ninety-six percent of clients surveyed said they are "highly satisfied," and Ameriprise provides the advice that addresses their needs. Ninety-two percent said they were "likely to recommend the Ameriprise advice experience to friends and family."*

Ameriprise clients appreciate the reliable, comprehensive and intuitive user experience offered by its online tools, including goal tracking, electronic signatures, texting, and video sessions with their advisors – enabling them to stay connected and in control of their finances anywhere, anytime. In fact, use of electronic signatures has doubled, traffic to the Ameriprise app is up 70% and site visits to **Ameriprise.com** are up 50% from one year ago. Additionally, more than 60% of clients have embraced the company's online tools to complete paperwork, making it easier and more streamlined than ever to work with their Ameriprise advisors.

"As a firm with a rich history of financial planning, we've spent decades developing and continually enhancing our experience while other firms are just now getting into the advice space," said Marcy Keckler, CFP®, CRPC®, RICP®, vice president of Financial Advice Strategy at Ameriprise. "Over the years, we've built a rich ecosystem of tools and capabilities that complement the experience our advisors bring to clients. Our offering is even more powerful in times of crisis, when investors need help navigating uncertainty and making informed decisions on complex matters. We take great pride in being a source of strength and confidence for our clients, and we're relentlessly focused on maintaining their tremendous loyalty and satisfaction."

*Source: Ameriprise Financial Goal-Based Advice Survey. Results from July 2018 through June 2020, reflecting 3,551 client responses. The percentages cited reflect those who agree or strongly agree with each statement (on a 5-point scale). Clients may complete a survey via the secure site after their goals are published online.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, asset management 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**.

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