

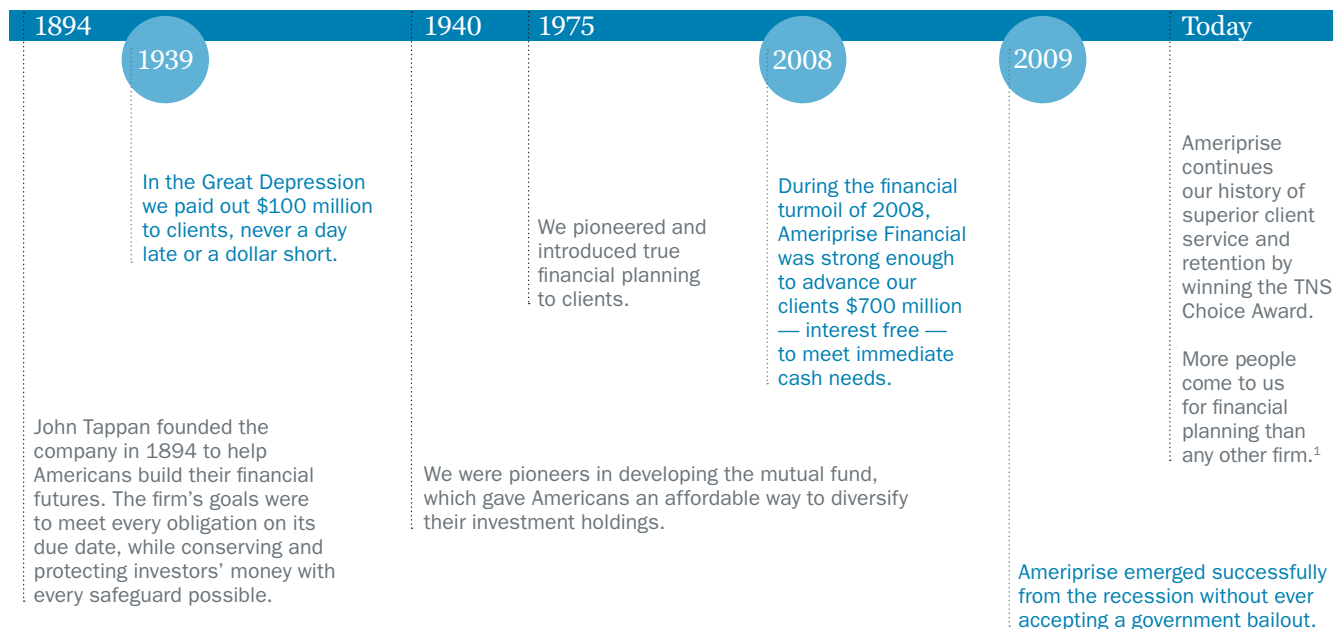
Ameriprise Financial

Experience you can count on

We're America's leader in financial planning¹ and we've helped millions of Americans retire on their terms. Our experience and expertise is embodied by 10,000 local financial advisors, working with you one-to-one, helping you build confidence and plan for your future.

For more than 115 years, Ameriprise Financial has been there when our clients need us. Through good times and through tough times, we've fought for generations of clients. The strength of our commitment is matched only by our strength as a company.

Our History



Not all financial companies are the same. Here's what sets us apart.

A leading international financial institution



- Ameriprise is **America's largest financial planning company**.¹
- Ameriprise has more than **2 million** individual, business and institutional clients.²
- Ameriprise has approximately **10,000 financial advisors** serving clients nationwide.³

A firm that's strong, stable — and growing

Ameriprise manages and administers assets³ totaling more than

\$650 billion

Assets under management and administration

1980

2010

- Among 5,000 publicly traded companies in the United States, Ameriprise is one of only 486⁴ that has been **in business for more than 100 years**.
- Ameriprise donates over **15,000 volunteer hours** annually through company-sponsored projects.
- **Ranked #246** on FORTUNE 500⁵
- **Ranked #29** on Barron's 500⁶

A legacy of financial responsibility

New York Stock Exchange symbol: **AMP**

2010 operating results (compared to 2009)⁷

Net revenues: **\$9.1 billion, up 25%**

Earnings: **\$1.2 billion, up 50%**

Return on equity (excl. AOCI): **12.9%, up from 9.7%**

- Through all types of economic environments, Ameriprise has remained a strong and stable company. And we've done it entirely on our own — **never taking a bailout**.

¹Source: Ameriprise helped pioneer the financial planning process more than 30 years ago. Our unique *Dream > Plan > Track >*[®] approach is about more than just numbers, it's both science and art. We have more financial planning clients and more CERTIFIED FINANCIAL PLANNER™ professionals than any other company in the U.S. based on data filed at adviserinfo.sec.gov and documented by the Certified Financial Planner Board of Standards, Inc. as of Dec. 31, 2010.

²Source: Company data as of Dec. 31, 2010.

³Source: Ameriprise Financial Second Quarter 2011 Statistical Supplement, as of June 30, 2011.

⁴Source: USA Today.com, June 16, 2011.

⁵Source: FORTUNE magazine, May 23, 2011.

⁶Source: Barron's, May 9, 2011.

⁷2010 operating results were restated for discontinued operations, effective June 30, 2011. For GAAP results, please visit ir.ameriprise.com. Brokerage, investment and financial advisory services are made available through Ameriprise Financial Services, Inc. Member FINRA and SIPC. Some products and services may not be available in all jurisdictions or to all clients. Ameriprise Financial Services, Inc. is an Equal Opportunity Employer.