

Get the facts

Why successful advisors choose Ameriprise

We've built our company the right way — by serving our clients and advisors. At Ameriprise, we provide our advisors with the resources they need to grow their business. And that's why more than 1,300 advisors have joined us in the past few years alone.

Credentials our competitors envy

To run a successful business, you need a strong company behind you. In the seven years since Ameriprise became independent, we've continued building on our legacy of strength and stability, while successfully evolving and growing. In fact, among 5,000 publicly traded companies in the U.S., Ameriprise is one of only 486 that have been in business for more than 100 years. Some of our major achievements in recent years include:

- Maintained a strong balance sheet and credit ratings — without TARP funding
- America's leader in financial planning with more CFP[®] professionals and more financial planning clients than any other firm in the U.S.¹
- 95% retention rate for advisors who have been with us more than 10 years²
- Nearly \$700 billion in assets under management and administration³
- More than \$2 billion in excess capital²
- Hold top 10 positions in each of our four business segments: B/D, Asset Management, Insurance and Annuities²
- In the past five years completed four all-cash acquisitions: J.&W. Seligman, Brecek & Young, H&R Block Financial Advisors and long-term asset management business of Columbia Management
- More than 2 million individual, business and institutional clients,⁴ and approximately 10,000 branded financial advisors³
- Ameriprise has been in business since 1894 and has never taken a bailout

Ameriprise rankings:



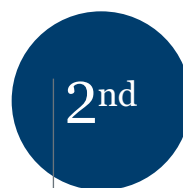
#29 in the 2011
Barron's 500⁵



#246 in the 2011
FORTUNE 500^{® 6}



5th-largest B/D by
number of advisors²



2nd-largest IBD
by total revenue⁷

“We are committed to continuing our investment across a spectrum of products and services, providing our advisors what they need to help their clients. Because of our strength and stability, we can invest in our advisors regardless of market conditions.”

DON FROUDE
PRESIDENT, THE PERSONAL ADVISORS GROUP
AMERIPRISE FINANCIAL

More than 117 years of growth and support

Our success is built on client relationships. So supporting you and your clients isn't part of our business — it's our only business. As an Ameriprise financial advisor, you'll have all the tools, resources and support you need to help build and grow a successful practice.

Tools

- More than \$4 billion invested over the past five years on acquisitions, new products, tools and capabilities
- Tools from industry leaders like NaviPlan, Morningstar, Forefield Advisor and Thomson Reuters, including the Thomson ONE^{®8} brokerage platform
- Best-in-class financial planning tools and a flexible, proven approach to financial planning and advice

Resources

- Wide array of product solutions from hundreds of providers, including more than 5,000 mutual funds and more than 400 SMAs
- Award-winning in-house equity and fixed income research
- Access to capital and proven best practices for practice acquisition

Support

- In 2010, our 10,000 advisors grew their practices an average of 20%²
- Dedicated transition team — both local and at home office
- A nationally respected brand with millions invested each year in advertising, turnkey local marketing programs and tools

To learn more, contact the division vice president for your region or visit joinameriprise.com/why.

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¹ 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, based on data filed at adviserinfo.sec.gov and documented by the CFP Board of Standards Inc. as of Dec. 31, 2010.

² Ameriprise Financial 2010 Annual Report.

³ Ameriprise Financial Third Quarter 2011 Statistical Supplement, Sept. 30, 2011.

⁴ Company data as of Dec. 31, 2010.

⁵ *Barron's* magazine, May 9, 2011.

⁶ *FORTUNE* Magazine, May 23, 2011.

⁷ 2010 *Investment News* IBD ranking, April 24, 2011.

⁸ Thomson ONE is a registered trademark of Thomson Reuters and its affiliates.

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