



Company Overview

Ameriprise Financial has more than 115 years of helping clients plan for and achieve their financial goals.

Based in Minneapolis, Ameriprise Financial is a leading financial planning and services company with approximately 12,000 financial advisors and registered representatives. We specialize in meeting the retirement-related financial needs of the mass affluent and affluent, and provide solutions for asset accumulation, income management and insurance protection. Our financial advisors deliver tailored solutions to clients through a personalized approach to financial planning and advice built on long-term relationships.

Primary Businesses:

Advice & Wealth Management, Asset Management, Annuities and Protection

Key Subsidiaries:

Broker-Dealers:

- Ameriprise Financial Services, Inc.
- Ameriprise Advisor Services, Inc.
- Securities America, Inc.
- RiverSource Distributors, Inc.

Asset Management

- Columbia Management Investment Advisers, LLC
- Threadneedle Investments

Insurance/Annuities:

- RiverSource Life Insurance Company,
- RiverSource Life Insurance Co. of NY

Banking and Deposit:

- Ameriprise Bank, FSB
- Ameriprise Certificate Company

Operational Centers:

Ameriprise Financial, Inc.

Minneapolis, New York, Phoenix

Columbia Management Investment Advisers, LLC

Boston, Minneapolis, New York, Los Angeles, Palo Alto, Calif.

Threadneedle Investments

London

RiverSource Life Insurance Company

Minneapolis

RiverSource Life Insurance Co. of New York

Albany, N.Y.

Ameriprise Auto & Home Insurance

DePere, Wis.

Securities America, Inc.

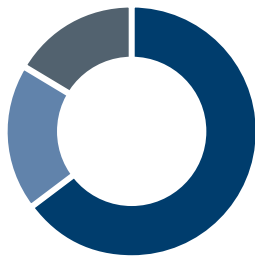
Omaha, Neb.

Key Facts

Data as of June 30, 2010

Founded: 1894
Headquartered: Minneapolis
Stock Ticker: NYSE: AMP

11,684 Advisors



- Franchise: 7,590
- Employee: 2,196
- Securities America: 1,898

Credentials:

- Leading financial planning company in the United States¹
- More people come to Ameriprise for financial planning than any other company²
- Ranked #288 of the Fortune 500³
- Largest number of CERTIFIED FINANCIAL PLANNER™ professionals among any retail advisory force⁴
- Fifth largest branded advisor force⁵
- \$600 billion in owned, managed and administered assets
- One of the largest mutual fund advisory programs in assets⁶
- A leading annuity and variable universal life insurance provider⁷

Financial Highlights

On-average, Over-time Financial Targets

Net Revenue Growth	6–8%
Earnings per Diluted Share Growth	12–15%
Return on Equity	12–15%

(in millions, except per share amounts and as noted)	2009	2008	2007
Net revenues	\$7,805	\$6,916	\$8,506
Net income (loss) attributable to Ameriprise Financial	\$722	\$(38)	\$814
Earnings (loss) per diluted share attributable to Ameriprise Financial common shareholders	\$2.95	\$(0.17)*	\$3.39
Return on equity	9.3%	(0.5%)	10.5%
Shareholders' equity	\$9,273	\$6,178	\$7,810
Shareholders' equity excluding accumulated other comprehensive income (loss), net of tax	\$9,010	\$7,271	\$7,977
Weighted average common shares outstanding – basic	242.2	222.3	236.2
Weighted average common shares outstanding – diluted	244.4	224.9	239.9
Cash dividends paid per common share	\$0.68	\$0.64	\$0.56
Owned, managed and administered assets (in billions)	\$458	\$372	\$480
Life insurance in force (in billions)	\$193	\$192	\$187
Number of advisors (actual)	12,036	12,486	11,824

The financial crisis of 2008 and 2009 had a significant impact on the company. In both years, the company's results reflected lower fees and reduced client activity from equity market declines, as well as the impact of maintaining a large liquidity pool in a low short-term interest rate environment. In addition, 2008 results included realized net investment losses and other costs related to the credit market dislocation. Management mitigated the negative impact of these factors by reducing expenses and expanding re-engineering initiatives.

While equity markets recovered significantly in the last three quarters of 2009, the declines earlier in the year and in 2008 continued to impact the company's year-over-year results. The S&P 500 Index ended 2009 at 1115, but its daily average for the year was 947, a 22 percent decline from the daily average in 2008 and 36 percent lower than the daily average in 2007. The daily average equity market resulted in lower average asset levels and lower fees earned from assets.

* Diluted shares used in this calculation represent basic shares due to the net loss. The use of actual shares would result in anti-dilution.

Ameriprise Financial Executive Leadership Team

James M. Cracchiolo

Chairman and Chief Executive Officer

Walter S. Berman

Executive Vice President
Chief Financial Officer

Deirdre N. Davey

Executive Vice President
Corporate Communications and
Community Relations

Donald E. Froude

President
U.S. Advisor Group

Crispin Henderson

Chief Executive Officer
Threadneedle Asset Management
Holdings Sàrl

Kelli A. Hunter

Executive Vice President
Human Resources

John C. Junek

Executive Vice President
General Counsel

Glen Salow

Executive Vice President
Service Delivery and Technology

Kim M. Sharan

President
Financial Planning, Retirement &
Wealth Strategies and
Chief Marketing Officer

Joseph E. Sweeney

President
Advice & Wealth Management
Products and Services

William F. Truscott

CEO, U.S. Asset Management &
President, Annuities

John R. Woerner

President
Insurance and Chief Strategy Officer



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Ameriprise Financial, Inc.

2214 Ameriprise Financial Center, Minneapolis, MN 55474

ameriprise.com

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 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, 2008.

² Based on the number of financial plans annually disclosed in Form ADV, Part 1A, Item 5, available at adviserinfo.sec.gov as of Dec. 31, 2009.

³ FORTUNE Magazine, May 3, 2010

⁴ Source: Certified Financial Planner Board of Standards, Inc.

⁵ Based on company filings through 1Q 2010.

⁶ Cerulli Associates — data through year-end 2009.

⁷ #5 fixed annuity provider (LIMRA YTD sales through 4Q 2009 — excludes equity indexed annuities and structured settlements); #7 variable annuity provider (Morningstar Annuity Research Center, YTD sales through 4Q 2009); #6 variable universal life provider (Towers Watson VALUE Survey — 3Q 2008)

Investment products are not federally or FDIC-insured, 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.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP[®], CERTIFIED FINANCIAL PLANNER[™] and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

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Securities products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC.

Threadneedle International Limited is an FSA- and an SEC-registered investment adviser, based in the U.K.

Brokerage, investments and financial advisory services offered through Ameriprise Financial Services, Inc., Member FINRA and SIPC. Some products and services may not be available in all jurisdictions or to all clients.

Securities products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC.

Columbia Management, RiverSource and Threadneedle are all part of Ameriprise Financial, Inc.