Ameriprise
Financial Institutions Group

DELIVER MORE VALUE WITH THE RIGHT PARTNER.

You know banking. We know financial planning and investment solutions. Together, we can offer a more holistic experience to clients and members and by doing so, deepen relationships and help drive revenue.

Experience and support you can count on.

Ameriprise Financial Institutions Group partners with local banks and credit unions to complement their existing banking capabilities with a full-service investment program that is deep, broad and turnkey.

From on-site financial planning to estate and tax planning strategies, Ameriprise Financial brings financial advice, investment management expertise, integrated technology and award-winning service to help clients and members feel more confident, connected and in control of their financial life. By partnering and collaborating with financial institutions, we can help clients and members achieve their financial goals.

Ameriprise Financial has helped millions of people work toward achieving their dreams and goals. With more than 125 years of history and with approximately 10,000[1] financial advisors, we've been there when clients need us, working with them step by step to build a more brilliant future.

> *"With the strength and stability of a FORTUNE 500® company, a client-first culture and more than a quarter century of experience serving the investment program needs of local banks and credit unions... we'll bring additional value to your existing relationships and help you acquire new ones."*
>
> **JAY MCANELLY,** GROUP VICE PRESIDENT, AMERIPRISE FINANCIAL INSTITUTIONS GROUP

By partnering with Ameriprise Financial Institutions Group, you can expect:

Demonstrated leadership in advice and financial planning

Ameriprise Financial brings a nationally recognized brand and a solid reputation based on more than 125 years of helping people feel more confident, connected and in control of their financial life.

Client-first culture

Ameriprise Financial's client-focused culture is reflected in the personalized advice and outstanding client experience that we deliver to meet our clients' unique needs, which often includes leveraging our exclusive *Confident Retirement®* approach.

Exceptional support

Leading technology and digital solutions surround ongoing training and marketing support, and a strong culture of compliance and regulatory oversight to help drive growth in your investment program.

Ameriprise Financial Institutions Group is different.

Our strong culture and financial planning mindset are distinct in the marketplace. Financial advisors recognize the benefit of lasting relationships developed by delivering personalized advice and an outstanding client experience, inspired by our mission to help people feel more confident about their financial future. We bring all of this — our mission, culture, financial planning strength, and best-in-class support — to help financial institutions and financial advisors deepen relationships and enhance the value they deliver in their communities.

TO LEARN MORE ABOUT HOW AMERIPRISE FINANCIAL INSTITUTIONS GROUP CAN COMPLEMENT YOUR PROGRAM,

call 800.679.1237 or visit Ameriprise.com/AFIG

Ameriprise Financial Institutions Group is an active participant/member of:

Not FDIC or NCUA Insured	No Financial Institution Guarantee	May Lose Value

[1] Ameriprise Financial Q4 2021 Statistical Supplement.

The Confident Retirement® approach is not a guarantee of future financial results.

Ameriprise Financial and its affiliates do not offer tax or legal advice. Consumers should consult with their tax advisor or attorney regarding their specific situation.

Ameriprise Financial, the financial institution and third-parties mentioned are not affiliated.

Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser.
FORTUNE Magazine, June 2021.

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