Evaluating common investment products

Choosing investment products that meet your needs is an important decision. Once you and your advisor have determined your investment objectives, risk tolerance and time horizon, you'll work together to select the type of investment products best suited to help meet your goals.

When evaluating investment products, consider factors such as:

- The ongoing management expenses of various investments
- The relative liquidity of each product type
- The risks associated with different product types

Overview

This chart provides a general overview of common investment products available to you at Ameriprise. Work closely with your advisor to determine which product type(s) suits your investment, risk tolerance and liquidity needs.

The Ameriprise Financial Client Relationship Guide provides additional details and descriptions about these products. Fee schedules, offering documents, fund prospectuses and other detailed information on specific fees and commissions are available through your advisor.

	Description
Mutual Funds	A mutual fund pools money from many investors to buy stocks, bonds, short-term money market instruments, other securities or assets, or a combination of these investments. Because professional managers provide ongoing monitoring of mutual fund holdings, mutual funds can be an efficient means of managing money.
Stocks	Stocks, or equity securities, give stockholders a proportional share of ownership in a company. Investors buy stocks for various reasons, including the potential for growth and dividend payments.
Bonds and other fixed income securities	Bonds are a debt security, representing a loan made by an investor to a borrower. A bond has a specified maturity date at which time principal is to be repaid to the bond owner. In general, a bond will have specific terms regarding a fixed or variable interest payments, and timing of those payments to the holder. Investors may buy bonds for expected interest payments, or anticipated appreciation of the principal amount and to preserve their capital investment. Interest payments and return of principal are subject to the creditworthiness of the issuer and are not otherwise guaranteed.
Exchange Traded Funds (ETFs)	Like mutual funds, ETFs are securities that allow investors to pool their money in a fund that invests in assets such as stocks, bonds and other assets. However, unlike mutual funds, ETF shares trade intra-day like stocks and other exchange traded products. Most ETFs are index-based and seek to track a specific index.
Annuities	Annuities are insurance products that provide income immediately or in the future. Annuities have features such as tax deferral, income guarantees, and death benefit guarantees, and are used to save for retirement and create retirement income. Typical annuity types include: fixed, variable, indexed, and immediate annuities.
Closed-end funds (CEF)	A CEF is an investment company that issues a fixed number of shares in an actively managed portfolio of securities and other assets. Certain CEFs are publicly traded and may be traded throughout the day on a securities exchange. For these securities, the price is set by the prevailing intraday price, which may be a premium or a discount to the net asset value of the underlying securities.
Structured Products	Structured products are bundled investments which may allow an investor to monetize a specific investment outlook over a period of time. Structures may offer full, partial, or no protection of principal, as well as a coupon term, or enhanced market performance. Any protection provided is subject to the creditworthiness of the issuer, or in the case of structured CDs may be FDIC insured to applicable limits. Its also important to know that these investments may be subject to limited liquidity.
Unit investment trusts (UIT)	A UIT is a pooled investment vehicle in which a portfolio of investments, which may include equities, bonds, ETFs, options or even other UITs is selected by an investment manager and deposited into a trust. Once the investments for the trust are selected, the active management will cease and the UIT will employ a “buy and hold” investing philosophy until the maturity of the trust. Units can be purchased until the initial offering period closes; however, a fixed income UIT may close early due to all the units being sold.
Alternative investments	Alternative investments cover a broad range of strategies and structures designed to be low or non-correlated to traditional equity and fixed income markets with a long-term expectation of illiquidity (e.g. a non-traded real estate investment trust, a hedge fund offering etc.). May have an upfront sales charge when purchased in a brokerage account. May be subject to limited liquidity.
Investment certificates	A face-amount certificate accumulates interest on a principal amount over a specific period of time. Numerous term lengths are available and principal and interest are guaranteed by the issuing company.

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.

Certain registered securities are sold by prospectus only. Investors should consider the investment objectives, risks, charges and expenses carefully before investing. The prospectus contains this and other important information and should be read carefully before investing.

In general, **equity** securities tend to have greater price volatility than **debt** securities. The market value of securities may fall, fail to rise or fluctuate, sometimes rapidly and unpredictably. **Market** risk may affect a single issuer, sector of the economy, industry or the market as a whole.

There are risks associated with **fixed income** investments, including credit risk, interest rate risk, and prepayment and extension risk. In general, bond prices rise when interest rates fall and vice versa. This effect is usually more pronounced for longer-term securities.

ETFs trade like stocks, are subject to investment risk and will fluctuate in market value.

Alternative investments cover a broad range of strategies and structures designed to be low or non-correlated to traditional equity and fixed income markets with a long-term expectation of illiquidity. Alternative investments involve substantial risks and may be more volatile than traditional investments, making them more suitable for investors with an above average tolerance for risk. Further information about the risks of these products are disclosed in the client application or risk disclosure document you sign, as well as the prospectus or private placement memorandum you receive. Read these documents carefully before you invest.

Structured Products may or may not be federally or FDIC-insured, deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.

In the case of structured notes, protection of principal is subject to the creditworthiness of the issuer. Structured notes holders may lose up to 100% of their investment upon the bankruptcy of the issuer, even if the value of the reference asset is favorable. Creditworthiness of the issuer may change at any time during the term of the note.

Each annuity has different features and benefits that may be appropriate for you based on your financial situation and needs, your risk tolerance, your age and how you intend to use the annuity. The different features and benefits may include the investment options, fund managers, interest rate amounts, guarantees, bonus crediting, surrender charge schedules, optional riders and access to annuity account values. The fees and charges may also be different among the annuity contracts we offer. Keep in mind that all guarantees are based on the continued claims paying ability of the issuing company and on variable annuities do not apply to the performance of the variable subaccounts, which will vary with market conditions.

Ameriprise Certificates are issued by Ameriprise Certificate Company and distributed by Ameriprise Financial Services, LLC Ameriprise Certificates are not FDIC insured, are not deposits or obligations of, or guaranteed by, any banking institution, and involve investment risks including possible loss of principal and fluctuation in value.

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