

News Release

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Columbia Threadneedle Investments Honored For Top Advisor Communications

Earned Six 2017 Mutual Fund Educational Alliance STAR Awards

BOSTON – November 2, 2017 – Columbia Threadneedle Investments received the top award for overall advisor communications among large fund firms at the 2017 Mutual Fund Education Alliance STAR Awards. Judged by industry marketing professionals, the annual STAR Awards are designed to honor the fund industry’s efforts to communicate with and market to investors in ways that support shareholders and investment goals.

In addition to winning the award for overall advisor communications, Columbia Threadneedle was recognized among large firms (more than \$100 billion in assets under management) by winning the following awards:

Retail Communications

- Newsletter/Magazine: Columbia Threadneedle’s quarterly investor newsletter

Advisor Communications

- Social media campaign: Partnership with Bloomberg TV on Twitter
- Advertising campaign: Global advertising campaign “Consistency”
- Wild Card category: 2017 Global Perspectives “Navigating the Year Ahead”
- Wild Card category: Promotional videos for “Concentrated Wealth at Work”, and “Acquiring and Retaining the Core Millionaire”

“We put our client at the center of all that we do and through the content we create, strive to convey how our consistent, collaborative approach and global expertise can help advisors and investors meet their investment

goals,” said Leslie Walstrom, Vice President and Head of U.S. Marketing. “We are honored to receive such positive recognition from our peers through the STAR Awards.”

About MFEA STAR Awards:

Founded and sponsored by the Mutual Fund Education Alliance (MFEA), the STAR Awards program is now in its 21st year of recognizing retail, advisor and retirement marketing communications efforts in the mutual fund industry. Each year winners are selected from entries judged by fund industry marketing and communications executives, making this program highly-valued for its peer recognition approach. Participants also receive an evaluation scorecard for every entry, providing valuable insight teams can use to assess their communications efforts.

The Mutual Fund Education Alliance (MFEA) is a national trade association dedicated to strengthening ways the investment management industry serves investors and advisors. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how they can use mutual funds to achieve important lifetime goals. MFEA members are among the leaders in the industry, offering a variety of financial services to investors. This strong industry alliance is well recognized for its leadership in investor education.

About Columbia Threadneedle Investments:

Columbia Threadneedle Investments is a leading global asset manager that provides a broad range of investment strategies and solutions for individual, institutional and corporate clients around the world. With more than 2,000 people, including over 450 investment professionals based in North America, Europe and Asia, we manage \$484 billion¹ of assets across developed and emerging market equities, fixed income, asset allocation solutions and alternatives.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE: AMP).

For more information, please visit <https://www.columbiathreadneedleus.com/>. Follow us on [Twitter](#).

¹As of September 30, 2017.

Columbia Threadneedle Investments is the global brand name of the Columbia and Threadneedle group of companies.

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

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