



MEDIA RELEASE

THREADNEEDLE ANNOUNCES STRATEGIC REBRAND IN CONJUNCTION WITH US AFFILIATE COLUMBIA MANAGEMENT

New global brand - Columbia Threadneedle Investments – to launch in early 2015

LONDON 12 JANUARY 2015: Threadneedle Investments (Threadneedle) today announces that it will rebrand its business as Columbia Threadneedle Investments in the first half of 2015. The new global brand will represent the combined capabilities, reach and resource of Threadneedle and its US-based affiliate Columbia Management, offering clients access to the best of both firms and positioning the group for a greater share of global growth.

Columbia Management (Columbia) has assets under management of \$358 billion (at 30 Sept 2014) and is the 11th largest manager of long-term mutual fund assets in the US. Together, Threadneedle and Columbia have £316 billion (US\$505 billion) in AUM across developed and emerging market equities, fixed income, multi-asset solutions and alternatives (including UK property). Both Columbia and Threadneedle are owned by leading US financial services firm Ameriprise Financial (NYSE: AMP) and together form the 30th largest global asset management group.

The new brand – Columbia Threadneedle Investments – will reinforce the strength of both firms in established markets of the UK, Europe and the US and will enable the group to grow its presence in key markets including Asia Pacific, Latin America and the Middle East.

The investment strategies, philosophies and processes of both firms will not change as a result of the new global brand.

Campbell Fleming, CEO of Threadneedle, said: "This is an important new phase for Threadneedle and for our clients. As affiliated firms, Threadneedle and Columbia have been increasingly working together over the past two years to increase the breadth and depth of our offering to clients. Presenting the combined capabilities of both firms under a single brand is the natural next step and is an exciting new chapter for everyone at Threadneedle and Columbia.



"We are bringing together a combined offering under one global brand for the benefit of our clients and our business. Threadneedle and Columbia have a shared vision, business strategy and values albeit with distinct investment capabilities, local distribution and product offerings. Under the new brand we become a global group, presenting our combined resources, investment perspectives and expertise to better serve our clients, both individuals and institutions, around the world.

"Asset management is an increasingly global business - investors want managers that can create solutions and generate strong returns in all regions of the world. Working together under the banner of Columbia Threadneedle Investments, we bring the scale, breadth and depth to compete globally while maintaining a consistent, strong local focus in our home markets", Mr Fleming said.

Mark Burgess, Chief Investment Officer, Threadneedle, said: "Threadneedle and Columbia share a commitment to delivering the investment outcomes our clients expect. In a world where financial markets and economies are increasingly interconnected, having a strong established investment capability in Europe, the US and Asia is a considerable advantage. Threadneedle's investment approach continues to be based on focused research, creative thinking, sharing of ideas and rigorous debate, combined with disciplined oversight. Over recent years we have deliberately fostered an environment of information sharing and debate between Columbia and Threadneedle, which has given our portfolio managers a significantly stronger global research platform and a rich seam of ideas and analysis. Our investment teams remain true to their respective styles and processes, however the sharing of research globally allows us to make better use of our investment ideas and talent, enhancing the 'Perspective Advantage' that is core to Threadneedle's investment philosophy".

Ted Truscott, CEO – Global Asset Management for Ameriprise Financial, said: "We are introducing the Columbia Threadneedle Investments brand to reflect the significant resources and expertise available to our teams around the globe. By working together we add depth to our offerings, enabling us to make better investment decisions and ultimately generate better performance for our clients, and the new global brand reflects this. Clients globally benefit from our combined research ideas and insights, trading techniques and portfolio strategies and from the strength, stability and resource of our parent company, Ameriprise Financial".

The new brand will be introduced in the first half of 2015, coinciding with Threadneedle's move to a new London head office at Cannon Place. The established investment teams,



strategies and processes in place at both firms will not change. Nor will Threadneedle's existing funds or client portfolios and mandates. There will be no change to the corporate structure or regulated entities as a result of the new brand.

Key facts: Columbia Threadneedle Investments

- Combined AUM of £316 billion (US\$505 billion) across developed and emerging market equities, fixed income, multi-asset solutions and alternatives, including UK property.
- Present in 18 countries across Europe, Middle East, North America and Asia Pacific.
- Over 500 investment professionals, based in London, Singapore, Boston, Minneapolis, New York, Chicago, Portland and other US locations.
- Over 2000 people in total.
- The group is the 30th largest global asset manager, 5th largest retail manager in the UK, 11th largest manager of long-term funds in the US.
- 121 funds are Morningstar 4 or 5-star rated.
- Owned by NY-listed Ameriprise Financial, a leading US diversified financial services company. Ameriprise has US\$797 billion in total assets under management and administration (at 30 Sept 2014) and is the US leader in financial planning.

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Notes to Editors

About Threadneedle Investments

Threadneedle is a leading international investment manager with a strong track record of outperformance across asset classes. We actively manage £92.6 billion (as at 30 Sept 2014) of assets, investing on behalf of individuals, pension funds, insurers and corporations. We are the 5th largest UK retail fund manager¹ and the 11th largest UK fund manager¹ by AUM. In Europe we rank in the top 50². Established in 1994 in London, Threadneedle has a presence in 17 countries.

Threadneedle's distinctive investment approach is based on creative thinking, sharing of



ideas and rigorous debate. Our c.160 investment professionals invest across developed and emerging market equities, fixed income, commodities and UK property. As at 30 September 2014, 57% of Threadneedle funds outperformed over 1 year, 68% over 3 years and 83% over 5 years³. In 2014, Threadneedle has won over 70 prestigious fund management industry awards globally⁴.

Threadneedle is owned by Ameriprise Financial (NYSE: AMP), a leading US diversified financial services company with US\$797 billion in assets under management and administration (as at 30 Sept 2014). As its international investment platform, Threadneedle provides Ameriprise and its retail and institutional clients with world class investment solutions.

www.threadneedle.com

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¹ UK IMA ranking, Oct 2014, see www.investmentfunds.org.uk

² Europe ranking, Morningstar Rankings ex MM, ex FoF and ex Master/Feeder, Aug 2014

³ All funds managed by Threadneedle, including segregated accounts/portfolios. The data does not include funds sub-advised by third parties or guest funds on a Threadneedle platform. All figures are as at 30 Sept 2014, in GBP unless stated otherwise. Total value of funds outperforming their relevant benchmark expressed as a percentage of total assets under management. This information aims to demonstrate the overall performance capabilities of Threadneedle's asset management team. It is not intended to indicate the performance of individual funds or products. Please refer to product specific documentation in relation to individual funds. The value of investments and any income is not guaranteed and can go down as well as up.

⁴ For details see: <http://www.threadneedle.com/en/About-us/Awards/>

About Columbia Management

Columbia Management is a leading manager of long-term mutual fund assets with \$358 billion under management as at 30 Sept 2014. Columbia Management is a subsidiary of Ameriprise Financial, Inc. (NYSE: AMP).

www.columbiamanagement.com

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Past performance is not a guide to future performance.

The value of investments and any income is not guaranteed and can go down as well as up and may be affected by exchange rate fluctuations. This means that an investor may not get back the amount invested.

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