

Let's build your future

Your success is at the
heart of what we do





You've spent years building your practice and helping your clients meet their financial goals.

Now, we're here to help you surpass the goals you've set for your business. When you join the Securian Financial Network, you'll have everything you need to take your business to the next level.

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There's strength in numbers

Your clients have unique financial challenges and aspirations. So where do you turn when they need help beyond the same old cookie-cutter solutions? That's where Securian Financial comes in.

Our broker dealer, Securian Financial Services, is ranked as one of the largest among 50 broker dealers in the nation by revenue.¹ We have the resources and know-how to help you succeed and continue to succeed, putting your clients' needs at the center of what we do.

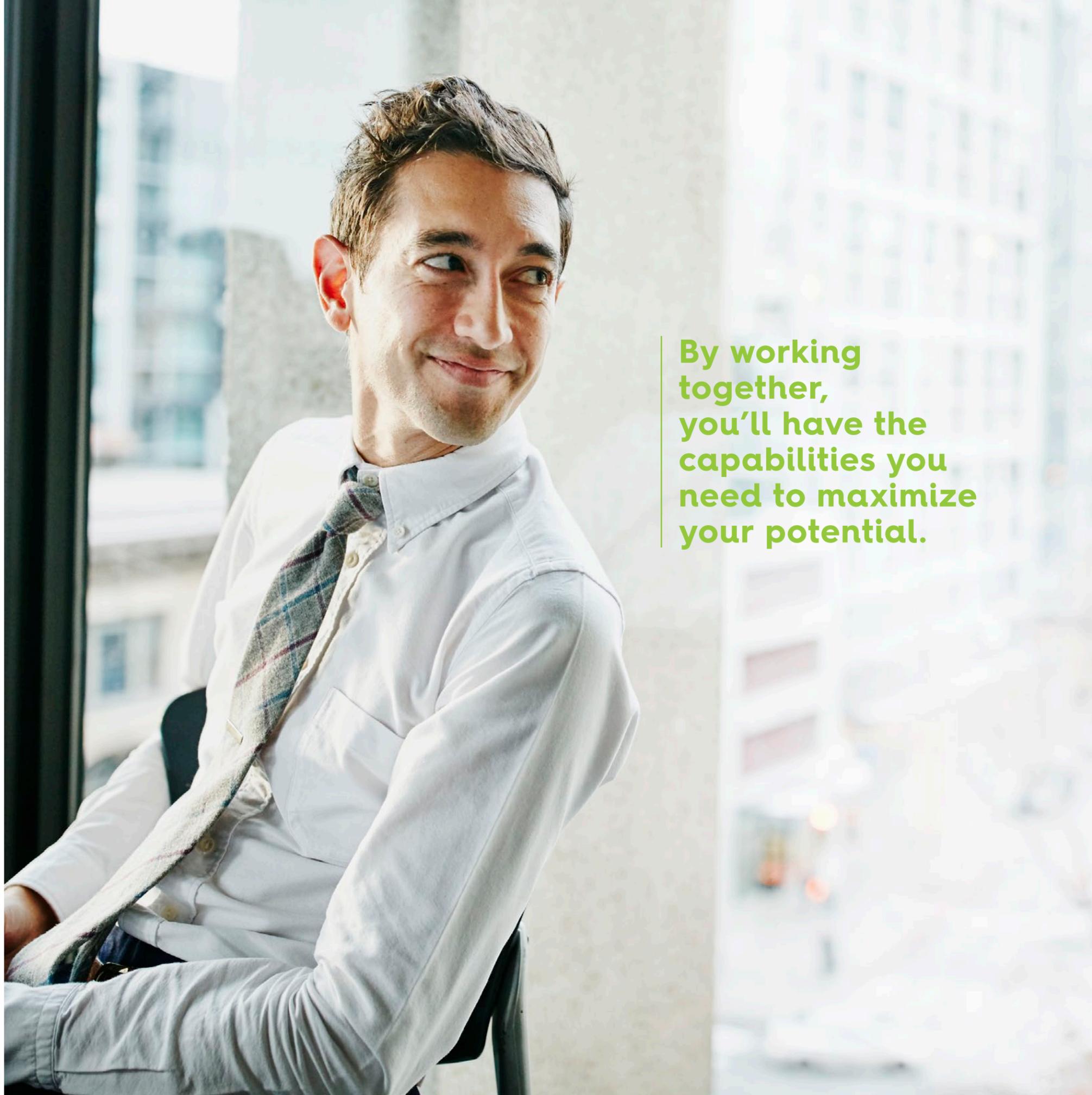
By working together, you'll have the capabilities you need to maximize your potential. Our approach is collaborative and methodical. We'll provide you with robust tools, strategies and learned insights that will help accelerate your practice's growth.

Need practice management support? No problem. Need advice on a new product? We have your back.

As a financial advisor in the Securian Financial Network, you become part of our family.

We welcome you to be the next advisor to join our family circle.

By working together, you'll have the capabilities you need to maximize your potential.



¹Top independent broker-dealers ranked by revenue, Investment News, April 21, 2018, [investmentnews.com/article/20180421/FREE/180429998/top-independent-broker-dealers-ranked-by-revenue](https://www.investmentnews.com/article/20180421/FREE/180429998/top-independent-broker-dealers-ranked-by-revenue) The ranking is based primarily on revenue. Working with this firm is not a guarantee of future financial results. You should conduct your own evaluation.

Take advantage of the best of both worlds

We combine the best of the affiliated and independent channel models to offer you yet a third, distinctly different approach, where you and your clients are our intrinsic focus.

As a member of our advisor network, you can leverage our decades of experience. You have access to a full range of products, services and solutions to help you grow your financial practice and continue to meet your clients' unique needs. And by affiliating with a local firm, you have the resources you need at a local and national level.

In other words, get the support you need – only when you want it.



Advisor network stats

1,000+
advisors

Financial advisors within the Securian Financial Network²

Over 95%

Retention of productive advisors³

\$35.5 billion

In assets under administration⁴

²Securian Wealth Management Group, Business Intelligence Team, as of December 31, 2017.

³Productive advisor defined as over 100,000 of GDC. Number based on net GCG firm mutual separation.

⁴Securian Wealth Management Group, Business Intelligence Team, as of December 31, 2017. Number based on net GCG firm mutual separation.

Your success is at the heart of what we do

When you join the Securian Financial Network, you keep your independence – and get so much more:

1

Local firm ownership allows you to leverage a unique brand.

2

Dedicated specialists you can consult any time on a diverse range of topics from practice management to financial planning to product insights.

3

Access to local events where you can learn from industry experts and Securian Financial associates.

4

Resources and expertise of a national network help ensure your business runs smoothly.

5

A broad product portfolio – which includes an extensive array of products and solutions from other companies – means more flexibility for you and suitable solutions for your clients.

Where you can invest your future

No matter where you are in your practice, Securian Financial is a great place to invest in your future. Because you're passionate about helping your clients succeed, you're here for the long haul – and so are we.

We recognize that it takes time and resilience to build your business. Moreover, moving everything you've worked hard to create to a new company isn't an easy decision.

With us, you can feel confident in your decision. You'll have access to the industry's best technology, training and tools, along with a deep well of expertise in financial products, research and trends. And we'll treat you and your clients like family.

Open architecture gives you choice

More than a thousand financial advisors have joined the Securian Financial Network because we're committed to seeing you succeed. And that commitment comes with knowing that you need to be empowered to choose.

We have an "open architecture," which means you're not required to sell certain products or services. We have relationships with companies across the industry to empower you to make choices for your clients and their unique situations.

After all, you know your clients and their needs better than anyone. We trust that you'll help your clients make the right decisions.

And when you need help, we're on your team.



Securian Financial at a glance⁵

Providing financial security

Since 1880

Assets under management

More than \$78 billion

Associates

**More than 5,300
associates and
representatives**

located at our St. Paul headquarters
and in sales offices nationwide

Headquarters

St. Paul, Minnesota

Insurance in force

Nearly \$1.2 trillion

Customers

**Nearly 19 million
customers throughout
North America**

Benefits paid

**\$5.3 billion statutory
benefits paid in 2017**

Forbes Fortune 500

Ranked 462⁶

**At Securian Financial,
we're here for family.
And we're here because of it.**

We're guided by our purpose: helping customers build secure tomorrows. Since 1880, we've been building a uniquely diversified company that has outlasted economic ups and downs while staying true to our customers. We're committed to the markets we serve, providing insurance, investment and retirement solutions that give families the confidence to focus on what's truly valuable: banking memories with those who matter most.



Learn more

about how you can create a successful future with us.
Call **1-800-328-9921** or visit **securian.com/advisorcareers**

⁵ Statistics as of December 31, 2017.

⁶ Fortune 500 ranking as of May 2018 based on 2017 total revenue.

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The Securian Financial Network, the marketing name for the sales and distribution arm of Securian Financial Group, Inc., its subsidiaries and affiliates, is a nationwide network of financial services firms. Products and services are offered and sold only by appropriately licensed entities and financial representatives.

Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues. Securities offered through Securian Financial Services, Inc., Member FINRA/SIPC.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its affiliates including Securian Financial Services.



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INVESTMENTS
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