

# Stewardship: Our Values, Our Actions

## Corporate Responsibility Highlights

RBC Wealth Management is a division of RBC Capital Markets, LLC, a wholly owned subsidiary of Royal Bank of Canada (RBC). As a member of the RBC family of companies, our firm shares the same core values and culture of integrity that have earned our parent company, RBC, its worldwide reputation for fiscal reliability and financial strength.<sup>1</sup>

As a result of our long history of embracing stewardship values, we have developed a reputation for putting clients first and for redefining the way you may expect a full-service investment firm to behave. Indeed, our number one priority is responsibly managing the financial assets you entrust to us — helping you more effectively manage your wealth and achieve your financial goals. And as our client, you can expect to be treated with the honesty and respect you deserve by a firm you can depend on.

Our stewardship commitment extends beyond helping you manage your wealth to something we like to call the Second Golden Rule: leaving the world a better place than you found it. This deep sense of duty to our clients, communities, employees and the environment is part of a larger corporate value system that drives every decision we make and guides every action we take.

**Stewardship** (noun): the careful and responsible management of that which has been entrusted to one's care.

### CLIENTS

Clients can expect to be treated with the honesty and respect they deserve by professionals in a firm they can depend on. We pledge to:

- Hold ourselves accountable to transparency.
- Advocate strongly for a national fiduciary standard of care.
- Offer strength and stability of parent company — RBC — a global leader in diversified financial services.

### Facts<sup>2</sup>

- RBC U.S. Wealth Management CEO and Head John Taft is chair of the Securities Industry and Financial Markets Association. As a leader of this industry group, he has marshaled support for adopting a national fiduciary standard. This includes addressing Congressional panels about the importance of passing legislation to this effect for the benefit of private clients who receive personalized investment advice.
- RBC is among the 15 largest banks in the world by market capitalization: C \$83 billion.
- RBC maintains solid capital ratios: 13.2% tier 1 capital ratio; 9.9% tier 1 common ratio; 16.3 x assets to capital multiple.
- RBC maintains solid credit ratings: Moody's, Aa1; S&P, AA-; Fitch and DBRS, AA.
- RBC has paid quarterly dividends since 1870. Quarterly dividend C \$0.50; dividend yield 3.7%.



RBC Wealth Management®

## *Stewardship: Our Values, Our Actions, continued*

### **COMMUNITIES**

Communities can expect a partner who invests in improving the quality of life in the locales where we do business. We pledge to:

- Provide sponsorship support to events that enrich people culturally.
- Provide financial support to non-profits serving youth education, human services and the arts.
- Promote employee giving and volunteer work to support local charities.

### **Facts**

- In 2010, the RBC Foundation-USA provided grants exceeding \$2 million to qualifying nonprofit organizations nationwide.
- Total grants made in 2010 include \$340,000 in donations to match employee gifts.
- In 2010, 95 employees volunteered more than 40 hours during the fiscal year for worthy causes in their local communities, qualifying the nonprofit organizations served for \$97,500 in funding from RBC's Employee Volunteer Grant program.
- We sponsored 60 cultural and youth-oriented events, as well as the RBC Canadian Open, the U.S. Women's Open and activities related to them.

### **EMPLOYEES**

Employees can expect a welcoming and inclusive work environment where they can contribute and grow. We pledge to:

- Attract and retain the most talented advisors and professional support staff available.

- Promote a diverse workforce that reflects the communities in which we do business.
- Create an inclusive culture that allows people from all backgrounds to make a difference, both in our business and in their own careers.

### **Facts**

- RBC was selected as a 2010 Catalyst Award winner — one of the most prestigious and high-profile acknowledgements in diversity. This is a direct result of our efforts to embed diversity in our culture and in how we do business.
- In 2010, John Taft of RBC Wealth Management was named Outstanding Corporate Diversity Leader by the National Gay Lesbian Chamber of Commerce.
- RBC U.S. Wealth Management was named one of the 100 best places to work by the Human Rights Campaign Corporate Equality Index (2009).
- RBC U.S. Wealth Management earned a 100% rating on the Human Rights Campaign Corporate Equality Index (2009-2010).
- RBC U.S. Wealth Management has three firm-sponsored and employee-led employee resource groups who help support our corporate diversity and inclusion strategy.
- Nearly 10% of RBC U.S. Wealth Management employees are members of one of these diversity-oriented employee resource groups.
- RBC U.S. Wealth Management has a 21-person Diversity Leadership Council, comprised of senior leaders from across the firm, that helps drive the diversity and inclusion strategy.

## Stewardship: Our Values, Our Actions, continued

### ENVIRONMENT

Current and future generations can expect an environmentally sustainable business. We pledge to:

- Initiate environmental objectives to promote environmentally responsible business practices and reduce our environmental footprint.
- Encourage employee involvement in environmental policy, provide environmental education and tools to employees and promote environmentally responsible behavior.
- Support the RBC Environmental Blueprint and adapt policies and programs to coordinate with RBC's environmental efforts.

### Facts<sup>3</sup>

- The RBC Blue Water Project is providing C \$50 million worldwide over a ten-year period to help promote watershed protection and provide clean drinking water.
- RBC Wealth Management expanded its paper and printing initiative in 2009, reducing the size of its carbon footprint by using printing technology featuring low or no volatile organic compounds and using Forestry Stewardship Council-certified paper on 75% of our marketing and educational materials.
- RBC was named to the Global 100 most Sustainable Corporations of the World list.

- RBC was named to 2010 Dow Jones sustainability Indexes.
- RBC was named one of Canada's greenest employers.

### CREATE YOUR PATH FORWARD

Are you seeking a Financial Advisor with integrity — one who is supported by a firm with a culture demonstrating unparalleled stewardship qualities? We are committed to restoring the investing public's trust and confidence in the securities industry and in the institutions that represent the financial system.

Look closely at our values and actions. Once you do, we believe you will feel confident choosing RBC Wealth Management. Because when we act as your primary advisor, we never forget one simple truth: it is our privilege to help you build, preserve, enjoy and share your wealth.

<sup>1</sup> RBC Capital Markets, LLC is a wholly owned subsidiary of, and separate legal entity from, Royal Bank of Canada. Royal Bank of Canada does not guarantee any debts or obligations of RBC Capital Markets, LLC.

*We believe RBC's stock price, assets under administration, and market capitalization reflect the company's fiscal stewardship. However, these business metrics affect neither the performance nor the implied protection of investments held in accounts at RBC Wealth Management.*

<sup>2</sup> Visit RBC at a Glance at [rbc.com/investorrelations](http://rbc.com/investorrelations).

<sup>3</sup> Sources listed at [rbc.com/aboutus/awards](http://rbc.com/aboutus/awards).

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