

ABOUT Value for Clients

Programs, policies and practices

This is part of a series of documents that provide additional information on the programs, policies and practices related to the citizenship priorities of Royal Bank of Canada (RBC®). The series supplements our annual corporate citizenship reporting, which provides an overview of our priorities, key performance indicators and annual highlights of corporate citizenship issues relevant to financial services companies in general, and to RBC in particular. It complements the information on the results of our operations and financial condition provided in our Annual Report and governance and executive compensation information disclosed in the Management Proxy Circular (available at [rbc.com](https://www.rbc.com)).

Our vision is to be among the world's most trusted and successful financial institutions. We are committed to providing exceptional client service, and we seek to build lasting relationships, deliver excellent value and provide differentiated client experiences. We commit to listening with empathy, understanding client needs and offering the right advice and solutions based on those needs. As a financial services company, our first and most important responsibility is doing our jobs as bankers well, serving our clients with integrity every day and safeguarding the trust they put in us. This is fundamental to how we operate. We take responsibility for our products and services, from the ways in which we develop and sell them to the impact they have on the communities where we operate. RBC serves more than 16 million clients in Canada and around the world. We strive to earn our clients' trust by serving them responsibly, providing them with access to the financial products, services and advice they need to make the best decisions possible and meet their goals.



Our Priorities

- Client satisfaction and loyalty
- Digital enablement
- Privacy
- Cyber security
- Sustainable financial services and products
- ESG integration and socially responsible investments
- Financial inclusion and literacy

Client satisfaction and loyalty

We are a business whose sustainable success is based on trust, measured by how effectively we earn our clients' satisfaction and loyalty. We monitor how well we satisfy our clients through client research to understand customer needs and also evaluate all drivers of client satisfaction. We also measure our competitiveness by comparing our customer experience to that of our key competitors, using the type of product relationships we have with clients as an indicator of loyalty.

Satisfaction measurement

We have a well-established customer experience measurement program, administered by our Customer Experience Design and Insights department, a team of in-house research professionals. We set and monitor quantitative targets to improve client satisfaction and loyalty, and measure all components of the client experience on a regular basis. Given the proprietary nature of our customer experience measurement program, we only disclose select metrics in our [Corporate Citizenship Report](#), [Annual Report](#) and [Management Proxy Circular](#).

In Canada, client-service training incorporates our client-experience target and is tied to employees' performance management. We rely on a range of information sources to track client satisfaction and loyalty, including:

- Our own research and surveys, including direct feedback from clients following visits to branches, visits to our online banking sites or calls to our 24/7 call centres
- Research conducted by external benchmarking organizations, including anonymous client surveys
- External performance rankings

Survey results are often linked to specific branch employees, which increases accountability and facilitates employee coaching. In this way, real-time client comments are directly addressed and serve to improve customer service. Similar practices are in place across other channels, including online and telephone banking.

In addition, this research informs the development of business strategies and subsequent tactics, including the provision of financial advice and product development, by providing powerful insight into which products and features resonate with clients, and where we need to improve.

Treating clients fairly

Treating our clients fairly is an important part of how we do business. RBC abides by consumer protection and market conduct rules and regulations designed to protect financial services clients including adhering to a number of voluntary external codes to protect consumers. For more information on our commitments and details about the relevant industry codes, please visit rbc.com/voluntary-codes-public-commitments.html.

Client complaint process

We enable employees to resolve client concerns at first point of contact, as we believe this approach leads to improved customer satisfaction and loyalty. If we are unable to resolve a client's concerns through our normal channels, the client may appeal to the RBC Office of the Ombudsman. The Ombudsman investigates both sides of the issue in an effort to help the client and RBC resolve their problems fairly, professionally and efficiently, while respecting the dignity and privacy of all parties.

Certain disputes that remain unresolved after being reviewed by the Ombudsman may be directed by the complainant to external ombudservices and regulatory bodies. The process for leading clients through the complaint process, including escalation to the Ombudsman if necessary, is outlined in the "Make a Complaint" section of rbc.com/customer-care/. Every year, the Office of the Ombudsman produces an annual report, available at rbc.com/ombudsman, which provides information on the Ombudsman activity during the fiscal year.

Integrity in marketing and sales communications

RBC is committed to providing clients with investment, banking and insurance information they can easily understand and use. Our brochures and websites describe our products and services simply, using examples for increased clarity. We review contract, policy and statement language regularly so that our clients can more easily evaluate our products' suitability for their needs.

Canada

- Advertising is highly regulated at both the federal and provincial levels under legislation, such as the Competition Act, which prohibits false and misleading advertising, and provincial consumer protection laws, which govern conduct concerning claims that may be false or misleading.
- In producing our marketing material, we also follow the guidelines and standards of practice of various self-regulatory bodies, such as Advertising Standards Canada and the Canadian Marketing Association.
- We subscribe to a number of voluntary codes of conduct relating to the responsible sale of financial products and services. For example, we follow voluntary Canadian banking industry guidelines for plain language mortgage documents and apply many of those guidelines to other documents such as account applications.

United Kingdom

- We comply with Financial Services Authority laws governing marketing communications, advertising, promotion and sponsorship.

Caribbean

- We have multiple regulators across the Caribbean, and we comply with all their disclosure and marketing requirements.

United States

- Advertising and communications with the public are highly regulated by numerous entities.
- In producing our marketing material, we follow the guidelines and standards of practice of various regulatory bodies, such as the Financial Industry Regulatory Authority, Inc. (FINRA), U.S. Securities and Exchange Commission (SEC) and Employee Retirement Income Security Act (ERISA).

Protecting our brand

As a financial services company, our brand is a very important driver of our success. We maintain brand health through our Vision, adherence to our Values, the quality and engagement of our people, the level of our clients' experience and satisfaction, and the likelihood they will recommend us to others. To this end, we monitor and measure brand awareness and health through quantitative benchmarks, performance rankings, as well as accolades and awards given to us by various benchmarking organizations.

Brand-specific metrics such as brand/sub-brand awareness, likelihood to recommend and ad campaign impact are collected across the organization and reported back to our Chief Brand Officer and brand management experts, who consolidate the inputs and measure the overall health of our master brand. RBC operates under a decentralized "hub and spoke" marketing model, maintaining a team of dedicated brand management and communications professionals, who manage and safeguard our brand reputation and health.

Digital enablement

Digital banking (online and mobile) and innovation are a strategic priority for RBC. We're building a Digitally Enabled Relationship Bank™ and changing how we work. Changing demographics and rapid advancements in digitization are expected to drive change in client preferences, needs and service models, requiring a greater focus on delivering a digitally integrated, multi-channel experience for our clients and client-facing professionals. These are the four objectives of our digital strategy:



We're working towards these objectives by collaborating with a diverse set of partners to explore new technology, and investing in the digital ecosystem to help drive the future prosperity and economic success of Canada. We are working on:

- Providing an exceptional and secure experience that's available when, how and where it's most convenient for clients
- Using digital channels to better understand our clients so we can deliver solutions tailored to their preferences
- Not just digitizing our existing products, but rethinking how we deliver services and advice
- Investing in innovation that will help drive Canada's future prosperity and economic success
- Working with leading universities to partner with the best, brightest and boldest minds
- Supporting the advancement of machine learning and artificial intelligence in Canada

Privacy

RBC's commitment to retaining the trust of our clients is integral to everything we do. Our commitment is reflected in our dedication to protecting our clients' privacy and safeguarding the personal, business and financial information entrusted to us. This will always be a top priority at RBC. As data privacy and cyber security are of critical importance to creating long-term value for RBC's business, we continually monitor our systems for malicious threats and respond accordingly in an effort to ensure we maintain high privacy and security standards. We continue to advance our cyber defense capabilities to support our business model, protect our systems and enhance the experience of our clients on a global basis by employing industry best practices and collaborating with experts to provide our clients with confidence in their financial transactions.

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The RBC Privacy Risk Management program is global in nature; its oversight is managed by specialists in each country where we operate. The Chief Privacy Officer provides the direction and oversight of our Privacy Risk Management globally, including our Privacy Policy. This Policy contains principles that describe how we collect and use client information, how it may be shared and with whom, and our security practices. We follow comprehensive privacy policies and security practices in compliance with laws, and our rigorous security safeguards and internal controls ensure the privacy and security of information entrusted to us.

Our Privacy Risk Management program is based on the Organisation for Economic Co-operation and Development (OECD) privacy principles, which include cyber security as part of the Security Safeguards principle.

For more information, please visit [rbc.com/privacysecurity/](https://www.rbc.com/privacysecurity/).

Cyber security

As cyber security is of critical importance to creating long-term value for RBC's business, we continually monitor our systems for malicious threats and respond accordingly in an effort to ensure we maintain high privacy and security standards. We continue to advance our cyber defense capabilities to support our business model, protect our systems and enhance the experience of our clients on a global basis by employing industry best practices and collaborating with experts to provide our clients with confidence in their financial transactions.

The RBC security strategy supports our strategic direction and is designed to safeguard our clients' data. We have successfully implemented protective security controls, increased technical threat detection capabilities and deepened our relationships with financial institutions and global cyber organizations for increased intelligence sharing and incident response. Leading in Cyber Security

and Risk is one of the six pillars of our technology strategy. Our cyber security strategy is based on the NIST (National Institute of Standards and Technology) Cyber Security Framework, which has become the industry standard for managing cyber security risk.

The Chief Information Officer provides an annual update on cyber security, including material incidents, to the Board of Directors and the Risk Committee of the Board bi-annually. In addition, Group Risk Management and Enterprise IT executives provide quarterly reports on cyber security risks to the Board.

As the use of online and mobile banking grows, so does the risk of fraud and scams. Banks must protect their clients' information from unauthorized access or use. At RBC, we have stringent privacy practices and use a range of technologies and security mechanisms to ensure the safety, confidentiality and integrity of client information and transactions. We employ advanced technology and security procedures to help protect against unauthorized transactions, as defined in our [Electronic Access Agreement](#).

RBC has stringent security policies and practices, supported by around-the-clock resources to prevent, detect and investigate potential fraud. We have developed and maintain sophisticated systems and processes for ensuring the security of online transactions. For example:

- We have designed our fraud detection systems to detect unusual or suspicious behaviour.
- We require valid documentation as "Know Your Client" identification for accounts opened online.
- We provide a guarantee against unauthorized online or mobile transactions (rbcroyalbank.com/online/online-banking-security-guarantee.html).

In addition, we have automated some of our fraud prevention calls in an effort to reach clients faster regarding their information security and to reduce the potential for any negative impact on them.

For more information on data privacy and cyber security, please see our [Annual Report](#).

Sustainable financial products and services

Green products, services and advice

RBC offers green products, services and advice that contribute to environmental sustainability or that empower clients to reduce their environmental footprint or transition to more sustainable business models.

We offer environmental products and services, such as electronic statements, homeowner mortgage and loan products that support improvements in energy efficiency, solar panel financing for homeowners and businesses, socially responsible investments and advisory, carbon trading and clean energy financing services, and business advice on environmental sustainability. Please see our [Green Products and Services page](#) for more information.

For business clients, the [RBC Greening Your Business Advice Centre](#) offers videos, articles and webinars to assist in discovering the business opportunities in environmental sustainability.

Many regions across North America are experiencing more violent and frequent storms, one of the many emerging realities of climate change. To help protect homeowners, RBC Insurance has developed advice on ways to prevent water, wind and hail damage. Please see the [Insurance Home & Property Insurance Advice Centre](#).

Green bonds

Green bonds have emerged as a popular instrument for supra-nationals, development banks, governments and large corporations to unlock private capital for a variety of growing environmental initiatives. RBC Capital Markets® ensures clients have access to this emerging fixed income product, and has acted as Lead Manager on several green bond issuances with notable global issuers including the World Bank, European Investment Bank and Province of Ontario. RBC Capital Markets signed the Green Bond Principles in April 2014.

Carbon trading

Carbon trading is a market approach to reducing greenhouse gas emissions. Since 2008, RBC Capital Markets has offered carbon trading capabilities for credits traded through a number of regulatory and voluntary markets including the European Union Emissions Trading Scheme (EU ETS), California Cap-and-Trade Program, Regional Greenhouse Gas Initiatives and Climate Action Reserve.

ESG integration and socially responsible investing

Our commitment to integrate ESG factors into our investment process spans the entire RBC organization. We have a dedicated Corporate Governance and Responsible Investment (CGRI) team in our RBC Global Asset Management® (RBC GAM) business. The role of this team is to advance ESG integration through research, thought leadership, company engagement, proxy voting, collaboration with other investors and engagement with lawmakers or regulators. Our approach to responsible investment has four strategic priorities:

- **Integrating ESG:** We believe that the proper disclosure and consideration of ESG risks and opportunities by the companies or countries in which we are invested will enhance the long-term, sustainable performance of those investments. Accordingly, we seek to integrate ESG factors into our investment process when doing so may have a material impact on our investment risk or return.
- **Governance and resourcing:** We aim to ensure that we have dedicated resources to lead our efforts in corporate governance and responsible investment.
- **Engagement:** Engaging with management or directors of the companies in which we are invested is another tool we use to maximize our investment returns and lower our risk. Portfolio managers and analysts meet with the companies in which they invest on an ongoing basis and often discuss risks and opportunities relating to ESG factors. We also engage proactively on ESG issues when we have identified them as being particularly material for a company.

- **Mission alignment:** We enable clients to align their investment portfolios with their mission and values, in addition to ESG integration. With more and more investors seeing investments as an expression of their values and beliefs, mission alignment of portfolios provides investors an additional way to further causes they support and achieve market-rate returns.

At RBC, we offer a number of options for individual investors who are interested in SRI.

Canada

- RBC Global Asset Management Inc.'s SRI mutual funds, which include the RBC Jantzi Funds and the Phillips, PH&N Community Values Funds
- For more information, please visit funds.rbcgam.com/investment-solutions/socially-responsible-investments/.
- Segregated accounts for institutional clients that are managed by the RBC Global Asset Management team on an SRI basis
- A carbon trading desk
- Bankers specialized in solar technology and renewable energy in our RBC Capital Markets group
- A team of specialized cleantech lenders in our Commercial Banking group
- A team responsible for implementing RBC's social finance and impact investing activities

United States

- Our SRI Wealth Management Group has over 30 years of responsible and sustainable investment experience. This group provides personalized SRI services to high net worth individuals and institutional clients across the United States. For more information, please visit rbcmwfa.com/sri/.
- Our RBC Capital Markets Tax Credit Equity Group invests in green affordable housing.
- Our Minneapolis-based RBC Global Asset Management (U.S.) Inc. team manages the Access Capital Community Investment Strategy (which invests in debt securities that support community development across the United States).

Financial inclusion and literacy

Helping people feel empowered with the knowledge, skills and confidence they need to make smart, everyday financial decisions and work toward reaching their goals is core to RBC. We offer a variety of resources, support, information and tools, online and in person, to cater to everyone's individual needs, considering how, when and where they need our support. We also support not-for-profit organizations that deliver financial education programming. In Canada, our financial literacy outreach is geared to youth and young adults, people with disabilities, Indigenous peoples, newcomers and seniors. We value the trust our traditionally under-served clients continue to place in us as we strive to create the society we all aspire to, for our generation and for generations to come. Our financial inclusion efforts help to stimulate and grow the economy in our communities, while also promoting social and environmental well-being and contributing to the financial well-being of traditionally under-served groups. Our financial inclusion and literacy activities span these focus areas:

- Youth and young adults
- People with disabilities
- Indigenous peoples
- Newcomers
- Seniors

As the financial world grows in complexity, and with consumer debt on the rise, people need to be more knowledgeable than ever about their finances. Yet increasingly, many are having difficulty staying on top of their financial affairs. The financial services industry, and banks in particular, have a critical role to play in helping to increase the financial literacy of consumers of all ages.

In Canada, RBC has been promoting financial literacy since at least 1924, when we developed our first budget book. This was the first of many money management tools that we have created over the years to help clients manage their finances. RBC continues to promote financial literacy — knowledge of credit, debt savings, investment and insurance — to clients, prospective clients and the public at large. Today's tools include websites, online applications, publications and seminars that help clients plan for their financial future.

Financial inclusion

RBC is committed to helping youth and young adults thrive. This includes ensuring they are able to easily and comfortably access advice, banking services and financial products specific to their life-stage needs. We continue to provide traditional products such as low-cost/no-cost accounts, rebate-eligible credit cards and low-interest credit lines. However, we realize that the challenge for most youth and young adults is not their ability to access banking services and financial products but their understanding of financial matters, including how to make and manage a budget or understand the terms of financial products. RBC is trying to address this gap in multiple ways.

Youth and young adults

RBC provides advice, banking services and financing products for youth and post-secondary students, including information on how to budget, fund a post-secondary education and track monthly expenses. For more product information, please visit rbcadvicecentre.com/student-solution.

Seniors

We are sensitive to the needs and concerns of the growing population of seniors and offer a range of specialized services and products to them. Information about our advice and resources for seniors can be found in the RBC Advice Centre, under Senior Life, and in the [RBC Insurance Advice Centre](#).

Women

The empowerment of diverse groups, including women, is a key focus area for RBC, both internally and through its product offerings. RBC is a member of WBE (Women's Business Enterprises) Canada, a non-profit organization that certifies businesses that are majority-owned, managed and controlled by women; and facilitates opportunities for them to meet buyers and get access to bids for corporate contracts as part of its supplier diversity programs.

Persons with disabilities

We are committed to providing clients with disabilities the same opportunity to access our products and services. We seek for them to benefit from the same services, in the same place as other customers – and in an equitable way. We also aim to provide a professional environment that promotes barrier-free access for all clients, and that respects or exceeds applicable legislation. Our customer service accessibility guidelines, policies, practices and procedures are based on these principles:

Dignity	Independence	Integration	Equal Opportunity
Service is provided in a way that allows the person with a disability to maintain self-respect and the respect of other people.	Service is provided in a way that allows the person with a disability to do things on their own without unnecessary help or interference from others.	Service is provided in a way that allows the person with a disability to benefit from the same products and services, in the same place, and in the same or similar way as other clients, unless an alternate measure is necessary to enable the person with a disability to access products and services.	The person with a disability is given the opportunity to access RBC products and services in a manner that is equal to that given to other clients.

Branches

- Every new RBC branch we open is wheelchair accessible.
- We are committed to applying barrier-free design standards wherever we operate.
- Our physical locations are audited periodically by internal groups and external regulatory agencies to identify and remove barriers.
- As we make ongoing accessibility improvements, we involve our employees, clients, industry specialists and other stakeholders in the process.

ATMs

- All ATMs across Caribbean Banking will use Braille.
- All new ATMs have larger screens to improve readability, and newly purchased walk-up and wheelchair accessible ATMs use our pioneering Audio Voice Guidance capability.
- Branch ATMs are compliant with the Canadian Standards Association's Accessibility Standards (B651) for height, reach and knee space.

Online banking

- Public and secure banking websites are accessible and in compliance with the World Wide Web Consortium Web Content Accessibility Guidelines and are compatible with the browsers, keyboard navigation and adaptive devices most commonly used by persons with disabilities.

Telephone banking

- We provide a special phone number that can be accessed using a teletypewriter device, giving hearing-impaired clients in Canada and the U.S. 24/7 access to banking services.
- Confidential, bonded third-party operators provide communications support to enable clients to talk to RBC staff by phone about more complex banking needs.

For information on how we are moving towards achieving this goal, including improving access to branches, ATMs, online banking and telephone banking, please visit rbc.com/accessibility. In addition, our [Public Accountability Statement](#) provides information specific to Canada.

Newcomers to Canada

We have long recognized and valued the contributions that newcomers make to the social and economic development of Canada. As the financial marketplace evolves, so does our strategy. We will continue to refine our approach to engaging newcomers. We focus on improving the client experience and our value proposition to better support the settlement, adaptation and integration of newcomers moving to Canada. We want to better engage with this client segment by leveraging our digital platforms and partnering with community organizations to provide a more holistic service to help them settle in Canada.

In addition, we tailor our products, services and processes to ensure we address the needs of and potential barriers faced by newcomers. These include:

- Integrated banking solutions and credit programs that help newcomers get their first credit card, auto loan and home equity financing with no credit history required (some conditions apply)
- Newcomer fee waiver offers on select bank accounts for six months
- Preferred rates on foreign exchange transactions for a client's first year in Canada
- Small safe deposit box with fees waived for one year
- The ability to move money to more than 120 different countries by using the RBC International Money Transfer function within RBC Online Banking
- Capability to provide service in over 200 languages through our branch network and Advice Centres, as our branches are staffed to reflect the communities in which we work and the languages that our clients speak. See <http://www.rbc.com/newcomers>.

RBC has made enhancements to a number of newcomer programs recently including:

- Expansion of the qualification parameters of the “Newcomer no credit history program” credit card program and introduction of a gram for international students
- Enhancements and simplification of the Newcomer Mortgage program

- Introduction of an unsecured credit card for international students who are studying at a designated Canadian educational institution
- Introduction of financial literacy materials and a “first credit” program for refugees
- Development of a web page welcoming Syrian refugees to Canada: rbc.com/newcomers/. Please also see our Diversity Blueprint Report Card 2012-2015.

In addition, we support organizations and sponsor programs that promote the interests of newcomers, including education and career placement programs. We offer in-language resources aimed at education and enablement specific to newcomers, including advice events on specific financial topics. RBC also sponsors the RBC Top 25 Canadian Immigrant Awards, an event that showcases the contributions immigrants have made to Canadian culture and the economy. See canadianimmigrant.ca/canadas-top-25-immigrants. For more information, please see rbc.com/newcomers/.

Indigenous communities

We realize that access to banking services and capital are critical factors in helping create wealth and economic sustainability in Indigenous¹ communities in Canada. We have eight branches on reserves, three agency banking outlets, three commercial banking centres and six RBC branch locations north of the 60th parallel. Our extensive efforts are outlined in our Aboriginal Partnership Report.

By sharing financial expertise and resources, we're working with Indigenous peoples¹ to build sustainable communities and to enable them to achieve their goals of economic self-sufficiency, prosperity and sustainable growth. We are doing this by focusing on three strategic areas:

- **Knowledge sharing:** We partner with Indigenous communities on teacher training, mentoring and developing educational materials pertaining to financial literacy for community members

¹ Indigenous peoples is a collective name for the original peoples of North America and their descendants. In Canada, the term Aboriginal peoples is also used, for individuals identifying themselves as First Nations, Inuit or Métis.

- **Access to financial services:** RBC continued its long-standing commitment to providing access to financial services for Indigenous governments, businesses, not-forprofits and community members. These services include infrastructure financing, economic development initiatives, in-community branches, remote banking services, housing loan programs, trust and investment services for land claim settlements.
- **Employer of Choice:** RBC is an active employer of Indigenous youth and students through a number of programs including the Indigenous Summer Internship and Pursue Your Potential programs. We support our existing Indigenous employees through an employee resource group (an employee-run fellowship group) for First Nations, Inuit and Métis employees in Canada.

For more information about our products and services for the Indigenous community, please see rbccroyalbank.com/aboriginal/init.html.

Small businesses and micro-credit

We play an important role in helping create an environment where new businesses and business owners can succeed. Every day, we serve small business clients through the provision of credit, deposit and cash management services, advice, and specialized products and services. They, in turn, create jobs, buy goods and services, pay taxes and contribute to a prosperous Canada. For example, we contribute to the Immigrant Access Fund to support the charity's national mandate to relieve poverty by providing micro-loans to skilled immigrants in order to assist them in obtaining Canadian accreditation, upgrading or training that will allow them to return to employment in their pre-immigration profession or trade. Our [Public Accountability Statement](#) provides further information.

Access to credit

We are committed to helping businesses prosper, whether they are starting, maintaining or expanding their operations. One of the ways we do this is by providing debt financing or credit. Our annual [Public Accountability Statement](#) provides a detailed breakdown of the number of business clients we lend to across Canada and the amount of credit we made available to them.

Advice and products

While access to credit is important, it is only one of the needs of small business clients. We're also committed to providing the best possible products and advice to help our clients better manage their businesses, including:

- Free advice webinars to Canadian small business owners
- Special banking packages for Canadian franchisees
- Improved electronic access to RBC business client card accounts
- Facilitation of client requests at the first point of contact via the client's preferred channel, including electronic channels
- Financial planning services

Agricultural businesses

We opened our first agencies in agricultural communities in the 1870s. We serve more farmers and farm families than any other chartered bank or credit union in the country, and we consider this to be an important way in which we have an impact on the economy.

In order to help our clients access funds and manage their farms, we participate in federal and provincial programs such as the Canadian Agricultural Loans Act, a federal financial loan guarantee program, and AgriInvest, which helps farmers manage small declines in income.

Since farms and agribusinesses are different from other businesses, we tailor our approach in the following ways:

- Dedicated account managers who know agriculture and understand the farm business
- Farm financing such as mortgages, term and operating loans, and deposit and savings accounts, as well as other specialized services

Ongoing advice, education and resources to keep farmers and those in the agribusiness informed about the agricultural economy and the management of their businesses

- Support for community-based programs such as 4-H

Infrastructure development projects

RBC helps foster economic growth by providing credit and financial advice to clients for projects that have a social purpose. This is an important part of our business as a financial services company, and has a significant impact on the economy.

U.S. municipal markets

U.S. tax law includes provisions to stimulate investment in social infrastructure through tax advantaged debt and use of federal tax credits to create, among other things, low and moderate income housing developments (including those dedicated to U.S. military veterans), to build vital infrastructure and to encourage environmentally sound development. RBC has assisted clients including state and local governments as well as not-for-profit corporations in achieving all these goals with well-structured, cost-effective financing.

Public/private partnerships (PPPs)

Financial services companies help build towns and cities when they provide financing or advice for major infrastructure projects, such as hospitals, schools, roads, bridges, power plants and transit systems. That's where partnerships with government, business and civil society organizations can be important. We provide advice and financial services to PPPs through our offices in Toronto, London (U.K.), Sydney, New York City, Paris and Madrid, and count these as important ways in which we have an impact on the economy. To preserve client confidentiality, we do not disclose specific details about our full PPP portfolio.

Not-for-profit organizations

Charitable and not-for-profit organizations (NPOs) constitute a significant economic force and are critical contributors to the gross domestic product (GDP) in most developed nations. They not only do important work, but also represent an economically important sector in their own right. As a financial services company, we consider our support of this sector to be a significant component of our indirect economic impact.

We provide customized services, account packages and expertise, such as:

- Account managers dedicated exclusively to the NPO sector. In addition to bringing specialized knowledge, advice, products and networking opportunities to their NPO clients, they are passionate about their clients' causes. Many of our NPO account managers volunteer in their communities.
- Education and networking sessions that provide materials about fraud mitigation and governance, and sponsorship of organizations to help build capacity in the sector

For clients, consumers and employees, we deliver a number of financial literacy programs, including the ones listed in the table below:

RBC proprietary initiatives	
In-branch advice seminars	We deliver presentations in branches across Canada on topics such as fraud, borrowing, investments and key life events.
Learning Money with Leo	We've designed free, practical and fun tools to help parents teach their children (aged three to six) about the concept and value of money. An iPad app and online printable resources are available.
RBC Student Life	We offer online advice to students to help them manage their finances.
RBC banking tutorials for new Canadians	Our online lessons contain helpful information on financial topics, from saving for a child's education to purchasing a car, available in multiple languages.
Debt reduction planner and debt consolidation calculator	We offer free online tools to help Canadians improve cash flow and reduce debt.
Financial advice campaigns	Our advice campaigns feature advice on topics such as debt reduction, using credit wisely, cyber security, whether to buy or lease a car, and tax-free saving. We offer this advice through advertisements, emails, and social media postings.
myFinanceTracker®	We've created a customizable online tool that automatically categorizes transactions, tracks expenses and provides advanced budgeting capabilities, empowering personal banking and credit card clients to make sound financial decisions.
Community-based advice seminars	We offer financial literacy seminars for specific community groups on their premises.
Personalized advice	Our highly trained front-line staff deliver personal and financial advice to clients. We have more than 400 branches across the country that, combined, offer advice and assistance in more than 200 languages.
The RBC insurance Advice Centre	RBC Insurance offers information and online advice to individuals, families and business owners to help them assess their need for personal insurance, retirement solutions, credit protection and business insurance.
Employee financial literacy	A program exclusively for employees with easy-to-understand information about the many resources available. It provides advice and helps employees take action on their financial future and goals.

In addition to our own extensive financial literacy initiatives, we support other initiatives that promote financial literacy around the world.

Initiatives supported by RBC

Canada

YourMoney seminars	RBC employees deliver financial literacy seminars developed by the Canadian Bankers Association in partnership with the Financial Consumer Agency of Canada in classrooms across Canada, helping high school students understand topics such as how to handle credit or start a business.
It All Adds Up (We Act)	RBC developed this program with WE to help students learn key vocabulary for understanding money matters, develop their ability to set and achieve personal financial goals, plan cost-effective fundraisers and more. Students at the elementary level learn to track and analyze their needs and wants, while students at the secondary level create a personal budget to help them begin preparing for life after high school.
Junior Achievement's Economics of Staying in School	RBC contributed more than \$200,000 to this program, which provides seminars and educational materials on career planning and financial awareness.
Canadian Foundation for Economic Education (CFEE) workshops	RBC committed \$100,000 for a workshop series to help recent and established Canadian immigrants improve their economic and financial literacy.
Omega Foundation (SmartSAVER)	RBC supports the SmartSAVER web portal created by the Omega Foundation. This portal helps low income families take advantage of Registered Education Savings Plans and the Canada Learning Bond by providing RESP information to families. It also guides parents in completing the CLB application form, which is forwarded to RBC, where the parent can then open the RESP.
Elsbeth Heyworth Centre for Women	We donated \$20,000 to help empower immigrant women who are survivors of domestic violence by providing them with skills to manage their day-to-day financial affairs.
Wellspring Cancer Support Network	RBC supported the expansion of a financial literacy program for cancer patients through Wellspring, providing tools they need to identify and apply for government programs, understand long-term disability benefits, deal with legal and tax issues and use their financial resources effectively when dealing with a cancer diagnosis.
YWCA – skill development	RBC supports the “My Life – My Say” skills-based employment education and financial literacy program, which helps low income, unemployed and underemployed young women assess their personal strengths and chart a realistic course towards meaningful employment and future economic security.
Momentum Community Economic Development Society	RBC supports the Money Matters Program (MM\$), which works with people who are living with mental health and/or addiction challenges to increase their personal financial management skills and move towards more sustainable living.

Initiatives supported by RBC

Caribbean

Junior Achievement RBC donated \$18,800 for programs that show young people how to generate and manage wealth, create jobs and apply entrepreneurial thinking in the workplace.

Bahamas Institute of Financial Services G12 Programme We donated \$2,000 to help promote financial literacy among grade 12 students.

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