Royal Bank of Canada

About Value for Society

Programs, policies and practices
Creating a positive social impact is integral to how we do business and core to our culture. While RBC is optimistic about the future, we are also in the privileged position of being able to help those we serve – and our society at large – better prepare for it. We are bringing the full breadth of our resources and capabilities to address societal challenges. Helping our communities prosper will have additional benefits, positively impacting our clients and our business over time. As a purpose-driven company, we have a responsibility to help create positive social and economic impact in our communities. One of the ways we help communities prosper is by providing support to strategic, economic, social and environmental causes through community organizations around the world. We are proud of the contributions we make in the communities where we work and live – our long-term success depends on it.

About Value for Society

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 environmental, social and governance (ESG) reporting, which provides an overview of our priorities, key performance indicators and annual highlights of ESG issues relevant to financial services companies in general, and to RBC in particular. It complements the information on our operations and financial results provided in our Annual Report and governance and executive compensation information disclosed in our Management Proxy Circular (both available at rbc.com). All amounts in this document are in Canadian dollars unless otherwise noted.

Our priorities

- Economic value generated and distributed
- Responsible procurement and supplier diversity
- Community and social impact
- Financial inclusion and literacy
Economic value generated and distributed

For RBC, generating and distributing economic value is about how we fulfil our obligations to the economy and promote the well-being of society at large. It’s a simple equation: we generate revenue from the products and services we sell; we then distribute a portion of that revenue – or economic value – to those we rely on for our success. That distribution is seen in the compensation and benefits we provide our employees, in the dividends paid to our shareholders, in the commercial transactions we have with our suppliers, in the meeting of our tax obligations at all levels of government and in the investments we make in our communities.

According to the Global Reporting Initiative (GRI), “economic value generated and distributed” is defined as measuring the impact of a company on the economy.

Return to shareholders

A large number of people and organizations are RBC shareholders, either directly or indirectly. Our shareholders include individual investors worldwide as well as pension funds; insurance, trust and investment companies; and our employees. We are committed to providing good returns to our shareholders. We measure our performance in this area using Total Shareholder Returns (TSR), a metric that compares the performance of our common shares over a period of time, reflecting share price appreciation and dividends paid to common shareholders. We report our financial performance in our Annual Report.

Taxes

We pay our share of taxes in all jurisdictions where we operate. This includes income, capital, property, payroll, business, insurance premium, and goods and services sales taxes. For our publicly stated financial and tax information, please visit our website.

Human resources

RBC provides employment to tens of thousands of people worldwide. The compensation and benefits we provide have both a direct impact and an indirect ripple effect on the economy. Our employees’ salaries and benefits are redirected in their communities, which generates demand for local business. In turn, this demand sparks increased economic activity and hiring in other industries. For more information on employment and remuneration, please see About Value for Employees.

Operating expenses

In operating our business, we distribute the revenue we generate by making cash payments for materials, product components, facilities and services purchased. This includes, among other things, payments to suppliers for products and services such as property rental, licences, royalties, contract workers and employee training.

Donations and community investments

RBC is one of Canada’s largest corporate donors, with a tradition of philanthropy dating back to 1891. The aim of our donations and community investments is to have a positive impact on the communities where we do business.
Responsible procurement and supplier diversity

RBC purchases goods and services from thousands of suppliers in Canada and around the world, providing a direct contribution to these economies. Our procurement expenditures have a ripple effect – we pay our suppliers, who in turn hire employees, pay taxes, invest in research and purchase their own goods and services – which becomes a virtual cycle. We make it a priority to practice responsible and sustainable procurement and seek to manage our supply chain effectively. We have a principles-based Supplier Code of Conduct that suppliers are expected to abide by, and we monitor each supplier’s acknowledgment of the Code. The Code sets out our expectation that suppliers will adhere to human rights, labour and employment standards legislation, and treat employees fairly and with respect.

As part of our responsible and sustainable sourcing strategy, we are committed to working in partnership with our suppliers to set clear expectations as to how their representatives and employees should supply goods and services to RBC. We ask suppliers to provide details on their commitment to responsible environmental management, employee health and safety, ethical business practices, compliance with labour standards, supplier diversity and workforce diversity. We may also ask prospective suppliers to provide extensive corporate and financial information, including a declaration of conflicts, lawsuits or administrative complaints and charges, industry experience and references.

In 2018, we launched RBC’s Climate Change Supplier Engagement Program, requesting that our top suppliers disclose environmental data through the CDP Supply Chain program. This program allows us to better measure and understand our environmental footprint, better manage shared environmental impacts in our supply chain and work together with our suppliers to drive increased environmental performance.

Support for diverse and local suppliers

RBC is committed to increasing opportunities for diverse suppliers to sell goods and services and compete for business to continually work towards a truly inclusive supply chain. Our goal is to advance equal opportunity to businesses owned by Aboriginal people, minorities, women, LGBT+, people with disabilities and veterans.

We are a founding member of the Canadian Aboriginal and Minority Supplier Council (CAMSC) and an inaugural sponsor of WBE Canada, a not-for-profit organization that promotes women-owned businesses in the supply chain, and a founding gold program partner of the Canadian Gay and Lesbian Chamber of Commerce (CGLCC). As a patron member of the Canadian Council for Aboriginal Business (CCAB) and an initiator of the formation of the Inclusive Workplace and Supply Council of Canada (IWSCC), we use certified diverse supplier information from certifying councils to identify potential diverse suppliers who can compete for RBC business. RBC is also a national corporate member of the National Minority Supplier Development Council (NMSDC), Women Business Enterprise National Council (WBENC), National Gay and Lesbian Chamber of Commerce (NGLCC) and National Veteran Business Development Council (NVBDC) in the U.S. and the Minority Supplier Development U.K. (MSDUK) and WeConnect International in the U.K. to promote supplier diversity and provide opportunities for diverse suppliers.

RBC is a member of the Financial Services Roundtable for Supplier Diversity (FSRSD), which works to strengthen the supplier diversity initiatives of companies in the financial services industry.

We also have transformed our flagship Supplier Diversity Mentorship Program into the new Enhanced Supplier Development Program, offering business development advice to diverse suppliers to help them grow their business. The program is intended to help diverse suppliers improve their ability to compete for business from large corporations such as RBC, and to increase our potential supplier base. In this new program RBC conducts procurement category focus workshops, partnering with CAMSC, CCAB, CGLCC, IWSCC and WBE Canada, to connect diverse suppliers with RBC category subject matter experts for opportunities.
Supplier Code of Conduct
The principles-based Supplier Code of Conduct sets out RBC’s expectations of suppliers to ensure their behaviour aligns with RBC standards. It formalizes and standardizes RBC’s approach to responsible procurement. As part of the Code, suppliers must, among other things, adhere to human rights, labour and employment standards legislation, and treat their employees fairly and with respect, including respect for their diversity. We have created an ongoing process to monitor the acknowledgement of the Supplier Code of Conduct. The end goal is to ensure all our suppliers meet the expectations of both RBC and our clients to act as good corporate citizens.

Community and social impact
As a large global financial institution, RBC has clients in virtually every sector of the economy, and is expected to support a wide range of causes that matter to our clients and communities, not just those that serve our direct interests. This approach reflects our long history of citizenship and leadership in championing causes that may not be directly related to banking, but are too important for society to ignore. We are proud to invest significantly in the communities where we work and live; our long-term success depends on it. Our corporate citizenship strategy is an outward expression of our Purpose and puts communities at the centre of what we do. We support community prosperity in many ways:

- **Investing in our communities around the world:** Our Social Impact team oversees donations to registered charities as gifts, gifts in-kind (including philanthropic activities other than charitable donations) and community investments that align with our brand and business goals or deliver social, environmental or economic benefits.
- **Driving impact through our focus areas:** Our dedicated Impact Measurement team continues to develop metrics aligned with our strategy that help us track how our investments add value to the communities where we operate.
- **Supporting employee community involvement:** We have a number of programs to support the fundraising and volunteer efforts of employees, including financial support from RBC to their charitable partners, employee donations and other employee activities in support of community development.

Investing in our communities around the world
We recognize that we have an important role to play in addressing societal challenges. Our investment areas include:

- **Youth:** Leveraging RBC resources and capabilities to prepare youth for the future of work.
- **Environment:** Supporting organizations that promote environmental sustainability, with a focus on projects that leverage technology and innovation to solve pressing environmental challenges.
- **Arts:** Supporting arts organizations that have a focus on helping emerging artists bridge the gap from emerging to established.
- **Local needs and priorities including a focus on diversity-related investments:** Support for diversity is embedded in all our investment areas; it is a lens through which we assess our donations portfolio to ensure our investments are inclusive in their impact.

Youth
Overwhelmingly, Canadian youth are feeling anxious and unprepared to enter the workforce, but there’s a silver lining – they also possess an underlying optimism and excitement for the future. Youth are reacting to the constant change that technology has brought about, and embracing the fact that they must be “lifelong learners” to thrive. As a result, they are responsible self-starters, productivity-oriented, and have shown interest in developing the skills necessary to pursue opportunities in an evolving world of work. Youth are not simply reacting to the changing nature of work; they are active agents in defining it.
Canada’s prosperity is directly linked to our ability to prepare the next generation to succeed in a fast-changing global economy. If young people succeed, we all succeed. We don’t just want to help; we have a responsibility to help. We have a plan. And it’s working.

As Canada’s largest corporation, we will bring together all of our relevant resources and capabilities to engage young people, rewire systems and drive change, including our collective experience in research, best-in-class partnership and program development, and the ability to convene across sectors.

RBC Future Launch is a 10-year, $500 million commitment to help Canadian youth access meaningful employment through access to work experience, skill-development opportunities, networking solutions and mental well-being supports and services.

Beyond the dollars, we are offering RBC capabilities, assets and understanding to address the issues alongside young people and youth-focused partners. We will raise awareness of the issues through research, speaking and convening while working with educational institutions and partners in the private and public sectors to co-create long-term solutions. For more information please visit rbc.com/futurelaunch.

Environment
The effects of climate change connect us all. Our shared future faces great challenges – from food security to air quality, energy needs to access to clean water. There has never been a greater need for extraordinary solutions.

RBC Tech for Nature is our commitment to innovation, data and technologies for our shared future. We work with partners to leverage technology and innovation capabilities to solve pressing environmental challenges.

RBC’s goal is to bring the right partners together to tackle these global challenges while leveraging its technology capabilities in areas such as artificial intelligence (AI), blockchain and app development to work with charitable partners to address water and climate challenges. RBC Tech for Nature is also an important pillar of the RBC Climate Blueprint, our roadmap to accelerate clean economic growth.

Our donations support technology-driven programs in three key areas:

- **Data:** Transforming the collection, accuracy and availability of environmental data; building tools to democratize information; enhancing predictive capabilities – all to help people, communities and scientists make informed decisions.

- **Innovation ecosystem:** Fostering an ecosystem of innovative environmental entrepreneurs, ventures and charities that are developing technology solutions to address environmental challenges.

- **Behavioural change:** Using technology to create positive behavioural change and increase environmental stewardship.

For more information, please visit our environmental donations website.

Arts and culture
We believe in the power of art to enrich our lives and enhance our communities. We support arts organizations of all kinds, with a focus on providing support to emerging artists.

**RBC Emerging Artists Project**
The RBC Emerging Artists Project bridges the gap from emerging to established for the next generation of artists. It is a multi-year funding commitment dedicated to supporting the careers and development of emerging artists, through mentorship and training, access to networks and connections, and exposure to new/diverse audiences.

As a major supporter of visual arts, the RBC Emerging Artists Project works with many galleries and art schools to engage communities across Canada and celebrate the exceptional skills of up and coming visual artists. Some of these partners include the National Gallery of Canada, Emily Carr University of Art and Design, Art Gallery of Ontario, Remai Modern, Winnipeg Art Gallery and Art Gallery of Nova Scotia. Through these initiatives visual artists are provided opportunities to broaden their network/connections, hone their craft and exhibit their work. To learn more, please visit rbc.com/visualart.
RBC is a leading patron of the arts and cinema. We are committed to helping the next generation of filmmakers develop their skills and bring their visions to life through the sponsorship of a variety of festivals and programs, including the Toronto International Film Festival, the Gimli Film Festival Emerging Filmmaker Competition, the Independent Filmmaker Project and the Film Society of Lincoln Center. We also fund numerous projects in the realm of theatre, musical performance, writing including playwriting, glassmaking, curatorship, design and choreography. For more information, please visit rbc.com/emergingartists.

Diversity-related investments
We believe that diversity and inclusion provide an advantage in developing intellectual capital and ensuring our company’s continued growth in Canada and around the world. By drawing on the strength of diversity, we can meet new challenges and help create prosperity for our clients, employees, shareholders and communities. As a result, the theme of diversity underscores our community programs. Across our entire donations portfolio, we proactively look for opportunities to support diverse communities. For more information, please visit rbc.com/diversity.

Driving impact through our focus areas
It is important to RBC that our community investments have a positive social and environmental impact. It is also a critical element of our decision-making process that governs where we invest our time, money and effort. We work closely with our charitable partners to track impact-oriented metrics to advance the charitable sector, operate efficiently, attract donors and volunteers and be able to measure their value to society. We recognize that more work needs to be done in this space as the social impact measurement and evaluation field grows. We are dedicated to helping drive growth in social impact measurement, evaluation and reporting through our focus areas.

In addition to investing financially in our charitable partners and communities around the world, RBC deploys a more-than-money approach to our community investments by building the capacity of our partners, strengthening their capabilities and helping them achieve their respective missions. Our objectives include:

- Forging targeted multi-sectoral partnerships in Canada and, over time, select global markets
- Building scale by connecting and convening not-for-profits, corporations, academics, experts and governments to drive systemic change
- Stimulating public thinking by contributing to the development of meaningful research and thought leadership on relevant matters including social finance, impact measurement and evaluation, and environmental sustainability
- Strengthening the capacity and capabilities of our partners in measuring and reporting

How our focus areas align with the United Nations Sustainable Development Goals
The United Nations Sustainable Development Goals (SDGs) address the world’s most pressing social and environmental issues by establishing 17 internationally agreed-on goals (also known as the “Global Goals”), and by providing a mechanism for aligning governments, businesses and societies in meeting the 2030 target date for achieving the goals.

Using the goals as a common framework will enable comparable measurement and increase transparency around progress at the global, national and sub-national levels. Because we are a purpose-driven organization, many of our programs, investments, initiatives and services already contribute to the SDGs. We will continue to evaluate how our philanthropy, products and services, and operations align with the goals, and we will highlight how our performance metrics compare to the most relevant targets – those most central to our business strategy and in our sphere of influence. The table in our 2019 ESG Report (Appendix I) demonstrates how our programs align with specific SDGs and targets.
Impact measurement
We developed the Impact Measurement Framework (IMF) to help guide our investment decision-making and make sure our overall impact on society is managed appropriately. The IMF brings together our six impact pillars – social, environmental, economic, employee, business and brand – as one holistic view of the value we add through all of our initiatives and investments across the enterprise, at any level of aggregation.

Our IMF was established to capture the quantifiable benefits across our six pillars, noting that every one of our initiatives and investments drives impact across multiple areas.
For more information on the IMF and how it informs our decision-making, please read our Impact Measurement Framework Overview.
Supporting employee community involvement

Our business depends on our ability to attract and retain top talent (including millennials) and build a strong reputation with clients at the local market level. Our community engagement programs for employees help address both of these business priorities. We know the opportunity for community involvement is a strong driver of employee pride and engagement, as indicated by our annual Employee Opinion Survey scores, especially among millennials. And our research indicates that a strong employee presence in community initiatives creates a competitive advantage for RBC, especially in regions where we have a retail presence such as Canada and the Caribbean.

Our goal is to help RBC employees become better citizens. We’re focused on making it easy for them to learn about their communities, take action by volunteering, donating or fundraising, and share what they’ve done to inspire others.

Our global reward and recognition program, RBC Performance, also has a formal community involvement category for which employees can be nominated and can receive quarterly awards.

Employee volunteering

Volunteering is a hands-on way for employees to help their community prosper in a profoundly satisfying way. Our employees and retirees volunteer with a wide range of community and social service organizations around the world.

RBC employees are passionate volunteers, and here’s how we support them:

- We make it easy for employees to create and find volunteer opportunities through our online community involvement hub.
- We invite our charitable partners to post volunteer opportunities on this site.

- We provide tools and resources to help employees choose the style of volunteering that’s right for them and to create volunteer events that have the best outcomes for both them and our community partners.
- We thank our employees for volunteering as individuals and teams by providing a corporate donation to the charity they’ve helped.
- We encourage our employees to share their volunteering experiences so they can inspire others to take part.

Employee donations

One of the ways our employees can help communities prosper is by making a financial donation to a charitable organization that is close to their heart. Our goal is to make it easy for employees to make donations to their favourite cause right from work.

- We encourage employees to learn about the needs in our communities, as well as the specific causes RBC supports, and to share what they’ve learned with others.
- We provide employees with easy ways to donate.
- In Canada, we hold one of the country’s largest annual employee giving campaigns, where we offer payroll deduction, credit card and gift of security donation payment options.
- Employees around the world can make donations using our online community involvement hub, with at-a-glance dashboards to help them track their giving.
- We encourage employees to donate to disaster relief campaigns.

Employee fundraising

There are many worthwhile community organizations that need support, and RBC employees worldwide dedicate countless hours to raising money and awareness for causes they care about.
The RBC Race for the Kids is our cornerstone employee participation and fundraising initiative, held in cities worldwide. Through it we have raised millions of dollars for children’s and youths’ charities worldwide.

RBC employees who take advantage of our formal pledged participation grant program tend to take part in runs, walks and bike rides, mainly to support health-related organizations.

We thank employee teams that take part in pledged charitable fundraising events such as runs and walks by making a donation to the charity they’ve helped.

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 important to RBC. We offer a variety of resources, support, information and tools, online and in person, to cater to everyone’s individual needs. We also support not-for-profit organizations that deliver financial education programming.

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 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.

In Canada, our financial inclusion and literacy activities span these focus areas:

- Low-income individuals
- 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, investments 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.

Low-income individuals

RBC provides a low-cost deposit account that allows 12 monthly debit transactions for a minimal flat monthly fee. We also support programs that improve access to adequate, suitable and affordable housing under the federal government’s Affordable Housing Initiative, offered through the Canada Mortgage and Housing Corporation in partnership with the provinces and territories.

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. In 2019, we launched the RBC Mobile Student Edition app for RBC’s student clients. The app was built in collaboration with students and offers a simplified and customized experience to clients under the age of 22 to help them manage their money, based on their unique needs. The app also helps younger clients learn how to navigate their financial future with contextual definitions of financial terms and money management insights. For more information, please visit RBC’s Student Solutions Hub, which is a landing page for young adults to explore all that RBC has to offer.
Persons with disabilities
We are committed to providing clients with disabilities the same opportunity to access our products and services. We also aim to provide a professional and inclusive environment that promotes barrier-free access for clients, respecting or exceeding applicable legislation. We apply barrier-free designs wherever we operate including wheelchair access. We use internal and external auditors on a regular basis to ensure any barriers that exist are removed. Every RBC branch has translation capabilities for American Sign Language through a video interpreter. Additionally, all of our new ATMs have larger screens to improve readability. Our recently purchased walk-up and wheelchair accessible ATMs use our pioneering audio voice guidance capability.

In 2019, RBC partnered with the Canadian National Institute for the Blind to test BlindSquare in some of our branches. BlindSquare is the leading navigational app for blind and partially sighted people that acts as a verbal GPS when navigating a city. RBC will be the first Canadian corporation to implement BlindSquare on a large scale, adding 300 locations in the coming year.

Our customer service accessibility guidelines, policies, practices and procedures focus on the following groups of people:

Indigenous peoples
We are committed to increasing Indigenous peoples’ access to financial services such as basic banking and capital and investment management as a means to foster thriving Indigenous economies. We have eight on-reserve branches, three branches in Nunavut and five agencies located in First Nations and Inuit communities. Our extensive efforts are outlined in our Indigenous Partnership Report.

By sharing financial expertise and resources, we are working with Indigenous peoples to build sustainable communities and enable them to achieve their goals of economic self-sufficiency, prosperity and sustainable growth.

Newcomers
We have long recognized and valued the contributions 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. Our focus is 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 assist with their settlement in Canada, both pre- and post-arrival.

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 12 months
- A small safe deposit box with the fees waived for one year
- The ability to move money to more than 120 different countries using RBC International Money Transfer in RBC Online Banking
- Service in over 200 languages through our branch network and Advice Centres, as our branches are staffed to reflect the communities where we work and the languages our clients speak
- RBC Meeting Place, designed specifically to empower newcomers with information, expertise and tools to help them settle in Canada; and facilitated by RBC employees who have personal connections to being a newcomer to Canada
RBC has made enhancements to a number of newcomer programs including:

- Expansion of the qualification parameters of the “Newcomer no credit history program” credit card program and introduction of a program for international students
- Enhancements to and simplification of our newcomer mortgage program
- Introduction of an unsecured credit card for international students who are studying at a designated Canadian educational institution
- Introduction of a “first credit” program for refugees

For more information, please see our Diversity & Inclusion Blueprint 2020. In addition, we support organizations and sponsor programs that promote the interests of newcomers, including education and career placement programs like the TRIEC National Mentoring Partnership. 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.

**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. For Canadians working beyond the traditional retirement age, group insurance including long term disability, life insurance and short term disability coverage can be extended beyond age 65 up to retirement. Upon request, group health, dental and travel are also available to retirees. 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. Additional retirement information can also be found on the RBC Retirement Planning website.
For clients, consumers and employees, we deliver a number of financial literacy programs, including the ones listed in the table below:

### RBC proprietary initiatives

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td>In-branch advice seminars</td>
<td>We deliver presentations in branches across Canada on topics such as fraud, borrowing, investments and key life events.</td>
</tr>
<tr>
<td>Learning Money with Leo</td>
<td>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.</td>
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<tr>
<td>RBC Student Mobile Edition</td>
<td>RBC is the first Canadian bank to launch a customized mobile banking experience for students. Launched in 2019, the RBC Mobile Student Edition, built in the RBC Mobile app, was designed in collaboration with students to enable features that matter most to them. The Student Edition hones in on Generation Z (“Gen Z”), which encompasses all high school and post-secondary age students. According to RBC internal research, only 38% of post-secondary and 33% of high school students feel they have their finances under control. With its easy and accessible interface, customizable features, familiar design and quick touch definitions, this new edition in RBC’s existing mobile app is tailored to students’ digital preferences, enabling them to learn how to manage their finances.</td>
</tr>
<tr>
<td>It All Adds Up: Making Cents of Savings</td>
<td>This high school aged workshop covers foundational themes around saving money along with everyday strategies that can help with savings goals. RBC employees are rigorously trained to deliver the material in a relevant and engaging manner specific to high school aged youth. This high quality workshop is designed to be a free-of-charge turnkey solution for educators, allowing RBC employees to connect with youth and educators in their communities across Canada. A second workshop titled “It All Adds Up: Making Your Spending Count” will roll out in 2020.</td>
</tr>
<tr>
<td>Money IRL (&quot;In Real Life&quot;)</td>
<td>Money IRL (“In Real Life”) is a proprietary content series aimed at empowering youth to have open and honest conversations about money. This series isn’t about conversations with financial professionals; it’s about talking to people you know and trust. See notable artists and athletes in conversations about life, money and career with people in their inner circle. Through this content, we are inspiring young people to have these conversations themselves by seeing notable personalities engage in the very behaviour we are promoting. It’s time to end the money taboo and start talking about money. Episodes include singer-songwriter Jessie Reyez with her manager and friend, Byron Wilson, singer-songwriter Troye Sivan with co-creator Allie X and, coming in February 2020, Canadian basketball professional RJ Barrett in conversation with his dad, a former basketball professional, Rowan Barrett.</td>
</tr>
<tr>
<td>RBC banking tutorials for new Canadians</td>
<td>Our online lessons contain helpful information on financial topics, from saving for a child’s education to purchasing a car, available in multiple languages.</td>
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1 2019 RBC Student/ Young Adult Market Share Assessment
### RBC proprietary initiatives

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<tr>
<td>Debt reduction planner and debt consolidation calculator</td>
<td>We offer free online tools to help Canadians improve their cash flow and reduce their debt.</td>
</tr>
<tr>
<td>Financial advice campaigns</td>
<td>Our advice campaigns feature advice on topics such as debt reduction, using credit wisely, cyber security, choosing between buying or leasing a car and tax-free saving. We offer this advice through advertisements, emails and social media postings.</td>
</tr>
<tr>
<td>myFinanceTracker*</td>
<td>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.</td>
</tr>
<tr>
<td>Community-based advice seminars</td>
<td>We offer financial literacy seminars for specific community groups on their premises.</td>
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<tr>
<td>Personalized advice</td>
<td>Our highly trained frontline 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.</td>
</tr>
<tr>
<td>The RBC insurance Advice Centre</td>
<td>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.</td>
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<tr>
<td>Employee financial literacy</td>
<td>A program exclusively for employees with easy-to-understand information about the many resources available provides advice and helps employees take action to secure their financial future and meet their goals.</td>
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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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>YourMoney seminars</td>
<td>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.</td>
</tr>
<tr>
<td>It All Adds Up</td>
<td>RBC developed this package of lesson plans for educators in partnership 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. The package is free to download at <a href="http://we.org">we.org</a>.</td>
</tr>
<tr>
<td>McGill Personal Finance Essentials</td>
<td>In collaboration with The Globe and Mail, RBC Future Launch has identified that young people need and desire financial literacy skills. The research(^1) is overwhelming: 35% of Canadians don’t save for retirement and 44% of Canadians polled live paycheque to paycheque. In order to address this gap, McGill University’s Desautels Faculty of Management in collaboration with RBC Future Launch and The Globe and Mail is offering a free online personal finance course,(^2) taught by McGill professors and open to everyone. The course is available in English and French.</td>
</tr>
<tr>
<td>Junior Achievement’s Economics of Staying in School</td>
<td>RBC contributed more than $200,000 to this program, which provides seminars and educational materials on career planning and financial awareness.</td>
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<tr>
<td>Canadian Foundation for Economic Education (CFEE) workshops</td>
<td>RBC committed $100,000 for a workshop series to help recent and established Canadian immigrants improve their economic and financial literacy.</td>
</tr>
<tr>
<td>Omega Foundation (SmartSAVER)</td>
<td>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.</td>
</tr>
</tbody>
</table>


\(^2\) McGill Personal Finance Essentials in collaboration with RBC Future Launch and The Globe and Mail offers general information only and is not intended as legal, financial or other professional advice. A professional advisor should be consulted regarding your specific situation. While information presented is believed to be factual and current, it should not be regarded as a complete analysis of the subjects discussed. All expressions of opinion reflect those of the individual professor and are subject to change.
<table>
<thead>
<tr>
<th>Initiatives supported by RBC</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canada</strong></td>
<td></td>
</tr>
<tr>
<td>Elspeth Heyworth Centre for Women</td>
<td>We donated $20,000 to help empower immigrant women who are survivors of domestic violence by providing them with skills to manage their day-to-day financial affairs.</td>
</tr>
<tr>
<td>Wellspring Cancer Support Network</td>
<td>RBC supported the expansion of a financial literacy program for cancer patients through Wellspring, providing tools they need to identify and apply for government programs, understand long-term disability benefits, deal with legal and tax issues and use their financial resources effectively when dealing with a cancer diagnosis.</td>
</tr>
<tr>
<td>YWCA – skill development</td>
<td>RBC supports the “My Life – My Say” skills-based employment education and financial literacy program, which helps low income, unemployed and underemployed young women assess their personal strengths and chart a realistic course towards meaningful employment and future economic security.</td>
</tr>
<tr>
<td>Momentum Community Economic Development Society</td>
<td>RBC supports the Money Matters Program (MM$), which works with people who are living with mental health or addiction challenges to increase their personal financial management skills and move towards more sustainable living.</td>
</tr>
<tr>
<td><strong>Caribbean</strong></td>
<td></td>
</tr>
<tr>
<td>Junior Achievement</td>
<td>RBC donated $18,800 to programs that show young people how to generate and manage wealth, create jobs and apply entrepreneurial thinking in the workplace.</td>
</tr>
<tr>
<td>Bahamas Institute of Financial Services G12 Programme</td>
<td>We donated $2,000 to help promote financial literacy to grade 12 students.</td>
</tr>
</tbody>
</table>