

Global Insurance

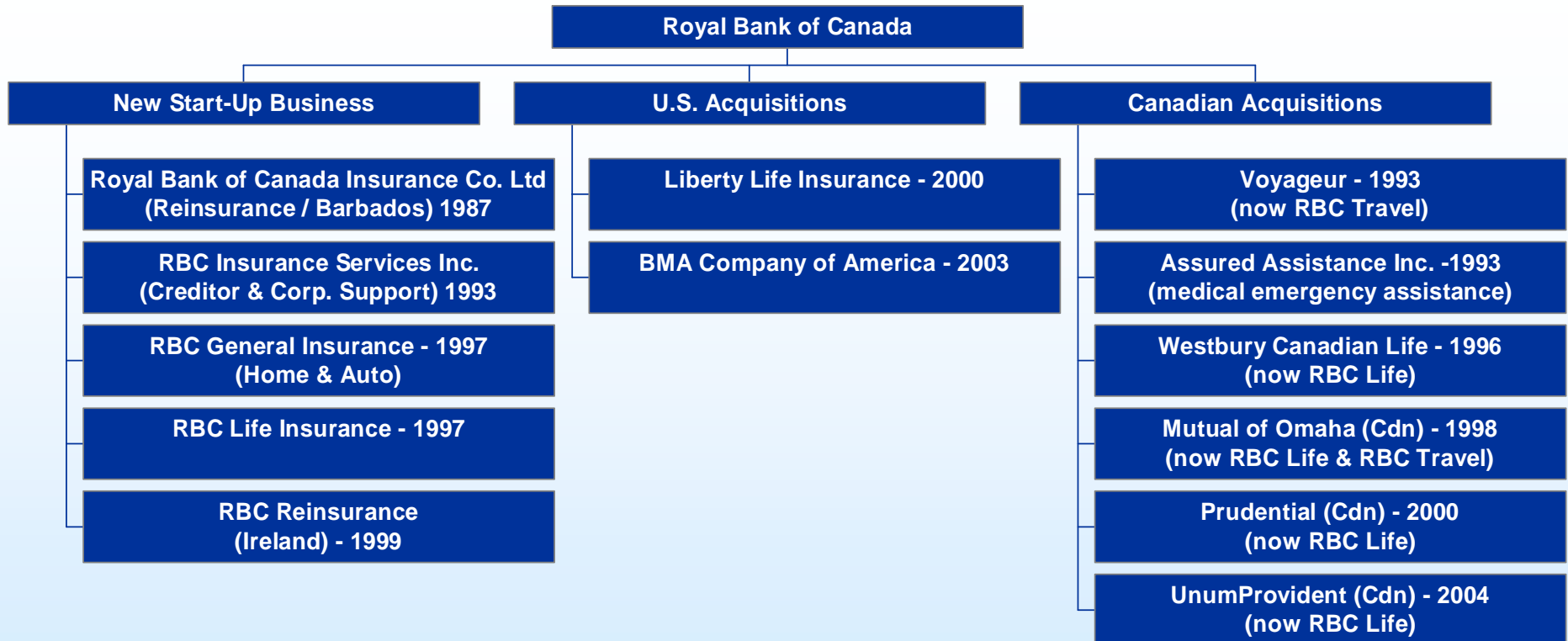
Neil Skelding
Head of Global Insurance



Presentation to Analysts & Institutional Investors
Toronto, April 22, 2005



RBC Insurance Evolution



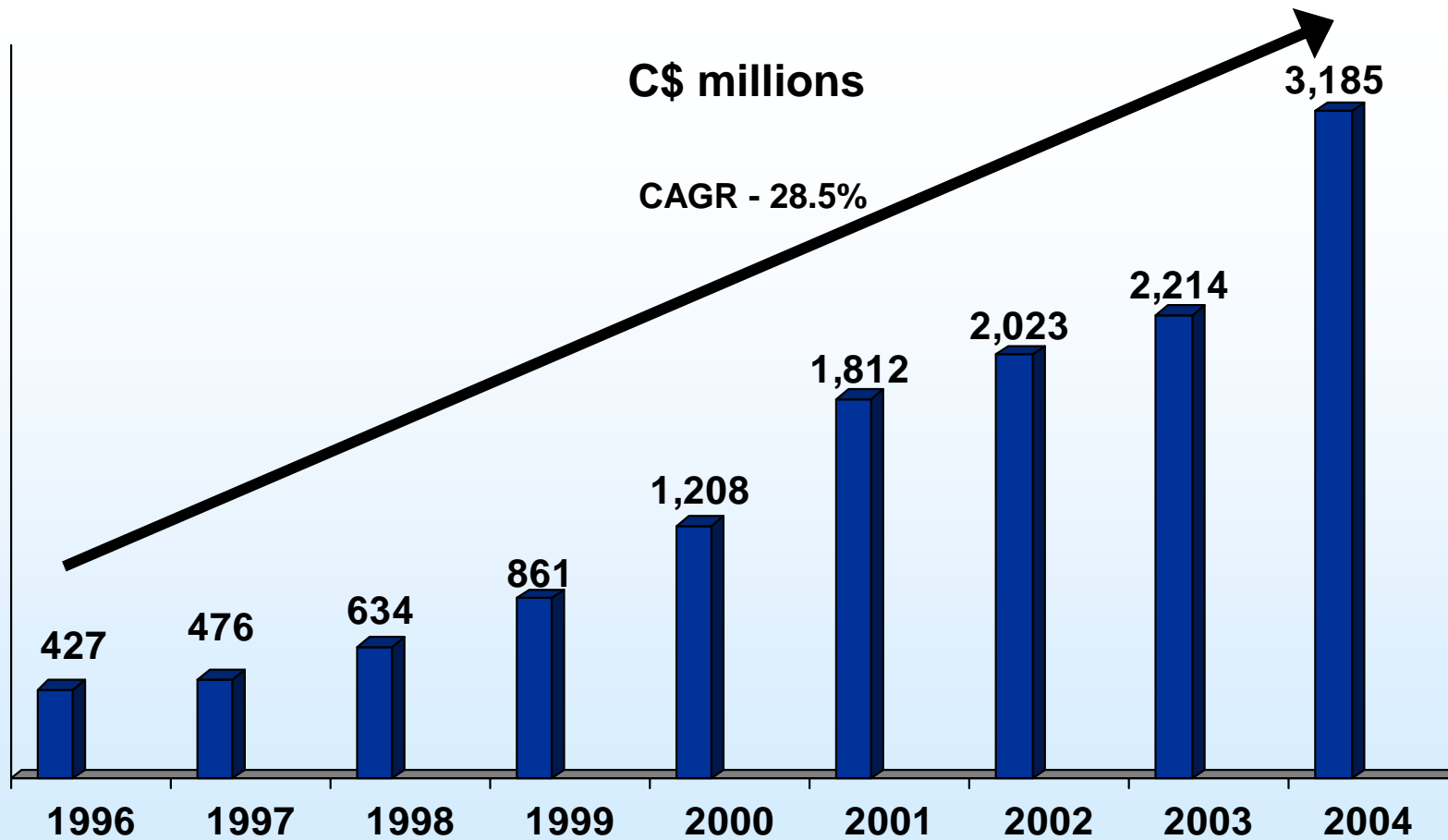


Global Insurance Footprint





Strong Growth in Premiums and Deposits





Distribution Leadership*



Canadian Operations

Third party

- 17,000 independent brokers
- Stockbrokers
- Managing general agents
- Direct marketing & Internet
- Benefits specialists/consultants
- Strategic alliances
- Travel Agencies

Proprietary Sales Forces

- 410 Career Sales reps
- Bank Channels

Home & Auto - direct

- Call Centre
- Internet
- Group Programs

U.S. Operations

Third Party

- Independent broker/dealers
- National Accounts
- RBC Dain Rauscher
- Travel Agencies

Proprietary Sales Forces

- 350+ full-time sales agents
(primarily south-eastern US)

Creditor

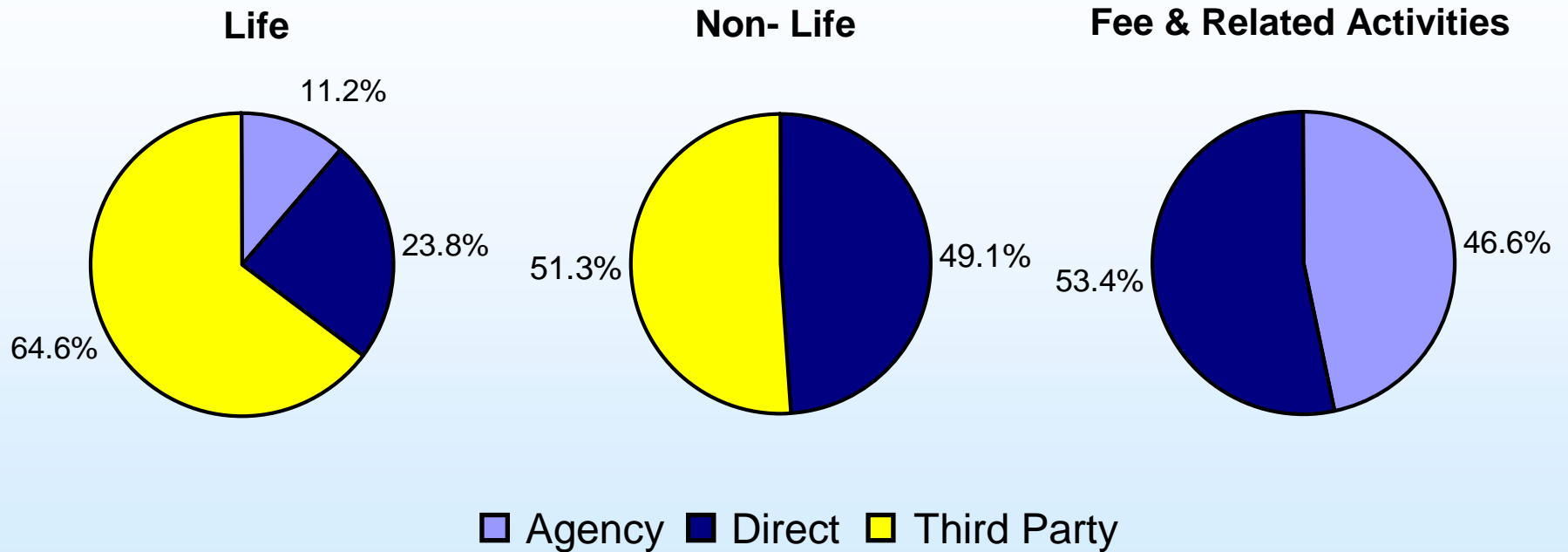
- Ellie Mae
- RBC Centura
- Other 3rd Party Brokers

* **Creditor (Canada)** - RBC Banking Branches, Royal Direct, Mortgage Specialists and the Internet



Diversified & Growing Distribution Channels

Global Premiums & Other Income By Channel – Q1/05





Canadian Market Share in Key Products

	Product	Market Share Rank	Market Share (%)
Life & Health	Individual Living Benefits – disability, critical illness and long term care insurance	# 1	33 %
	Individual Life	# 6	6 %
	Universal Life	# 4	10 %
	Group LTD	# 5	5 %
P&C	Travel	# 1	34 %

LIMRA December 2004; other industry research,



Bank Insurance Distribution - Canada

Key Tactics

- **Influence strategy and legislative reform for Bank Act changes**



Bank Insurance Distribution - Canada

Key Tactics (continued)

- **Leverage Existing Legislation**
 - Create process, products and systems to grow in current legislative framework
 - Develop point of sale products suitable for RBC channels
 - Open retail Insurance Offices near Bank branches