

## A PREMIER INVESTMENT BANK



**RBC Capital Markets®** 

# What is a Premier Investment Bank?

## Clients have told us

that it's a bank distinguished by:

- Integrity
- Stability
- A Relationship-Based Approach
- Focused Expertise
- Global Reach

RBC Capital Markets has built *A Premier Investment Bank* over its 100-year history through an unwavering focus on these five guiding principles and by establishing enduring relationships with clients around the globe.

# key facts

RBC is a **Top 10** global bank by market capitalization<sup>1</sup>.

RBC is the **7th largest** bank in North America by assets<sup>2</sup>.

RBC has **USD581 billion** in assets<sup>3</sup>.

RBC Capital Markets is a **Top 20** Investment Bank according to Bloomberg<sup>4</sup>.

RBC Capital Markets' 2008 revenue was **CAD3.9 billion**.

RBC Capital Markets has **75 offices in 15 countries**.

RBC Capital Markets' daily trading turnover is **USD86 billion**.

RBC Capital Markets generated over **40% of revenue** outside of Canada in 2008.

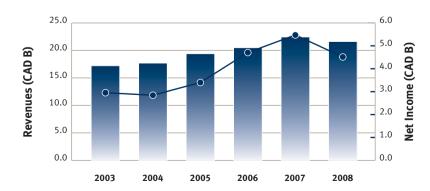
#### **RBC CAPITAL MARKETS**

RBC Capital Markets is *A Premier Investment Bank* that provides a focused set of products and services to institutions, corporations, governments and high net worth clients in 160 countries. With over 3,300 professionals and support staff, we operate out of 75 offices in 15 countries.

#### **BUILT ON A STRONG FOUNDATION**

We are part of a leading global provider of financial services, Royal Bank of Canada (RBC). Operating since 1869, RBC has more than USD581 billion in assets and one of the highest credit ratings of any financial institution – Moody's Aaa and Standard & Poor's AA-<sup>5</sup>. In fiscal 2008, RBC had revenue of CAD21.6 billion and net income of CAD4.6 billion.

#### **RBC's ANNUAL REVENUE & NET INCOME**



## key facts

**USD120 billion** in M&A assignments in 2008

**USD5.2 trillion** in fixed income trading turnover in 2008

**USD162 billion** in lead managed debt transactions in 2008<sup>6</sup>

**USD1 trillion** in equity trading turnover in 2008

**USD49 billion** in lead managed equity transactions in 2008<sup>7</sup>

**USD15 trillion** in foreign exchange trading turnover in 2008

**USD46 billion** in daily Canadian payments for global FIs

### **OUR FIVE GUIDING PRINCIPLES**

At RBC Capital Markets, we focus on the relationships we've built and our five guiding principles as the cornerstones of our vision to be *A Premier Investment Bank*. This approach shapes our partnership culture, how we promote our employees, the way we do business, and our daily interaction with clients.

What do our five guiding principles mean to clients?

#### Integrity

Integrity is more important than league tables and awards, deals and transactions, revenue and profit. Integrity distinguishes us and is the foundation on which we build strong client relationships and our reputation. From integrity comes trust, and trust allows clients to work effectively with their investment bank.

### Stability

The diversity of our businesses, our approach to risk management and focus on our strengths creates stability for our clients. This means a high-quality counterparty and a bank with a consistent commitment to our professionals, markets and businesses.

This stability is clearly conveyed in RBC's credit rating, which is one of the best among the global banks, and highlighted by RBC Capital Markets' consistent, positive financial results and compound annual growth rate (CAGR).

RBC's Credit Rating <sup>®</sup>	
Moody's	Aaa
S&P	AA-

RBCCM's CAGR	2002-2008
Net Revenue	4.2%
NIAT	14.9%



#### A Relationship-Based Approach

The measure of our success is whether we can sustain a relationship with our clients over many years, across multiple products, services and countries. For us, it's about establishing meaningful, long-term relationships with clients – where we truly understand and help them grow their businesses or meet their investment objectives.

#### **Focused Expertise**

We do not endeavour to be all things to all clients. Instead, we set our sights on being the most knowledgeable advisor in our areas and sectors of focused expertise. We have built a business by providing in-depth experience in the products and services, sectors and markets where we excel and can provide value to our clients.

#### **Global Reach**

RBC Capital Markets has a network of 75 offices in 15 countries, with 65% of our staff located in Asia, Europe and the US. We have had an office in New York for 85 years and in London for over 100 years.

In each country, we serve our clients in their time zones, and have built a global reach to help them raise capital, access markets, mitigate risk or acquire and dispose of assets. We understand global markets and provide advice and solutions that are tailored to these markets and the needs of our clients.



AUSTRALIA	CAYMAN ISLANDS	INDIA	SPAIN
BAHAMAS	CHINA	JAPAN	SWITZERLAND
BRAZIL	FRANCE	SINGAPORE	UNITED KINGDOM
CANADA	HONG KONG	SOUTH AFRICA	UNITED STATES OF AMERICA



### FOCUSED EXPERTISE: OUR PRODUCTS & SERVICES

We provide clients with in-depth experience and knowledge – a focused expertise in different products and services, sectors and markets. As one of our five guiding principles, we take a focused approach to building our businesses and serving our clients.

# How does our focused expertise assist clients?

#### **Raising Capital**

We work with clients to help them raise capital in debt, equity and credit markets to finance:

- ongoing operations
- strategic acquisitions
- expansions
- other projects

Through the global debt and credit markets, and across North American, UK and Australian equity markets, we provide clients with a range of products and services to raise capital, including:

- bank credit facilities & loans
- debt & equity origination
- private placements
- securitization
- syndicated lending

#### **Accessing Markets**

We provide investors and corporations with access to fixed income, foreign exchange, commodity, hedge fund and North American, UK and Australian equity markets.

Understanding the complex needs of different corporations and institutional investors, we work with our clients to achieve their objectives and help them increase investment returns through:

- direct market access & electronic trading
- trade ideas & strategies
- research & analytics
- structured products & derivatives
- · top-tier execution
- transaction processing & management

#### **KEY FACTS**

**14 currencies** in which we led bond transactions in 2008

22 memberships in exchanges

**50 currencies** in which we trade FX

**1,092 companies** under equity research coverage

#### **OUR SECTOR EXPERTISE**

- Communications, Media & Entertainment
- Consumer
- Financial Institutions
- Forest Products
- Energy
- Healthcare
- Mining & Metals
- Industrial & Diversified Services
- Real Estate
- Technology

- Transportation Infrastructure
- Fixed Infrastructure
- Social Infrastructure & Development
- Utilities & Environmental Services
- US Municipal Finance

#### **Mitigating Risk**

Corporate, institutional and high-net worth clients need to mitigate their risk in different markets and investments. We provide derivatives and structured products that allow clients to limit or enhance their exposure to:

- commodities
- credit
- equities
- fixed income
- foreign exchange
- interest rates

#### **Acquiring or Disposing of Assets**

With sector expertise, our M&A professionals advise clients looking to merge, acquire, reconfigure or dispose of specific assets. Our seasoned and dedicated bankers deliver counsel and tactical execution on buy-side, sell-side and other advisory assignments in our areas of sector expertise.

We provide clients with the technical expertise, tactical skills and discipline to manage the most complex corporate and infrastructure-focused M&A assignments.

#### **OUR CLIENTS' BUSINESS AND INVESTMENT OBJECTIVES**

Raising Capital | Accessing Markets | Mitigating Risk | Acquiring or Disposing of Assets

#### **Our Products and Services**

Analytics & Research | Advisory | Origination | Sales & Distribution | Structuring | Trading & Execution | Underwriting

#### **Our Businesses**

Alternative Assets | Commodities | Credit | Debt | Equity | Foreign Exchange | Investment Banking

**Our Guiding Principles** 

INTEGRITY I STABILITY I RELATIONSHIP-BASED APPROACH I FOCUSED EXPERTISE I GLOBAL REACH

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#### **Endnotes:**

- As of March 6, 2009. Comparing Global Banks in the FTSE Global Bank Index. As of December 31, 2008.
- As of January 31, 2009.
- The Bloomberg 20. April 2009 edition of Markets Magazine. Comparison by total fees, in billions.
- As of March, 2009.
- Full credit to book runner. All currencies converted to USD.
- Full credit to book runner. All currencies converted to USD.
- As of February, 2008.

Trading turnover is defined as the amount of business transacted during a given period of time.



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