

VIDEO TRANSCRIPT

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Personal & Commercial Banking

RBC has the largest retail banking business in Canada. We hold the number one or two market positions in all Canadian retail products, and we continue to grow our business volumes.

It's a privilege to help clients achieve their financial goals. Whether it's supporting the newcomer who begins her new life, the young person buying his first home or the business owner looking to fund expansion, we'll be there. As North Americans shift from borrowing to saving and investing, we will also help them fund the retirement they deserve.

We expect the environment to remain challenging in the year ahead, but we're continuing to invest in our business and execute on our focused strategy for long-term growth. We will win new clients and deepen existing relationships by offering innovative products and services. We'll continue to offer a differentiated experience through trusted advice, unmatched convenience and good value. And we'll make banking as easy as possible. Whether it's in person, online, on your mobile phone or through any of our other channels, clients will receive the high level of service and support they have come to expect from RBC.

We're excited for the future and committed to continuing to deliver a superior client experience.

Disclaimer:

This transcript contains forward-looking statements within the meaning of certain securities laws, including the "safe harbour" provisions of the United States Private Securities Litigation Reform Act of 1995 and applicable Canadian securities legislation. We caution readers not to place undue reliance on these statements as a number of risk factors could cause our actual results to differ materially from the expectations expressed in such forward-looking statements. Additional information about our forward-looking statements and risk factors can be found under the Caution regarding forward-looking statements in the Management's Discussion and Analysis in our 2014 Annual Report.

