



## RBC Direct Investing Enhancements

2008

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- May
- Site redesign, including: "Community" tool integrating social media for decision-making; "Sectors & Industries" page
- April
- Ranked #1 overall for Customer Service for the first quarter of 2008 by Dalbar
- March
- Online IPO Centre for detailed information on new issues, to submit an expression of interest (EOI) online, view status of EOIs and receive IPO order confirmation in one place, sign up for customized email alerts for new IPO opportunities as they become available
- January
- Ranked #1 overall for Customer Service in 2007 by Dalbar
  - eStatements to view account statements online quickly and easily instead of receiving paper statements in the mail
  - Win \$25,000 to Invest contest

2007

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- December
- New, lower trade commissions, starting at \$6.95, with more ways to qualify, either based on the number of times clients trade or level of their household assets held with us
- November
- Secure email communication introduced for RBC Direct Investing clients
- September
- RBC Direct Investing ranked #1 overall in a third quarterly report for discount brokerage sales effectiveness by Dalbar Inc., independent third party examining service quality of Canada's largest self service brokerages
- August
- Redesigned online site tabs for faster, easier navigation, plus a new online Education Centre
- July
- Exclusive to RBC Direct Investing, Series D units of over 40 RBC Funds with lower MERs, starting at .68% - leaving more investment dollars at work for self-directed investors
- March
- Research from Standard & Poor's available to all clients

2006

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- November
- Introduced multiple quotes page; stock insight tool ; technical analysis tool and events calendar
- October
- New online information centre and an expanded stocks tab to stay on top of the markets' daily performance.
  - RBC Action Direct renamed "RBC Direct Investing"
  - 1% cash incentive campaign
- August/September
- Online site homepage redesign with improved navigation and connectivity to other RBC businesses
  - Introduced intraday holdings and balances and real-time view of account positions and cash balances; Level 2 quotes for active traders and the RBC Direct Investing Online Security Guarantee
- May
- Active trader pricing, with trades as low as \$9.95
  - Minimum commission lowered to \$28.95