



Wealth  
Management



## Awards and Recognition

Recent industry awards have placed RBC Wealth Management at the top of the podium in recognition of its client service, global stability and overall strength.

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### #1 Canadian Private Bank

#### Family Wealth Report Awards

In March 2016, RBC won two awards at the third annual Family Wealth Report Awards. In addition to being named the best Canadian Private Bank for the third consecutive year, RBC was also awarded top honours for Best Public Relations Campaign for the promotion of *A Force for Good: How Enlightened Finance Can Restore Faith in Capitalism*, written by RBC Wealth Management – U.S. CEO John Taft.

The Family Wealth Report Awards celebrate best-in-class providers of private banking and wealth management services, with winners selected by a panel of judges based on their demonstrated innovation and excellence during 2015.



### Best Private Banking Services Overall (Canada)

#### Euromoney 2016

In February 2016, Royal Bank of Canada won 17 first-place awards in the Euromoney Private Banking and Wealth Management Survey 2016, taking home Best Private Banking Services Overall in Canada for the ninth consecutive year. Euromoney is one of the leading benchmarks for the global wealth management industry, based primarily on rankings by industry peers.

The Euromoney survey further acknowledged RBC's unparalleled leadership in Canada in a number of key categories, including Asset Management, Commercial Banking Capabilities, Innovative Technology, Research and Asset Allocation Advice, and SRI/Social Impact Investing, as well as in servicing the needs of our high-net-worth clients in the \$1 to \$5 million range, and our ultra-high-net worth clients with assets above \$30 million.



RBC Wealth Management has been helping to build and preserve its clients' wealth for more than 100 years.



### Best Private Bank in Canada

#### Global Private Banking Awards 2015

RBC was named Best Private Bank in Canada for a fourth consecutive year in the Global Private Banking Awards 2015, presented by PWM (Professional Wealth Management), and *The Banker* magazines.

The prestigious award further demonstrates RBC's leadership position in providing best-in-class wealth management solutions in Canada. RBC was the first-ever recipient of the Best Private Bank in Canada award in 2012 when the category was introduced.

The PWM/The Banker Global Private Banking Awards recognize and reward excellence in wealth management among banks from the Americas, Europe, Asia, the Middle East and Africa, based on rigorous qualitative and quantitative criteria. These include progress against business model and growth strategies, client service, staff retention, as well as measures taken to build a client-centered culture.



### Top 5 Global Wealth Manager

#### Scorpio Partnership Global Private Banking Benchmark

For the fifth year in a row, RBC Wealth Management has been named among the Top 10 Global Wealth Managers in Scorpio Partnership's Global Private Banking Benchmark 2015, an industry-wide key performance indicator assessment of the global wealth management sector.

RBC Wealth Management grew from sixth-largest in 2013 to fifth-largest in 2014, based on the client assets considered in Scorpio's review, which are a full US\$278 billion higher than the organization in sixth place, and a growth in assets of 10% over the 2013 benchmark. In 2010, RBC Wealth Management debuted in Scorpio Partnership's Global Private Banking KPI Benchmark as the seventh-largest firm worldwide, climbing to sixth-largest in the 2011, 2012 and 2013 benchmarks.

### The resources of Canada's leading wealth management firm

RBC Wealth Management is one of world's largest wealth managers, offering the discipline, strength and stability of RBC, Canada's largest bank. Incorporated in 1869, RBC is one of Canada's most trusted financial groups with offices around the world. Fifteen million clients benefit from the longevity and stability of RBC, which was ranked as Canada's largest financial institution and the 14th-largest globally based on market capitalization of US \$74 billion (as of March 11, 2016). Its credit ratings are among the highest in the world: Moody's Aa3, Standard & Poor's AA-, Fitch AA and DBRS AA – as of February 22, 2016.

To learn more about our award-winning wealth management services, please contact us.