



RBC Royal Bank

NEWS

PORT-OF-SPAIN, October 15, 2012 – RBC Rewards Visa Platinum Credit Card is yet another example of RBC's commitment to bringing the best products, services, best practices and resources to the Caribbean and to Trinidad and Tobago, according to Suresh Sookoo, Chief Executive Officer, Caribbean Banking, RBC.

Sookoo made the comments while speaking at the public launch of the credit card, which was unveiled during a gala client event held at the Hyatt Regency, Trinidad on Saturday evening.

"The introduction of this card ushers in a new era of innovation for RBC. We look forward to offering this card to individuals and business owners who want a credit card backed by Visa, with a level of features you won't find anywhere else," he said.

The RBC Rewards Visa Platinum card is a premier travel and rewards card for personal and business banking clients. The best-in-class offering, provides unmatched flexibility, with greater choice and rewards.

This credit card rewards purchasing activity with points redeemable for travel, prepaid gift cards or certificates and cash back rewards. It is the first in the Caribbean and Latin America region to offer rewards to both business card holders and individuals.

"Visa offers a flexible credit platform that enables issuers to tailor products in order to attract and retain customers with the safety, reliability and security synonymous with the Visa brand," said Lorna Atilas, Executive Manager for Visa Inc, Caribbean Region.

"RBC is a premier bank, and the RBC Platinum Rewards VISA card offers the prestige and flexibility that today's affluent cardholders look for."

During his address to clients, Sookoo also spoke of the challenges of the past four years and highlighted the work that his bank has been doing to improve the customer experience, since its acquisition by RBC in 2008.

He said, "... our starting point back in 2008 was characterized by disparate technologies, disparate systems, disparate processes and the tall order of integrating the RBTT footprint across the Caribbean into RBC. Of course, the global economic events in 2008/2009 which have ravaged the Caribbean and are still with us in 2012 have not helped our cause."

He cited the opening of the new Client Contact Centre in Chaguanas, the enhancement of the Data Centre, the modernization of ATMs and the launch of the Financial Planning service and Professionals Solution suite of services as evidence of the bank's continued emphasis on earning the right to be its client's first choice.

He added, "... how we open accounts, how we grant a loan, a mortgage, a credit card, how we process a wire transfer are all being re-engineered to enrich your experience and liberate your relationship banker to spend more quality time with you.

He said this was done in RBC in Canada in the early 2000s across their 1400 odd branches and 83 Business Banking Centres, and that expertise and know how is being leveraged and tailored for the Caribbean.

“At RBC, our promise is to put our strength to work for you—at all times. At the end of the day, we have to be able to answer ‘yes’ to the question: Did we earn the right to be your first choice? We have to be able to say we gave you the best and I dare say, what we’re about to reveal to you is not only exclusive, but one of the best products available anywhere,” Sookoo said.

A cross section of the bank’s key clients were present for the gala event and received their pre-approved RBC Rewards Visa Platinum credit cards following the launch ceremony.



Suresh Sookoo, CEO - Caribbean Banking, RBC addresses the audience of clients and specially invited guests at a gala ceremony to launch the RBC Rewards Visa Platinum credit cards for personal and business clients at the Hyatt Regency, Trinidad on Saturday night.



Suresh Sookoo, CEO - Caribbean Banking, RBC in conversation with Arvinder Bharath - Market Head, Personal Banking, RBC Royal Bank (Trinidad & Tobago) Ltd (left) and Lorna Atilas, Executive Director, Visa Inc, Caribbean Region (right). RBC launched its RBC Rewards Visa Platinum credit cards for personal and business clients at the Hyatt Regency, Trinidad on Saturday night at a gala ceremony for clients and other specially invited guests.



Arvinder Bharath - Market Head, Personal Banking, RBC Royal Bank (Trinidad & Tobago) Ltd addresses the audience of clients and specially invited guests following the dramatic reveal of the RBC Rewards Visa Platinum credit card for personal and business clients at a gala ceremony at the Hyatt Regency, Trinidad on Saturday night.

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