



NEWS

RBC ROYAL BANK LAUNCH FINANCIAL LITERACY PROGRAMME IN HIGH SCHOOLS ISLANDWIDE

Kingston, Tuesday, April 30, 2013: RBC Royal Bank recently donated \$540,000, as part of its ongoing support of activities under the RBC Financial Literacy programme in partnership with Junior Achievement Jamaica, to educate hundreds of high school students in grades 9 and 10, about aspects of financial literacy.

The donation was made during the launch of the RBC Financial Literacy Programme at the bank's head office on Dominica Drive on April 25.

RBC's Market Head, Business Banking, Barrington Watson, shared the bank's vision behind the programme: "RBC Royal Bank is a strong advocate of financial literacy for people of all ages including clients, prospective clients, and the public at large. We support the efforts of not-for-profit organizations such as Junior Achievement Jamaica to provide financial education initiatives that will impact our country's economy and productivity."

While support for financial literacy was always a focus for RBC Royal Bank, this is the first initiative that will be implemented on such a wide scale.

Alphie Mullings Aikens, President of Junior Achievement Jamaica, explained the different components of the RBC financial literacy programme.

"The programme, which has two components, will see RBC Volunteers, trained by Junior Achievement, playing an important role as facilitators to teach students in 13 participating high schools islandwide on various aspects of financial literacy. The second component known as a Job Shadow tour will have groups of students from each participating high school visiting the RBC Royal Bank branch in their community, learning about the different jobs available in banking," Aikens said

Also included as part of the programme is an essay competition, where students will write on the topic “What does financial literacy mean to you? Discuss its importance to youth.”

“We are encouraging all students to take advantage of these opportunities,” Aikens added.

As a financial service provider, RBC Royal Bank has funded financial literacy programmes with Junior Achievement Jamaica, in excess of \$1 million dollars within the past three years.

“ We felt that this partnership was a good opportunity to play a leadership role within the communities that we operate and one that will allow us to increase our involvement in communities across the island to empower students in entrepreneurship, financial literacy and work readiness” Watson said.



Alphie Mullings-Aikens, President, Junior Achievement Jamaica, accepts a contribution cheque from Barrington Watson, RBC Royal Bank's Market Head, Business Banking at the launch of the RBC Financial Literacy programme on April 25, 2013. The donation forms part of its ongoing support of activities under the RBC Financial literacy programme, which, in partnership with Junior Achievement Jamaica, will educate grades 9 and 10 students in 13 high schools islandwide about aspects of financial literacy.

About RBC in the Caribbean

With more than 100 years of heritage serving the region, RBC operates under the banner of RBC and RBTT with a presence in 20 countries, 121 combined branches, and more than 6,400 employees serving more than one million clients. As one of the Caribbean's leading diversified financial services companies, RBC provides personal and commercial banking, wealth management, corporate and investment banking, insurance and trust and asset management services to a wide range of clients, including individuals, small businesses, general commercial entities, regional and multi-national corporations and governments. For more information, please visit rbc.com/caribbean

About RBC

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC. We are Canada's largest bank as measured by assets and market capitalization, and are among the largest banks in the world, based on market capitalization. We are one of North America's leading diversified financial services companies, and provide personal and commercial banking, wealth management services, insurance, corporate and investment banking and investor services on a global basis. We employ approximately 80,000 full- and part-time employees who serve more than 15 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 49 other countries. For more information, please visit rbc.com

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