

## Our Purpose

# Helping clients thrive and communities prosper

Guided by **our Vision** to be among the world's most trusted and successful financial institutions, and driven by **our Purpose**, we aim to be:

- > The undisputed financial services leader in Canada
- > The preferred partner to corporate, institutional and high-net-worth clients and their businesses in the U.S.
- > A leading financial services partner valued for our expertise in select global financial centres

We are guided by **our Values**:

- > Client First
- > Collaboration
- > Accountability
- > Diversity & Inclusion
- > Integrity

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### On the cover:

RBC client Kathy Cheng on the production floor of her family-owned business, Redwood Classics Apparel, a textiles and manufacturing company based in Toronto, Ontario.