

RAYMOND JAMES AT-A-GLANCE

As of Quarter-end December 31st, 2011

IN CANADA, RAYMOND JAMES LTD.

- In 2000, Raymond James Financial, Inc. acquired Goepel McDermid Inc. and renamed the firm Raymond James Ltd. Our predecessor companies served Canadian investors for nearly 75 years.
- Client assets under administration reached a record \$16.7 billion in 2011.
- Raymond James Ltd. now sits just under 1,000 employees and agents, including 454 Financial Advisors in 116 branches across Canada, and Corporate offices in Vancouver and Toronto.
- We offer high quality investment products and services to individual Canadians seeking customized solutions to their wealth management needs including: investments, financial and estate planning, managed accounts and research.
- Our Equity Capital Markets team includes investment banking, institutional sales & trading and investment research professionals.
- A member of the Investment Industry Regulatory Organization of Canada (IIROC), Investment Funds Institute of Canada, and Canadian Investor Protection Fund.

POWERFUL NORTH AMERICAN PLATFORM

- Raymond James Financial, Inc. (NYSE-RJF) was established in 1962 and has been a public company since 1983, with a market capitalization today of US\$4.35 billion.
- A leading North American independent full-service investment firm serving 2 million private, institutional and corporate clients.
- Provides financial services through three wholly owned investment firms: Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd.
- Over 5,300 Financial Advisors in more than 2,400 locations throughout the US, Canada and overseas.
- More than US\$270 billion in client assets under administration, of which US\$35 billion is in money management subsidiaries.
- A leader in investment research with more than 53 research analysts in the US covering approximately 900 companies and 16 analysts in Canada covering some 250 companies.
- Over 500 Equity Capital Markets professionals organized along industry and product lines provide a full spectrum of investment banking and capital markets services in the US.
- More than 100 Institutional Equity Sales & Trading professionals service over 1,200 leading institutions in the US, Canada and Europe.
- 200 fixed income sales and trading professionals worldwide.

**For more information, visit our websites:
www.raymondjames.ca and www.raymondjames.com**

ACCOLADES

Financial Times • **Wall Street Journal** • **Forbes** • Fortune
StarMine • Reuters • **Robb Report** • **Brendan Wood**

CANADIAN

- The 2011 StarMine Top Analyst Awards bestowed six awards on the Raymond James Equity Research team for their stock-picking acumen.
- Raymond James Equity Research team placed 7th overall and 2nd among independent brokers in the 2011 Brendan Wood survey.
- In 2011, five Canadian Raymond James Equity Research analysts were recognized in the annual Top Gun Awards for research, institutional sales and banking.
- The First Trust Raymond James Canadian Focus Picks Fund was ranked as best in its class for one-year performance in 2010 in the Lipper Funds Award sponsored by Thomson Reuters.
- The Investment Banking team was recognized as Middle Market Investment Bank of the Year in Buyouts magazine's 2010 "Deal of the Year Yearbook."
- For the second year in a row, Raymond James Ltd., was ranked "Highest in Investor Satisfaction among Canadian investment dealers" according to the J.D. Power and Associates Full Service Investor Satisfaction Study in 2010.*

NORTH AMERICAN

- In 2011, Raymond James Financial, Inc. took top honours in *Registered Rep's* Broker Report Card for a second consecutive year.
- Raymond James Financial has been ranked among the World's Most Admired Companies, according to a survey published in the March 21, 2011 edition of Fortune magazine. Attributes judged included quality of management, social responsibility, quality of products or services, and financial soundness.
- In June 2011, Financial Planning, the monthly magazine serving financial advisors across the United States, announced its 26th annual FP50 ranking of the nation's largest independent broker-dealers by revenue. Raymond James Financial ranked No. 3 with \$1 billion in revenue. The top five firms posted growth rates ranging from 10% to 23%.
- Raymond James ranked 1st in the SmartMoney's 2011 Broker survey in the full service category, for excellent customer service, lower maintenance fees and improved client statements.
- Raymond James equity analysts have gained international attention and accolades for excellence by such well-known organizations as Institutional Investor, Reuters, Forbes, Kiplinger's, the Robb Report, StarMine and Zacks Investment Research.
- 10 Raymond James analysts/teams received recognition in the 2010 Financial Times/StarMine Analyst awards. A total of 11 awards were received to rank Raymond James tenth among all US brokerage firms in the StarMine tally.
- In the Forbes/Zacks 2010 Investment Research Survey, which identifies top analysts based on buy, sell and hold advice, as well as earnings forecast accuracy, Raymond James placed 3rd, with nine analysts receiving a total of 15 awards.
- Six Raymond James analysts ranked in the top five for their coverage industries in The Wall Street Journal's 18th annual "Best on the Street" survey in 2010, with the firm placing 7th overall among 183 brokerage firms.*

* The Wall Street Journal does not endorse, sponsor or approve the investment programs of Raymond James. Past performance is not indicative of future results. The data provided above is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock.

* Raymond James Ltd. received the highest numerical score among full service brokerage firms in the proprietary J.D. Power and Associates 2009-2010 Canadian Full Service Investor Satisfaction StudiesSM. 2010 study based on 6,486 total responses measuring 14 brokerage firms and measures opinions of investors who used full-service investment institutions. Proprietary study results are based on experiences and perceptions of consumers surveyed May 2010. Your experiences may vary. Visit jdpower.com.