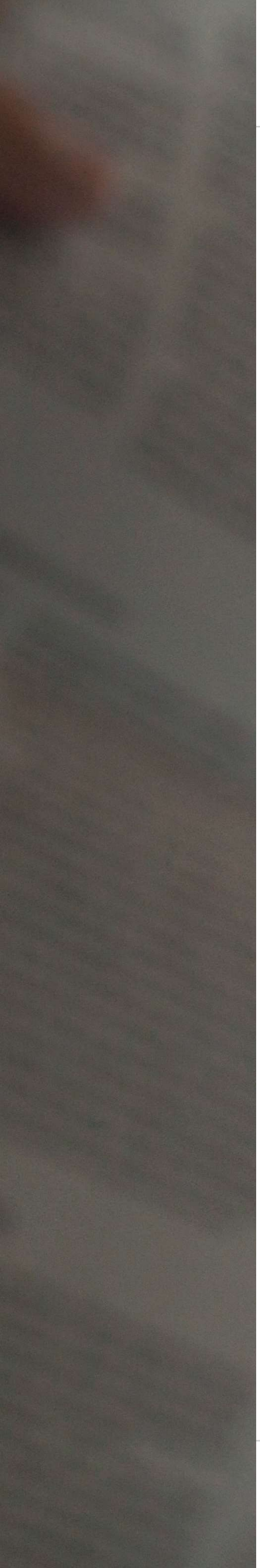
MORE THAN YOUR WORTH

The sophisticated capabilities and elevated support of our private wealth services

RAYMOND JAMES



Anyone who achieves a certain level of success knows that there are two sides to significant wealth. Its privileges are matched by its challenges, its conveniences by its complexities.

Finding the right professionals – the right partners – is essential to rising to the unique demands of wealth. You need a firm that coordinates the insights and efforts of a cross-disciplined team of wealth specialists. A firm with the ability to put far-reaching capabilities and time-tested strength to work for you. A firm that knows that how much you have will never be as important as who you are.

We understand that however successful you have been or will be, you are so much more than your worth.

To help you develop and implement a wealth strategy worthy of that unique position, we offer a menu of services and elevated support coordinated by dedicated professionals across the country and backed by the full strength of Raymond James.

Sophisticated wealth management **rooted in a personal approach**

Founded by Bob James and shaped with the help of his son and successor Tom into an international financial services firm, Raymond James matches sophistication with an enduring personal approach to help people in pursuit … of happiness, of the future, of success as they define it.

Our mission has always been to meet the investment and financial planning needs of individuals, which was novel in 1962. When Raymond James opened its doors, most firms were focused on little more than selling stocks and mutual funds. More than 50 years later, we're proud that we continue leading the way.

There is a familial spirit that pervades everything we do, resulting in an approach that puts our clients first by connecting the varied pieces and professionals in their financial lives.

OUR CORE VALUES

CLIENT FIRST We take care of clients and their financial well-being through our focus on people, not products.

CONSERVATISM Our disciplined, long-term approach makes us conservative, pragmatic and proud of the way we do business.

INDEPENDENCE As an independent firm made up of empowered individuals, we apply that spirit to everything we do.

INTEGRITY A straightforward philosophy – and fundamental belief in doing what's right – inspires us to work with integrity as we provide the highest caliber of service.

BY THE NUMBERS

More than **7,300** financial advisors

Approximately **3 million** client accounts

More than **3,000** locations in the United States, Canada and overseas

More than **2x** required capital ratio

More than **117** consecutive profitable quarters

BBB+*, **positive** outlook credit rating (S&P)

Total client assets of approximately **$664 billion**

* A credit rating of a security is not a recommendation to buy, sell or hold securities and may be subject to review, revisions, suspension, reduction or withdrawal at any time by the assigning rating agency.

OUR STORY

1962
Bob James founds Robert A. James Investments, which later merges with Raymond and Associates.

1970
Tom James is named CEO.

1973
Raymond James takes a seat on the New York Stock Exchange.

1983
Raymond James goes public with a $14-million IPO.

1994
Raymond James publishes the first Client Bill of Rights.

2012
Raymond James celebrates 50 years of client-first service.

2013
Raymond James achieves its 100th consecutive quarter of profitability.

2017
Paul Reilly succeeds Tom James as Chairman of the Board.

Past performance is not indicative of future results. The information provided is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock.

> "There's no limit to the places we can go if we remember where we came from."
>
> – PAUL REILLY, CHAIRMAN AND CEO

OUR MISSION

As laid out by our founder, Bob James, considered the father of financial planning:

Our business is people and their financial well-being. Therefore, in the pursuit of our goals, we conduct ourselves in accordance with many precepts, this chief among them: **We always put the needs of our clients first.**

Powerful enough to serve anyone, **personal enough to serve you.**

Even as we've grown to become a leading financial services firm, Raymond James hasn't lost sight of the importance of human connections.

We offer investors direct access to our people – from top experts to senior leaders – through:

- Dedicated wealth management consultants, who provide tailored advice and analysis
- Expert portfolio solutions consultants, who offer unbiased ideas and top-down assessment of client and prospect portfolios
- Product specialists, who offer industry-leading perspective in a variety of disciplines and make recommendations on a client-by-client basis
- The By Invitation Only program, which gives clients and prospects the opportunity to meet with firm leaders and product experts one-on-one

Your advisor can leverage the full resources and capabilities of Raymond James on your behalf.

INVESTMENT MANAGEMENT & CONSULTING

A broad offering of sophisticated investments from separately managed accounts and structured products to fixed income and more.

TRUST & ESTATE PLANNING[2]

A thoughtful approach to a lasting legacy that includes trust services and administration, donor advised funds, and philanthropic and planned giving strategies.

CAPITAL MARKETS

A wealth of opportunities across our robust Capital Markets discipline, including access to powerful foreign exchange solutions.

CASH MANAGEMENT & LENDING[3]

A suite of options designed to simplify your life, from securities-based lending to mortgage programs available in Raymond James Bank's Private Wealth Mortgage Channel.

ALTERNATIVE INVESTMENTS[1]

An array of institutional-quality strategies, including commodities, hedge funds, private equity and real estate.

WEALTH PLANNING

A tradition of planning, growing and protecting your assets that incorporates family office services, family governance, business planning, risk management and more.

1. Alternative investments involve specific risks that may be greater than those associated with traditional investments and may be offered only to clients who meet specific suitability requirements, including minimum net worth tests. There can be no assurance that any investment will meet its performance objectives or that substantial losses will be avoided.
2. Trust services available through our affiliate Raymond James Trust, N.A.
3. Raymond James & Associates, Inc., and Raymond James Financial Services, Inc., and your Raymond James Financial Advisor do not solicit or offer residential mortgage products and are unable to accept any residential mortgage loan applications or to offer or negotiate terms of any such loan. You will be referred to a qualified Raymond James Bank employee for your residential mortgage lending needs.

An approach tailored to serve **exceptional clients**

Our approach to serving our most successful clients is as unique as they are, with every facet of financial strategy and each investment recommendation intentionally and exclusively focused on the individual.

CORPORATE EXECUTIVES

In addition to its privileges, your professional success is accompanied by certain complexities and responsibilities. To help you manage them, we offer you expertise and strategies for:

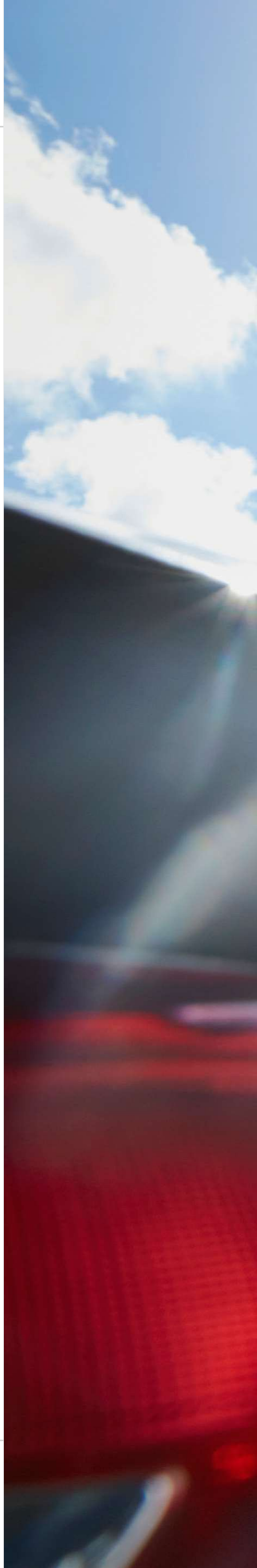
- Concentrated equities
- Income tax awareness
- Risk management
- Share repurchasing
- Corporate benefits planning
- Executive benefits
- Employee retirement plan programs

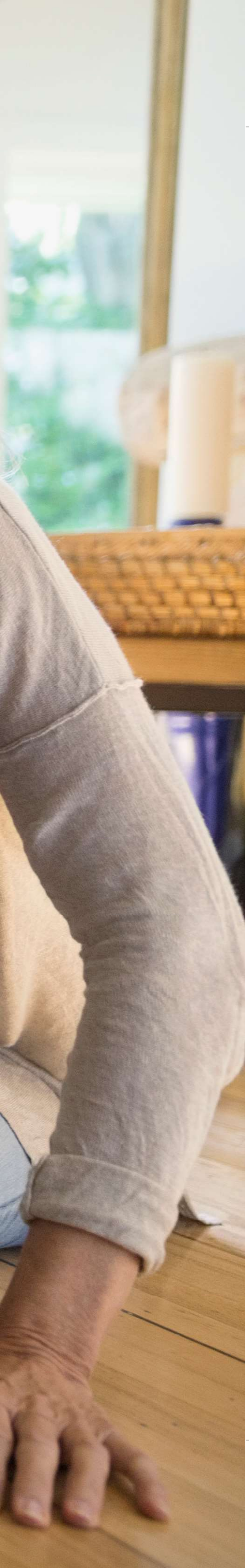
BUSINESS OWNERS

Given how much you've put into your business, our goal is to ensure you get just as much back with a full range of services to help you grow, protect and ultimately transfer your greatest asset, including:

- Business succession planning
- Retirement plans
- Asset protection
- Risk management
- Transition plan strategy
- Estate and tax planning
- Capital markets
- Sale of business

Diversification does not guarantee a profit nor protect against loss. Raymond James financial advisors are not qualified to render advice on tax matters. You should discuss these matters with your tax professional.





ATHLETES, ARTISTS AND ENTERTAINERS

Success like yours is rare, and we can help you make the most of it with support to help address every facet of your finances. From strategies designed to preserve your income to guidance for your next opportunity, we can assist you with:

- Tax planning
- Risk analysis and management
- Retirement planning
- Disability insurance
- Asset protection

FAMILY WEALTH

You're likely familiar with the challenges of family wealth, which is why we make it our priority to handle all matters related to it – from managing and preserving to giving and legacy building – leaving you free to focus on the family. Our services include:

- Asset management
- Tax strategies
- Education planning
- Insurance
- Charitable giving
- Estate and legacy planning

SUDDEN WEALTH

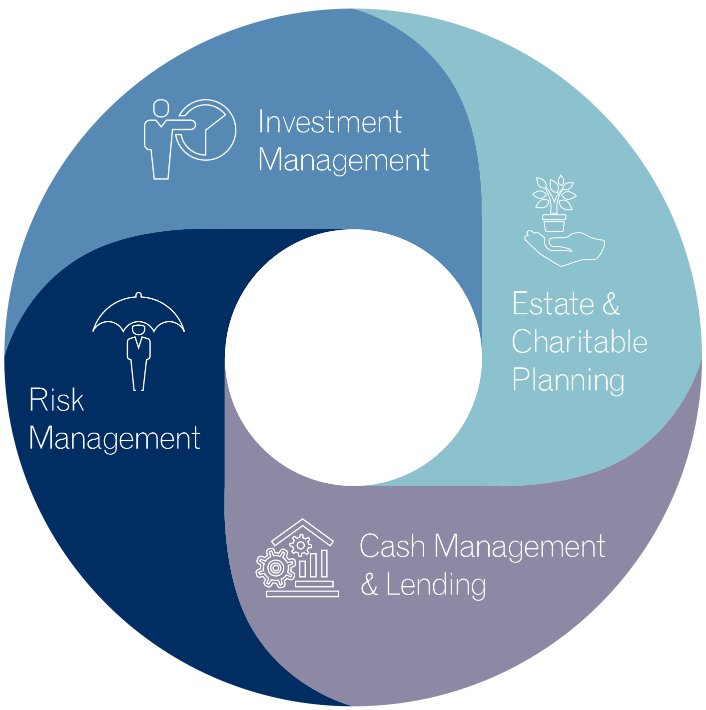
In good times or bad, a significant wealth event will always require careful management to help you protect your wealth, provide income for your lifestyle and build your legacy. Our private wealth services can help you manage the wealth you receive through:

- Sale of a business
- Sale of real estate or other family asset
- Capital markets transaction (e.g., IPO)
- Substantial inheritance
- Lump-sum retirement payout
- Divorce
- Legal settlement
- Exercise of stock options
- Unexpected windfall

Diversification does not guarantee a profit nor protect against loss. Raymond James financial advisors are not qualified to render advice on tax matters. You should discuss these matters with your tax professional.

A seamless, coordinated **approach to wealth**

In caring for your personal wealth, we are steadfastly dedicated to helping you design strategies tailored to help you reach your objectives. That begins with a step-by-step process designed to help you ask and answer key questions, a process developed and refined over more than 50 years of helping uniquely successful individuals and their families.



HOW WILL YOU SEEK TO GROW YOUR WEALTH?

Investment management

• Determining appropriate asset management solutions

• Exploring alternative investments

• Leveraging firm research and due diligence

• Developing tax-managed strategies

There is no assurance that any investment strategy will be successful. Investing involves risk including the possible loss of principal.

HOW WILL YOU SEEK TO PROTECT YOUR WEALTH?

Risk management

• Goal planning and scenario analysis

• Exploring how insurance strategies can help protect your wealth and the options available through Raymond James Insurance Group*

• Developing strategies for concentrated equity

• Diversifying your portfolio

*A division of Raymond James & Associates, Inc. Diversification does not guarantee a profit nor protect against loss.

HOW WILL YOU USE YOUR WEALTH?

Cash management and lending

- Reviewing your cash management needs
- Managing day-to-day finances with Capital Access
- Exploring the lending and cash management solutions available through our affiliate Raymond James Bank:**
  - Private wealth mortgages
  - Securities-based lending

**Raymond James & Associates, Inc., and Raymond James Financial Services, Inc., and your Raymond James Financial Advisor do not solicit or offer residential mortgage products and are unable to accept any residential mortgage loan applications or to offer or negotiate terms of any such loan. You will be put into contact with a Raymond James Bank employee for your residential mortgage needs.

HOW WILL YOU SHARE YOUR WEALTH?

Estate and charitable planning

- Planning and preserving your estate
- Exploring the services available through our affiliate Raymond James Trust
- Giving to your favorite charities
- Funding a child's or grandchild's future
- Transferring wealth to the next generation

A robust menu of extensive resources

Our private wealth services are supported by teams of specialists who leverage our firm's national strength on a personal basis, giving you access to the full spectrum of our sophisticated, expansive services at Raymond James.

COMPREHENSIVE SUPPORT

We offer access to the full resources and elevated support of a multinational firm.

Leading-edge technology + Award-winning research + Access to sophisticated products

REGIONAL ADVISORY TEAMS

We complement our services with the expertise of professionals who provide technical, targeted advice and analysis across four core areas of wealth management.

Product specialists + Wealth strategists and case managers + Credentialed attorneys and tax professionals

Keeping you **protected**

SAFEGUARDING YOUR INFORMATION

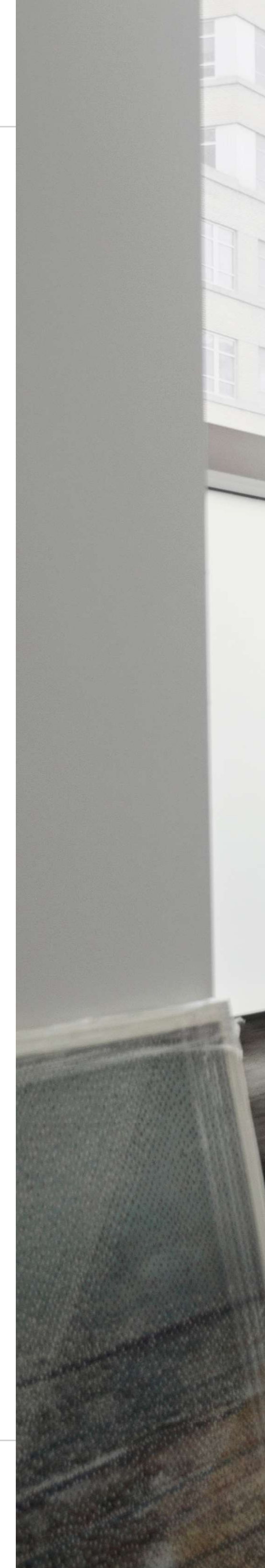
We take the security of your accounts and information seriously and go above and beyond industry standards in combining state-of-the-art cyber security technology, rigorous internal practices and protocols, and reliable resources, account protection and security.

SAFEGUARDING YOUR ASSETS

Protecting your assets is one of our highest priorities. That's why, in addition to relying on the financial integrity, strength and stability of the firm itself, we offer insurance through the Federal Deposit Insurance Corporation (FDIC) on bank deposits, and account protection through the Securities Investor Protection Corporation (SIPC) and various syndicates of Lloyd's of London for protection beyond SIPC limitations.

- Accounts held at Raymond James Bank are insured by the FDIC, an independent agency of the United States government, for up to $250,000 per depositor.[1]
- Raymond James & Associates is a member of the Securities Investor Protection Corporation (SIPC), which protects securities customers of its members up to $500,000 (including $250,000 for claims for cash).[2]
- Raymond James has purchased excess-SIPC coverage through various syndicates of Lloyd's, a London-based firm.[3]

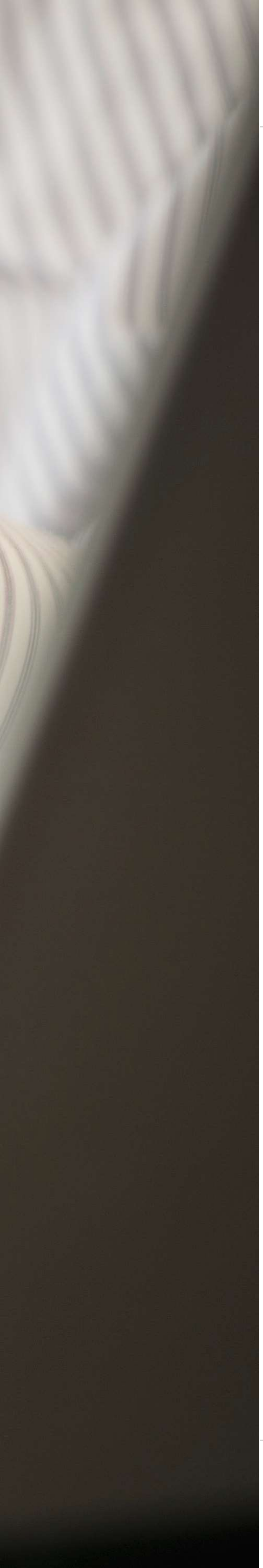
In addition to far-reaching asset protection, Raymond James adheres to state-of-the-industry securities-holding practices to help ensure your security, privacy and convenience. If your account is custodied by Raymond James, your securities will be held electronically in "street name." Street name registration means we hold your securities in an account on your behalf, helping to ensure timely delivery and avoid penalties when selling an investment or purchasing a security.



1 FDIC insurance protects against the loss of insured deposits if an FDIC-insured bank or savings association fails. FDIC deposit insurance is backed by the full faith and credit of the United States government. FDIC insurance covers funds in deposit accounts including checking and savings accounts, money market deposit accounts and certificates of deposit (CDs). For more information, visit fdic.gov or myfdicinsurance.com.

2 An explanatory brochure is available upon request or at sipc.org or by calling 202.371.8300.

3 Raymond James has purchased excess-SIPC coverage through various syndicates of Lloyd's, a London-based firm. Excess SIPC is fully protected by the Lloyd's trust funds and Lloyd's Central Fund. The additional protection currently provided has an aggregate firm limit of $750 million, including a sub-limit of $1.9 million per customer for cash above basic SIPC for the wrongful abstraction of customer funds. Account protection applies when a SIPC-member firm fails financially and is unable to meet obligations to securities clients, but it does not protect against market fluctuations.



Keeping you **connected**

INVESTOR ACCESS

Through this convenient, secure online resource, you can access all of your Raymond James accounts and view portfolio and transaction information, monthly statements, and tax-reporting documents. You can also access Raymond James' award-winning equity research and insightful commentary from market experts.

ADVISOR AND CLIENT TECHNOLOGY

Raymond James provides a full, integrated suite of technology solutions, including a comprehensive array of robust financial planning tools and software designed to assist you and your advisor in the development and ongoing improvement of your financial plan.

Learn more about the sophisticated capabilities and elevated support available to you at Raymond James:

800.248.8863 raymondjames.com/private-wealth-services

LIFE WELL PLANNED.

RAYMOND JAMES®

INTERNATIONAL HEADQUARTERS: THE RAYMOND JAMES FINANCIAL CENTER

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RAYMONDJAMES.COM/PRIVATE-WEALTH-SERVICES

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