### **WELCOME TO RAYMOND JAMES**

Allow us to introduce you to a firm that believes the best way to serve clients is by supporting their advisors and affiliated institutions.

Since 1962, when our founder, Bob James, opened the doors of our first office in St. Petersburg, Florida, Raymond James has been a different kind of financial services firm – one more interested in helping plan people's futures than in selling them stocks, and one that believed the best way to serve clients was by supporting their advisors and affiliated institutions.





Bob and Tom James

While we've grown over the years, relocating to our 30-acre international headquarters and continually adapting to an ever-changing industry, we remain much the same firm we've always been. We still call St. Petersburg home, we still abide by the tenets we were founded on, and we're still focused on serving the advisors and affiliated institutions Today, Raymond James is one of the nation's largest fullservice wealth management and investment banking firms not headquartered in New York. Our subsidiary businesses primarily engage in investment and financial planning, as well as investment banking, asset management and commercial banking. Through our principal broker/dealers and subsidiaries, we're proud to have approximately 8,700 financial advisors in locations throughout the United States, Canada and overseas.

As of 3/29/22

who make up our Private Client Group – which accounts for approximately 66% of our firm's annual revenues.

### PUTTING CLIENTS FIRST

Our long-held commitment to excellence in service, in skill and in support hasn't gone unrecognized – by our clients or by our industry. Here are a few of our recent accomplishments and accolades.



#### BISA TECHNOLOGY INNOVATION AWARD<sup>1</sup>

 In 2022, Raymond James was recognized for the ninth year by the Bank Insurance & Securities
Association (BISA); this time, for our Alerts Portal, a tool that enables advisors to easily act on a variety of alerts in one central location.



#### **• KEHRER BIELAN TOP DIRECTOR AWARDS<sup>2</sup>**

 Thirteen advisors affiliated with the Financial Institutions Division were ranked as top directors in 2021.



### WEALTHMANAGEMENT.COM INDUSTRY AWARDS<sup>3</sup>

 In 2021, Raymond James brought home industry awards in two categories: service and digital marketing campaign of the year. The first, for DRIVE + ACCELERATE, our comprehensive onboarding programs for branch associates.



The second, for our Live Your Life national marketing campaign. We were also a finalist in the "making virtual valuable" category for our PCG Education and Practice Management team, a social media leadership finalist for integrated digital client connections, and a diversity, equity and inclusion finalist for our virtual Advisor Inclusion Networks symposiums and Advisor Inclusion Networks coaching programs.

FORTUNE MAGAZINE<sup>4</sup> – In 2021, Raymond James was among the World's Most Admired Companies in the securities/asset management category.

<sup>1</sup>The Bank Insurance & Securities Association (BISA) Technology Innovation Award is designed to recognize leadership in the advancement of the financial services industry's products, services and platforms through technology innovation. This award highlights companies for their commitment to advancements in technology-based solutions for the industry. Candidacy for the 2022 Technology Innovation Award was limited to products launched in 2021 and was open to BISA Leadership members, as well as Associate and Associate Plus members. The BISA Diversity Award annually recognizes the successful diversity efforts of organizations from the financial industry. The award is presented by BISA to recognize member firms that demonstrate outstanding leadership, innovation and results in diversity management. The Awards Committee is comprised of BISA's Diversity Committee and emeritus directors who carefully review each submission. The award is not representative of any one client's experience, is not an endorsement, and is not indicative of an advisor's future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award. BISA is not affiliated with Raymond James.

<sup>2</sup>Nominations were assessed from 406 banks and credit unions and 71 winners were selected. The data includes 358 institutions, two self-nominations and 57 institutions nominated by their third-party broker/dealer. The metrics include the extent to which the firm is growing the business while producing sufficient revenue relative to its opportunity. The metrics also include whether the firm is achieving the objectives of producing more advisory and insurance business, reducing the number of clients served by each advisor and the size of branch territories and increasing revenue per client and the ROA (return on assets). Other criteria includes: revenue penetration of deposits; revenue per million of FDIC core deposits or NCUA share deposits; year-over-year growth in revenue; 2020 revenue divided by 2019 revenue; advisor; advisory revenue per advisor; life insurance revenue per advisor; assets per advisor; revenue per elient; investment assets per client; asset productivity; revenue on assets and advisor coverage; and deposits per advisor. The ranking may not be representative of any one client's experience, is not an endorsement and is not indicative of an advisor's future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award/rating. Kehrer Bielan Research and Consulting is not affiliated with Raymond James. <sup>3</sup>Over 200 companies submitted more than 625 nominations to the 2021 awards, and a panel of judges made up of top names in the industry determined the winners. The honorees were chosen for the award based upon the following methodology: 1) A new initiative, program or enhancement to an existing platform that helps broker/dealer advisors manage a better business. 2) Initiatives can include the various practice management areas, such as marketing services/support, sales process, succession planning, human capital, organizational structures, business planning/strategy, compensation plans, benchmarking, usage, feature set, advisor survey scores, etc. – along with qualitative measures such as innovation, creativity, new methods of delivery, etc. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award/rating nor is Raymond James affiliated with WealthManagement.com.

<sup>4</sup>Fortune collaborated with their partner Korn Ferry Hay Group on this survey of corporate reputations. Beginning with a universe of about 1,500 candidates: the 1,000 largest U.S. companies ranked by revenue, along with non-U.S. companies in Fortune's Global 500 database that have revenues of 510 billion or more, they then winnowed the assortment to the highest-revenue companies in each industry, a total of 680 in 30 countries. The top-rated companies were picked from that pool of 680; the executives who voted work at the companies in that group. To determine the best-regarded companies in 52 industries, Korn Ferry Hay Group asked executives, directors and analysts to rate enterprises in their own industry on nine criteria, from investment value and quality of management and products to social responsibility and ability to attract talent. A company's score must rank in the top half of its industry survey to be listed. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award/rating nor is Raymond James affiliated with Fortune.

At Raymond James, we have a deep appreciation for the arts – one that is clearly evident to anyone who visits us. The buildings and grounds of our international headquarters are home to The Tom and Mary James/ Raymond James Financial Art Collection. The collection – one of the largest private art collections in the Southeast – consists of more than 3,000 works of art, including paintings, sculptures and graphics. More than 90% of the collection is owned by Tom James, chairman emeritus of Raymond James Financial, and his wife, Mary James. They selected almost every piece of artwork themselves, placing particular emphasis on buying works from living artists to help sustain them in their profession.

Although the collection began in the late 1950s with predominantly American artists, primarily from Florida, it has grown to include a variety of genres. In the mid-1980s, while on trips to Colorado and New Mexico, Tom began to collect Western and Southwestern art. At the present time, more than half of the collection consists of Western/Southwestern styles of art, including works by Roy Andersen, Earl Biss, Glenna Goodacre, Allan Houser, Dave McGary, Dan Namingha and Ray Swanson. Wildlife art makes up about 25% of the collection. Other genres include pop, contemporary, figurative, sports and landscapes, including works by Peter Max and Andy Warhol. In early 2018, about 400 select pieces from the collection were moved to be showcased in the new The James Museum of Western & Wildlife Art in downtown St. Petersburg – Tom and Mary's thank-you gift to the community.

The associates of Raymond James are passionate about art too. Art-loving employees volunteer to conduct art tours of the Raymond James campus for fellow associates, clients and members of the community. The firm also hosts an annual Associate Art Show, in which employees showcase their talents.

The firm's commitment to the arts also extends beyond our own walls. Raymond James is the proud title sponsor of the Gasparilla Festival of the Arts. Rated one of the country's top art shows, the festival brings original works from several hundred participants to the streets of downtown Tampa and attracts artists from all over the world.

Other arts and cultural organizations that benefit from the philanthropic support of Raymond James Financial include the Salvador Dalí Museum, the American Stage Theatre Company, The Florida Orchestra, Ruth Eckerd Hall and many, many more.



"Life's a Splash" by Matthew Hillie



The James Museum



"Dali Dairy" by Ben Steele

# **PRIVATE CLIENT GROUP**

Raymond James has been focused on serving clients since our inception. Our Private Client Group (PCG) – the experienced, dedicated advisors who make up the heart of our firm – was our first business and it remains our most important. Today, PCG, comprised of wholly owned broker/dealers Raymond James & Associates, Raymond James Financial Services, Raymond James Ltd. in Canada, and Raymond James Investment Services in the U.K., accounts for approximately 66% of our annual revenues and is run by leaders who recognize that the continued success of Raymond James depends on the success of its advisors.

### LEADERSHIP TEAM



#### PAUL REILLY Chairman and Chief Executive Officer, Raymond James Financial

Paul Reilly became chief executive officer of Raymond James Financial in May 2010, after joining the firm's management team as president and CEO-designate in May 2009. He has served on the firm's board of directors since 2006. Previously, he was executive chairman of Korn/Ferry International and CEO of KPMG International. Paul earned his bachelor's degree and a Master of Business Administration in finance from the University of Notre Dame and holds the certified public accountant designation. He is a St. Petersburg native and avid tennis player.



#### SCOTT CURTIS President, Private Client Group

Scott Curtis joined Raymond James in February 2003 as president of Raymond James Insurance Group. He spent the prior 13 years of his career with GE Financial Assurance. A graduate of Denison University, where he earned a Bachelor of Arts in economics and English, he also holds a Master of Business Administration from the Ross School of Business at the University of Michigan. Scott is a trustee of SIFMA's Securities Industry Institute program at the Wharton School, and serves on the board for the Florida Council for Educational Change and for the Chi Chi Rodriguez Youth Foundation.

## FINANCIAL INSTITUTIONS DIVISION

The Financial Institutions Division has been in the business of providing powerful, full-spectrum securities brokerage and investment advisory services to banks and credit unions for over 30 years. By providing solutions that rival even those of the largest companies, our affiliated institutions and their investment services groups can successfully compete with any firm in the business, including the best-known banks, credit unions and wirehouses in the country. Currently, we support more than 160 financial institutions with \$4.8 billion deposits of average client institution.



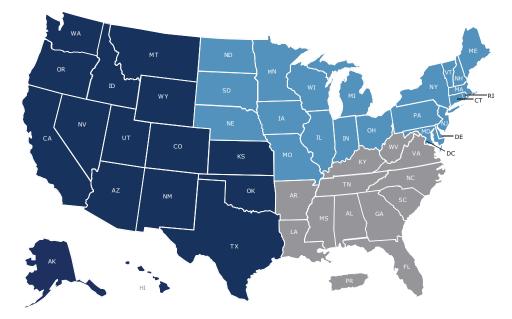
#### TIM KILLGOAR Senior Vice President, Head of Financial Institutions Division

Tim Killgoar currently leads a team of professionals at Raymond James who provide support to some of the most sophisticated bank and credit union investment programs in the country. Prior to taking on the leadership role for the Financial Institutions Division (FID) in 2017, Tim served the division as director of Strategy & Consulting, working closely with FID's leadership team on financial institution relationship management and business development.

Prior to joining the FID senior leadership team, Tim directed the client experience and marketing strategy efforts for Raymond James Financial, following two years supporting Raymond James' strategic and operational initiatives as an assistant to the chairman. Tim has had significant experience within the banking and brokerage industries on a variety of initiatives ranging from strategy to process engineering to technology implementation.

Prior to joining Raymond James in 2008, Tim worked as an internal consultant with Bank of America, focusing on domestic and overseas operational and technology integration projects, and as a consultant for Andersen LLP in the financial services practice. He holds Series 7, 24 and 66 licenses. Tim earned his MBA from the University of Texas and a bachelor's degree in economics from Princeton University, where he also captained the Tigers baseball team.

## FINANCIAL INSTITUTIONS DIVISION

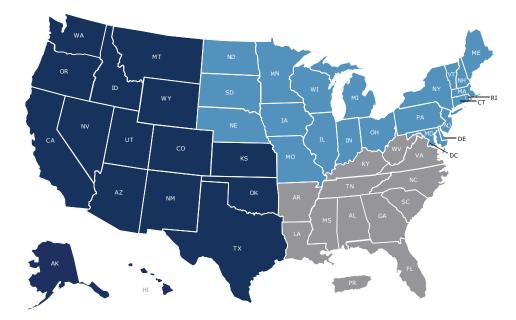


#### **RELATIONSHIP MANAGEMENT MAP**

NAME	TITLE	DIRECT PHONE*	EMAIL
SOUTH			
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NORTH			
Steve Kruchten	Vice President, Division Director Relationship Management	727.567.2231	steve.kruchten@raymondjames.com
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Grace Austin	Assistant Division Director Relationship Management	727.567.5334	grace.austin@raymondjames.com
WEST			
Matt Mehltretter	Vice President, Division Director	727.567.5937	matt.mehltretter@raymondjames.com
Gretchen Olsen	Assistant Division Director Relationship Management	720.374.3149	gretchen.olsen@raymondjames.com
Alex Keim	Assistant Division Director Relationship Management	727.567.8169	alex.keim@raymondjames.com
OPERATIONS & ADMINISTRATION			
Beth Short	Relationship Management Liaison	727.567.5938	beth.short@raymondjames.com
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Hunter Martin	Division Operations Consultant, North and West	727.567.4617	hunter.martin@raymondjames.com

\*Home office associates may be contacted toll free at 800.752.2657.

### **FINANCIAL INSTITUTIONS DIVISION**



#### **BUSINESS DEVELOPMENT MAP**

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Jason Goode	Assistant Division Director Business Development	727.567.6262	jason.goode@raymondjames.com
Michael Forster	Senior Business Development Associate	469.726.2306	michael.forster@raymondjames.com

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