

ABOUT RAYMOND JAMES OPTIONS

GENERAL / HISTORY OF THE FIRM

Who is Raymond James?

Raymond James isn't any one person. It's thousands of people dedicated to you and your financial well-being. Bob James founded a different kind of financial services firm more than 50 years ago with the idea of putting people, planning and principles first. Some things never change.

We believed then, as we do now, that when it comes to your money, there is no substitute for a carefully considered, disciplined investment approach. While Raymond James has the resources to match even the largest firms' capabilities, the focus is on building and supporting individual relationships based on trust and integrity.

Since the firm was first established in 1962, Raymond James has grown to become one of the largest, most well-respected independent financial services companies in the country.

[subhead] Milestone spotlight

105 consecutive quarters of profitability¹ – a streak that began in 1988 after Black Monday took its toll.

While some other firms closed their trading desks on October 19, 1987, to minimize internal losses, Raymond James kept its desks open to meet clients' needs. That commitment to client service was the right thing to do, although it came at a cost for the company. The fourth quarter of 1987 was the first, last and only unprofitable quarter since the firm went public on July 1, 1983.

[subhead] Raymond James by the numbers*

- Founded in August 1962
- 105 consecutive quarters of profitability¹
- More than 6,200 financial advisors
- More than 2.5 million client accounts
- More than 2,500 locations throughout the United States, Canada and overseas
- \$447 billion in total client assets

*as of June 5, 2014

It's been our privilege for more than 50 years to support the goals of clients – and we look forward to continuing to do so for many, many years to come.

¹ 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.

CORE VALUES / CONSERVATISM

Conservative, pragmatic and proud of the way we do business

At Raymond James, we have a straightforward approach to doing business. We believe that putting clients' needs first is the best way to ensure their success and, in turn, the long-term success of our advisors and the company. We call this our Service 1stSM philosophy. With our strong focus on clients and our commitment to supporting those who serve them, we've become known as the premier alternative to Wall Street, providing the products, services and support of even the largest firms, within an environment that values strong, personal relationships.

And, sticking to our core principles of client first, conservatism, independence and integrity has put us in a pretty enviable position – 105 quarters of continuous profitability.¹ In the more than 50 years since our founding, Raymond James has steadily grown to become one of the largest independent financial services firms in the industry, but our core values ensure we'll never be so big that we don't have time for what matters most: you and your family.

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[subhead] OUR VALUES

The markets change, but our values will always be the same. Client first is at our core, supported by conservatism, independence and integrity:

[rollover] Client first

We take care of clients and their financial well-being.

[rollover] Conservatism

We take a long-term approach. Discipline in decision making translates to a strong, stable firm for everyone.

[rollover] Independence

We are an independent firm made up of empowered individuals who choose to make this company great.

[rollover] Integrity

We are forthright in our approach and earn each client's trust.



COMMUNITY INVOLVEMENT

The right thing to do

Back in 1962, Bob James founded Raymond James on the principle that putting others first – from our clients to our neighbors – was the right thing to do. His deep commitment to doing what’s right remains a core part of who we are as a company.

Since then, Raymond James has been committed to giving back to our communities by supporting culture and the arts, health and social services, as well as education initiatives. Our advisors, associates and affiliates invest their time and resources to benefit programs and organizations in communities across the United States.

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United Way

Each November, Raymond James coordinates an annual pledge campaign during which the firm matches contributions up to \$5,000 per associate. This practice has made the firm a top corporate sponsor of the United Way Suncoast and has helped impact social services organizations throughout the United States.

Raymond James Cares

Every August, teams of associates and affiliates across the company participate in Raymond James Cares Month, a volunteer initiative that benefits local communities. It’s our way of giving back to the communities where we live and work.

Habitat for Humanity

Through regular sponsorship and volunteer work with Habitat for Humanity, Raymond James helps build homes and hope. Over the past 10 years, we’ve contributed hundreds of thousands of dollars and countless hours of volunteer time to Habitat projects.

Kicking for Kids

Since 2000, Raymond James and the Tampa Bay Buccaneers have teamed up to support children’s hospitals through the Kicking for Kids program, which donates funds to children’s hospitals for each Tampa Bay Buccaneers field goal made during the regular season.

Junior Achievement

Raymond James is proud to support Junior Achievement and its efforts to educate and inspire young people to value free enterprise, business and economics to improve the quality of their lives. The firm regularly sponsors the organization’s educational programs and activities.

American Red Cross

The firm is committed to lending support to its own communities in times of crisis. In recent years, Raymond James and its associates have donated time, funds and materials to those affected by floods, tornadoes, hurricanes, tsunamis and earthquakes.

STRENGTH OF RAYMOND JAMES

Commitment and dedication worth mentioning

Since 1962, Raymond James advisors have been creating personalized financial plans for clients. Our founder, Bob James, was a pioneer of financial planning, bucking Wall Street's product-first mentality in favor of a belief that financial professionals could do more than sell stocks – they could help build more secure futures.

For more than 50 years, Bob's ideas and ideals have helped Raymond James grow steadily to become one of the largest independent financial services firms in the country, but our core values of client first, independence, conservatism and integrity ensure we'll never be so big that we don't have time for what matters most: you and your family.

That dedication results in long-term corporate stability and a unique culture focused on the success of advisors and their clients. Ours is a commitment you won't find everywhere. And it's a commitment others find noteworthy.

[slider] **More than any other firm**

M&A Advisor named the Raymond James Investment Banking practice a finalist for 16 awards spanning 15 separate categories for its 13th annual *M&A Advisor Awards*. The 15 different categories are the most category finalists of any firm.

The *M&A Advisor* awards recognize excellence in deal making, restructuring and financing and celebrate the contributions and achievements of leading firms and professionals.

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[slider] **Award-winning equity research**

In September 2014, the Raymond James Equity Research department received 13 awards in the 2014 StarMine Analyst Awards, placing the firm in a tie for second among all brokers for the second consecutive year.

The 2014 StarMine Analyst Awards are based on the 2013 calendar-year performance of recommendations and estimates on companies that are based in the United States, Europe and Asia. StarMine, a Thomson Reuters company, objectively measures the performance of analysts based on the returns of their buy/sell recommendations and the accuracy of their earnings estimates.

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[slider] **Fortune smiles on us**

In February 2014, *Fortune* magazine once again ranked Raymond James Financial among the top most admired securities companies in the world for the fourth year in a row. The survey involved 698 companies from 32 countries. Judging was based on attributes such as quality of management, products, services and social responsibility.

Fortune ranking based on an average score of nine key attributes of reputation: innovation, people management, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment, quality of products/services, and global competitiveness.

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[slider] **Investment banking firm of the year**

In December 2013, *M&A Advisor* named the Raymond James Investment Banking practice “Investment Banking Firm of the Year.” The *M&A Advisor* awards recognize excellence in deal making, restructuring and financing and celebrate the contributions and achievements of leading firms and professionals.

RELATIONSHIP WITH FIRM / DEDICATED PARTNER

A dedicated partner

We put the needs of our clients first. And we chose to partner with Raymond James because we believe the firm is also dedicated to your best interests. The firm delivers industry-leading support, superior client service, and the financial planning and investment resources of a premier financial services company.

While Raymond James has the resources to match even the largest firms’ capabilities, our focus is on building close-knit individual relationships based on trust and integrity. The firm’s culture of independence allows us to work closely with you to create custom solutions to your short- and long-term financial challenges.

We’re honored to partner with a firm whose founding principles of client first, conservatism, independence and integrity remain refreshingly at the forefront, and especially appreciate the priority placed on supporting our relationships with our clients. Those values have helped Raymond James become one of the largest independent financial services firms in our industry, with a long-term track record of stability and growth.