

RAYMOND JAMES AT A GLANCE

Despite the financial turmoil of the past few years, Raymond James has delivered **93 consecutive quarters of profitability**, reinforcing its reputation as a pillar of stability for clients and their advisors. We believe that success has a lot to do with the firm's unwavering commitment to its founding core values of **putting clients first, conservatism, independence and integrity**.

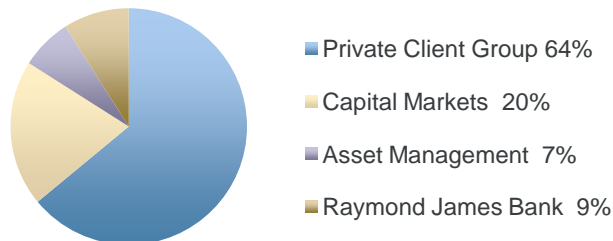
BY THE NUMBERS

- ▶ Founded in **1962**
- ▶ More than **10,000** associates worldwide
- ▶ More than **5,300** financial advisors
- ▶ **2,400** locations (United States, Canada and abroad)
- ▶ **1.9** million client accounts
- ▶ **\$275** billion in client assets
- ▶ **\$36** billion managed by our subsidiary asset managers

STRENGTH AND STABILITY



2010 Total Revenue – By Business Unit



HONORS AND ACCOLADES

In May 2011, *SmartMoney* named Raymond James the best full-service broker in its 2011 Annual Broker Survey for the third time in four years. In fact, Raymond James was one of only two full-service brokers in the survey whose model portfolios beat the S&P 500.

In April 2011, *The Wall Street Journal* ranked seven Raymond James analysts as Master Stock Pickers for 2010 as part of its 19th annual "Best on the Street" survey.

In March 2011, *Fortune* magazine ranked Raymond James Financial the fourth most admired securities company in the world. The survey involved 673 companies from 32 countries. Judging was based on attributes such as quality of management, products, services and social responsibility.

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