

# RAYMOND JAMES QUICK FACTS

Founded in 1962 and a public company since 1983, Raymond James is a diversified financial services holding company with subsidiaries engaged primarily in investment and financial planning, in addition to investment banking and asset management. Through our three wholly owned broker/dealers and a majority-owned independent contractor subsidiary in the United Kingdom, more than 5,300 financial advisors serve 1.9 million accounts from more than 2,300 locations throughout the United States and internationally. For more information about how we provide financial services to individuals, corporations and municipalities, please visit raymondjames.com.

## STOCK

Listed security: **RJF common stock**

Traded: **New York Stock Exchange**

Shareholders: **More than 17,000 individuals and institutions**

Fiscal year end: **September**

	2004	2005	2006	2007	2008	2009	As of 12/31/09
Stock Price <sup>1</sup>	\$15.90	\$21.41	\$29.24	\$32.85	\$32.98	\$23.28	\$23.77
Book Value <sup>1</sup>	\$9.62	\$10.95	\$12.83	\$15.07	\$16.18	\$17.10	\$17.53

<sup>1</sup>Adjusted for three-for-two stock splits on March 24, 2004, and March 22, 2006.

Per Share Data <sup>1</sup>	2004 <sup>2</sup>	2005 <sup>2</sup>	2006 <sup>2</sup>	2007 <sup>2</sup>	2008 <sup>2</sup>	2009	Three Months Ended 12/31/09
Dividend	\$0.17	\$0.21	\$0.32	\$0.40	\$0.44	\$0.44	\$0.11
Fully Diluted EPS	\$1.14	\$1.33	\$1.85	\$2.11	\$1.97	\$1.25	\$0.35

<sup>1</sup>Adjusted for three-for-two stock splits on March 24, 2004, and March 22, 2006.

<sup>2</sup>Not adjusted for implementation of new FASB guidance regarding the computation of EPS.

## FINANCIAL HIGHLIGHTS

	2004	2005	2006	2007	2008	2009	Three Months Ended 12/31/09
<b>Total Revenue</b> (000s)	\$1,829,776	\$2,168,196	\$2,645,578	\$3,109,579	\$3,204,932	\$2,602,519	\$702,669
Net Income (000s)	\$127,575	\$151,046	\$214,342	\$250,430	\$235,078	\$152,750	\$42,903
After-Tax Margin	7%	7%	8.1%	8.1%	7.33%	5.87%	6.11%
Return on Equity	12.8%	13.1%	15.7%	15.6%	12.96%	7.92%	8.32%

## COMPANY HIGHLIGHTS

- Chairman and CEO: Thomas A. James
- Number of associates, advisors and professional partners worldwide: 10,797
- Total assets under control as of December 31, 2009: \$232 billion
- Asset management subsidiaries manage approximately \$30.3 billion for individuals, pension plans and municipalities
- In 2009, for the second consecutive year, Raymond James clinched first place among full-service brokers in the *SmartMoney* Annual Broker Survey, receiving top ratings for customer satisfaction and account statements<sup>3</sup>
- One of the first financial services firms to provide its clients wrap-fee accounts
- First financial services firm to provide investors a “client’s bill of rights,” a detailed explanation of an investor’s rights and responsibilities adopted by the Securities Industry and Financial Markets Association
- Raymond James Equity Research analysts are regularly recognized with positive praise in national outlets such as *The Wall Street Journal*,<sup>4</sup> Bloomberg, *Fortune*, Reuters and *Institutional Investor*
- One of the first firms in the nation to offer forward-looking open-end mutual fund research to clients

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<sup>3</sup>*SmartMoney* does not endorse any product or service of Raymond James.

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