

RAYMOND JAMES QUICK FACTS

Gain insight into the firm's history and highlights at a glance.

Founded in 1962 and a public company since 1983, Raymond James is a Florida-based diversified holding company with its subsidiaries engaged primarily in investment and financial planning, in addition to investment banking and asset management. Its three principal, wholly owned broker/dealers, Raymond James & Associates, Raymond James

Financial Services and Raymond James Ltd., have approximately 5,400 financial advisor serving 2 million accounts in 2,400 locations throughout the United States, Canada and overseas. 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 18,000 individuals and institutions**

Fiscal year end: **September**

	2005	2006	2007	2008	2009	2010	2011	Q1 2012
Stock Price ¹	\$21.41	\$29.24	\$32.85	\$32.98	\$23.28	\$25.33	\$25.96	\$30.96
Book Value ¹	\$10.95	\$12.83	\$15.07	\$16.18	\$17.11	\$19.03	\$20.99	\$21.34

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

PER SHARE DATA ¹	2005	2006 ²	2007 ²	2008 ²	2009	2010	2011	Q1 2012
Dividends Declared	\$0.17	\$0.21	\$0.32	\$0.40	\$0.44	\$0.44	\$0.44	\$0.13
Fully Diluted EPS	\$1.14	\$1.33	\$1.83	\$2.07	\$1.93	\$1.25	\$1.83	\$0.53

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

²Not adjusted for implementation of new FASB guidance regarding the computation of EPS.

RAYMOND JAMES®

FINANCIAL HIGHLIGHTS

	2005	2006	2007	2008	2009	2010	2011	Q1 2012
Total Revenue (000s)	\$2,168,196	\$2,645,578	\$3,109,579	\$3,204,932	\$2,602,519	\$2,979,516	\$3,399,886	\$798,817
Net Income (000s)	\$151,046	\$214,342	\$250,430	\$235,078	\$152,750	\$228,283	\$278,353	\$67,325
After-Tax Margin	7%	8.1%	8.1%	7.3%	5.9%	7.7%	8.2%	8.4%
Return on Equity	13.1%	15.7%	15.6%	13.0%	7.9%	10.6%	11.3%	10.3%

COMPANY HIGHLIGHTS

- CEO: Paul Reilly
- Number of associates, advisors and professional partners worldwide: nearly 11,300
- Client assets under administration as of December 31, 2011, are approximately \$270 billion.
- Asset under management are approximately \$35 billion (excluding money markets) for individuals, pension plans and municipalities.
- In 2011, for the third time in four years, Raymond James clinched first place among full-service brokers in the *SmartMoney* annual broker survey, receiving top ratings for performance of recommended stocks, customer satisfaction, and user-friendliness of account statements and websites.
- 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*,⁴ 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

³*SmartMoney* does not endorse any product or service of Raymond James. Past performance is not indicative of future results.

⁴*The Wall Street Journal* does not endorse, sponsor or approve the investment programs of Raymond James. Past performance is no guarantee of future results.

The information contained herein is for informational purposes and is not intended as a solicitation to buy or sell Raymond James Financial stock.

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