



**Royal Bank
of Canada**

NEWS

ROYAL BANK OF CANADA CELEBRATES THE BEST OF FILM WITH NEW PARTNERSHIP

LONDON, 20 APRIL 2016 – Royal Bank of Canada (RBC) today announced its partnership with the BFI (British Film Institute). Starting this year, RBC will be a Main Sponsor of the BFI London Film Festival in partnership with American Express® (LFF). The festival, which runs from 5-16 October 2016, is Britain's leading film event and one of the world's best film festivals.

The partnership between RBC and BFI is in keeping with RBC's commitment to the arts globally, both through charitable giving and its sponsorships of the Toronto International Film Festival, Masterpiece London, The Old Vic and Art Toronto.

'We're thrilled to partner with the BFI London Film Festival as Main Sponsor. RBC is a long-standing supporter of the arts because we recognise the important role that they play in building prosperous communities,' said Tony Johnson, Head, Sales & Relationship Management, RBC Wealth Management. 'Film is a powerful tool to share new perspectives and we look forward to seeing the very best in British and international film at this year's festival.'

Clare Stewart, Festival Director of the BFI London Film Festival, said: "We're truly delighted to welcome RBC to the BFI London Film Festival family as a Main Sponsor. Filmmaking, and indeed film festivals, require dedication, partnership and passion, so it's exciting to be working with RBC who shares our love of cinema and has such a strong appreciation of the contribution film makes to both community and a thriving economy."

- ends -

For further information please contact Fiona McLean on 020 4653 4516 or fiona.mclean@rbc.com

About Royal Bank of Canada

Royal Bank of Canada (RBC) is one of the largest banks in the world and is Canada's largest bank by market capitalisation. It employs approximately 81,000 full- and part-time employees who serve more than 16 million personal, business, public sector and institutional clients in 39 countries.

RBC has a long history in Europe and has operated in the region since 1910 to serve corporate, institutional and high-net worth clients. Today, it provides a significant array of financial products and services, which are delivered by over 5,500 employees from offices in the UK, the Channel Islands, Belgium, France, Germany, Italy, Ireland, Luxembourg, Switzerland and Spain. RBC delivers financial products and services in Europe under the global brands RBC Capital Markets, RBC Wealth Management, RBC Investor & Treasury Services, RBC Global Asset Management and BlueBay Asset Management.

RBC helps communities prosper, supporting a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2015, we contributed more than C\$121 million to causes around the world.

About the BFI London Film Festival

BFI London Film Festival is Britain's leading film event and one of the world's best film festivals. It introduces the finest new British and international films to an expanding London and UK-wide audience and attracts significant international film industry participation. LFF is a compelling combination of red carpet glamour, friendly audiences and vibrant exchange. LFF provides an essential profiling opportunity for films seeking global success; promotes the careers of British and international filmmakers through its industry and awards programmes and positions London as the world's leading creative city.

About the BFI

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke.



BFI LONDON FILM FESTIVAL

5 – 16 October 2016

in partnership with

