



Carrot Rewards and RBC challenge Canadians to pick up the pace on wellness

RBC encourages Canadians to live healthier lives by offering RBC Rewards points through the Carrot Rewards app

TORONTO, June 14, 2018 – Today Carrot Rewards announced that Canadians can now earn RBC Rewards points when they invest in their wellness by learning how to live healthier, and by achieving daily step goals with the Carrot Rewards app.

“Joining hands with one of our country’s largest banks provides us with a terrific opportunity to accelerate our shared vision to make a positive impact on the everyday lifestyles of Canadians,” said Andreas Souvaliotis, Chief Executive Officer, Carrot Rewards. “Adding RBC Rewards to the menu of choices on the Carrot Rewards app will further boost our platform’s unique relevance and popularity.”

According to the Public Health Agency of Canada’s recent report, *How Healthy Are Canadians?*¹, more than 77% of Canadian adults and nearly 91% of children and youth are not meeting the Canadian Physical Activity Guidelines. The Carrot Rewards app helps to make physical activity and wellness fun by providing a gamified experience that delivers real rewards to Canadians.

“Whether it’s our support of youth mental health initiatives or our longstanding commitment to grassroots sport and the Olympic movement in Canada, RBC has an extensive history of supporting and promoting health and wellness in communities around the globe,” says Jacqueline Calisto, Vice President, Global Loyalty & Rewards, RBC. “That’s why we’re investing in a range of innovative relationships with organizations like Carrot. We understand the importance of well-being in our clients’ lives, and in 2017, we committed more than \$15 million to health and wellness programs in Canada.”

The Carrot Rewards app is currently available for free download to Canadians in British Columbia, Ontario and Newfoundland and Labrador from the App Store on iPhone, iPad or at <http://www.AppStore.com>, and Google Play on Android devices, or at play.google.com. For more information, visit rbcrewards.com/carrotrewards.

¹ Public Health Agency of Canada. [How Healthy Are Canadians?](#) Ottawa (ON), April 2017.



About Carrot Rewards

Carrot Rewards is an AI-driven public engagement platform that leverages behavioural economics and nudge theory to motivate Canadians to make better everyday lifestyle choices. Carrot harnesses the power of the most popular consumer loyalty programs in Canada to maximize its appeal and user engagement. Carrot users earn their choice of Aeroplan® Miles, SCENE® Points, Petro-Points™, More Rewards® Points, Drop points or RBC Rewards each time they interact with the app. The Carrot platform was created in collaboration with public sector agencies, the three leading Canadian health NGOs and the private sector. With over a million downloads across Canada, Carrot is the most popular and trusted engagement platform in the country. Carrot was recognized as Canadian App of the Year and in 2018, was ranked as a Top 10 Loyalty Program in the country by the Bond Brand Loyalty Report.

About RBC

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 81,000+ employees who bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank, and one of the largest in the world based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our 16 million clients in Canada, the U.S. and 34 other countries. Learn more at rbc.com.

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at <http://www.rbc.com/community-sustainability/>.

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