

# Royal Bank of Canada (RBC) in Consumer Finance (Canada)

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## Abstracts

Royal Bank of Canada (RBC) is focused on markets and client segments where it has identified opportunities to win business, and deepen relationships with clients and the communities it serves in order to create superior shareholder value. Its corporate vision is to become one of the world's most trusted and successful financial institutions. To achieve this vision, RBC has embarked on three key strategic priorities: 1) In Canada, it aims to be the undisputed leader in financial services; 2) In t...

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