



# RESULTS FROM THE 2021 CLIENT SATISFACTION SURVEY

The annual Chatham Partners Client Satisfaction Survey is critical to informing the development of products and services and ensure we deliver the level of service and value our clients expect. It also gives us an opportunity to compare our performance against Chatham's proprietary industry benchmark, which includes eight major retirement industry providers.

## Segments represented:

**19%** Plans with \$20–50 million in assets      **20%** Plans with \$150–500 million in assets  
**31%** Plans with \$50–150 million in assets      **30%** Plans with more than \$500 million in assets

## HOW LIKELY ARE PLAN SPONSORS TO RECOMMEND T. ROWE PRICE? Net Promoter Score®¹

	Promoter	Passive	Detractor
<b>88</b> Net Promoter Score	88%	12%	0%
<b>59</b> Chatham's Benchmark	66%	28%	7%

! T. Rowe Price is top against our peers and has exceeded the benchmark for 11 consecutive years

## HOW SATISFIED ARE PLAN SPONSORS?

Overall satisfaction (rated 6 or 7 on a 7-point scale)

		7-point scale Very satisfied (7) to very dissatisfied (1)				
		7	6	5	4	3, 2, 1
<b>97%</b> 2021 Chatham Score	<b>83%</b> Chatham's Benchmark	58%	34%	7%	1%	0%
		55%	41%	3%	0%	0%
		36%	47%	11%	4%	3%

! 100% of clients are generally satisfied (rated 5, 6, or 7 on a 7-point scale)

T. Rowe Price received “Best in Class” marks in 2021 from Chatham and is the top performer in the category compared with the Chatham benchmark of our peers

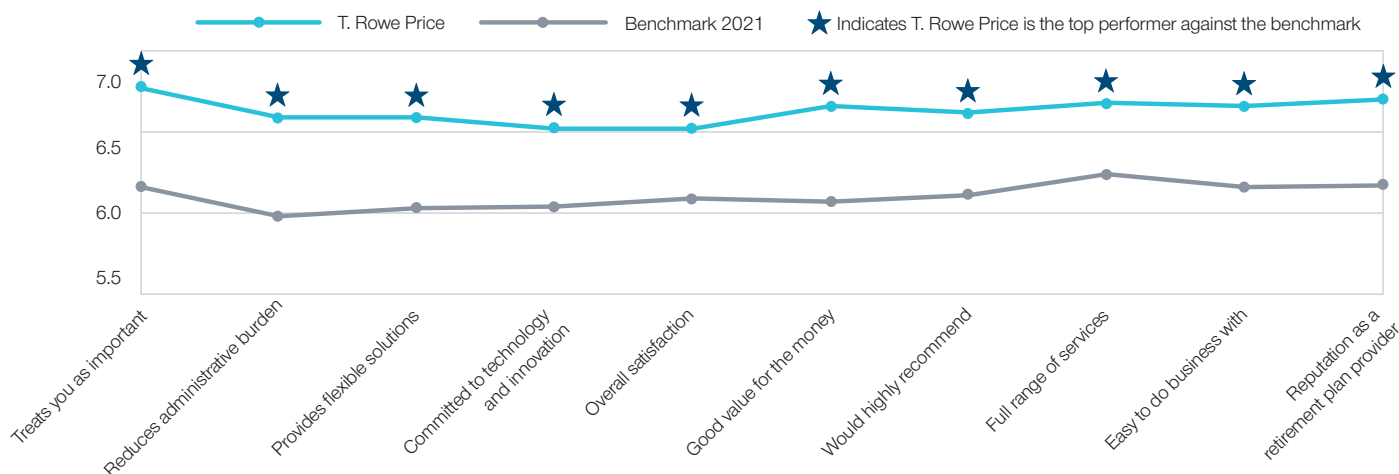
¹All references contained in this presentation to Net Promoter Score (NPS) or Net Promoter Methodology are governed by the following copyright disclaimer: © 2015 Satmetrix Systems, Inc. All rights reserved. Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

²Compared with the Chatham benchmark response rate of 29%.

³Chatham's proprietary industry benchmark includes eight major retirement industry providers.

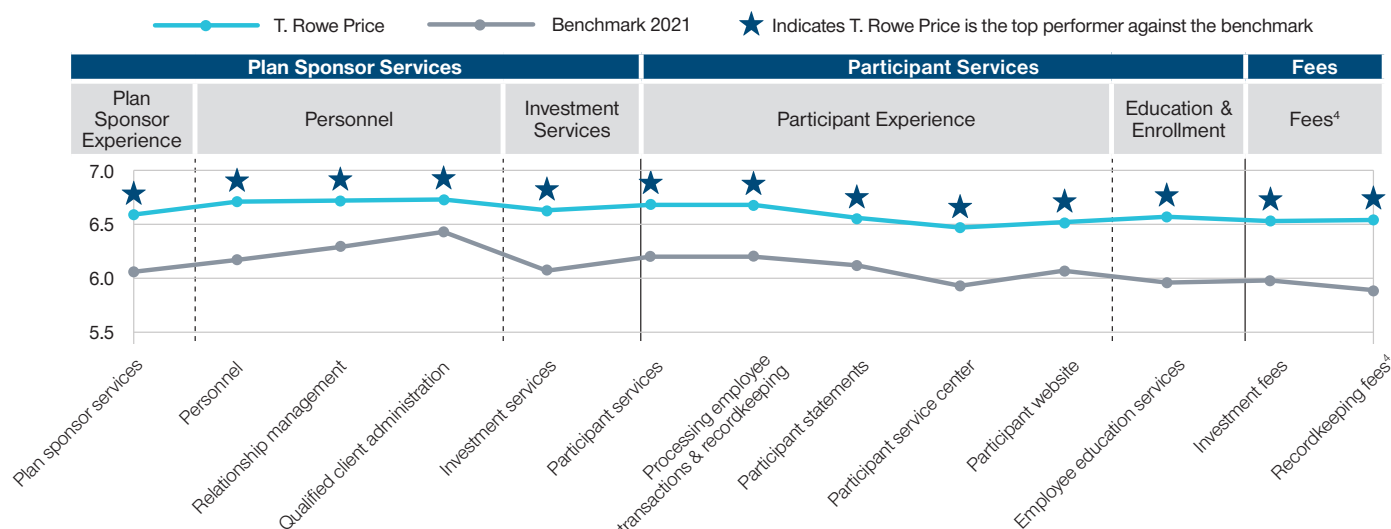


## WHAT ARE PLAN SPONSORS' OVERALL IMPRESSIONS OF T. ROWE PRICE?



! T. Rowe Price is the top performer for all 10 Overall Impressions measures.

## HOW SATISFIED ARE PLAN SPONSORS WITH T. ROWE PRICE'S PRODUCTS AND SERVICES?



! T. Rowe Price is the top performer in all 13 products and services measures.

## STRENGTHS AND OPPORTUNITIES FOR IMPROVEMENT

### STRENGTHS



#### Overall satisfaction with personnel

97%

T. Rowe Price is the top performer against Chatham's benchmark



#### Overall satisfaction with plan sponsor services

97%

T. Rowe Price is the top performer against Chatham's benchmark



#### Overall satisfaction with processing employee transactions/recordkeeping

97%

T. Rowe Price is the top performer against Chatham's benchmark

### OPPORTUNITIES FOR IMPROVEMENT

#### Expanding Financial Wellness Solutions

We will expand our financial wellness offer by introducing new tools to help improve employees' decision-making as it pertains to their financial well-being.

#### Enhancing Reporting Capabilities

We will redesign our on-demand reporting tool and introduce new capabilities to improve its ease of use and expand the breadth of reporting.

### About the survey

In July/August 2021, T. Rowe Price engaged Chatham Partners, an independent third-party research consultant, to assess current client satisfaction levels with the goal of providing actionable insights to enhance the overall client experience. Questions were rated on a 7-point scale in which "7" represents "Very Satisfied," and "1" represents "Very Dissatisfied." Results were evaluated using "generally satisfied" combined scores of "5," "6," and "7" or "very satisfied" (top 2 box) combined scores of "6" and "7" (representing the highest levels of satisfaction and loyalty). T. Rowe Price outscores Chatham's proprietary industry benchmark for 100% of the 60 areas measured against the benchmark, including several personnel and fee attributes strongly correlated to overall satisfaction.

<sup>4</sup>There are only two competitor providers in the investment fees benchmark and only four in the recordkeeping fees benchmark.

T. Rowe Price Retirement Plan Services, Inc.