



CONSISTENT SERVICE. CONSISTENTLY EXCELLENT. YEAR AFTER YEAR.

That is the T. Rowe Price difference.

Why do our plan sponsor clients stay with us for the long term? Because of exceptional service.

Delivering better outcomes for retirement plans and participants starts with T. Rowe Price's high-touch service. The numbers prove it.

A proven track record

We measure our performance each year by participating in Chatham Partners' annual client satisfaction survey, which includes eight of the largest recordkeepers in the industry. It's a critical opportunity to gather insights and feedback from our plan sponsor clients through an independent, unbiased third party and compare our performance against the Chatham benchmark, which includes firms that represent 54% of the total recordkept market share.¹



12 years

(and counting)

Our clients have awarded T. Rowe Price with Net Promoter Scores that have exceeded Chatham's benchmark of large retirement plan recordkeepers for 12 consecutive years.

In 2022, our clients' responses put us at the top of the pack in three key measures:



Our clients stay with us because we stand with them.



Average Client Tenure³



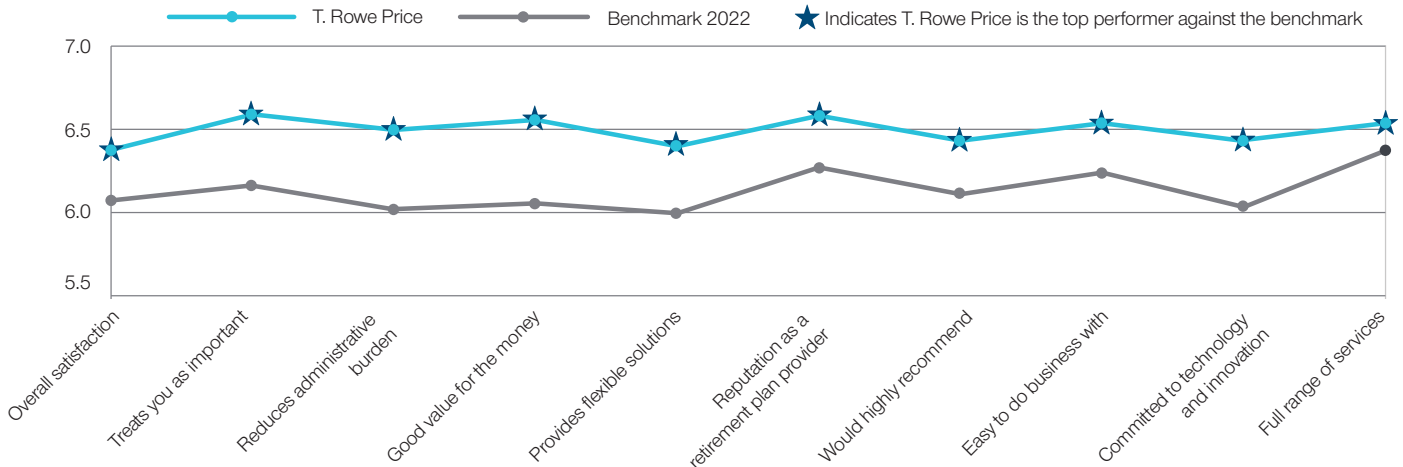
Client Retention Rate⁴

"I have dealt with many other retirement organizations, and I can tell you that I have had amazing support and assistance from the team at T. Rowe Price."

– Plan sponsor client, \$121M in plan assets

WHAT DO OUR PLAN SPONSOR CLIENTS THINK OF US?

T. Rowe Price is the top performer in 10 of 10 measures of overall impressions.

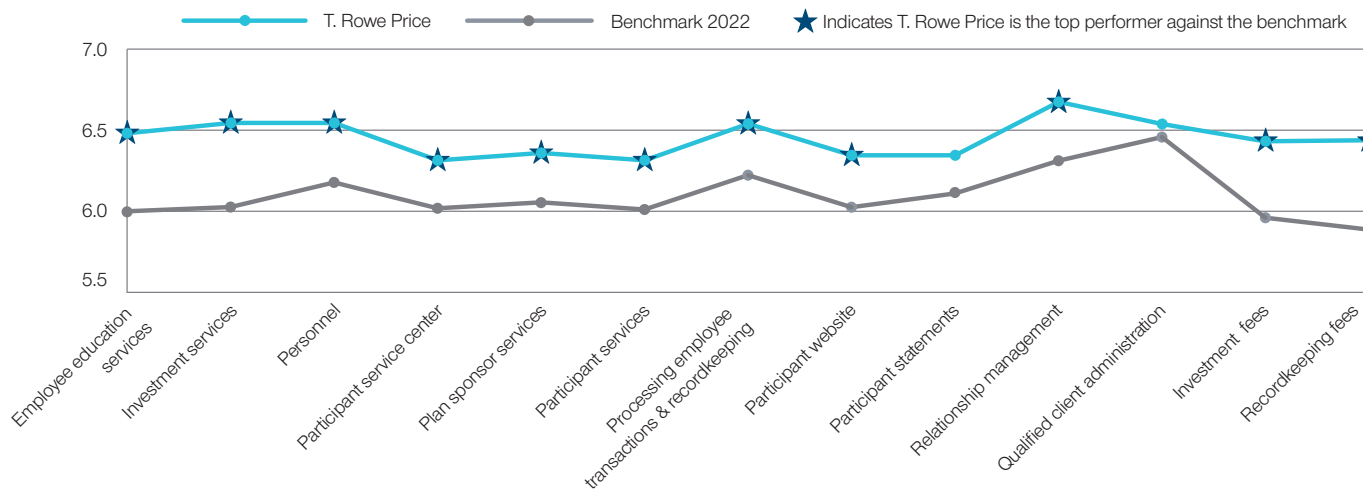


“I am in awe of the depth of research done to improve systems, communications, and both the participant and sponsor experience. I appreciate the focus and drive [T. Rowe Price] has put forth to be continually evolving on a quarterly basis.”

–Plan sponsor client, \$94M in plan assets

ARE PLAN SPONSOR CLIENTS SATISFIED WITH OUR PRODUCTS AND SERVICES?

T. Rowe Price is the top performer in 11 of 13 measures of products and services.



¹ Source: Cerulli 2021 U.S. Retirement Markets Report.

² All 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.

³ Clients with plans on our OMNI recordkeeping platform as of December 31, 2022.

⁴ Average OMNI client retention rate over five years, from 2017 to 2021.

About the survey

In May/June/July 2022, 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 56 of the 60 areas measured against the benchmark, including several personnel and fee attributes strongly correlated to overall satisfaction. There is a low sample of competitor providers in the benchmark for qualified client administration, investment fees, and recordkeeping fees.

T. Rowe Price Retirement Plan Services, Inc.