

## Nomis Solutions' Pricing Optimization selected by RBC Across Multiple Lines of Business

### The Nomis Price Optimizer Tailors Offers to Meet Customer Needs

Nomis Solutions, the leader in pricing optimization for banking and finance, today announced that RBC (RY on TSX and NYSE), has deployed Nomis Solutions' pricing optimization technology, the Nomis Price Optimizer 3.3 across its personal lending business.

RBC, which is the master brand name of Royal Bank of Canada, is Canada's largest bank and one of North America's leading diversified financial services companies. RBC has recently deployed Nomis Price Optimizer across its personal lending business allowing RBC to build upon its industry leading pricing practices and better tailor offers to customer segments.

Pricing optimization technology provides a better understanding of how pricing impacts product performance across the portfolio. The Nomis Price Optimizer is designed to deliver the right solution to meet customer needs by quantifying customer preferences for products in various market segments and identifying opportunities to price more effectively. By using the Nomis Price Optimizer, RBC gains insights about segmentation approaches including opportunities to add a new dimension to pricing structures.

Nomis Solutions' Chief Marketing Officer and Vice President of Product Management, Frank Rohde, stated, "RBC will use the Nomis Price Optimizer across multiple lines of business, to better execute on their customer-centric approach and to quickly identify opportunities to grow their business."

Currently deployed at more than 10 banks and finance companies worldwide, such as Abbey, AmeriCredit, HBOS plc, and Washington Mutual Bank, the award-winning Nomis Price Optimizer Suite optimizes more than \$4 Billion in consumer lending each month. Loaded with enhanced features, the Nomis Price Optimizer 3.3 helps forecast and monitor product and portfolio performance based on pricing. Cutting-edge analytics enable pricing managers to simulate various pricing scenarios in response to market changes or competitive moves and optimize and automate the rate generation process in order to meet performance goals. The Nomis Price Optimizer suite includes solutions for the home equity lending and mortgages, auto finance, personal lending, and deposits markets.

### About Nomis Solutions

Nomis Solutions is the recognized leader in pricing optimization for banking and finance. Pricing optimization is an advanced approach to pricing that provides the insights, automation and capabilities necessary to use pricing as a strategic lever to achieve performance objectives and implement price changes more dynamically and frequently. The award-winning Nomis Price Optimizer™ Suite is a set of business solutions that combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process.

The suite includes specific solutions for auto finance, home equity lending, personal lending, mortgage, and deposits. Each solution delivers quick time-to-benefit, increases profits and market share by 10-20%, and provides valuable insights about how customer preferences impact product and portfolio performance through a consistent, repeatable and efficient pricing process that supports compliance. Select customers include Abbey, AmeriCredit, Ford Motor Credit Company, GE Money, HBOS plc, Royal Bank of Canada, and Washington Mutual Bank. Headquartered in San Bruno, CA, Nomis Solutions also has offices in London, United Kingdom. Visit [www.nomissolutions.com](http://www.nomissolutions.com) or contact us at [info@nomissolutions.com](mailto:info@nomissolutions.com) or 650-588-9800.

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For any lender to obtain the required profit and volume from its retention pricing, it must establish a disciplined process that updates continually over time. Pricing decisions should be based on the best understanding of the profitability and responsiveness of different customer segments. There is no doubt that customer response changes over time thus, the parameters of all the underlying models need to be updated to reflect current reality. These will further change over time as the underlying cost of funds change, as competitors change their rates, and as the housing market changes.

Whittle concludes: “The next few years are going to be critical ones for British mortgage lenders in terms of profitability. There is going to be continued focus on retention and customers are likely to be shopping for the best rates. The mortgage lenders who will thrive in this environment will be those who understand how their different customers will respond to their offers and how to use that information to determine the best action and offer for each customer segment.”

#### About Nomis Solutions

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by price optimization technology, Profit-based pricing is an advanced approach that enables executives to strategically use pricing to achieve improved financial results, gain insight into customer preferences, and support compliance. The award-winning Nomis Price Optimizer™ Suite is a set of business solutions that combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process.

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