## Roots Joins Canada United to Support Local Businesses and Accelerate Small Business Recovery

*Created by RBC in collaboration with the national network of Chambers of Commerce and over 50 corporate partners, Roots to support local businesses as part of the nationwide movement*

**TORONTO, July 23, 2020** –Roots ("Roots," "Roots Canada") (TSX: ROOT), a premium outdoor-lifestyle brand, announced today that it is joining *Canada United,* a national movement to support local businesses in communities across the country. As part of the movement, RBC has brought together more than 50 of Canada's leading brands, Business Associations and the national Chamber network to rally Canadians to "show local some love" by buying, dining and shopping local.

"Roots was started in 1973 by two friends who opened a small footwear store in Toronto," said Meghan Roach, Chief Executive Officer, Roots. "Without the support of Canadians, we would not have grown into the brand and business we are today. We have partnered with RBC and joined *Canada United* to encourage all those living in Canada to support their local small businesses during this challenging period. Our support is needed today so these incredible businesses can thrive well into the future."

Canadians are invited to join the *Canada United* movement by buying and dining local, including celebrating and supporting local businesses during the Canada United Weekend from August 28 to 30, 2020.

Canadians are also encouraged to watch the *Canada United* videos online at GoCanadaUnited.ca, like posts from @GoCanadaUnited on social media and use #CanadaUnited to demonstrate their support. For each of these actions until August 31, 2020, RBC will contribute 5 cents up to a maximum contribution amount of $2 million to the new *Canada United* Small Business Relief Fund, while working with government and corporate partners to source additional contributions to the fund during the course of the campaign. The Fund will provide small businesses with grants of up to $5,000 to cover expenses related to personal protective equipment (PPE) renovations to accommodate re-opening guidelines and developing or improving e-commerce capabilities.

Small Canadian businesses across the country will be able to apply for up to $5,000 in grant funding. The program intends to support small Canadian businesses of all kinds from across the country. The *Canada United* Small Business Relief Fund will be administered by the Ontario Chamber of Commerce on behalf of the national Chamber network. Small business owners who are interested in the program can visit GoCanadaUnited.ca to learn more about grant application details, including eligibility criteria, and to apply.

"We are excited to welcome Roots to *Canada United* to help local businesses and Canada's economy come back strong," said Neil McLaughlin, Group Head, Personal & Commercial Banking, Royal Bank of Canada. "*Canada United* was created to kick-start an economic rebound by rallying consumers to give local businesses the support they need to re-open during these uncertain times. By bringing together government, business associations and corporate Canada, we are looking to start a movement to get

Canadians to buy local and support businesses across the country. We are genuinely excited by the energy all of our partners are bringing to this effort."

"If there has been one silver lining in all the tragedy and sacrifices of the current crisis, it has been the spirit of collaboration and unity of purpose that has been evident between levels of government, across provinces and across sectors," said Rocco Rossi, President and CEO, Ontario Chamber of Commerce. "We are calling on that same unity of purpose with *Canada United*. Small, local businesses are the heart of our communities, our Main Streets and our economy. Together, it is time to show local some love."

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**About Roots**
Established in 1973, Roots is a premium outdoor-lifestyle brand. We unite the best of cabin and city through unmistakable style built with uncompromising comfort and quality. We offer a broad range of products designed for life's everyday adventures, including: women's and men's apparel, leather goods, footwear, accessories, and kids, toddler and baby apparel. Starting from a little cabin in Algonquin Park, Canada, Roots has grown to become a global brand. As of May 2, 2020, we operated 114 corporate-retail stores in Canada, two corporate-retail stores in the United States, 115 partner-operated stores in Taiwan, 37 partner-operated stores in China, two partner-operated stores in Hong Kong and a global eCommerce platform, roots.com. Roots Corporation is a Canadian corporation doing business as "Roots" and "Roots Canada".

**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 84,000+ 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 17 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 rbc.com/community-social-impact.

**Forward-Looking Information**
Certain information in this press release contains forward-looking information. This information is based on management's reasonable assumptions and beliefs in light of the information currently available to us and are made as of the date of this press release. Actual results and the timing of events may differ materially from those anticipated in the forward-looking information as a result of various factors. Information regarding our expectations of future results, performance, achievements, prospects or opportunities or the markets in which we operate is forward-looking information. Statements containing forward-looking information are not facts but instead represent management's expectations, estimates and projections regarding future events or circumstances. Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements.

See "Forward-Looking Information" and "Risk Factors" in the Company's current Annual Information Form for a discussion of the uncertainties, risks and assumptions associated with these statements. Readers are urged to consider the uncertainties, risks and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information. We have no intention and undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities law.

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