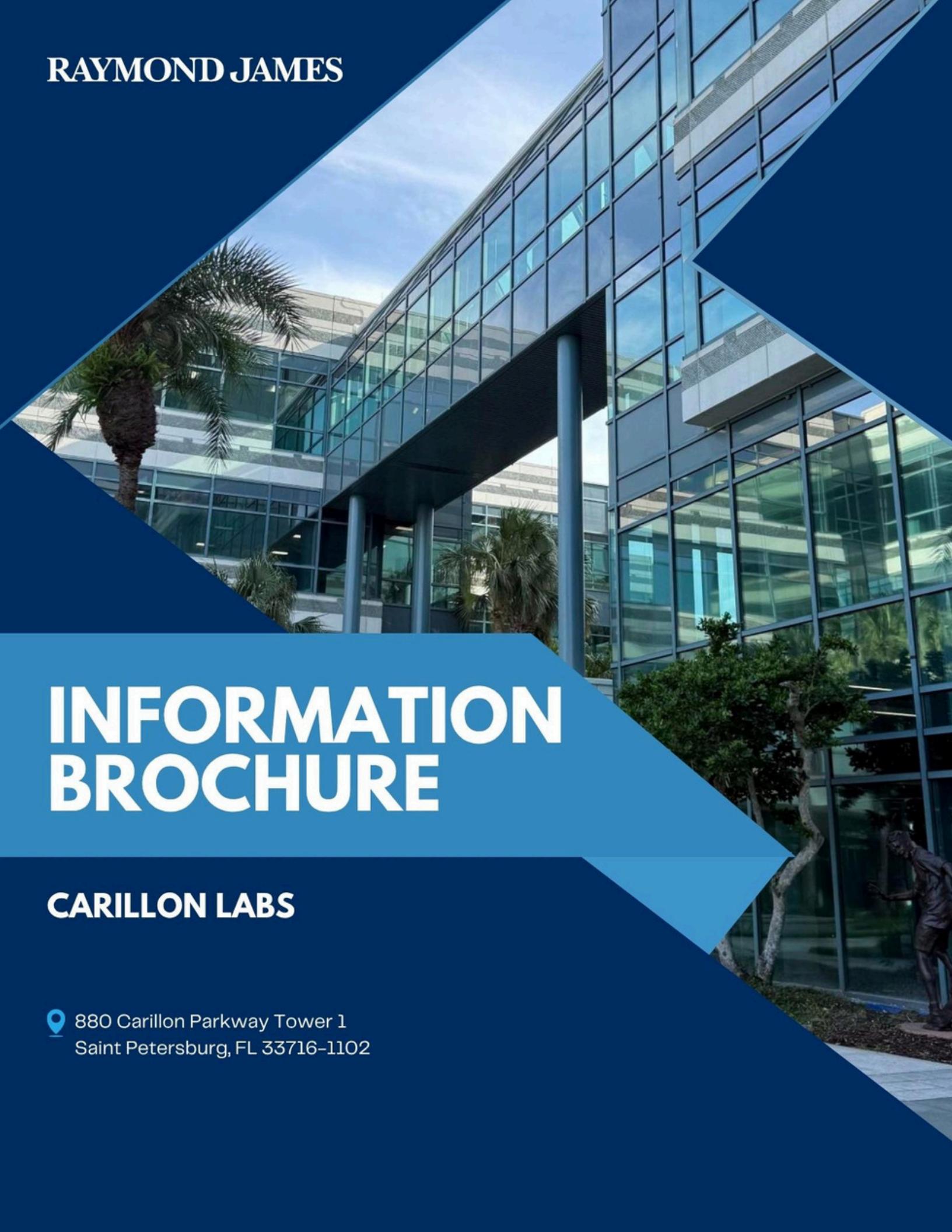


RAYMOND JAMES

INFORMATION BROCHURE

CARILLON LABS

 880 Carillon Parkway Tower 1
Saint Petersburg, FL 33716-1102



- **Carillon Labs is a strategic initiative driving innovation and long-term growth through scalable, AI-powered solutions aligned with business goals. It empowers content creators, enhances advisor productivity, and improves client service.**

Beyond technology, it promotes responsible innovation with strong infrastructure, clear governance, and a flexible development model that ensures solutions are effective, compliant, and built to last.

This quarter, we introduced AI-powered tools like GenAI Search and Zoom Meeting Summaries, reduced inbox clutter with the Outlook Promotions Folder, centralized content through the RJ Content Hub, and piloted ChatGPT and a Digital Agent to streamline operations, all part of our commitment to continuous improvement, ensuring every solution evolves with user needs and delivers lasting impact.



► What We Offer

Scalable AI

Business-driven AI/ML solutions that drive growth, efficiency, and innovation.

Smarter Content

Modern tools to create, manage, and deliver content more effectively.

Better Search

Enhanced discovery for faster, more intuitive access to information.

Advisor Tools

Streamlined solutions that free up advisors to focus on clients and strategy.

THE FOUNDATION OF OUR APPROACH

- **Improved Service** - Enhance back-office processes to deliver more timely and accurate responses.
- **Easy Access to Information** - Empower teams with instant, natural language access to information.
- **Time Back** - Integrate AI tools into our advisor platform to reduce administrative workload.
- **Safety and Responsibility** - Ensure AI models undergo strict governance and comply with current and future regulations.



Meet Our Leaders

Stuart Feld
SVP / Head of AI

Priscila Drumond Costa
Vice - President of
Technology

Kemal Kvakic
Head of Innovation (VP)

Jeff Griffith
Vice - President of
Technology



➤ Carillon Labs: History & Evolution

- The team's focus is to utilize the power of AI to create tangible benefits for our advisors, clients, and home office employees. Our goal is to develop practical solutions that enhance decision-making, improve operational processes, and provide meaningful insights.



Foundation & Early Innovation (2019–2022)

- Launched to lead enterprise innovation and data-driven decision-making.
- Introduced e-Communications and the Prudent Process to streamline business operations.
- Hands-on efforts by data experts delivered foundational AI tools and insights.

Platform Growth & Acceleration (2023–2024)

- Upgraded infrastructure to support advanced AI workloads.
- Blended analytics and AI for smarter insights.
- Built reusable tools to streamline solution rollout.
- Improved access to insights and information.

Enterprise Intelligence & Scalability (2025 & Beyond)

- Leveraging enterprise level cloud platforms like AWS, Azure AI for scalability and AI capabilities.
- Adapting solutions to stay aligned with evolving business needs.
- Delivering intelligent solutions built on integrated, governed data.

➤ AI Strategy at Raymond James



Drive Operational Excellence

Optimize back-office processes for speed and accuracy.

Data-Driven Insights

Empower teams with fast, intuitive access to information.

Empower Advisors

Integrate AI tools to reduce administrative tasks and enhance focus on clients.

Foster a Culture of Innovation

Promote continuous learning and cross-team collaboration to support AI adoption.

Safety and Responsibility

Apply strong model governance and align with evolving regulations to build trusted AI solutions.

➤ FY25 Strategic Priorities: Content, Intelligence, and Governance

FY25 Focus: The Content Hub

A key FY25 goal is launching a centralized Content Hub to streamline access to marketing resources. With a modern interface, smart search, and clear metrics, it will boost discoverability, consistency, and user experience firmwide.

The NASH Platform

Carillon Labs uses NASH, a secure cloud platform that simplifies AI development and automation. With built-in tools for data labeling, risk scoring, and workflow management, NASH supports key business needs like advisor recruiting, account monitoring, and research insights—helping teams work smarter and faster.

Governance and Methodology

A strong Model Risk Management (MRM) framework ensures transparency, regulatory compliance, and continuous monitoring. The hybrid development approach balances structure with flexibility, which supports evolving business needs while maintaining high standards.



➤ How NASH Powers Business-Aligned AI at Raymond James

The NASH platform plays a key role in Raymond James' approach to AI, helping turn ideas into real, impactful solutions. It provides a clear, consistent process that ensures every AI or machine learning project is well-planned, carefully reviewed, and aligned with business goals.

NASH supports both traditional Machine Learning (ML) and generative Artificial Intelligence (AI), offering the flexibility to meet different needs while maintaining strong oversight and quality standards.

CORE CAPABILITIES OF THE NASH PLATFORM

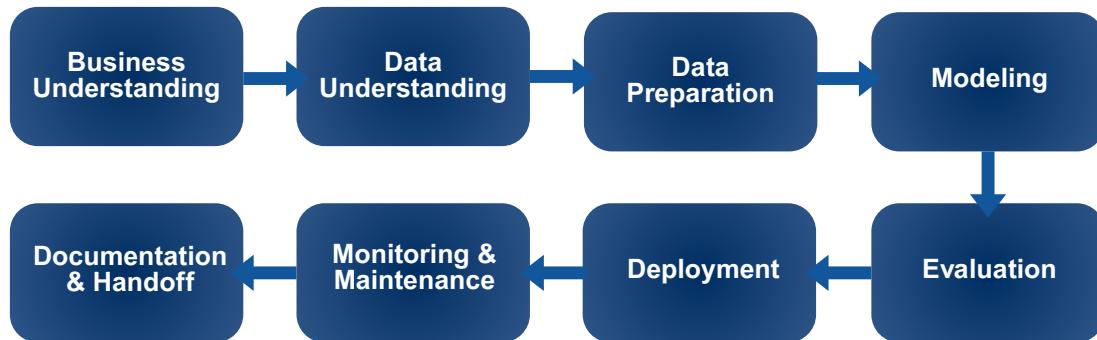
NASH Machine Learning

NASH Artificial Intelligence

NASH Knowledgebase

- **NASH Machine Learning** – Delivers data-driven insights for smarter decisions.
- **NASH Artificial Intelligence** – Powers automation, predictions, and smart interactions.
- **NASH Knowledgebase** – Centralized access to key information and resources.

➤ NASH AI Delivery Process



Business Understanding

We start by working with stakeholders to clearly define the problem, what success looks like, and whether AI is the right tool for the job. This step ensures the project is focused, realistic, and aligned with business priorities.

Data Understanding

Users explore and assess the available data to ensure it's complete, relevant, and reliable for the problem they're addressing. This helps them uncover patterns, identify gaps, and build confidence in the data before proceeding.

Data Preparation

Users organize and refine the data or content so it's ready to be used effectively. They structure it appropriately and ensure it's clean, consistent, and well-documented.

Modeling

Users create and test different solution options to determine what works best. They use NASH tools to track performance and select the approach that delivers the most value to their business.

Evaluation

Before going live, users thoroughly review the solution to confirm it performs as expected and aligns with their business goals. They also assess fairness, accuracy, and potential risks.

Deployment

Once approved, users roll out the solution in a controlled and secure way. This includes testing, integration, and final sign-off to ensure a smooth and successful launch.

Monitoring & Maintenance

After launching the solution, users actively monitor its performance and gather feedback. They make updates as needed to ensure it continues to run smoothly and deliver ongoing value to their business.

Documentation & Handoff

We record every step of the process to support transparency and future use. This makes it easy for other teams to understand, maintain, or build on the solution.

How NASH Delivers Intelligent Solutions with Use Cases

Content Grading for RJnet

"AI-powered tool that reviews and scores internal content to ensure quality, relevance, and alignment with firm standards while reducing manual effort."



Monitoring Fiduciary Duty Through CRM Notes

"AI-powered review of advisor notes to help ensure fiduciary standards are met and support proactive compliance oversight."



Automated Statement Scanning for External Accounts

"AI-powered tool that extracts key data from brokerage statements, reducing manual entry and improving onboarding speed and accuracy."



Optimizing Alert Review Workflows with CRMSage

"AI-powered summaries of advisor notes that highlight key insights, recommended actions, and clear next steps."



➤ NASH Use Cases

USE CASE: INTELLIGENT CONTENT GRADING FOR RJNET

The Challenge: Scaling Quality Without Scaling Headcount

RJnet hosts a vast library of internal content. Ensuring that all content meets Raymond James standards for quality, relevance, and accuracy was becoming increasingly difficult without expanding the team.

Our Solution: AI-Powered Content Intelligence

NASH developed an AI-driven Content Grader integrated into the Content Hub. It evaluates content using expert-defined metrics such as technical quality, readability, and comprehensiveness. The system proactively flags outdated or low-quality content, reducing the need for manual review.



The Impact: Smarter Reviews, Stronger Content

- Enabled full content audits without increasing team size
- Reduced false positives through continuous model tuning
- Improved stakeholder trust in RJnet content quality
- Seamless integration with existing Content Hub workflows

USE CASE: AUTOMATED STATEMENT SCANNING FOR EXTERNAL ACCOUNTS

The Challenge: Manual Data Entry Which Slows Down Account Setup
Advisors often receive brokerage statements in PDF format when onboarding or updating external accounts. Manually extracting holdings data such as security names, quantities, and cost basis is time-consuming and prone to error, which impacts both efficiency and accuracy.

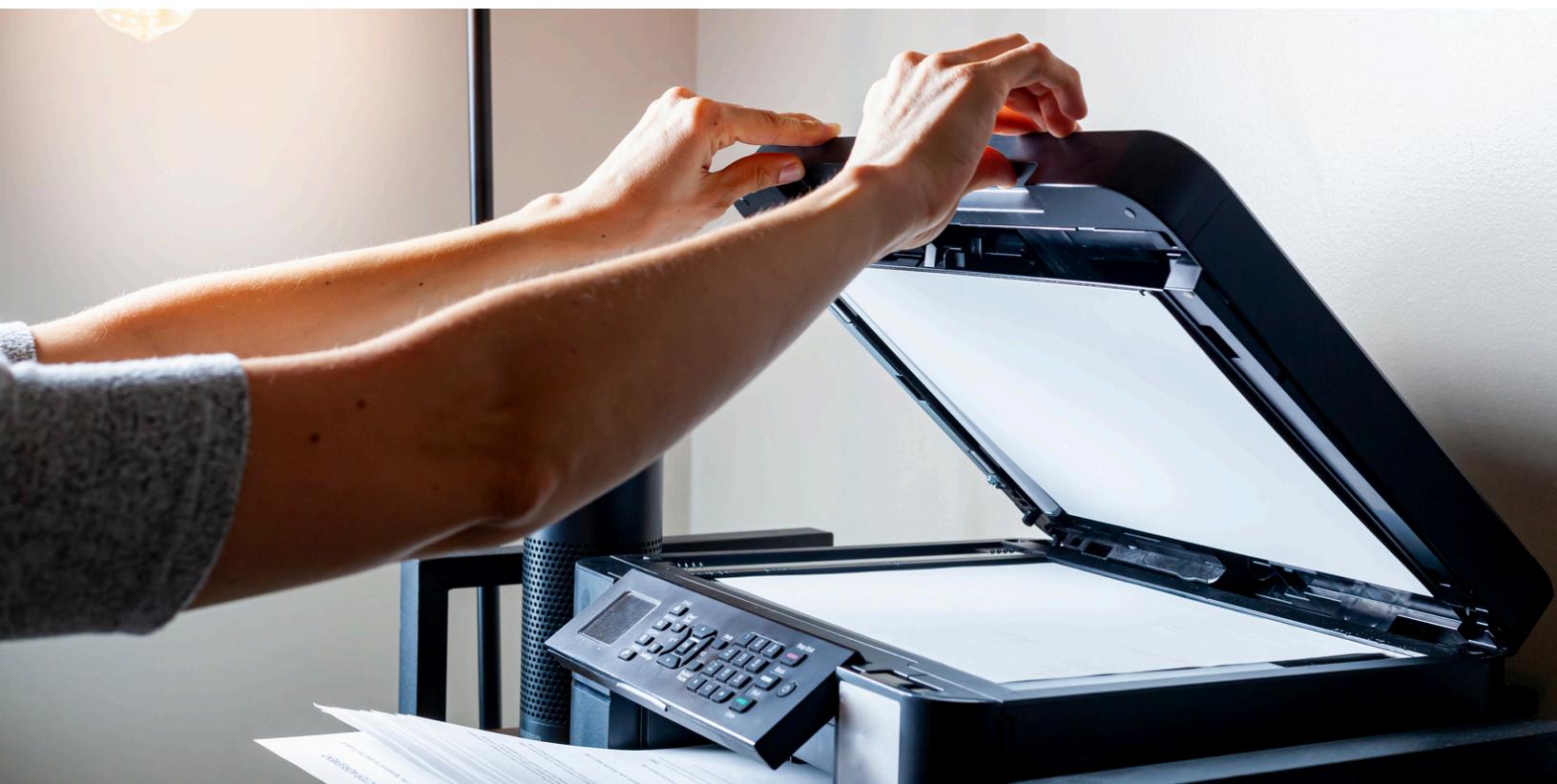
Our Solution: Smarter Document Processing with AI

To streamline this process, NASH collaborated with the Wealth Management team to create an AI-powered tool that reads and understands brokerage statements. The tool automatically identifies and extracts key information from uploaded PDFs, such as account details and investment holdings, and organizes it into a structured format that can be easily used by other systems.



The Impact: Faster, More Accurate Account Management

- Advisors spend less time entering data manually
- Improved accuracy in capturing investment details
- Smooth integration with existing workflows for external accounts
- Ongoing improvements to handle edge cases and ensure reliability



USE CASE: MONITORING FIDUCIARY DUTY THROUGH CRM NOTES

The Challenge: Ensuring Advisors Follow the Prudent Process

Supervision and Compliance teams are responsible for making sure financial advisors meet their fiduciary responsibilities. However, reviewing CRM notes manually to determine whether those duties are being upheld is time-consuming and inconsistent.

Our Solution: Smarter Document Processing with AI

NASH partnered with the Supervision and Compliance team to develop a solution that uses AI to analyze CRM notes. The system evaluates whether the content of advisor-client communications aligns with the standards defined in the Prudent Process. It helps identify notes that may require further review, based on specific criteria tied to fiduciary obligations.



The Impact: Smarter Oversight, Stronger Compliance

- Automated identification of potential violations in advisor notes
- Reduced manual review workload for compliance teams
- Improved consistency in how fiduciary standards are applied
- Supports proactive supervision and faster issue resolution



USE CASE: OPTIMIZING ALERT REVIEW WORKFLOWS WITH CRMSAGE

The Challenge: Too Much Information, Not Enough Relevance

Reviewers in the Supervisory Center often spend significant time sorting through CRM notes that are not helpful for resolving Concentration Alerts. This slows down the alert resolution process and impacts overall efficiency.

Our Solution: CRMSage – Smarter, Faster Alert Reviews

CRMSage is a new application designed to help reviewers resolve alerts more efficiently by surfacing the most relevant CRM notes. It brings together notes from all related accounts in one view and allows users to mark which ones are useful and why. This feedback is stored and used to improve future recommendations, making it easier for reviewers to quickly find the information they need and make informed decisions.



The Impact: Better Decisions, Faster Outcomes

- Faster Reviews: Reviewers spend less time searching and more time resolving
- Smarter Recommendations: The system learns from feedback and improves continuously
- User-Friendly Design: Easy to navigate and search through notes
- Long-Term Goal: Eventually, alerts can be resolved automatically as the system becomes more accurate



What We've Achieved

1 Enabled Microsoft Outlook Promotions Folder

Promotions Folder - Introduced a smart filtering feature that helps reduce inbox clutter by automatically sorting promotional emails, making it easier for users to focus on priority communications.

2 Launched RJNet / Advisor Access GenAI Search

GenAI Search - Rolled out a generative AI-powered search tool that delivers faster, more detailed, and highly accurate results across internal platforms, enhancing productivity and decision-making.

3 Deployed Zoom AI Meeting Summaries

Summaries - Implemented automated meeting summaries and action item extraction using AI, saving time and improving follow-through on key discussions.

4 Implemented RJ Content Hub

RJ Content Hub - Created a centralized platform for managing, curating, and enhancing organizational content, streamlining access and improving content governance.

5 Piloted OpenAI ChatGPT

Piloted OpenAI ChatGPT - Conducted a pilot to explore productivity gains and safe usage patterns of generative AI, laying the groundwork for responsible and scalable adoption.

6 Prototyped Operations Digital Agent

Operations Digital Agent - Developed an AI-powered digital assistant to handle operational inquiries, improving response consistency and reducing manual workload.



What's Next

Enhanced GenAI Search (New Algorithm) - Launching in Q3 2025, this upgrade will deliver continuously improved search results, making it easier to find accurate, relevant information faster than ever.

CRM AI Note Assistant - Also arriving in Q3 2025, this feature will streamline and structure CRM notes into clear, actionable summaries, saving time and improving client engagement.

CRM-Zoom AI Integration - Coming in Q4 2025, this integration will intelligently bridge Zoom and CRM platforms, automatically generating meeting summaries and syncing key insights.

MRM / AI Governance Workflow - Set for Q4 2025, this end-to-end governance solution will introduce built-in auditability, ensuring ethical, transparent, and compliant AI usage across workflows.



LIFE WELL PLANNED.

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Carillon Labs

Driving Innovation with
AI-Powered Solutions.

📍 880 Carillon Parkway
Tower 1,
St. Petersburg, FL

About us

Carillon Labs is Raymond James' strategic initiative to deliver scalable, AI-driven solutions that enhance advisor productivity, streamline operations, and elevate client service.

What We Offer

At Carillon Labs, we deliver business-aligned AI and machine learning solutions designed to drive growth and operational efficiency. Our advanced content tools enable teams to create and distribute high-quality materials with speed and precision, while intuitive AI-powered search makes accessing information faster and more seamless.



FY25 Strategic Priorities

Launching AI-driven tools like the Content Hub, GenAI Search, Zoom AI Summaries, Digital Agent, and CRM Note Assistant to boost productivity, simplify workflows, and ensure compliance.



Powered by NASH

A secure cloud platform enabling smarter decisions, automation, and centralized access to resources through AI and machine learning.



Real Impact

From decluttering inboxes and speeding up onboarding to enhancing compliance and content quality, Carillon Labs delivers measurable results.



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