



# ROYAL CANADIAN MINT – CASE STUDY

## CANADA 150

CELEBRATING THE 150TH ANNIVERSARY OF THE CANADIAN CONFEDERATION

Founded in **1908** the Royal Canadian Mint

has a long tradition of excellence and innovation.



FOUNDED

SILVER DOLLAR COIN

INDEPENDENT CROWN CORP.

999 GOLD MAPLE LEAF

TWO-DOLLAR COIN

MULTI-PLY TECHNOLOGY

99999 GOLD

GOLD ETR



CANADIAN GOLD RESERVES  
RÉSERVE D'OR CANADIENNE

EXPANDS WINNIPEG PLANT

OPENS R&D FACILITY



MINTSHIELD™  
SURFACE PROTECTION

1900

10

20

30

40

1950

60

70

80

90

2000

10

20

OPENS REFINERY IN OTTAWA



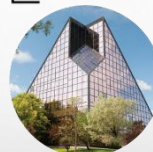
1ST COMMEMORATIVE CIRCULATION COIN

9999 SILVER MAPLE LEAF

ONE-DOLLAR COIN



OPENS WINNIPEG PLANT



BULLION DNA



HIGH-RESOLUTION CIRCULATION COLOUR

SILVER ETR



CANADIAN SILVER RESERVES  
RÉSERVE D'ARGENT CANADIENNE

RETIRES PENNY

OPENS SILVER REFINERY

1ST COLOURED CIRCULATION COIN



More than **1200** employees

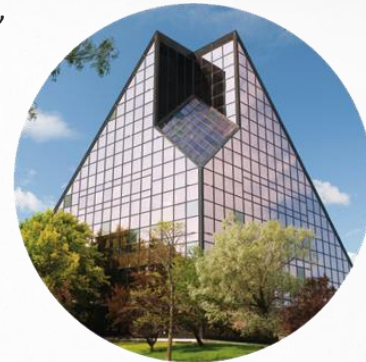
work across facilities in Ottawa and Winnipeg,  
Canada.



Established  
in 1908

## Ottawa

- Focused on precious metals, producing high volume Bullion and craftsmanship Numismatics (collector) products
- Trusted refiner since 1911
- Market-leading bullion investment coins
- Major precious metals storage provider
- Exchange Traded Receipts
- Broad portfolio of collector coins celebrating Canada's history culture and values



## Winnipeg

Coin production  
started in 1975

The RCM has a unique mandate – it produces and distributes circulation coins, and manages coin pools throughout the country. Production volatility is minimized because of the efficient coin pool management system that redistributes coins throughout the country.

The RCM has a strong international presence and reputation producing more than 61 Billion coins and blanks for 78 countries in the last 35 years. More than 30 countries have adopted the RCM's multi-ply plated technology.

# CANADA 150



Canada 150 marks a once in a generation milestone. The RCM leveraged this anniversary to bring Canadians together to celebrate diversity, tell stories, inspire and help build a lasting legacy for future generations. The Canada 150 campaign invited Canadians to HOLD THE MOMENT. For the **first time in 50 years**, all circulation coins were changed! The 2017 circulation coins were designed by Canadians - these are the MCMi (My Canada My Inspiration) coins and feature a world-first glow-in-the-dark circulation coin. The campaign engaged with Canadians in ways that sought to maximize the reach and impact. In addition to traditional and digital media, the RCM engaged with Canadians through public coin launches, social media, Flip to Win online game, collector cards for the public, coin exchanges and MosaiCanada signature event.



Commemorative circulation coins and a suite of collector coins serve to celebrate and commemorate Canada's history, culture, values and achievements with tangible keepsakes. They inspire and build pride in Canadians.

# CANADA 150 - The results



**\$1.7 Billion** Revenue

**\$93 Million** Dividends Paid

**\$36.1 Million** Profit Before Taxes  
and other Items

**34%** Return on Equity

**> 230,000** Visitors to RCM Boutiques

**> 1.2 Million** Visitors to [www.mint.ca](http://www.mint.ca)