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T. Rowe Price Launches T. Rowe Price® ActivePlus Portfolios, A Digital Investment Advisory Program

T. Rowe Price® ActivePlus Portfolios is a digital discretionary investment management solution featuring actively managed mutual funds, asset allocation expertise, and advice.

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news

Today, T. Rowe Price announced the launch of T. Rowe Price® ActivePlus Portfolios, a digital discretionary investment management and advisory solution designed for investors who want access to actively managed mutual funds and management of their portfolios to help them meet long-term retirement savings goals. Investors will receive T. Rowe Price asset allocation expertise, rebalancing, and advice with no additional advisory fee. (Investors pay the expense ratio of the underlying funds in the portfolio.)

"Many investors don't have the time or willingness to monitor the markets, determine their appropriate asset allocation, and rebalance their accounts on a regular basis in order to achieve their investment goals. The T. Rowe Price® ActivePlus Portfolios program assumes these responsibilities and provides clients with access to our time-tested, actively managed mutual funds and asset allocation expertise," said Scott David, head of T. Rowe Price Individual & Retirement Plan Services.

The T. Rowe Price® ActivePlus Portfolios program is available at the initial launch for individual retirement accounts (IRAs). IRA Investors with a minimum of $50,000 will receive a model portfolio recommendation after answering a short questionnaire to assess risk tolerance, time horizon, and investment goals. Each model portfolio will consist of eight to 13 of T. Rowe Price's actively managed mutual funds.

Key features of the new program include:

No additional advisory fees: While investors will pay the expense ratios of the underlying funds within their model portfolio, they will not be charged an additional advisory fee or pay a commission for this service.

T. Rowe Price's asset allocation expertise: Model portfolios are designed and managed by seasoned T. Rowe Price investment professionals. In addition, T. Rowe Price has over 75 years of experience helping clients meet their investment goals.

Digital convenience with client specialist access: While this program is completely digital and accessible via mobile, tablet, and desktop, investors will also have phone access to licensed client managers solely dedicated to assisting T. Rowe Price® ActivePlus Portfolios clients.

Exclusively T. Rowe Price mutual funds: T. Rowe Price strongly believes a disciplined, collaborative, and active approach to investing can help investors reach their long-term goals. T. Rowe Price portfolio managers utilize proprietary research to guide active investment selection and diversification to help mitigate risk.

Transparency: Investors will have full transparency into their mutual fund holdings and trading activity within their accounts. They will also have access to performance information and have the ability to track their account value, with details on cash flow and market movement.

T. Rowe Price has selected BNY Mellon's Pershing as the broker-dealer for these accounts.

More information on opening an account can be found at troweprice.com/activeplusportfolios.

ABOUT T. ROWE PRICE

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc., is a global investment management organization with $810.8 billion in assets under management as of December 31, 2016. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research. For more information, visit **troweprice.com**, **Twitter**, **YouTube**, **LinkedIn**, or **Facebook**.

The T. Rowe Price® ActivePlus Portfolios is a discretionary investment management program provided by T. Rowe Price Advisory Services, Inc., a registered investment adviser under the Investment Advisers Act of 1940. Brokerage services are provided by T. Rowe Price Investment Services, Inc., member FINRA/SIPC. Brokerage accounts are carried by Pershing LLC, a BNY Mellon Company, member NYSE/FINRA/SIPC. T. Rowe Price Advisory Services, Inc., and T. Rowe Price Investment Services, Inc., are affiliated companies.

All investments involve risk, including possible loss of principal. Diversification does not ensure a profit or prevent a loss in a declining market.

T. Rowe Price mutual funds are distributed by T. Rowe Price Investment Services, Inc. **Please consider the charges, risks, expenses and investment objectives carefully before investing. For a prospectus or, if available, a summary prospectus containing this and other information, please visit www.troweprice.com . Read it carefully before you invest or send money.**

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/t-rowe-price-launches-t-rowe-price-activeplus-portfolios-a-digital-investment-advisory-program-300424823.html

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