



BNY Mellon's Pershing At a Glance

2nd Quarter 2017

Many of the world's most sophisticated and successful financial services firms rely on BNY Mellon's Pershing and its affiliates for clearing and custody, investment and retirement solutions, technology, enterprise data management, trading services, prime brokerage and business consulting.

Additional information is available at pershing.com.

By The Numbers

as of June 30, 2017

BNY Mellon's Pershing

APPROXIMATELY
\$1.7 trillion

Global client assets¹

APPROXIMATELY
\$2.0 billion

Net capital²

BNY Mellon

\$31.1 trillion

Assets under management

\$1.8 trillion

Assets under custody and/or administration

Clients of BNY Mellon's Pershing include advisors, broker-dealers, family offices, fund managers, registered investment advisor firms and wealth managers who represent more than 6 million investor accounts globally.

Over 100,000 professionals use our technology platform for advisors and broker-dealers. Pershing provides clearing and custody in more than 65 markets and execution in over 60 markets globally. Pershing also facilitates the trading and conversion of more than 50 currencies.

We serve approximately 1,400 clients in 40 countries.

Thousands of dedicated employees are located in 23 offices worldwide.

Our employees hold leadership positions on hundreds of industry committees, boards and task forces. The members of our highly knowledgeable and skilled management team provide stable leadership averaging more than a decade with Pershing.

¹ Pershing LLC and its global affiliates

² Pershing LLC



Timeline

1784

The Bank of New York is founded by Alexander Hamilton

1869

T. Mellon and Sons' Bank is founded

1939

Pershing is founded

1971

Pershing incorporates

1977

Pershing is acquired by Donaldson, Lufkin & Jenrette Securities Corporation

1985

Donaldson, Lufkin & Jenrette Securities Corporation (including Pershing) is acquired by Equitable Life

1987

Pershing acquires the clearing operation of Lawrence Keen & Co. (now Pershing Securities Limited)

1988

Pershing pioneers online trading with launch of PC Financial Network on Prodigy, an online service that pre-dated commercial use on the Internet by several years

1991

Equitable Life (including Pershing) is acquired by AXA

1995

Pershing launches the first mobile trading application on Sony Magic Link Screen Phone

1997

Pershing launches NetExchange Pro®, the first fully transactional internet-based workstation for brokers and advisors

2000

Donaldson, Lufkin & Jenrette Securities Corporation (including Pershing) is acquired by Credit Suisse First Boston

Pershing establishes iNautix India

History

Since our founding in 1939 as an execution provider for regional financial organizations, Pershing has grown to become a global financial business solutions provider with offices around the world. We are a company built by our clients—we have responded to their needs and evolved to help them succeed. View some of Pershing's milestones in our timeline.

Industry Awards and Recognition

- › Managed360® was named Best New Product for High-Net-Worth Advisory by *Private Asset Management Magazine* (2017).
- › Waters Technology named NetX360® the Best Mobile Initiative at the American Financial Technology Awards (2016).
- › Pershing won the Bank Insurance and Securities Association (BISA) Technology Innovation Award, which recognizes leadership in the advancement of the financial services industry's products, services and platforms through technology innovation. Our set of solutions—Albridge Data Quality Benchmark, Albridge Wealth Reporting Enhancements, NetXInvestor®, NetX360® Mobile and Managed360—brought us this recognition (2016).
- › Pershing was named #1 U.S. clearing firm, ranked by number of broker-dealer customers (*InvestmentNews*, 2008-2016).
- › Pershing has received an "Excellent" rating for its Client Account Statement in DALBAR's "19th Annual Trends and Best Practices in Investor Statements for the Brokerage Industry" report. This is the tenth consecutive year that our brokerage account statement has received the "Excellent" rating from DALBAR—a market research firm that evaluates and promotes higher standards for investor statements (2016).
- › Pershing was #1 fund raiser in the financial services industry (and #2 overall) in the American Heart Association's Go Red for Women New Jersey campaign (2016).
- › The Customer Service Institute of America (CSIA) awarded Pershing Platinum Provider status. Pershing is the first firm to receive this designation (2015).
- › Pershing was named Best Prime Broker—Innovation (*HFMWeek's* U.S. Hedge Fund Services Awards, 2014-2016).
- › Pershing Advisor Solutions won Private Banking Award: Innovation (2015), Private Banking Award: New Product (2014) and was named Best Multi-Family Office Service Provider (2013) by *Private Asset Management*.

Strengthen Your Success With Our Solutions

Let us help you plan for the impact of changing markets and regulations.

Maximize new wealth management and investment strategies to improve profitability and drive business growth.

Leverage emerging technology and big data to create efficient processes and capability, and drive decisions.

Explore our extensive range of programs designed to attract and retain the right people for a lasting business.

We provide a vibrant and comprehensive network of solutions to help our clients run their business more efficiently so they can serve their clients more effectively. We help clients improve profitability and drive growth; create capacity and efficiency; stay ahead of regulatory change; and attract and retain talent.

Practice Management

Our practice management solutions include thought leadership, advisor programs, consulting, events and more.

For our latest commentary and actionable insights on industry trends and topics of interest, visit the Perspectives section on pershing.com. Recent highlights include:

- › **Serving the Needs of Senior Clients** “Senior Citizens” are not who they used to be. Many seniors successfully delay the aging process with active lifestyles and healthy living. Advisors who understand this new normal, including how senior clients perceive themselves and the aging process, are expanding their business with a specialization that focuses on addressing potential health changes.
- › **Gen Why? How to Succeed With Younger, HNW Clients Who Question Everything** The key to working with younger, high-net-worth clients who Google and fact check as their advisors speak? Analyze psychographic, demographic and decision-making factors.
- › **Crossroads: Critical Decisions That Advance the Evolution of an Advisory Firm** Advisory firms encounter crossroads that shape their transformation. From when to hire the first support advisor to opening an office in a new geographic area, there are critical decisions along the way.
- › **What Wealth Wants: Refining Your Firm’s Approach to the High-Net-Worth Market** The high-net-worth tier is big—and getting bigger. Does your firm have everything it takes to serve these increasingly important investors?
- › **The Emerging Digital Advisor** Digitally enabled advisors can enhance the entire advisor-client relationship—helping the practice become more efficient and client-centric.

Timeline

2002

Lockwood Advisors is acquired by The Bank of New York

2003

Pershing is acquired by The Bank of New York

2004

Pershing Securities International Limited established in Dublin, Ireland

First in industry to implement fully transparent processing on a large scale, bringing service level monitoring and nearly straight-through processing to online service requests

2005

Pershing establishes Pershing Advisor Solutions LLC

Lockwood Advisors combines with Pershing

2007

Pershing establishes Prime Services business

Merger of The Bank of New York and Mellon Financial Corporation

Pershing establishes Managed Investments business

2010

BNY Mellon acquires the PNC GIS lines of business and Pershing gains new managed account capabilities as well as Albridge

2011

Pershing launches Pershing Securities Australia Pty Ltd.

2012

Pershing Securities Canada Limited becomes a member of the Toronto Stock Exchange

Pershing (Channel Islands) Limited is established

2014

Pershing celebrates its 75th anniversary

BNY Mellon celebrates its 230th anniversary

2016

NetXServices API Store reinvents integration process with innovative, intuitive self-service experience

ABOUT US

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment management and investment services in 35 countries and more than 100 markets. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments.

BNY Mellon's Pershing and its affiliates provide advisors, broker-dealers, family offices, hedge fund and '40 Act fund managers, registered investment advisor firms and wealth managers with a broad suite of global financial business solutions. Many of the world's leading financial services firms rely on Pershing for clearing and custody, investment and retirement solutions, technology, enterprise data management, trading services, prime brokerage, and business consulting. Pershing helps clients improve profitability and drive growth, create capacity and efficiency, attract and retain talent, and manage risk and regulation.

In an ever-changing marketplace, we have been trusted, tested and proven to protect our clients' interests while providing them with the most innovative solutions possible. Our clients are leaders in their fields and they choose Pershing because we are a leader in ours. From 23 offices worldwide, Pershing provides business-to-business solutions to clients representing more than 6 million investor accounts.

- › Our broker-dealer business, where we are the #1 clearing firm* in the U.S., provides solutions for some of the world's most sophisticated and successful financial services. From our offices in the United Kingdom, Ireland, Australia and Singapore, we serve clients around the world.
- › Our business in direct support of registered investment advisor firms and wealth managers includes a unique bank and brokerage custody solution and access to private banking.
- › Enterprise data management that delivers a single view of an investor's broad range of assets from hundreds of data sources are delivered through the unique capabilities of Albridge.
- › Sophisticated managed account solutions with institutional quality research are the hallmark of Lockwood Advisors.

At BNY Mellon's Pershing, we bring to each client relationship the power of our integrated solutions from across the entire organization. We're one firm; one team.

*Based on number of broker-dealers clients, *InvestmentNews* 2016

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