



# PERSHING AT A GLANCE

2ND QUARTER 2014

## Pershing and its affiliates

provide global financial business solutions to approximately 1,600 clients. A financial services market leader, the people of Pershing are passionate about providing advisors and firms with unique global insights into industry trends, regulatory changes and industry best practices, as well as shifts in investor sentiment and expectations. Pershing provides solutions—including innovative programs and business consulting—that help create a competitive advantage for our clients.

Additional information is available at [pershing.com](http://pershing.com).

## BY THE NUMBERS

AS OF JUNE 30, 2014

### PERSHING, A BNY MELLON COMPANY

OVER

**\$1 trillion**

**Global client assets**

OVER

**\$1.5 billion**

**Net capital**

### BNY MELLON

**\$1.6 trillion**

**Assets under management**

**\$28.5 trillion**

**Assets under custody and/or administration**

Pershing's clients include advisors, asset managers, broker-dealers, family offices, fund managers, registered investment advisor firms and wealth managers who represent over 5.6 million active accounts.

**Over 100,000 professionals use our technology platform for advisors and broker-dealers.**

Pershing, along with its affiliates, is one of the industry's largest global outsourcing providers offering:

- › Clearance in 60+ markets including Euroclear
- › Order execution in 60+ markets
- › Foreign exchange in 50+ currencies

**We serve approximately 400 international financial organizations.**

Thousands of dedicated associates are located in 23 offices worldwide.

Our associates hold more than 500 membership positions on approximately 300 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.

**Pershing®**



**BNY MELLON**

# 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

- › Pershing's client account statement was ranked #1 in DALBAR's *16th Annual Trends and Best Practices in Investor Statements for the Brokerage Industry* report (2014). This is the eighth consecutive year that Pershing has received the "Excellent" designation from DALBAR (2007-2014).
- › In the *InvestmentNews* Annual Technology survey (2014), advisors said the NetX360® mobile app was their favorite.
- › Pershing received the DALBAR Recognition for Excellence Award, the gold standard for service quality within the financial services industry, for its superior call center service (2013).
- › NetX360® Mobile and NetXInvestor™ Mobile solutions have been awarded Best Sell-Side Mobile Initiative for the second year in a row (Waters Sell-Side Technology Awards, 2013-2014).
- › Pershing Prime Services was named Best North American Prime Broker (*Hedgework* USA Awards, 2013).
- › Pershing Advisor Solutions was named Best Multi-family Office Service Provider (2013) and won Best Private Banking New Product Award (Private Asset Management, 2014).
- › Pershing Prime Services was named Best Prime Broker—Custodial Solution in three consecutive years (*HFMWeek* U.S. Hedge Fund Services Awards, 2010-2012).
- › Pershing was named #1 U.S. clearing firm, ranked by number of broker-dealer customers (*InvestmentNews*, 2008-2013).
- › Pershing received the Best of the Best award in the 2012 Customer Service Institute of America (CSIA) International Service Excellence Awards. This award recognizes that a company has won the Service Excellence Award multiple times and has scored higher in its category than any of its peers. In 2012, Pershing was the first U.S. financial services company to achieve CSIA's highest designation, the Gold level.

# COMPREHENSIVE GLOBAL SOLUTIONS

You can turn to Pershing for a complete suite of global solutions to help keep your business on top. We provide state-of-the-art technology to help streamline operations and manage risk, an extraordinary selection of financial solutions to help meet your clients' sophisticated needs, and extensive marketing and product support to help your firm win against the competition for assets and talent.

## OPERATIONAL SUPPORT

*"Is there a more cost-effective way to stay abreast of regulations and procedures?"*

Our global scale enables us to invest in a service model designed to reduce your operational expenses and handle increased volumes.

## FLEXIBLE TECHNOLOGY

*"How can we achieve the productivity gains we need to compete?"*

We help you tailor our technology to meet the needs of your global business model, seamlessly meshing our proven multi-currency platforms with your choice of proprietary or third-party solutions.

## PRACTICE MANAGEMENT

*"How can we attract top talent and adopt best practices?"*

Pershing offers a wide array of thought leadership and practice management programs to help you drive growth, optimize human capital, maximize operational efficiency and manage risk to effectively compete in the worldwide marketplace.

## TRADING SERVICES

*"How can we simplify trading operations without compromising quality?"*

Our trading solutions focus on providing best execution for U.S. and international orders alike, with a combination of dedicated desks and electronic trading tools.

## INVESTMENT SOLUTIONS

*"As our clients' needs become more complex, how can we keep up?"*

We turn emerging trends into forward-thinking global investment solutions that can help you keep your business out in front.

## SERVICE EXCELLENCE

*"How can we keep our growth from affecting our service quality?"*

To help keep your business up and running, turn to Pershing for proven reliability and an array of global services that range from conversion support to a 24-hour help desk and comprehensive disaster recovery capabilities.

## 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

2006

Pershing establishes iNautix USA

2007

Pershing forms Pershing Prime Services

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 and Coates Analytics

2011

iNautix USA and Coates Analytics are integrated into Albridge

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

## We Are Pershing. We Are BNY Mellon.

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 is the corporate brand of The Bank of New York Mellon Corporation.

Pershing, a BNY Mellon company, and its affiliates provide global financial business solutions to advisors, asset managers, broker-dealers, family offices, financial organizations, fund managers, registered investment advisor firms and wealth managers. A financial services market leader located in 23 offices worldwide, we are uniquely positioned to provide advisors and firms global insights into industry trends, regulatory changes and best practices, as well as shifts in investor sentiment and expectations. Pershing provides solutions—including innovative programs and business consulting—that help create a competitive advantage for our clients.

### Pershing LLC

As the New Model Clearing Firm™, Pershing LLC provides a broad suite of financial business solutions so advisors and broker-dealers can drive their business forward in a dynamic industry and regulatory environment. We are the #1 clearing firm in the U.S.\* and our clients range from full service, institutional and independent firms to self-directed and bank-affiliated broker-dealers and span the globe. With a keen eye on delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence, our solutions help advisors and firms manage their businesses efficiently and serve their clients effectively. Pershing LLC (member FINRA/NYSE/SIPC) is a BNY Mellon company.

\*InvestmentNews, December 2013

### Pershing Advisor Solutions LLC

Pershing Advisor Solutions is one of the world's leading providers of execution, custody, financing and business management solutions to help advisors manage their businesses efficiently and serve their clients effectively. Our clients are professionally managed, growth-oriented firms that serve high-net-worth and ultra-high-net-worth clients. We have built our registered investment advisor custody business from the ground up, organized around the needs of the advisory firms we serve in order to create the New Model Custodian™. With a focus on delivering a superior client service experience, innovative technology and financial solutions and a practice management offering geared towards implementation, we help investment managers, wealth managers and family offices thrive in today's dynamic environment. Pershing Advisor Solutions LLC (member FINRA/SIPC) is a BNY Mellon company.

### Pershing Prime Services

Pershing Prime Services, the New Model Prime Broker™, delivers a comprehensive suite of prime brokerage solutions. We provide stable counterparty strength, extensive access to lendable securities, alternative sources of finance, dedicated client service, robust reporting tools, global execution and custodial solutions through the integrated platform of BNY Mellon. Pershing Prime Service is a service of Pershing LLC.

### Pershing Limited

Pershing Limited provides a broad range of financial business solutions to advisors, investment banks, broker-dealers, wealth managers and financial planners in Europe. From offices in London, Liverpool, Jersey and Dublin, our multi-asset class solution combines sophisticated front-end technology and flexible middle office capabilities with execution, settlement and custody services. These are supported by a robust

regulatory and compliance framework with dedicated client asset experience and expertise. Pershing Limited is an affiliate of Pershing LLC. Registered Office: Capstan House, One Clove Crescent, East India Dock, London E14 2BH. Authorised and Regulated by the Financial Conduct Authority in the UK, no. 124415. Pershing Securities International Limited is regulated by the Central Bank of Ireland. Pershing (Channel Islands) Limited is regulated by the Jersey Financial Services Commission.

### Pershing Securities Australia Pty Ltd.

Pershing Securities Australia Pty Ltd. provides a market-leading third-party clearing, settlement and execution service for stockbrokers, financial advisers, financial intermediaries and any other firm trading on the Australian Securities Exchange (ASX) and Chi-X Australia Pty Ltd (Chi-X). Product solutions include third-party clearing for ASX market participants; execution and clearing services for third-party correspondents (AFSL holders); stock lending; nominee services; global execution via the Pershing worldwide network; and market-leading financial services technology. Pershing Securities Australia Pty. Ltd. (ABN 60 136 184 962, AFSL No. 338264) is an affiliate of Pershing LLC.

### Albridge Solutions, Inc.

Albridge Solutions, Inc. is a leading provider of enterprise data management solutions that deliver a single view of an investor's broad range of assets. Our proprietary technology consolidates and reconciles client account and transaction data from hundreds of data sources representing banking, brokerage, insurance, retirement, managed accounts and more. Albridge provides the foundation for financial organizations to leverage a single source of information to power a number of mission-critical technology applications. Through Albridge Analytics, we provide financial organizations with sales and distribution management solutions powered by smart execution, cutting-edge analytics and tactical intelligence. Albridge Solutions, Inc. is an affiliate of Pershing LLC.

### Lockwood Advisors, Inc.

Lockwood Advisors, Inc. is a leading provider of managed account solutions. As a program sponsor, Lockwood offers access to some of the industry's leading investment managers, provides independent research on separate account managers, and develops advisory solutions to help investment professionals meet the diverse needs of their clients. Lockwood also offers discretionary portfolio management solutions through financial institutions and independent registered investment advisors. Lockwood Advisors, Inc. is an investment advisor registered in the United States under the Investment Advisers Act of 1940, an affiliate of Pershing LLC and a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon).



One Pershing Plaza, Jersey City, NJ 07399  
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**BNY MELLON**