



PERSHING AT A GLANCE

4TH QUARTER 2014

GLOBAL. LOCAL. PERSHING IN EUROPE.

Pershing Worldwide

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.

FACTS AND FIGURES

Pershing provides a broad range of financial business solutions to investment banks, broker dealers, wealth managers, financial planners and advisers across EMEA. From offices in London, Liverpool, Channel Islands and Ireland, 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

REPRESENTS CIRCA

592,264

Investors

£40.3bn

Global Client Assets

EMPLOYEES¹ IN SIX OFFICES

665

London, Liverpool, Jersey, Dublin,
Chennai² and Pune²

¹ This figure is for all full-time and part-time employees.

² A dedicated team of professionals based in Chennai and Pune and employed by iNautix and Pershing India, support our technology and operations solutions.

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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

Pershing has an extensive global settlement network of over 40 markets and has direct membership in the following markets:

Market	CCP Membership	GCM Service
Belgium	LCH.Clearnet	Yes
France	LCH.Clearnet	Yes
Germany	Eurex	Yes
Ireland	Eurex	Yes
Netherlands	LCH.Clearnet	Yes
Pan European Multilateral Trading Facilities (MTFs)	EuroCCP NV	Yes
Portugal	LCH.Clearnet	Yes
Switzerland	LCH.Clearnet	Yes
UK	LCH.Clearnet	Yes

PERSHING—PRODUCTS AND SERVICES

OPERATIONAL SUPPORT

- › Asset Servicing
- › Cash Processing
- › Clearance & Settlement
- › Custody
- › Data Management
- › Investment Management Services
- › ISA Administration
- › Reporting
- › SIPP Administration

TRADING SERVICES

- › Global Equities Agency Trading - 24 hours
- › Global Fixed Income and ETF Agency Trading
- › Nexus RSP Trading
- › Nexus Foreign Exchange
- › Nexus Funds Platform

FLEXIBLE TECHNOLOGY

- › Nexus Web Services
- › Offline Data Interfaces
- › Open Architecture
- › Relationship Management Desktop
- › White Labelled Client Websites

INVESTMENT SOLUTIONS

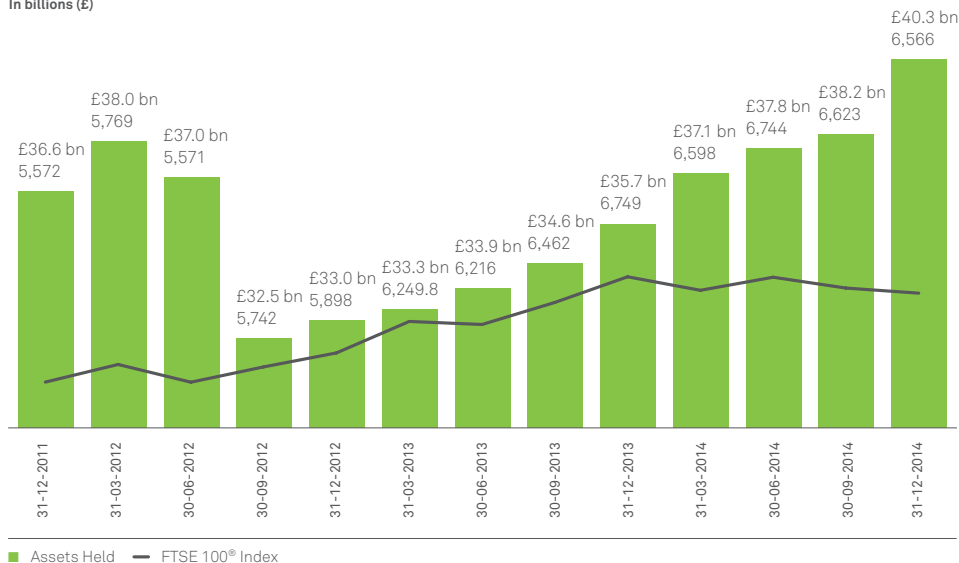
- › Bond and SIPP Wrapper Network
- › Capital Gains Tax
- › Collateralised Lending
- › Investor Reporting
- › Management Fee Processing
- › Portfolio Management Solutions
- › SIPP Administration

SERVICE EXCELLENCE

- › Business Continuity Planning
- › Continuous Improvement Programme
- › Investor Account Protection
- › Treating Customers Fairly

TOTAL GLOBAL CLIENT ASSETS

In billions (£)



Source: Internal and FTSE 100® Index as at 31 December 2014

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*, 2014.

Pershing Limited

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