



2010 CSR REPORT KEY IMPACTS

GOVERNANCE AND ETHICS

- Weathered one of the most challenging periods in the industry's history with our strong reputation intact due to continued commitment to ethics, compliance and risk management. These principles permeate the company's culture and are incorporated into our strategic decision-making processes since our work in a complex, highly regulated industry requires a best-in-class approach.
- Systems and processes established to identify, address and report on risk management issues, including risk assessment comprehensive process for all new product development.
- Launched CSR Council in 2010 to advance the company's CSR efforts, strengthening our CSR engagement and support throughout the company
- Adopted Human Rights Statement in 2010, see page 13.

EMPLOYEES

- Delivered 1.3 million hours of professional development training in 2010, or roughly 30 hours per employee versus 25 hours in 2009.
- Launched Global Competency Map in 2010, enabling all managers and employees to continually assess their strengths and development needs against common measures relevant to them now, as well as at levels they might aspire to in the future.
- 91 percent employee retention rate and global performance management process applicable to 100 percent of BNY Mellon's employees
- Senior management teams comprised of people from nearly 40 countries, with diversity of leadership from 86 percent of all of BNY Mellon's senior managers who are located outside of the U.S. born or raised outside of the U.S. too.

BUSINESS

- Remained focused on world-class client satisfaction, monitoring both long- and near-term client satisfaction by conducting surveys and comparisons to industry norms, and collecting feedback from more than 9,000 clients every year across our major businesses.
- For insight into BNY Mellon's responsible business practices from Environmental Innovation Solutions and Global Environmental Markets to investment management and investment servicing offerings, including ESG screening for clients, see pages 17-24.

COMMUNITY

- Transformed our philanthropy by defining a strategic focus for giving and creating an innovative employee team volunteering and fundraising program called Community Partnership. Overall giving in 2010 reached \$34.9 million, up \$2.9 million from 2009.
- Powering Potential™ (BNY Mellon's strategic philanthropic focus) provides high-impact support in two areas: basic needs and workforce development, now representing 41 percent of the company's overall charitable giving.
- Support for basic needs covers urgent needs such as food, shelter and clothing. Support for Workforce Development takes a longer-term view with investments in job training, education, mentoring and skills development programs that can lead to better jobs and self-sufficiency.
- Established a unique, six-year, \$6 million global workforce development initiative in 2010 to help vulnerable youth make the transition into adulthood, supporting youth aging out of foster care in the U.S., and vulnerable youth in the UK and India.
- Engaged our employees around the world in our philanthropy programs through team-oriented volunteering and fundraising activities. BNY Mellon's award-winning Community Partnership program attracted 20,000 employees in 2010, generating \$14 million and more than 43,000 hours of team volunteer service, up \$1.2 million due to employee giving.

ENVIRONMENT

- The company's emissions management program includes pursuing new sources of alternative energy and the strategic purchase of Renewable Energy Certificates (RECs) to offset the company's energy-related carbon footprint.
- Globally, about 62 percent of the company's total electricity consumption is offset using certified renewable energy, up from 29 percent. Recognized among the top U.S. companies investing in renewable energy for the voluntary purchase of 230 million kilowatt hours of renewable energy certificates equivalent to 75 percent of BNY Mellon's anticipated U.S. electrical consumption from 2009 baseline. More than 50 percent of the EMEA region's electricity consumption is directly sourced from renewable energy.
- Saved more than 80 million kilowatt hours of energy through BNY Mellon's Data Center Power Utilization Effectiveness initiatives, representing \$7.5 million in energy costs avoided. Earned one of the first U.S. EPA Energy Stars in the Data Center category.
- Established goal of 10 percent electrical energy reduction in our tracked domestic office portfolio by 2015 from 2007 baseline.
- Reduced paper use by 20 percent as a result of PaperWise, a corporate-wide paper reduction initiative, and recycled more than 193,000 pounds of IT hardware in 2010.

SUPPLIER

- 27 percent of all competitively bid contracts were awarded to businesses in the company's Supplier Development Program in 2010, which includes small businesses, women-, veteran-, LGBT and minority-owned businesses, with 12 percent awarded to women- and minority-owned firms.
- Established online supplier registry (bnymellon.com/suppliers) where qualified businesses can obtain access to and information about sourcing opportunities, receive technical assistance to better compete for those opportunities and learn about upcoming events.

