

# Press Release



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## **KBC selects BNY Mellon Asset Servicing for U.S. equity trading services**

LONDON, February 2, 2009 – BNY Mellon Asset Servicing, the global leader in securities servicing, has been appointed by KBC, a leading Belgian bancassurance group, to provide U.S. equity trading services.

BNY Mellon Asset Servicing will provide KBC with seamless trading across the complete lifecycle of a U.S equity trade, from order capture to execution in the market, affirmation/confirmation, clearing, settlement and reporting via the company's BNY ExecutionPlus platform.

BNY ExecutionPlus fully integrates BNY Mellon's market-leading, custody, clearing and settlement services with Pershing LLC's extensive global execution capabilities, allowing financial institutions based outside of the United States to execute and settle bank custody trades in the U.S. equity markets via a single instruction to purchase or sell. Pershing is a subsidiary of The Bank of New York Mellon Corporation.

BNY ExecutionPlus also provides clients with the ability to utilise Pershing's online brokerage platform, NetExchange Pro®. NetExchange Pro enables investment professionals at financial organizations to access account information, quotes, investment research, news and other third-party content.

Luc Aspeslagh, Managing Director Securities Services at KBC Securities, said: "BNY ExecutionPlus allows us to address the operational risk associated with trading in the U.S. markets and by streamlining our trading process we in turn can provide our clients with the best possible services. It also offers clear economic advantages, as payment of a single, bundled commission that covers all transaction processing costs will clearly benefit our bottom line."

Nadine Chakar, Executive Vice-President and Head of Europe, Middle East & Africa (EMEA) at BNY Mellon Asset Servicing, said: "BNY Mellon's world-class integrated custody capabilities and the power of Pershing's global execution and clearing platform together deliver a single, dynamic solution to those financial organisations seeking efficient and accurate technology to optimise the management of their investments. We are delighted to be working in partnership with KBC and we look forward to assisting them in implementing further efficiencies within their investment processes."

Frank La Salla, Managing Director of the global securities services group at Pershing, said: "This appointment further demonstrates The Bank of New York Mellon's ability to provide financial institutions with a comprehensive and seamless offering to help them meet their sophisticated trading and settlement needs. We remain fully committed to developing and delivering market-leading solutions to our clients as they look to grow their businesses in today's challenging capital markets environment."

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### **Notes to editors**

BNY Mellon Asset Servicing offers clients worldwide a broad spectrum of specialized asset servicing capabilities, including custody and fund services, securities lending, performance and analytics, and execution services. BNY Mellon Asset Servicing offers its products and services through The Bank of New York Mellon and other subsidiaries of The Bank of New York Mellon Corporation.

This press release is issued by The Bank of New York Mellon to members of the financial press and media.  
All information and figures source The Bank of New York Mellon unless otherwise stated as at December 31, 2008.  
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The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$20.2 trillion in assets under custody and administration, \$928 billion in assets under management and services more than \$11 trillion in outstanding debt. Additional information is available at [www.bnymellon.com](http://www.bnymellon.com)

KBC Securities is a wholly owned broking subsidiary of KBC Group NV and focuses on both institutional and retail customers. KBC Securities has established a strong home base in Central and Eastern Europe. KBC Securities' activities in Central Europe accounts for a large part of its turnover.

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