

Press Release



BNY MELLON
ASSET MANAGEMENT

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BNY MELLON ASSET MANAGEMENT UNDERLINES SUPPORT FOR ADVISERS ***Working with Chartered Insurance Institute to provide RDR education tools***

London, 15 March 2010 - As the financial services industry gears up to implement the requirements of the Financial Services Authority's Retail Distribution Review ('RDR'), BNY Mellon Asset Management and the Chartered Insurance Institute ('CII') are launching a series of innovative teaching tools aimed at helping the advisory channel meet their RDR obligations.

BNY Mellon Asset Management prides itself on working extremely closely with advisers to help them provide the best possible services to their clients. The business fully supports the push towards increased professionalism introduced by the RDR and feels that a step-change in qualifications will encourage innovation and service quality in the industry, resulting in the natural outcome of an improved consumer experience.

In collaboration with the CII, BNY Mellon Asset Management has launched a series of online modules aimed at helping advisers prepare for their exams. The modules cover all eight available CII Diploma Units and are split into two areas of focus: general exam preparation and unit-specific guidance. The exam preparation sections offer advice on getting the most out of studying and revision time and the approach and pace that is needed to get through exams. The unit-specific modules highlight key areas of the syllabus and common pitfalls, as identified by the examiners themselves.

Scott Goodsir, Director, Head of UK Wholesale for BNY Mellon Asset Management comments: "We recognise the importance of the RDR and the challenges the new qualifications present advisers whilst they endeavour to provide the best-in-class service to clients. By working with the CII, who have been promoting the highest professional standards for the insurance and financial services industry for over a century, we are committed to providing as much support to these advisers to assist them through the qualification process."

Steve Aspinall, Head of Corporate Development at CII added: "We applaud BNY Mellon Asset Management in its commitment to helping advisers prepare thoroughly for the RDR. We are both fully aware that we are educating an evolving market and therefore want to use new media to create innovative teaching methods that are flexible, accessible and simple to use. The online modules have been developed by our own in-house trainers, who have a wealth of experience in preparing advisers for exam success. We believe that this development will greatly assist the transition to RDR practices."

In addition, BNY Mellon Asset Management is sponsoring a series of PFS regional roadshows, conferences and industry dinners in order to share the skills and experience of some of its key fund managers and industry professionals.

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A robust framework of learning and development solutions enables the CII to support corporate partners and individuals across the industry. It ensures that all members comply with minimum standards and inspires many more to achieve advanced levels of technical and professional competence.

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