

# LAUNCHING TRADITIONAL MUTUAL FUNDS

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Money managers today are looking to launch in the '40 Act space the traditional mutual funds as a means to get additional distribution in gathering assets. This is a critical space because it is growing and you have assets that will be gathered from both traditional institutional space as well as the retail area. Money managers are faced with multiple challenges when launching a mutual fund. The complexity of launching a fund is first and foremost from both a legal, an administration and a compliance perspective. In addition to that, there is timing and, of course, there is the service providers. You need the custody, the fund accounting, the administration, the transfer agency, all of these need to come together. Fortunately, BNY Mellon brings a one-stop-shop turnkey solution to the marketplace to handle all of these challenges.

At BNY Mellon, we're prepared to support clients looking to enter the registered fund space through our alignment with FundVantage, a registered series trust. FundVantage has the expertise of fund management and the fund board to cover all elements of administrating and supporting a series trust. We, at BNY Mellon, provide all the operational functions, fund accounting, custody, fund administration as well as transfer agency and all the cash management support to make sure that the client gets optimal services when going into this space.

When many managers select BNY Mellon for their services, they get multiple benefits. First and foremost is extremely competitive scalable pricing. We have been in this turnkey space for many years, over 20 years, and we have a full understanding of what is required for a mutual fund as it pertains to reporting, as well as administration, but also world-class service in all elements of the fund service, that would be the custody, the fund accounting, the administration, transfer agency, cash movement, reporting and everything that goes along with that. We're an extremely competitive and world-class operation.



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