

BNY MELLON CONSULTANT CONFERENCE 2015

Orla Nallen, Head of Consultant Relations U.S., BNY Mellon
Daron Pearce, CEO Global Financial Institutions, BNY Mellon
Mal Cullen, CEO of Eagle Investment Systems, BNY Mellon
Dan Smith, Head of Americas Asset Servicing, BNY Mellon
Gerald Hassell, Chairman and CEO, BNY Mellon
Karolyn Ferris, Executive Relationship Manager, U.S. Asset Servicing, BNY Mellon
Shekar Pannala, CIO, Enterprise Architecture and Engineering, BNY Mellon
Bruce Shain, Head of Corporate, Government & Not-for-Profit Business, BNY Mellon
November 2015

Orla Nallen: The goal for the Consultant Conference this year is to build awareness and ensure that we leave a lasting image with the consultant community that are very engaged with our clients and prospects.

Daron Pearce: The largest managers really outpacing the growth of the medium and smaller managers quite significantly.

Mal Cullen: The challenge that we have is how do you provide customizations to clients but in a standard way?

Dan Smith: A few years ago we had 4 custody platforms here. Today we are down to 2 and hopefully, by the end of next year, we are going to be down to one.

Consultants are a key stakeholder and advisor to our most important clients so it is very important that we're communicating everything that is going on from our leadership that's in charge, our strategy, and show them our new technology and service offerings that we have.

Gerald Hassell: We are trying to change what our technology looks like, both in the front end as well as the back end, and we see ourselves as being a great integrator of the best applications on the planet so that our clients in fact can have a better and better experience.

Karolyn Ferris: The key take-away from the conference was our ability to showcase technology; NEXEN, Digital Pulse, the New Generation of the applications that will change the way that we do business.



BNY MELLON

Shekar Pannala: Big Data is all about not just absolute data but the insights you can get out of the data; that's what really Digital Pulse is all about – you are literally catching the pulse of the entire ecosystem.

Orla Nallen: We want to ensure that they understand the direction that we are going in; that they know our priorities and that they see our new technologies.

Bruce Shain: It is a two-way street; it's not just us telling them where they are going – it's having them give us direction on where we need to be.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may be used as a generic term to reference the corporation as a whole and/or its various subsidiaries generally. This material and any products and services may be issued or provided under various brand names in various countries by duly authorized and regulated subsidiaries, affiliates, and joint ventures of BNY Mellon, which may include any of the following. The Bank of New York Mellon, 225 Liberty St, New York, New York 10286 USA, a banking corporation organized pursuant to the laws of the State of New York, and operating in England through its branch at One Canada Square, London E14 5AL UK, registered in England and Wales with numbers FC005522 and BR000818. The Bank of New York Mellon is supervised and regulated by the New York State Department of Financial Services and the US Federal Reserve and authorized by the Prudential Regulation Authority. The Bank of New York Mellon, London Branch is subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. The Bank of New York Mellon SA/NV, a Belgian public limited liability company, with company number 0806.743.159, whose registered office is at 46 Rue Montoyerstraat, B-1000 Brussels, Belgium, authorized and regulated as a significant credit institution by the European Central Bank (ECB), under the prudential supervision of the National Bank of Belgium (NBB) and under the supervision of the Belgian Financial Services and Markets Authority (FSMA) for conduct of business rules, a subsidiary of The Bank of New York Mellon, and operating in England through its branch at 160 Queen Victoria Street, London EC4V 4LA UK, registered in England and Wales with numbers FC029379 and BR014361. The Bank of New York Mellon SA/NV (London Branch) is authorized by the ECB and subject to limited regulation by the Financial Conduct Authority and the Prudential Regulation Authority. Details about the extent of our regulation by the Financial Conduct Authority and Prudential Regulation Authority are available from us on request. The Bank of New York Mellon, Singapore Branch is subject to regulation by the Monetary Authority of Singapore. The Bank of New York Mellon, Hong Kong Branch is subject to regulation by the Hong Kong Monetary Authority and the Securities & Futures Commission of Hong Kong. The Bank of New York Mellon Securities Company Japan Ltd acts as intermediary for The Bank of New York Mellon. The Bank of New York Mellon, Taipei Branch subject to regulation by the Financial Supervisory Commission. The Bank of New York Mellon, Shanghai Branch subject to regulation by the China Banking Regulatory Commission. The Bank of New York Mellon, Seoul Branch subject to regulation by the Financial Supervisory Commission. Not all products and services are offered in all countries.

Material contained within this video is intended for information purposes only and is not an offering or commitment to provide any credit facilities or services. It is not intended to provide legal, tax, accounting, investment, financial or other professional advice on any matter, and is not to be used as such. You should contact your independent financial advisor prior to acting on any information mentioned in the video. This is not a financial promotion. No statement or expression is an offer or solicitation to buy or sell any products or services mentioned. To the extent this video may be deemed to be a financial promotion under non-US jurisdictions, it is provided for use by professional investors only and not for onward distribution to, or to be relied upon by, retail investors. This video is not intended for distribution to, or use by, any person or entity in any jurisdiction or country in which such distribution or use would be contrary to local law or regulation. Similarly, this video may not be distributed or used for the purpose of offers or solicitations in any jurisdiction or in any circumstances in which such offers or solicitations are unlawful or not authorized, or where there would be, by virtue of such distribution, new or additional registration requirements. The contents may not be comprehensive or up-to-date, and BNY Mellon will not be responsible for updating any information contained within this video. BNY Mellon assumes no liability whatsoever (direct or consequential or any other form of liability) for any action taken in reliance on the information contained in this video. Any unauthorized use of material contained in this video is at the user's own risk. The views expressed herein are those of the speaker(s) only and not necessarily those of BNY Mellon or any of its subsidiaries or affiliates.

THIS VIDEO IS NOT TO BE REPRODUCED IN WHOLE OR IN PART WITHOUT THE AUTHORIZATION OF BNY MELLON.

Trademarks, service marks and logos belong to their respective owners.

© 2015 The Bank of New York Mellon Corporation. All rights reserved.



BNY MELLON