

# BNY MELLON EXCHANGE TRADED FUNDS SYMPOSIUM

## Rashaan Farrelly, Relationship Executive for BNY Mellon December 2014

I'm a Relationship Executive within our Exchange Traded Funds services business. As Relationship Executive I am responsible for the overall relationship with the fund sponsor with BNY Mellon. And one of the things I always like to tell my clients is we like them to view us at BNY Mellon as an extension of their organization. So we look to work with them very closely on their projects and initiatives, any funds they're looking to launch and so forth, really sit with them from more a consultative perspective at the table, you know, developing the workflow and mechanics, everything that goes into, you know, them launching an ETF from a custody or servicing perspective and really help them to build that out.

The trends that we are seeing is asset managers are really looking to BNY Mellon to be more involved, aside from your traditional custodian fund accounting, fund administration perspective. Looking to us to get more involved with the capital markets, trading in execution, you know, since we are so close to the APs from a TA perspective. We have custody of the assets. Our Capital Markets desk is pretty robust. And they have capabilities to pretty much do any type of execution that an asset manager would need. So, kind of bringing all of that together, to pretty much offer an end to end solution for a client so they can truly focus in on managing their portfolio and the distribution aspect of it.

The hot topics seem to be geared more to our transparency or non-transparent ETFs rather given the news around Precidian and what the SEC determined there. And then you have Eaton Vance with their product and the SEC's determination there. A lot of our clients are kind of taking a wait and see approach to see what the ultimate determination is there before they kind of hop into the market with some of their planned products.

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