



Business Strategy Leveraging the Power of BNY Mellon

Brian Shea

Chief Executive Officer, Investment Services

August 24, 2016



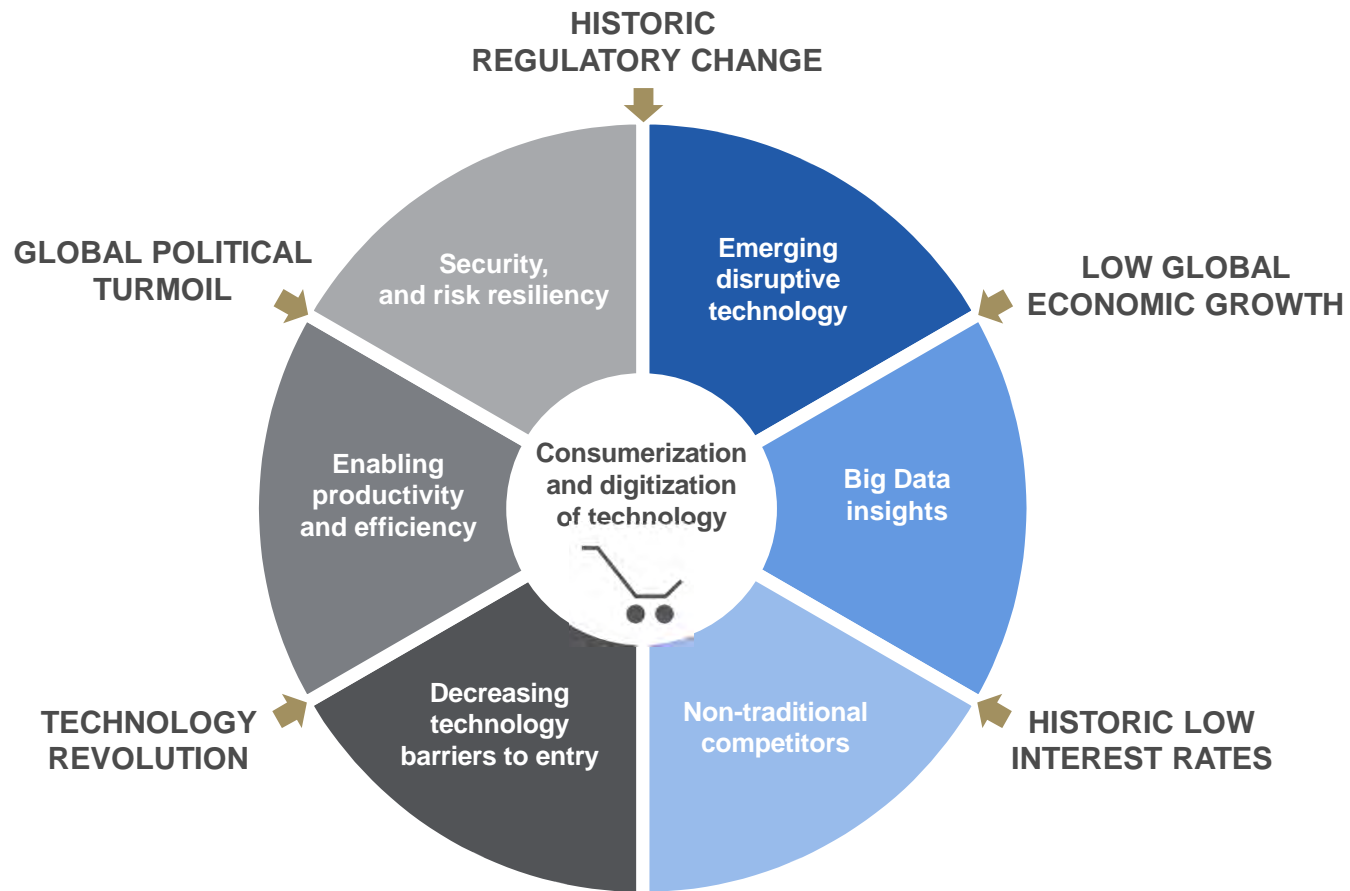
BNY Mellon - The Investments Company for the World



Investment Services Goals

- Highest value provider of investment services globally
- Industry service quality and productivity leader
- Investment industry technology leader

Global Drivers of Change for Financial Institutions



BNY Mellon Competitive Advantage



THE POWER OF
BNY MELLON



EXPERTISE



SCALE



CLIENT
EXPERIENCE



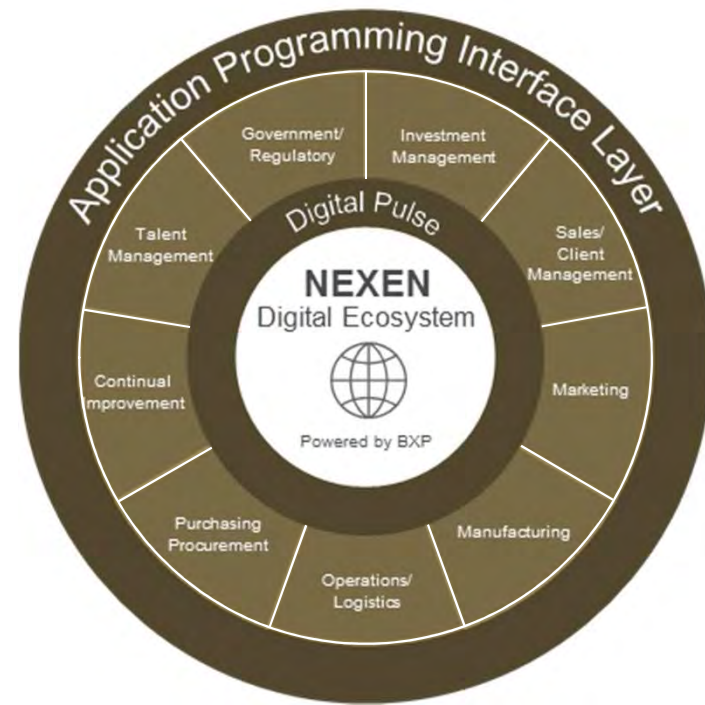
TRUST

Invested in delivering an enhanced client experience

- Strategic platform investments driving:
 - Extended variable cost solutions across entire investment lifecycle for BNY Mellon and clients
 - Accelerated profitable revenue growth from efficiency and delivery of value-added solutions
- NEXENSM digital ecosystem to deliver all BNY Mellon solutions

One Firm, One Platform


Aligning Business and Technology Strategy to Deliver for Clients



BNY Mellon Technology Solutions - Driving Growth

DATA ANALYTICS

- Data aggregation
- Wealth performance reporting
- Distribution analytics



Powered by Albridge™

GOVERNMENT TECHNOLOGY SOLUTIONS

- Government housing agencies
- Small business administration



Powered by Government Technology Services

RISK AND DATA MANAGEMENT

- Data management
- Performance and risk
- Middle office solutions



Powered by Eagle

BASIC TECHNOLOGY SERVICES

- Professional services
- Partner integration (App store)
- Content partners
- Strategic client development projects



Powered by BNY Mellon Technology Solutions

BIG DATA SOLUTIONS

- Collateral optimization
- Liquidity and cash management
- Securities lending optimization
- Predictive data analytics



Powered by Digital PulseSM