

ALTERNATIVE INVESTMENT SERVICES: A LOOK AHEAD

**Frank La Salla, Chief Executive Officer, Alternative Investment Services
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We here at BNY Mellon are entering an exciting new phase in the way we engage alternative investment managers and hedge fund clients. It was only 10 short years ago that we entered serving those clients and delivering solutions to them, and now we are engaged in the entire industry in many different solutions across a number of lines of businesses.

Many hedge funds and alternative managers come to us because we do offer such a wide array of solution sets for them. Instead of having to deal with different institutions, they're working with a team of relationship managers and professionals, who look at what they need holistically, understand exactly what the goals are that these alternative investment managers and hedge fund clients want. Understand it. Bring it back. And then deliver a solution that meets their needs and helps them grow in the market, in the segment, that they want to be in.

With that in mind, we will continue to deliver the solution sets we have, work with our clients to find out what they need for the future, and deliver more.

Currently, AIS provides services to over 300 alternative managers around the world. And BNY Mellon delivers services to 71 of the top 100 hedge funds globally as well.* Together, we have a remarkable share of the alternative manager market, and we're just beginning to scratch the surface.

Liquid alternatives presents a great new opportunity for many asset managers, many of whom we already have a relationship with. Over the past year, we, as BNY Mellon, have engaged many of those asset managers who are looking to explore what options they have in delivering liquid alternatives to the marketplace.

We currently have a team of highly skilled folks putting together the solutions, products and services, that we know asset managers will need in order to launch, deliver, and service liquid alternatives.

This is, by far, one of the most exciting segments of growth for us and will be over the next several years. If you really think about it, the largest pool of assets ready to be invested are in the mass affluent and retail space. And liquid alts provide that vehicle for those investors to tap into more sophisticated alternative manager investment styles.

In the end, our job is to be able to deliver solutions to our clients. We need to listen. We need to understand. We need to think about it. We need to deliver.



Our clients come to trust us and depend on us. We are fortunate enough to have one of the strongest client relationships and one of the strongest client segments in the world. We need to continue to leverage that and through our services and delivering solutions sets to the alternative investment managers of the world, we will continue in that vein and in that tradition of delivering exceptional service to help our clients succeed.

*The statement: "Currently, AIS provides services to over 300 alternative managers around the world, and BNY Mellon delivers services to 71 of the top 100 hedge funds globally as well." was compiled in 2014 from proprietary BNY Mellon reports.

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