

# DISTRIBUTION TRENDS

**Rob teDuits, Managing Director and Head of Sales  
U.S. Financial Institutions, Asset Servicing  
September 2014**

Our customers are really taking a defined look at what they're doing on a day-to-day basis; with changing in markets and changing in investor appetite, our customers are really focusing on how they can acquire additional assets at the lowest price in the marketplace. One of the biggest elements that we're providing to that marketplace is data. It offers a window into the marketplace that they may not have themselves. It allows them to reassess their current business as well as position themselves with regards to future growth, with new product development. Data also allows them to be more strategic with regards to new product as well as allocation of resources, as they look towards the future.

BNY Mellon is providing access to data to allow our customers a window into the marketplace to allow them to better assess what they're doing for changing market conditions as well as investor appetite. That data translates into our customers being more strategic and allowing them to be much more effective in the market from a cost perspective. BNY Mellon is also bringing to market the combination of our Pershing Albridge Analytics, Asset Servicing, as well as our Wealth Management operations in hopes that we can synergies what we do on a daily basis in conjunction with what customers are doing. Access to distribution channels allow them to be more creative and more targeted towards the growth of new product, as well as existing product in the marketplace.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may also be used as a generic term to reference the Corporation as a whole or its various subsidiaries generally. Products and services may be provided under various brand names and in various countries by subsidiaries, affiliates, and joint ventures of The Bank of New York Mellon Corporation where authorized and regulated as required within each jurisdiction, and may include The Bank of New York Mellon, One Wall Street, New York, New York 10286, a banking corporation organized and existing pursuant to the laws of the State of New York and operating in England through its branch at One Canada Square, London E14 SAL, England. Registered in England and Wales with FC005522 and BR000818. Supervised and regulated by the New York State Department of Financial Services and the Federal Reserve. Authorized by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority of the United Kingdom (and any successor regulatory entity). Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request. Not all products and services are offered at all locations.



**BNY MELLON**

Material contained within this presentation is intended for information purposes only. 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. To the extent this presentation may be deemed to be financial promotion under non-US jurisdictions, they are provided for use by professional investors only and not for onward distribution to, or to be relied upon by, retail investors.

No statement or expression is an offer or solicitation to buy or sell any products or services mentioned. This presentation 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 presentation 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 presentation.

Pershing is the umbrella name for Pershing LLC (member FINRA, SIPC and NYSE), Pershing Advisor Solutions (member FINRA and SIPC), Pershing Prime Services (a service of Pershing LLC), Pershing Limited (UK), Pershing Securities Limited, Pershing Securities International Limited (Ireland), Pershing (Channel Islands) Limited, Pershing Securities Canada Limited, Pershing Securities Singapore Private Limited and Pershing Securities Australia Pty. Ltd. Albridge Solutions, Inc.<sup>TM</sup> is an affiliate of Pershing LLC. Albridge Analytics is a division of Albridge Solutions, Inc.

Wealth Management Services: Consumer credit services, which are subject to application and credit approval, and banking services are provided by BNY Mellon, N.A., member FDIC. Commercial credit services, which are subject to application and credit approval, may be provided by The Bank of New York Mellon or BNY Mellon, N.A. Mortgage services are subject to credit approval and are provided by BNY Mellon, N.A. BNY Mellon is an equal housing lender. Brokerage services are provided by BNY Mellon Management Direct, a division of MBSC Securities Corporation ("MBSC"). MBSC is a dually registered investment advisor/broker-dealer and member FINRA and SIPC and is a wholly-owned subsidiary of the Bank of New York Mellon Corporation. SIPC protection is not the same as, and should not be confused with, FDIC Insurance. Investment products (other than deposit products) referenced in this presentation (including money market funds) are not insured by the FDIC (or any other state or federal agency), are not deposits of or guaranteed by BNY Mellon or any bank or non-bank subsidiary thereof, and are subject to investment risk, including the loss of principal amount investment.

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 presentation. Any unauthorized use of material contained in this presentation is at the user's own risk. The views expressed herein are those of the speakers only and not those of BNY Mellon or any of its subsidiaries or affiliates.

This program is not to be reproduced in whole or in part without the authorization of BNY Mellon.

©2014 The Bank of New York Mellon Corporation. Services are provided by The Bank of New York Mellon and its various affiliates. All rights reserved.