



# **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

## VISION

Improving lives through investing

## MISSION

Invested in helping institutions and individuals achieve their full potential through our expertise in managing and servicing financial assets

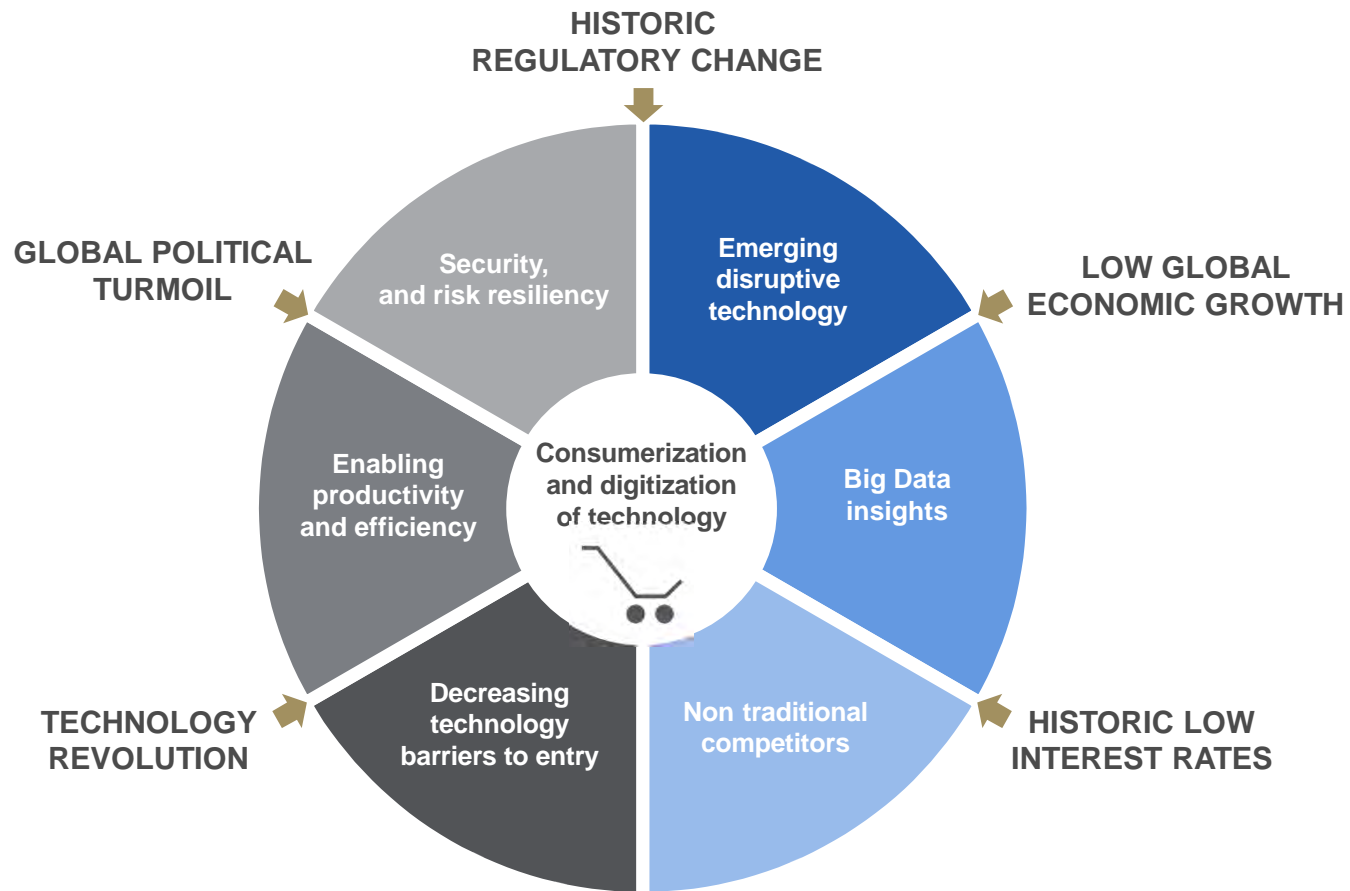
### Investment Services Goals

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



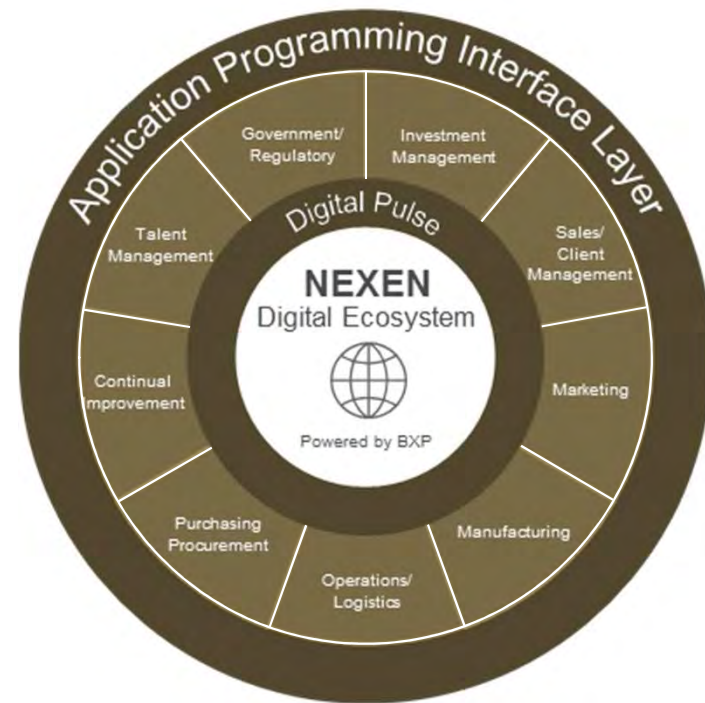
TRUST

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
- NEXEN<sup>SM</sup> 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 Pulse<sup>SM</sup>