NEW OPPORTUNITIES TO DELIVER DIGITAL WEALTH ADVICE

Doug Magnolia, Managing Director

August 2018

Doug Magnolia: The consumers are changing. The demographics are changing. People are used to interacting in all aspects of their life through their phone, predominantly, or a tablet and on a mobile in a connected 24 hours a day, seven days a week basis.

Financial services and investment management and wealth management advice, in general, needs to catch up with that demographic. And that's what spawned, I think, a lot of the revolution and change in terms of the development of these robo-advisors now expanding their services and capabilities to be more holistic and more digital advice driven.

So really replicating what that human investment advisor is actually providing to a participant. Understanding all of their implications of their life as it is today and their goals and where they're going and what future changes might be coming their way.

Now not every, there's not one-size-fits all. Everybody is a little different. Some people still want to come in and see a person face-to-face.

So technology, toolsets, machine learning, natural language processing, artificial intelligence, you know these things combined, frankly, are going to potentially truly impact how people engage with, get information, make decisions about their financial health and their wealth. So engagement with the investor, and then technology that could be brought to bear really help to inform and drive investing results—those are kind of the two burgeoning areas that I think are interesting to watch for the future.



BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may be used as a generic term to reference the corporation as a whole and/or its various subsidiaries generally. This material and any products and services may be issued or provided under various brand names in various countries by duly authorized and
regulated subsidiaries, affiliates, and joint ventures of BNY Mellon, which may include any of the following. The Bank of New York Mellon, 240 Greenwich Street, New York, New York 10286 USA, a banking corporation organized pursuant to the laws of the State of New York, and operating in England through its branch at One Canada Square, London E14 5AL UK, registered in England and Wales with numbers FC005522 and BR000818. The Bank of New York Mellon is supervised and regulated by the New York State Department of Financial Services and the US Federal Reserve and authorized by the Prudential Regulation Authority. The Bank of New York Mellon, London Branch is subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority are available from us on

request. The Bank of New York Mellon SA/NV, a Belgian public limited liability company, with company number 0806.743.159, whose registered office is at 46 Rue Montoyerstraat, B-1000 Brussels, Belgium, authorised and regulated as a significant credit institution by the European Central Bank (ECB), under the prudential supervision of the National Bank of Belgium (NBB) and under the supervision of the Belgian Financial Services and Markets Authority (FSMA) for conduct of business rules, a subsidiary of The Bank of New York Mellon, and operating in England through its branch at 160 Queen Victoria Street, London EC4V 4LA, registered in England and Wales with numbers FC029379 and BR014361. The Bank of New York Mellon SA/NV (London Branch) is authorised by the ECB and subject to limited regulation by the Financial Conduct Authority and the Prudential Regulation Authority. Details about the extent of our regulation by the Financial Conduct Authority and Prudential Regulation Authority are available from us on request. The Bank of New York Mellon SA/NV, operating in Ireland through its branch at Riverside 2, Sir John Rogerson's Quay, Grand Canal Dock, Dublin 2, D02 KV60, Ireland, trading as The Bank of New York Mellon SA/NV, Dublin Branch, which is authorized by the ECB, regulated by the Central Bank of Ireland for conduct of business rules and registered with the Companies Registration Office in Ireland No. 907126 & with VAT No. IE 9578054E. If this material is distributed in or from, the Dubai International Financial Centre (DIFC), it is communicated by The Bank of New York Mellon, DIFC Branch (the "DIFC Branch") on behalf of BNY Mellon (as defined above). This material is intended for Professional Clients and Market Counterparties only and no other person should act upon it. The DIFC Branch is regulated by the DFSA and is located at DIFC, The Exchange Building 5 North, Level 6, Room 601, P.O. Box 506723, Dubai, U.A.E.

Material contained within this video 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. You should contact your independent financial advisor prior to acting on any information mentioned in the video. This is not a financial promotion. No statement or expression is an offer or solicitation to buy or sell any products or services mentioned. To the extent this video may be deemed to be a financial promotion under non-US jurisdictions, it is provided for use by professional investors only and not for onward distribution to, or to be relied upon by, retail investors. This video 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 video 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 video. 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 video. Any unauthorized use of material contained in this video is at the user's own risk. The views expressed herein are those of the speaker(s) only and not necessarily those of BNY Mellon or any of its subsidiaries or affiliates. THIS VIDEO IS NOT TO BE REPRODUCED IN WHOLE OR IN PART WITHOUT THE AUTHORIZATION OF BNY MELLON.

Trademarks, service marks and logos belong to their respective owners.

© 2018 The Bank of New York Mellon Corporation. All rights reserved.

