



# **STRONG** HISTORY: STRONGER **FUTURE**

**CORPORATE  
SOCIAL  
RESPONSIBILITY**

**2009 REPORT  
HIGHLIGHTS**



**BNY MELLON**

# STRONG HISTORY: STRONGER FUTURE

Our company has a strong history of doing what's right and helping to build a better world. Although Corporate Social Responsibility (CSR) is a relatively new business discipline among companies, the basic practices have been ingrained in our company culture since our founding more than 225 years ago.

As the CSR discipline evolves to become more sophisticated, BNY Mellon is determined to be a constant leader. In the future, you will see us:

- deliver continuously improving programs that are among the best in our industry;
- provide an increasing level of useful information on our social responsibility activities; and
- more deeply engage our stakeholders, from shareholders and clients to employees, suppliers and communities.

This year, you will find that we tailored our reporting to fit our many audiences:

- A printed highlights report (this version)
- An extensive online report that follows the Global Reporting Initiative guidelines ([www.bnymellon.com/csr](http://www.bnymellon.com/csr))
- Condensed highlights reports for five of our major regions ([www.bnymellon.com/csr](http://www.bnymellon.com/csr))

Strong history. Stronger future.

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## LETTER FROM OUR CHAIRMAN

Robert P. Kelly, Chairman and Chief Executive Officer, BNY Mellon

In 2009, our company celebrated its 225th anniversary. Since BNY Mellon opened for business in 1784, our company has been a catalyst for growth, a source of financial strength and a force for positive change.

True to those traditions, BNY Mellon's relative financial strength and stability during the recent global economic challenges enabled us to offer clients a safe haven, assist governments around the world with their recovery programs and sustain our support of our communities across the globe.

Last year was an extraordinarily challenging environment for the financial services industry and for our company. Although we have outperformed both our peer group and the S&P Financials since the beginning of the financial crisis, our total shareholder return trailed both benchmarks and we reported a net loss for the year. However, we made good progress on three priorities critical to our long-term success: meeting the needs of our clients, reducing risk and managing expenses.

Among our accomplishments in 2009, we:

- maintained top rankings for client service;
- achieved first-quartile employee engagement a year ahead of our goal;
- increased employee philanthropic giving and volunteerism through our Community Partnership Program;
- passed the U.S. government stress test and repaid the U.S. government's TARP investment, providing American taxpayers with a very good return of 12 percent (annualized) on their investment; and
- made additional investments in alternative energy sources.

As we embark on our next 225 years, BNY Mellon is focused on the future. With our company well positioned to create long-term value for our clients and shareholders, we have identified four areas of focus for 2010:

- Contributing to an industry effort to bring about meaningful regulatory reform
- Ensuring opportunities for our employees to grow, advance and contribute to their full potential
- Serving our communities at a time when many of our neighbors are in need
- Further minimizing our impact on the environment

Efforts in these areas will help keep our company strong, improve quality of life in the communities where we live and work and preserve our planet. I think our founders would be proud.

I look forward to updating you next year on our progress.

A handwritten signature in black ink that reads "Bob Kelly". The signature is written in a cursive, slightly slanted style.

# FOSTERING AN ENGAGED WORKFORCE:

Whether through extensive training, new online development tools, one-on-one time with managers or participation in our affinity networks, the message is clear — at BNY Mellon, we are invested in our employees.



**42,200**  
Number of Employees

**First-quartile**  
Employee Engagement  
Ranking

**25**  
Hours of Training  
per Employee

**95%**  
Employee Retention

## Engaging Our Employees

In spite of the incredible challenges during the global economic crisis of the past two years, BNY Mellon achieved first-quartile results for employee engagement, relative to the Boston Consulting Group database of 107 companies globally, 21 of which are within financial services. We achieved this one year ahead of our goal. Survey measures that received some of the highest positive ratings in 2009 are:

- I am proud to work for this company.
- Employees with diverse backgrounds are valued.
- It is a safe environment in which to question potentially improper activities.

## Employee Development

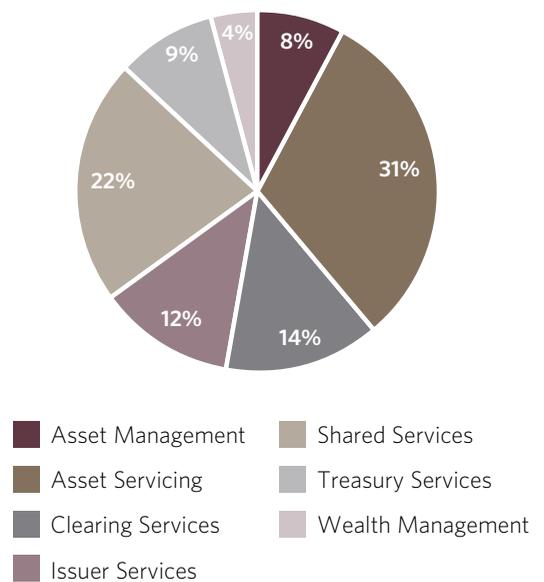
BNY Mellon is fully committed to supporting the ongoing development of all of its employees, whether full-time or part-time, in all areas of operation and levels of the company.

**Training:** In 2009, employees spent more than 1.1 million student hours in training, which equates to an average of 25 hours of formal training per employee worldwide.

**Performance Management:** In 2009, we completed the global implementation of MyPerformance, an online tool that supports our Performance Management Program (PMP). At BNY Mellon, performance management is all about the conversation. There is nothing more important than regular dialogue between individuals and their managers. It is the cornerstone of our performance-based culture.

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**2009 Global Employment by Business**



## Diversity and Inclusion

**Affinity Networks:** We believe that all employees play an equal role in fostering a culture of inclusion. One of our 2009 goals was to support the global expansion of our four affinity networks: WIN, our Women’s Initiatives Network; IMPACT, focused on bringing together people from multicultural backgrounds; Prism, which works to promote an open and supportive environment for all lesbian, gay, bisexual and transgender employees; and HEART, which promotes awareness of the needs of those with disabilities.

**Diversity of Leadership:** As we reflect on our increasingly global workforce at BNY Mellon, it is with pride that we can report that our Executive Committee, Operating Committee and Regional Operating Committees consist of individuals who were born or raised in more than 39 countries around the globe. This diversity of leadership is incredibly important to us in terms of inspiring our global workforce and understanding the needs of our clients in a global economy.

# SERVING OUR COMMUNITIES:

For our company, being a good corporate citizen means serving the communities where we live and work. Together with nonprofit partners, local agencies and our corporate neighbors, BNY Mellon is building better communities through collaboration and financial support.

Our charitable activities in 2009 were focused on two main areas of impact:

- **Powering Potential**, which meets basic needs and promotes workforce development; and
- **Community Partnership**, where a company match empowers employees to volunteer and give to the organizations they care about most.

## 2009 Cash Donations\*

	Powering Potential	Other Charitable Needs	TOTAL
Community Partnership	\$2.9m	\$9.9m	\$12.8m 40%
Grants & Charitable Sponsorships	\$8.2m	\$11.3m	\$19.5m 60%
<b>TOTAL</b>	<b>\$11.1m 34%</b>	<b>\$21.2m 66%</b>	<b>\$32.3m 100%</b>

\*Employee and company giving, including our two foundations, BNY Mellon Foundation, BNY Mellon Foundation of Southwestern Pennsylvania

## Powering Potential — Strategic Philanthropic Focus

In 2009, BNY Mellon adopted a new global philanthropic focus that aligns all of our philanthropic assets, including corporate and foundation giving, sponsorship and our powerful, employee-driven Community Partnership Program.

To create meaningful impact and measurable results, we're concentrating our philanthropic support on **Powering Potential** — in the areas of basic needs, such as food, clothing, energy and housing assistance, and workforce development, which helps disadvantaged members of our communities take a step forward in their career options. The focus on workforce development is longer-term, with the company supporting job training, education, mentoring and skills development programs that can lead to better jobs and self-sufficiency.





**\$32.3m**  
Total Cash  
Donations

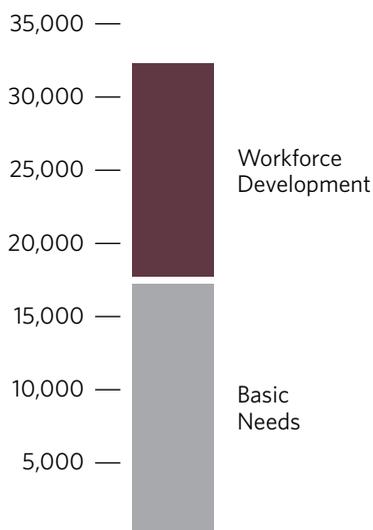
**26,000**  
Number of Team  
Volunteer Hours

**\$12.8m**  
Community Partnership  
Contributions

**\$19.5m**  
Grants and Charitable  
Sponsorships

### 2009 Global Powering Potential Programs

More than 30,000 individuals impacted



### Community Partnership

In early 2008, BNY Mellon created the Community Partnership Program, which features two days of paid volunteer time per employee each year, and a company match for individual giving, team fundraising and team volunteer time. In 2009, more than 16,000 employees used the program to make donations and join other employees in volunteering and fundraising. This resulted in 26,000 hours of team volunteering and \$12.8 million in donations, including the company's match.

### A Powerful Combination

When a devastating earthquake struck Haiti in early 2010, we were able to leverage the powerful combination of Powering Potential and Community Partnership to quickly lend our support. Thousands of BNY Mellon employees raised funds and gave individually; when combined with a company matching grant, we raised \$1 million in disaster relief aid for Haiti. Having a strong focus for our community programs helps us provide stronger support to the people who need it most.

# THE PATH TO SUSTAINABILITY:

Our path to sustainability follows a balanced strategy that includes energy-efficiency goals for our company's owned and controlled properties; investments in renewable and alternative energy sources; measuring and reporting our progress; and the pure momentum that comes from product innovation and employee involvement.

## Our Environmental Sustainability Commitments

BNY Mellon's comprehensive approach to environmental sustainability includes applying rigorous operating and energy-efficiency standards to our buildings with an eye toward ENERGY STAR® and LEED certification; measuring and implementing strategies to reduce greenhouse gases; investing in renewable energy; decreasing paper use and reducing waste while increasing the use of post-consumer recycled products and building materials; engaging employees so they, too, can become sustainability champions; and developing products and services — such as Socially Responsible Investment vehicles and a Carbon Trading Platform — for the financial services marketplace.

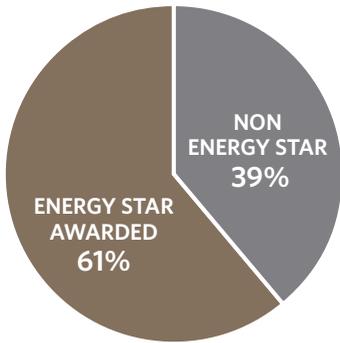


**5.2 million  
pounds**  
Recycled Waste

**5.6 million  
square feet**  
ENERGY STAR

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### Global BNY Mellon Owned or Controlled (square feet)



### Key Achievements

- Received 11 ENERGY STAR awards covering 5.6 million square feet;
- Purchased 1.1 million Renewable Energy Credits as part of a five-year investment in renewable energy, the equivalent of 225 million kilowatt-hours (kWh) per year, or 60 percent of the company's projected global electricity usage in 2010;
- Participated in the Carbon Disclosure Project (CDP), publicly disclosing carbon emissions for every owned, controlled or leased facility in the 34 countries in which the company operates. BNY Mellon's 2009 CDP score was 78 out of 100, up 32 points from the previous year. As a result, BNY Mellon was named to the CDP Carbon Disclosure Leaders Index, comprising the top 50 S&P 500 companies, and is listed among the CDP's top five financial institutions in the S&P 500 Index; and
- Recycled more than 5.2 million pounds of office trash, white paper, cardboard, glass, aluminum and plastic. For facilities that are tracked, which currently represents more than half of our employees, this is 60 percent of total waste.

**29%**  
Global Electricity Usage Offset  
by Purchase of Renewable  
Energy Credits

BNY Mellon is forging ahead on the path to sustainability. We're building momentum from a thoughtful, comprehensive strategy and a commitment to our employees and shareholders — and with respect for the planet we share.

## KEY PERFORMANCE INDICATORS

### 2009 RESULTS:

#### Employees

##### Employee Engagement

Achieved 2010 first-quartile performance goal on employee engagement, one year ahead of plan; diversity and inclusion measures continued to trend upward for third consecutive year

##### Employee Development

Globally rolled out online Performance Management Program; consistent approach is now used by all employees in goal setting, individual development planning, mid-year reviews and year-end appraisals

##### Diversity and Inclusion

Globally expanded affinity networks with more than 6,000 employees participating in events; company recognized with more than 25 diversity and inclusion related awards

#### Community

##### Impact of Philanthropy

Created meaningful and measurable results through employee based Community Partnership Program and new philanthropy focus — Powering Potential

##### Level of Employee Engagement in Community Partnership Program

Increased value of giving and employee engagement

#### Environment

##### Environmental Management

Earned environmental sustainability program recognition through the Carbon Disclosure Project and extended practices to more areas of the company through green building design and investments in alternative energy sources

### 2010 GOALS:

#### Employees

##### Employee Engagement

Continue to focus on first-quartile engagement in 2010

##### Employee Development

Globally implement expanded talent development opportunities and tools for managers and employees at all levels of the organization

##### Diversity and Inclusion

Sustain positive trends in diversity and inclusion measures in annual engagement survey

#### Community

##### Impact of Philanthropy

Measurably increase the impact of our philanthropy

#### Environment

##### Environmental Management

Continue to be a leader among financial institutions in environmental sustainability

## BNY MELLON 2009 CSR SNAPSHOT

### Global Business

	Unit of Measure	2009 Value
Assets under custody and administration	Trillion USD	\$ 22.3
Assets under management	Trillion USD	\$ 1.1
Service: Outstanding debt	Trillion USD	\$ 12.0
Process: Global payments daily	Trillion USD	\$ 1.6
Total capitalization	Billion USD	\$ 33.8
Location of operations	Countries	34
NYSE ticker symbol		BK
Client Base: Percent of Fortune 500		87%
Client Base: Percent of Fortune 1,000		74%
Client Base: Percent of Global 500		71%

### Global Employees

Number of employees		42,200
Total payroll	Billion USD	\$ 3.0
Employee training hours	Hours per employee	25
Performance Management Program coverage	Percent of employees	100%
Employee retention		95%

### Community

Total cash donations <sup>1</sup>	Million USD	\$ 32.3
— Grants and other charitable sponsorships	Million USD	\$ 19.5
— Community Partnership employee contributions and company match	Million USD	\$ 12.8
Number of team volunteer hours	Hours	26,000
Number of volunteer and fundraising teams	Teams	650

### Environment

Emissions: Direct CO <sub>2</sub> emissions from operations <sup>2</sup>	Metric tons CO <sub>2</sub>	9,550
Emissions: Indirect CO <sub>2</sub> emissions from operations <sup>3</sup>	Metric tons CO <sub>2</sub>	232,600
Energy: Electricity consumed <sup>4</sup>	Million kilowatt-hours (kWh)	348
Energy: Percent of global electricity usage offset by renewable energy credits <sup>4</sup>	2009 offset	29%
Energy: Percent of projected global electricity usage offset by purchase of renewable energy credits	Projected 2010 offset	60%
Energy: Percent of sq. ft. awarded ENERGY STAR	Owned or controlled sq. ft.	61%
Waste: Total company waste <sup>5</sup>	Million pounds	8.0
Waste: Total recycled material <sup>5</sup>	Million pounds	5.2

<sup>1</sup> Employee and company giving, including our two foundations, BNY Mellon Foundation and BNY Mellon Foundation of Southwestern Pennsylvania

<sup>2</sup> Data is for 2008 calendar year only. 2009 actual emission data is released July 2010

<sup>3</sup> Data is for 2008 calendar year only. 2009 actual emission data is released July 2010. Includes both Scope 2 & Scope 3 indirect emissions

<sup>4</sup> Data is estimated for 2009 calendar year

<sup>5</sup> Data is for tracked facilities only, 8.0 million sq. ft.

## OUR COMPANY

BNY Mellon resulted from the merger of two of the most respected names in global financial services, The Bank of New York and Mellon Financial Corporation. Our employees helped define the values of our company — Client Focus, Teamwork, Trust and Outperformance — and live them every day in their interactions with clients, colleagues and communities.

BNY Mellon builds on the tradition of outperformance in global financial services established by its legacy companies, and is focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. A leading provider of financial services for institutions, corporations and high-net worth individuals, we provide superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client focused team.

## OUR CSR STATEMENT

Corporate social responsibility is fundamental to BNY Mellon's culture and core values. It reflects the corporate social commitments we make to our clients, shareholders, employees and communities around the world. These commitments enable us to perform with the highest standards of good governance and ethics; provide products and services that meet the rising expectations of our clients and business partners; attract and retain quality employees; provide meaningful support in our communities; and improve the social and environmental impact of our business practices and those of our suppliers.

*A more comprehensive discussion of all BNY Mellon CSR commitments and practices can be found online in the full 2009 report. In particular, the online report includes expanded coverage of employee, community and environmental programs, as well as full reporting on other key CSR areas, such as governance, stakeholder engagement, clients, products and suppliers.*

[www.bnymellon.com/csr](http://www.bnymellon.com/csr)



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By using these products, BNY Mellon saved the following resources:

- 7 fully grown trees**
- 3,268 gallons or 12,371 liters of water**
- 2 million BTU of energy**
- 198 pounds or 90 kilograms of solid waste**
- 679 pounds or 308 kilograms of greenhouse gases**

*Calculations based on research by Environmental Defense and other members of the Paper Task Force.*



**BNY MELLON**

For electronic copies of this report and more information:

[bnymellon.com/csr](http://bnymellon.com/csr)

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