

Press Release



Contact:

Tim Steele
BNY Mellon
+44 20 7163 5850
tim.steele@bnymellon.com

Yves Boeni
Hering Schuppener
+49 69 9218 7424
yboeni@heringschuppener.com

BNY Mellon Service KAG appointed by VVO Haberger AG to launch and manage new fund range

FRANKFURT, September 18, 2012 – BNY Mellon, the global leader in investment management and investment services, has been appointed to launch and manage VVO Haberger AG's new Private Label Funds via its affiliate BNY Mellon Service KAG.

BNY Mellon will provide the Munich-based company with bespoke KAG ('Kapitalanlagegesellschaft'), custody and depotbank services.

Andreas Haberger, Co-CEO of VVO Haberger AG, said: "BNY Mellon Service KAG impressed us when it came to those fund structures which are relevant to us." VVO Haberger AG Co-CEO Florian Haberger added: "No other service provider has been able to demonstrate a similar wealth of experience and put together such a customised package."

Thomas Grünewald, Managing Director, BNY Mellon Service KAG, said: "BNY Mellon Service KAG and VVO Haberger AG both offer products that are tailored to individual customer needs. For both companies, the focus is also on 'high-touch' personal contact and building deeper relationships with our clients. This common ground represents an ideal basis for our partnership."

-ends-

Notes to editors:

BNY Mellon has been serving clients in Germany since 1931. The company opened its first office in Frankfurt in 1972. Following its acquisition in August 2010 of BHF Asset Servicing and Frankfurter Service KAG, the company now has more than 550 employees in Germany. In addition to asset servicing, depotbanking, fund administration and asset management, BNY Mellon is active in Germany in the areas of corporate trust, treasury services, collateral management, depository receipts and client management. It has over 200 institutional relationships in Germany, including more than 20 DAX-listed corporations, and offers regional coverage for 14 countries in the German speaking and Central Eastern and South Eastern European region.

BNY Mellon is a global financial services company focused on helping clients manage and service their financial assets, operating in 36 countries and serving more than 100 markets. BNY Mellon is a leading provider of financial services for institutions, corporations and high-net-worth individuals, offering superior investment management and investment services through a worldwide client-focused team. It has \$27.1 trillion in assets under custody and administration and \$1.3 trillion in assets under management, services \$11.5 trillion in outstanding debt and processes global payments averaging \$1.4 trillion per day. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation. Additional information is available on www.bnymellon.com or follow us on [Twitter@BNYMellon](https://twitter.com/BNYMellon).

This press release is issued by The Bank of New York Mellon SA/NV to members of the financial press and media.

All information and figures source BNY Mellon International unless otherwise stated as at June 30, 2012.

The Bank of New York Mellon SA/NV is a Belgian public limited liability company (société anonyme/naamloze vennootschap), with V.A.T. number BE 0806.743.159 and company number 0806.743.159 Brussels RPM-RPR, with statutory address 46 Rue Montoyerstraat, B-1000 Brussels, Belgium, authorized and regulated as a credit institution by the National Bank of Belgium (NBB), and a subsidiary of The Bank of New York Mellon, a banking corporation organized under the laws of the State of New York, with head office at One Wall Street, New York, NY 10286, U.S.A. BNY Mellon Asset Servicing is the brand name of The Bank of New York Mellon SA/NV.