BY THE NUMBERS

As of June 30, 2019

BNY MELLON’S PERSHING

APPROXIMATELY

$1.9 trillion

Global client assets

OVER

$2.0 billion

Net capital

BNY MELLON

$1.8 trillion

Assets under management

$35.5 trillion

Assets under custody and/or administration

Clients of BNY Mellon’s Pershing include advisors, broker-dealers, family offices, fund managers, registered investment advisor firms and wealth managers who represent approximately 7 million investor accounts globally.

Over 100,000 professionals use our technology platform for advisors and broker-dealers. Pershing provides clearing and custody in more than 65 markets and execution in over 60 markets globally. Pershing also facilitates the trading and conversion of more than 45 currencies.

We serve approximately 1,300 clients in 30 countries.

Thousands of dedicated employees are located in offices worldwide.

Our employees hold leadership positions on hundreds of industry committees, boards and task forces. The members of our highly knowledgeable and skilled management team provide stable leadership averaging more than a decade with Pershing.

1 Pershing LLC and its global affiliates

2 Pershing LLC
**Timeline**

- **1784**
  The Bank of New York is founded by Alexander Hamilton

- **1869**
  T. Mellon and Sons’ Bank is founded

- **1939**
  Pershing is founded

- **1971**
  Pershing incorporates

- **1977**
  Pershing is acquired by Donaldson, Lufkin & Jenrette Securities Corporation

- **1985**
  Donaldson, Lufkin & Jenrette Securities Corporation (including Pershing) is acquired by Equitable Life

- **1987**
  Pershing acquires the clearing operation of Lawrence Keen & Co. (now Pershing Securities Limited)

- **1988**
  Pershing pioneers online trading with launch of PC Financial Network on Prodigy, an online service that pre-dated commercial use on the internet by several years

- **1991**
  Equitable Life (including Pershing) is acquired by AXA

- **1995**
  Pershing launches the first mobile trading application on Sony Magic Link Screen Phone

- **1997**
  Pershing launches NetExchange Pro®, the first fully-transactional, internet-based workstation for brokers and advisors

- **2000**
  Donaldson, Lufkin & Jenrette Securities Corporation (including Pershing) is acquired by Credit Suisse First Boston
  Pershing establishes iNautix India

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**History**

Since our founding in 1939 as an execution provider for regional financial organizations, Pershing has grown to become a global financial business solutions provider with offices around the world. We are a company built by our clients—we have responded to their needs and evolved to help them succeed. View some of Pershing’s milestones in our timeline.

**Industry Awards and Recognition**

- Pershing’s Business Metrics and Assessment Tool was recognized by Investment News at its Innovation Award ceremony. Our interactive benchmarking tool was selected based on its ability to help advisory firms better understand their business fundamentals, reduce business risk, and drive change and profitable business growth (2019).
- Pershing achieved the #1 ranking for brokerage statements in DALBAR’s annual Trends & Best Practices in Investor Statements. This is the thirteenth consecutive year that our brokerage account statement has received the “Excellent” rating from DALBAR, an independent firm that identifies best-in-class communications that assist clients in understanding and managing investments (2019).
- Pershing was named “Prime Broker of the Year” at the Global Custodian Industry Leaders Awards. Pershing also received an award for best Prime Brokerage Operations (2018).
- Pershing named Customer Service Institute of America (CSIA) Platinum Provider. The CSIA measures and certifies organizations against the International Customer Service Standard. Pershing first achieved CSIA Platinum Provider in 2015 and is now re-certified as a CSIA Platinum Provider for the next three years (2018).
- Pershing was named category winners for Practice Management and Thought Leadership by wealthmanagement.com (2018).
- Waters Sell-Side Technology recognized Pershing as the best sell-side, web-based development environment category for NetX360®, the firm's technology platform for broker-dealers, wealth managers and advisors (2018).
- The Bank Insurance and Securities Association (BISA) Technology Innovation Award went to Albridge for the re-launch of Albridge Wealth Reporting, a comprehensive application that allows advisors to collaborate with clients by sharing metrics—charts, graphs, portfolio snapshots—that illustrate progress towards their financial goals. This is the third year in a row that Albridge was recognized for its leadership in the advancement of innovative technology products, services and platforms for the financial services industry (2018).
- The Gramercy Institute gave Pershing strategic excellence awards for both its new client communications platform and the firm’s C-suite engagement strategy (2018).
- Pershing was named #1 U.S. clearing firm, ranked by number of broker-dealer customers (InvestmentNews, 2008–2018).
- Managed360® was named Best New Product for High-Net-Worth Advisory (Private Asset Management magazine, 2017).
- Pershing was named Best Prime Broker—Innovation for the fourth straight year (HFMWeek’s U.S. Hedge Fund Services Awards, 2014–2017).
Strengthen Your Success
With Our Solutions

Let us help you plan for the impact of changing markets and regulations.
Maximize new wealth management and investment strategies to improve profitability and drive business growth.
Leverage emerging technology and big data to create efficient processes and capability, and drive decisions.
Explore our extensive range of programs designed to attract and retain the right people for a lasting business.

We provide a vibrant and comprehensive network of solutions to help our clients run their business more efficiently so they can serve their clients more effectively. We help clients improve profitability and drive growth; create capacity and efficiency; stay ahead of regulatory change; and attract and retain talent.

Practice Management

Our practice management solutions include thought leadership, advisor programs, consulting, events and more.

For our latest commentary and actionable insights on industry trends and topics of interest, visit the Perspectives section on pershing.com. Recent highlights include:

› CHINA RISING: The Whys and Hows of Trading in the World’s Second Largest Economy

The Chinese financial markets have always been a fascinating amalgam of the country's rich, complex history and its people's vibrant entrepreneurship and dynamism. While the histories of many global exchanges are steeped in fascinating tales of their own, China—with its multiple exchanges, dual currencies (Hong Kong dollar and Chinese renminbi) and disparate regulatory regimes—is certainly among the most beguiling. This paper focuses on the ‘North-bound’ flow of offshore funds being deployed into the Shanghai and Shenzhen exchanges.

› Win, Grow, Retain: How to Enrich your Business with Smart Liability Management

When advisors start conversations about strategic borrowing, they position themselves to win, grow and retain assets and clients. Serving as a resource for clients’ credit needs may help advisors differentiate themselves. Lending could also start conversations about philanthropy, business needs or existing liabilities. In addition, assets tend to be stickier when tied to a loan. This whitepaper shares case studies, conversation starters and tips for incorporating liability management into your business.

› Closing the Financial Literacy Gap: Turning Passion into Action

Study after study, as well as experts representing several disciplines and a cross-section of political views, all agree that Americans are woefully uninformed about the basics of personal finance and unprepared to face the challenges of the future. Improving the overall financial education of the U.S population is a massive, long-term undertaking, but it is one that financial advisors are uniquely positioned to course-correct. Learn how other advisors are moving the needle and download an action plan to make a difference in this InvestmentNews research sponsored by Pershing.

Timeline

2002
Lockwood Advisors is acquired by The Bank of New York

2003
Pershing is acquired by The Bank of New York

2004
Pershing Securities International Limited established in Dublin, Ireland
First in the industry to implement fully transparent processing on a large scale, bringing service level monitoring and nearly straight-through processing to online service requests

2005
Pershing establishes Pershing Advisor Solutions LLC
Lockwood Advisors combines with Pershing

2007
Pershing establishes Prime Services business
Merger of The Bank of New York and Mellon Financial Corporation
Pershing establishes Managed Investments business

2010
BNY Mellon acquires the PNC GIS lines of business and Pershing gains new managed account capabilities as well as Albridge

2011
Pershing launches Pershing Securities Australia Pty Ltd.

2012
Pershing Securities Canada Limited becomes a member of the Toronto Stock Exchange
Pershing (Channel Islands) Limited is established

2014
Pershing celebrates its 75th anniversary
BNY Mellon celebrates its 230th anniversary

2016
NetXServices® API Store reinvents integration process with innovative, intuitive self-service experience
ABOUT US

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment management and investment services in 35 countries. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments.

BNY Mellon’s Pershing and its affiliates provide advisors, broker-dealers, family offices, hedge fund and ‘40 Act fund managers, registered investment advisor firms and wealth managers with a broad suite of global financial business solutions. Many of the world’s leading financial services firms rely on Pershing for clearing and custody, investment and retirement solutions, technology, enterprise data management, trading services, prime brokerage, and business consulting. Pershing helps clients improve profitability and drive growth, create capacity and efficiency, attract and retain talent, and manage risk and regulation.

In an ever-changing marketplace, we have been trusted, tested and proven to protect our clients’ interests while providing them with the most innovative solutions possible. Our clients are leaders in their fields and they choose Pershing because we are a leader in ours. From offices worldwide, Pershing provides business-to-business solutions to clients representing approximately 7 million investor accounts.

› Our broker-dealer business, where we are the #1 clearing firm* in the U.S., provides solutions for some of the world’s most sophisticated and successful financial services. From our offices in the United Kingdom, Ireland, Australia and Singapore, we serve clients around the world.

› Our business in direct support of registered investment advisor firms and wealth managers includes a unique bank and brokerage custody solution and access to private banking.

› Enterprise data management that delivers a single view of an investor’s broad range of assets from hundreds of data sources are delivered through the unique capabilities of Albridge.

› Sophisticated managed account solutions with institutional, quality research are the hallmark of Lockwood Advisors.

At BNY Mellon’s Pershing, we bring to each client relationship the power of our integrated solutions from across the entire organization. We’re one firm; one team.

*Based on number of broker-dealers clients, InvestmentNews 2018.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK).

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