

# PrimeConnect™: Collateral Management Solution for Hedge Fund Managers

## Key Benefits

### Benefits for Hedge Fund Managers

- › Mitigation of counterparty risk
- › Ease of collateral movements
- › Automated credit and risk approval process
- › Greater control over collateral selection and movements
- › Increased operational efficiency

## Industry Recognition

*'Best Prime Broker—Innovation'*  
HFMWeek 2014, 2015

*Prime Broker of the Year—Clients Using Equity Long/Short Strategies*  
Global Custodian, 2015

## Why BNY Mellon?

BNY Mellon is the largest global custodian by assets.<sup>1</sup>

## Contact Us

primeservices@pershing.com  
pershingprimeservices.com

<sup>1</sup> Source: *Institutional Investor*, September 2015, Global Custody Rankings

Pershing Prime Services offers hedge fund managers PrimeConnect, a cutting-edge technology that automates the process of moving collateral between the custodian and prime broker.

PrimeConnect offers unprecedented control of collateral selection and movements for funds using BNY Mellon to hold unencumbered assets. This technology is available exclusively through Pershing's NetX360® platform.

### A Solution to Help Address Critical Challenges Facing Hedge Funds

- › Reduce exposure to traditional prime brokers
- › Eliminate manual collateral management process
- › Increase transparency and control of collateral
- › Lower operational costs and increase efficiencies
- › Monetize fully paid assets

### Pershing's PrimeConnect: Collateral Management Solution

- › Online, automated movement of collateral between the custodian and prime broker
- › Control over collateral selection and movement
- › Potentially enhance returns on your portfolio through our fully-paid lending portal, which provides real time rate information
- › Automated credit and risk approval process
- › Online real-time margin calculator
- › Consolidated view of portfolio
- › Access to monitor transactions at every phase of the process
- › Expedited startup and integrated onboarding for BNY Mellon clients
- › Counterparty strength and global resources of BNY Mellon



PrimeConnect seamlessly moves collateral between the custody account at BNY Mellon and the prime brokerage account at Pershing

## 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 and more than 100 markets. 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 is the corporate brand of The Bank of New York Mellon Corporation.

Pershing, a BNY Mellon company, and its affiliates provide global financial business solutions to advisors, asset managers, broker-dealers, family offices, fund managers, registered investment advisory firms and wealth managers. A financial services market leader located in 23 offices worldwide, we are uniquely positioned to provide advisors and firms global insights into industry trends, regulatory changes and best practices, as well as shifts in investor sentiment and expectations. Pershing provides solutions—including innovative programs and business consulting—that help create a competitive advantage for our clients.

### Pershing Prime Services

Pershing Prime Services delivers a comprehensive suite of prime brokerage solutions. We provide stable counterparty strength, extensive access to lendable securities, alternative sources of finance, dedicated client service, robust reporting tools, global execution and custodial solutions through the integrated platform of BNY Mellon. Pershing Prime Service is a service of Pershing LLC (member FINRA/NYSE/SIPC), a BNY Mellon company.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may also be used as a generic term to reference the Corporation as a whole or its various subsidiaries generally. Products and services may be provided under various brand names and in various countries by subsidiaries, affiliates, and joint ventures of The Bank of New York Mellon Corporation where authorized and regulated as required within each jurisdiction. Not all products and services are offered at all locations.

The material contained in this brochure, which may be considered advertising, is for general information and reference purposes only and 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. This brochure, and the statements contained herein, are not an offer or solicitation to buy or sell any products (including financial products) or services or to participate in any particular strategy mentioned and should not be construed as such.

---

©2016 Pershing LLC. Pershing Prime Services is a service of Pershing LLC, member FINRA, NYSE, SIPC, a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon). Trademark(s) belong to their respective owners. For professional use only. Not for distribution to the public.



One Pershing Plaza, Jersey City, NJ 07399  
FS-PPS-PC-3-16