Putting Wealth in Perspective

PROVEN SOLUTIONS AND SERVICES FOR THE WEALTH MARKET
Considerable wealth leads to complex needs

High-net-worth (HNW) individuals and families have unique goals and concerns. Their wealth has simplified certain aspects of their lives, and their broad financial needs have been met. But they want to think bigger and go deeper.

Your wealthy clients have a sweeping vision of what they hope to accomplish. They want to pursue every opportunity to grow and protect their wealth. They rely on you to design sophisticated wealth management strategies, assist with wealth transfer plans and address both sides of their balance sheet.

Pershing can provide you with a wide choice of financial solutions and exceptional support to meet their needs.

TOGETHER, WE CAN BRING YOUR CLIENTS’ VISIONS TO LIFE.
We understand the complex goals the wealthy pursue.

Our wealth solutions encompass the distinctive needs of top-tier households. For more than 75 years, Pershing has worked behind the scenes with successful advisors and their clients.

THE POWER OF OUR ENTERPRISE

You and your clients have access to the best of both worlds—the resources of BNY Mellon combined with the specialized expertise of Pershing. Together, we deliver a comprehensive experience that is highly efficient for advisors, and specifically tailored for the wealth market.
YOU CAN RELY ON US FOR:

Comprehensive, institutional-quality investment solutions

Access to private banking solutions through BNY Mellon, N.A.

Wealth transfer solutions including access to corporate trustees

Robust trading capabilities and straight-through processing

Integrated technology to manage clients’ entire wealth picture

Effective practice management resources and actionable insights

Backed by Pershing’s resources and expertise, you can deliver customized solutions to your existing HNW clients while positioning yourself to capture an increased share of this growing market.

As of September 30, 2016.
Helping your clients achieve their vision

Your wealthy clients have significant goals. They may wish to create a legacy that transcends their lifetime. Maybe they’ve grown and sold a profitable business and are looking for their next opportunity. Or perhaps they want to make philanthropy a bigger part of their lives. Through Pershing, you can access an integrated suite of wealth solutions to help your clients achieve their aspirations including:

- Growing and preserving assets for families and individuals
- Generating an income stream that meets current and future obligations
- Mitigating volatility and managing risk
- Creating a plan to give back

- Investing according to personal values
- Addressing the diversification and liquidity needs of business owners
- Devising wealth transfer plans that incorporate the most effective trust structures

We can enhance your ability to deliver a comprehensive wealth plan by giving you the systems, technology and solutions to enact it.
Managing both sides of the balance sheet

After accumulating wealth, successful individuals want to maximize their assets. Their strong financial standing can be leveraged to pursue additional business opportunities or fund real estate purchases. The investments in their portfolio can generate additional income or be used as a source of credit.

We can deliver access to private banking solutions and other sophisticated liquidity strategies that may help your clients:

- Improve cash flow
- Avoid the untimely sale of securities
- Minimize taxes
- Reduce high-cost debt
- Diversify their portfolio
- Fund real estate purchases
- Maximize investment opportunities

We offer access to lending solutions that reflect a client’s entire financial situation, including illiquid assets. When you address liability as well as asset management, you should see more productive client relationships.

In addition, your clients will appreciate making their money work harder and more creatively than they may have imagined.
When you leverage our enterprise and its extensive network, you gain access to an unparalleled array of platforms, solutions and strategies.

Our wealth solutions are designed to meet clients’ needs at every life stage. Our wealth solutions are designed around four overarching goals. Some of these solutions will be used in different ways at different stages of each client’s journey. But all are carefully chosen to support the spectrum of HNW goals.

GROWING WEALTH
- Third-party investment management
- Traditional and alternative investments
- Socially responsible investments

1 Lockwood Advisors, Inc. (Lockwood) is an investment adviser registered in the United States under the Investment Advisers Act of 1940. Lockwood and Pershing LLC are each wholly owned subsidiaries of The Bank of New York Mellon Corporation (BNY Mellon). Pershing LLC, member FINRA, NYSE, SIPC.
PROTECTING WEALTH

• CDs and CDARs
• Fixed income investments
• Structured products
• Custodial choices\(^2\)
• Tax-managed investing
• BNY Mellon insurance services\(^3\)

LEVERAGING WEALTH

• Private banking through BNY Mellon, N.A.\(^2\)
• Non-purpose lending
• Fully paid securities lending
• Margin lending

TRANSFERRING WEALTH

• Family philanthropy
• Access to corporate trustees

\(^2\) Bank custody and private banking solutions are provided by BNY Mellon, N.A., member FDIC, a wholly owned subsidiary of The Bank of New York Mellon Corporation. Except with respect to uninvested cash held in a bank deposit account chosen by client as part of a sweep election, assets custodied at BNY Mellon, N.A. are segregated from the general assets of BNY Mellon, N.A. Credit and mortgage services are subject to application and credit approval.

\(^3\) Coming in 2017.
An exclusive and sophisticated focus on investing

Each client is unique, from the sources of their wealth to the plans they have for the future. Business owners need to grow the value of their enterprise without neglecting their personal wealth. C-suite executives must mitigate the risk of having their wealth linked to the performance of a single stock. Those with inherited wealth face the complexity of ensuring the continuation of the family’s lifestyle in future generations.

With Pershing’s open architecture platform, you can design investment strategies using:

- A global suite of traditional and alternative solutions to enact the full range of investment objectives and hedge against risk
- A deep pool of fixed income instruments and tailored strategies for investors who seek income
- Cash management solutions to suit the complex financial situations of HNW investors
- Third-party investment management through our established relationships with institutional-quality asset managers
- Socially responsible strategies that help clients align their portfolios with their values
- Solutions and strategies to manage the impact of taxes on clients’ wealth
In addition, we can offer your clients the focused expertise of boutique firms through BNY Mellon, the world’s largest multi-boutique investment manager. Your Account Manager or Relationship Manager will have more details on availability and requirements for engagement.

Whether you choose to manage portfolios of individual securities for clients, to delegate investment management to a top-quality manager, or something in between, we have the solutions that can help your clients manage their wealth and protect their legacy.

WE CAN HELP YOU SERVE YOUR CLIENTS BY ADDRESSING THE BIG PICTURE AND THE DETAILS.

TRADING SERVICES

Our trading specialists seek to provide best execution on behalf of your clients.

You can rely on:

1. Our ability to provide comprehensive access to liquidity for equities, bonds and options.
2. A fixed income offering that connects you with over 100,000 bids and offers daily.
3. Ability to trade in more than 60 markets globally.

We can provide a fully outsourced trading solution that allows you to leverage a professional trading desk, automated online tools or both.
Invested in your success and focused on your practice

Clients demand responsiveness, efficiency and a strategy that encompasses their financial lives. Pershing’s practice management resources can help you grow your HNW business while meeting the needs of this market more effectively. Pershing goes beyond clearing to offer full-service support to wealth advisors and multi-family offices.

You can leverage Pershing’s thought leadership on wealth planning and other topics that are critical to supporting and growing your HNW business. Backed by our broad knowledge and operational excellence, you will feel confident you can meet the specialized requirements of the wealth market.
Our interests are aligned with yours: to serve your clients while differentiating you and your firm.

Our proven, industry-leading infrastructure can enhance your firm’s competitive advantage. We offer an integrated technology solution, NetX360®, that delivers streamlined processing and a unified view of both bank and brokerage assets.

We provide custody choice through two distinct platforms: brokerage custody through Pershing LLC and bank custody through BNY Mellon, N.A. Our flexible technology allows you and your clients to seamlessly view accounts on either platform. Our capabilities can help you realize operational efficiencies, allowing you more time to focus on client relationships. And our dedicated client service team is always available to help.

INCREASE PRODUCTIVITY AND CLIENT SATISFACTION WITH PERSHING’S WEALTH REPORTING SOLUTIONS®

Our web-based wealth reporting platform can enhance the efficiency of your firm’s workflows.

Use the platform to:

1 | Access consolidated account data from across your clients’ accounts—held at your firm and elsewhere.
2 | Quickly produce reports and answer client inquiries about performance, asset allocation, transactions, cost basis and more.

OUR CUSTOMIZABLE STATEMENTS CATER TO THE COMPLEX NEEDS OF YOUR CLIENTS.

6 Bank custody and private banking solutions are provided by BNY Mellon, N.A., member FDIC, a wholly owned subsidiary of The Bank of New York Mellon Corporation. Except with respect to uninvested cash held in a bank deposit account chosen by client as part of a sweep election, assets custodied at BNY Mellon, N.A. are segregated from the general assets of BNY Mellon, N.A. Credit and mortgage services are subject to application and credit approval.

5 Performance reporting provided through Albridge Solutions, Inc., an affiliate of Pershing LLC, member FINRA, NYSE, SIPC, a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon). Credit and mortgage services are subject to application and credit approval.
Providing the big picture vision for the unique needs of your clients

The growing complexity of wealth management requires **new tools** and **new solutions**. It requires the scope and perspective that Pershing can provide. Our complete, end-to-end systems and wealth solutions can help you deliver the guidance your clients need while positioning you to grow your business.
Talk to us about our distinctive services and proven financial solutions for the wealth market.

Visit pershing.com/wealth for more information.
WE ARE PERSHING. WE ARE BNY MELLON.

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 advisor 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 LLC, member FINRA, NYSE, SIPC.

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Any factors discussed, including past performance of various investment strategies, sectors, vehicles and indices, are not indicative of future results. There is no guarantee that investment objectives will be attained. Results may vary. There is no guarantee that risk can be managed successfully.

Portfolios contain open-end mutual funds and/or exchange-traded products (ETPs). Investors should carefully consider the investment objectives, risks, charges, fees and expenses of any mutual fund or ETP before investing. This and other important information can be found in the fund prospectus and, if available, the summary prospectus, which may be obtained by calling the fund or by visiting the fund’s website. Please read each fund’s prospectus and, if available, the summary prospectus carefully before investing.

Mutual funds, ETFs and ETNs (together, Funds) included in portfolios charge additional fees and expenses in addition to the program fee charged by Lockwood for this product. Mutual funds may also charge a redemption fee if shares are redeemed within a period of time. The amount of the redemption fee, as well as the minimum holding period, is disclosed in the respective fund prospectus. For complete details, please refer to the applicable fund prospectus.

Investors should consult with a qualified tax professional for specific tax advice. Advisors should consult with a qualified tax professional for specific tax advice.

For more information about Lockwood, as well as its products, fees and services, please refer to Lockwood’s Form ADV Part 2, Firm Brochure, which may be obtained by writing to: Lockwood, Attn: Legal Department (AIM #19K-0203), 760 Moore Road, King of Prussia, PA 19406, or by calling (800) 200-3033, option 3.

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