BNY MELLON | PERSHING

2Q22
Pershing At a Glance

Many of the world's most sophisticated and successful financial services firms have chosen Pershing for more than 80 years, and continue to choose us today.

Additional information is available at **pershing.com**.

By the Numbers

JUNE 30, 2022

BNY MELLON

$43.0 Trillion
ASSETS UNDER CUSTODY AND/OR ADMINISTRATION

$1.9 Trillion
ASSETS UNDER MANAGEMENT

PERSHING

OVER
$2.0 Trillion
GLOBAL CLIENT ASSETS[1]

OVER
$2.0 Billion
NET CAPITAL[2]

At BNY Mellon's Pershing we *Consider Everything* as we help our clients transform their businesses, drive growth, maximize efficiency, and manage risk and regulation. Our clients—in both the wealth and institutional segments—gain the unique benefit of scale from working with one strategic partner as we deliver solutions from the whole firm.

Our clients rely on us for clearing and custody, trading and settlement services, a broad suite of investment solutions, middle and back office support, data insights, and business consulting. We bring together high-touch service, an open digital platform and the BNY Mellon enterprise to deliver a differentiated experience for every client, all from one strategic partner.

In an ever-changing marketplace, we have been trusted, tested and proven to protect our clients' interests while providing them with innovative solutions. Our clients are leaders in their fields and they choose Pershing because we are a leader in ours.

[1] Pershing LLC and its global affiliates

[2] Pershing LLC

FAST FACTS

OVER

100,000

PROFESSIONALS USE OUR TECHNOLOGY PLATFORM FOR ADVISORS AND BROKER-DEALERS

WE SERVE APPOXIMATELY

1,200

CLIENTS IN 30 COUNTRIES

WE SERVE OVER

7 million

GLOBAL INVESTOR ACCOUNTS

WE PROVIDE CLEARING AND CUSTODY IN **65 MARKETS**, EXECUTION IN OVER **60 MARKETS GLOBALLY** AND FACILITATE THE TRADING AND CONVERSION OF **50 CURRENCIES.**

BNY MELLON WAS FOUNDED BY

Alexander Hamilton

THE MEMBERS OF OUR HIGHLY KNOWLEDGEABLE AND SKILLED MANAGEMENT TEAM PROVIDE STABLE LEADERSHIP AVERAGING **MORE THAN A DECADE** WITH PERSHING.

PERSHING WAS FOUNDED BY THE SON OF WWI GENERAL

John J. Pershing

IN 1939

Industry Awards and Recognition

DALBAR
For the fourth consecutive year, Pershing achieved the #1 ranking for brokerage statements in DALBAR's annual Trends & Best Practices in Investor Statements, achieving the highest score ever received by a firm. This is the sixteenth 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 (2022).

CUSTOMER SERVICE INSTITUTE OF AMERICA
Pershing was named Customer Service Institute of America (CSIA) Platinum Provider. The CSIA measures and certifies organizations against the International Customer Service Standard. Pershing first achieved Platinum Provider status in 2015, again in 2018, and is now re-certified as a CSIA Platinum Provider for the next three years (2021).

LAROCHE
Pershing was named the #1 U.S. clearing firm, ranked by the number of broker-dealer clients, by LaRoche Research Partners LLC (2021).

ALT CREDIT INTELLIGENCE
For the fifth consecutive time, Pershing has been recognized by *Alt Credit Intelligence* as Best Prime Brokerage/Custodian Services (2021).

GLOBAL CUSTODIAN
Global Custodian awarded Pershing the Prime Brokerage-Client Service award for the third year in a row (2021).

THINKADVISOR
Pershing was recognized with ThinkAdvisor's Luminaries Award for both Diversity and Inclusion thought leadership and advanced technology for biometric technology and AI operations. These awards shine a spotlight on the firms changing the investment advisory interest most, through creative, bold steps that move the industry and clients' best interests forward (2021).

FINANCIAL TECHNOLOGIES FORUM
FTF awarded Pershing top honors at its Technology Innovation Awards. These awards celebrate and recognize the professionals, financial technology vendors, service providers, industry bodies and regulators that have made significant strides and noteworthy achievements in operational excellence. Pershing won for Best Clearing and Settlement Solution for our Artificial Intelligence for Operations Project (2021).

INVESTMENTNEWS
Pershing was named #1 U.S. clearing firm, ranked by number of broker-dealer customers (*InvestmentNews*, 2008-2020).

DALBAR
Pershing ranked #1 in the DALBAR State of the Industry eDelivery Onboarding Brokerage Experiences Study and was recognized for the case study Strategies for Success with Electronic Delivery as a best practice guide for advisors to access to a suite of resources (2020).

BANK INSURANCE AND SECURITIES ASSOCIATION
Our Subscribe annuities platform and NetXInvestor® enhancements earned Pershing the Bank Insurance & Securities Association (BISA) Technology Innovation Award (2020).

HEDGEWEEK
Hedgeweek U.S. Award named Pershing Best Managed Accounts Technology Provider Winner (2020).

WEALTHMANAGEMENT.COM
Wealthmanagement.com named Pershing category winner for Technology Providers Innovation Platform Award for Corporate Social Responsibility/Diversity (2019).

INVESTMENTNEWS
Pershing's Business Metrics and Assessment Tool was recognized by *InvestmentNews* 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).

BANK INSURANCE AND SECURITIES ASSOCIATION
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).

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.	Leverage the strength and scale of BNY Mellon for financing, collateral management and global trade execution.

Perspectives

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:

ESG Exuberance is at All-Time Highs. But Will Investors Buy?
Strategies focusing on Environmental, Social, and Governance (ESG) considerations are all the rage today, dominating the new launch market. These strategies are hotly debated at investment conferences, and ESG stories are covered heavily by the media. Managers want to talk about it, and investors are listening. Enthusiasm is turning into exuberance, but is exuberance turning into explosive growth?

What's Top of Mind for Top Advisors
Pershing's real-time polling at our Elite Advisor Summit gauged advisory firm executives' views on the challenges and opportunities in 2022 and the years ahead. From the urgent strategic imperatives and the battle for talent, 75 C-suite executives from the nation's largest RIA firms, representing an average AUM of $17 billion and a total assets under management of nearly $1 trillion, weigh in.

Client Level Profitability
Top performing advisors know how to manage profitability. In order to run the day-to-day business while they continue to grow and evolve, successful advisors that understand the levers of profitability will support their long-term sustainable future. Often, when advisors think of client-level profitability they think of revenue and expenses only. If advisors understand the profit drivers of their business and manage the components that they can control, they're more able to maximize profit while managing capacity.

Crypto Confidence: The Advisor Case for Digital Assets
It is difficult to find an asset class getting more attention than digital assets and cryptocurrency, and for good reason. Cryptocurrency and digital assets were largely considered a fad and passing fancy by many advisors rightly concerned with their staying power. However, financial services firms have found that client attitudes and expectations are shifting with more than 80% wanting to learn more about digital assets. Learn why advisors should be more involved with their client's digital assets portfolios.

Rethinking How Your Firm Will Build a More Diverse Team
It's vital to create and maintain a successful human capital strategy to attract and develop inclusive and diversified talent. This piece provides insights from the Pershing Client Advisory Board and Advisor Council on Diversity, Equity, and Inclusion (DE&I), what Pershing is seeing in the industry and how we are moving towards being a more diverse and inclusive firm.

The WOW Factor: Gaining a Major Competitive Edge with Digital Wealth Management Tools
Going digital fosters better client experiences and engagement and higher efficiencies and more revenue for cutting-edge firms. However, while leading wealth management firms realize the importance of adopting digital capabilities, many are still in the early stages of digital transformation. This article shares the competitive advantage of fully embracing all that going digital has to offer.

Inspiring the Next Generation of Financial Planning Talent
The financial planning profession is a fast-growing field with many different career opportunities, but advisory firms still encounter challenges in attracting and retaining younger talent. Pershing sponsored a new workforce development guide from the CFP Board Center for Financial Planning, showcasing how students, early career professionals and career changers can map out their first steps towards pursuing a career in financial planning.

Driving Growth Through Multigenerational Relationships
This Pershing program combines expert-driven webinars, action-planning tools and best-practice insights to help financial professionals activate a strategy to build bonds with their clients' family members. With wealth transitioning every day, it's imperative to connect with the next generation and focus on the ongoing dynamics of all members of a client's family.

Cybersecurity in an Increasingly Complex World
The perpetrators of cybercrime are not only keeping pace with advancements in technology, but they are also often on the leading edge—and the stakes are high if you don't take appropriate steps to protect your systems.

ABOUT PERSHING

Pershing is a leading provider of clearing and custody services. We are uniquely positioned to help complex financial services firms transform their businesses, drive growth, maximize efficiency, and manage risk and regulation. Wealth management and institutional firms outsource to us for trading and settlement services, investment solutions, bank and brokerage custody, middle and back office support, data insights, and business consulting. Pershing brings together high-touch service, an open digital platform and the BNY Mellon enterprise to deliver a differentiated experience for every client. Pershing LLC (member FINRA, NYSE, SIPC) is a BNY Mellon company. Pershing and its worldwide affiliates have over $2 trillion in global assets and millions of investor accounts. Pershing affiliates include Albridge Solutions, Inc. and Lockwood Advisors, Inc., an investment adviser registered in the United States under the Investment Advisers Act of 1940. Additional information is available on pershing.com, or follow us on LinkedIn or Twitter @Pershing.

pershing.com

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