

# 4Q24

## BNY Pershing At a Glance

► **BNY** | PERSHING

### By the Numbers

DECEMBER 31, 2024

BNY

# \$52.1T

*assets under custody  
and/or administration*

BNY PERSHING

# \$2T

*assets under  
management*

# \$2.5T+

*in global client assets<sup>1</sup>*

# \$2.0B

*net capital<sup>2</sup>*

Many of the world's most sophisticated and successful financial services firms have chosen BNY Pershing for 85 years, and continue to choose us today.

Additional information is available at [bny.com/pershing](https://bny.com/pershing).

At BNY 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 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 BNY Pershing because we are a leader in ours.

<sup>1</sup> Pershing LLC and its global affiliates

<sup>2</sup> Pershing LLC

## Fast Facts

OVER

# 100,000

Professionals use our technology platform for advisors and broker-dealers

WE SERVE APPROXIMATELY

# 1,000

Clients in 30 countries

WE SERVE OVER

# 8M

Global investor accounts

We provide clearing and custody in **64 markets**, execution in over **60 markets globally** and facilitate the trading and conversion of **46 currencies**.

BNY WAS FOUNDED BY

# ALEXANDER HAMILTON

The members of our highly knowledgeable and skilled management team provide stable leadership averaging **more than a decade** with BNY Pershing.

BNY PERSHING WAS FOUNDED BY THE SON OF WWI GENERAL

# JOHN J. PERSHING

In 1939

## Industry Awards and Recognition

### LAROCHE

BNY Pershing was again named the #1 U.S. clearing firm, based on the number of broker-dealer clients, by LaRoche Research Partners LLC (2025).

### HFM

BNY Pershing was named “Best Prime Broker - Capital Introduction” at the HFM US Services Awards (2024).

### DALBAR

For the fifth consecutive year, BNY Pershing achieved the #1 ranking for brokerage statements in DALBAR’s annual Trends & Best Practices in Investor Statements, achieving an all-time high time score. 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 (2023).

### PRIVATE ASSET MANAGEMENT

BNY Pershing won DE&I Initiative of the Year from Private Asset Management (PAM) for its Minority Business Enterprise Advisory Client Council program. PAM recognizes industry leaders and innovators (2023).

### WEALTHMANAGEMENT.COM

BNY Pershing was recognized in the Diversity, Equity and Inclusion Category for its Minority Business Enterprise Client Council (2022).

### SCHRODERS UK

BNY Pershing Limited was named Best Strategic Platform Partner for the third consecutive year (2022).

### GLOBAL FINANCE

Global Finance magazine named Wove on of the World’s Best Innovations calling it a “ground-breaking wealth management platform.” (2024)

### CELENT

Wove has been recognized by Celent’s Model Wealth Manager Awards in the “Streamlining Advisor Workflows” category. (2024)

### GLOBAL CUSTODIAN

*Global Custodian* awarded BNY Pershing the Excellence in Prime Brokerage Operations award (2024).

### DATOS INSIGHTS

BNY Pershing X received an Impact Award in the Technology Transformation category, which recognizes financial institutions that stand out for leveraging technology to innovate and surpass the status quo with new products, capabilities and levels of automation. (2023)

# 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 for financing, collateral management and global trade execution.

## Insights

For our latest commentary and actionable insights on industry trends and topics of interest, visit the Insights section on [bny.com/pershing](https://bny.com/pershing). Recent highlights include:

### **CURRENT PERSPECTIVES ON M&A WITHIN WEALTH MANAGEMENT**

Consolidation continues across the wealth management industry as buyers compete for a limited universe of firms. What's behind this trend and how might it benefit your firm as you build for the future? What should you know and do before making a deal?

### **TALENT STRATEGIES FROM RECRUITMENT TO RETENTION**

Explore the strategies firms are using to source talent, the challenges they face in attracting talent, and how they are working to retain and develop that top talent once they've been hired.

### **IN SEARCH OF THE EXCEPTIONAL CLIENT EXPERIENCE**

BNY Pershing Head of Global Strategy and BNY Pershing X President Ainslie Simmonds shares how the right technology allows firms to move faster and be more productive on behalf of their clients.

### **THE IMPACT OF AI IN WEALTH MANAGEMENT**

Learn about the profound impact, potential risks and exciting rewards of AI within the wealth segment. This article, based on our sessions at INSITE, explores how technologies like generative AI, chatbots and natural language processing are reshaping traditional wealth management practices and driving unparalleled efficiencies within the industry.

### **FOUR BY FIVE: A CURRENT VIEW OF MODEL PORTFOLIOS**

Find out how model portfolios are becoming the fastest-growing segment of the managed account platform, discover key benefits and recent advancements, plus find tips to incorporate model portfolios into your own advisory services to help scale your practice.

### **THE \$5 BILLION RIA: FOUR STRATEGIES FOR GETTING THERE**

BNY Pershing's Christina Townsend and three wealth management executives share four key strategies that can help accelerate an RIA firm's journey to the \$5 billion-dollar mark and beyond.

### **INNOVATION TO DRIVE TRUE GROWTH**

Explore key topics from our INSITE innovation sessions, including redefining your firm's transformation models, what it takes to improve operational efficiency in a rapidly evolving industry, and how to build a culture of innovation to help your products and platforms retain a competitive edge.

#### **ABOUT BNY PERSHING**

BNY Pershing (member FINRA, NYSE, SIPC) is a leading provider of clearing and custody, trading and settlement, advisory and investment solutions, data insights, business consulting and other services to wealth management and institutional firms looking to grow their businesses. For more information, go to: [www.bny.com/pershing](http://www.bny.com/pershing).

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The use of the firm's platforms and technology may be affected by factors such as trading volume, market conditions, system performance and/or other factors. BNY Pershing actively monitors the technology environment and endeavors to resolve issues promptly through various means.

**[bny.com/pershing](http://bny.com/pershing)**

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