



# Pershing Facts and Figures

Third Quarter 2011

Pershing is a leading global provider of financial business solutions committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company.

Additional information is available at [www.pershing.com](http://www.pershing.com).

## Our Company

- > Pershing has approximately \$910.7 billion in assets held in custody.<sup>1</sup> Our parent company, BNY Mellon, is the world's leading provider of securities services and a top, global asset management firm, with \$26.9 trillion in assets under custody and administration and \$1.2 trillion in assets under management.<sup>2</sup>
- > As of September 30, 2011, Pershing operated with net capital of \$1.1 billion - this is well above the minimum requirement.
- > We are the industry's largest global outsourcing provider offering:
  - Clearance in 66 markets including Euroclear
  - Order execution in 60 markets
  - Foreign exchange in 51 currencies
- > We serve more than 300 international financial organizations.
- > More than 7,000 associates are located in 21 offices worldwide throughout the Americas, Asia Pacific, Europe, Middle East and Africa.
- > Our associates hold more than 500 membership positions on approximately 300 industry committees, boards and task forces. We are led by a remarkably stable and experienced management team, with an average tenure of 17 years.

## Our Customers

- > Located in over 40 countries.
- > Include more than 1,500 institutional and retail financial organizations and independent registered investment advisors - representing approximately five million active investors.

## Industry Awards and Recognition

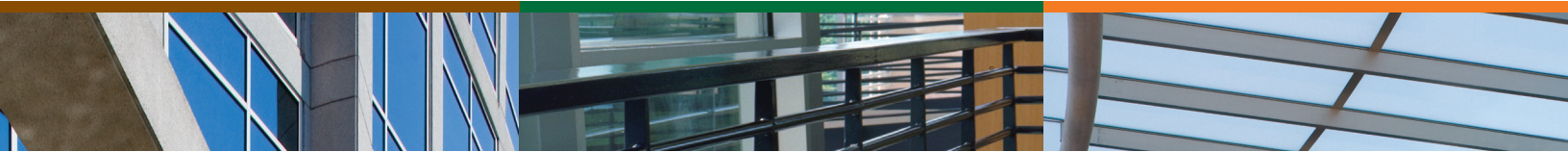
- > Pershing became the first financial organization in North America to be awarded certification to the International Customer Service Standard (ICSS)(Customer Services Institute of America, December 2010 and 2011).
- > Pershing Prime Services was named Best Prime Broker-Custodial Solution (*HFMWeek* U.S. Hedge Fund Services Awards, 2010 and 2011).
- > Pershing Prime Services was Commended in the Prime Brokerage Survey \$100 million to \$1 billion category (*Global Custodian*, 2010).
- > Excellent-rated brokerage account statement, ranked among independent broker-dealers (DALBAR, Inc., 2007-2010).
- > iNautix India earned a Capability Level 3 that demonstrates the ability to manage and reduce sourcing risks and improve capabilities (Carnegie Mellon University, 2010).
- > #1 U.S. clearing firm, ranked by broker-dealer customers (*Investment News*, 2008 to 2011).

<sup>1</sup> As of September 30, 2011.

<sup>2</sup> Ibid.

# Comprehensive Global Solutions

You can turn to Pershing for a complete suite of global solutions to help keep your business on top—including state-of-the-art technology to help streamline operations and manage risk, an extraordinary selection of investment products to help meet



## Operational Support

*“Is there a more cost-effective way to stay abreast of regulations and procedures?”*

Our global scale enables us to invest in a service model designed to reduce your operational expenses and handle increased volumes.

- > Billing services
- > Global clearing and settlement services
- > Compliance tools
- > Custody services
- > Reference data
- > Reporting services

## Trading Services

*“How can we simplify trading operations without compromising quality?”*

Our market-making and sales efforts focus on providing best execution for U.S. and international orders alike, with a combination of dedicated desks and electronic trading tools that let us tailor a solution that best fits your needs. In addition, we offer prime services that combine custody, execution, regulatory and financing through a single source.

- > Collateral funding and trading
- > Global equity trading
- > Global fixed income trading
- > Best execution

## Flexible Technology

*“How can we achieve the productivity gains we need to compete?”*

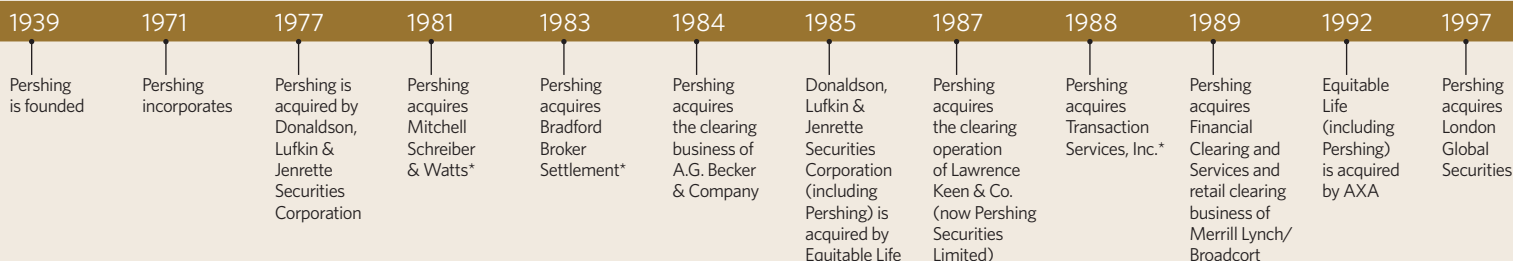
We help you tailor our technology to meet the needs of your global business model, seamlessly meshing our proven multi-currency platforms with your choice of proprietary or third-party solutions. We also provide advanced capabilities available through our technology affiliate, Albridge.

- > Business intelligence tools
- > Investor access solutions
- > Open architecture
- > Operational efficiency tools
- > Professional access solutions
- > Albridge enterprise solutions

## History

Since our beginnings 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 customers - we have responded to their needs and evolved to help them succeed. To view more of Pershing’s milestones, see our timetable below.

### Timeline



\*Acquisition of certain assets.

your clients' sophisticated needs and extensive marketing and product support to help your firm win against the competition for assets and talent. Pershing is committed to delivering exceptional operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence.



## Investment Solutions

*“As our clients’ needs become more complex, how can we keep up?”*

We turn emerging trends into forward-thinking global investment solutions that can help you keep your business out in front.

- > Cash management solutions
- > Global fund solutions
- > Lending solutions
- > Managed account solutions
- > Retirement planning solutions
- > Wealth management solutions

## Practice Management

*“How can we attract top talent in this competitive market?”*

To help you drive growth, optimize human capital and maximize operational efficiency - to effectively compete in the worldwide marketplace - Pershing offers a wide array of thought leadership and practice management programs.

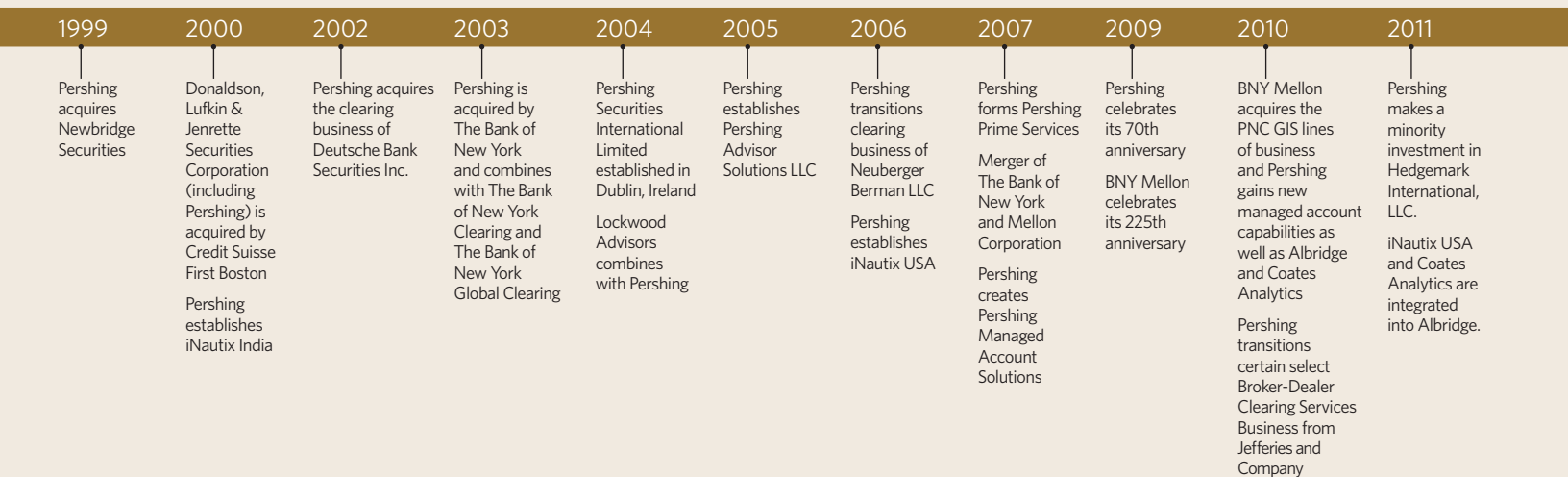
- > Ideas Without Limits<sup>SM</sup>
- > Consulting
- > Self-service tools
- > Exclusive events
- > Training services
- > ValueAlliance<sup>®</sup>

## Service Excellence

*“How can we keep our growth from affecting our service quality?”*

To help keep your business up and running, turn to Pershing for proven reliability and an array of global services that range from conversion support to a 24-hour help desk and comprehensive disaster recovery capabilities, all founded on one of the most comprehensive relationship models in the industry.

- > Dedicated service model
- > Quality management process
- > Reliability



## About Us

**Pershing LLC** (member FINRA, NYSE, SIPC) is a leading global provider of financial business solutions to more than 1,500 institutional and retail financial organizations and independent registered investment advisors who collectively represent approximately five million active investors. Financial organizations, investment professionals and independent registered investment advisors depend on Pershing's depth of experience and consultative approach to provide them with forward-thinking solutions that help them to grow their businesses. Located in 21 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange, and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company. Additional information is available at [www.pershing.com](http://www.pershing.com).

## About Our Businesses

**Albridge**, an affiliate of Pershing LLC, is a leading provider of enterprise solutions, custom technology and business consulting services to institutional and retail financial organizations and independent registered investment advisors. Albridge draws upon its financial services experience and technology expertise to help financial organizations enhance their operating performance and maximize their productivity. Albridge's technology consolidates client account information from hundreds of data sources that represent banking, brokerage, insurance, retirement, managed accounts and more.

**Coates Analytics**, a division of Albridge Solutions, Inc., is a business intelligence and analytics provider specializing in distribution, key accounts management, compliance, risk management and workflow solutions—exclusively for financial services organizations. Coates offers three market-leading technology solutions: Distribution Management System, Intelligent Dashboard and Subadvisor Certification Solution.

**Lockwood Advisors, Inc.** (Lockwood) is a leading provider of fee-based managed account solutions to financial institutions and registered investment advisors. As a program sponsor, Lockwood offers access to some of the industry's leading investment managers, provides independent research on separate account managers, and develops advisory solutions to help investment professionals meet the diverse needs of their investor clients. Lockwood also offers discretionary portfolio management solutions through financial institutions and independent registered investment advisors. Lockwood is headquartered in Malvern, Pennsylvania. Lockwood Advisors, Inc. is an SEC Registered Investment Adviser and an affiliate of Pershing LLC, both BNY Mellon companies. Pershing LLC, member FINRA, NYSE, SIPC.

**Pershing Advisor Solutions LLC** (member FINRA, SIPC) is an affiliate of Pershing LLC and a leading provider of financial business solutions to independent, fee-based registered investment advisors and dually-registered advisors working in conjunction with many of Pershing LLC's introducing broker-dealer customers. Pershing LLC (member FINRA/NYSE/SIPC), a BNY Mellon company, is committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Through an innovative custody platform, Pershing Advisor Solutions delivers superior expertise and scalable and customizable solutions to help its customers manage and grow their fee-based businesses. Additional information is available at [www.pershingadvisorsolutions.com](http://www.pershingadvisorsolutions.com).

**Pershing Limited** provides broker-dealers, asset managers, intermediary firms and financial institutions across Europe with a comprehensive range of products, services and solutions, including retail clearing, fully disclosed institutional global clearing, broker services and execution services. Established in London in 1987, Pershing Limited and its subsidiary, Pershing Securities Limited, are members of the London Stock Exchange and Euroclear UK & Ireland. Pershing Limited has direct memberships with LCH, Clearnet and SWX Europe. Pershing Securities Limited is a member of the Deutsche Börse, Eurex Clearing and Clearstream. Pershing Limited is an affiliate of Pershing LLC, a leading global provider of financial business solutions to more than 1,500 institutional and retail financial organisations and independent investment advisors who collectively represent approximately five million active investors. Pershing LLC (member FINRA, NYSE, SIPC) is a member of every major U.S. securities exchange, and a BNY Mellon company. Additional information is available at [www.pershing.com/europe](http://www.pershing.com/europe).

**Pershing Prime Services** delivers an unconflicted, comprehensive suite of global prime brokerage solutions, including extensive access to securities lending, dedicated client service, robust technology and reporting tools, worldwide execution and order management capabilities, a broad array of cash management products and the integrated platform of BNY Mellon. Pershing Prime Services is a service of Pershing LLC.



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