

Working Behind the Scenes

For Your Financial Organization



Pershing[®]

AN AFFILIATE OF THE BANK OF NEW YORK MELLON

Our Supporting Role

Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, works on behalf of your financial organization to support your investment success. Pershing offers financial services firms a one-stop, full service global solution with integrated, multicurrency clearing and execution, plus a full range of global resources. We develop and continually enhance top-tier investment products and services—and give you access, through your financial organization, to cutting-edge technology solutions. We offer unequalled experience built over seven decades of serving financial organizations of every size and business model.

History of Innovation, Strength, and Stability

Founded in 1939, Pershing has 70 years of Wall Street experience. Our name is taken from our founder, Warren “Jack” Pershing, the only son of celebrated World War I General of the Armies, “Black Jack” Pershing.

Pershing has over \$786.5 billion in assets in custody,¹ and we currently serve 1,150 broker-dealers, registered investment advisors, and money managers globally. Our parent company, The Bank of New York Mellon Corporation, is the world’s leading provider of securities services and a top, global asset management firm, with \$20.2 trillion in assets in custody and \$928 billion in assets under management.¹ The financial strength of Pershing and The Bank of New York Mellon provides the foremost measure of protection for your assets. Pershing remains focused on the safekeeping, servicing, segregation, and reporting of client assets held in custody. We are well capitalized, with capital ratios exceeding those required by regulators.



THE BANK OF NEW YORK MELLON

How You Benefit

Because your financial organization employs Pershing, you can count on:

- > **Significant Resources.** With over 5,000 experienced professionals in 19 offices worldwide, Pershing provides your financial organization with everything from fast, precise trade execution and settlement to the accurate, timely preparation of your brokerage account statements.
- > **Account Protection.** Pershing is a member of the Securities Investor Protection Corporation (SIPC®). As a result, assets held in custody by Pershing are protected up to \$500,000 in value, including \$100,000 in cash awaiting reinvestment.² In addition, we provide account protection in excess of SIPC limits through Lloyd's of London. The excess insurance policy purchased through Lloyd's provides the following excess account protection for assets held in custody with Pershing and its London-based affiliate, Pershing Securities Limited:
 - An aggregate loss limit of \$1 billion for eligible securities—over all client accounts
 - A per client loss limit of \$1.9 million for cash awaiting reinvestment—within the aggregate loss limit of \$1 billion
- > **Quality Service.** With Pershing's sophisticated technology in place, your financial organization can minimize the time spent on administration and processing, and focus on your individual investment program.
- > **Product and Service Diversity.** Pershing's full array of innovative financial products and services gives your financial organization the tools it needs to help you meet your specific investment objectives.
- > **Data Integrity.** Pershing's comprehensive security methods, extensive back-up systems, and well-developed contingency plans safeguard your account information.
- > **Privacy.** Pershing maintains physical, electronic, and procedural safeguards to protect the confidentiality of your personal information.

For More Information

To learn more about the supporting role we play, please contact your financial organization.

¹ As of December 31, 2008.

² SIPC provides protection for eligible client assets held in custody by a SIPC member brokerage firm should the SIPC member firm fail financially and become unable to meet the obligations to its clients. See www.sipc.org.

