

# Your Business Without Limits™

COMPREHENSIVE GLOBAL BUSINESS SOLUTIONS FOR FINANCIAL SERVICES ORGANIZATIONS



**Pershing®**

AN AFFILIATE OF THE BANK OF NEW YORK MELLON

**It all starts here**

Whether your focus is on individual clients or institutional clients, in the United States or abroad, Pershing is the global partner of choice for your business model.

- > Broker-Dealer Solutions
- > Registered Investment Advisor Solutions
- > Prime Brokerage Solutions

With no retail channel to distract us, we are completely invested in your business.



## How Far Can Your Business Go?

In this competitive global environment, you need access to expertise, experience, and dependable resources to execute your vision.

To achieve your maximum potential, you need a partner willing to deliver maximum support; one with proven experience you can depend on, an undivided commitment to your business, and the vision to help you move forward. At Pershing, we offer you the expertise and reliability of one of the industry's largest financial business solutions providers, with more customers who clear with us than any other firm.

We serve global financial organizations exclusively, free of conflicts and distractions from servicing retail investors directly. We provide proven technology and thought leadership in a rapidly changing industry. You can rely on us for a comprehensive range of strategic solutions to meet your most critical business needs, combined with a uniquely consultative, custom-tailored approach. At Pershing, you will find a partner committed to helping you grow your business without limits.

### **The core of Pershing's global offering:**

- > Operational Support
- > Trading Services
- > Flexible Technology
- > Investment Solutions
- > Practice Management
- > Service Excellence



# The Name That Has Earned Your Trust

With Pershing, you can have confidence that your business is in good hands, so you can focus on achieving your goals. Pershing is the trusted choice of more financial organizations than any other firm in the industry, with an unmatched track record of experience and reliability.

## Expertise Built Over Nearly Seven Decades

When you need a provider who understands your business, it makes sense to choose the one with 70 years of experience serving many of the world's leading financial services organizations, including firms of all sizes and across every sector. Since our beginnings as an execution provider for regional financial organizations, Pershing has grown to become a global business, serving financial services firms around the world. We are a company built by and for our customers, a result of the way we have listened to your needs and evolved to help you succeed. You can be confident that we bring a deep understanding of the unique challenges you face, and can leverage our proven solutions to develop new ways of growing your business.

## Experienced and Committed People

The Pershing story is told through our people. Our scale gives us the resources to hire and retain many of the best and most passionate experts in our industry. In a business known for changing leadership and shifting strategies, Pershing is led by a highly experienced senior management team with an average tenure of 17 years. We cultivate associate retention, allowing you to form trusted, long-term partnerships with professionals who understand your needs. Your dedicated team brings together a wide array of skill sets, including relationship and account management, conversion, customer service, marketing, practice management, compliance, technology, and product expertise. Constant exposure to the industry's best practices and evolving trends sharpens our skills and helps keep you a step ahead.

## A Proven, Dependable Track Record

Many of the world's leading financial services organizations depend on our platform to run their businesses, so reliability and security are as critical to us as they are to you. Developed hand-in-hand with our customers, a proactive and comprehensive quality measurement process monitors our performance against your expectations each day.

Our automated, straight-through processing systems deliver accurate and time-sensitive information, with the capacity to withstand periods of extreme global market volatility. We were one of the first firms to develop best execution capabilities and pioneered procedures that now set the industry standard for excellence—including an in-house best execution steering committee, and a dedicated execution quality and order management department. We built the industry's most advanced communications network, with highly sophisticated depository, clearing corporation, insurance, and mutual fund company interfaces, all backed by a strategic systems architecture and a rigorously tested recovery plan designed for business continuity. Our time-tested, dependable platform gives you the confidence you need to focus on your plan for growth.

## Technology You Can Rely On

You need a reliable platform that gives you instant access, local control, and more efficient processes. Some providers give you less than their full attention, scattering their development budgets across competing lines of business. At Pershing, we dedicate all of our technology resources to meeting the needs of financial services firms like yours. That investment has paid off in measurable results. In 2007, Pershing was the only financial sector firm named to the inaugural SecuritiesTech 50 list of companies, assessing the effectiveness of our front-office systems. We were also one of the first financial organizations awarded a global Capability Maturity Model (CMM) Level 5 rating from the Software Engineering Institute at Carnegie Mellon University—a recognition of our consistent technology development life cycle. But the most significant measure of our success is that, today, one out of every five broker-dealers relies on our technology to run its business.



# The Commitment Your Business Deserves

Pershing serves more customers than any other firm in the business—and yet, we strive to bring the most focused attention to each individual relationship. The reason is simple. Our only mission is to support financial services organizations like yours, and our only job is to help you succeed.

## Your Business Is Our Only Business

Our business strategy aligns with yours. Pershing works exclusively with financial services organizations, hedge fund managers, and independent registered investment advisors. With no retail channel to distract us, we are completely invested in your business, and our success depends entirely on yours. We work to support your brand instead of our own; we advocate for your interests without conflict; and devote our entire investment in people, technology, and infrastructure to your success.

## A Trusted Partner

Our customers see us as strategic allies and rely on us for answers to their business challenges. Before proposing a solution, we partner with you to identify your most pressing needs, and strive to understand the nuances of your business, such as workflows, processes, human capital, and risk management. We start with your goals, identify your gaps, and work closely with you to deliver a comprehensive, front-to-back value proposition that fits with your changing requirements.

## High-Touch Personal Service

Pershing's scale enables us to invest in an extensive service model designed to deliver maximum support at every step of the way. A dedicated conversion team helps you transition to Pershing. An experienced training team brings your staff up to speed on our technology, straight-through processing, investment solutions, and marketing resources. The training team achieves rapid results through blended learning approaches, which include on-site, face-to-face training, conference calls, web-based training tools, e-learning programs, on-demand modules, classroom demonstrations, as well as detailed manuals. You receive ongoing support from a core service model that includes a relationship manager, an account manager, and a customer service representative, while experts in marketing and product management help you sharpen your competitive edge.

## A Platform That Lets You Take the Lead

At the core of our technology solutions, NetExchange Pro<sup>®</sup>, Pershing's premier online brokerage platform, is designed to help your investment professionals efficiently manage their clients' accounts, deliver first-rate service, and effectively develop new sales and revenue opportunities. Our open architecture puts your business model at the center, giving you the freedom to follow your own plan for growth. NetExchange Services<sup>™</sup> is the gateway to Pershing's open-architecture solutions, offering real-time access to financial tools and information, via your firm's proprietary front-end or third-party software. You can customize connectivity between Pershing and your firm, your investment professionals, and your clients. For a more tailored solution, our technology affiliate, iNautix<sup>®</sup>, can design custom systems to help streamline operations, trim costs, and expand capabilities. To strengthen your brand, you can also build a personalized, client-facing web site powered by NetExchange Client<sup>®</sup>, our multilingual, online investor platform. And we team up with best-of breed, third-party providers who can help create a superior experience for your investment professionals and clients, including our NetExchange<sup>®</sup> Content offerings, which provide online access to respected providers of industry research, tools, market data, and news to keep ahead of the pack.

### Direct Brokerage Services

Pershing's Direct Brokerage Services provides innovative middle-office solutions for start up and mid-size broker-dealers. You have access to Pershing's extensive operations and administrative resources, while also allowing maximum control over your expenses.



## The Scale You Need to Compete

Staying competitive today requires major commitments of human and financial capital. When you work with a provider with Pershing's broad customer base, you can take advantage of our economies of scale. We invest our resources in delivering a full spectrum of solutions, so you can focus on moving your business forward.

### Resources You Can Leverage to Stay Out in Front

Whether you are a growing firm looking to broaden your offering, or a global firm competing with multinationals, you can find a Pershing solution to help you gain an edge. Our resources touch upon every part of your business, with a global offering that includes operational support, trading services, flexible technology, investment solutions, practice management programs, and service excellence. We offer solutions for managed accounts, wealth management, lending, cash management, retirement planning, and mutual funds to help you more effectively serve your clients. In addition, you can private label many of our offerings with your own brand. To help solve strategic business issues, you can tap into the knowledge of our consultative associates, with expertise ranging from marketing programs and technology, to investment professional retention and development.

### An Easier Way to Do Business Without Borders

No matter where your business is located, many of your clients are interested in and may demand global access. Doing business globally presents its own challenges—from regulation and operations, to technology and risk management. You can turn to Pershing for help navigating this complex environment. With the industry's largest global customer base, we serve more than 200 international financial organizations and employ more than 5,000 professionals in 19 locations across the Americas, Europe, and Asia. Pershing offers you multilingual, multicurrency capabilities, including clearing, execution, settlement, custody, reporting, and trading services. To help you succeed in today's relationship-driven global marketplace, you can benefit from the local expertise of our dedicated, industry-leading global team, staffed by professionals speaking 15 languages. No provider invests more in helping you expand your global reach.

### The Expertise to Mitigate Regulatory Risk

In a fast-changing landscape, how can you find a safer path for taking your business forward? Working with us, you can rely on our proven global expertise in legal, credit, and compliance oversight. We equip you with a comprehensive range of compliance tools to help mitigate risk and streamline change management. Our systems are built to accommodate up-to-date regulatory requirements, with rules-based processing. We provide comprehensive monitoring and exception reporting systems, as well as management reports, which include statistics and red flags on anti-money laundering and mutual fund trading. Pershing also acts as your change management partner with a wide range of regulatory bodies, holding more than 250 membership positions on approximately 150 industry committees, boards, and task forces. And you can keep your staff and clients up to date with our regulatory communications and educational events.

Pershing offers a vast array of global solutions to help you operate more profitably, win new clients, and attract the best talent in the business.

#### ValueAlliance® Program

You can take advantage of Pershing's ValueAlliance® program, which provides access to a wide array of premium offerings from many of the industry's best-of-breed, business content providers.

# The Vision to Help You Grow Without Limits

With an unparalleled array of customers in every sector, Pershing has a unique perspective on the dramatic changes sweeping the industry, from accelerating globalization to a critical shortage of talent. You can rely on us to keep you up to date with emerging trends, help you leverage best practices, and pioneer new ways to help you grow your business without limits.

## Your Guide in a Changing Landscape

Working with a leader can help your firm stay in step with a fast-changing industry. Teams of Pershing specialists study the nuances of your market segment, monitor emerging threats and opportunities, and provide various forums and events tailored to your particular environment. Our compliance experts keep you in sync with changing legal and regulatory requirements, including ongoing communications and a quarterly Compliance Forum. To sharpen your competitive edge, we identify best practices through independent studies and our customers' experiences, and connect you to the latest ideas through a wide range of media, including conferences, seminars, advisory boards, guidebooks, and performance benchmarking tools.

## Helping You Capitalize on Emerging Trends

Pershing can help position your firm to take advantage of change. With the rise of global investing, we have helped leading financial services organizations develop successful globalization strategies. We have addressed the growing industry talent shortage with a comprehensive program designed to help our customers attract and retain top talent. As investment professionals transition to fee-based businesses, we have enabled those who work with a Pershing broker-dealer customer to combine their brokerage and advisory businesses on a single platform, resulting in efficient and cost-effective compliance and reporting. We have the solutions in place today to help you stay competitive today—and tomorrow.

### One-Stop Global Execution, Clearing, and Foreign Exchange

Pershing executes and clears international and domestic equities, fixed income, and foreign exchange, providing clearance in more than 60 markets, order execution in 45 markets, and foreign exchange in 50 currencies.

Pull out to learn about  
Pershing's complete  
suite of global solutions.

# Comprehensive Global Solutions

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



## Operational Support

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

For 70 years, Pershing has been providing operational support for financial services organizations like yours. Your challenge lies in reducing operational expenses while handling increased volumes and satisfying more demanding customers.

- › Billing services
- › 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 domestic and global 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.

- › Global equity trading
- › 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 business model, seamlessly meshing our proven platforms with your choice of proprietary or third-party solutions. We also make advanced capabilities available through our technology affiliate, iNautix (USA) LLC.

- › Business intelligence tools
- › Investor access solutions
- › Open architecture
- › Operational efficiency tools
- › Professional access solutions
- › iNautix Enterprise Solutions

## Pershing Managed Account Solutions

Serve your high-net-worth clients with managed account programs that offer a variety of approaches, a lineup of respected advisors, and a choice of turnkey and customized offerings. Through our platform, you can build your own program or access the services of some of the industry's finest asset management providers, including our affiliates, Lockwood Advisors™ and Lockwood Capital Management™.



## Investment Solutions

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

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

- > Cash management solutions
- > 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, Pershing offers a wide arrange of personalized consulting, and ready-to-execute 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 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

### A Groundbreaking Recruiting and Retention Program

How can your firm compete for top talent in the face of an industry-wide talent shortage? Pershing’s TalentConnect<sup>SM</sup> program is an innovative, comprehensive program designed to help you win the race for talent. Addressing every aspect of an investment professional’s life cycle, from recruiting and onboarding, to retention and succession planning, TalentConnect offers practical resources, easy-to-implement tools, and strategic best practices all in one place—giving you valuable resources to help you transform your firm into a magnet for attracting and retaining talent.

## Let Pershing help your business break new boundaries worldwide

We offer you easy, one-stop access to markets around the globe, to help you grow your business across borders.

To learn more:

Call us at (866) 269-8293, or from outside the U.S., call +1 (201) 413-4225

Email us at [marketing@pershing.com](mailto:marketing@pershing.com)

Visit us at [www.pershing.com](http://www.pershing.com)

## About Us

**Pershing LLC** (member FINRA, NYSE, SIPC) is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors who collectively represent over 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 19 offices worldwide, Pershing is 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 subsidiary of The Bank of New York Mellon Corporation.

## About Our Businesses

**iNautix (USA) LLC** is an affiliate of Pershing LLC and a leading provider of enterprise solutions, custom technology development, and business consulting to institutional and retail financial organizations and independent registered investment advisors. iNautix draws upon its financial services experience and technology expertise to help financial organizations enhance their operating performance and maximize the productivity of their investment professionals.

**Lockwood Advisors, Inc.** is headquartered in Malvern, Pennsylvania, and is a leading provider of fee-based managed account solutions to financial institutions and registered investment advisors. As a program sponsor, Lockwood Advisors offers access to some of the industry's leading investment managers; provides independent research on separate account managers; and consults with investment professionals to develop investment solutions for their investor clients. Lockwood Advisors, Inc. is an SEC Registered Investment Advisor and an affiliate of Lockwood Capital Management, Inc. and Pershing LLC.

**Lockwood Capital Management, Inc.** is headquartered in Malvern, Pennsylvania, and offers discretionary portfolio management solutions to investors through financial institutions and independent registered investment advisors. Lockwood Capital Management, Inc. is an SEC Registered Investment Advisor and an affiliate of Lockwood Advisors, Inc. and Pershing LLC.

**Pershing Advisor Solutions LLC** (member FINRA, SIPC) is an affiliate of Pershing LLC and a leading provider of financial business solutions to fee-based, independent registered investment advisors, and dually registered advisors working in conjunction with many of Pershing LLC's introducing broker-dealer customers. 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.

**Pershing Limited**, an affiliate of Pershing LLC, was established in London in 1987 and is a leading provider of outsourcing solutions for private client firms and institutional broker dealers in Europe. From our offices in London, Liverpool, and Dublin, Pershing provides operational, technology, regulatory, and investment solutions for clients in the United Kingdom, Ireland, and continental Europe who are developing their European business.

**Pershing Prime Services** delivers an unconflicted, integrated suite of prime brokerage solutions, including expansive access to securities lending, dedicated client service, powerful technology and reporting tools, robust cash management products, global execution and order management capabilities, and additional integrated solutions of The Bank of New York Mellon. Pershing Prime Services is a service of Pershing LLC.

**Pershing**<sup>®</sup>

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