

Working Behind the Scenes

For Your Financial Organization



Pershing[®]

A BNY MELLON COMPANY

Our Supporting Role

Pershing LLC, a BNY Mellon company, works on behalf of your financial organization to support your investment goals. Pershing offers financial services firms a global solution with integrated, multicurrency clearing and execution, plus a full range of global resources. We develop and continually enhance a range of innovative financial solutions and services—and give you access, through your financial organization, to cutting-edge technology solutions. We offer over seven decades of experience serving financial organizations of every size and business model.

History of Innovation, Strength and Stability

Founded in 1939, Pershing has over 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. Today, we are the trusted choice of more financial organizations than any other firm in the industry, with an unmatched track record of experience and reliability.

Pershing has over \$831.3 billion in assets in custody,¹ and we currently serve more than 1,500 broker-dealers, registered investment advisors and money managers globally. Our parent company, BNY Mellon, is the world’s leading provider of securities services and a top, global asset management firm, with \$24.4 trillion in assets under custody and administration and \$1.14 trillion in assets under management.²



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¹ September 30, 2010.

² Ibid.

How You Benefit

Because your financial organization utilizes the services offered by Pershing, you can count on:

- > **Significant Resources.** Pershing and its affiliates employ more than 6,000 professionals in 21 locations worldwide.
- > **Member of the Securities Investor Protection Corporation (SIPC®).** Securities in your account are protected up to \$500,000 (of which \$250,000 can be for claims for cash awaiting reinvestment). For details, please see www.sipc.org. Please note that SIPC does not protect against loss due to market fluctuation.
- > **Excess of SIPC Coverage.** In addition to SIPC protection, Pershing provides coverage in excess of SIPC limits from Lloyd's of London, in conjunction with other insurers.³ The excess of SIPC coverage provides the following protection for assets held in custody by 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

The excess of SIPC coverage does not protect against loss due to market fluctuation. For more information about Lloyd's of London, please see www.lloyds.com.

- > **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 goals.
- > **Product and Service Diversity.** Pershing's full array of innovative financial solutions and services gives your financial organization the tools it needs to help you meet your specific investment objectives.
- > **Data Integrity and Privacy.** Pershing maintains comprehensive security methods and well-developed contingency plans to safeguard your account information.

For More Information

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

³ Pershing's excess of SIPC coverage is provided by Lloyd's of London in conjunction with XL Specialty Insurance Co., Axis Specialty Europe Ltd., Great Lakes Reinsurance (UK) PLC and Ironshore Specialty Insurance Co.

