

For More Information

For more information about **The Power of Pershing** and our supporting role in your financial organization's approach to your investment success, contact your financial organization.

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Working Behind The Scenes
In Support of Your Financial Organization

Pershing[®]

A BNY Securities Group Co.
Solutions from The Bank of New York

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Jersey City, New Jersey 07399

Pershing LLC, member NASD, NYSE, SIPC.

The world of investing is becoming more dynamic each day, offering greater opportunities that are accompanied by increasingly complicated choices. Standing beside you, to help you manage the growing complexity of your long-term investments, is your financial organization.

And, in the same way that you look to your financial organization for solutions to help you make insightful investing decisions, your financial organization engages the resources of specialists and experts to help them keep pace with the fast-changing financial arena.

So, who is helping your financial organization manage the inner workings of your investment program? Who provides the foundation for efficient trade execution and processing, current analytical tools, and innovative technological advancement?

The Power of Pershing®

On behalf of your financial organization, Pershing works behind the scenes in support of your investment success. We apply more than 65 years of experience to the development of top-tier investment products and services, and continually enhance these programs to give you access to a portfolio of highly competitive tools through your financial organization. Our enterprising spirit pushes us to invent cutting-edge technology solutions that help your financial organization deliver a seamless investment experience and foster your long-term success.

Our Supporting Role

To harness the most advanced investment capabilities available in the marketplace, your financial organization may elect to use any number of brokerage-related services that Pershing offers. We are able to provide everything from fast, precise trade execution and settlement to the accurate, timely preparation of your brokerage account

information and statements, applying our state-of-the-art technology at each point in the process. In addition, we pride ourselves on furnishing your financial organization with the ability to offer a broad spectrum of leading-edge solutions, including: Internet-, wireless-, and telephone-based investment channels, asset management accounts, retirement products, managed account programs, high-net-worth solutions, fee-based brokerage accounts, a no-transaction-fee mutual fund program, an annuity program, and more.

How Do You Benefit?

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

- **Significant Resources.** Pershing LLC is a member of BNY Securities Group and a subsidiary of The Bank of New York Company, Inc., with equity capital of \$9.9 billion and total assets of \$102.1 billion. Pershing has a staff of more than 4,400 experienced people who are highly focused on supporting your financial organization.
- **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 personal data and account information.
- **Privacy.** Pershing recognizes the importance of protecting the confidentiality of your nonpublic personal information and maintains physical, electronic, and procedural safeguards to protect your privacy.