

August 2023

LiquidityDirectSM Enhancing the Client Experience

[Introductory graphic BNY: LiquidityDirectSM]

[Interview footage with Sam Jacob, Global Head of Liquidity Services, Product & Strategy - BNY, Markets]

LiquidityDirect has been at the forefront of creating efficiencies and enhancing performance in the treasury function for over two decades now.

Our global experience across various client segments and our partnership approach in working with clients, has led to this next generation of capabilities from LiquidityDirect.

[A title card appears on screen: LiquidityDirect - Enhanced Client Experience]

[Platform animation shows landing page highlighting - Do Work, Gain Insights, and Manage Services]

Your persona matters - we've worked tirelessly to deliver an enriched client experience from where you can quickly do work, gain insights and manage preferences.

[Platform animation demonstrating Do Work - Trading and Wires]

As part of your daily routine, if you're looking to purchase or redeem across asset classes, the Do Work tab allows you to efficiently trade and transfer money while getting an aggregated view across transactions.

[Platform animation demonstrates Gain Insights - Activity, Holdings, and MMF Research. Then view into Liquidity Aggregator showing exposures.]

If you're looking for a deeper understanding of your exposures, or for details on your activities and transactions including cash and securities positions, you can quickly gain insights and conduct analysis.

[Platform animation demonstrating Focused Investing]

Our market-leading Focused Investing App enables you to review investments that align with your values.

[Platform animation demonstrating Manage Preferences]

And managing your settings has never been easier. You now have the flexibility to configure your preferences such as setting up sweep rules or alerts via the control center and you can schedule reports for delivery directly to your inbox.

[Headshots of members of Liquidity Product Team]

Best of all, with LiquidityDirect, our team of experts will always partner with you to find innovative solutions that address your needs.

[Interview footage with Sam Jacob, Global Head of Liquidity Services, Product & Strategy - BNY, Markets]

In an industry filled with complexity and numerous offerings, LiquidityDirect simplifies and enables you to excel at Liquidity Management.

[Closing title on screen: BNY: LiquidityDirectSM]

Disclaimer

BNY is the corporate brand of The Bank of New York Mellon Corporation and may be used to reference the corporation as a whole and/or its various subsidiaries generally. This material and any products and services mentioned may be issued or provided in various countries by duly authorized and regulated subsidiaries, affiliates, and joint ventures of BNY. This material does not constitute a recommendation by BNY of any kind. The information herein is not intended to provide tax, legal, investment, accounting, financial or other professional advice on any matter, and should not be used or relied upon as such. The views expressed within this material are those of the contributors and not necessarily those of BNY. BNY has not independently verified the information contained in this material and makes no representation as to the accuracy, completeness, timeliness, merchantability or fitness for a specific purpose of the information provided in this material. BNY assumes no direct or consequential liability for any errors in or reliance upon this material.

This material may not be reproduced or disseminated in any form without the express prior written permission of BNY. BNY will not be responsible for updating any information contained within this material and opinions and information contained herein are subject to change without notice. Trademarks, service marks, logos and other intellectual property marks belong to their respective owners.

© 2024 The Bank of New York Mellon. All rights reserved. Member FDIC.