

October 2023

LiquidityDirectSM Control Center

[Introductory graphic: BNY: LiquidityDirectSM]

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

Within LiquidityDirect's new Control Center, clients can configure and automate their investment environment, including sweeps, instructions, reporting and more.

[A title card appears on screen: LiquidityDirect - Control Center]

[Platform animation showing control center]

For example, here we see Control Center with an overview of your accounts and rule configurations.

[Platform animation demonstrates creating a sweep rule]

By clicking "New Rule" you can create a new sweep rule for an individual account, any subset of accounts, or all accounts with a series of parameters that enable you to customize to your specific needs. Once configured, LiquidityDirect transacts automatically based on the parameters you define.

[Icon animation representing cash sweeps, then two icons representing waterfall and percentage sweeps]

LiquidityDirect supports both percentage and waterfall sweeps for purchase and redemptions into Money Market Funds. It also gives you the option to automatically rebalance your portfolio.

[Platform animation demonstrates creating an investment rule]

You can also create specific investment rules to adhere to your operating guidelines. Any of your investment rules can optionally also be included in the sweep investment determinations.

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

LiquidityDirect Control Center allows you to cover all transaction needs across the platform, enabling you to gain operating efficiencies and improve your workflow.

[Closing title on screen: BNY: LiquidityDirectSM]

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