

October 2023

LiquidityDirectSM White Labeling

[Introductory graphic: BNY: LiquidityDirectSM]

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

The future of Liquidity Management is evolving and clients are continuously seeking to find synergies and efficiencies from their institutional partners.

[A title card appears on screen: LiquidityDirect - White Labeling]

[Animation demonstrates a holistic client approach]

With LiquidityDirect's White Labeling offering, institutional clients can now provide a holistic liquidity management solution to their end clients and enable them with a market leading investment platform.

[Platform animation shows the landing page experience, highlighting Do Work, Gain Insights, and Manage Preferences]

With LiquidityDirect's White Labeling offering, institutional clients who are looking to include short term investments in their suite of offerings can leverage LiquidityDirect's technology and services, with their institutions' brand, to provide solutions to end clients.

End clients can transition seamlessly between working with their institution's services and conducting activity including trading, cash management and reporting which leverage LiquidityDirect's leading capabilities.

End clients also have access to LiquidityDirect's enriched client experience from where they can quickly do work, gain insights and manage preferences.

With a configurable approach to deployment, institutions gain quicker access to proven solutions to address their clients short term investment needs while streamlining workflows and driving proficiencies with their institution's services.

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

LiquidityDirect's White Labeling capability provides an innovative approach for institutions to leverage BNY Mellon's market leading technologies and services to address their clients' needs and enable them to excel.

[Closing title on screen: BNY: LiquidityDirectSM]

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