

# News Release



BNY MELLON

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## **BNY Mellon Publishes 2012 Corporate Social Responsibility Accomplishments**

*Pathway to sustainable business leadership based on investing in market integrity, its people and the world*

NEW YORK, May 29, 2013 — BNY Mellon, the global leader in investment management and investment services, today released its 2012 Corporate Social Responsibility (CSR) report, highlighting its sustainable business practices and demonstrated investments in market integrity, its people and the world. The report, available online at [www.bnymellon.com/csr](http://www.bnymellon.com/csr), features news, case studies and analysis that reflect guidelines established by the Global Reporting Initiative while illustrating the company's strong CSR-related performance, milestones and leadership during 2012.

"Our company is truly invested in our world by financing critical infrastructure and connecting markets and investors. Our purpose is to power global investments to help our clients succeed," said BNY Mellon Chairman and CEO Gerald Hassell. "We also have a responsibility to shareholders and, as we've demonstrated again and again throughout our history, doing the right thing for society is critical to building long-term shareholder value."

Connecting CSR to emerging aspects of sustainable business, BNY Mellon has placed a global focus on the following priority areas: ethics and transparency; strong governance; responsible investments; operational reliability and effectiveness; excellent talent; and community commitment.

"We want to help change the CSR discussion for our industry through our leadership and actions," said John Buckley, Director of Corporate Social Responsibility for BNY Mellon. "By advancing the CSR conversation beyond the important but traditional areas of environment and philanthropy, we can concentrate on the issues most material to our stakeholders and that's where we can have the greatest societal impact."

Featured sections of 2012 report include BNY Mellon's investments in:

**Market Integrity** – Illustrating how BNY Mellon contributes to the health of global markets through the resiliency and effectiveness of its operations, as well as by demonstrating high standards of excellence and integrity within the industry. Topics range from the company's rigorous, enterprise-wide approach to stress testing and global business continuity to responsible investments and screening for environmental, social and governance risk. An illustrated case study shows BNY Mellon's step-by-step preparations for Superstorm Sandy, ensuring the safety of 11,000-plus employees and their families in the path of the storm while its support of the global financial markets proceeded without interruption.

**Its People** – The report looks at new milestones in attracting, engaging developing and retaining a talented and diverse workforce, which is pivotal to delivering superior client service and investment performance.

**The World** – The company and its employees look to make communities better places to live and work, locally and globally. Measurable impact is reported in strategic philanthropy, employee community involvement, diverse supplier development and environmental stewardship.

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors, BNY Mellon delivers informed investment management and investment services in 36 countries and more than 100 markets. As of March 31, 2013, BNY Mellon had \$26.3 trillion in assets under custody and/or administration, and \$1.4 trillion in assets under management. BNY Mellon can act as a single point of contact for clients looking to create, trade, hold, manage, service, distribute or restructure investments. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). Additional information is available on [www.bnymellon.com/csr](http://www.bnymellon.com/csr), or follow us on Twitter @BNYMellon.

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