

# Press Release



BNY MELLON  
ASSET MANAGEMENT

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## **BNY Mellon Asset Management announces new office opening in France**

LONDON, March 23, 2009 – As part of its European growth plans, BNY Mellon Asset Management, the global asset management arm of The Bank of New York Mellon Corporation, today announces the opening of an office in Paris.

Anne-Laure Frischlander, Managing Director and Head of BNY Mellon Asset Management's French operations, will lead the asset management sales team of five in this office. The core focus of the team will be to service existing clients in the French region and to generate new business opportunities for the organisation.

BNY Mellon Asset Management is one of the world's major asset managers. Its multi-boutique asset management model encompasses the skills of 17 specialist investment managers. BNY Mellon already has an established presence in several European countries with offices in Spain, Italy and Switzerland. In Germany, BNY Mellon Asset Management operates through a joint venture with WestLB, WestLB Mellon Asset Management.

The Bank of New York Mellon has had a bank representative office in Paris since 1963 which also represents premier services in Asset Servicing, Treasury Services, Corporate Trust and Depository Receipts.

Anne-Laure Frischlander comments: "BNY Mellon Asset Management has worked with French institutional clients since 2005. We have been successfully operating from our European headquarters in London over four years with a view to setting up an office in France at the right time. It therefore gives me pleasure to announce today that our team is now fully operational in Paris. We will continue to aim to offer our clients fully tailored investment solutions from our stable of specialised investment boutiques and we currently have a range of 25 funds across all asset classes which are registered for distribution in France."

"Our move underlines our dedication to the French market and we believe it is of crucial importance and particularly in this unprecedented economic environment to remain close to our clients and help navigate them through these turbulent times."

Jon Little, Vice-Chairman of BNY Mellon Asset Management, says: "France is a key market for BNY Mellon Asset Management's strategy and we are delighted to open an office in Paris, which constitutes a key step in our international expansion. Our unique multi-boutique structure gives the French investor access to the full spectrum of expertise from the various boutique asset managers under the BNY Mellon Asset Management umbrella."

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### **Notes to Editors:**

**The Bank of New York Mellon Corporation** is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury

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services through a worldwide client-focused team. It has \$20.2 trillion in assets under custody and administration, \$928 billion in assets under management, services more than \$11 trillion in outstanding debt, and processes global payments averaging \$1.8 trillion per day. Additional information is available at [www.bnymellon.com](http://www.bnymellon.com).

## **BNY Mellon Asset Management International Limited, Paris Branch:**

Anne-Laure Frischlander is Managing Director and Head of BNY Mellon Asset Management's French operations. She joined BNY Mellon Asset Management International in January 2005 from HSBC Private Bank (France) where she was a client relationship manager in the institutional and corporate investor department for more than three years. During this time she developed and managed partnerships and distribution activity, cultivating relationships with intermediaries, fund managers and other French banking institutions. Prior to joining HSBC she was a private wealth manager working with an IFA Paris for three years. Frischlander holds a master's degree from the University Paris Sorbonne and has a total of 12 years' investment experience. BNY Mellon Asset Management International is the international distributor of the products and services of BNY Mellon Asset Management's 17 investment management boutiques.

## **Office address:**

BNY Mellon Asset Management International Limited, Paris Branch  
13-15 Boulevard de la Madeleine  
75001 Paris  
France

## **BNY Mellon Asset Management fund range available in France:**

### **Absolute return-evolution fund:**

BNY Mellon Evolution Global Alpha Fund  
BNY Mellon Evolution Currency Option Fund

### **Global equity:**

BNY Mellon Global Emerging Markets Fund  
BNY Mellon Global Equity Fund  
BNY Mellon Global Extended Alpha Fund  
BNY Mellon Global Intrepid Fund  
BNY Mellon Long Term Global Equity Fund

### **Regional equity:**

BNY Mellon Asian Equity Fund  
BNY Mellon Japan Equity Fund  
BNY Mellon Japan Equity Value Fund  
BNY Mellon Brazil Equity Fund  
BNY Mellon Pan European Equity Fund  
BNY Mellon Continental European Equity Fund  
BNY Mellon US Equity Fund  
BNY Mellon UK Equity Fund  
BNY Mellon US Dynamic Value Fund  
BNY Mellon Vietnam, India & China (VIC) Fund

### **Specialist equity:**

BNY Mellon Small Cap Euroland Fund  
BNY Mellon Global Property Securities Fund

### **Corporate and sovereign bonds:**

BNY Mellon Emerging Markets Debt Fund  
BNY Mellon Emerging Markets Debt Local Currency Fund  
BNY Mellon Euroland Bond Fund  
BNY Mellon Global Bond Fund  
BNY Mellon Global High Yield Bond Fund (EUR)

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BNY Mellon Sterling Bond Fund

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