

# Press Release



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## **BNY Mellon Asset Management to launch new Brazilian equity fund** ***Innovative product targets thematic returns for Japanese investors***

TOKYO, 21 December 2009 – BNY Mellon Asset Management, the global asset management arm of BNY Mellon, has announced the launch of a new Brazilian equity fund for Japanese investors. The Fund will initially be distributed by Tokai Tokyo Securities Co., Ltd, Hamagin TT Securities Co.,Ltd, YM Securities Co.,Ltd and Utsunomiya Securities Co.,Ltd.

The BNY Mellon Brazil Infrastructure and Consumption Equity Fund will be launched on 12 January 2010 and will be managed by BNY Mellon ARX, part of BNY Mellon Asset Management. BNY Mellon ARX specialises in Brazilian multi-strategy, equity long short, equity long only and fixed income investment strategies and provides access to the expanding investment opportunities in the rapidly growing Brazilian marketplace.

The investment objective of the Fund is to seek a capital appreciation of the trust assets over the medium to long term through active investment mainly in equity securities issued by companies likely to benefit from increasing infrastructure development and domestic consumption in Brazil. The investment process combines fundamental bottom-up analysis with a detailed macro top-down overview and maintains, in principle, a high investment ratio in such securities.

“We are excited to launch the first such thematic product for our business in Japan,” said Shogo Yamaguchi, Representative Director and President of BNY Mellon Asset Management Japan. “We aim to deliver to Japanese investors solid, long-term performance while simultaneously providing a world-class client servicing capability to match.”

David Jiang, CEO of Asia-Pacific for BNY Mellon Asset Management, added: “As a result of continued client demand and changing market conditions, innovation of products and services will be a key factor in differentiating asset management success. Japan is a growing and successful market for us in Asia Pacific and we look forward to working closely with our partners in offering Japanese investors access to our broad product range.”

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### **Notes to Editors:**

**BNY Mellon Asset Management Japan Limited** is the Japanese asset management arm of BNY Mellon Asset Management. BNY Mellon Asset Management is the umbrella organisation for The Bank of New York Mellon Corporation’s affiliated investment management firms and global distribution companies.

**BNY Mellon ARX**, which manages \$5.1 billion, specializes in providing investment opportunities in the rapidly growing Brazilian marketplace. Its philosophy is based on delivering superior risk-adjusted returns with an emphasis on capital preservation. The investment process combines fundamental bottom-up analysis with a detailed macro top-down overview and our investment professionals have a strong, long-term track record of managing Brazilian investments.

**BNY Mellon** is the corporate brand of The Bank of New York Mellon Corporation. BNY Mellon 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 services through a worldwide client-focused team. It has \$20.7 trillion in assets under custody and administration, \$926 billion in assets under management, services \$11.8 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).

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