



HANetf appoints BNY Mellon as asset servicing provider

Europe's first independent 'white label' UCITS ETF platform offers asset managers the infrastructure to build and launch ETFs into Europe without having to establish their own full-service business

London, 29 January 2018 – BNY Mellon, a global leader in investment management and investment services, has been appointed by HANetf, Europe's first independent 'white label' UCITS Exchange Traded Funds (ETF) platform, to provide custody, administration and trustee services.

HANetf will this year launch an Irish domiciled platform available to new entrants to the ETF market. Founded by co-CEOs, Hector McNeil and Nik Bienkowski, HANetf plans to lower the barriers to entry for prospective ETF issuers by providing services including product development, capital markets, sales, marketing and distribution.

Nik Bienkowski, co-CEO at HANetf, said: "Our offering will help any asset manager who may have thought the road to market too costly or time consuming to issue ETFs in Europe under their own efforts. We are delighted to have appointed BNY Mellon; their recognized pedigree and experience in the ETF market significantly enhances our proposition."

Jeff McCarthy, CEO, Exchange Traded Products, at BNY Mellon, said: "The European ETF industry is gaining significant momentum and we are seeing increasing numbers of established asset managers seeking a quick and easy way to get into the ETF space. HANetf's timing is good – with our support, they are very well positioned to meet that burgeoning demand."

Scott Coey, Head of EMEA Relationship Development, Hedge Fund, ETF and Structured Products, at BNY Mellon, said: "We see this as a long-term strategic opportunity for both HANetf and BNY Mellon. Our appointment by HANetf to support their turn-key ETF platform is recognition of the significant investment we have made into ETF servicing in recent years."

BNY Mellon restructured its ETF team in 2017. This included the hiring of Jeff McCarthy into a newly created firm-wide ETF leadership role, London-based Scott Coey to the new position of head of relationship development for ETF and structured products in EMEA, and Rob Rushe, who joined the company in October as European ETF Segment Executive to lead and execute the long-term growth in BNY Mellon's European ETF platform.

Ends

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About HANetf:

HANetf is Europe's first independent white label ETF platform, providing an efficient, cost effective solution for asset managers and financial institutions seeking to enter the European ETF market.

HANetf's innovative platform provides a turnkey solution combining product development, compliance, capital markets, sales, marketing and distribution.

Founded by two of Europe's leading ETF entrepreneurs, Hector McNeil and Nik Bienkowski, HANetf has the operational and regulatory experience necessary to manage the complexities of launching and managing and ETF.

www.hanetf.com

BNY Mellon

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 35 countries and more than 100 markets. As of Dec. 31, 2017, BNY Mellon had \$33.3 trillion in assets under custody and/or administration, and \$1.9 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. Follow us on Twitter @BNYMellon or visit our newsroom at www.bnymellon.com/newsroom for the latest company news.