S|U|B|S|C|R|I|B|E®

Enhanced Productivity With Streamlined Solutions for Your Annuity and Insurance Business

BNY MELLON | PERSHING

Overview

Are you leveraging technology to drive your annuity and insurance business? Subscribe® offers streamlined annuity sales and servicing, with access to many of the country's leading insurance companies. Easily network or link directly held annuity and life contract information to an existing brokerage account on the Pershing platform.

Subscribe, integrated within NetX360®, provides greater visibility into your business. Subscribe currently supports fixed and variable annuities, term life, fixed universal and fixed whole life insurance contracts, as well as disability insurance. In addition, Subscribe provides a more holistic view of investors' portfolios allowing your advisors to function more efficiently and effectively.

Subscribe's online order entry system gives you the ability to initiate new applications and subsequent purchase with many of the country's leading insurance companies. In addition, Subscribe's enhanced workflows and Pershing's Rules Engine™ offers approvers compliance insights and opportunities to rectify issues before transactions are sent to the carrier.

Take advantage of Subscribe's online solutions and benefit from:

- Online annuity order entry
- eSignature capabilities
- Same-day settlement
- Annuity and life consolidation
- Daily balance updates
- Commission settlement
- Robust performance reporting

Business-Building Solutions

Diverse product options and a variety of state regulations can make annuity transactions complex. In addition, annuity and life insurance assets held outside of brokerage accounts can make it difficult to manage your clients' overall portfolio. Subscribe's rules-driven order entry system and the ability to consolidate annuity and life insurance assets within your clients' brokerage accounts solves both of these problems. The result is more in-good-order transactions and access to a complete picture of your clients' investment portfolios. Consolidated account information is available to you and your clients through NetX360 and NetXInvestor®, our online investor platform, as well as on monthly brokerage statements.

Subscribe also supports fee-based annuities in managed accounts including the ability to:

- Purchase annuities online through our order entry system
- Network fee-based positions to brokerage accounts
- Leverage billing calculations to simplify accounting
- Generate performance reports through Albridge Wealth Reporting

With NetX360 you can access Subscribe with the click of a mouse, making it easy to:

- Enter annuity and life transactions that are in good order
- Access real-time order updates
- View daily subaccount pricing and balance information
- Generate a variety of annuity reports
- Provide consolidated brokerage statemen ts to the investor
- Consolidate view of life and annuity holdings held away

> Take advantage of the broad array of features and benefits to help you grow your annuity and insurance business.

> Monthly consolidated account statements provide investors access to information about their annuity positions and transactions.

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Brokerage
Account Statement

JOHN Q. PUBLIC
1234 TOWNLINE STREET
APT. #1234
SOMEWHERE, MA 00000-0000

July 1, 2017 - July 31, 2017
Account Number: 999-999999

Your Financial Consultant:
Robert "Contact" Representative
Phone: (999) 999-9999

Portfolio at a Glance

	This Period	Year-to-Date
BEGINNING ACCOUNT VALUE	**$307,713.57**	**$349,561.91**
Withdrawals (Cash & Securities)	0.00	-60,000.00
Dividends, Interest and Other Income	117.81	1,614.74
Fees	0.00	-12.00
Net Change in Portfolio[1]	4,690.75	21,357.48
ENDING ACCOUNT VALUE	**$312,522.13**	**$312,522.13**

Note: Includes annuities not custodied at Pershing LLC.
Estimated Annual Income $3,094.78

[1] *Net Change in Portfolio is the difference between the ending account value and beginning account value after activity.*

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Asset Summary

Percent	Asset Type	Last Period	This Period
8%	Cash, Money Funds, and Bank Deposits	26,057.79	26,065.84
40%	Mutual Funds	123,158.59	125,205.38
52%	Annuities[6]	158,497.19	161,250.91
100%	**Account Total (Pie Chart)**	**$307,713.57**	**$312,522.13**

Please review your allocation periodically with your Financial Consultant.
See the Asset Summary Disclosure and Footnotes section for important information regarding your Asset Summary.

Automation and Assistance at Every Step

Subscribe's order entry functionality provides same-day settlement for annuity transactions in your clients' brokerage accounts—an enormous time advantage over check and application processing. Subscribe also offers automation and assistance every step of the way.

In-Force Contract Services

- Networking requests

- Report of record changes

Automated Commission Processing

- Via DTCC with money settlement

- Annuities and insurance

Post-Sale Reporting

- Annuity Analytics Dashboard positions and orders

- On-demand reports available through NetX360 Report Center

Subscribe's order entry streamlines annuity applications with:

› Easy access to product information. Check daily annuity pricing and balances at the subaccount level, browse transactional activity and access product information.

› Feature rider selection. Select and set up all applicable product options, asset allocation programs including rebalancing and dollar cost averaging, death benefits, guaranteed options, telephone authorizations and waivers at the point of entry.

› Commission payments. Expedite the payment of commissions from your firm through the Depository Trust and Clearing Corporation's (DTCC) Insurance & Retirement Services. You may also net commission dollars, holding back calculated commission dollars, which are deposited into your firm's commission settlement account for distribution to you, as quickly as the same day.

› Real-time order status. Track pending, transmitted, cancelled and issued transactions, including 1035 exchanges and qualified transfers through NetX360.

› Smart forms wizard. Data from the order entry screen populates forms required by both the insurance company and your firm

Tools for Better Compliance

Subscribe includes a suite of tools to make it easier for advisors to comply with complex and ever-changing rules and regulations, including:

- Online suitability questionnaire customizable by broker-dealer
- Business and compliance rules built into the order entry process via Rules Engine
- Robust transaction, activity and positions reporting available through Report Center and Annuity
- Annuity Analytics Dashboard*
- Complete approval workflow and audit trail through Rules Engine
- Enforced supervisory process through electronic order submission

Subscribe Features

Subscribe has been re-engineered to provide enhanced functionality and further streamline annuity-driven business processes to help meet new requirements outlined by Financial Industry Regulatory Authority® (FINRA®) Rule 2330. Features available through our annuity platform include:

Subscribe Features	
› New annuity purchases › Subsequent purchases › 1035 exchanges and qualified transfers › eSignature capabilities › Document imaging to capture required annuity forms with customer signatures* › Commission processing for annuity positions and life insurance contracts** › Linking of existing direct annuity positions and life insurance contracts** › Daily subaccount pricing and balances › Same-day settlement › Real-time order status	› Forms in e-Document Suite™* › Annuity reporting available through Report Center and eAnalytics* › Confirmation of client liquid net worth suitability requirements* › Smart forms wizard* › Customizable suitability questions* › Two levels of approval* › Intrusive alerts › Online audit trail* › Commission netting › Rules Engine*

* May help meet the requirements mandated by FINRA Rule 2330.

** Life insurance support is based on carrier capability.

Analytics for Insight

Subscribe also features the Annuity Analytics Dashboard—a comprehensive business intelligence tool that quickly and easily aggregates large amounts of annuity business data into fact-based reports and presentations that address tactical and strategic issues.

The dashboard includes:

- Facilitation of sales management
- New business oversight
- Compliance and regulatory review
- Product or provider concentration views
- Firm trends
- Actionable business intelligence

Dashboard Composed of Three Modules

Positions Module

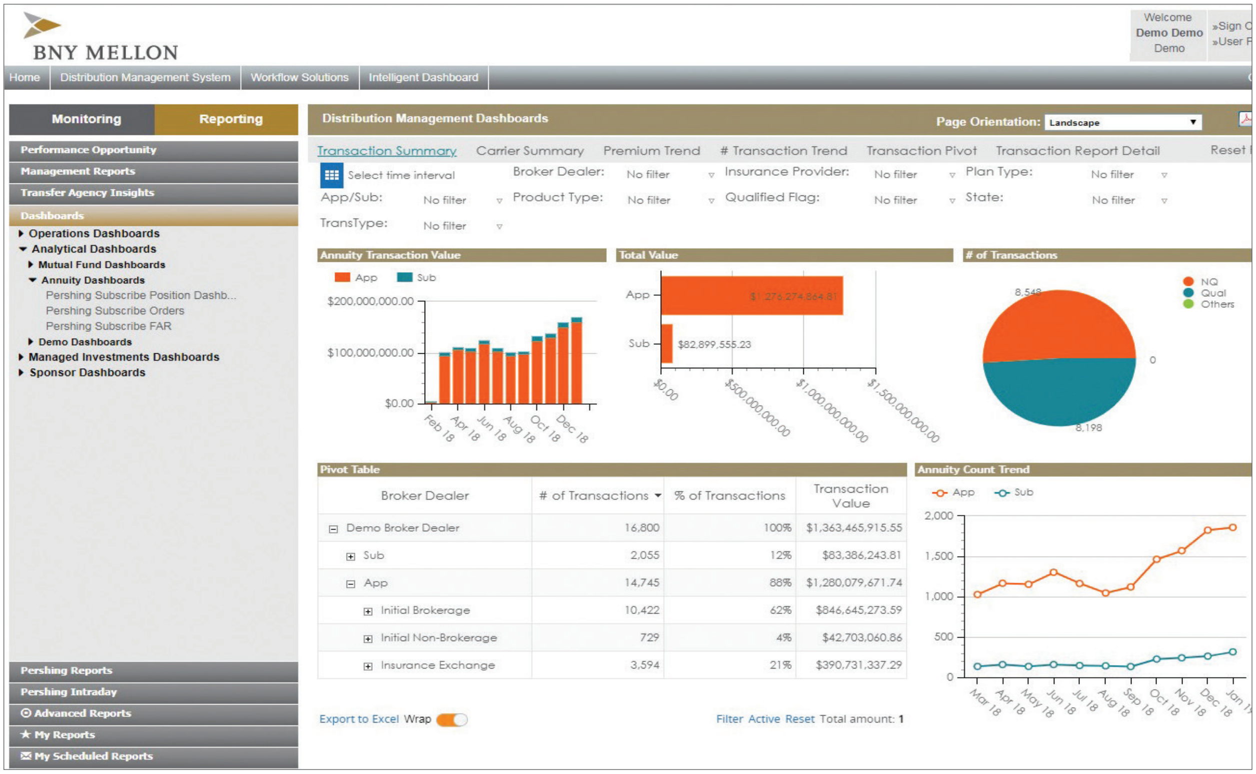
Provides firms with view of their existing annuity business

Order Module

Allows firms to access data points associated with new annuity orders through Subscribe

Financial Activity Reporting Module

Provides distributors with a holistic summary of insurance carrier transactional information



Expand Your Possibilities

Offer your clients a complete package of Pershing solutions to complement Subscribe:

› **Retirement planning.** Subscribe complements your current investment and retirement planning products to deliver a comprehensive financial plan to your clients. Since retirement accounts can be used to consolidate qualified annuity positions, you can encourage your clients to consolidate additional assets under management.

› **Tax-lot and performance reporting.** Monitor your clients' annuity performance online and in quarterly performance reports. Portfolio Evaluation Service® (PES®) provides complete tax-lot accounting and performance measurement, as well as other tools to help you manage client accounts.

› **Asset management.** Strengthen your client relationships and manage more of your clients' assets with a Corestone® Account. It combines unlimited check writing, online bill payment capabilities, daily cash sweep, direct deposit and more, with a complete portfolio snapshot in one comprehensive statement.

› **Comprehensive account summary.** SelectLink® allows you to household multiple brokerage accounts so your clients receive a consolidated statement package, including a summary page of householded account information at no additional cost.

ABOUT BNY MELLON'S PERSHING

BNY Mellon's Pershing and its affiliates provide a comprehensive network of global financial business solutions to advisors, broker-dealers, family offices, hedge fund and '40 Act fund managers, registered investment advisor firms and wealth managers. Many of the world's most sophisticated and successful financial services firms rely on Pershing for clearing and custody; investment, wealth and retirement solutions; technology and enterprise data management; trading services; prime brokerage and business consulting. Pershing helps clients improve profitability and drive growth, create capacity and efficiency, attract and retain talent, and manage risk and regulation. With a network of offices worldwide, Pershing provides business-to-business solutions to clients representing approximately 7 million investor accounts globally. Pershing LLC (member FINRA, NYSE, SIPC) is a BNY Mellon company.

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