

Is your portfolio well diversified? Not if you've overlooked this risk.

Diversification isn't just about the selection of funds in a portfolio. Because if several of those funds come from the same megamanager firm, your portfolio is at risk of being shaped in somebody's closed-door meeting. Insights and ideas could surrender to groupthink or strategies created with an undiversified view - all without you ever knowing it.

There is a better way.

At BNY Mellon, we believe in specialist investment boutiques where enlightened thinking flourishes. Each of our 12 investment

boutiques follows its own independent investment approach, thus avoiding the dangers of blind consensus.

So your portfolio benefits from multiple perspectives and a higher level of diversification.

With \$1.6 trillion in assets under management,* BNY Mellon is the world's largest multi-boutique investment manager.†

We stand ready to share our insights and expertise with you.



Diversification and asset allocation cannot ensure a profit or protect against loss. All investments involve risk, including the risk of loss of principal.

* Assets under management are as of 9/30/15. † Largest multi-boutique manager claim based on BNY Mellon determination using assets under management as stated in P&I 2014 Special Report on Money Managers. Each boutique is a subsidiary of BNY Mellon. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may also be used as a generic term to reference the Corporation as a whole or its various subsidiaries.

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