

GENERAL

Do asset management accounts really benefit investors and what are some of the major benefits of Corestone® that I can highlight to my clients?

Investors can benefit from the many great features that are part of an asset management account like Corestone:

- **Check Writing**—With Corestone, investors can write as many checks as they want (even for a penny), and there is no minimum amount required.¹
- **Check Orders**—With Corestone, there is no fee for initial check order. Personal check reorders are \$7.50–\$12.50 per order—compared to \$37 for a standard reorder of checks charged by at least one big bank.
- **Reasonable Annual Fees**
 - Corestone Silver account has a \$25 annual fee. Checking account charges of \$5–\$10 per month are now the standard. That comes to \$60–\$120 per year, compared to \$25 for Corestone Silver or \$50 for Corestone Silver Plus.
 - At \$100 and \$150, Corestone Gold and Platinum accounts are also a great value. With \$10,000 in annual spending, investors can cover their entire annual fee with participation in the RewardSuite™ program. And, with the bonus points program, the payback can be faster than ever. With features like enhanced cost-basis reporting, expense coding and tracking, as well as a year-end account summary, these accounts can also be real time savers.
- **ATM Access**—Corestone offers a choice of over 51,000 surcharge-free ATMs through the PNC and Allpoint® networks providing access to cash 24 hours a day, seven days a week, with no ATM withdrawal charges. As an added benefit, if investors use an ATM outside of the PNC Bank or Allpoint networks, limited monthly ATM withdrawal fees will be reimbursed for Gold and Platinum accounts up to monthly limits. Cash can be accessed through a network of over 1 million ATMs worldwide.
- **Gold and Platinum VISA® Debit Card Functions**—Available for Silver Plus level and above, PNC Bank debit cards are easy to use, with a choice of signature or personal identification number (PIN)-based functions. Investors can obtain cash back (subject to store limits) by simply swiping their debit card and entering their PIN. Daily spending limits are higher and each investor has his or her own limit, providing greater flexibility and control.
- **BillSuite™**—Includes options for electronic bill delivery, bill payment and auto pay, and is available at no additional charge with every Corestone account with check writing for all account levels. Note: BillSuite is accessed through NetXInvestor®. Investors will need to ask their firm for BillSuite.
- **RewardSuite**—Loyalty program offered at no additional charge to enrolled Corestone Gold and Platinum level investors with a debit card. Platinum level investors with RewardSuite enjoy enhanced benefits, such as airline rewards with fewer restrictions, as well as concierge services online or by phone.
- **Retrieve Images of Cancelled Checks**—Investors enrolled in NetXInvestor can retrieve images of cancelled checks simply by clicking on the **Details** link where the check appears in the **History** section.

Advisors also benefit when investors open accounts:

- **Larger Investor Balances**—The average size of a brokerage account with Pershing's asset management feature is 2.3 times larger than the average size of a standard retail brokerage account at Pershing.²
- **Easy to Open**—Account opening is easy, thanks to a simple application form. A securities license is not required to open an account, so a secretary or registered administrative assistant can open these accounts.

What are the benefits to me or my firm?

Corestone is a turnkey offering that brings more assets into view and allows them to be managed in one place. Deposits are handled just like deposits to a regular brokerage account. It is easy to open an account and accountholders are supported by a dedicated client service team, available for questions, Monday-Friday between 8.30 a.m. and 6 p.m. (ET), with 24/7 live service available for all bill payment and debit card-related questions.

Offering financial solutions like Corestone can enhance your relationship with your investors. For instance, a number of investors who use BillSuite use their asset management account as the central point of their financial life.

How many tiers are available to investors?

Corestone offers four tiers—Silver, Silver Plus, Gold and Platinum. All tiers offer distinct features that will appeal to your investors.

What are some of the benefits the Silver and Silver Plus tiers offer investors?

Silver accounts offer investors easy access to funds, unlimited check writing, daily cash sweep, online bill payment, telephone access and more. Silver Plus accounts include all the benefits of Silver as well as the convenience of a Visa debit card. In addition, the Silver Plus tier is an affordable entry point that can easily be upgraded as asset levels build. Plus, there is no annual fee for new accounts for the first year.

What are some of the benefits the Gold and Platinum tiers offer investors?

Gold accounts offer investors all the benefits of the Silver and Silver Plus levels, plus enhanced reporting, expense tracking, free dividend reinvestment, purchase and travel protection, and a complimentary, points-based rewards program. Platinum accounts include all the benefits of the Silver, Silver Plus and Gold levels. In addition, there are higher withdrawal limits, higher discounts on check orders and stop payments at no additional charge. The rewards program features higher point accumulation, concierge services and minimal travel restrictions.

Why should I encourage my investors to upgrade their existing Corestone accounts to Gold or Platinum level?

Investors who upgrade their existing accounts to the Gold or Platinum level will receive a number of new services and account features, including participation in the complimentary RewardSuite loyalty program, while also being eligible to earn additional bonus points.

What additional account services and features will my investors receive?

Gold and Platinum investors gain access to the following:

- RewardSuite is a complimentary reward program for Gold and Platinum investors. RewardSuite uses a point system that lets investors earn a wide variety of regular and bonus points simply by using a Visa debit card linked to their accounts. Gold cardholders earn 1 point and Platinum cardholders earn 1.5 points for every dollar spent on eligible debit-card purchases. Each account may earn up to 250,000 points in a year at the Gold level and 500,000 per year at the Platinum level. Bonus points may be earned in addition to these annual limits.
- Use of any ATM with limited monthly fee reimbursement at non-network ATMs.
- Discounts on standard checks.
- Consolidated reports to make tax preparation easier, including a record of expenses by category on statements, a year-end summary of expenses and detailed cost-basis reporting.

In addition, Platinum investors also benefit from complimentary concierge services, which include personalized assistance for entertainment, business or personal travel plans such as limousine transportation, passport and visa assistance, arrangement of special experiences, sightseeing tours and more.

OPERATIONS

What materials do I need to enroll an investor in Corestone?

You will need the Corestone brochure, application and agreement. All are in the Marketing Center in NetX360®.

What is Allpoint?

Allpoint is a network of 55,000 ATMs in the U.S. and a number of other locations outside the U.S. Corestone investors have surcharge-free access to 43,000 Allpoint ATMs in the U.S.

Where are Allpoint ATMs located?

Allpoint ATMs are at retailers in all 50 states in the United States, Puerto Rico, Mexico, Australia and the United Kingdom. Current participating retailers include CVS/pharmacy®, Kroger®, Target® and Walgreens®. Investors can use the ATM locator at AllpointNetwork.com to find the nearest Allpoint ATM.

How does Allpoint's ATM locator work?

Investors simply type either their ZIP code or city and state into the ATM locator on AllpointNetwork.com, and the locator will list the addresses of all Allpoint ATMs within 50 miles—up to 50 locations.

How many times can an investor use an Allpoint ATM?

Investors receive an unlimited number of surcharge-free transactions at Allpoint ATMs.

Will investors incur a fee for using an Allpoint ATM?

No. However, if a surcharge message appears during a transaction at an Allpoint ATM in the U.S., investors should accept the surcharge. Per Allpoint's website, investors will either not be charged or Allpoint will refund the surcharge. Investors may incur a surcharge if they use an ATM outside the PNC Bank or Allpoint network.

Does Allpoint have a mobile app?

Yes. Allpoint has an app available for Android™ and iPhone®.

To access the app from an Android:

- Click **Applications**
- Click **Market**
- Type **Allpoint in the search field**
- Click **Allpoint Global Surcharge-Free ATM Network**
- Click **Free Download**

To access the app from an iPhone:

- Click **App Store**
- Type **Allpoint in the search field**
- Click **Allpoint Global Surcharge-Free ATM Network**
- Click **Free**
- Click **Install**
- Type **username and password**

Do investors need to access NetXInvestor to use BillSuite?

Yes. Investors will need to access NetXInvestor to use BillSuite.

How much time is needed for a new Corestone investor to be approved for BillSuite?

Once the application has been submitted, it usually takes three to four business days to complete the approval process. Upon approval, new investors can access BillSuite the next business day.

Is there a client service telephone number for investors?

For investment account questions, Corestone investors may call Client Service at (800) 547-7008, Monday through Friday, from 8.30 a.m.-6 p.m. (ET). Investors outside of the United States can reach Pershing's Client Service Department by calling collect at (610) 382-8380, during the hours mentioned. For questions regarding debit cards and bill payment, Client Service is available 24 hours, seven days a week at the same numbers.

Should investors notify Pershing's Client Service Department of travel plans so it can place notes on the cards?

Yes. Investors should notify Pershing's Client Service Department of travel plans so it can place notes on the cards. Client Service may be reached at (800) 547-7008, Monday through Friday, from 8.30 a.m.-6 p.m. (ET). Investors outside of the United States can reach Pershing's Client Service Department by calling collect at (610) 382-8380, during the hours mentioned above. We issue a unique card number for each investor and use a monitoring system to help alert us to potentially fraudulent transactions. Anytime investors travel, notifying us of the dates and locations will allow us to quickly resolve any alerts with minimal disruption of service.

Can investors use their Visa cards for PIN-based transactions and receive cash back at registers and where is that option available?

Yes. Investors may use their debit cards for PIN-based transactions for cash back at participating retailers (subject to store limits).

Is expense coding offered?

Expense coding is included at no additional charge for Gold and Platinum investors.

Can investors view copies of checks online?

Yes. Investors can view check copies online as long as they have access to NetXInvestor. Investors can simply click on the **Details** link on the check in the **History** section to pull an image of the front and back of the check.

Will investors have to update their automated payments?

Yes. Investors must update any automated payments with their new debit card or checking account information.

Can investors enrolled in Corestone download information to Quicken®?

Yes. To do so, the file must first be converted to a Quicken Interchange Format (QIF) file. Once the file has been created, investors can manually import the file from their account into Quicken by following: File > Import > QIF.

Can investors establish Automated Clearing House requests with another bank without involving the firm?

Yes. Investors can do so by providing the bank with the routing number and checking account number at the bottom of their checks.

REWARDSUITE

What are RewardSuite bonus points?

These are additional points that RewardSuite members can earn, on top of the regular points earned from debit card purchases. Bonus points have the same value as regular points; however, bonus points can be earned above and beyond the annual cap for earning regular points. A schedule of possible bonus point earnings may be found at myrewardsuite.com.

With RewardSuite, what bonus points will investors earn when upgrading their accounts?

In addition to the points earned by using their Visa debit card, investors may earn bonus points for:

- Upgrading to the Gold or Platinum levels.
- Enrolling in the RewardSuite loyalty program.
- Enrolling in the BillSuite online bill-payment program.
- Celebrating an anniversary as a Corestone accountholder.
- Making direct deposits totalling \$1,000 or more into Corestone .
- Referring friends or family members who open a Corestone account.³ Referrers and referees are awarded points as follows:
 - Gold level: 500 points
 - Platinum level: 1,000 points

To earn referral points, your investors will need to let their advisor know when they have referred an account. Then, a Service Center request should be submitted, using the path: AMA/Resource Checking > Misc. AMA/Res. Checking Issues > AMA Account. The account numbers of both the referring party and the new account must be included. Pershing will then add the points to each party's account. Please allow two to three days for bonus points to be credited to the accounts.

How can an investor enroll in RewardSuite?

If your client doesn't have an asset management account, or is currently a Silver or Silver Plus account holder, ask him or her about upgrading to Gold or Platinum. If your client is already a Gold or Platinum account holder, you or your sales assistant may send a Service Center request into Pershing, and then your client can log in to myrewardsuite.com and complete the registration by using his or her brokerage account number.

What are the investor benefits of RewardSuite?

Travel—Access flexible online booking for travel, air, hotels, car rentals, cruises and more.

Gift Cards and eCertificates—Order gift cards for national retailers and restaurants, including Amazon.com®, Bed, Bath & Beyond®, Best Buy®, Dillard's, ExxonMobil™, Flowers.com®, Gap, Hard Rock Café®, Home Depot®, L.L. Bean®, Macys, Outback Steakhouse®, Staples®, Starbucks®, Target® and other popular businesses.

Cash—Redeem rewards for up to \$5,000 in cash for deposit directly into a linked Corestone account.

The program is included at no additional cost as part of the Gold and Platinum levels.

What are the extra benefits of RewardSuite at the Platinum level?

- Faster earning capability for Platinum level accounts, at the rate of 1.5 points per dollar spent, compared to 1 point per dollar on Gold level accounts.⁴
- More flexible air ticketing, including last minute arrangements with no 21-day advance or Saturday night stay-over requirements.
- Full range of concierge services, including limousine transportation, passport and visa assistance, arrangement of special experiences, sightseeing tours and more.

How valuable are the bonus rewards?

Investors who upgrade their accounts or sign up for additional services can earn these bonus points:

For existing Silver and Silver Plus investors	Bonus Points
Upgrade to Gold level	2,500
Upgrade to Platinum level	5,000
For existing Gold investors	Bonus Points
Upgrade to Platinum level	2,500
Enroll in RewardSuite loyalty program	2,500
Enroll in BillSuite online bill-payment program	1,250
Annual bonus at each anniversary of opening the account	500
Referral rewards (points awarded to the individual making the referral and the individual opening the account)	500
Direct deposits of \$1,000 or more	125 per month or 1,500 per year
For existing Platinum tier investors	Bonus Points
Enroll in RewardSuite loyalty program	5,000
Enroll in BillSuite online bill-payment program	2,500
Annual bonus at each anniversary of opening the account	1,000
Referral rewards (points awarded to the individual making the referral and the individual opening the account)	1,000
Direct deposits of \$1,000 or more	250 per month or 3,000 per year

Why have bonus points been added to RewardSuite?

Bonus points are to reward investors. The potential of earning points on transactions is exciting, but bonus points recognize the actions an investor may take to enhance their own experience with the account, such as signing up for RewardSuite and BillSuite, upgrading their account to a higher level, making a direct deposit or celebrating an account anniversary. Marketing research reconfirms the classic left-brain, right-brain paradigm, in which emotionally engaged investors are more likely than those who are highly satisfied to transact more and remain loyal.⁵

Are there any limits on the number of points that can be earned?

Each account may earn up to 250,000 points per year at the Gold level and 500,000 per year at the Platinum level. Bonus points may be earned in addition to these annual limits.

Do these points ever expire?

Points will remain in the account for 3 years until the end of the quarter in which they were earned. For example, if 1,000 points are earned in May 2015, and not cashed in for redemption, these points will remain in the account until the end of June 2018. Redeemed and expired points will be based on a first-in, first-out process.

Are points earned on all transactions?

Points are earned on all purchase transactions, whether they are debit or credit transactions. Points are also earned regardless of whether the transaction is PIN-based or signature-based. Points are not earned for ATM transactions.

Are points accumulated per account or per debit card?

Points accumulate for the overall account profile associated with the asset management account, not per debit card. If an account has multiple debit cardholders, the points are accumulated for the overall account and not individually by cardholder.

Are only individuals eligible for this program?

Corestone offers corporate versions at the Gold and Platinum levels that include RewardSuite. This is one of the few programs in the marketplace that rewards businesses with points for purchases made on a debit card.

What happens to points if an account is closed?

Investors who close their asset management accounts have up to six months to reopen their accounts to access and redeem their rewards points. After that time, points are permanently forfeited. The associated asset management account must be open and in good standing in order to redeem points.

Can an investor who has already opened a Gold or Platinum account qualify for bonus points?

Clients who have not as yet enrolled in the BillSuite or RewardSuite programs are eligible for these bonuses. Those investors who have a Gold or Platinum account are not eligible for the upgrade bonus.

How do investors check their bonus points?

Investors may check the points they have accumulated by logging in to their account information on the RewardSuite website.

FEES

What are the fees for Corestone?

Below is a summary of some of the fees associated with Corestone. **Note:** Firms can increase fees or apply a different agreed upon fee schedule for investors with Pershing. Check with your firm or Relationship Manager for your specific fees.

- **Standard Annual Fees**
 - Silver \$25⁶
 - Silver Plus \$50
 - Gold \$100
 - Platinum \$150
 - Corporate Gold \$150
 - Corporate Platinum \$250
- **Stop Payment Fees** are \$25. However, Platinum investors will not pay a fee for stop payments.
- **Non-Sufficient Funds (NSF) Fees** are \$25. Many banks charge \$30 to \$40 per check or debit incurred. Investors who maintain adequate account balances and those with access to available margin can avoid NSF fees altogether.
- **Overnight Fees** are \$20 for both domestic and international packages.

Are there charges for ATM withdrawals?

Pershing does not add charges for transactions that occur outside the network of 8,500 PNC Bank ATMs and over 43,000 surcharge-free Allpoint network ATMs. Many banks are introducing charges of \$2–3 in addition to network and bank charges that have been around for years. Total fees can add up to more than \$5 per transaction. Investors pay only the fees levied by any ATM outside of the Allpoint and PNC Bank networks. Investors are reimbursed the first \$5 per month of non-network ATM fees for Gold and the first \$10 per month for Platinum.

Is there a monthly fee for BillSuite?

There is no monthly fee for BillSuite. It is available to all accounts with check writing at no additional charge. However, monthly access fees for NetXInvestor will still apply.

Note: Rates and solution features are subject to change in the future. You will be notified of any changes at least 30 days prior to implementation.

¹ Check writing services may not be available to all firms. Please contact your Account Manager for more information.

² Source: Pershing LLC; Pershing Corestone and standard retail brokerage account as of 06/30/2015.

³ Employees of Pershing/BNY Mellon and their affiliates, including, but not limited to, Pershing Advisor Solutions LLC and Registered Investment Advisers (“RIAs”) that use Pershing Advisor Solutions, or employees of your financial institution or employees of an introducing broker-dealer clearing through Pershing and the family members of any such employee are not eligible for bonus points for a referral. Referrer cannot be a beneficial owner or authorized party to the referred account and have either account qualify for bonus points. Points are earned when a new or existing client opens an asset management account or other asset management account through a Pershing-affiliated broker-dealer or Pershing Advisor Solutions-affiliated RIA, or is referred by an existing RewardSuite user at the same broker-dealer or RIA. Eligibility is at the discretion of Pershing LLC and terms may be changed and/or program may be suspended at any time without prior notice. Limited to 10 referrals per year for a maximum of 10,000 referral bonus points in a given year for referrers.

⁴ Each account may earn up to 250,000 points in a year at the Gold level and 500,000 per year at the Platinum level. Bonus points may be earned in addition to these annual limits.

⁵ <http://www.marketingpower.com/ResourceLibrary/MarketingNews/Pages/2013/6-13/robert-duboff-research-marketing-decisions-nielsen-measurement-models-right-brain-left-brain-digital-marketing.aspx>

⁶ \$25 fee will be waived for Corestone accounts that have \$25,000 or more in average month-end closing cash sweep balances.