



THE BANK OF NEW YORK MELLON



Alexander Hamilton Awards

October 27, 2008

Corporate Finance in a Difficult Market

Corporate Finance Panel

Moderator

Susan Skerritt, Managing Director, **The Bank of New York Mellon**

Speakers

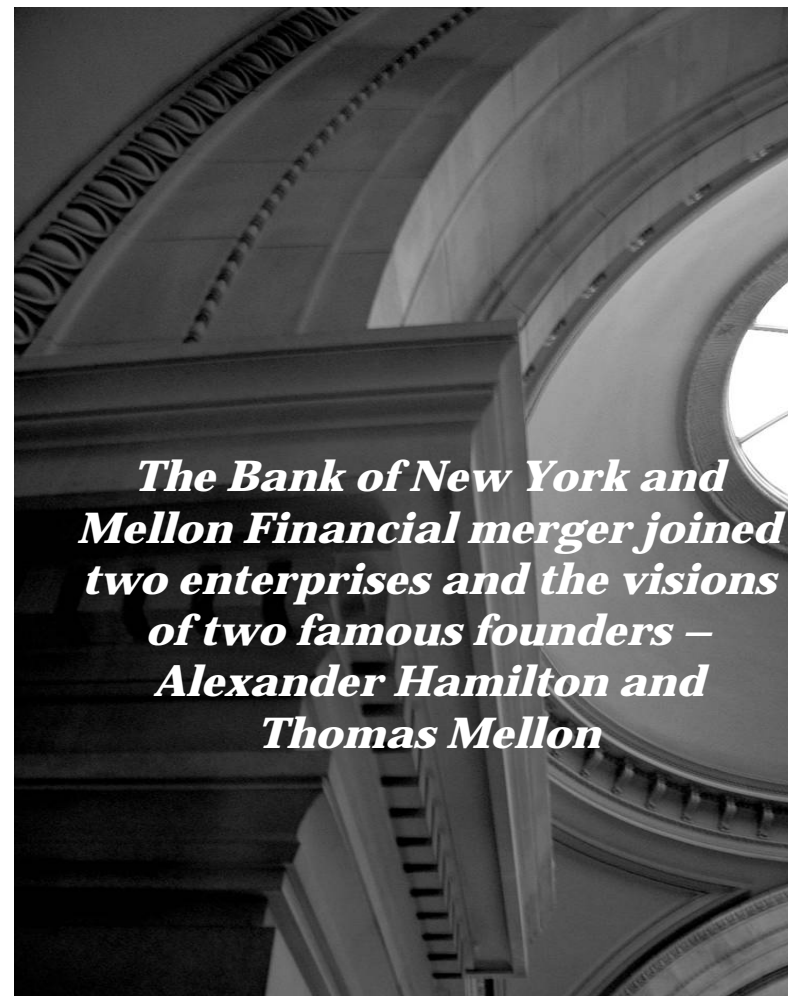
Taun Dimatteo, SVP – Tax, **Dr Pepper Snapple Group**

Bob Boyce, Assistant Treasurer, **Freeport-McMoRan Copper & Gold Inc**

Brian Eller, Director of Banking and Liquidity Management, **GMAC Financial Services**

The Bank of New York Mellon: An Overview

- **The Bank of New York Mellon: A leading asset management and securities services company**
- **43,100 employees worldwide**
- **Global presence in 34 countries, serving more than 100 markets**
- **\$1.1 trillion in assets under management**
- **\$22.4 trillion in assets under custody & administration**
- **\$12 trillion in outstanding debt serviced**



Note: Reflects combined data and information for The Bank of New York Company, Inc. and Mellon Financial Corporation

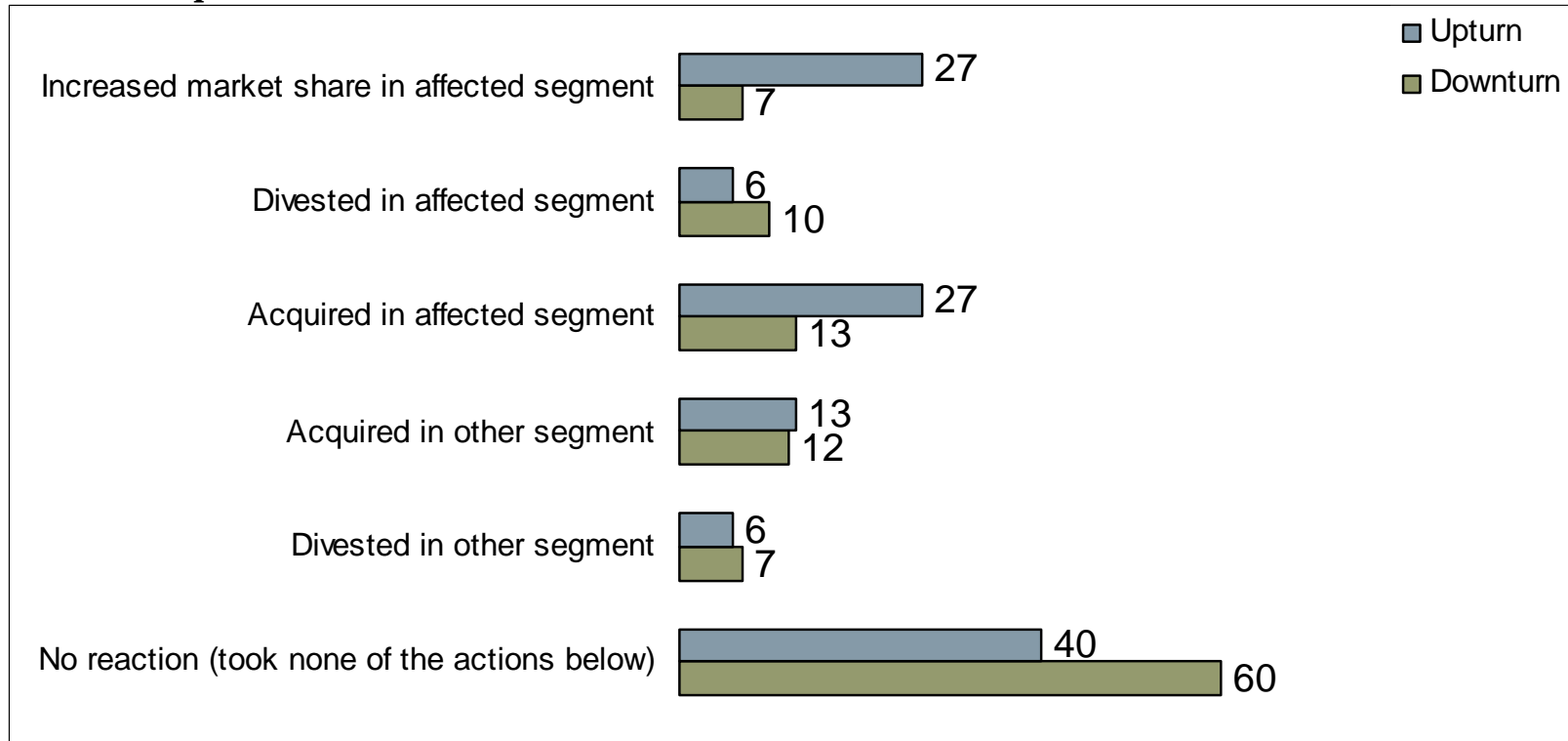
Corporate Finance in a Difficult Market

Corporate Finance in a Difficult Market: How to Weather the Storm

- **Actively communicate**
 - **Shareholders, analysts and other external constituents need to hear how you are managing the situation**
 - **Employees will be more productive if they have information**
- **Have a clear strategic vision for the business**
- **Be prepared for short-term disruptions before they happen**
- **Think long-term about the business**
- **Be willing to take bold steps that are consistent with your strategic vision**

Corporate Finance in a Difficult Market: How to Benefit from the Storm

Reaction to upturn or downturn in a major segment [% of companies]



Source: August 2008; *The McKinsey Quarterly* (Data from 2001-2004 study of 187 companies)



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