



# Public Relations Dashboard

October 2016

**23**  
PRESS RELEASES  
148 YTD

**104 (est.)**  
INTERVIEWS  
1204 YTD

**398**  
TIER 1-2 CLIPPINGS  
3932 YTD

**21% / 3%**  
POS. / NEG. TONE  
20% / 8% FOR BNY MELLON

## Results of Media Initiatives – Top Highlights

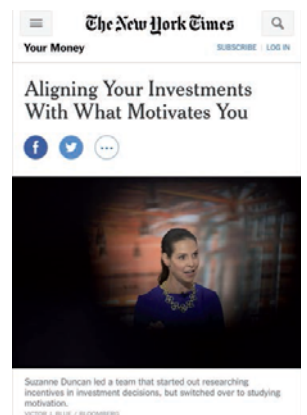
**EXECUTIVE & THOUGHT LEADERSHIP** – Top executive exposure included a feature profile of State Street with Jay Hooley in *Global Custodian*: “**State Street boss aims to turn the tide**” and a **profile of Jay Hooley** in *Boston Magazine* (see photos); coverage of State Street’s **Q3 earnings** with 16 main articles, mostly neutral to positive in tone, including in *Securities Lending Times* – “**State Street’s Ahead**” and *Funds Services* – “**Momentum for State Street**” quoting Jay Hooley, and in *Ignites* with a focus on the benefits of our digital transformation.

Other corporate news included an interview with Suzanne Duncan in *The Australian* (on the love of money) **and an exclusive in the New York Times** on the **CAR motivation research**, featuring Suzanne Duncan (see photo); and several articles on **inclusive corporate cultures** and **innovate marketing strategies**, in *Ignites* and *Ignites Europe*, including a video interview with Hannah Grove discussing State Street’s social media campaign, using emojis to explain financial regulation (see photos); Hannah Grove was also listed in this year’s *Financial Times*’ Top 50 LGBT Ally Executives.

**TECH & GS/GM/GX** – Outreach on **fintech and blockchain** included articles in *The Australian* quoting Hu Liang and in *IO&C* with Lou Maiuri discussing how SSGX is taking advantage of both digitalization and big data; articles in *Global Custodian* on the increasingly pivotal role of data, quoting JR Lowry, and on fintech quoting David Newns; an article in *Ignites Europe* on IFDS’ blockchain technology quoting Phil Goffin; and articles in *Funds Europe* quoting Jessica Donohue on the progress of the “big data” partnership with AXA and Maria Cantillon on liquid alternatives.

Other business news included an article in *Pensions Expert* by Kim Newell-Chebator making the case for diversity on pension fund boards; coverage of **Currenex’s launch of its X2 platform** in numerous outlets including *Fund Services*, *FTSE Global Markets*, *FX-MM*, and *FX Week*, quoting David Newns; an article in *Ignites* quoting Brenda Lyons and Andrew Erickson on the industry response to SEC rule changes; an article quoting Alex Lawton on hedge funds and liquidity in *Global Custodian*; coverage of Aisling Keane’s AIS appointment in Asia, including in *Asia Asset Management*; coverage of State Street’s **renewed and expanded mandate with PIMCO**, including in *Global Custodian*, *Ignites*, *Funds Services*, and *Waters Technology*; and widespread coverage of State Street being selected as ETF fund administrator for Winklevoss bitcoin ETF, including in *Forbes* and *the Wall Street Journal*.

**SSGA** – **Top news** included articles focusing on **board governance** quoting Ron O’Hanley, including in *Bloomberg*, *the Boston Globe*, and *Pensions & Investments*, and an article in *Investor Daily* on the need to focus on long-term strategy, quoting Rakhi Kumar; an interview with Ron O’Hanley in *Het Financieele Dagblad* on passive investing and SSGA’s ETF business (see photo); widespread coverage in Australia of **SSGA’s new fund excluding tobacco and controversial weapons**, including an



State Street explains the capital markets through emojis

interview with Lochiel Crafter in *Australian Financial Review*, “**Medibank stubs cig out**”; an article in *Super Review* on smart beta, quoting Jonathan Sheard; widespread coverage in Italy of **Cometa ESG mandate** with SSGA among the 7 managers selected, including in *Il Sole 24 Ore*, *Milano Finanza*, *I&PE and P&I*; an article on financial literacy in *MarketWatch* quoting Brie Williams; coverage of the latest **SSGA DC survey** in *PlanAdviser*, *Wealth Management*, and in the *Sunday Business Post* quoting Alistair Byrne; other DC news included a byline article in *Pensions World* by Alistair Byrne and Darren Philp, and an interview with Fredrik Axsater in *Value Walk* and *SHRM*.

**Top ETF coverage** included an article in *TheStreet* with Ron O’Hanley on the reasons for the popularity of bond ETFs; an article in *Financial Standard* on the changing role of ETF model portfolios quoting Shaun Parkin and Thomas Poullaouec; an article on *FOX Business* on actively managed ETFs quoting Dave Mazza; and a number of articles on **SSGA’s new ESG strategies** (Fossil Fuel Reserves Free ETF) including in *PlanSponsor* and *ETF Express*, quoting Chris McKnett.

**Top market commentaries** included an interview with Ron O’Hanley on *CNBC’s Markets Now* (see photo) discussing the impact of the US presidential elections; and other interventions by Tim Graf, Mike Arone, Rick Lacaille, Antoine Lesné, Jenn Bender, Thomas Poullaouec, Bart Wakabayashi, Kheng Siang Ng, Lee Ferridge, and Collin Crowover among others, focusing on reactions to the Fed and other central banks’ decisions in October, currency markets, Brexit, and the UK property market. Top media outlets included *Australian Financial Review*, *Bloomberg News*, *Bloomberg Japan*, *Nikkei Online*, *CNBC*, *Financial Times*, *Sydney Morning Herald*, and *The Wall Street Journal*.



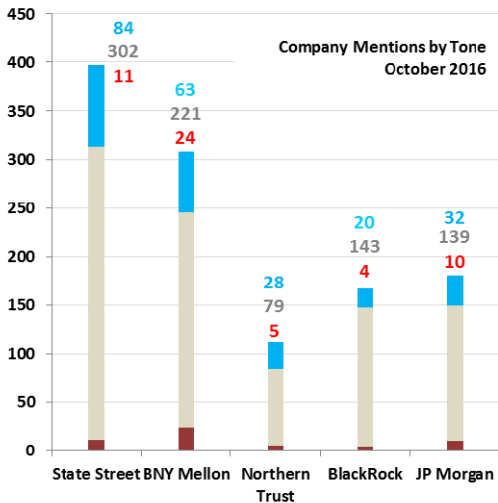
Energie: State Street's Way of Breaking Down Reg Reform

"Voor goede actieve fondsen is er nog best plaats"

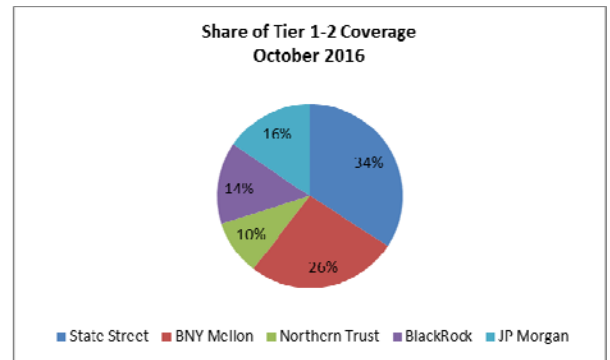


## Media Metrics

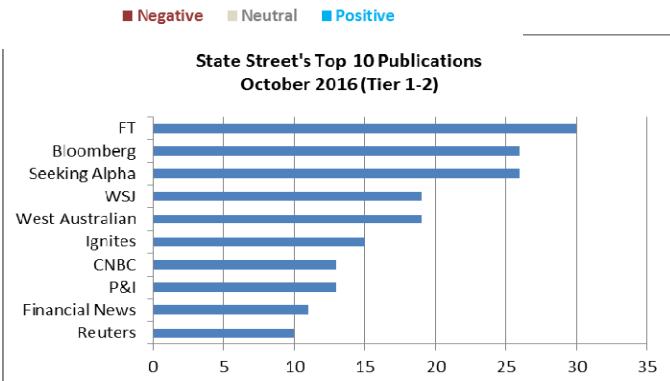
### Tonality of State Street’s Media Coverage vs. Peers



### Share of Voice



In October, State Street recorded the highest volume of press coverage among its peers, with 28% more than BNY Mellon. **Positive news represented 21% of coverage, 2 points higher than in September while negative news was 3%, 3 points lower than last month’s measure.** Respective shares of coverage for BNY Mellon were 20% positive (up 2 points) and 8% negative (down 7 points).



*The Financial Times*, *Bloomberg*, *WSJ* and *West Australian* were among State Street’s top 5 publications in October. The top 10 represented **46%** of the overall Tier 1-2 data universe (a 4-point gain over September’s share).