



Broadridge Introduces a New Global Collateral Management Solution

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LAKE SUCCESS, N.Y., April 8, 2014 /PRNewswire/ -- [Broadridge Financial Solutions](#), Inc. (NYSE: BR), a leading provider of technology-driven solutions for financial firms and corporate issuers globally, today announced the launch of CollateralPro™. A comprehensive enterprise-wide solution, CollateralPro is designed to help investment banks, asset management firms and service providers transform their regional or global collateral management functions.



CollateralPro delivers end-to-end collateral management capabilities, which support bi-lateral and cleared derivatives, as well as securities financing transactions. In addition to providing excellent core collateral management functionality, CollateralPro offers an advanced optimization module which can assist clients in improving liquidity and profitability via efficient asset allocation. This new solution will be available as a hosted or licensed technology; integrated as a holistic solution with Broadridge or other platforms; or offered as a managed service.

"Financial services firms from many sectors are actively seeking strong collateral management tools that will help them respond to new regulatory requirements and optimize inventory usage across their businesses. CollateralPro leverages Broadridge's global service delivery model and our world-class infrastructure to provide an integrated solution that meets those challenges," said Jerry Friedhoff, Managing Director, Securities Financing and Collateral Management, Broadridge. "We are excited to add this powerful suite of collateral management tools to our existing portfolio of securities financing and securities processing solutions," continued Mr. Friedhoff.

Designed to be one of the industry's most flexible and scalable collateral management solutions, CollateralPro enables firms to upgrade key functions to help them comply with industry regulations and changes in collateral requirements. CollateralPro integrates with any existing system architecture to streamline workflows and provide a holistic view of firm inventory. This solution allows firms with even the most complex organizational structures to efficiently and effectively allocate their assets. Building on Broadridge's alliance with Lombard Risk, CollateralPro incorporates best practices for managing collateral with leading product technology to improve efficiency, reduce costs and mitigate risk.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,400 full-time associates in 13 countries.

For more information about Broadridge, please visit www.broadridge.com.

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