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**KeyBank's Key Investment Services (KIS) Partners with Jemstep to Offer Digital Advice Platform to Select Clients**

***Jemstep Advisor Pro offers automated investing capabilities to help achieve client-focused solutions***

August 15, 2017 –Atlanta, GA – Jemstep, a market-leading provider of a digital advice platform for financial advisors, and Key Investment Services (KIS), the retail broker dealer and investment advisory arm of KeyBank, one of the nation's largest financial services companies, today announced a partnership to deliver an in-market digital solution in 2017. The digital advice platform, Jemstep Advisor Pro, has been configured for KIS, with system development and integration now ready for phased implementation.

"We are thrilled to partner with Jemstep to implement their quality digital platform for our existing clients to provide access to our investment services while supporting our Department of Labor and other regulatory requirements," said Marc Vosen, president of Key Investment Services. "Jemstep was a clear choice for us as they have a proven, cost-effective platform, integrated with firms with which we currently have relationships, and as a subsidiary of Invesco, I know they will be there tomorrow."

Jemstep Advisor Pro is a configurable white-label digital advice service that enables financial institutions to offer tiered investment advisory services to different customer segments with different levels of access to advisors. The platform's flexible, self-service interface utilizes single sign-on (SSO), making it easy for clients to onboard as AUM based clients, but also reach out for service if needed.

Jemstep's guided investment flow includes a customizable risk tolerance questionnaire, which based on responses, will map clients to the appropriate portfolio. Jemstep Advisor Pro is an open investment architecture platform with integrated trading and portfolio rebalancing. In the case of KIS, investment portfolios are provided by BNY Mellon's Lockwood, with trading and rebalancing supported by BNY Mellon's Pershing on the Pershing NetX360<sup>®</sup> platform.

Jemstep worked closely with KIS, Pershing and others to implement Jemstep Advisor Pro quickly and efficiently. "Based on our experience to date, my team now considers Jemstep one of our strategic technology partners," said Vosen.

Vosen added that Jemstep's commitment to partnership and the platform's integration with their existing platforms also helped to quickly bring the service live.

"Jemstep is proud to partner with Key Investment Services to deliver both a quality digital solution to help clients meet their financial goals and an efficient service that integrates within KIS's existing middle and back-office processes," said Simon Roy, President and CEO of Jemstep. "Jemstep is dedicated to working with banks, broker dealers, RIAs and other financial institutions to help them grow their wealth management business by meeting the evolving needs of their client base, regulators and their shareholders."

### **About KeyCorp**

KeyCorp's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, Key is one of the nation's largest bank-based financial services companies, with assets of approximately \$134.5 billion at March 31, 2017. Key provides deposit, lending, cash management, insurance, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of more than 1,200 branches and more than 1,500 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications, and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

### **About Key Investment Services®**

Key Investment Services LLC, a FINRA registered broker dealer and SEC-registered investment advisor, supports Community Banking clients with dedicated financial advisors across Key's geographies. Through KIS, Key ensures that clients are aligned more closely with the proper delivery channels, offering a comprehensive set of investment and insurance solutions. KIS advisors provide goal-based solutions tailored to clients' individual needs.

Investment products are offered through KIS. Insurance products are offered through KeyCorp Insurance Agency USA, Inc. (KIA). KIS and KIA are affiliated with KeyBank National Association (KeyBank).

KIS, KIA and KeyBank are separate entities, and when you buy or sell securities and insurance products you are doing business with KIS and/or KIA, and not KeyBank.

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**About Jemstep**

Jemstep is a market-leading provider of financial advisor-focused digital solutions. Established in 2008, it was one of the first digital platforms to focus on helping advisors deliver professional advice to their clients online. The award winning Jemstep Advisor Pro platform helps advisors scale their business efficiently by providing a full suite of highly flexible technology solutions that can be easily integrated into existing systems and business models. Invesco acquired Jemstep in January 2016.

**About Invesco**

Invesco is an independent investment management firm dedicated to delivering an investment experience that helps people get more out of life. NYSE: IVZ; [www.invesco.com](http://www.invesco.com)

**About BNY Mellon's Pershing**

BNY Mellon's Pershing and its affiliates provide advisors, broker-dealers, family offices, hedge fund and '40 Act fund managers, registered investment advisor firms and wealth managers with a broad suite of global financial business solutions. Many of the world's most sophisticated and successful financial services firms rely on Pershing for clearing and custody, investment and retirement solutions, technology, enterprise data management, trading services, prime brokerage and business consulting. Pershing helps clients improve profitability and drive growth, create capacity and efficiency, attract and retain talent, and manage risk and regulation. With a network of 23 offices worldwide, Pershing provides business-to-business solutions to clients representing more than 6 million investor accounts globally. Pershing LLC (member FINRA, NYSE, SIPC) is a BNY Mellon company. Additional information is available on [pershing.com](http://pershing.com), or follow us on Twitter @Pershing.

**About BNY Mellon's Lockwood Advisors, Inc.**

BNY Mellon's Lockwood Advisors, Inc. is a leading provider of managed account solutions. As a program sponsor, Lockwood offers access to some of the industry's leading investment managers, provides independent research on separate account managers, and develops advisory solutions to help investment professionals meet the diverse needs of their clients. Lockwood also offers discretionary portfolio management solutions through financial institutions and independent registered investment advisers. Lockwood Advisors, Inc. is an investment adviser registered in the United States under the Investment Advisers Act of 1940, an affiliate of Pershing LLC and a wholly owned subsidiary of The Bank of New York Mellon Corporation (BNY Mellon).

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