

## **MERRILL LYNCH LEADERSHIP CAMPAIGN**

**GRAPHIC:** *Please see important information at the end of this video*

**VOICEOVER:**

*The world is changing fast.*

*Technology, politics, demographics—all constantly altering course.*

*All that change represents great opportunities.*

*But what will the future look like? How can you navigate it? And how do you stay ahead?*

*At Merrill Lynch, We've been working hard to find answers to those questions.*

*We've pioneered a unique, more personal approach to investing, One that puts the interests of our clients first.*

*It starts by being open and transparent about what we do.*

*We'll explain the services you'll get and, just as importantly, what you'll pay for them.*

*It also requires a different method of investing:*

**GRAPHIC: HEALTH**

*One that doesn't focus first on stocks and markets...*

**GRAPHIC: HOME**

**GRAPHIC: FAMILY**

**GRAPHIC: LEISURE**

*...but on your life and priorities.*

Through honest conversations...

**GRAPHIC: GIVING**

**GRAPHIC: WORK**



**GRAPHIC: FINANCES**

we'll find out what you want your future to look like, and develop a strategy together to help make it happen.

*Finally, it's about flexibility. We'll keep you supported by industry-leading insights, technology and resources, whenever and however you need them.*

*It's just a better, more modern way to do business.*

*That's why we're bullish on the future.*

*Your future.*

**GRAPHIC:**

**Merrill Lynch Bank of America Corporation. Life's better when we're connected®.**

*Important information:*

*Investing involves risk including possible loss of principal.*

*Merrill Lynch Wealth Management makes available products and services offered by Merrill Lynch, Pierce, Fenner & Smith Incorporated, a registered broker-dealer and Member SIPC, and other subsidiaries of Bank of America Corporation.*

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*Banking products are provided by Bank of America, N.A., and affiliated banks, Members FDIC and wholly owned subsidiaries of BofA Corp.*

*Investment products:*

|                      |                         |                |
|----------------------|-------------------------|----------------|
| Are Not FDIC Insured | Are Not Bank Guaranteed | May Lose Value |
|----------------------|-------------------------|----------------|

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2017 original submission - AR6BJP3T  
2018 renewal – ARPQCTB9