

# A LOOK AT THE UPDATED NORTHERNTRUST.COM

On May 22 Northern Trust will launch a new and improved northerntrust.com.

## New Site Features

### 1 PASSPORT LOGIN IN THE HEADER

Visitors can login from any page on Northern Trust by clicking on Passport Login at the top of each page on NorthernTrust.com.

### 2 VIEW CONTENT BASED ON YOUR LOCATION

We automatically detect your location and direct you to the proper region featuring customized content. Visitors can change region at any time.

### 3 FIND THE CONTENT YOU NEED FASTER

A more contemporary design features simpler navigation in a mega menu that expands when you click.

### 4 IMPROVED READABILITY AND ACCESSIBILITY

Simpler page layout allows for a quick scan to find the content you want with the ability to read more details.

### 5 GET IN TOUCH

Easily find a location, send a message or call us.

### 6 INSIGHTS & RESEARCH

View our featured content that includes our latest videos and thought-leadership from our experts.

### 7 EXPLORE EVERYTHING NORTHERN TRUST HAS TO OFFER

The expanded footer invites visitors to explore other websites and visit us on social media.

The screenshot shows the Northern Trust website homepage with the following features highlighted by numbered callouts:

- 1** PASSPORT LOGIN IN THE HEADER: Located in the top right navigation bar.
- 2** VIEW CONTENT BASED ON YOUR LOCATION: Indicated by a location pin icon in the navigation bar.
- 3** FIND THE CONTENT YOU NEED FASTER: Points to the expanded mega menu in the top navigation bar.
- 4** IMPROVED READABILITY AND ACCESSIBILITY: Points to the main hero section with the headline "EXPERTISE MATTERS" and a sub-headline "Answers Beyond The Expected".
- 5** GET IN TOUCH: Points to the "GET IN TOUCH WITH NORTHERN TRUST" section, which includes buttons for "FIND A LOCATION", "CALL US", and "SEND A MESSAGE".
- 6** INSIGHTS & RESEARCH: Points to the "ASSET MANAGEMENT INSIGHTS & RESEARCH" section, which features two article cards: "Evaluating the Efficiency of Smart Beta Indices" and "The Liquidity Lowdown".
- 7** EXPLORE EVERYTHING NORTHERN TRUST HAS TO OFFER: Points to the footer, which contains sections for "SERVICES", "CONTACT US", "LEGAL / PRIVACY", and "OUR SITES".

These new features will make the site more contemporary and easier to navigate. As always, we welcome your feedback.



Northern Trust