



Luxembourg, 30 November 2009

## **PRESS RELEASE**

### **BGL BNP Paribas and BNP Paribas join forces in an ambitious project for Luxembourg**

**Vigorous development of the local market**

**A reinforced presence creating leadership positions  
benefiting the Luxembourg financial centre**

**Luxembourg's no. 1 employer in finance and no. 2 private-sector employer**

The BNP Paribas group is today presenting its industrial plan for Luxembourg, which was approved by the BGL BNP Paribas Board of Directors at a meeting presided by Mr. Gaston Reinesch on 25 November 2009. It is the result of a major joint effort conducted by BGL BNP Paribas and BNP Paribas Luxembourg teams over recent months, working within the framework of the overall industrial plan of BNP Paribas. The tie-up will be completed in the course of 2010, when BNP Paribas Luxembourg will be merged into BGL BNP Paribas.

### **BGL BNP Paribas – an effective local presence**

#### **Individual clients**

The tie-up will enable BGL BNP Paribas to draw on the expertise of BNP Paribas to improve client relationship management and expand its product offering. Sharing of best practices combined with significant investments in training, in products and services, and in business tools will ensure more effective and timely responses to client needs.

#### **Individual clients – Private banking**

The operational model of BNP Paribas will be adjusted to match the specific needs of resident clients. Decentralized Wealth Management Centres will be set up, along with a team dedicated to the Luxembourg market. The bank's aim is to enhance client satisfaction through closer relationships and differentiation of its offering. The combined strengths of BGL BNP Paribas and the BNP Paribas group's International Wealth Management division will provide an optimum commercial base.

#### **Business clientele**

The industrial plan calls for the creation of a single organizational structure to serve both Luxembourg businesses and foreign businesses operating in Luxembourg. A dedicated Medium-size Business team will be set up, with units specializing in the public sector and in real-estate development and promotion.



The trading room will offer a full range of products and services extending from foreign exchange and fixed-income products to equity, derivatives and structured products. Using infrastructure that meets the highest professional standards and competitive pricing, the trading room will also give clients direct access to the specialized expertise of the BNP Paribas group.

In the area of Corporate and Investment Banking, clients will also have access to the expertise available within the BNP Paribas group's international network. At the same time, new development opportunities will be triggered by promoting the specific advantages of the Luxembourg financial centre.

By offering full access to the products and services available from the group network, BGL BNP Paribas will consolidate its uncontested place as a partner for businesses.

### **Leadership positions contributing to Luxembourg's radiance as a financial centre**

#### **An industry benchmark in Luxembourg and group competence centre in securities services**

Three decision-making centres with worldwide scope in securities services will be based in Luxembourg – one for Fund Administration and Middle Office, another for Investment Fund Services, and the third for International Bond-issuer Services. By combining the operations of BGL Securities Services and BP Securities Services, the group will be an industry benchmark in Luxembourg.

A training centre for fund administration will be set up in Luxembourg to meet group-wide training needs in securities services.

#### **Leadership for Private Banking in Luxembourg and launch of a platform with Europe-wide scope**

BGL BNP Paribas will be number one for Private Banking in Luxembourg. Four centres of expertise with Europe-wide or worldwide competence will be set up in the country, with one of these focusing on the global offering in discretionary management. Private Banking business will benefit from global recognition for the BNP Paribas Wealth Management brand, placed sixth in Euromoney's 2009 rankings for private banking worldwide.

#### **The top Luxembourg bank for business in the Grande Région**

As the banking group with the strongest presence in the Grande Région, BNP Paribas will be aiming to take the best advantage of its French, Belgian and German networks by integrating cross-border products and services into local offerings. Overall coordination will be based in Luxembourg, and BGL BNP Paribas will consolidate its presence through its business centres in Trier/Saarbrücken. Dedicated Grande Région offices will be set up in Metz and Strasbourg.

#### **Number one for equipment leasing in Europe**

The combined entity will be a significant force in Europe-wide equipment and real-estate leasing, and leasing operations in domestic markets will be reinforced. The holding company heading up leasing business will be a Luxembourg company in which BGL BNP Paribas will hold a significant equity interest.



## Enriched human capital, the driver for change

The merger will be carried out in full accordance with commitments concerning employment and in consultation with employee representatives. There will be no redundancy plan. Structures have been put in place to assist staff members during the merger process, and significant investments will be made in training. The group's core values of responsiveness, creativity, commitment and ambition will benefit the shared business project.

### **About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://www.bgl.lu)) is one of the largest banks in the Grand Duchy of Luxembourg, with a balance sheet totalling EUR 52.8 billion at 30 June 2009. Now a leader on its domestic market, it offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance.

### **About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) is one of the 6 strongest banks in the world according to Standard & Poor's. With a presence in 85 countries and more than 205,000 employees, 165,200 of which in Europe, BNP Paribas is a global-scale European leader in financial services. It holds key positions in its three activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. The Group benefits from its four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

\*Within its peer group

### Press contacts:

#### **BGL BNP Paribas**

Anne Wenandy

+352 42 42-46 14

[anne.wenandy@bgl.lu](mailto:anne.wenandy@bgl.lu)

Eliane Thines

+352 42 42-62 64

[eliane.thines@bgl.lu](mailto:eliane.thines@bgl.lu)