



PRESS RELEASE

Luxembourg, May 3, 2010

BNP Paribas Personal Investors donates EUR 21,000 to GoodPlanet

As part of its support for the GoodPlanet foundation, BNP Paribas Personal Investors¹ presented a EUR 21,000 cheque to the foundation's president Yann Arthus-Bertrand, on April 20, 2010 in Luxembourg.

It was in late 2009, during the UN's climate change conference at Copenhagen, that BNP Paribas Personal Investors decided to further its commitment to saving the planet by partnering with GoodPlanet and its Action Carbone programme. Accordingly, on launching its **Green World 95% Protected** certificate, 1% of all funds raised went to GoodPlanet, a total of EUR 21,000.

The link-up with GoodPlanet makes BNP Paribas Personal Investors a partner in the **Investir Utile** project, inaugurated in 2006 by Cortal Consors in France with three aims:

1. To raise customer awareness about the environment and sustainable development issues
2. To give customers the opportunity to invest in these growth areas offering potential high-performance
3. To finance environmental projects

"Giving an ethical dimension to our actions and the investments made by our customers is a strong part of our values at BNP Paribas Personal Investors and throughout the BNP Paribas group" said Philippe Zawada, Managing Director of BNP Paribas Personal Investors in Luxembourg.

BNP Paribas Personal Investors offers specialist investment and online brokerage services to an international clientele of affluent and expatriate clients, looking for top-quality service and the flexibility to manage their investments on the internet, over the phone or face-to-face.

To find out more go to: www.bnpparibas-personalinvestors.lu

GoodPlanet is a *fondation reconnue d'utilité publique* (public-interest foundation), headed by Yann Arthus-Bertrand, that strives to raise awareness and educate the public about environmental issues. The GoodPlanet foundation seeks to foster environmental ethics and a way of life that is more respectful of the planet and those who live on it. To find out more go to: www.goodplanet.org

Action Carbone is the foundation's programme for mobilising expertise on carbon issues. The programme offers companies, institutions and private individuals a way to fight climate change by cutting and offsetting their greenhouse gas emissions. To achieve this, the programme funds and supports associative and community projects that reduce emissions or sequester greenhouse gases in developing countries. To find out more go to: www.actioncarbone.org

¹ BNP Paribas Personal Investors is a department of BNP Paribas Luxembourg

About BNP Paribas Personal Investors

Within the Investment Solutions division, BNP Paribas Personal Investors is comprised of Cortal Consors, present in Germany, France and Spain, B*capital, an investment company, Geojit BNP Paribas, one of the leading brokers on the Indian market, and BNP Paribas Personal Investors in Luxembourg and Singapore. BNP Paribas Personal Investors is the leading European broker in personal investing and online trading. It offers a complete range of products and investment services through various distribution channels to more than one million customers.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is one of the six strongest banks in the world according to Standard & Poor's* and the largest bank in the eurozone by deposits. With a presence in more than 80 countries and more than 200,000 employees, including 160,000 in Europe, BNP Paribas is a leading European provider of financial services on a worldwide scale. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Retail Banking, the Group has four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas is rolling out its integrated model across the Europe-Mediterranean zone and boasts a large network in the United States. BNP Paribas Personal Finance is the leader in consumer lending in Europe. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe and solid and fast-growing businesses in Asia.

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