

Luxembourg, 11 May 2010

PRESS RELEASE

New vel'oh ! station inaugurated at BGL BNP Paribas

On Tuesday, 11 May 2010, François Bausch, the City of Luxembourg's First Deputy Mayor in charge of mobility and Eric Martin, Country Head BNP Paribas and Chairman of the Management Board, BGL BNP Paribas, inaugurated the new vel'oh! self-service rent-a-bike station at the bank's Kirchberg site in the presence of Thierry Schuman, member of the Management Board of BGL BNP Paribas and Head of Country Human Resources. The ceremony followed the signature last December 16 of an agreement between the City of Luxembourg and BGL BNP Paribas under which the bank agreed to pay the full cost of installing the station.

Installation of this vel'oh! station by a private-sector business is a world first for self-service rental bicycles. Of all the major European capitals currently offering such networks, Luxembourg is the first to implement cooperative agreements with the private sector, be it for installation of a vel'oh! station or distribution of a Jobkaart vel'oh! pass to employees. "We are delighted with our partnership with BGL BNP Paribas and welcome the opportunity to work together on a truly innovative project that promotes soft mobility in the heart of our capital," commented François Bausch. "We're convinced that this project will be warmly welcomed by the clients and staff of the bank and that other businesses – and even other cities – will want to follow suit."

The move is a new illustration of BGL BNP Paribas's ongoing efforts to reduce its carbon footprint and promote employee health at the workplace. Eric Martin commented: "When the idea of installing a vel'oh! station at the BGL BNP Paribas site was first floated about a year ago, bank management was on board immediately. This ground-breaking project is a perfect reflection of our policy of promoting sustainable development and strengthening our commitment to societal and environmental responsibility."

The new "BGL BNP Paribas Kirchberg" station is within easy reach of the Bricherhaff and Kiem stations. This makes it a perfect extension of the self-service rent-a-bike network operated by the City of Luxembourg, which currently counts 54 stations.

About the City of Luxembourg

The City of Luxembourg is keeping its promises of dynamism: clean and safe, the streets welcome visitors and users looking for a good restaurant, a welcoming terrace, a luxury store or a quality shop. Information for getting there, as a complement to the City Tourist Office, can be delivered by the Hotcity terminals, intelligent relays on phones and laptop computers. At night, the City of Luxembourg opens its heart and is wrapped in warm lights in the streets of the Old Town, Grund and the Centre for a charming escapade in a human-sized capital. Cultural life offers whatever you desire: concerts, festivals, exhibitions, cultural events etc. are on offer throughout the year, responding to the most demanding cultural desires.

The City of Luxembourg is also a "euregional" economic centre, at the centre of the Greater Region of SaarLorLux. A workplace for thousands of cross-border workers, the City welcomes them in ultra-modern business centres and districts with an extensive and accessible public transport network. Coming to Luxembourg to visit, to work or to live also means giving yourself a moment of life, a comfortable break, rich with discoveries, sensations and emotions. Live in tune with the heartbeat of our City!

www.vdl.lu

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg, with a balance sheet totalling EUR 43.2 billion at 31 December 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) 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.

*Within its peer group

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