



PRESS RELEASE

BGL BNP Paribas : a new approach to private banking backed by the branch network

A model based on personal attention, local presence and expertise to serve Luxembourg-based clients

BGL BNP Paribas unveiled its new approach to private banking, backed up by the branch network, at the official inauguration of the *Villa* on 24 October 2011.

Based on closeness, local presence and expertise, the approach is designed to meet the evolving needs of clients living in Luxembourg.

To get nearer to clients, the bank has opened six new Private Banking Centres under the BGL BNP Paribas Wealth Management banner, at Wiltz, Ettelbruck, Esch-sur-Alzette, Strassen, Luxembourg-Gare and Luxembourg-Ville with the *Villa*, the former headquarters of BNP Paribas at 10A Boulevard Royal. The *Villa* has been given a facelift after major investments and is now the flagship for the new approach to private banking in Luxembourg.

The centres offer an exclusive service. Clients will be advised by a single person, their wealth advisor, who will look after all their needs with a comprehensive wealth management offering encompassing everyday banking, project financing, asset structuring and financial investment.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg. As 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 best rated banks in the world*. The Group has a presence in more than 80 countries and more than 200,000 employees, including more than 160,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across the Europe-Mediterranean zone and boasts a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia.

*Rated AA- by Standard & Poor's.



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