



PRESS RELEASE
**BNP Paribas in Luxembourg fosters and
rewards the spirit of innovation**
1st edition of the Innovation Prize

The country management of BNP Paribas in Luxembourg recently presented the winners of the first Luxembourg edition of the "Innovation Prize" with their awards. The competition is part of the "Spirit of Innovation" programme organised by the BNP Paribas group to promote the culture of innovation within the company and to encourage the design and implementation of tools and processes for managing innovation.

BNP Paribas launched the Innovation Prize five years ago to reward, foster and spread the spirit of innovation in all its forms. The prize rewards innovations that have already been implemented, with special emphasis on those that advance the cause of corporate social and environmental responsibility. The first Luxembourg edition of the awards, launched at the start of the year and open to all employees of the BNP Paribas group in the Grand Duchy, was a great success. In all, 18 projects were submitted by 11 BNP Paribas entities, functions and business lines in Luxembourg. The projects that were rewarded concerned the fields of Communications, Internet, Corporate Social Responsibility and Human Resources.

Presenting the awards, Eric Martin, Country Head and Chairman of the BGL BNP Paribas Management Board, remarked: "Being the bank for a changing world is more than just a slogan; it is a promise that we have to keep on a daily basis in everything we do. BGL BNP Paribas has always encouraged innovation provided it delivers genuine benefits for customers. The bank introduced the awards to highlight employees' efforts in the sphere of innovation, one of the core components of BNP Paribas's strategy".

The Innovation Prize award ceremony was followed by the inauguration on the bank's premises of the first Financial Services Innovation Summit, organised by the Public Research Centre Henri Tudor with the support of BGL BNP Paribas.

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 strongest 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 i.e. 3rd rating level on a scale of 22.

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