



PRESS RELEASE
**BGL BNP Paribas consolidates its place as
the banking partner for young people**
“Startin’ Finance” programme a clear success

As the banking partner of choice for young people, BGL BNP Paribas is doing its bit to educate youngsters in the ways of finance through its Startin’ Finance programme. Available to secondary schools in Luxembourg, the programme includes presentations, guided tours, lessons, workshops and lectures, all aimed at linking theory to practice.

Research shows that young people generally know little about banking products and fees, and 56% of 15 to 20-year-olds have said they would like to have practical information on money matters.¹

Launched in 2009, the programme is specifically designed for students in secondary school. Demand has risen sharply since the start of the current school year, with requests from schools now 65% higher than in 2009.

Startin’ Finance draws on the active support of a flexible and professional team of BGL BNP Paribas staff members.

- Presentations and guided tours are organised by half-day, and give students a chance to learn more about what banks do.
- Interactive workshops are an opportunity to apply theory to practical situations through simulations and role play.
- Presentations in economics and project management classes bring experience from the working world into the classroom.
- Lectures address topics such as bankcards, security and managing pocket money, as well as career paths, with a discussion of options available to students as they near the end of their secondary school studies.

Classes can also combine various parts of the programme, taking part in a presentation, guided tour and workshop, all in the same morning.

The programme is an offshoot of *Startin.lu*, BGL BNP Paribas’ blog for young people launched in June 2010. Available in French and German, blogposts offer students and

¹ La Tribune, 5 September, 2008



young people already in the working world advice and practical tips to get them off to a good start.

For more information on Startin' Finance, visit Startin.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 52.5 billion at 30 June 2010. 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* 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.

* Rated AA by Standard & Poor's, i.e., 3rd rating level on a scale of 22.

Press contacts:

Eliane Thines
Anne Wenandy

+352 42 42-62 64
+352 42 42-46 14

eliane.thines@bgl.lu
anne.wenandy@bgl.lu

