



PRESS RELEASE
BGL BNP Paribas welcomes polar explorer Robert Swan to "Doers & Thinkers"

For BGL BNP Paribas, the values of action and thought govern everyday activity. To promote and share those values, which are key to entrepreneurship and innovation, the bank has launched its "Doers & Thinkers" lecture cycle. Twice a year it invites a guest speaker, alternating between a doer from the business community and a thinker from the academic or research sphere. After hosting scientist Susan Greenfield, a world-renowned specialist in brain physiology, in December 2011, BGL BNP Paribas is pleased to welcome Robert Swan for a lecture titled "Whatever you can do, or dream you can, begin it (Goethe)... especially in times of adversity".

An entrepreneur who has lived his dream

Robert Swan is no conventional entrepreneur. In today's tough times, the lecture cycle wanted to give a broader vision of entrepreneurship by finding a doer who has risen to exceptional challenges in exceptional fields. By age 33, Robert became the first person to walk to the North and South Poles unassisted. To cope with the extreme conditions, which are surely the most hostile on Earth, he reached deep inside himself to find the mental and physical resources needed to overcome hardships whatever the circumstances. Among the lessons he has learned are self-transcendence, courage, the ability to learn from mistakes, and the importance of humour and teamwork. For years Robert has endeavoured to draw parallels with the challenges that individuals, managers and company directors may face on a daily basis. He is skilled in the art of motivating his audiences so that they, too, find the courage to live their dreams.

But Robert is also an ardent defender of the environment. With first-hand experience of the damage wrought by global warming on the polar regions and the planet as a whole, he has been working for nearly 30 years to raise the awareness of global leaders and get them involved in the cause. He has been entrusted with a number of international assignments by the highest authorities. Robert also works with children and company heads worldwide through his company, 2041 - the date when the Protocol on Environmental Protection to the Antarctic Treaty comes up for review.

Robert organises international expeditions to Antarctica, where he has set up E-base, the



first educational centre to run exclusively on renewable energies.

“Working for the future of the planet and our children”

“Respect for human beings, the control of environmental impacts, creativity and innovation are an integral part of BGL BNP Paribas and its company project,” says Eric Martin, BNP Paribas Country Manager and Chairman of the BGL BNP Paribas Management Board. “Our Group has a real Corporate Social Responsibility strategy that addresses all our employees, the environment and our customers, for whom we develop socially responsible investment solutions for a fairer and more sustainable world. So it is with great pleasure that we welcome Robert Swan, who bears a message of hope but above all leads real-life initiatives, working for the future of the planet and our children with courage, imagination and determination.”

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. In 2011 the international magazine *The Banker* named BGL BNP Paribas “Bank of the Year” in Luxembourg.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) has a presence in 80 countries with nearly 200,000 employees, including more than 150,000 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 Mediterranean basin countries, in Turkey, in Eastern Europe and 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.

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