



PRESS RELEASE
**BNP Paribas in Luxembourg fosters and
rewards the spirit of innovation**
2nd edition of the Innovation Awards

The BNP Paribas group in Luxembourg recently organised its Innovation Awards competition for the second year running. The awards are part of BNP Paribas' "Spirit of Innovation" programme, which fosters a culture of innovation throughout the company. The competition recognises innovative projects that have actually been implemented, with special emphasis on those addressing issues of social and environmental responsibility as well as client satisfaction.

Open to all Group employees in Luxembourg, the second edition of the Innovation Awards attracted entries in the fields of communication, the internet, corporate social responsibility, human resources and customer relations. Seven of the 20 entries were awarded prizes. Three of these were recognised at Group level and will therefore get exposure outside Luxembourg. The prizewinners on the seven teams were presented with their awards at a ceremony organised at the head office of BGL BNP Paribas and attended by the Group's senior management in Luxembourg.

Speaking at the ceremony, Eric Martin, Country Head and Chairman of the Management Board of BGL BNP Paribas, said: "The Innovation Programme is rooted in our Group's fundamentals, that is to say its values, management principles and baseline, *The Bank for a Changing World*. Another important point is that these innovations should serve our customers and deliver sustainable progress – in other words, they must be responsible" .

Like last year, the prize-giving ceremony for the Innovation Awards heralded the opening of the second Financial Services Innovation Summit, organised by the Public Research Centre Henri Tudor in collaboration with ISPIM (International Society for Professional Innovation Management) and 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. 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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