



PRESS RELEASE

BGL BNP Paribas opens its newly redesigned Kældall branch

An innovative model focused on closer customer relationships

On 20 June 2013, BGL BNP Paribas officially inaugurated its new-look Kældall branch. The facility has been extensively redesigned to make it more welcoming and suited to customers' needs.

The new branch's innovative concept emphasises a welcoming atmosphere and features the latest technologies, including iPads, free wifi and videoconferencing.

As the branch meets customers' changing needs, it will also focus on developing closer relationships with them. When the customers enter, advisors will welcome them, guide them around the new premises and help them use the bank's services. The customer will have access to the same services as at a traditional branch, but with more continuous advisory contact.

BGL BNP Paribas has developed a unique space that balances close relationships and remote banking services to fit customers' needs and preferences, favouring a multi-channel approach. Customers can meet with account managers for private discussions at the advisory services desk and use a discreet self-banking area for day-to-day transactions. ATMs are available for deposits and withdrawals at any time.

The renovation of the Kældall branch represents a significant investment in the future and in customer relationships. As the innovative concept shows, the Bank is determined and ready to forge ahead in a changing world. The Bank plans to roll out the new concept in upcoming branch renovations and openings.

Mike Lang, Deputy Branch Director, and his five-person team welcome customers and visitors Monday through Friday from 9:00 am to noon and from 1.30 to 4.30 pm.

BGL BNP Paribas Kældall Branch
149, rue Principale
L-3770 Tétange



Business hours:**Monday to Friday from 9:00 am to noon and from 1:30 to 4:30 pm.****About BGL BNP Paribas**

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg. 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 2012 the international magazine *The Banker* named BGL BNP Paribas "Bank of the Year" in Luxembourg for the second year in a row.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) has a presence in nearly 80 countries with 190,000 employees, including 145,000 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-Pacific.

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