



**PRESS RELEASE**

**BGL BNP Paribas opens its new branch  
"Jardins de Luxembourg"**

**The Bank pursues the implementation of its  
innovative, customer-centred branch model**

On 4 December 2013, BGL BNP Paribas officially opened its new Jardins de Luxembourg branch.

The new branch uses the highly innovative design concepts that the Bank is currently implementing throughout its branch network, putting the accent on conviviality along with the latest in technology: touch tablets, videoconferencing, portable PCs, mobile telephony, internet access, free wifi and iPads.

As the branch meets customers' changing needs, it will also focus on developing closer relationships with them. The 100% cashless branch has no physical counters. When the customers enter, advisors welcome them, guide them through the new premises and help them use the bank's services. The customer has access to the same services as in a traditional bank, with more continuous advisory contact.

BGL BNP Paribas has developed an office that combines closeness and remote banking services to meet the customer's needs or preferences of the moment. A Welcome Salon provides a space for the advisor to greet the customer and start the conversation. A separate Self-Banking area is available for day-to-day transactions. ATMs are also on hand for cash withdrawals and deposits at any time.

Branch Director Tom Scholer, Deputy Branch Director Tanja Lotti-Giacomantonio and their team welcome customers and visitors during exceptionally convenient hours, Tuesday through Friday from 12:30 pm to 6:30 pm and Saturday from 9:00 am to noon. With its individual advisory specialty, the Jardins de Luxembourg branch complements its Merl-Belair counterpart. The Merl-Belair branch, which has also been completely refurbished to reflect the new concept, will continue to operate Monday through Friday from 9:00 am to noon and from 1:30 pm to 4:30 pm.

The opening of the new branch brings to 40 the number of BGL BNP Paribas branches. It represents a significant investment in the future and in customer relations. 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.

**BGL BNP Paribas Jardins de Luxembourg Branch**  
**17, rue Guillaume de Machault**  
**L-2111 Luxembourg**

**Hours of operation:**

**Tuesday through Friday from 12:30 pm to 6:30 pm and Saturday from 9:00 am to 12:00 noon**

**About BGL BNP Paribas**

BGL BNP Paribas ([www.bgl.lu](http://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](http://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.

**Press contacts:**

Anne Wenandy  
Eliane Thines  
Valérie Michiels

+352 42 42-46 14  
+352 42 42-62 64  
+352 42 42-65 34

[anne.wenandy@bgl.lu](mailto:anne.wenandy@bgl.lu)  
[eliane.thines@bgl.lu](mailto:eliane.thines@bgl.lu)  
[valerie.michiels@bgl.lu](mailto:valerie.michiels@bgl.lu)

