



PRESS RELEASE
5th annual “Coup de Pouce” programme
BNP Paribas in Luxembourg gives EUR 72,608 in
support of 25 community projects



The cheque in the fifth annual “Coup de Pouce” (A Little Boost) programme was presented in a ceremony at BGL BNP Paribas’ headquarters on 5 November 2014, in the presence of Carlo Thill, Country Manager and Chairman of the bank’s Management Board.

The purpose of this programme is to encourage current and retired employees of the BNP Paribas Group in Luxembourg to become involved in the community activities of not-for-profit organisations. Since 2010, no fewer than 120 projects have been given a total of EUR 346,128 in financial support.

In 2014, 25 projects proposed by 27 employees and retirees dealing with issues such as humanitarian aid, education, disability, healthcare, solidarity and combating insecurity at both local and international level were selected to receive a total of EUR 72,608 in funding.

Besides financial support through the Coup de Pouce programme, organisations can also take part in the “Marché de Noël des Associations”, a Christmas “market” held specifically for them each year at BGL BNP Paribas headquarters. From 8 to 12 December 2014, they will be able to present their activities to employees of BNP Paribas in Luxembourg while offering them the chance to contribute to a good cause by doing some of their Christmas shopping at the same time.



“What we have sought to do from the start is to make support from Coup de Pouce more than simply an annual gift of financial assistance. It is no coincidence that of the 25 organisations receiving money this year, 21 have already done so in the past. This illustrates one of the guiding principles of Coup de Pouce. It is a long-term initiative, meaning not only that the projects are ongoing, but also that the relationships created between the Group in Luxembourg and local community organisations are, too”, said Mr Thill.

Coup de Pouce is one of the numerous initiatives of the BNP Paribas Group in Luxembourg that demonstrate its commitment to corporate social responsibility and solidarity.

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. For the third time in five years, Euromoney has named BGL BNP Paribas “Best Private Bank in Luxembourg” in 2014.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) has a presence in 75 countries with more than 180,000 employees, including more than 140,000 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

+352 42 42-46 14

anne.wenandy@bgl.lu

Eliane Thines

+352 42 42-62 64

eliane.thines@bgl.lu

Valérie Michiels

+352 42 42-65 34

valerie.michiels@bgl.lu

