



PRESS RELEASE
**BGL BNP Paribas opens its refurbished
Howald branch**
**The bank continues to roll out its innovative,
customer-focused model**



On the picture: The team of the branch

BGL BNP Paribas recently inaugurated its new-look Howald branch. Located at 201 route de Thionville, the facility has been extensively refurbished to make it more welcoming and better suited to customers' needs.

The refurbishment is part of BGL BNP Paribas' ongoing policy of implementing a highly innovative concept throughout its network, based on a great customer experience and up-to-the-minute technologies such as iPads, free wifi and videoconferencing. This



concept notably won an award at the 2014 Commerce Design Luxembourg Competition organised by the Luxembourg-City Trade Association (UCVL).

The bank intends to meet customers' changing needs while building closer relationships with them. When customers enter the new premises, an advisor will welcome them, show them around and help them use the bank's services. The service proposal is the same as at an ordinary branch, but advisory contact is enhanced.

BGL BNP Paribas has developed a unique space that balances close relationships and remote banking services to fit customers' needs and preferences. Customers can meet with account managers for private discussions at the advisory services desk. ATMs are available around the clock for deposits and withdrawals.

After the opening of two new branches, Esch Belval and Merl-Jardins de Luxembourg in 2013, and the refurbishment of nine existing ones sharing the same concept, the Howald overhaul reflects BGL BNP Paribas' determination to continue investing in the future and in customer relationships. It also shows that the bank is ready and willing to forge ahead in a changing world.

Branch Manager Yolanda Colucci and her 7-person team look forward to welcoming customers at Howald from Monday to Friday, 9:00 am to noon and 1:30 to 4:30 pm.

BGL BNP Paribas Howald Branch
201, route de Thionville
L-5885 Howald

Hours of operation:
Monday to Friday 9:00 am to noon and 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. 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.



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