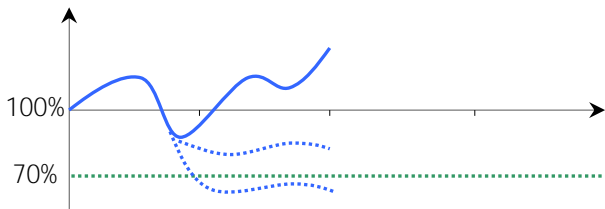


EUR - 5 years - Memory Phoenix on EuroStoxx 50 (SX5E)

Issuer	BNP Paribas Arbitrage Issuance B.V. (A+, A2)
Currency	EUR
Capital guaranteed	No
Maturity	5 years
Payment/observation freq.	semi-annually
Underlying	EuroStoxx 50 (SX5E)
Conditionnal coupon	2.50% per semester (with memory effect)
Coupon barrier	70.00% of the initial level of the underlying
Early redemption	yes, at each observation date, if the underlying is above 100.00% of its initial level.
Capital protection barrier	70.00% of the initial level of the underlying (in fine)
Settlement at maturity	in cash (if the underlying closes below the capital protection barrier)
Issue date	to be determined
Maturity date	to be determined
ECOFIN Tax	Out of scope, according to the regulation
ISIN Code	to be determined
Min. investment/dénom.	EUR 10,000.- / EUR 1,000.-

Product mechanism (scenarii):

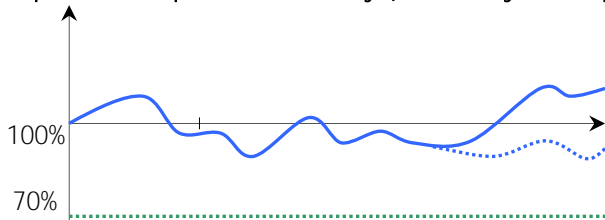
Coupon & early redemption:



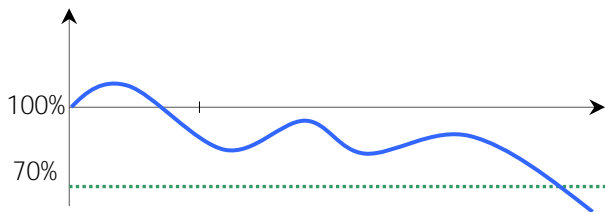
At each observation date (semi-annually) if the underlying is above the coupon barrier, the investor receives a flat coupon of 2.50% + sum of previous unpaid coupons.

Moreover, if the underlying is above 100.00% of its initial level, the product is early redeemed, the investor receives 100.00% of the invested nominal and the product is terminated. Otherwise the product continues.

Capital redemption at maturity (if no early redemption has occurred):



If the final level of the underlying is above the capital protection barrier: the investor receives 100.00% of the invested nominal + a flat coupon of 2.50% + sum of previous unpaid coupons.



If the final level of the underlying is below the capital protection barrier: the investor suffers a capital loss based on the negative performance of the underlying. No coupon payment in this case.

Advantages

Possibility of early redemption with attractive potential coupon.

Memory effect: unpaid coupons are not totally lost: they can be recovered if the payment condition is validated again.

Risks

Issuer risk.

Risk of capital loss.

Opportunity cost: if the underlying rises sharply, the yield is capped at the coupon level.

This document is neither an investment proposal nor a purchase or sales offer, nor a contractual document. Terms and conditions of this product as well as a brochure explaining this type of product are available from your Private Banker. This marketing sheet is indicative ; the investor must read and understand the Product Term Sheet which describes the conditions and risks.



Main elements of risk to be considered when investing in a structured product:

a. Market risk

Like all financial products, structured products can be subject to high risk because the underlying securities are subject to market fluctuations. Structured products should be offered to investors who have the necessary knowledge and experience to allow them to evaluate all the characteristics and risks inherent in such a product.

b. Product comprehension

As structured products are based on a number of complex parameters (risk/return trade-off, strategy on the underlying asset and the sometimes complex payoff formula), the investor must fully understand the mechanisms of the structured product offered and the results arising from the payoff formula chosen, according to various market expectations and the nature of the underlying security(ies).

c. Capital guarantee risks

Fully or partially capital guaranteed products are aimed at investors who want to limit or eliminate the risk of capital loss while seeking to profit from a strategy on the underlying that they have chosen. However, there is no guarantee of capital until the product reaches maturity. Should the investor need to make an early withdrawal (initially unforeseen), they run the risk of losing their guaranteed capital through exit penalties or adverse market conditions amongst other things.

Non capital guaranteed products are aimed at investors with a higher investment risk profile. The investor must be willing to accept the loss of all or part of their initial capital investment at the date of repayment if the underlying assets that they have performed adversely.

d. Constraints related to valuation

Depending on the specific composition of structured products (packaging a forward/future type investment with one or more derivatives based on various underlyings), valuation of such products may be influenced by a number of parameters. To understand these valuations, the investor must understand that an overall valuation is not enough, but that the various product components and parameters must be analyzed to judge its performance.

e. Constraints connected with the liquidity of the secondary market

The liquidity of the structured product market is entirely under the control of the issuer who is committed, as part of normal market operating terms, to buy or sell the product from/to the investor according to various criteria defined at the outset, such as prices, dates and minimum amounts. Under certain circumstances, some products may offer very little or no liquidity at all.

f. Risk arising from early repayment by the issuer

Some structured products give the issuer the option to repay the product early (issuer call). In these circumstances reinvestment conditions may be unfavorable to the investor.

g. Issuer risk

Issuer credit ratings allow investors to assess the issuer risk. Investors should seek to obtain issuer ratings equivalent or close to that of the BNP Paribas Group (A+, A2), itself active in structured products issuance.

h. Leverage risk (leveraging effect)

Applying a leveraging effect to structured products can greatly increase both the products' return and risk.

i. Risk connected with the management model

For managed products, this risk is connected with the appropriateness of the model implemented over the prospective period of management.