



BNP Paribas Group

Fact Sheet

- BNP Paribas ranks 6th most valuable international banking brand by Brand Finance, 7 March 2008
- Based on sales, profits and market value, BNP Paribas ranks #1 of the French companies in the "Forbes Global 2000" - 16 April 2007
- BNP Paribas brand climbs to 2nd place in this year's "Top French Brands" edition - Interbrand, 2 July 2007
- Among Eurozone banks, BNP Paribas is:
 - ◆ 1st bank in France and 3rd in the Euro Zone in terms of market capitalization (Eur 74 billion) - 9 October 2007
- BNP Paribas Group is highly rated:
 - ◆ AA+ by Standard & Poor's (stable outlook) - 10 July 2007
 - ◆ Aa1 by Moody's (stable outlook) - 11 May 2007
 - ◆ AA by Fitch (stable outlook) - 16 May 2007
- BNP Paribas is an increasingly international Group:
 - ◆ Presence in 88 countries on 5 continents
 - ◆ 3 major markets:

France	2,450 branches & 57,000 staff
Italy	Banco Nazionale del Lavoro, 800 branches & 19,900 staff
United States	BancWest, 742 branches & 15,000 staff

As for February 2008
 - ◆ 162,700 people worldwide, with 60% of its teams outside of France
- BNP Paribas Group is made up of three core businesses:
 - ◆ Retail Banking
 - ◆ Corporate & Investment Banking
 - ◆ Asset Management & Services
- Asset Management & Services is composed of six global business lines:
 - ◆ Private Banking: #1 in France (Euromoney 2008)
 - ◆ Asset Management: close to EUR 344 billion in assets under management - March 2007
 - ◆ Securities Services: #1 global custodian in Europe

- ◆ Insurance: #4 life insurance provider in France
- ◆ Cortal Consors: #1 in Europe
- ◆ Real Estate: #1 in Europe
- BNP Paribas Private Bank is an integral part of BNP Paribas Group, benefiting from the same solidity and ratings.
- Its "European Model" seeks to combine the best features of the traditional industry references: relationship-led style Swiss banking and the product-oriented style practiced by US banks.
- BNP Paribas Private Bank is the undisputed market leader in France and is in the top 12 worldwide, managing more than EUR 140 billion in assets.
- It is present in over 30 countries worldwide, from the Americas to Europe, from the Middle East to Asia.
- As appeared in Asiamoney's Wealth Management July 2007 issue, BNP Paribas Private Bank is ranked 1st best overall Global Private Bank in Asia (for clients with USD 1-5 million Aum)
- BNP Paribas Private Bank is among the top 10 best Private Bank worldwide - Euromoney, 8 January 2008
- The product and service offer of BNP Paribas Private Bank is one of the most comprehensive in the world, including Discretionary Portfolio Management, Securities Advisory and Brokerage, Investment Fund Advisory, Derivatives/Structured Products, and a comprehensive range of Wealth Management advisory services: Tax & Estate Planning, Trust & Fiduciary Services, Corporate, and Asset Diversification Advisory.
- Within Asia, BNP Paribas Private Bank has a solid presence:

Hong Kong	254 staff serving Hong Kong and offshore clients
Taiwan	32 staff serving onshore clients in 2 centres : Taipei and Kaohsiung
Shanghai	16 staff
Singapore	276 staff serving Singapore and offshore clients
India	48 staff spread throughout 6 dedicated onshore Private Banking centers