

SUSTAINABLE DEVELOPMENT DYNAMICS

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BNP PARIBAS | The bank for a changing world

Dear reader,

We are delighted to present you with this 13th issue of "Sustainable Development Dynamics", a periodic information tool regarding the achievements of BNP Paribas in the field of Corporate Social and Environmental Responsibility/Socially Responsible Investment (CSER/SRI).

Our ambition in this process is to keep you posted of all the facts and events occurring in the everyday life of our Company (whether they are related to corporate governance, sponsoring, quality, environment, human rights, ethics and compliance, ...), because we think it is particularly relevant for you to be really associated with the way CSER/SRI, a fast growing and evolving matter as well as a crucial one in a period of economic and financial turmoil, is integrated in the way BNP Paribas is conducting its business in the best interest of all its stakeholders.

We wish you a good reading of this 13th issue of SUSTAINABLE DEVELOPMENT DYNAMICS.

PS: Should you not (or no more) be the person dealing with CSER/SRI matters within your firm, we thank you to be kind enough to pass this publication to the persons involved, as well as to keep us informed of such changes, so that the next messages could be correctly routed.

NUOVO CINEMA PARADISO

BNP Paribas and BNL joined in the inauguration of the Nuovo Cinema Paradiso project in L'Aquila, Italy. The aim of the project, backed by the BNP Paribas Foundation, is to support the travelling shows of an artists' collective and rebuild a theatre space in the community of Villa Sant'Angelo. The artists' collective visits villages hit by the earthquake on 5 April this year. The travelling shows include film projections, theatre and art workshops.

THE GREEN REVOLUTION

BNP Paribas India has, for the second consecutive year, renewed its operation "The Green Revolution" in conjunction with two Indian NGOs. Some 200 BNP Paribas employees in India joined forces in the village of Usar (approximately 280 km from Mumbai) to plant more than 2,000 saplings (bambo, teak, drumstick trees). A second tree plantation drive has been sponsored by BNP Paribas India in the Dahod district, Gujarat for 20,000 trees in association with the Foundation for Ecological Society (FES). This project is an example of the many initiatives led by the BNP Paribas Group to reduce carbon emissions.

BNP PARIBAS (CHINA) LIMITED'S TOP RATING RENEWED BY S&P



Standard & Poor's has reaffirmed its "A+" long term rating with Stable outlook for BNP Paribas (China) Ltd. This rating, identical to the sovereign rating of China by S&P, positions BNP Paribas

(China) Ltd among the highest-rated locally-incorporated subsidiaries of foreign banks in China rated by S&P. S&P regards BNP Paribas (China) Ltd as a core subsidiary of the BNP Paribas Group playing a pivotal role in implementing BNP Paribas' strategy in China, one of the Group's ambitious long-term growth targets.

BNP PARIBAS JOINS IN THE YEAR OF FRANCE IN BRAZIL

In 2009, BNP Paribas Brazil decided to take part in the Year of France in Brazil by supporting several events, most notably via its Foundation in Brazil.

BNP Paribas sponsored an exhibition of works by French painter Fernand Léger at the São Paulo Museum of Art from April to June this year. The bank organised two concerts in June by the Georges Momboye Dance Company, a fusion of traditional African dance and established contemporary aesthetics. In November, the bank supports the Lovett Sisters concert.

As a finale to its involvement in the Year of France in Brazil, and in collaboration with French digital games designer Ubisoft Entertainment, BNP Paribas - an official sponsor - backs an innovation event in São Paulo at the end of November.

www.moncreditresponsable.com

On June 15th, Cetelem launched the first website on credit education, 100% non commercial, and based on serving and listening.

Convenient and responsible, with an access by phone or by Internet, this new website provides individual customers with a team of counsellors ready to explain everything on credit, without any taboo, and completely transparent.



BNP PARIBAS ASSURANCE PROVIDES CAPITAL FUNDING TO PLANET GUARANTEE

After two years of operations, PlaNet Guarantee, the PlaNet Finance subsidiary dedicated to micro-insurance, is increasing its capital and gaining two new operational partners, BNP Paribas Assurance and Malakoff Médéric, who will also provide know-how. The capital increase will enable PlaNet Guarantee to pursue an ambitious strategy of international development, drawing on the 41 global offices of BNP Paribas Assurance, a world leader in credit insurance. This will allow PlaNet Guarantee to extend the geographical reach of its programs and to provide solutions to people who do not have access to other protection mechanisms. New health and contingency solutions for entrepreneurs and individuals who are excluded from the social welfare system are being developed in France with Malakoff Médéric, the French leader in complementary social welfare.

BNP PARIBAS FAVOURED BY YOUNG GRADUATES

TNS Sofres conducted a survey among 269 students from 21 business schools in France, using a face-to-face questionnaire. The results of the survey show that despite the crisis and the current image of the banking sector, BNP Paribas remains the company that future graduates most want to work for. The Group tops the list of employers spontaneously cited by students. According to the TNS Sofres survey, this preference is due to the global reach of the Group and the international career prospects it offers, as well as to good working conditions, attractive pay and the Group's commitment to continuing education. BNP Paribas is also seen as a benchmark employer by future engineers, as undergraduates of this discipline ranked the company in 7th place.

ARVAL'S COMMITMENT TO THE EUROPEAN ROAD SAFETY CHARTER

The European Road Safety Charter initiative was launched in 2004 by the European Commission through its Directorate-General for Energy and Transport. Today, more than 1 350 companies of all sizes, local authorities and associations have signed the Charter and undertaken commitments, providing a platform to exchange good practices and many practical responses to various risk situations encountered in their daily operations. Within its commitment in the field of road safety in all countries where it operates, Arval (the subsidiary of BNP Paribas specialised in long term corporate car fleet management) signed the Charter, joining 30 other French companies. It is one of the first fleet specialists to join the Charter. Arval is determined through this signature to further guide its clients in the choice of relevant security features, implement driver safety training and generally raise awareness on what businesses can do for road safety.

FRENCH RETAIL BANKING (FRB) LAUNCHES ITS COMMITMENTS CAMPAIGN

The campaign's aim is twofold: to highlight the daily and committed actions taken by the retail banking staff in France in relation to their current and prospective customers, and to reinforce the position of BNP Paribas during the current financial crisis. The commitments made by BNP Paribas relate to a wide spectrum that includes housing, savings, microcredit and recruitment. Naturally, FRB uses verifiable indicators to show the results of its measures taken in respect of its customers, commitment by commitment.

ARVAL AND RENAULT: ON THE WAY TO ZERO EMISSION

Renault and Arval have decided to speed up the implementation of innovative, shared solutions as part of the Renault-Nissan alliance electric vehicle project. From now on Arval will participate in Renault's Zero Emissions electric vehicle project, that will lead to a complete series of electric vehicles as of 2011. Arval will contribute by proposing various leasing solutions adapted to ecological cars. The partnership is part of Arval's industrial project that aims to reduce the emission of greenhouse gases by its leased fleet.

HEALTH AND SAFETY DAY IN LUXEMBOURG

BGL, which recently joined the BNP Paribas group in Luxembourg, organised its sixth *Environment, Health and Sport Day* in early July. The aim of the event is to promote health and recreational activities in the workplace and to encourage environmental protection. The bank wishes to provide its employees with a healthy, attractive and motivating working environment. In 2009, with numerous information stands, educational workshops and demonstrations of all kinds, special emphasis was placed on issues such as the effect of sun on the skin, ergonomics in the working environment, the prevention of road accidents and accidents at home, and ecological awareness. Sports, health and the environment can also be synonymous with solidarity. This year, the proceeds of the traditional race around BGL's head office and the various sales initiatives will be donated to the association *Parkinson Luxembourg*, a mutual assistance group for people suffering from Parkinson's disease and their families.

BNP PARIBAS TAKES ON 1,000 NEW DUAL EDUCATION STUDENTS

In 2009, BNP Paribas will take on 1,000 new dual education students, increasing their number within the company to 1,700, and expects to have taken on 1,200 in 2010. These young people are preparing for post-A-level higher education courses lasting from two to five years. Dual education provides practical professional training and hands-on experience, which means that the young people are ready for work as soon as they graduate. They are a means of social advancement and a factor in integration - students can earn a salary while they train and sometimes have their education fees paid by the company -. The formula enables young people from disadvantaged backgrounds to reach levels of education, and hence of employment, that would be beyond their reach in a traditional context.

BNP PARIBAS-FORTIS-BGL: A SOCIALLY RESPONSIBLE INTEGRATION

After months of work from all the people involved in the integration process, the first version of the BNP Paribas, BNP Paribas Fortis and BGL Industrial Plan has been published. Right from the outset, the integration between Fortis Bank, BGL and BNP Paribas was seen as a development project. BNP Paribas stated from the beginning that the integration would be executed with the full respect of its integration principles for all employees. This integration will be carried out in a socially responsible way with respect for people and in dialogue with staff, and staff representing bodies. In addition, this ambitious development plan can only be accomplished by joining forces and attracting key talent. To recruit the best people in the market BNP Paribas needs to be one of the most attractive employers in Belgium and Luxembourg. Therefore, close links with top universities will be pursued and developed. *The Talent development* program will also be a key component of the HR management. The combined BNP Paribas Group will provide unique career opportunities and development schemes, thanks to its diversity in businesses and geographies.

494.5 TONNES OF CO² EMISSIONS SAVED

As of 30 June 2009, the staff of BNP Paribas had saved 494.5 tonnes of CO₂ emissions by travelling with Eurostar, compared with the volume of emissions that would have been produced if a plane had been taken from Roissy Charles De Gaulle to Heathrow for essentially the same journeys. This is the result of a carbon report for the first half of 2009 by the French railway company SNCF. Since 2008, Group policy regarding business trips has been to recommend taking the train for destinations served by Eurostar and Thalys, which explains why there has been a large increase in the number of train journeys and a reduction in short-haul flights.

FIVE BILLION EUROS FOR SMES, TRADESMEN AND TRADESWOMEN AND SHOPKEEPERS

BNP Paribas has launched an unprecedented campaign across France, which will run until end-2010, designed to finance the investment plans of small and medium enterprises (SMEs), tradesmen and tradeswomen, and shopkeepers. The bank is committed to lending €1bn of investment loans each quarter from now on, until the end of 2010; this represents a total of €5bn over 15 months, which is expected to finance 40,000 business development projects.

BNP Paribas is committed to arranging a meeting within 48 hours to help those with business development projects identify the best solutions for their businesses.

BNP Paribas has also undertaken a similar exercise in Belgium this year, lending €1bn to Belgian entrepreneurs.

BNP PARIBAS ASSURANCE: MAKING INSURANCE AVAILABLE TO PARAPLEGICS

France counts some 30,000 paraplegics and 2,000 new cases are diagnosed every year. To aid their social integration and help them cope with their situation, BNP Paribas Assurance is altering insurance requirements for borrowers. BNP Paribas Assurance now offers tariffs and additional guarantees adapted to the changing circumstances of paraplegics. BNP Paribas Assurance is committed to improving access to insurance for the disabled. To facilitate this, the Insurance business line is carrying out a detailed study of risks and conditions linked to handicap, and expects to apply similar measures to other conditions such as tetraplegia and Parkinson's Disease between now and 2010.

BNP PARIBAS CEASES ITS ACTIVITIES IN THE TAX HEAVENS ON THE GREY LIST

The grey list was published by the OECD following the G20 meeting in London and regroups the countries which have agreed to comply with international tax standards, but which have yet to make sufficient progress in respecting these standards.

These measures will allow BNP Paribas to be one of the most responsible global banks in the fight against tax fraud and the unjustified movements of capital. BNP Paribas aims to be one of the best in the world at respecting the recommendations of the G-20 in terms of ethics and banking security.

THE BNP PARIBAS FOUNDATION SUPPORTS PRESERVATION OF THE NETHERLANDS' HERITAGE

Six delicate wooden panels painted by Jurriaan Andriessen which decorate the walls of a room in the Van Loon Museum in Amsterdam have regained their lustre thanks to sponsorship by the BNP Paribas Foundation. After meticulous restoration carried out under scientific supervision by the Rijksmuseum of Amsterdam, the panels, which had been damaged by ageing, are again on display. They are presented in the first solo exhibition devoted to the work of Jurriaan Andriessen (1742-1819). Entitled "A Beautiful View", the exhibition, which includes many loaned artworks, runs from 2 October to 4 January 2010. The panels depict landscapes inspired by Arcadia and Holland, and offer magical perspectives. Of the many works by Jurriaan Andriessen, the paintings of the Van Loon Museum are the only ones currently on show to the public.

SAM 2009

The Swiss agency Sustainable Asset Management (SAM) has published the results of its 2009 evaluation of the Social and Environmental Responsibility of more than 1,000 leading companies around the world. In the banking sector, BNP Paribas was one of the 11 European banks selected for inclusion in the DJSI Stoxx index in 2009, and one of the 25 global banks included in the DJSI World index. BNP Paribas is the only French bank to have been consistently included since 2002 in these two indices, which are regarded as authoritative in the Socially Responsible Investment market. The score awarded to BNP Paribas has increased from 71 to 73 out of 100, whereas the sector average declined from 52 to 51.



ETHICAL QUOTE: RISING IN A DIFFICULT CONTEXT

The 2009 banking sector report published by the agency Covalence shows that, following an improvement in the sectors EthicalQuote ranking which took it to second place in 2007, the industry's image was adversely impacted by the financial crisis that started in the summer of 2007. This led to banks displaying the weakest performance of all sectors over the past twelve months. Compared with other players, banks are still receiving more positive comments with regard to social partnership and social stability criteria, but also more negative comments in relation to tax contributions, staff cuts, anti-corruption policies and economic impact. The environmental impact of the banks' activities and social rights attracted less criticism in 2008 and 2009 than was previously the case. BNP Paribas' EthicalQuote score is particularly notable given the overall decline in the ranking of the financial sector. The Group not only improved its position in its own sector, but its ranking improved significantly relative to all sectors - from 137th in 2008 to 91st in the first quarter of 2009 and to 74th at the end of the second quarter of 2009 (out of the 541 companies assessed).

DIVERSITY : PRIZE FOR BEST REPORT 2009 TO BNP PARIBAS

Each year, the *International Meetings on Diversity* reward CAC 40 firms for their treatment of diversity in their corporate social responsibility report. This year, the *Challenges of Diversity Association* teamed up with the *Centre for Study & Outlook* of the Alpha Group, which has been analysing the CSR reports of CAC 40 companies on the basis of 33 indicators over the past five years. The jury, which comprises practitioners and university scholars specialising in CSR and diversity management, awarded the *Alpha Prize for Best Diversity Report 2009 (Gender Equality Category)* to BNP Paribas, whose 2008 Report fully met the criterion of *good quality of information provided to stakeholders in the matter of diversity management*.

BNP PARIBAS AND ORANGE MONEY GIVEN AWARD BY L'EXPANSION MAGAZINE

BNP Paribas, through its subsidiary BICICI and in partnership with Orange, is launching *Orange Money* in Côte d'Ivoire, the first mobile phone-based payment and money transfer service in Western Africa. It's a leading edge project that the Group will launch soon in other emerging markets. It lets mobile phone owners use pre-loaded money on their phone for basic banking operations: money transfers, bill payment and soon purchases of goods and services. To subscribe to this service, people do not need to have a bank account, in a country where only 6% of the population have one. But 40% own a mobile phone, a rate that is rapidly growing. *Orange Money* has already signed up over 60,000 customers, with more than 500 new subscriptions being added every day.

THE BNP PARIBAS FORTIS HEAD OFFICE IN BRUSSELS, AN ENVIRONMENTALLY SUSTAINABLE BUILDING

The BNP Paribas Fortis head office in Brussels will soon be undergoing renovation work to make it one of the most environmentally responsible buildings in Belgium. This green building will enable energy savings of some 50% and a substantial reduction in greenhouse gas emissions. The heating and air-conditioning system will prevent any unnecessary energy loss. The low voltage electricity grid will avoid problems associated with excessive use of high voltage, while ensuring maximum efficiency. The work is expected to be completed in early 2011.

MICROFINANCE: BNP PARIBAS MAKES ITS FIRST LOAN TO MBK VENTURA IN INDONESIA

BNP Paribas has granted its first loan to a Micro Finance Institution (MFI) in Indonesia, MBK Ventura, totalling USD 1 million equivalent. This is MBK Ventura's first loan from an international bank, granted under commercial terms. MBK Ventura is an MFI created in 2003, providing working capital to women from very low income households in Indonesia, to help finance their micro enterprises, enabling them to increase their family's income and living standards. A unique feature of MBK Ventura is that virtually all the staff, including its CEO, are women. MBK Ventura has 134 000 women clients and is targeting 1 million clients by 2012, following the Grameen methodology that suggests each client could deliver five new prospects. The average working capital provided to clients being approximately 100 USD, the loan by BNP Paribas will allow lending to another 10,000 families. In December 2008, MBK Ventura was ranked N° 1 among 1,300 microfinance institutions registered with the Mixmarket, the microfinance database of the World Bank, whose analysis takes into account MBK's targeting, profitability, and transparency.

BNP PARIBAS STRENGTHENS ITS SUPPORT FOR SMALL AND MEDIUM FIRMS

As part of its commitment to small and medium-sized enterprises (SMEs), BNP Paribas has begun offering participating loans to French SMEs. These loans have a new repayment scheme, combining a fixed rate with a share in the profits of the business. Lasting from 7 to 10 years, for sums between €500,000 to €5m, they are available from 2 November onwards. Thanks to their unusual design, they offer a way for SMEs to strengthen their capital base.

This is the latest in a series of initiatives launched by the group to help SMEs. In September BNP Paribas launched an unprecedented 15-month campaign to improve availability of credit to fund investment by small and medium firms, tradespersons and shopkeepers. The bank has committed to lend at least €1bn to fund investment every quarter until end-2010. And in Belgium, BNP Paribas Fortis has launched its campaign "A billion euros for the self-employed, free-lancers, and companies".

Combined, these actions demonstrate the determination of BNP Paribas to work hand-in-hand with entrepreneurs, despite the tough times, to aid economic recovery.

BNP PARIBAS ACCOMPANIES THE ADVENTURES OF THE SHIP "LA BOUDEUSE"

BNP Paribas is sponsoring the French ship "La Boudeuse" whose "Land-Sea" expedition has started on Sunday 18 October. The aim of the expedition is to study the biosphere, global warming, and inter-cultural dialogue.

The expedition, which will last at least two years, will take the vessel and its crew to Latin America and the Pacific Ocean.

This sponsorship displays a relationship of loyalty and trust. The BNP Paribas Foundation has indeed been sponsoring the expeditions and adventures of Patrice Franceschi and his crew since 1994. For the latest expedition, the French Retail Banking division is also providing financial support and offering a youth programme, under which a competition will be held each month with a voyage on "La Boudeuse" as prize. The creation of the website, in the meantime, has been entrusted to the E-Communication team at BNP Paribas.



BNP PARIBAS INAUGURATES THE GRANDS MOULINS DE PANTIN OFFICES

BNP Paribas has inaugurated its new landmark offices in the refurbished former flour mills in Seine-Saint-Denis, France. The Grands Moulins de Pantin offices, which will soon house 3,200 BNP Paribas Securities Services (BP2S) employees, were converted during a three-year project by BNP Paribas Real Estate, and are the biggest building yet certified to France's HQE "green" building standards. With 8,000 staff in the Seine-Saint-Denis "département" (county) BNP Paribas is the biggest private sector employer locally. Its 57 local branches also make it one of the leading banks serving the real economy in a dynamic department that ranks third in France for business start-ups.



BICIS: AN AGREEMENT ON GUARANTEES TO DEVELOP FINANCING FOR SMES

The BNP Paribas subsidiary in Senegal, BICIS (The International Bank for Commerce and Industry of Senegal), has signed a framework agreement with the French overseas Development Agency (Agence Française de Développement) to reinforce lending to small and medium enterprises (SMEs). The agreement guarantees 2bn CFA Francs (€3m) of loans to SMEs which are clients of BICIS; the agreement will thus facilitate medium-term loans. This enables BICIS to strengthen its role as a banking partner to small and medium firms and play an active part in economic development, since these smaller businesses play a central role in Senegal's economy.

CIB'S PARTNERSHIP WITH THE INSTITUT PASTEUR

This year CIB has again decided to associate clients with its charitable activity and will donate its year-end business gifts budget (for the second consecutive year) to support the global fight against infectious diseases in partnership with the Institut Pasteur. Last year, CIB gave financial support to the Institut Pasteur international network of research teams and partners in 29 countries. Other Group businesses, including BNP Paribas Securities Services, have decided to join the CIB initiative for 2009; still more are evaluating whether to do so for 2009 or in the future.

Maintaining its policy of active partnership in sport sponsorship during its merger with Fortis Bank Belgium,

THE BNP PARIBAS GROUP HAS RENEWED SPONSORSHIP OF BELGIAN SOCCER CLUB ROYAL SPORTING CLUB ANDERLECHT

for next year. BNP Paribas Fortis has been the main sponsor of RSC Anderlecht for 28 years, a period approaching the 36-year Group partnership with the Roland Garros tennis tournament. These long-term commitments reflect the loyalty and dedication of the Group to the promotion of sporting values.

