



8 October 2008

Press Release

BNP Paribas launches Ace Manager, the first banking adventure game

BNP Paribas announces the launch of Ace Manager, the first banking adventure game based on real-life scenarios. This original and innovative initiative, aimed at business school and university students across 26 countries* on 5 continents, is part of the group's strategy for boosting brand awareness of BNP Paribas as one of the leading employers of students all over the world, and increasing the group's appeal towards the young.

BNP Paribas is one of the world's leading banking groups with a presence in more than 85 countries. Over 60% of its employees and customers are outside its original market, France. The group recruits more than 20,000 people worldwide each year, with highly diverse profiles: commercial bankers, business bankers, asset managers, computer analysts, experts etc. It offers international career opportunities to its employees, thus developing staff diversity.

BNP Paribas aims to recruit around 24 000 people in 2008, the same number as 2007. At the end of June, 13 000 people had already been recruited.

To raise brand awareness of the group among students across the globe, BNP Paribas plans to capitalise on its existing partnerships with the tennis world as well as its powerful recruitment capacity and outstanding career development opportunities within the group.

Ace Manager has been designed in collaboration with BNP Paribas bankers to give students an understanding of the group's three core businesses: Retail Banking, Corporate and Investment Banking, and Asset Management & Services.

3 challenges inspired by real-life scenarios based on the tennis world will test the aptitude of participants for various banking professions. They will also be required to demonstrate their commitment to the core values of BNP Paribas: responsiveness, creativity, ambition and commitment.

The bank will invite the best 5 teams to Paris next April 2009, to face a new challenge in the grand final. This international competition will be held in English and a panel of experts will judge the final challenge which will involve a practical scenario that is directly relevant to BNP Paribas.

Students can register from November 17th 2008 on the website dedicated to this competition: acemanager.bnpparibas.com. The online phase of the competition will run during 6 weeks, from February 4th to March 18th 2009.

BNP Paribas works closely with TBWA-Corporate on this global worldwide project.



Details of the competition can be viewed at acemanager.bnpparibas.com

***The 26 countries are:** Algeria, Australia, Bahrain, Belgium, China, France, Germany, India, Italy, Japan, Kuwait, Luxembourg, Morocco, Netherlands, Portugal, Qatar, Russia, Saudi Arabia, Singapore, Spain, Switzerland, Turkey, UK, Ukraine, United Arab Emirates, USA.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is a European leader in global banking and financial services and is one of the 4 strongest banks in the world according to Standard & Poor's. The group is present in over 85 countries, with more than 168,000 employees, including 129,500 in Europe. The group holds key positions in three major segments: Corporate and Investment Banking, Asset Management & Services and Retail Banking. Present throughout Europe in all of its business lines, the bank's two domestic markets in retail banking are France and Italy. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

BNP Paribas and jobs

BNP Paribas has more than 168,000 employees in over 85 countries, working in its three core areas: Corporate and Investment banking, Asset Management & Services and Retail Banking. The variety of its locations and activities enables the group to offer its employees a rich and varied international career path. Each year BNP Paribas recruits a range of talents. In 2007, 24,000 new employees were taken on around the world, including 5,300 in France, and a similar number will be recruited in 2008. As regards pre-recruitment, BNP Paribas also offers hundreds of internships and some 1,500 graduate training courses each year in France. The group is an enthusiastic advocate of alternating training and work experience, recruiting 760 young people for this form of training in France in 2007.

BNP Paribas and tennis

In 2008, BNP Paribas celebrates the 35th anniversary of its association with the tennis world. Since 1973, BNP Paribas has been actively involved in this sport, regularly increasing its support – both locally and internationally, for families, schools and the community.

Historically, BNP Paribas has had a special relationship with every facet of the tennis world: official global sponsor of Roland Garros for 35 years, sponsor of the Davis Cup by BNP Paribas since 2001, of the Fed Cup by BNP Paribas since 2005 and of the BNP Paribas Masters since 1986, as well as actively supporting numerous other international competitions (WTA Bank of the West Classic in California, the Monte Carlo Master Series, BNP Paribas Strasbourg Women's Open, Grand Prix de Lyon, etc.). BNP Paribas also supports tennis locally in France, and is involved in more than 550 tournaments, including the BNP Paribas family trophy, various training programmes set up by the French Tennis Federation and Yannick Noah's "Fête le Mur" association.

Press contact: