

Top Spot for BNP Paribas in Greenwich Survey - Press Release

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BNP Paribas takes Top Spot among European banks for Corporate Banking, Cash Management and Trade Finance in Greenwich Survey

BNP Paribas today announces it has strengthened its existing market-leading position in European corporate banking and cash management, according to results published today by **Greenwich Associates**.

BNP Paribas ranked first place in the following categories:

- Corporate Banking
- Cash Management (Europe, France and Belgium/Luxembourg)
- Trade Finance segments in the latest European Large Corporate Banking
- European Large Corporate Cash Management and European Large Corporate Trade Finance

BNP Paribas has been ranked as follows:

In the Corporate Banking field

- N°1 for ?European Top-Tier Large **Corporate Banking** Market Penetration?, based on the relationships the Bank has established with 61% of the leading European companies
- N°1 for Eurozone Top-Tier Large **Corporate Banking** Market Penetration, based on the relationships the Bank has established with 69% of the leading Eurozone companies.
- N°1 for Belgium/Luxembourg Total Large **Corporate Banking** Market Penetration, based on the relationships the Bank has established with 92% of the leading companies in those markets.
- N°1 for France Total Large **Corporate Banking** Market Penetration, based on the relationships the Bank has established with 96% of the leading French companies.

In the Cash Management field

- N°1 for European Top-Tier Large Corporate **Cash Management** market penetration, based on the relationships the Bank has established with 40% of the leading European companies.
- N°1 for Eurozone Top-Tier Large **Corporate Cash Management** Market Penetration, based on the relationships the Bank has established with 50% of the leading Eurozone companies.
- N°1 for France Total Large Corporate **Cash Management** Market Penetration, based on the relationships the Bank has established with 91% of the leading French companies.

- N°1 for Belgium/Luxembourg Total Large Corporate **Cash Management** Market Penetration, based on the relationships the Bank has established with 86% of the leading companies in those markets.

In the Trade Finance field

- N°1 for European Large Corporate **Trade Finance**, based on the Bank's 36% market share in the Large Corporate Trade Finance segment in Europe.
- N°1 for France Large Corporate **Trade Finance**, based on the Bank's 88% market share in the Large Corporate Trade Finance segment in France.

In addition, as a result of the **Greenwich Quality Leader** survey in the Large Corporate Cash Management field, BNP Paribas has been ranked in equal first place alongside Société Générale in France and in equal top spot with KBC in Belgium/Luxembourg.

In order to establish its rankings, Greenwich Associates interviewed the Finance Directors of the leading companies in the respective regions. Some 597 interviews were conducted for the Top Tier European Corporate Banking segment, 638 interviews for the Top Tier European Large Corporate Cash Management segment and 496 interviews for the European Large Corporate Trade Finance segment rankings.

About BNP Paribas

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 74 countries, with more than 190,000 employees, including more than 146,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. 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 in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

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