

Università Tor Vergata 17 aprile 2015

A quick insight into BNP Paribas Group

Meet the Practioners







Source: bnpparibas.it



A multinational company in cultures and market



Diversity and the 4 core values are in the DNA of BNP Paribas people



Commitment

Involvement in the relationship with the client and to the Group's world. Exemplary in the behaviours



Responsiveness



Speed on the evaluation of the reactions and changes, as for the identification of the opportunities and risks. Effectiveness on decisions and actions



Promotion of new ideas and initiatives. Recognition of the promoters

Ambition



Enjoy the challenges and the leadership. Will to win a competion with a team, where the client is arbiter







BNP Paribas in Italy



BNP Paribas offers Italian customers products and services, from the traditional to the more innovative, able to meet the needs of individuals, businesses and Source: bnpparibas.it institutions.





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- 2,3 million individual customer and 30.900 private banking clients
- ✓ 129.000 small business clients
- ✓ 20.000 corporate clients
- ✓ 13.200 local authority clients

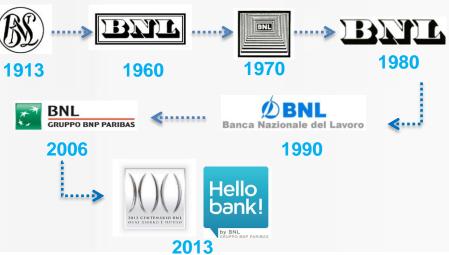
BNL key figures



Commercial network

- About 1000 points of sale, including 38 private banking centers
- ✓ 51 small business centers
- 20 centers dedicated to the needs of SMEs, large corporates, local authorities and public sector
- ✓ 5 business centers

More than 100 years of history!





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## **Web and Social networks**



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