



BNP PARIBAS – DAVIS CUP

INTERNATIONAL SPONSORSHIP FOR A GLOBAL BRAND

For nearly 28 years now, BNP, and now BNP Paribas, has associated its image with tennis, sponsoring the French Open Tennis Tournament at Roland Garros, and the Masters Series at Bercy, and from this February 12th to 18th, BNP Paribas will proudly sponsor the Women's International Tennis Tournament in Nice. In addition, BNP Paribas is also sponsor of more than 50 local tournaments throughout France and supports tennis schools for children in France. This love affair with tennis is one of the highest profile and longest-running ones in sports sponsorship in France. Thanks to this the BNP brand, which was created in 1966, is the most recognised brand in its home market, and has gained a solid reputation outside of France. In May 2000, the French Open offered the new BNP Paribas Group the opportunity to introduce its new logo, which was designed in a record-breaking six months, to be unveiled in France and worldwide at the French Open.

The merger between BNP and Paribas gave rise to a major global banking group and created a new global brand. The Group ranks number 2 in the Euro zone in terms of total income and number 3 in terms of net equity. The Group has 80,000 employees, including 30,000 that work outside of France. The same brand is used in 84 countries for Corporate and Investment Banking as well as Asset Management and Private Banking, and in France, Africa and the Indian Ocean area for Retail Banking. To consolidate the recognition and reputation of this new brand, BNP Paribas has decided to invest massively in corporate advertising campaigns targeting the international financial community, and in advertising campaigns in the upmarket international press, promoting its private banking and asset management businesses.

But advertising isn't enough. Sponsoring international tennis tournaments – with the great TV visibility it offers sponsors, the public relations opportunities with valuable customers, and the values the sport promotes – will enable BNP Paribas to build an image and worldwide reputation. The Davis Cup is the ideal partner to build a valuable relationship with, similar to the relationship between BNP Paribas and the French Tennis Federation since 1973. This prestigious international team sports competition played year round, promoting values such as sportsmanship and fair play, is popular in all countries, whether it be in major industrial countries or in emerging countries. The relationship brings BNP Paribas considerable global visibility.

BNP Paribas will become the Davis Cup's title sponsor starting in 2002, and this year is one of the event's international sponsors.

BNP Paribas' logo will be unveiled for the very first time at the eight Davis Cup World Group ties being played this weekend, February 9th to 11th. BNP Paribas will be actively on hand at three World Group ties : Ghent (Belgium/France), in Basle (Switzerland/USA) and Rio de Janeiro (Brazil/Morocco).