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2015 BNP PARIBAS INDIVIDUAL PHILANTHROPY INDEX

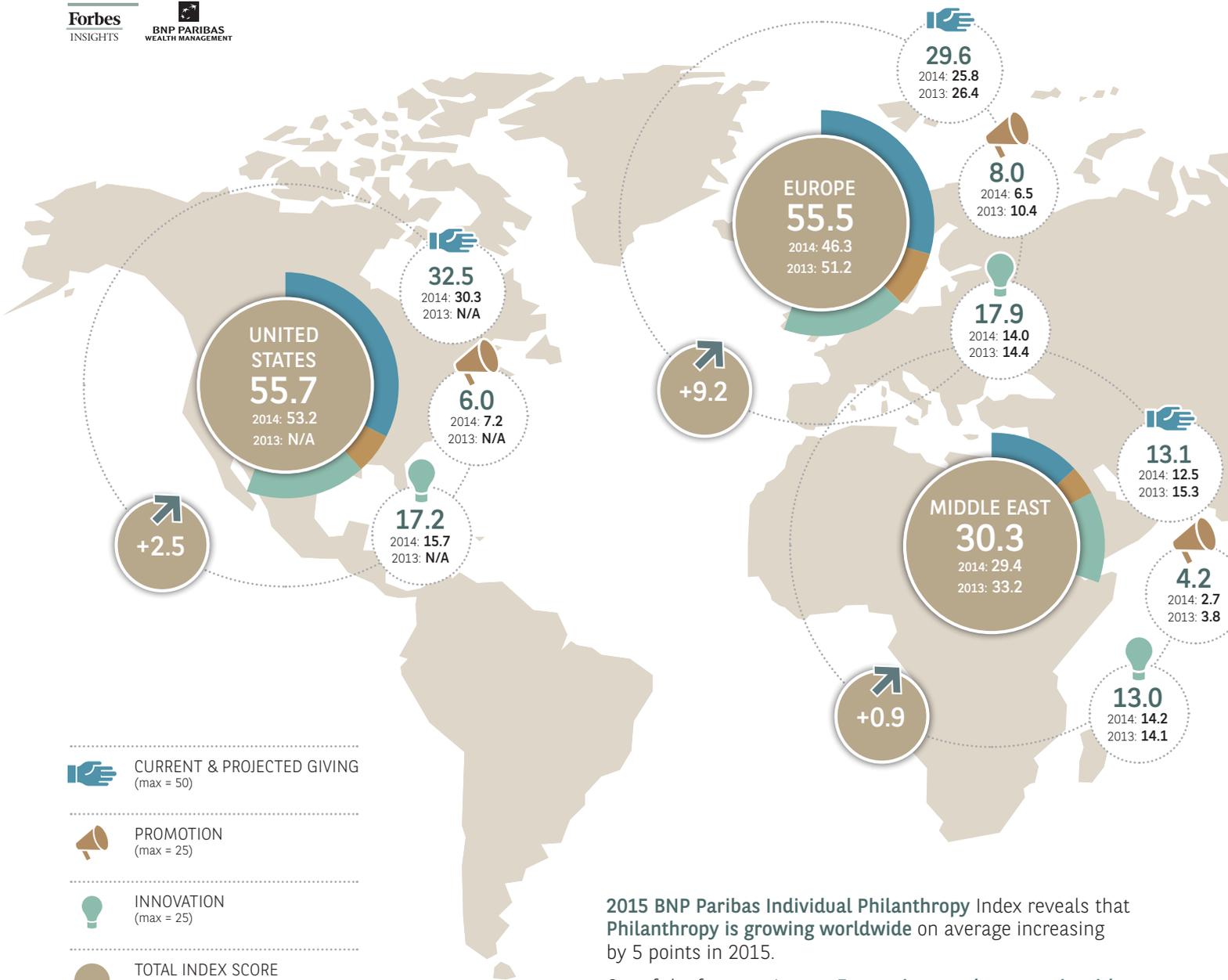
A Wealth of Choices: Navigating the Complexities
of Today's Philanthropy

At a Glance



BNP PARIBAS
WEALTH MANAGEMENT

2015 BNP Paribas Individual Philanthropy Index



CURRENT & PROJECTED GIVING
 (max = 50)



PROMOTION
 (max = 25)



INNOVATION
 (max = 25)



TOTAL INDEX SCORE
 (max = 100)



INDEX VARIATION
 2014 / 2015

2015 BNP Paribas Individual Philanthropy Index reveals that **Philanthropy is growing worldwide** on average increasing by 5 points in 2015.

Out of the four continents, **Europe is now close to a tie with the USA**, with a strong increase in current and projected giving.

Needs and opportunities grow every day with millions of charitable organizations : **there is today a multitude of choices calling for decision making.**

Methodology

400 individual philanthropists



>\$5 million in investable assets



4 continents
Europe, USA, Asia
and the Middle East



The data for the Index is derived from a survey of some 400 individuals—divided equally among the four regions and with at least \$5 million in investable assets—conducted by Forbes Insights from October to December 2014.

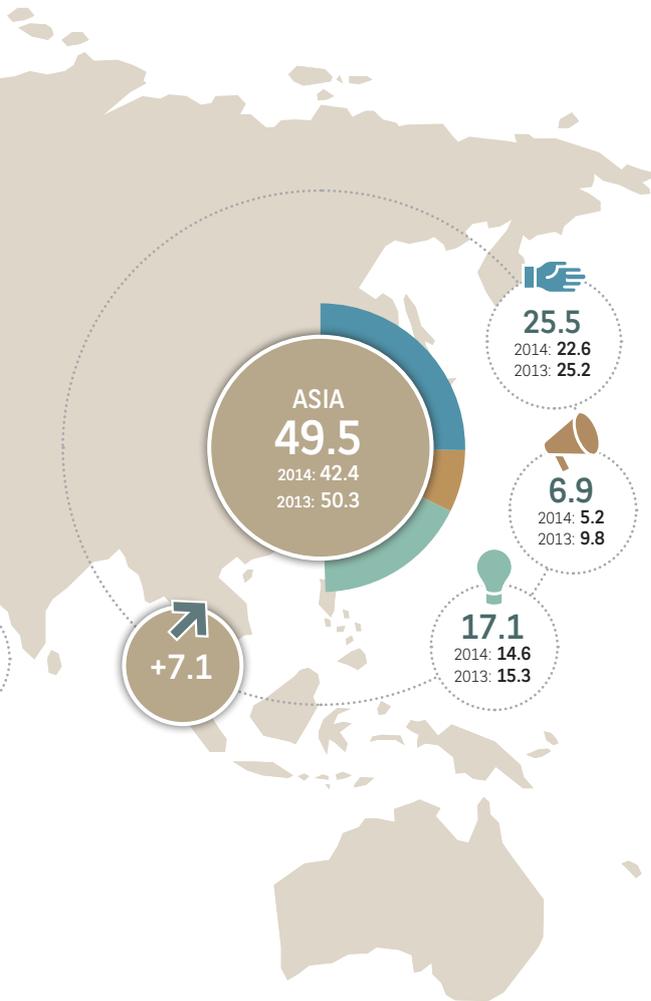
For a maximum score of 100, a respondent would have to get the highest marks in three categories: Giving (Current and Projected), Innovation and Promotion.

For the highest Giving score, a philanthropist would have to currently donate at least 25% of his or her annual income to charity, and plan to leave at least 50% of his or her fortune to charitable causes.

For a top Promotion score, a philanthropist would also have to promote a charity or cause by using a variety of traditional and social media—such as granting interviews, writing opinion pieces, press releases, advertising, Facebook or Twitter—to advance their cause, as well as building their public reputation around their philanthropy.

For a top Innovation score, an individual would have to spend money effectively and employ tools to measure cost-effectiveness. Philanthropists would have to assess the impact of their initiatives via both quantitative and qualitative measures and have an exit strategy—from a public/private partnership to self-reliant community organizations, to eradicating the problem, for example—among other criteria.

The weighting afforded to the subcategories is 30% for Current Giving, 20% for Projected Giving and 25% each for Promotion and Innovation.



Philanthropists find it complex to choose the cause they want to fight for and to select the right organization to implement it.

Despite the large amount of data available and promises of new technology, **family/relatives** (at 51%) and **Philanthropy advisors** (at 39%) **remain the key drivers** for decision making.

Impact investing (at 52%) and **collaborative philanthropy** (at 51%) are their two main opportunities.

Philantropists' profiles

Our global philanthropist is mainly **motivated by his sense of duty to support health.**

Choosing among the **large number of causes** is his main challenge. Therefore, he trusts **advice from family and relatives** as his #1 resource and selects **impact investing** as one of the main trends.

GLOBAL PHILANTROPIST

CAUSES

Health

65%



MOTIVATIONS

Sense of duty

52%

MOST COMPLEX

Large number of causes

35%



TOP RESOURCES

Family / relatives

51%

MAIN TRENDS

Impact investing

52%



TOP TECH SOLUTIONS

Promotion via social media

42%

UNITED STATES



CAUSES	Health
MOTIVATIONS	Giving back to society
MOST COMPLEX	Choosing among the large number of causes
TOP RESOURCES	Family / relatives
MAIN TRENDS	Impact investing
TOP TECH SOLUTIONS	Promotion via social media

EUROPE



CAUSES	Health
MOTIVATIONS	Sense of duty
MOST COMPLEX	Choosing type of philanthropic organization
TOP RESOURCES	External experts
MAIN TRENDS	Sharing of data, best practices, needs and skills among philanthropic organizations
TOP TECH SOLUTIONS	Crowd evaluation

ASIA



CAUSES	Health
MOTIVATIONS	To give back to society
MOST COMPLEX	Finding suitable resources to learn about philanthropy
TOP RESOURCES	Family / relatives
MAIN TRENDS	Collaborative philanthropy
TOP TECH SOLUTIONS	Promotion via social media

MIDDLE EAST



CAUSES	Health
MOTIVATIONS	Religious faith
MOST COMPLEX	Choosing among the large number of causes
TOP RESOURCES	Family / relatives
MAIN TRENDS	Philanthropy aimed at addressing the root causes of the problems
TOP TECH SOLUTIONS	Crowdfunding

A wealth of choices: the complexities of today's philanthropy

Needs and opportunities grow every day with millions of charitable organizations :
there is today a multitude of choices calling for decision making.

Philanthropists find it complex to choose the cause they want to fight for and to select the right organization to implement it.

The ever-expanding philanthropic sector is creating more and more opportunities to give.

How to make the best choice?



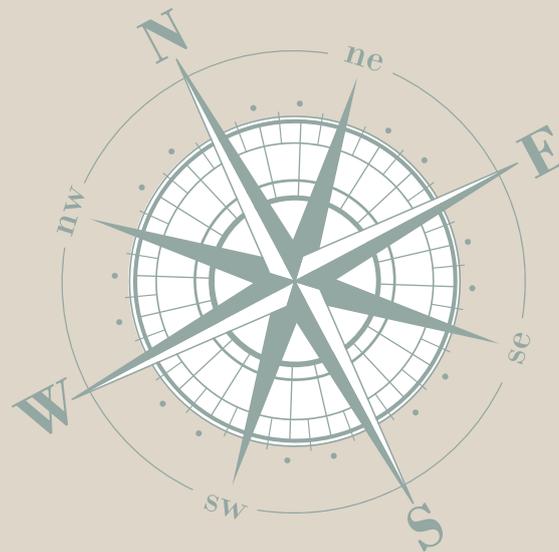
What are the top causes?

- #1 Health **65%**
- #2 Environment **52%**
- #3 Education **44%**



What is the main challenge, and thus hard to navigate?

- #1 Choosing among the large number of causes **35%**
- #2 Choosing among the large number of charitable organizations **30%**
- #3 Evaluating a charitable organization **24%**



Which resources help to make philanthropic choices?

- #1 Family/relatives **51%**
- #2 Philanthropy advisors/agencies **39%**
- #3 External experts in the area of focus **37%**



What motivate philanthropists?

- #1 Sense of duty **52%**
- #2 Desire to give back to society **49%**
- #3 Altruistic desire to help others **46%**



Which emerging trends hold the most promise for philanthropy?

- #1 Impact investing **52%**
- #2 Collaborative philanthropy (Giving circles, collective impact movements) **51%**
- #3 Sharing of data, best practices, needs and skills among philanthropic organizations **51%**

BNP Paribas Individual Philanthropy Index

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Philanthropy is a key way to give back to your community, country and the world. We understand the importance of ensuring that your generosity has a significant and lasting impact on the causes you care about most. Our team of philanthropy experts works with you to design a roadmap to achieve your unique goals.

With our philanthropy expertise your wealth has a voice. Let it be heard.

BNP PARIBAS WEALTH MANAGEMENT

- €305bn of assets under management
- Over 6,300 professionals
- Offices in some 30 countries
- #5 private bank in the world
- #1 private bank in the Eurozone
- Recently recognized:

“Best philanthropy offering in Europe”

“Best private bank in Europe”

“Best foreign private bank in Hong Kong”

“Best private bank in North America”

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