



## **BNP Paribas to regroup its expertise in asset management under the brand name BNP Paribas Investment Partners**

*In just a few years, BNP Paribas' Asset Management has achieved widely recognised expertise across a range of innovative products and new markets. These specialised capabilities have now been brought together under the brand name of BNP Paribas Investment Partners, to offer investors easy access to all the latest innovations in asset management. BNP Paribas Investment Partners provides the Asset Management division of BNP Paribas with an additional asset to strengthen its position as a key player in multi-specialist asset management.*

The creation of the BNP Paribas Investment Partners (BNPP IP) brand name reflects extensive changes in the asset management industry: the pace of development has risen sharply under the impact of hedge funds and private equity, as well as the complexity of techniques and investment products, and the proliferating opportunities in new markets. Over the last five years, BNP Paribas' asset management division has seen double-digit growth in business and profits in direct consequence of diversifying its offer through the launch of innovative investment strategies.

The fundamental, structured and index-linked management products offered by BNP Paribas Asset Management and Fischer Francis Trees & Watts (FFTW) have gradually been strengthened by new expertise in alternative management, wealth management and multi-management. The Group's dynamic investment policy also means that BNP Paribas Investment Partners is a significant partner in new markets (Brazil, China, South Korea, India, Morocco, and Turkey).

*"BNP Paribas Investment Partners is a multi-specialist, whose growth rests on high levels of expertise. In order to offer our clients the most innovative solutions, we have devised a unique partnership model which successfully combines the advantages of a leading player with the operational autonomy and entrepreneurial spirit of our partners, in order to guarantee our clients excellence and performance", said Gilles Glicenstein, Head of BNP Paribas Investment Partners.*

*"With BNP Paribas Investment Partners, our clients have the best of both worlds: the strength and solidity of a leading bank group and the flexibility of a pool of recognised specialists in asset management" added Alain Papiasse, Head of the Asset Management and Services division of BNP Paribas.*

## BNP Paribas Investment Partners, a unique platform of expertise

With 2,100 professionals in 28 countries serving clients across 67 countries, BNP Paribas Investment Partners is currently one of the best-performing asset management specialists, with 344 billion euros under management<sup>1</sup>.



*The launch of BNP Paribas Investment Partners is also supported by a worldwide advertising campaign starting June 2007 until the end of the year.*

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<sup>1</sup> \*figures at 31 March, 2007, assets under advisory included