



## Press release

### **BNP Paribas named “Swiss Franc Bond House of the Year” by IFR**

**Geneva, 14 January 2009 – For the first time ever in Switzerland, a foreign bank has been named “Swiss Franc Bond House of the Year” by IFR. This distinction was recognition of the record year that BNP Paribas enjoyed on the Swiss franc bond market in 2009 in terms of issue volume, geographical spread and inaugural issues in Swiss francs. The bank also ranked top for corporate issues in Swiss francs.**

Of all the non-Swiss establishments, BNP Paribas is the most active bank on the market and has steadily increased its share of the market as a whole. In 2009, it consolidated its 3rd place on the Swiss franc bond market with a market share of 15.7%. “The success of BNP Paribas is due to its capacity, despite the high volatility of credit spreads, to anticipate market expectations and successfully launch the right securities at the right time. Last year more than ever before, the difficulty lay in anticipating investor demands in the wake of significant activity on the financial markets and, ultimately, in being the first to offer them the appropriate service”, comments Patrick Voegeli, Head of Fixed Income & Equity.

BNP Paribas managed issues for Swiss companies such as Nestlé, Swisscom and Swiss Re, as well as assisting with Swiss franc bond issues for foreign issuers such as the Toyota Motor Credit Corporation, EDF, Gazprom and Anheuser-Busch InBev. For the record, in December 2008 the bank also launched an issue of record size worth CHF 1.350 billion for EDF, thus marking the beginning of demand in the corporate sector.

With respect to emerging markets, the operation in April for Gazprom was the first and largest ever for a Russian company in Swiss francs. It re-opened foreign debt markets for Russian issuers and the CIS, preparing the way for the launch by the Russian bank Vneshtorgbank (VTB) of its first bond issue made out in Swiss francs, followed by a similar launch for the Mexican oil company Pemex. This success with issuers from emerging markets is testimony to the skills of the distribution teams and those operating within financial bodies and on financial markets.

With more than 40 years of financial market experience, BNP Paribas CIB (Corporate and Investment Banking) offers Swiss investors a comprehensive range of products covering bonds as well as interest rate and credit derivatives. For some years now, fixed income activity and the Swiss market have allowed the Group to realise operations for new issuers thanks to financing that is often more attractive on the Swiss franc bond market than on other markets.

Zurich serves as the hub for BNP Paribas’ Swiss capital market activities. Interest rate and derivative transactions are managed from this office with the help of teams based in Geneva and Lugano. This allows the Bank to ensure that its Swiss institutional clients benefit from maximum cover and the best possible service. Since 1975, BNP Paribas has ranked among the leading issuers of bonds in Swiss francs.

Thanks to its expertise in developing new products and its distribution capability, the Group ranks in the top three in Europe in this market and has been able to position itself as a leading player in the Euro market. Its AA rating with Standard & Poor's makes it a prime choice for long-term and large-scale hedging transactions.

BNP Paribas CIB employs some 16,000 people in more than 50 countries around the globe. Its operations are focused around three core business lines: derivative products, capital markets and structured finance.

### **About BNP Paribas**

BNP Paribas ([www.bnpparibas.com](http://www.bnpparibas.com)) is one of the 6 safest banks in the world according to Standard & Poor's\*. With operations in 84 countries and 205,000 employees, of which 162,500 are in Europe, BNP Paribas is a European leader in global financial services. It holds a key position in its three core business areas: Retail Banking, Investment Solutions and Corporate and Investment Banking. The Group serves four domestic markets: Belgium, France, Italy and Luxembourg. Moreover, BNP Paribas has a significant presence in the US and a strong position in Asia and emerging countries.

\*In its peer group

### **About BNP Paribas in Switzerland**

Present in Switzerland since 1872, the BNP Paribas Group offers a wide range of products and services based on its tried and tested expertise and an international network extending over more than 85 countries. With over 1,700 employees and 4 branches (in Geneva, Zurich, Basel and Lugano), BNP Paribas (Switzerland) SA ranks as one of Switzerland's biggest foreign banks. Asset management for private customers and the financing of international raw materials trading are at the heart of the Group's core range of services. The activities involved in these services can be divided into two poles: Corporate and Investment Banking and Investment Solutions.

### **About IFR**

IFR (International Financing Review) is a Reuters publication which deals with topical issues and operations relating to international financing and capital market activities. Its annual awards have become a point of reference in the financial world.

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