



30-03-2009 – BNP Paribas' "Starbank the game" presentation

Journalist: BNP Paribas has just launched Starbank the Game, an innovative and interactive game which explains the banking logic to new employees.

Valérie Belhassen, hello?

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Journalist: You are head of Training and Skills development at Human resources group. First of all, can you tell us about Starbank the Game?

Valérie Belhassen: Starbank the Game is a video game that is on purpose an entertaining program but which aim is absolutely serious. While building a bank in a world of the future, the objective is to understand the main principles of banking activities. These adaptation of the model and specificities of the video game to meet a training need, placing Starbank the Game in a new category of tools called "Serious games".

The player has to meet a challenge, build up a bank. He must act independently and manage data to keep control of the situation and all of this with a sole aim: winning.

The rules of the game are the operational rules of a bank. When the player has succeeded in building a strategy, he has understood the bank world.

Journalist: What do you expect employees and managers to get from playing this game?

Valérie Belhassen: This offer is addressed to all staff members as they need to have a vision of banking activities, whether they are based in France, in subsidiaries or territories.

Starbank will soon be inserted into the induction program for newcomers, thus contributing to giving a consistent message about the Group.

The staff members who have played Starbank recognize the value of the game, as they said themselves that it is necessary to know banking activities and how to develop them prior to develop and manage their own clients portfolio.

As far as managers are concerned, they see a powerful tool for the development of their staff members' banking culture.

Journalist: On a more practical level, who can play and how?

Valérie Belhassen: Anyone can play, at home, in the office, whatever their geographical or professional situation is. You just need to put in your Favorites the following Internet address: <http://starbankthegame.bnpparibas.com>

From this site, you can not only play in three languages but also have a quick overview of the game's objectives and components, thanks to the trailer and the demo. A look at the Frequently Asked Questions section will also be useful so as to enter the game with your eyes wide open.

When you have decided to take part in the adventure, you quickly realize that building a bank cannot be done with one hand tied behind your back. You must master the economic environment and manage stability. Several trials may be necessary to reach the goal but that's how you learn.

Of course, the player is not alone. A tutor enables him or her to understand the five successive missions which allow players to go from one level of difficulty to another.



In about an hour, you can be the winner.

Journalist: Valérie BELHACEM, thank you very much.

Valérie Belhassen: Thank you very much.