



## Beyond Boundaries Corporate Patronage & Sponsoring

Beyond Business - BNP Paribas encourages dialogue between the banking world and its social and cultural surroundings through sponsoring and corporate patronage. This exchange provides another mode of expression for the core values of the Group: ambition, commitment, creativity and responsiveness.

### TENNIS

BNP Paribas has been deeply involved in tennis since 1971. The values of the sport fit us perfectly: a high-performance activity, characterised by fair play. What we love about tennis, we put in our business. Through tennis, the Group sponsors non-profit organisations, such as "Fête le mur", and supports wheelchair tennis.

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### CINEMA

BNP Paribas positions itself as a major sponsor of cinema, mainly in France, where it supports 3 celebrated annual events, and in Italy, through BNL, partner of the international film festival in Roma.

In 2005, BNP Paribas became the official partner of "Arthur and the Minimoys", the animated film by Luc Besson. The Group is also involved in other film initiatives: it is a partner of the "Directors' Fortnight" of the Cannes Film Festival, and also contributes to the restoration of old films (Modern Times in 2003, The Kid in 2007).

In 2007, BNP Paribas supported the first edition of Luc Besson's initiative "Cannes and the Suburbs" film festival, touring 10 towns in the Paris region in France.

Furthermore, BNP Paribas has contributed to financing independent French film for 20 years through its audio-visual branch in Paris which works with producers and distributors to ensure financing for film pre-production, filming, and post-production.

### 6 BILLION OTHERS

Driven by a spirit of curiosity, openness and exchange, BNP Paribas has proudly sponsored the "6 billion Others" projects since its conception.

Following "Earth from Above", French photographer Yann Arthus-Bertrand has embarked on another ambitious project called "6 billion Others". The video project paints portraits of men and women at the beginning of the 21st century, highlighting both the universal and individual aspects of responses to major questions affecting humanity and collected from people living all over the world. What is happiness? What can we learn from the challenges we face? What is the meaning of life?

Today over 6,000 interviews have been filmed in 65 countries.

This project will culminate in an exhibition to open in Paris in early 2009, before beginning its world tour and television broadcast around the globe.



## CORPORATE PATRONAGE

Through its programmes, the BNP Paribas Foundation focuses on conserving the cultural heritage of museums and bringing it before a wider public, encouraging creators and performers, supporting medical research in cutting-edge sectors and promoting projects which benefit education, social insertion and the handicapped.

Find out more about BNP Paribas' goodwill on [www.forachangingworld.com](http://www.forachangingworld.com)