



## **BNP Paribas Awarded ‘Global Bank of the Year 2008’**

### **The Banker Awards – The Banker, December 2008**

“The Past 12 months have been the worst in living memory for the finance industry, but such times of adversity are when banks and bankers earn their reputations. The Banker salutes the institutions that have managed the challenges the crisis presents with skill, courage and expertise.

#### **Global and Western Europe Award BNP Paribas**

In a year of tumult in the financial sector, with businesses and returns under the microscope, BNP Paribas’ universal model has demonstrated a remarkable level of stability and resilience. For the first nine months of 2008, the group’s revenues totalled €22.53bn; this may be 6.6% below the same period last year, but it is a triumph in the current climate.

In Q3, the bank generated revenues that were only 1% lower than the same period a year earlier, and up by 1.3% on the second quarter this year. And unlike some firms, BNP Paribas did not achieve this by using the recent amendment to the IAS 39 accounting standard authorising the transfer of illiquid assets out of the trading book.

BNP Paribas has clearly benefited from resisting the lure of business lines that have bequeathed serious problems to its competitors, but it has also excelled in key growth areas; for example, this year the bank also won The Banker’s Award for Innovation in Islamic Finance.

Equally, it has not been slow to spot and grab the right opportunities. Earlier this year, for example, it acquired Bank of America’s prime brokerage business, gaining critical mass and business that is difficult to build out organically. Similarly, the acquisition of a 75% stake in Fortis’ operations in Belgium and Luxembourg – avoiding most of the bank’s troubled credit derivatives portfolio – gives BNP Paribas the largest retail deposit base (at €586bn) in the eurozone.

“BNP Paribas’ robust business model has a track record of delivering strong and diversified earning streams from all its business lines. This is thanks to its excellent client franchises and the quality of its teams”, says CEO Badouin Prot. “While obviously not immune to the financial crisis, BNP Paribas’ stringent risk policy culture and good cost control during these difficult times have positioned it well to continue growing organically over the cycle. The recent acquisition of Fortis will present BNP Paribas a unique opportunity to expand its pan-European footprint and become the largest bank in the eurozone in terms of deposits.” ”

Source: The Banker – December 2008

