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Successful placement by BNP Paribas of its EUR 325 million 3-year bonds exchangeable for shares of Pargesa Holding SA

BNP Paribas (“BNP Paribas” or the “Issuer”) has successfully placed its EUR 325 million of bonds due 2015 (the “Exchangeable Bonds”) exchangeable for existing bearer shares (the “Shares”) of Pargesa Holding SA (“Pargesa”) today. The proceeds from the Offering will be used for general corporate purposes.

The Exchangeable Bonds have a maturity of 3 years and will pay a coupon of 0.25% per annum, payable annually in arrear. The Exchangeable Bonds will be redeemed at par on September 21, 2015 in cash or through the delivery of Shares or a combination thereof, at the issuer’s option.

The Exchangeable Bonds will be exchangeable for Shares at an initial exchange price of EUR 60.3241, representing a premium of 20% above the Volume Weighted Average Price (VWAP) of the Pargesa share on the main market of SIX Swiss Exchange from the opening of trading today to pricing. Bondholders may elect to exchange their Bonds for Shares from October 31, 2012, subject to BNP Paribas’ right to pay in cash all or part of the value of such Shares in lieu. The number of Shares underlying the Exchangeable Bonds represents 6.4% of Pargesa’s total number of shares issued (bearer equivalent), net of treasury shares.

Payment for and delivery of the Exchangeable Bonds are expected to take place on or about September 21, 2012. It is expected that the Exchangeable Bonds will be listed on the Euro MTF market of the Luxembourg Stock Exchange by October 10, 2012.

BNP Paribas acted as Sole Bookrunner of the offering.

The Exchangeable Bonds were placed exclusively with institutional investors outside the U.S. in reliance on Regulation S.



About BNP Paribas

BNP Paribas (www.bnpparibas.com) has a presence in 80 countries with nearly 200,000 employees, including more than 150,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia.

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