

The BNP PARIBAS Values and Management Principles

The BNP Paribas group is structured on guiding principles.
They are deeply rooted in the values of the group which create unity and cohesion through common action.

BNP Paribas' 4 core values

BNP Paribas has defined four core values:

responsiveness, creativity, commitment, and ambition.



Responsiveness

- Identify and assess new situations, risks and opportunities quickly and decisively.
- Take decisions and actions that are efficient and effective.



Creativity

- Encourage *initiative* and new ideas.
- Recognise people for their creativity.



Commitment

- Commit to excellence in client service and to collective achievement.
- Demonstrate behaviour that is *exemplary*.



Ambition

- Aspire to *leadership*, seek new *challenges*.
- Strive for *team* success in a *competition* where *the referee is the client*.

The 4 Management Principles

Client focus

To inspire our people to focus on the client first in an innovative way, as the interest of the client is always at the centre of our actions.

Risk-Aware Entrepreneurship

To undertake initiatives for development and efficiency while:

- Being accountable,
- Acting in an interdependent and cooperative way with the other entities to serve the global interest of the Group and its clients,
- Being continuously vigilant of the risks related to our area of responsibility, and to empower our people to do the same.

People care

To care for our people, by showing them respect, promoting equal opportunities, acknowledging performance and developing their talents and skills.

Lead by Example

To set an example through our own behaviour and ethics by:

- Respecting the regulations and the compliance rules, and behaving in a socially responsible way,
- Applying ourselves these Management Principles, as we expect our teams to.