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PRESS RELEASE

BNP PARIBAS IN SWITZERLAND CONTINUES TO SUPPORT CINEMA AS A PARTNER OF “THINK CINEMA LAUSANNE”

The bank, official partner and founder, is supporting the third edition of this annual international event set up by Vincent Perez, “Think Cinema Lausanne”.

A century of history between BNP Paribas and the film industry

2017 marked a century of shared history between BNP Paribas and the movie industry. These 100 years have enabled BNP Paribas to build a close relationship and cultivate a set of joint values with cinema art, becoming over time the number one bank in Europe for cinema,

BNP Paribas is a major player in the financing of audio-visual productions. The bank provides financing and support for filmmaking through a dedicated Image & Media unit staffed by experts who work exclusively on cinematographic and audio-visual projects. Every year, BNP Paribas is involved, directly or indirectly, in financing half of all films produced in France. **BNP Paribas is the exclusive partner to national cinema promotion initiatives** and enables as many people as possible every year to go out and enjoy the cinema.

BNP Paribas helps to preserve cinema heritage. BNP Paribas has helped to restore a number of classic film reels, including Charlie Chaplin’s *Modern Times* and *Les Demoiselles de Rochefort* by Jacques Demy.

The Group provides support to over 40 **film festivals in Europe** and has launched **Séance Radio**, a web-radio channel which brings movie fans news reports and stories devoted exclusively to the world of film. BNP Paribas launched as well the **Séance Ciné app** which provides an easy way for groups of friends to organize trips to the cinema.

BNP Paribas supports innovation. In a changing world, where new habits and ways of doing things are constantly emerging, BNP Paribas is more determined than ever to support change and development in the cinema world. Accordingly, the Group offers its various publics the opportunity to try out new ways of enjoying movies, including in Virtual Reality mode through collaboration with the MK2 VR space and the VR Arles Festival.



BNP PARIBAS

**The bank
for a changing
world**

Think Cinema Lausanne, an annual international event set up by Vincent Perez



rencontres 7^e art lausanne

It will be the third edition of Rencontres 7^e Art Lausanne, which will take place from the 4 to the 8 of March.

The second edition of Think Cinema Lausanne was a more than thrilling success: Think Cinema welcomed nearly 10,000 festival-goer in four days.

The 2020 Love Stories thematic offers a journey into couple and love behaviour throughout the history of cinema. This edition will be honored by the presence of Isabella Rosselini, Roland Joffé, Cédric Klapisch, Bertrand Blier, Patrice Leconte... A selection of masterpieces, in collaboration with the swiss *Cinémathèque*, will be shown on the big screens such as Casablanca, The Piano, Annie Hall and others.

"The cinema has naturally become an allied territory for the BNP Paribas brand and today, the Group is active across the entire value chain of the 7th art, from creation to distribution. With BNP Paribas you'll always be inspired by cinema. We're therefore delighted to support "Think Cinema Lausanne". This third edition of a major event – between heritage and potential – shares values that are dear to us: transmission and innovation. We encourage all generations to participate in this reflection relating to the 7th art", explains Monique Vialatou, CEO of BNP Paribas (Suisse) SA.

BNP Paribas (Suisse) SA

With almost 1,400 employees and 3 establishments in Geneva, Zurich and Lugano, BNP Paribas (Suisse) SA is a leading European bank in Switzerland for businesses, institutions and private clients.

Established in Switzerland since 1872, we are here to develop over the long term, with a specific strategy for each business-line: To be the privileged partner of businesses and institutions, to accompany them in their development in Europe and internationally, with our "One Bank for Corporates" initiative.

To be a reference in Wealth Management in terms of expertise and of service for our private clients and entrepreneurs. To be a center of excellence for funding of raw materials thanks to our "Specialized Trade Solutions" offer at the service of our historical customers who share our values, and of the bank's corporate clients in Europe.

The integrated model of the BNP Paribas Group enables us to offer our clients the financial stability of a first rate bank in Europe with international reach and a full range of products and investments. By developing privileged long-term relationships with our customers, we aspire to contribute to sustainable and responsible growth.

Since 2015, BNP Paribas is also an active member at the Swiss Structured Products Association SSPA.



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