

Paris, 2 May 2017

## PRESS RELEASE

### **BNP Paribas and Snap Inc.: the start of a great story!**



**BNP Paribas, first European bank to sign a global partnership with Snap Inc., the parent company of Snapchat. With this new collaborative initiative, BNP Paribas strengthens its proximity to Millennials and anchors its position as the leading bank on social networks.**

With its ephemeral approach to content, Snap Inc. has reinvented the way photos and videos are recorded and shared and has become a must-have for Millennials, setting a benchmark in visual communication. The smartphone app now unites a community of 158 million daily users who view over 10 billion videos and exchange over 2.5 billion snaps worldwide every day.

Through the partnership with the California-based social network provider, BNP Paribas wants to further strengthen its knowhow in the digital-social-mobile field, and reinforce its presence on an international communication platform aimed at the younger generation, that counted over 53 million daily active users in Europe in December 2016. The new generation forms a very important prospective customer group for Retail banking products and services and it is vital for BNP Paribas to go out and meet them, interact with them and to promote the Bank's product and service range in an innovative manner.

In 2016, #CampusStories, the first Snapchat guide for students studying abroad, invited French youngsters participating in an exchange programme to discover first-hand eight European university campuses via content developed on Snap by two social media influencers. With over 100,000 Snapchat subscribers combined, the Bank generated over the course of eight days 3 million Snap views through the influencers' stories and was recently presented a Gold award in the banking and insurance category at the "Grand Prix du Brand Content". 2017 will see commercial communication initiatives grow around the bank's major projects such as the release in cinemas of Valerian or the Roland-Garros tennis tournament. The teams at Snapchat and BNP Paribas will be working hand-in-hand to create new territory for animated filters, Geofilters and innovative and fun Snap Ads.

*"We are proud of the partnership with BNP Paribas and delighted that we are strengthening our collaboration around Snapchat's potential and our creative solutions. Together we will seize opportunities that will enable BNP Paribas to cement its position as the go-to bank for Millennials," explained Emmanuel Durand, Snap Inc., General Manager, France.*

*"This strategic partnership builds on the momentum which began several years ago within the digital media ecosystem. Our challenge is to be present where our core target is while simultaneously speaking*



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*the same language as Millennials, the new generation. They are our future co-workers and future clients,”* underlined Bertrand Cizeau, BNP Paribas Group Head of Communications.

BNP Paribas also uses Snapchat to project the BNP Paribas Employer Brand in a novel way. Several times a month, BNP Paribas invites colleagues from all over the world to take over the Group Snapchat account and tell their day-to-day lives through ephemeral photos and videos. This enables the Bank to illustrate, with a highly personal, light touch, the various jobs and professions in the banking world and allows the future workforce to discover the lives of existing young employees.

BNP Paribas is a major player in young employment in France. In 2017, the Bank is planning to recruit 2,000 young staff on work-study (sandwich course) contracts and 350 on in-company voluntary work assignments overseas under France’s VIE programme.

Snapchat videos are also posted on the [Group’s YouTube account](#)

### **About BNP Paribas**

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 74 countries, with more than 192,000 employees, including more than 146,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance.

In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending. BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

### **About Snap Inc.**

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. Our products empower people to express themselves, live in the moment, learn about the world, and have fun together.

### **Press Contact**

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