

## We believe in Asia's future

“Asia offers more opportunities than ever and BNP Paribas Wealth Management is in a strong position to ensure our clients make the most of them.”

### Serge Forti

Chief Executive Officer, Asia Pacific  
BNP Paribas Wealth Management



**BNP Paribas Wealth Management** is the number one Private Bank in the Eurozone in terms of client assets and a major player in the private banking field in Asia. We have extensive coverage originating from both new wealth and emerging markets that continues to grow. The Group's current integration with Fortis Bank further reinforces this position and positive growth.

BNP Paribas is strong, safe and solid, essential characteristics for clients looking to invest their wealth. When a client banks with BNP Paribas Wealth Management, he or she banks with BNP Paribas Group with access to an extensive product platform and service offering. Our resources are vast and they are at the service of our clients.

We have been in this region for more than 150 years and have a long standing and loyal clientele that spans generations and generations. Asia has always been a dynamic market and our position and knowledge of the region stands us in excellent stead when it comes to advising our clients. The result is that our Wealth Management clientele chooses us to partner them in all areas of their lives from pure brokerage deals to the complex structuring of family offices. This partnership is based on trust and confidence and we ensure that our offer is tailored to our clients' needs, not ours.

As you can see, we have been in Asian markets for a long time and we are here to stay! We believe strongly in Asia's future and have made this region a major platform for our growth. Today we have more than 700 staff in offices in Singapore, Hong Kong, China, Taiwan and India. Singapore is our regional platform and Hong Kong our hub for North Asia and I look forward to 2010 which will see the further development of China and India. When it comes to Asia, BNP Paribas Wealth Management is future positive!

### BNP Paribas Group

- Rated AA by Standard & Poor's (2009)
- One of the six strongest banks in the world (Standard & Poor's 2009)
- Present in over 80 countries on 5 continents with more than 205'000 staff
- #1 bank in the Eurozone in terms of deposits
- "BNP Paribas, the Safest Bank in the World" (La Tribune newspaper (France) 9 September 2009)
- 1st Private Bank in the Eurozone in terms of client deposits
- 6th Best Private Bank in the world (Euromoney 2009)

### Who does BNP Paribas Wealth Management cater to?

BNP Paribas Wealth Management's product and service offering is one of the most comprehensive in the world and caters to the personal, professional and economical needs of a variety of clients including individual HNW investors, entrepreneurs, business owners and family groups.

### Solutions and products at the service of its clientele

BNP Paribas Wealth Management offers clients a model that can be adapted to the degree of involvement they wish to have in the management of their personal assets. Its investment process uses 'pockets' based on short, medium and long-term horizons and offers access to many markets and a product and service offering that includes discretionary portfolio management, investment advisory, corporate advisory services, trust & fiduciary services and financing & custody.



## BNP PARIBAS WEALTH MANAGEMENT

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*When it comes  
to your future,  
there is no time like  
the present.*

*Secure your future today with  
BNP Paribas Wealth Management.*

BNP Paribas Wealth Management, the leading private bank in the Euro zone, puts specialized financial experts at your service. We work with you to help plan and put into effect a thoroughly personalized investment strategy that works for you at every stage of your life. Now, more than ever we are as committed to you as we are committed to your future.



**BNP PARIBAS  
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