

PRESS RELEASE

BNP PARIBAS IN SWITZERLAND BOOSTS ITS EXISTING SUPPORT FOR CINEMA AND BECOMES A PARTNER OF “RENCONTRES 7^{ÈME} ART LAUSANNE”

BNP Paribas, the major European bank of cinema strengthens its commitment to the 7th art. The bank is backing the first edition of this annual international event set up by Vincent Perez.

A century of history between BNP Paribas and the film industry

2017 crowned a century of history between BNP Paribas and the film industry. One hundred years over which BNP Paribas has been able to build a privileged relationship and cultivate common values and as such, has become the major European bank of cinema.

BNP Paribas is a key player in **audiovisual production funding** and an exclusive partner of national operations for **film theatre promotion**. BNP Paribas supports the financing of films via its BNP Paribas “Image & Media” division, made up of specialists exclusively dedicated to cinematographic and audiovisual activities. Every year, BNP Paribas participates in funding half of the French audiovisual productions and is happy to be able to assist in offering a degree of distraction in front of the big screen to a wide audience.

As a supporter of cinematographic heritage, BNP Paribas is proud to take part in **restoring major film classics** like “Modern Times” by Charlie Chaplin or “Les Demoiselles de Rochefort” by Jacques Demy.

The Group also sponsors more than **40 festivals** in Europe and in 2012 it launched “**Séance Radio**”, a web radio for film enthusiasts and the application “**Séance Ciné**” for easily organising cinema outings among friends.

In a changing world and with the advent of new practices, BNP Paribas wants more than ever to support the cinema through these developments and puts **innovation at the heart of its commitment**. With this in mind, the Group, along with MK2 VR and the VR Arles Festival, offers the opportunity to discover new ways of enjoying the cinema like Virtual Reality.

“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. Today, we’re therefore delighted to support “Rencontres 7^{ème} Art Lausanne”, which strengthens BNP Paribas’ commitment to cinema. This first edition of a major event – between heritage and potential – shares values that are dear to us: broadcasting and innovation. We encourage all generations to participate in this reflection relating to the 7th art”, explains Geoffroy Bazin, CEO of BNP Paribas (Suisse) SA.



Rencontres 7^{ème} Art Lausanne, an annual international event set up by Vincent Perez

Rencontres 7^{ème} Art Lausanne is an annual international event that seeks to involve the public in a reflection relating to cinema. Launched by the actor Vincent Perez, the event celebrates the history of film with the projection of mythical works and passionate public debates among prominent personalities (actors, directors and producers) and specialists from various sectors.

For this **first edition, which will take place from 24th to 28th March 2018**, Rencontres 7^{ème} Art Lausanne (r7al) will present around thirty films, well-known or less renowned, and other treasures from the Swiss film library, in six film theatres, including the emblematic Capitole – which will be the heart of the event – the Cinematographe and the Paderewski theatre of Montbenon, and three other Pathé Les Galeries and Pathé Flon theatres.

Between **heritage and potential**, r7al provides a powerful, creative incubator and a unique signature in the world of cinema, by associating with important schools from the canton of Vaud, like ECAL, UNIL, EJMA, EHL, HEIG-VD and EPEL*.

With the support of the town of Lausanne and the Swiss film library, the festival, far from any sort of competition, sheds a new light on the 7th art and positions Lausanne as an important place to talk about film, reflect, innovate and bring meaning.



BNP Paribas (Suisse) SA

With more than 1,400 employees and 4 establishments in Geneva, Zurich, Basel and Lugano, BNP Paribas (Suisse) SA is a European player of reference in Switzerland for businesses, institutions and private customers. 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 customers and entrepreneurs.

To be a centre 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 customers in Europe

The integrated model of the BNP Paribas Group enables us to offer our customers 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.

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* Ecole Cantonale d'Art de Lausanne (Lausanne Cantonal School of Art), Université de Lausanne (University of Lausanne), Ecole de Jazz et de Musique Actuelle (School of Jazz and Modern Music), Ecole Hôtelière de Lausanne (Lausanne School of Hotel Management), Haute Ecole d'Ingénierie et de Gestion du Canton de Vaud (School of Business and Engineering Vaud), Ecole Polytechnique Fédérale de Lausanne (Federal Institute of Technology of Lausanne).



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