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PRESS RELEASE

BNP PARIBAS CONFIRMS ITS SUPPORT FOR THE “RENCONTRES 7^E ART LAUSANNE” FILM FESTIVAL FOR THE FIFTH YEAR

As Europe’s leading bank for the film industry, BNP Paribas is reaffirming its commitment to the silver screen. For the fifth year in a row, founding partner BNP Paribas will sponsor the fifth edition of the “Rencontres 7^e Art Lausanne” film festival, which will take place from March 12 to 20, 2022. The festival’s theme is “Mirror Mirror”, with a focus on films about cinema.



Over time, the “Rencontres 7^e Art Lausanne” festival has become a major international event, founded by actor and director Vincent Perez. With the participation of cinema’s biggest names, the festival includes screenings and a series of intimate and digital events.

As part of the Group’s ongoing support for young and new cinematic talent, BNP Paribas is supporting cinema students at ECAL (Ecole Cantonale d’Art de Lausanne) for the second year in a row with the “Double Clap” prize launched in 2021. All of the students competing for the award attend ECAL and they each have to create a 20-minute short film. In addition to the visibility provided by Rencontres 7^e Art Lausanne, the winner will receive a CHF 10,000 cash prize, which will provide support and a springboard for future success.

“Cinema is in BNP Paribas’ DNA, which is why the Group now has a presence throughout the film industry value chain, from creation to distribution. We are delighted to be supporting the fifth edition of Rencontres 7^e Art Lausanne. The festival – which shines a spotlight on both our heritage and our future – is founded on values that we share: passing on long-standing expertise, and innovation. “The festival is a great opportunity for all generations to meet and share ideas about the silver screen,” said Enna Pariset, Head of Territory for BNP Paribas in Switzerland.

A century of history between BNP Paribas and the film industry

In 2017, BNP Paribas celebrated a century-long partnership with the film industry. Over the last one hundred years, BNP Paribas has built strong ties and developed shared values with the world of cinema, and has become the leading bank for the film industry.

BNP Paribas is a key player in the **financing of audiovisual productions** and is the exclusive partner for the **promotion of cinema** in movie theatres in France. BNP Paribas helps finance films through its BNP Paribas “Image & Media” division, which comprises experts who specialise exclusively in film and audiovisual activities. Every year, BNP Paribas finances half of all French audiovisual productions, and is delighted to give as many people as possible the chance to discover the world of film.



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In addition to financing, the Bank's commitment to cinema applies to all stages of the value chain: creative support, assistance for young directors and partnerships with film festivals in France and abroad. Since 2018, BNP Paribas has supported young cinematic talent through its production company BNP Paribas Pictures, through an investment fund dedicated to the financing and co-production of first films by up-and-coming filmmakers.

In 2019, BNP Paribas launched "We Love Cinema", a platform dedicated to all film enthusiasts. This website offers a gateway into the world of cinema, from behind-the-scenes experiences to the theatrical release, including previews, visits to the set, and new content! Visit welovecinema.bnpparibas and @welovecinemafr to learn more!

About BNP Paribas

BNP Paribas is the leading bank in the European Union and is a top-tier international player in banking. It has a presence in 68 countries and has over 193,000 employees, including nearly 148,000 in Europe. The Group holds leading positions in its three major areas of operation: Retail Banking for all the Group's retail banking networks and several specialised business lines; Investment & Protection Services for savings, investment and protection solutions; and Corporate & Institutional Banking, focused on corporate and institutional clients. Thanks to a strong, diversified and integrated model, the Group guides its clients (individuals, non-profit organisations, entrepreneurs, SMEs, large companies and institutions) and helps them achieve their goals by offering funding, investment, savings and protection services. In Europe, BNP Paribas operates in four regional markets: Belgium, France, Italy and Luxembourg. The Group also deploys its retail banking model in the Mediterranean countries, Turkey and Eastern Europe, and on the west coast of the US. As a top-tier international player in banking, the Group has developed leading platforms and businesses in Europe, with a major presence in the Americas and a strong and fast-growing foothold in the Asia-Pacific region. BNP Paribas adopts a socially and environmentally responsible approach in all of its activities, helping to build a sustainable future and ensuring the Group's performance and stability.

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