

Press release

Paris, 26 of April 2023

#UnexpectedJobs**BNP Paribas highlights the changes in the banking professions by giving a voice to its employees**

With new products and services, technological innovation, and support for the ecological transition, the bank's jobs have changed profoundly. To better express the reality of these changes, BNP Paribas is giving its employees the opportunity to define what they really think their day-to-day job is. Created with Publicis France, this campaign, which aims to reveal the reality of daily life within the BNP Paribas Group, is intended to show the diversity of profiles that make up the Group today.

An operation based on the participation of all the BNP Paribas staff

#UnexpectedJobs. This campaign is more than just an advertisement for the bank. It is much more than just an employer branding campaign. It's a collaborative campaign, embodied by the employees of BNP Paribas around the world, to illustrate the bank's evolution.

Who better than employees to tell the story of the more than 300 jobs that make up the bank today? Since April 20, 2023, BNP Paribas has invited its 190,000 employees to share their #UnexpectedJobs on LinkedIn.

The idea? They must think about the job title that best describes their activity, and its usefulness as well as share it on LinkedIn along with a post about their daily life.

#UnexpectedJobs. It is an opportunity to:

- Question the usefulness of their profession and its impact on society
- Explain the ongoing transformation of our jobs and how these changes make them interesting
- Show the different sides of the bank to as many people as possible, and in particular to the future talents of BNP Paribas

To launch this initiative, BNP Paribas organized around 100 workshops in March and April 2023 and called on nearly 30 ambassador communities with participants at all levels of the company to enable 3,000 employees from different backgrounds to come up with their #UnexpectedJobs even before the official launch of the campaign. In addition to these workshops, a kit was made available to all employees to present the campaign internally and to encourage them to think about it. **Within five days, there were 1500 spontaneous participations from employees on LinkedIn.**

« Since my arrival in 2022, I have discovered sincere and committed employees who are dedicated to being useful to their clients and, more broadly, to the economy and society. Through this campaign, we wanted to highlight their energy and the diversity of the faces that make up our Group, contrary to preconceived ideas about the banking world... » explains **Elise Hermant, Head of communications of the Groupe BNP Paribas.**

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"In a changing world, BNP Paribas is shaking up the codes of banking communication by drawing on its talents and the diversity of its businesses. Thanks to the choice of an audacious creative idea, they have succeeded in creating more than just a campaign, but an integrated and global campaign that involves thousands of employees, whose enthusiasm and inventiveness were revealed on LinkedIn on April 20" adds **Agathe Bousquet, President of Publicis Groupe in France.**

A creative concept

Reveal the unexpected and the human aspect

Casting was done inside of the various teams and their professions, with scenarios and job titles based on their free and personal statement.

An authentic and creative tone best illustrates the evolution of jobs, with a particular focus on the unexpected positions that make up today's bank.

To express this ambition:

In charge of the photos, Tom Craig

Intrepid photographer and endorsed by the big names in fashion (Vogue, Net-a-Porter, Louis Vuitton, and Vanity Fair), Tom likes to tell stories that combine a unique photographic technique. The demand for detail which is important in fashion is mixed with a passion for reportage photography, giving way to shots filled with light.

In charge of the videos, Hugo Van Offel

As a French-Belgian journalist and director, Hugo's specialty is to capture the human side of things to show the intimate and the authentic.

Hugo was a reporter for 8 years at the CAPA news agency, where he covered many conflicts and humanitarian disasters (Iraq, Gaza, Somalia, DRC, Pakistan, famine in Niger) before becoming the star of the series No Go Zone, also aired on Canal+.

As an independent director for the past 10 years, he travels the world for the TV channels France 5 with "Planet Killers", Canal + and Arte with "Salvador: a state under control" (nominated at the Figma 2017), "Bangladesh: the Prophet's vigilantes", or Netflix for the series "World's Most Wanted".

An international advertising campaign throughout the year

A media campaign in several European countries including France, Portugal, Spain, Germany, the Netherlands, Belgium,... with billboards, press and digital for France.

About 40 employee portraits will also be published in 13 countries throughout the year, online, on posters, and in the press. These personal testimonies, taken outside the office, are given by employees who wanted to share their personalities, passions, or expertise, in an authentic tone, to give a new perspective on the professions that make up the bank today, for example with:

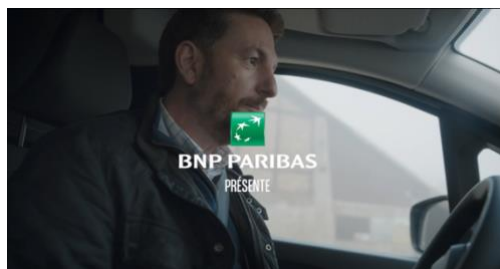


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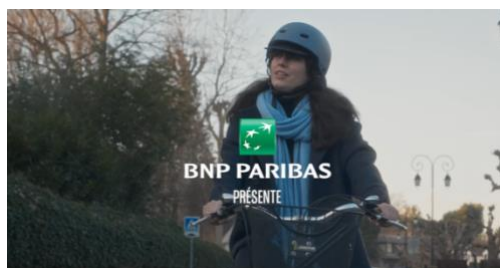
Discover in video the profiles :



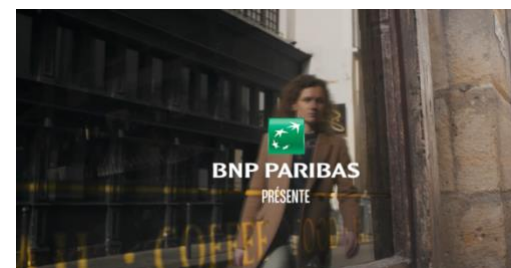
Mark, Tractor Trader



Rafal, Digital bridges builder



Marie-Line, Solidarity companies supporter



Heike, Storm watcher

FICHE TECHNIQUE

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Publicis Conseil

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Marco Venturelli : Président Publicis Conseil / Chief Creative Officer Publicis Groupe en France
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Nicolas Fabre : Directeur Commercial
Yhanne Khirat : Directeur Conseil
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Fabien Chiafrino : Directeur Artistique Senior.
Alastair McLean: Directeur du planning stratégique.
Flore Silberfeld : Achat d'art
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Hugo Van Offel : Director/Réalisateur
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Tom Craig : Photographer

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About BNP Paribas

BNP Paribas is the European Union's leading bank and a major international banking group. It is present in 65 countries and has almost 185,000 employees, including more than 145,000 in Europe. The Group holds key positions in its three main operating divisions: Commercial, Personal Banking & Services for all the Group's commercial banks and several specialized professions, including BNP Paribas Personal Finance and Arval; Investment & Protection Services for savings, investment, and protection solutions; and Corporate & Institutional Banking, focused on corporate and institutional clients. With a solid, diversified, and integrated business model, the Group supports all its clients (individuals, associations, entrepreneurs, SMEs, large corporations, and institutions) to help them achieve their goals by offering them financing, investment, savings, and protection services.

In Europe, BNP Paribas has four main markets: Belgium, France, Italy, and Luxembourg. The Group is also developing its integrated commercial banking model in the countries of the Mediterranean basin, in Turkey and in Eastern Europe. A leading international banking company. In Europe the Group has leading platforms and jobs, as well as a strong presence in the Americas, and a solid and fast-growing presence in Asia-Pacific. BNP Paribas implements a Corporate Social Responsibility approach in all its activities, enabling it to contribute to building a sustainable future, while ensuring the Group's performance and stability.

About Publicis Conseil

Publicis Conseil, the international creative agency based in Paris, has won 21 Lions, including 1 Grand Prix in 2021 and 2022. Presided by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency accompanies its clients from France on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. www.publicisconseil.fr

About Publicis Consultants

Publicis Consultants is the influence agency that is part of the Publicis group. The creation of this agency is based on the conviction that the influence of organizations is nourished by the coherence of their communications and the daily experience of their stakeholders. Our 160 consultants, divided into 5 major areas of expertise (data and foresight, brand culture & content, reputation, public affairs, change & CSR), support our French and international clients in all their objectives, whether it is business, improve their reputation or communication skills. Publicis Consultants is a member of the MSLGROUP network, which, with 3,000 employees, is one of the world's top three public relations networks. <http://www.publicis-consultants.fr>

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