



CASE STUDY: BNP Paribas Wealth Management

ABOUT BNP Paribas



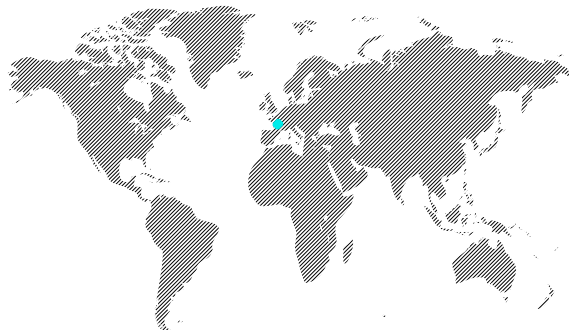
BNP Paribas is the European Union's leading bank and key player in international banking. It operates in 65 countries and has nearly 185,000 employees, including more than 145,000 in Europe. The Group has key positions in its three main fields of activity: Commercial, Personal Banking & Services for the Group's commercial & personal banking and several specialised

businesses 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.

BNP Paribas Wealth Management is a leading global private bank and the largest

private bank in the Eurozone. Present in Europe and in Asia, it employs 6,800 professionals who support H/UHNWI, entrepreneurs and leading families in protecting, growing and passing on their assets. The bank aims at building a sustainable future by combining its deep expertise and reach with its clients' influence and desire for impact.

ESTABLISHED: 1848
ESTABLISHED IN DIFC: 2011



BNP Paribas Wealth Management's journey to success in this region is a testament to the trust and confidence our clients have placed in us. In 2023, we expanded our office into ICD Brookfield Place in DIFC which reflects our commitment to better serve them while adhering to the strictest sustainability standards.

Antoine Chemali, CEO BNP Paribas Wealth Management Middle East and Africa

WHY DIFC?

- DIFC – the top choice in region for institutions seeking global standards.
- World class regulatory legal and regulatory framework.
- Collaborative approach between clients, regulator, and authorities.
- 790+ regulated firms, including 200+ global Banks.
- Home to 27 of the 29 G-SIBs.
- A global talent magnet - access skilled resources in the region, through a DIFC workforce of 42,000+ professionals.