



- Press release - Paris, December 4th 2008 -

BNP Paribas Personal Finance appoints two Deputy Managing Directors, Yves Gaudin and Alain Van Groenendael.

These appointments take place three months after the nominations of **Bruno Salmon as Chairman** and **Thierry Laborde as Chief Executive Officer of BNP Paribas Personal Finance**, leading provider of individual loans in Europe.

Yves Gaudin*, currently joint manager for France and member of the BNP Paribas Personal Finance executive committee and **Alain van Groenendael***, former CEO of Citigroup Western Europe, came into office on December 1st 2008.

Yves Gaudin is responsible for business activities in France and Italy, two major countries for BNP Paribas Personal Finance, and will direct operational processes and IT development worldwide.

Alain van Groenendael, in charge of international business activities, is responsible of Northern Europe, Mediterranean, Central and Eastern Europe and Latin America regions. He will also direct a new global 'Products and Markets' department based on four Markets (automobile, retail, property and consumers) and specific teams.

In this way, BNP Paribas Personal Finance will be equipped with a governance adjusted to its strong growth ambitions, with the aim of consolidating its leading position in consumer lending in Europe and joining the world top 5 by 2010.

* Express résumé included

Yves Gaudin, 46, graduated in business law and from the French business ESSEC, and has led his entire career within Cetelem which has now become BNP Paribas Personal Finance. He started out with responsibilities in planning, management control and the development of bank and insurance partnerships and then continued with operational functions within Cetelem in 1998. He was appointed Head of Finance in 2000.

Yves Gaudin joined the Cetelem Executive Committee in 2004 while in charge of France Network activities. Yves Gaudin is joint manager of all consumer credit business activities in France, since 2008 with the set up of BNP Paribas Personal Finance in 2008, merging Cetelem and UCB.

Alain Van Groenendael, 47, is a graduate from the Brussels business school ICHEC and a sales engineer. He has a solid 20-year experience in retail banking, where he held leading positions: C.E.O - Business Manager - Marketing Director - Credit Director, at CITIBANK and ABN AMRO Bank. Between June 2000 and April 2004, Alain Van Groenendael was Chief Executive Officer of the FINAREF Group.

Over these past 20 years, Alain Van Groenendael worked on major markets in Europe, the Middle East and Africa.

About BNP Paribas Personal Finance

On July 1st 2008, the merger between Cetelem and UCB gave rise to the inauguration of BNP Paribas Personal Finance, the leading player in consumer credit in Europe. With its 26,000 staff members, a well-known Cetelem brand and over €100 billion in outstanding loans managed in 30 countries spread over 4 continents, BNP Paribas Personal Finance aims at being part of the world TOP 5 of its sector by horizon 2010.

For further information, please consult: <https://www.bnpparibas-pf.com>

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