

## PRESS RELEASE

# BNP Paribas Assurance and Ashoka launch innovative partnership to develop social entrepreneurship

*Paris, June 26, 2008*

Ashoka is an independent global non-profit organization that selects funds and supports innovative Social Entrepreneurs who initiate projects with potential for powerful social impact and large-scale development. Founded 28 years ago, Ashoka is now active in 70 countries and has to date provided support for more than 2,000 Social Entrepreneurs.

BNP Paribas Assurance is the insurance arm of BNP Paribas. With business in 42 countries, the company is intimately involved with the economic and social development of its host countries. This partnership with Ashoka underlines BNP Paribas Assurance's commitment to sustainable growth and to transforming a world of risks into worlds of opportunity.

During the summer of 2008 **BNP Paribas Assurance will select six Ashoka Fellows** in six countries where the company operates: Argentina, Chile, Peru, Poland, Czech Republic and Slovakia.

This groundbreaking partnership goes beyond simple financial support. **In addition to a three-year grant**, Ashoka Fellows supported by BNP Paribas Assurance **benefit from the company's expertise and network of business partners**, helping them advance their project.

**Eric Lombard, Chairman and Chief Executive Officer of BNP Paribas Assurance said:** *"By supporting innovative small enterprises whose social utility is incontestable we help them grow and make a tangible contribution to the sustainable development of local economies, encouraging a more equitable distribution of wealth. We thus become a changemaker and a source of financing for positive growth."*

This partnership is an integral part of BNP Paribas Assurance's corporate social responsibility policy and not a corporate philanthropy initiative. Performance will be assessed by an independent organization to measure the concrete social impact in the countries concerned.

[www.angelsandfellows.com](http://www.angelsandfellows.com)

**A special website presenting the partnership between BNP Paribas Assurance and Ashoka  
and the initiatives pursued by the Fellows**

BNP Paribas Assurance has created the [www.angelsandfellows.com](http://www.angelsandfellows.com) website to track the development of projects by Ashoka Fellows, from launch through important milestones.

### About BNP Paribas Assurance

*BNP Paribas Assurance ([www.assurance.bnpparibas.com](http://www.assurance.bnpparibas.com)) is the Life and Property & Casualty insurance unit of BNP Paribas. It develops and markets products and services under two commercial brands. Products distributed through the BNP Paribas retail branch network in France are branded BNP Paribas. Those distributed by other channels in France and in international markets are branded Cardif.*

*BNP Paribas Assurance is the world leader in creditor insurance and the fourth-largest life insurance company in France. Its life and non-life insurance units have received an AA+ rating from Standard & Poor's.*

*It had gross written premiums of 18 billion euros in 2007. With operations in 42 countries, BNP Paribas Assurance generated 43% of its 2007 gross written premiums outside the BNP Paribas group and 39% of gross written premiums outside France. It counts over 7,000 employees, more than 60% of them outside France*

### About Ashoka

*Ashoka is a global non-profit organization founded in 1980. With a presence in 70 countries, the organization selects and supports innovative Social Entrepreneurs whose ideas and works can positively impact the lives of large numbers of people in a wide variety of areas, including education and training, healthcare, the environment, combating exclusion, human rights and sustainable development.*

*Ashoka has initiated a groundbreaking "philanthropic venture capital" approach, bringing together private funding and candidates who are rigorously selected for their capabilities and the potential of their projects. This ensures that their support will have maximum social impact. The Ashoka network currently counts some 2,000 Social Entrepreneurs worldwide who continually share ideas, experience and best practices.*

### Press contacts

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