

BNP PARIBAS



ACE MANAGER



acemanager.bnpparibas.com



BNP PARIBAS | The bank for a changing world.

INTRODUCTION TO THE BNP PARIBAS ACE MANAGER



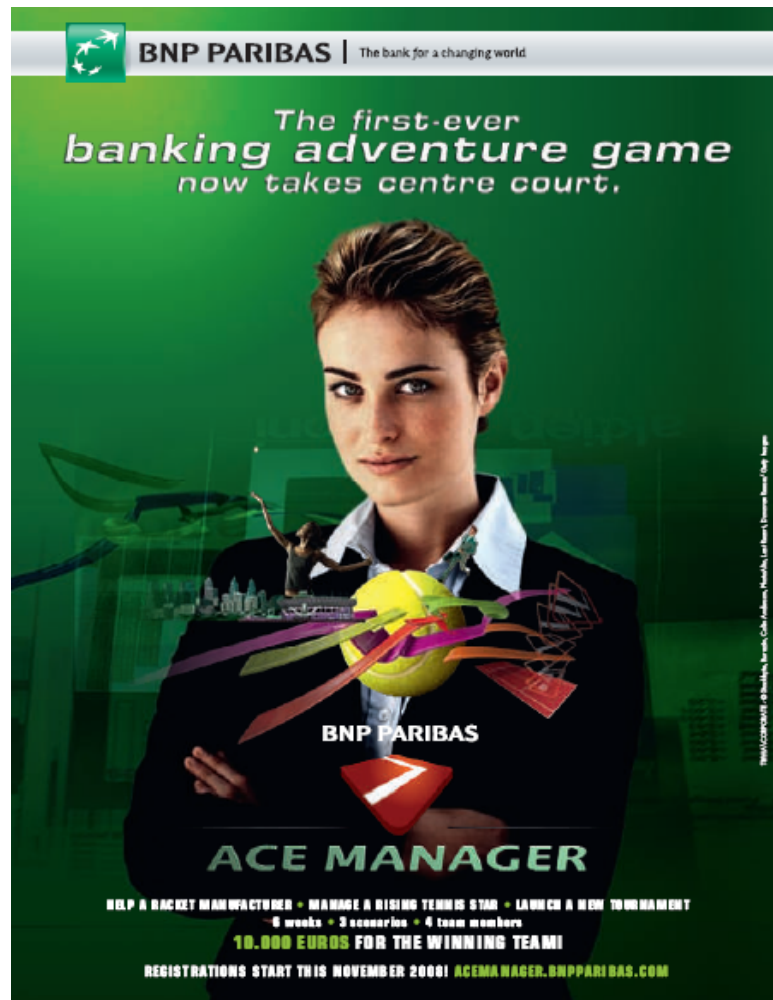
- The **first professional adventure game** inspired from reality
- Business game addresses **first to third year students** of the best business schools and universities in **26 countries on 5 continents**
- Entirely designed in **English**
- Game takes place in the **economic environment of tennis**, where players become the financial advisors of the tennis economy
- Game allows students to **grasp BNP's three core job categories** – Investment Banking, Asset Management, and Retail Banking



BNP PARIBAS | The bank for a changing world



SETUP OF THE BNP PARIBAS ACE MANAGER



- The goal of the teams is to lead their virtual bank towards excellence by accomplishing **three missions**
 - 1 Help a **tennis racket manufacturer** to increase external growth
 - 2 Help a young promising **tennis pro** to manage his assets
 - 3 Help a **tennis federation** to develop a tournament
- The five **best teams** will meet for the final at the **BNP Paribas Headquarters** in Paris to compete on a specific case
- The game is played on a **web platform** with numerous contents



STUDENT REWARDS OF THE BNP PARIBAS ACE MANAGER



PRIZES FOR STUDENTS

Place	Prize
1 st place:	10 000€ for the team and tickets to local tennis matches
2 nd place:	2 600€ for the team and tickets to local tennis matches
3 rd place:	1 600€ for the team and tickets to local tennis matches

BENEFITS FOR STUDENTS

- Experimenting with BNP Paribas' **core business units**
- Experiencing the **real work of a banker**
- Playing a game based on the **present**
- Using an online **educational tool**



ABOUT BNP PARIBAS AND ITS PARTNERSHIP WITH TENNIS

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is a **European leader in global banking and financial services** and is one of the 3 strongest banks in the world according to Standard & Poor's. The group is present in over 85 countries, with more than **168,000 employees**, including 129,500 in Europe. The group holds key positions in three major segments: **Corporate and Investment Banking, Asset Management & Services and Retail Banking**. Present throughout Europe in all of its business lines, the bank's two domestic markets in retail banking are France and Italy. BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

BNP Paribas and tennis

In 2008, BNP Paribas will be celebrating the **35th anniversary of its partnership with tennis**. Since 1973, BNP Paribas has been actively involved with the sport and has constantly strengthened its commitment since then – to support it both worldwide and locally, in family and school settings, and as a social activity. As a result, BNP Paribas has historically been a privileged partner in all aspects of tennis: as an **Official Sponsor of the French Open** for 34 years, the **Davis Cup** by BNP Paribas since 2001, the **Fed Cup** by BNP Paribas since 2005, and the **BNP Paribas Masters** since 1986, as well as other major international tournaments.



BNP PARIBAS

The bank for a changing world



ABOUT ENTRYPARK

Entrypark AB
Nygränd 10
111 30 Stockholm
Sweden

Phone +46 (0) 8 5000 2131
Fax +46 (0) 70 4110373

info@entrypark.com
www.entrypark.com

Entrypark supports corporate and academic clients in their employer branding and recruiting. On its international **career platform** Entrypark (www.entrypark.com) top employers and leading universities can display information on job opportunities, recruiting events, and study programs to high potentials. Through its extensive network of partner universities and student ambassadors, Entrypark also organizes and promotes large-scale **recruiting events** such as the BNP Paribas Ace Manager. Moreover, Entrypark designs **print media** like informative career books and distributes them on campus.



BNP PARIBAS

| The bank for a changing world

