

# THE BANK SPONSORSHIP AND CHARITY CSR POLICY BETWEEN 2015 AND 2016

## Operations rationality assessment

### introduction

The company shall conduct sponsorship, charity and social as well as corporate social responsibility (CSR) activities. Each of these activities results from the decision adopted by the Bank Management Board, backed up with the analysis of benefits for the company and its stakeholders, and is consistent with the corporate social responsibility standards, including not only economic but also social and environmental impact of the company. This way, the company provides credibility, stability and transparency with regard to its operations for all of its stakeholders.

Information on this activity shall be publicly available.

- 1) The annual report on the company's activity includes information on the company's involvement in the sponsorship, charity and corporate social responsibility activities.
- 2) Furthermore, the annual report on the Corporate Social Responsibility (CSR) is published separately, together with the indicators according to the international GRI methodology and standard.
- 3) The company's charity activity shall be presented in the annual report of BGŻ BNP Paribas Foundation, in compliance with the reporting rules of public benefit organizations (OPP) resulting from the Ordinance of the Minister of Justice of 8 May 2001 on general scope of reports submitted by foundations (Journal of Laws [Dz. U.] No 50 of 8 May 2001, item 529).

The company shall comply with good market practices with regard to rationality of operations at each stage, from planning, implementation to evaluation, which includes needs of all stakeholders of the company. The company performs annual planning and reporting and assessment of the operations, including appropriate budgeting, so that the company's resources were used in an optimal manner and the company could comply with its mission of serving clients in a responsible manner, favourable for the development of clients and local environments in which they operate and live.

Please find below a brief presentation of the assumptions and the most relevant operations in the areas covered by this report: CSR, including the charity activity of the Foundation as well as the sponsorship activity, constituting the documentation confirming the rationality of operating and informing about the company's activity.

### I. CSR – CORPORATE SOCIAL RESPONSIBILITY

The merger of two banks in 2015 meant an intense period of evolution of the vision of sustainable development of the merged bank, based on the best practices of both the organizations. Also, two foundations merged and BGŻ BNP Paribas Foundation emerged.

#### *Responsible bank in the changing world*

Carrying out the activities defined in the company's charter as well as business objectives, being aware of the impact on the environment, we include social, ethical and ecological aspects of our activity in the business strategy. Such concept of responsible business shall be implemented **in four areas of responsibility**: economic, social, civic and environmental.

## 1. Economic responsibility

### *Responsible financing of the economy*

Sustainable approach understood as a long-term financing of the economy based on ethical principles shall constitute our economic responsibility. It shall be implemented through building long-term relations with clients as well as other stakeholders. Such approach serves the balance to be created between quality of the transactions made and the expected profit. Consequently, monitoring of the transactions in terms of social, economic and environmental aspects shall be maintained in sensitive sectors which have material effect on the environment, E.G. the electric power, coal or agricultural sectors. In 2015 CSR analysis was performed for more than 30 business entities, and in 2016 for nearly 60 of them.

### *BNP Paribas Group as a partner of climate Change conference in Paris*

BNP Paribas was a partner of the climate change conference in Paris COP 21 where it was confirmed that the group declares to withdraw from financing of entities based solely on the coal industry and, at the same time, to increase involvement in the renewable energy sector as well as to support low-emission innovations.

### *BGŻ BNP Paribas Bank among the best "banks for Mr and Mrs Average"*

Constant improvement of the customer service quality is another area of our responsibility. The Bank's customer satisfaction surveys are carried out periodically which enables constant monitoring of the satisfaction level. In cooperation with third-party companies, the bank also carries out Mystery Shopping research. Professional auditors evaluate the service quality level in all the branches. BGŻ BNP Paribas Bank took high 2<sup>nd</sup> position in the category of "Friendly Bank – traditional banking" and 3<sup>rd</sup> position in the category of "Friendly Bank – online banking", in Newsweek 2015 ranking.

### *Ethical responsibility*

The Bank follows 11 principles of the Employee Code of Conduct. We promote and develop the ethical awareness of our employees through trainings. We are active in building the sector's responsibility as a member of the Initiating Group in the Ethics Officers Coalition at the United Nations Global Compact and Ethics Committee at the Polish Banks Association.

### *Responsible products*

The Bank's employees are proud of the "account with a heart", i.e. the Social Leader Package, a free account for social organisations having the character of social innovation, widely recognised in the third sector. Until now, over 14,000 social entities benefited from the Package.

We also offer the customers a possibility to support the BGŻ BNP Paribas Foundation as part of the mamBONUS loyalty programme. During financial operations carried out with the use of their credit cards, the customers collect points that may be then exchanged for various discounts/prizes or for vouchers supporting the participants of the *Klasa* [Classroom] scholarship programme established by the Foundation. During the international Central European Electronic Card 2016 conference, the Bank received the “Best Polish Loyalty Card 2016” award.

## **2. Social responsibility**

We implement it mainly by ensuring an attractive work environment, supporting the professional development of employees and their involvement. It is a process of increasing the awareness of employees on the benefits resulting from openness, respect for diversity and readiness for occupational mobility. An important area of our responsibility are the highest recruitment process standards, allowing for acquisition of the best employees who contribute to building of the organisation’s value with their competences and experience. Currently, the Bank focuses on internal recruitment as part of the Internal Labour Market, in order to allow employees to develop their careers within the organisation.

Other important elements are also the career paths planning, based on a diagnosis of the employee professional potential and analysis of their development needs, the competences development management, the elaboration and implementation of the recruitment policy and the succession plans.

### *Diversity*

Promoting openness and respect for diversity is one of the key values of the Bank, constituting part of the Management Principles and the Social Corporate Responsibility Strategy. The diversity refers to many areas of the Bank’s operations, its employees, shareholders, customers and activities resulting from local conditions, including the cultural diversity. We believe that in an organisation where the diversity is respected and promoted, the risk of discrimination is minimised, the cooperation remains on a high level, the creativity increases and this, in turn, influences the achieved results. We promote diversity aspects as part of such projects as: Woman in Business, Diversity & Inclusion Week – Job Shadowing, Occupational Mobility Days, Standards of Service of Persons with Disabilities, as well as inter-sectoral initiatives, such as SheXo, i.e. monitoring programme for women in the IT area carried out by the Vital Voices Foundation.

We signed the Diversity Charter, we introduced the Diversity Policy and the Diversity Management Principles. We have a Diversity Officer, responsible for the implementation of goals resulting from guidelines on the diversity management. The BNP Paribas Group is a signatory of the ILO Global Business & Disability Network Charter.

### *Employer branding*

In the years 2015~2016, the Bank continued its activities aiming at employer branding, addressed to the current and potential employees.

We carried out the Global People Survey (GPS), enabling us to determine the level of involvement of our employees and their perception of their employer. The survey was carried out in all the business and supporting lines. Based on thus acquired information, the Bank undertakes activities contributing to improvement of the employee motivation and involvement. As part of the employee opinion survey, we also carried out a survey on the employees opinions regarding the integration process; we wanted to know what is the level of their involvement, their perception and moods related to fusions and integration. A survey on the leadership styles and organisational climate for the directors brought a lot of information on the atmosphere that the employees feel in all the Bank's areas. The results of all research have initiated a number of activities aimed at raising the level of involvement, satisfaction and motivation in employees.

In 2015, the Ambassador Program was continued, primarily used for the promotion of the Bank among college students. As part of this Program lectures and presentations were organized, held by experts from the Bank. In June 2015, the University of Economics in Katowice finished the first edition of the Bank Academy for 20 students of this university.

The Bank undertook a number of image-related activities, whose goal is to reach out to the widest possible audience, increasing their awareness of the brand and to inform the labor market of the Bank and the benefits of working in this organization.

By obtaining individual Top Employer 2015 certifications prior to the merger and the application of best HR practices, Bank BGZ BNP Paribas could hold the title of Top Employer 2015. In 2016, the Bank once again earned the title of Top Employer Poland in 2016, thus contributing to obtaining the Top Employer Europe 2016 certificate for the BNP Paribas Group.

In 2016, the Bank took part in job fairs in Warsaw, Krakow, Katowice, Wroclaw, Poznan, Szczecin, Gdansk and Lodz. These events were aimed at students and graduates, and served the promotion of job offers and apprenticeships for students and graduates.

The Bank also became a partner of the conference organized by the Business Center Club and SKN Banking at the Warsaw School of Economics - Banking Summit - Financial Intelligence, during which our staff held a lecture titled *Does modern banking meet the needs of companies that need to manage their working capital efficiently to remain competitive in the dynamic, innovative, global market?*

In addition, in order to build awareness of the employer's brand among potential candidates, the Bank has created profiles on such websites as: Goldenline, LinkedIn, Career in Finance, Eurostudent, Absolvent.

### **3. Civic responsibility**

We understand our civic responsibility as preventing social exclusion and promoting education and culture, especially locally, in small communities, believing it to be the best way to strengthen a civil society.

### *Supporting local initiatives*

The program of local grants is a model of support applied by the Bank for socially useful activities conducted locally by small organizations. The result of such a relationship initiated very often involves initiating a long-term cooperation between the Bank and a local organization and strengthening the Bank's reputation as genuinely involved and caring about the local community. In 2015, the 5th edition of the Program received 76 applications, of which the grant, in the amount of PLN 1,000 to 5,000 was awarded to 47 local projects. A year later, the 6th edition received 52 applications, of which 31 were awarded funding to local projects.

## **Programs of the BGŻ BNP Paribas Foundation**

The Foundation runs a socially useful operation in the area of education, culture and social solidarity; it undertakes and supports initiatives for the development of citizenship and the development of entrepreneurship and financial awareness. The Foundation also supports the idea of employee volunteerism in the Bank and popularizes this form of involvement in the financial sector.

### *Class Scholarship Program*

The most important undertaking of the BGŻ BNP Paribas Foundation is the its own Class scholarship program. Since 2003, PLN 18.5 million was allocated to support nearly 700 participants. The aim of the Program is to support talented young people of difficult financial standing and coming from small towns, by allowing them to study in prestigious high schools in 5 academic cities: Warsaw, Wroclaw, Gdansk, Krakow and Gdynia. So far, more than 600 high school graduates have received this chance. In 2015, the Foundation launched the thirteenth edition of the Class, giving the Program 36, and a year later, in the next edition, 40 new students.

### *Agrotalents*

Another own scholarship program of the Foundation is the Agrotalents, aimed at ambitious young talents in agriculture. As part of the Program, the Foundation is granting scholarships to the nominees of the Agricultural Knowledge and Skills Olympics, and scholarships to top students of agricultural schools. Since 2011, Agrotalent support was granted to 227 ambitious young agricultural talents. Agrotalents are aimed at improving the knowledge and skills of young people and appropriately preparing them for their future profession, and consequently - innovate and modernize agriculture. In 2015, under the 4th edition of the Program, the Foundation has granted scholarships

to 35 pupils and students. A year later, as part of the 5th Program, scholarships were granted to 50 pupils and students.

#### *Dream Up Educational Program*

In 2015, the Foundation has started its 3-year Dream Up program, under which through music classes with professionals it supports the development of children and youth from educational centers in the Warsaw's Praga district. The initiative is held in cooperation with the Music Foundation (program operator) and the Children Friends Association (CFA, long-term partner of the Foundation). The program is addressed to nearly 100 pupils of the CFA. It involves 3-year-long activities in music education, including the most interested and motivated participants playing music instruments regularly. Through music activity combined with educational work, children learn mutual respect, develop their creativity and cultural competence, enrich their personality and build emotional harmony. Dream Up is a program of the BNP Paribas, currently carried out in 26 countries, initiated by the BNP Paribas Foundation in France. It is based on solidarity with the excluded groups and the idea of education through art, addressed to young people in difficult situations.

#### *National Philharmonic*

For years now, BGŻ BNP Paribas Foundation has been supporting the educational activities of the National Philharmonic in a series of Music Meetings. The Philharmonic reaches children and adolescents in several provinces, presenting music in fantastic performances, bearing a verbal commentary explaining to the young audience the secrets of the art of sound. This way, students from the often small towns, who normally have limited access to high culture, are provided with contact with music, and thus a chance to develop their talents and new passions. In the 2014/2015 season, 2,148 concerts were held in schools throughout the country, which attracted 378,669 listeners. In the 2015/2016 season, 1619 concerts took place, which were attended by 319,276 listeners.

#### *English Club*

The English Club project - the result of partnership between sectors: involvement from JMP Flowers, customer of the BGŻ BNP Paribas, a local social organization - "Society of Friends of Stężyca" and the BGŻ BNP Paribas Foundation in the development of education in one's native village. In response to the needs of the local communities, English classes were organized for middle school students. The aim of the initiative was to ensure equal educational opportunities for young people, by giving them the opportunity to improve the necessary language skills. During the school year, 26 students participated in the activities supported by e-learning lessons and traditional tours. Particular emphasis was placed on developing practical skills in language and communication. The most motivated participants had the chance to participate in a summer linguistic camp.

### *Crazy Music Days*

In accordance with the idea of promoting culture, the BGŻ BNP Paribas Foundation has become a partner of the Crazy Music Days festival, organized by the Sinfonia Varsovia on 25-27 September 2015 in Warsaw under the slogan "Passions of the heart and soul". This was the sixth edition of Poland's international festival La Folle Journée, popularizing classical music in the world. A year later, the seventh edition under the theme "Nature" was attended by over 38,000 people. Both events were financially supported by the BNP Paribas Foundation in France.

### *Volunteering as a form of social engagement*

Under the slogan "You can rely on me", the Foundation develops the Bank's employee volunteer program, coordinating individual volunteering, competence (BAKCYL program), actions (e.g. Blood Donors and Good Kilometers) and teams (Competition for the Best Social Projects).

In 2015:

- 16 employees involved in individual volunteering for their chosen organizations
- 31 volunteers held 99 lessons under the BAKCYL program. BAKCYL is an initiative of the Warsaw Institute of Banking, in which employees of 17 banks (including BGŻ BNP Paribas) take on the role of volunteer coaches and conduct classes on finance for junior high school students
- 250 employees took part in the Good Kilometers, in which they would over the course of a month count the kilometers traversed while running, cycling or rollerblading, as well as walking, Nordic walking and swimming. Kilometers were converted to money that was to be transferred to a charity chosen by the participant. Employees had traversed a total of 70,000 km, and the donation (in the amount of PLN 10,000) went to support the Cancer Center in Warsaw
- 138 employees from the three Headquarters (Warsaw Kasprzaka, Warsaw Suwak and Krakow Awatar) joined in the Blood Donors action implemented in collaboration with the Blood Center. In total, we managed to collect 42 liters of blood. Blood donation campaigns have been carried out at the Bank annually since 2009, within the framework of the "Your Blood, My Life" campaign
- As part of the 4th edition of The Best Social Projects (grant competition for Bank employees all over Poland), the Foundation has supported 17 projects (out of 25 submitted applications), carried out by 100 volunteers and addressed to more than 2,000 beneficiaries. Contest winners receive funding for their projects on social assistance in the environments they live and work in, as well as technical support of the Foundation. Since 2011, more than 260 employees had realized 54 their own volunteer projects in collaboration with local NGOs

In 2016:

- 40 volunteers of the BAKCYL project conducted 101 lessons for more than 2,300 students. BAKCYL is an initiative of the Warsaw Institute of Banking, in which employees of 37 banks (including BGŻ BNP Paribas) take on the role of volunteer coaches and conduct classes on finance for junior high school students
- under the second edition of the Good Kilometers social action coordinated by the Foundation, employees had crossed 20,000 km practicing any sports, e.g.: running, cycling, or swimming in a month's time. Kilometers were converted to money and donated to a charity chosen by the participants: "Klinika Budzik" of the Akogo? Foundation

- 111 employees from three Headquarters (Warsaw Kasprzaka, Warsaw Suwak, and Krakow Awatar) joined the Blood Donors action organized by the Foundation in collaboration with the Blood Center. In total, we managed to collect 30 liters of blood. Blood donation campaigns have been carried out annually at the Bank since 2009, within the framework of the campaign “Your Blood, My Life”
- 150 employees from Headquarters and Branches had registered in the database of bone marrow donors of the DKMS Foundation during the three-day Marrow Donor Days, coordinated by the Foundation
- the final of the 4th edition of the contest for the best social projects (grant competition for Bank employees all over Poland), during which the Foundation has supported 17 projects (out of 25 submitted applications), carried out by 79 volunteers and addressed to more than 2,000 beneficiaries. Contest winners receive funding for their projects for social assistance in the environments they live and work in, and substantive support from the CSR Office and the Foundation. Since 2011, more than 340 employees realized 71 volunteer projects in cooperation with local NGOs.

### **Membership of the BGŻ BNP Paribas Foundation in coalitions and partnerships**

#### *Membership in the Donors Forum (since 2009)*

The Donors Forum in Poland aims to pursue education and research in the field of tangible and intangible support for socially useful activities. The Foundation’s Membership in the Donors Forum is primarily a confirmation of the purposefulness and transparency of its operations. It also provides opportunities for active participation in Forum work, thereby influencing the shape and development of the Polish sector of non-governmental organizations and their initiatives. In 2015, the Foundation took part in the project raising the operating standards of corporate foundations in Poland, resulting in the document “Standards for the Operation of Corporate Foundations”. In 2016, the Foundation participated in the “We Work for Change” project.

#### *BAKCYL*

Partnership under the educational project “BAKCYL - Bankers for the Financial Education of Youth”, coordinated by the Warsaw Institute of Banking.

#### *Academy for the Development of Philanthropy “Coalition of Volunteer Presidents”*

Partnership with the Academy for the Development of Philanthropy project “Coalition of Volunteer Presidents”. The aim of the Coalition of Volunteer Presidents project is to discuss the social involvement among business leaders and promote pro-social attitudes and behaviors, by showing positive examples of high-level managers who share their time, experience, knowledge and skills within the framework of voluntary action.





*Partnership under the Bridge Scholarship Program (Entrepreneurship Education Foundation)*

*Jury of the Young Economist (Association of Polish Economists)*

*Partner of the Agricultural Knowledge and Skills Olympics organized annually by the 8 best agricultural universities.*

#### *Donations*

- to Stowarzyszenie Animacji Kultury Pogranicza “Folkowisko” for the “Niepamięć” project
- to the Association of Polish Economists for co-operation in the Jubilee Conference to commemorate the “20 Years of the Association of Polish Economists”

#### **4. Environmental responsibility**

In our everyday activity we aim at minimising the adverse effect of our organisation on the environment, both by limiting CO2 emissions from the core operating activity and by responsible financing of the economy using CSR monitoring in our procedures concerning sensitive sectors.

#### *Energy savings*

As part of the measures designed to reduce electrical energy consumption the Bank introduces modifications including, among others:

- lighting systems installed at the branches, by replacing fluorescent tubes with more environmentally friendly LED light fixtures
- implementation of a system of time-controlled functioning of lightning, ventilation and air conditioning at the Bank’s Head Office buildings
- control of external advertisements illuminated between dusk and 11.00 p.m. and between 5.00 a.m. and dawn using astronomic clocks

#### *Paper savings*

The Bank uses a Follow Me Printing system which allows staff to collect their printouts from any printer of their choice installed at the Bank’s buildings in Warsaw and Kraków and fitted with card readers. This reduces the number of printouts and electricity consumption which translates into lower consumption of wood and industrial waste. The Bank also encourages its employees and customers to use electronic documents. Eco paper with reduced weight is also used.

### *Promotion of pro-environmental attitudes*

Initiatives are frequently launched intended to increase the awareness of employees regarding our individual impact on the environment. Examples of such schemes include the Car-Free Days, where we encourage staff to ride bikes to work instead of cars and the CSR Days.

During the CSR Days we try to build the awareness of our employees in the area of pro-environmental attitudes, looking after one's health and a work-life balance:

- under the slogan "let's put bikes to work" replacing cars with bicycles allowed us to reduce CO2 emissions by 385 kg
- more than 300 employees underwent blood screening to measure cholesterol and blood sugar levels
- staff in Warsaw and Kraków took part in a relaxation break conducted by professional instructors

At the same time, employees could take part in quizzes, contests and read advice published in the intranet.

### *Car-Free Day*

In the last seven years we have been participating in the Car-Free Day. On that day employees come to work on bikes and leave their cars in the garage. This way we save money on fuel and limit CO2 emissions. During the 2015 Car-Free Day we emitted 100 kg CO2 less into the atmosphere.

At the Head Office buildings in Kraków and Warsaw staff have at their disposal a bike infrastructure (stands, roofed parking and showers).

### *E-waste*

We regularly collect e-waste. Since 2011, we have gathered in excess of 11 tons of e-waste. Handing over used equipment to public benefit institutions. Nearly 100 pieces of surplus furniture in good condition have been donated to 6 primary schools in Warsaw and its environs.

### *Responsible planning of business trips*

We try to be mobile and environmentally friendly by, among others, proper planning of business trips, availability of tele- and videoconferences and e-learning courses.

## **The Bank as an active organisation in the Polish CSR market in the years 2015-2016**

*BGŻ BNP Paribas – the most responsible bank in Poland*

BGŻ PNB Paribas has taken first place in the Ranking of Responsible Firms in the banking, insurance and financial sector category. The ranking is published by Dziennik Gazeta Prawna, and its substantive partner is the Responsible Business Forum and Deloitte.

#### *CSR Silver Leaf*

In 2015, BGŻ received a “CSR Silver Leaf” from Deloitte and the weekly POLITYKA for being a socially engaged and responsible firm. In POLITYKA’s ranking BGŻ found itself among businesses that declare applying all the key ISO 26000 solutions in their operating activity. These companies often rely on best local and global practices and apply international standards, and regularly inform their stakeholders of the results of their activities. In addition, the jury gave high marks to the ethics management system and appreciated the highest personnel management standards.

#### *Top Employer*

Bank BGŻ BNP Paribas received the Top Employer Polska 2016 title for its personnel policy consistent with the best practices.

#### *The Bank actively participated in organising the international CSR “Business that changes the world” conference*

“The bank for a changing world” - BGŻ BNP Paribas helped organise the international CSR “Business that changes the world” conference held on 20-21 October 2015. On the initiative of the Bank, in collaboration with BNP Foundation, a lecture was delivered by Jean-Pierre Gattuso, professor at Paris University, who conducts experimental research into the impact of CO2 emissions on acidification of the oceans. This offered an opportunity for including the topic and inviting participants to monitor the CO2 emission discussion during December’s COP 21 Paris summit. The BNP Paribas Group was a partner of the climate summit. The “Business that changes the world” conference provide the occasion for celebrating the 15<sup>th</sup> anniversary of the Responsible Business Forum. BGŻ BNP Paribas is a strategic partner of the Responsible Business Forum.

#### *Signatory of the 2050 Sustainable Development Vision for Polish Business Declaration*

This is our undertaking to pursue strategic business goals according to the assumptions of sustainable development. The Bank is an active member of the Corporate Social Responsibility Working Group operating at the Ministry of Economic Development.

*Partner of the Brandability Programme at the United Nations Global Compact POLSKA*

Thanks to the monitoring of waste generation at the Bank and the co-operation with suppliers in waste utilisation we submitted to certification the process of rebranding of the merged bank. Our good practice was published in the Global Compact "Yearbook".

*Member of the "Coalition of Ethics Ombudsmen" Initiative Group*

This is an initiative under the patronage of United Nations Global Compact made up of organisations which actively join the process of developing ethical standards for businesses and organisations that enter the ethical path. The initiative is also used for building a permanent platform for exchanging the knowledge regarding the best ethics management standards in companies and organisations. Our ethics management good practices were published in the "Coalition of Ethics Ombudsmen – we care" publication of Global Compact.

*Partner of the Nienieodpowiedzialni conference*

The gist of the conference organised as part of the NIENIEODPOWIEDZIALNI project is drawing the financial sector's attention to its contemporary challenges, including the need to re-evaluate their existing market behaviours, to take a new look at the role of the financial sector and at the need to create responsible social attitudes conducive to building relations based on trust and credibility.

*Partner of the "Ethics in Finances" competition organised by the PBA*

The idea behind the Ethics in Finances competition is to encourage professionals and the academic community to reflect on ethics in finances. The contest offers young employees, students and academics an opportunity to share their passion for their work, as well as ideas for improving the system. The main requirement which has to be met by all competition essays is a presentation of changes aimed at protecting or using ethical values in the world of finance.

*Partner of the project entitled "SDGs in practice. Guide for firms"*

The guide contains guidelines and good practices connected with the achievement by companies of the Sustainable Development Goals announced by the UN. It provides support for enterprises in Poland in transposing global sustainable development goals into their local business and CSR strategies with particular emphasis put on the sector context.

## **Non-financial reporting**

Since 2011, financial data in social reports have been regularly presented according to the GRI 3.1 methodology

(Global Reporting Initiative), at the B.13 application level. SPONSORSHIP AND CHARITY ACTIVITY

## II. SPONSORSHIP POLICY

The basic aim of the sponsorship policy of BGŻ BNP Paribas is building and reinforcing brand awareness and creating a positive image of the Bank. Indirectly sponsorship is also intended to reinforce the relations with Bank's customers. In view of its specific nature and development strategy the Bank seeks primarily projects that allow direct communication with customers representing its target groups. This way, it seeks solutions combining in a natural way the Bank's products and services with their potential consumers.

Bank BGŻ BNP Paribas is a subsidiary of the BNP Paribas Group, the biggest tennis sponsor in the world (the We Are Tennis programme) which also runs the We Love Cinema sponsorship programme. This is why the Bank treats as a priority sponsorship of tennis and cinematography events in Poland.

### 2016

The Bank as the global sponsor supported Fed Cup by BNP Paribas and Davis Cup by BNP Paribas matches played in Poland and sponsored by the BNP Paribas Group. Such matches were held in Gdańsk and Inowrocław.

In 2016, the Bank was the official sponsor of the Polish Tennis Association and a sponsor of local tournaments: WAT Cup for Bank employees, tournament in Zielona Góra, cycle of tournaments for children in Piła, cycle of Dzieciaki Do Rakiety events, BTL tennis league in Warsaw, tennis tournament for children and youth in Poznań, Nowy Tomyśl Tennis Tournament and ITF tournaments in Warsaw.

As part of the Polish edition of the We Love Cinema programme the Bank was a sponsor of the Festival of Stars in Międzyzdroje and the 7 billion Others exhibition in Katowice.

### 2015

In 2015, the Bank was the titular sponsor of the BGŻ BNP Paribas Lexus Business Cup tournaments and a sponsor of local tournaments, e.g.:

- Stalowa Wola Mayor's Cup Tournament
- BGŻ BNP Paribas OPEN Stalowa Wola
- 1<sup>st</sup> Amateur Tennis Tournament for the cup of the Director of BGŻ BNP Paribas in Iława
- Tennis Tournament for the cup of the Director of BGŻ BNP Paribas in Kurzętnik
- Jubilee 10<sup>th</sup> Tadeusz Sowiński Rotary Tennis Memorial in Olsztyn
- Cycle of Tournaments for the Cup of Bank BGŻ BNP Paribas in Wągrowiec, Trzcianka and Jarocin
- Districts' Tournament for the Cup of Bank BGŻ BNP Paribas in Czarnków
- Solec Open Tournament for children in Solec Kujawski
- 12<sup>th</sup> Seaside Stars Tennis Tournament in Międzyzdroje
- Beskid Cup – Tennis Tournament of Polish Artists in Jaworze
- ITF Future Tauron Cup in Wrocław

In addition, The Bank co-organised Fed Cup by BNP Paribas and Davis Cup by BNP Paribas matches played in Poland and sponsored by the BNP Paribas Group. Such matches were held in Kraków, Zielona Góra, Płock, Szczecin and Gdynia.

### **III. CHARITY POLICY**

The Bank pursues its charitable and social activity mostly through the BGŻ BNP Paribas Foundation. The priorities of the Foundation are: education – supporting access to education and improving chances of young people threatened with exclusion and social solidarity – development of voluntary work (the “You may rely on me” programme of employee volunteer work) and the social sector (the programme of grants for local NGOs). The Foundation also promotes culture and propagates access to it by co-operating with the National Philharmonic Orchestra and through projects with music institutions and organisations. The charitable and social activity amounts to social investment. It is based on long-term projects which are subjected to the analysis of the needs and a cyclical efficiency evaluations.

### **Final assessment of the rationality of the company’s CSR, charity and sponsorship activity.**

In the years 2015-2016, the company pursued its sponsorship, charity and CSR activity in a rational manner supporting its mission and business strategy. Importantly, these activities took into account the needs of the stakeholders (customers, employees, local communities, business partners, sector organisations, etc.).

At the same time, the company submitted its activities to external assessment which enabled obtaining additional, objective market benchmarks. In many cases the positive assessment of these activities, for example the expert evaluation of the Klasa scholarship project or the top position in the financial firms sector in the prestigious Ranking of Responsible Firms confirms that the system of ensuring utmost diligence in the processes of planning, execution and evaluation of non-business activity of the company functions properly and that the reporting transparency standards are met. All these factors together demonstrate that the activity in the area discussed here is rational and that it has the desired effect of supporting the business activity.