

BNP Paribas New Venture Competition

10 minutes to pitch and convince!

Monday, March 9, 2015 | 5:00 p.m.

at the BNP Paribas offices in Midtown New York
787 Seventh Avenue, New York, NY 10019

BNP Paribas is launching a competition, designed to support members of the Fordham Foundry, Fordham's University startup incubator, on their entrepreneurial journey. The BNP Paribas New Venture Competition will select six contestants to compete in the four following categories:

- Most innovative business idea
- Greatest impact venture
- Best business value proposition
- Audience pick through a trading game

Winners will receive mentoring by BNP Paribas staff, as well as tickets to attend the BNP Paribas Showdown on March 10th at the Madison Square Garden, featuring:

Roger Federer vs. Grigor Dimitrov
Monica Seles vs. Gabriela Sabatini

To compete, submit a brief description of your business idea (10 lines maximum) by email to CSR_North_America@BNPParibas.com by Friday, February 27th, 2015.

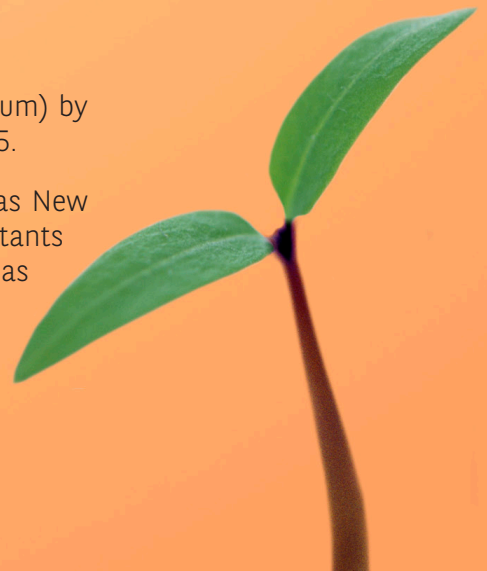
By submitting an idea, each Contestant agrees to the rules of the BNP Paribas New Venture Competition (see other side). After review of the submissions, six contestants will be selected to come and pitch their project in front of a panel of BNP Paribas employees, who will select the winning ventures.



BNP PARIBAS
The bank for a changing world



FORDHAM
THE JESUIT UNIVERSITY OF NEW YORK



About BNP Paribas

BNP Paribas has a presence in 75 countries with more than 180,000 employees, including more than 140,000 in Europe. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

BNP PARIBAS NEW VENTURE COMPETITION OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

You have not yet won. A purchase will not improve the chances of winning. Restrictions apply.

SPONSOR: This contest is sponsored by BNP Paribas, 787 7th Avenue, New York, NY 10019 ("Sponsor").

ELIGIBILITY: This contest is open to any individual who is a permanent legal resident of the 50 United States and the District of Columbia, 18 years of age or older as of February 9, 2013, and in possession of either a valid social security number and/or a valid U.S. personal tax identification number.

If an individual is a resident of a jurisdiction that deems him/her to be a minor, then he/she must obtain parental/legal guardian consent prior to entering and/or prior to submitting any personally identifiable information.

Officers, directors, and employees of the Sponsor; members of these persons' immediate families (spouses and/or parents, children, and siblings, and their spouses); and/or persons living in the same households as such persons (whether or not related thereto) are ineligible to enter this contest.

PROMOTION PERIOD: This contest will run beginning February 9, 2015 through February 27, 2015 midnight.

HOW TO ENTER: Each eligible person or team may enter the contest by submitting a brief description of their business idea by email to CSR_North_America@BNPParibas.com. The business idea description must not exceed 10 lines. Each eligible person or team may enter only once. Entries are not transferable or assignable. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion (including, without limitation, at Sponsor's and/or any other entity's servers), are void and will not be accepted.

SUBMISSION REQUIREMENTS: By entering the contest, you represent and warrant that: (i) you own all right, title and interest in and to the content of your submission; (ii) your submission does not include unsuitable or offensive content; (iii) your submission does not include any content that is in violation of third-party intellectual property rights including, but not limited to, rights of privacy or publicity; and (iv) you have all rights necessary to submit your ideas in accordance with these rules.

WINNER SELECTION: On March 2nd, 2015, the Sponsor will select six (6) entries to pitch their business idea in front of a panel of Sponsor's employees. The six finalists will be selected based on the Sponsor's judgment with respect to innovation, impact, and value. Four (4) of the six finalists will be selected as winners in each of the following categories: (1) most innovative business idea, (2) greatest impact venture, (3) best value proposition, and (4) highest price at the close of the audience trading simulation. The winners will be selected based on the discretion and judgment of the Sponsor's employees that hear the pitches. The Sponsor reserves the right, in its sole discretion, to select less than four winners or extend the entry period if an insufficient number of eligible entries are received, or if no eligible entries are received for a given contest period. The decisions of the Sponsor are final and binding in all respects.

REDEMPTION: The six finalists will be notified via email. The six finalists must agree to the terms of these Official Rules and may be required to provide proof of eligibility. If a potential finalist cannot be reached, or does not provide proof of eligibility, or does not agree to the terms of these Official Rules, or does not provide proof of parental/legal guardian consent when applicable, the Sponsor will select a different entry to take the finalist's place, selected as described above. The four winners will be notified in person at the time of the pitch event.

ODDS: 3 prizes will be awarded. Odds of winning depend on the number of eligible entries.

PRIZE: Each of the four winners will receive coaching by Sponsor's staff in the form of a few meetings during the second quarter of 2015 and one ticket to attend the BNP Paribas Showdown on March 10, 2015 at Madison Square Garden. The ticket prizes are valued at approximately \$400 USD each. The prizes may not be transferred or assigned or redeemed for cash. No prize substitutions may be made, except by the Sponsor, which has the right to substitute any prize for an alternative prize of equal or greater value. Any taxes on the prizes are the sole responsibility of the winners.

USE OF INFORMATION: By entering, entrants are providing information to the Sponsor. Except where prohibited by law, entry constitutes permission to use the winner's entry, name, other identifying information, and any statements regarding this contest for editorial, public relations, promotional, and advertising purposes on behalf of the Sponsor, without compensation. Once submitted, entries will not be returned. All entrant information, including e-mail addresses, are subject to the Sponsor's privacy policies.

RELEASE: Entrants understand that the Sponsor is not liable for injuries, losses, or damages of any kind arising from participation in this contest or acceptance or redemption of the prizes. By participating and winning a prize, each winner releases the Sponsor, its parents, affiliates, subsidiaries, and agencies, and its directors, officers, employees, and agents from any and all liability with respect to the prize won and participation in the contest.

APPLICABLE LAW AND DISPUTES: This contest is subject to all applicable United States federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by the laws of the State of New York, without regard to any principles of conflict of laws. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration administered by Judicial Arbitration and Mediation Services, Inc., in accordance with its Streamlined Arbitration Rules and Procedures or subsequent versions thereof ("JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in New York. All disputes arising out of or connected with this contest will be resolved individually, and without resort to class action. The Sponsor is not liable for any consequential, indirect, exemplary, or punitive damages, or for attorneys' fees.

WINNER'S NAMES: For the winners' names, send an e-mail to CSR_North_America@BNPParibas.com, with the name of the contest in the subject line. All e-mail requests must be received no later than two (2) months after the stated end date of the contest.

GENERAL CONDITIONS: This contest is subject to these Official Rules. The Sponsor reserves the right, in its sole discretion, to disqualify any individual it (or its authorized designee) find to be: (i) tampering with, as applicable, the entry process or otherwise with the operation of the contest (including, but not limited to, the use of automated computer programs or any non-human mechanism, entity, or device), or any web banner ad related to the contest; (ii) acting in violation of these Official Rules; (iii) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, harass, harm, mislead, or defraud any other individual or entity; or (iv) found to be otherwise in violation of law. Any person attempting to defraud any of the entries or in any way tamper with the contest will be ineligible to win a prize and the Sponsor will seek all remedies available to it, including, if appropriate, filing appropriate complaints with legal authorities. If infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the opinion of the Sponsor, corrupts or affects the administration, security, fairness, integrity, or proper conduct of the contest or the granting of a prize or any component thereof, the Sponsor reserves the right, in its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend the contest or any portion thereof and to award the prize from all eligible, salvageable entries received (if any), prior to and/or after (as appropriate) the action taken by the Sponsor, or otherwise in a manner that is fair and equitable as determined by the Sponsor.



BNP PARIBAS
The bank for a changing world



FORDHAM
THE JESUIT UNIVERSITY OF NEW YORK