

EasyETF



BNP PARIBAS



NYSE Euronext

Press release – Paris, 24 September, 2009

Four new EasyETFs investing in BRIC countries!

To exploit the growth of the four fastest-growing emerging countries...

Following the launch of these four ETFs investing in BRIC countries, the EasyETF range now includes 14 emerging market ETFs. Despite the recession, this region has, on the whole, continued to outperform most industrialised countries. Today, these 4 ETFs are listed on Euronext Paris.

Guillaume Dolisi, head of BNP Paribas EasyETF, explains that “*we were the first bank to launch ETFs investing in Africa and the Middle East, the “Next 11” countries and the United Arab Emirates... in addition to its 10 existing ETFs in the emerging markets, EasyETF now has four new ETFs for BRIC countries. With the four new ETFs, our emerging market range is particularly well suited to investors seeking to diversify their portfolio while exploiting long-term capital appreciation opportunities in high-growth markets*”.

“*ETFs are an extremely popular tool for investors targeting emerging markets. The development of the ETF range, listed on Euronext markets, contributes to the implementation of various investment strategies. The four new products launched by Easy ETFs are eagerly awaited*”, adds Scott Ebner, Senior Vice President, European Exchange Traded Products at NYSE Euronext.

A round-up...

- **EasyETF DJ Brazil 15:** the Dow Jones Brazil 15 index includes the 15 largest, most liquid companies on the Brazilian stock exchange (Bovespa), representing the Oil and Gas, Finance and Commodity sectors. Stocks are selected on the basis of market capitalisation and liquidity criteria.
- **EasyETF DJ Russia Titans 10:** the Dow Jones Russia Titans 10 index measures the performance of the 10 main RDRs (Russian Depositary Receipts) listed on the London Stock Exchange, selected on the basis of market capitalisation and liquidity criteria.
- **EasyETF DJ India 15:** the Dow Jones India 15 index represents the 15 largest companies listed on the Indian Stock Exchange, representing the Oil and Gas, Financial Services, Technology, Telecommunication, Services, Consumer Goods, Raw Materials and Utility sectors.

- **EasyETF DJ China 15:** the Dow Jones China 15 index includes the 15 largest companies listed on the Chinese Stock Exchange, representing the Financial, Raw Materials, Telecommunications and Oil and Gas sectors. Although these companies are mainly active in China, their shares are quoted on the Hong Kong and American markets, thereby providing substantial liquidity.

“We had already listed an EasyETF BRIC in July 2008. We felt that launching an ETF dedicated to each of the countries was essential in order to offer our investors optimal tactical allocation to this high-growth region. Our EasyETF range therefore includes several toolkits or allocation platforms, on various themes: commodities, credit, sectors, the environment and BRIC countries”, stresses Danièle Tohmé-Adet, head of product development at BNP Paribas EasyETF.

Fund factsheet:

EasyETF DJ Brazil 15

Legal structure: investment fund registered in Luxembourg (UCITS III)
 ISIN code: LU0339362906
 Investment management company: BNP Paribas Asset Management
 Currency: EUR
 Dividend: none, reinvested
 Annual management fee: 0.65%
 Listing: Euronext Paris
 Bloomberg code: EEB FP Equity

Fund factsheet:

EasyETF DJ Russia Titans 10

Legal structure: investment fund registered in Luxembourg (UCITS III)
 ISIN code: LU0339363110
 Investment management company: BNP Paribas Asset Management
 Currency: EUR
 Dividend: none, reinvested
 Annual management fee: 0.65%
 Listing: Euronext Paris
 Bloomberg code: ERR FP Equity

Fund factsheet:

EasyETF DJ India 15

Legal structure: investment fund registered in Luxembourg (UCITS III)
 ISIN code: LU0339363383
 Investment management company: BNP Paribas Asset Management
 Currency: EUR
 Dividend: none, reinvested
 Annual management fee: 0.65%
 Listing: Euronext Paris
 Bloomberg code: EEI FP Equity

Fund factsheet:

EasyETF DJ China 15

Legal structure: investment fund registered in Luxembourg (UCITS III)
 ISIN code: LU0339363540
 Investment management company: BNP Paribas Asset Management

Currency: EUR
Dividend: none, reinvested
Annual management fee: 0.65%
Listing: Euronext Paris
Bloomberg code: ECC FP Equity

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EasyETF, a world of opportunities

The EasyETF product range - the trademark of BNP Paribas now includes 64 trackers, of which 61 are listed on Euronext Paris, 18 on Deutsche Börse, 2 on the Swiss Stock Exchange (SWX) and 7 on Borsa Italiana and a listing on the Tokyo Stock Exchange (TSE) for a total of €3,658 billion* in assets under management.

The range comprises of:

- 24 equity trackers linked to the largest Global, European, Emerging markets, US, Asian, Middle Eastern and African indices;
- 12 trackers on thematic indices: socially responsible investment through the ASPI Euro zone index, environment, luxury, agribusiness, water, nuclear, waste, renewable energy, low carbon, infrastructure; Shariah compliant investment;
- 10 sector trackers;
- 2 trackers on listed real estate in the Euro zone, and Europe;
- 2 money market trackers on the Euro zone and the USA;
- 3 iBoxx sovereign bond trackers on the Euro zone;
- 3 trackers on credit derivatives on iTraxx® indices;
- 5 indexes of futures of commodity trackers;
- 3 trackers on Double Short indices on the CAC40®, Dow Jones Euro Stoxx 50® and Dow Jones Stoxx 600;

Further information on the EasyETF range and trackers investment strategies is available on www.easyetf.com

*Data as at end of August 2009

BNP Paribas Asset Management

BNP Paribas Asset Management (BNPP AM) is a European leader in traditional, indexed and structured investment management. BNPP AM is the original core activity of BNP Paribas Investment Partners (BNPP IP). BNPP IP brings together the full palette of asset management expertise of the BNP Paribas group. Through a unique platform that offers immediate and simplified access to a broad range of specialist Partner companies BNP Paribas Investment Partners has become a leader among the multi-specialist asset managers. At end 30 June 2009, assets under management amounted to €339 billion*, nearly half of which was managed for institutional clients. With 2,600 professionals servicing clients in 70 countries, the network of Partners provides clients with the most advanced and dedicated expertise in asset management today, blending excellence in client service with innovative solutions that can highlight or combine specialities.

For more information, please go to: www.bnpparibas-am.com

About BNP Paribas Corporate and Investment Banking

BNP Paribas Corporate and Investment banking division (<http://cib.bnpparibas.com/>) has almost 16,000 employees, deployed in 53 countries around the world. BNP Paribas CIB excels in three fundamental sectors in particular:

Derivatives - it is one of the leading global players in rates, credit, forex, commodity and equity derivatives

Capital markets - it is amongst the top ten Euro houses for both ECM and DCM (bond issues, securitization, convertibles and shares).

Structured finance - it is amongst the world leaders for acquisition, export, project and commodity finance.

AXA Investment Managers

AXA Investment Managers is a multi-expert asset management company within the AXA Group, a global leader in financial protection and wealth management. AXA IM is one of the largest European-based asset managers with approximately €500 billion in assets under management as of the end of June 2009. AXA IM employs nearly 3,000 people around the world and operates out of 22 countries.

NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With more than 8,000 listed issues, NYSE Euronext's equities markets -- the New York Stock Exchange, Euronext, NYSE Arca and NYSE Amex -- represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500.

For more information, please visit: <http://www.nyx.com>