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PRESS RELEASE

BNP Paribas expands its support for European cinema and sets a new investment target in France by 2030

- For over a century, BNP Paribas has been a committed supporter of the cinematic arts. In 2024, the bank allocated nearly €2.5 billion in financing and investments to the European film and audiovisual sectors.
- The group's funding efforts have primarily focused on French productions, while also driving expansion and modernization initiatives across Europe, including upgrading cinema infrastructure.
- Through its Image & Media Department, BNP Paribas is pursuing the growth of its film financing activities and setting itself the objective of reaching €100 million in revenues per year in France by 2030.

In 2024, BNP Paribas allocated nearly €2.5 billion in financing and investments to the European cinema and audiovisual sectors, of which €1.2 billion was dedicated to production (65% to film and 35% to television fiction) and €1.2 billion to distribution and exhibition. BNP Paribas' commitment focused mainly on French productions and modernising cinema infrastructure.

BNP Paribas is supported by the expertise of its dedicated Image & Media Department and its subsidiaries Cofiloisirs and Cinécapital, uniting more than 100 cinema and audiovisual experts from across Europe. BNP Paribas supports the entire value chain of this sector:

- **Production:** in 2024, BNP Paribas played a significant role in financing more than half of the 309 films produced in France, including *Le Comte de Monte-Cristo*, *Un p'tit truc en plus*, *L'amour ouf*, *En fanfare*. Among the major annual cinema events this year, BNP Paribas financed 16 award-winning films (César) as well as 22 films showcased at the Cannes Film Festival.
- **Operations:** BNP Paribas supports operators of all sizes: from multiplexes to independent cinemas, through a range of initiatives aimed at creating, renovating and equipping cinemas. In France, nearly half of all cinema screens is financed by BNP Paribas. On 30 April, the Group launched the Pathé BNP Paribas cinema, an unprecedented partnership with an operator and a newly renovated cinema in the Second District of Paris (formerly Pathé Opéra Premier, now Pathé BNP Paribas cinema). The stable support of BNP Paribas during the health crisis and over the last two years has been key to safeguarding and developing the sector.



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- **Distribution:** through these various channels, BNP Paribas is present in the majority of distributors, American and French, and provides specific loans related to this activity.

Henri de Roquemaurel, Director of Image & Media Department at BNP Paribas, said: *"Once again this year we reaffirm our commitment to the cinema sector that we have been passionately supporting for over 100 years. Alongside European producers, broadcasters and talents, and based on the high level of expertise of our employees, we continue to support the evolutions and transitions in sector. We will continue to drive our leadership in the film industry, targeting €100 million in annual revenue in France by 2030, and reaffirming our commitment to the sector's cultural and economic development."*

About BNP Paribas :

Leader in banking and financial services in Europe, BNP Paribas operates in 64 countries and has nearly 178,000 employees, including more than 144,000 in Europe. The Group has key positions in its three main fields of activity: Commercial, Personal Banking & Services for the Group's commercial & personal banking and several specialised businesses including BNP Paribas Personal Finance and Arval; Investment & Protection Services for savings, investment and protection solutions; and Corporate & Institutional Banking, focused on corporate and institutional clients. Based on its strong diversified and integrated model, the Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, BNP Paribas has four domestic markets: Belgium, France, Italy and Luxembourg. The Group is rolling out its integrated commercial & personal banking model across several Mediterranean countries, Türkiye, and Eastern Europe. As a key player in international banking, the Group has leading platforms and business lines in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific. BNP Paribas has implemented a Corporate Social Responsibility approach in all its activities, enabling it to contribute to the construction of a sustainable future, while ensuring the Group's performance and stability.

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