
PHILANTHROPY SERVICES ASIA

Supporting Your Philanthropic Strategy

2026



BNP PARIBAS
WEALTH MANAGEMENT

The bank
for a changing
world

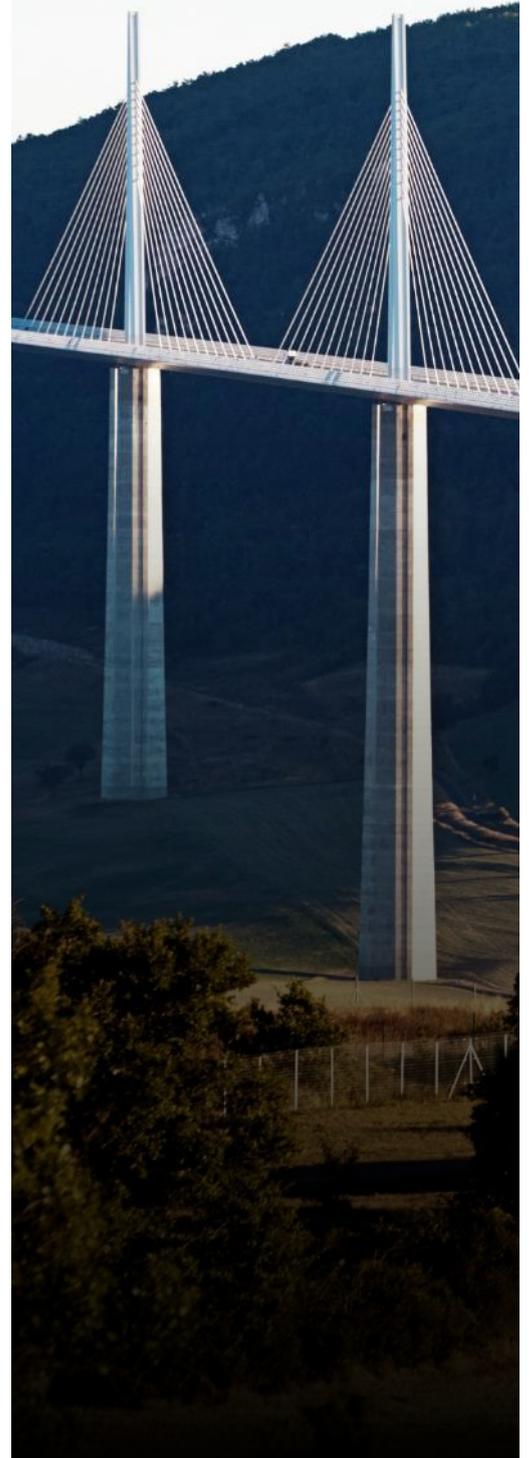
01

A Proven Partner In Impact

FROM INSIGHT TO PARTNERSHIP

For more than sixty years, BNP Paribas has been part of Asia's growth story, advising entrepreneurs, families and foundations as they translate prosperity into purpose.

Our philanthropy services combine the bank's global reach with deep local understanding, guiding clients from conversation to contribution with clarity and conviction.



Philanthropy is the new language of leadership

PHILANTHROPY IS NO LONGER ABOUT GENEROSITY ALONE; IT IS ABOUT STEWARDSHIP, STRATEGY, AND LONG-TERM RELEVANCE.

Asia now accounts for one-third of the world's billionaires, and its wealth is increasingly being built by entrepreneurs who see philanthropy as an extension of leadership, not an afterthought.

Families are professionalising their giving, establishing foundations, and embedding purpose into the businesses they lead.

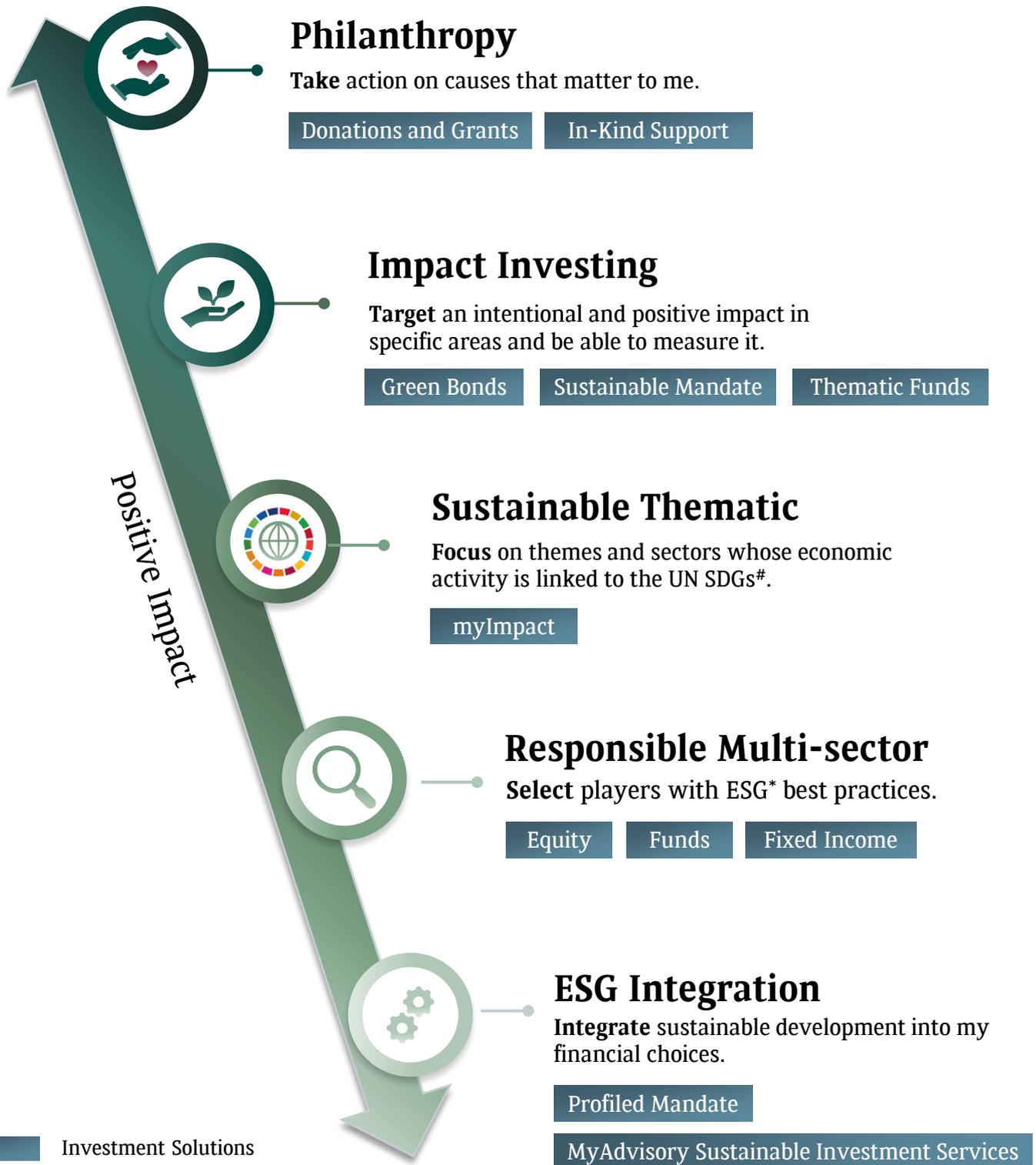
In Asia, giving is becoming a new expression of success.

BNP Paribas Wealth Management stands committed to empowering clients to make meaningful contributions aligned with their values.

Through a comprehensive suite of advisory services and a forward-thinking approach to sustainable wealth planning, we are driving best-in-class philanthropic engagement.



Philanthropy is part of a suite of our Positive Impact solutions



Investment Solutions

*ESG refers to "Environmental, Social and Governance".

#UN SDGs refers to the United National Sustainable Development Goals, which were adopted by all UN member states as the 2030 Agenda for Sustainable Development.

Donor motivations and challenges are increasingly complex

PHILANTHROPY AS AN ENABLER – IT’S NO LONGER JUST ABOUT MAKING DONATIONS TO CHARITIES.



Managing a Significant Liquidity Event



Structuring & Administering Grants



Managing Beloved Assets (e.g., art collection)



Retirement: Next Phase of a Founder’s Focus



Philosophical Chasm between Generations



Enhancing Brand Value (Across ESG Metrics)



Distinguishing Charity vs. CSR*



Defining The Field of Play & Managing Cross-border Grants



Influencing Policy & Ideology

*CSR refers to “Corporate Social Responsibility”.

Philanthropy Services is responsive to the current business climate and our clients' needs

OUR MODEL FOR PHILANTHROPY SERVICES TAKE A CONSULTATIVE APPROACH TO DIAGNOSING AND SUPPORTING CLIENT'S PHILANTHROPY AMBITIONS.



EVOLVING DONOR NEEDS

- Increasing donor interest and sophistication – especially in the face of stakeholder demands
- Philanthropy as means of brand-building and advocacy
- Next generation takes a more entrepreneurial, collaborative and global approach
- More sophisticated administrative and structuring needs to support family offices



PHILANTHROPIC TRENDS

- UN SDGs, sustainability and inclusion are strong drivers of trends
- More alignment to business strategies and pressure to ensure sustainability as a corporate focus
- Moving beyond grant-making to philanthropic investments
- Increased collaborations among grant-makers
- Rising interest in art and cultural philanthropy



SOCIAL, ENVIRONMENTAL & GEO-POLITICAL CONDITIONS

- Increasing social inequity, healthcare challenges and the climate crisis
- Regulatory Drivers: HK/SG focus on becoming family office and philanthropic hubs
- Policy Developments: e.g. China's Common Prosperity Law
- Cross-border philanthropic interventions as "soft-power"

From complexity to confidence

ASIA'S WEALTH LANDSCAPE IS EVOLVING FAST WITH INCREASING COMPLEXITY AND EXPECTATIONS. BNP PARIBAS HELPS CLIENTS SIMPLIFY THE JOURNEY THROUGH PRACTICAL INSIGHTS AND EMPATHY BORN OF EXPERIENCE.



Fragmented Giving Across Entities

Families often spread donations across multiple structures, losing coherence and control.

→ We consolidate philanthropy under unified governance and mission, ensuring purpose and efficiency.



Generational Transition and Differing Priorities

Next generation leaders seek innovative models to bring systemic change, while traditional philanthropy favours institutional, issue-focused giving.

→ We facilitate open dialogue and multi-tiered engagement, so family legacies evolve without losing intent.



Need for Credibility with Discretion

Many donors want visibility for their causes but privacy for themselves.

→ We balance transparency and confidentiality through strong governance and thoughtful positioning.



Desire for Authentic Partners - Not Providers

Clients expect advisers who understand nuanced philanthropy from the inside.

→ Our team combines banking rigour with lived non-profit experience, offering credibility and empathy.



Our philanthropy advisors

ENDURING RELATIONSHIPS THAT EVOLVE WITH OUR CLIENTS' AMBITIONS

BNP Paribas has served Asia since 1958, making us one of the longest-established foreign banks in the region. Our first philanthropy client, a charitable foundation formed in the 1960s, remains with us today, a living symbol of enduring partnership.

- 60+ years of continuous presence in Hong Kong and 40+ years in Singapore
- Among the first foreign banks to serve family offices in Asia
- Trusted by multi-generational entrepreneurial families
- Integrated philanthropy advisory since the early 2000s



Mae Anderson
Head of Philanthropy Services Asia

Mae brings two decades of hands-on sector leadership as Chair of Art Outreach Singapore, an award-winning non-profit organisation recognised for governance excellence. Named Tatler's Asia Most Influential for her work at the intersection of art and philanthropy in 2022.



Margaret Lo
Head of Philanthropy Services, Hong Kong

Margaret brings over 15 years of experience in philanthropy sector including advisory roles to philanthropists, trusteeship for charitable trusts and project management in NGO. Margaret also sits on our bank's CSR committee in Hong Kong.

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Linking Capital to Cause

OUR DONOR-ADVISED FUND:
BNP PARIBAS BRIDGE FOUNDATION



BNP Paribas Bridge Foundation Limited ('BNP Paribas Bridge Foundation') is a donor-advised fund ('DAF') established to help clients transform their philanthropic vision into long-term impact.

Developed by BNP Paribas Wealth Management, BNP Paribas Bridge Foundation offers a flexible and dedicated structure tailored to the needs of families, entrepreneurs and family offices across the region. It enables clients to make meaningful contributions to society while benefitting from the stability, governance and advisory expertise of one of the world's leading private banks.

Just as the Millau Viaduct, the tallest bridge in the world, makes the impossible seem effortless, we help our clients create structured, thoughtful pathways between wealth and impact. The name "Bridge" reflects this commitment to connection, and to designing solutions that endure.



*Millau Viaduct
Viaduc de Millau*

BNP Paribas Bridge Foundation

A STRATEGIC PHILANTHROPIC PLATFORM FOR ASIA

BNP Paribas Bridge Foundation is an independent charitable entity established by BNP Paribas Wealth Management. It offers a dedicated donor-advised fund structure that enables clients to give strategically, flexibly and with confidence while drawing on the strength, reach and advisory capabilities of one of the world's leading private banks.

With a commitment to transparency, compliance, and collaboration, BNP Paribas Bridge Foundation complements BNP Paribas' broader philanthropy advisory platform, serving as both a turnkey solution for clients new to giving, and a ready-to-go platform for families and institutions seeking long-term legacy planning.



Designed for the evolving needs of Asia's philanthropists, our donor-advised fund provides an end-to-end giving solution: from structuring and governance, to grantmaking and impact strategy. We provide a dedicated structure for those who seek to unlock their philanthropic ambitions and contribute to a more inclusive, sustainable future locally and globally.



Operating as an independent entity, BNP Paribas Bridge Foundation is part of BNP Paribas' broader commitment to sustainable finance and positive impact. We serve as a ready-to-go solution for clients who wish to embed philanthropy into their wealth plans, complementing the bank's global expertise in private wealth and impact advisory.



Why “Bridge”

The name reflects our mission: to link capital with cause, connect generations through shared purpose, and serve as a trusted bridge between donors and the world they hope to change. We are not just a platform, we are a conduit for legacy, meaning, and measurable results.



Who We Serve

BNP Paribas Bridge Foundation works with individuals, families, and family offices who seek to align their wealth with purpose. Whether you are just starting to explore philanthropy or looking to scale your impact through a long-term structure, we provide the clarity, expertise and infrastructure to help you give with confidence.



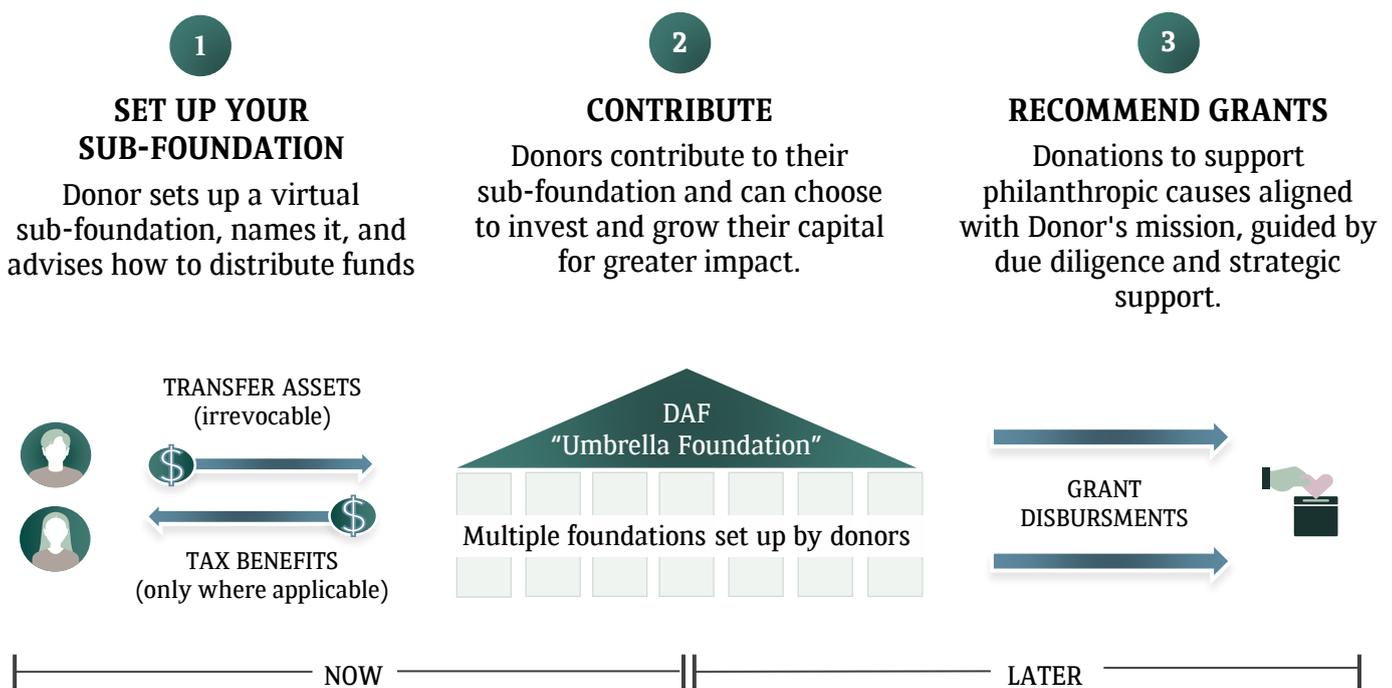
Our Commitment

BNP Paribas Bridge Foundation is committed to raising the standard of philanthropy across Asia and beyond. We combine governance with deep advisory expertise to ensure that every philanthropic journey is intentional, impactful, and enduring. By bridging strategic ambition with operational excellence, we empower clients to make meaningful contributions to society with confidence, clarity and care.

How the donor-advised fund works

A SIMPLE, FLEXIBLE WAY TO GIVE

A donor-advised fund is a ready-to-use philanthropic vehicle that lets individuals, families, or organisations create a sub-foundation without the administrative burdens of setting one up from scratch. Through BNP Paribas Bridge Foundation, donors can recommend grants to charitable causes over time, with full flexibility and professional support.



A Fit for Many Scenarios

- Personal Giving:**
Align giving with your values and interests
- Family Philanthropy:**
Engage the next generation in purposeful conversations
- Corporate Foundations:**
Drive employee engagement or sustainability goals
- Thematic Funds:**
Tackle a specific issue through a pooled approach

Long-term Vision

Sub-foundations can remain active during a donor's lifetime or be converted into a legacy endowment, ensuring sustained impact.

Governance and succession structures are put in place with every set-up, so that your philanthropic vision carries forward.

Designed around clients, not structures

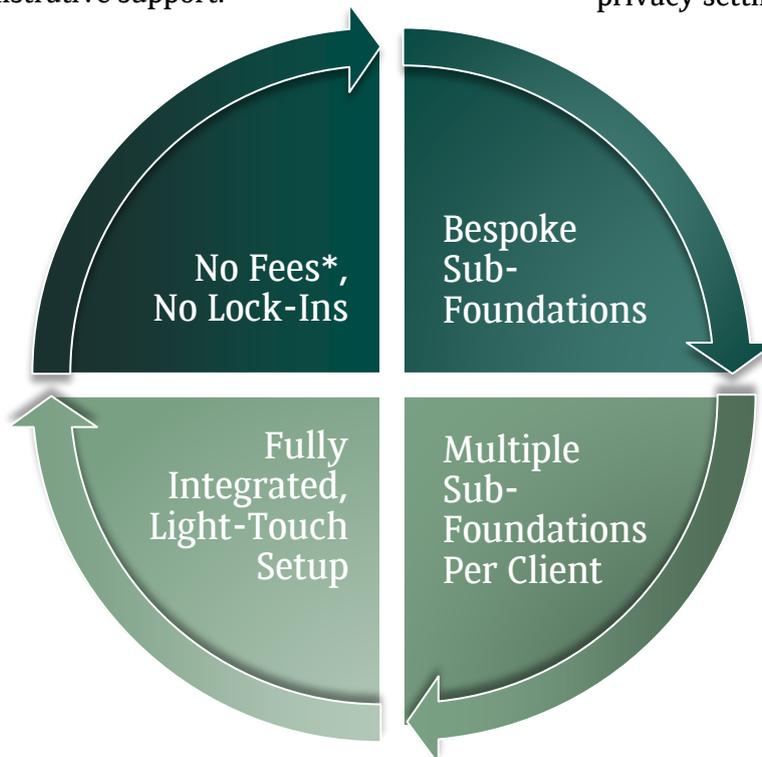


Offered as a **complimentary service*** to key clients booked in SG/HK.

- No minimum AUM#
- No exit penalties^
- No fees for administrative support.



Clients can name and structure their own sub-foundation: **personal, family, or corporate**, with the freedom to define philanthropic goals, privacy settings, and branding.



Clients leverage their **existing BNP Paribas WM accounts and KYC**, ensuring fast onboarding and seamless transfer of philanthropic capital without additional administrative burden.



Unique to our model
Clients may establish multiple sub-foundations under one DAF, ideal for separating causes, generations, or geographies - all linked to a single banking relationship.

*Fees for investments shall be in accordance with the prevailing fee schedule applicable to the donor's WM account(s) with BNPP Group. Service fees will be charged for subsequent donations after the first 20 donations (or such other number of donations as determined by BNP Paribas Bridge Foundation).

#Assets donated to the DAF are irrevocable and cannot be returned to the donor.

^Sub-foundation will be closed upon client exit and assets will be transferred to the General Fund under BNP Paribas Bridge Foundation for future donation decided by BNP Paribas Bridge Foundation's Board.

Why choose us?

PURPOSE-BUILT FOR GLOBAL FAMILIES, GUIDED BY EXPERIENCE,
AND POWERED BY BNP PARIBAS

BNP Paribas Bridge Foundation provides an elegant and future-ready solution for individuals, families and organisations seeking to structure their giving with confidence, clarity and care. Whether you are supporting causes across borders, involving multiple generations, or formalising your philanthropy without complexity, BNP Paribas Bridge Foundation offers a framework designed around your needs.



DESIGNED FOR COMPLEX GIVING

Our multi-foundation structure allows each donor to set up one or more dedicated sub-foundations. This provides flexibility to support a variety of causes, or to reflect the interests of different family members. Whether your plans are personal, family-based or corporate, BNP Paribas Bridge Foundation offers structured simplicity with space to evolve.



GIVING WITHOUT THE BURDEN

We take care of the administrative complexity so that you can focus on your purpose. BNP Paribas Bridge Foundation provides a complete solution, including due diligence, grant execution and reporting. Donors do not need to create a separate legal entity or charity but still retain strategic oversight and direction.



BUILT FOR STEWARDSHIP

We support you at every stage of your philanthropic journey, including planning for legacy and long-term impact. Sub-foundations can be structured for short-term giving or converted into permanent endowments. Governance models can be adapted to include next generations, helping families embed generosity across time.



VISIBILITY OR PRIVACY - YOU DECIDE

Donors have the flexibility to choose how visible their giving is. Some may prefer to remain discreet, while others may wish to align their giving with a family or corporate identity. BNP Paribas Bridge Foundation supports both private and public expressions of philanthropy.



MORE THAN A PLATFORM

BNP Paribas Bridge Foundation is guided by the BNP Paribas Wealth Management Philanthropy team, whose expertise supports clients in navigating giving with clarity and purpose. Donors benefit from expert advice, access to curated opportunities, and insights drawn from across the international giving landscape.





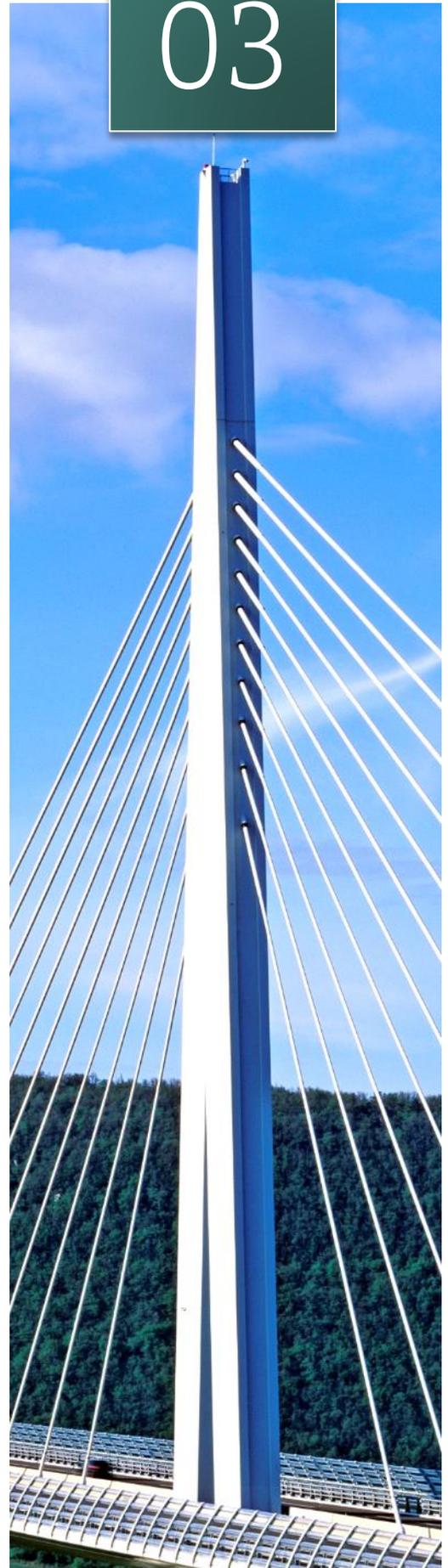
As we continue to expand our wealth management services in Asia, our strategic focus on philanthropy and legacy planning will enable us to build stronger, more meaningful relationships with our clients and contribute to the long-term prosperity of the region.

Arnaud Tellier

Chief Executive Officer, Asia Pacific
BNP Paribas Wealth Management

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FREQUENTLY ASKED QUESTIONS



Frequently asked questions

For Donors

What is BNP Paribas Bridge Foundation and how does it work?

BNP Paribas Bridge Foundation offers a donor-advised fund platform that allows individuals, families and corporates to establish their own sub-foundations. Donors recommend grants to charitable causes at their own pace, while BNP Paribas Bridge Foundation handles governance, reporting and compliance.

What are the benefits of setting up a sub-foundation?

Sub-foundations under the DAF offer flexibility, privacy and purpose-driven structure without the cost or complexity of establishing a private foundation. They allow you to tailor your giving around personal values, engage family members, and build a longer-term philanthropic vision.

Can I choose the charities I support?

Yes. Donors can recommend grants to eligible charities aligned with their goals. BNP Paribas Bridge Foundation team conducts due diligence and facilitates disbursement.

Is there a minimum donation per transaction?

Yes. Minimum donation thresholds apply and can be discussed with our team.

For Family Offices

How does BNP Paribas Bridge Foundation support our clients' long-term giving?

BNP Paribas Bridge Foundation provides a structured and compliant vehicle that family offices can easily integrate into their advisory offerings. Each sub-foundation is tailored to the client's philanthropic priorities and governance preferences.

What is PTIS and how does it apply?

PTIS (Philanthropy Tax Incentive Scheme) is a MAS-endorsed framework enabling tax deductions for qualifying overseas donations. BNP Paribas Bridge Foundation supports PTIS-aligned giving for eligible clients.

Can sub-foundations become endowments?

Yes. Donors may choose to convert their sub-foundation into endowments to sustain giving across generations.

Are succession and naming preferences supported?

Yes. Donors may choose to remain anonymous, use a family name, or adopt a thematic identity. Succession plans can be embedded from the outset.

Frequently asked questions

For Advisors

Can professional advisors work with BNP Paribas Bridge Foundation?

Absolutely. BNP Paribas Bridge Foundation welcomes collaboration with legal, tax, family office and wealth advisors to support their clients' philanthropic goals.

How are due diligence and compliance handled?

BNP Paribas Bridge Foundation undertakes due diligence on all grant recipients, ensuring regulatory compliance and reporting transparency across jurisdictions.

Is this only relevant to UHNW clients?

While the structure suits those with significant philanthropic intent, we also support emerging philanthropists and next generation clients seeking guidance and strategic clarity.

Can I involve the BNP Paribas Philanthropy team?

Yes. Our in-house philanthropy team provides strategic guidance to both advisors and donors, as needed.

Regulatory & Compliance

Is BNP Paribas Bridge Foundation registered in Singapore?

Yes. It is an independent philanthropic entity incorporated in Singapore that meets all relevant local requirements.

Can BNP Paribas Bridge Foundation support international giving?

Yes, subject to eligibility checks and regulatory requirements. Our team assists with the necessary due diligence.

How are grants approved and monitored?

Grant recommendations are reviewed by BNP Paribas Bridge Foundation's team for compliance and alignment with legal and charitable criteria. All grants are tracked, and reporting is provided to donors annually.

Is data kept confidential?

Donor and grant data are treated with confidentiality in line with BNP Paribas Bridge Foundation's governance and BNP Paribas' data protection policies.

DISCLAIMER

Please be reminded to read the disclaimer carefully by scanning the QR code or accessing the link below



bnpp.lk/asia_disclaimer_s

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