

BNP Paribas launches new-generation AI-powered virtual assistant in its Securities Services business

BNP Paribas's **Securities Services business** today announces the launch of its virtual agent, NOA (NextGen Online Assistant), on its client services portal NeoLink. NOA leverages the latest cognitive technology of Amelia, a trusted leader in Enterprise Conversational AI.

Leveraging Amelia's advanced machine learning for context recognition, NOA helps clients find the information they need quickly and efficiently. NOA has been specifically trained for the securities services environment and to interact efficiently with the bank's underlying systems, leveraging a set of APIs, to ensure reliability and scalability.

NOA is available on NeoLink, Securities Services' main client portal, 24/6. As part of the initial launch, the virtual agent is able to answer queries around custody activity including settlement, cash and market information. Following the first phase, NOA's functionality will extend to other custody applications to support clients throughout the investment cycle. NOA is available in English and French languages.

As part of a progressive rollout, NOA is now available on NeoLink for institutional clients based in the UK, the US, Jersey, Ireland, Colombia, and Brazil, and will be deployed in additional countries throughout the year.

Philippe Ruault, Head of Data and Digital Transformation, Securities Services at BNP Paribas, said: "NOA offers clients a new personalised experience, enabling them to access information and services, when and where they need them. By providing clients with instant access to their data around the clock, NOA helps them save time and focus on their core business."

"In the highly competitive investment banking industry, efficiency, accuracy and high-touch experiences are paramount," said **Lanham Napier, President of Amelia**. "We are proud that BNP Paribas's Securities Services business has trusted Amelia to build NOA and elevate the experience for both its customers and employees. We have been helping global businesses leverage the best of Conversational AI for nearly a decade, and look forward to continuing the partnership with BNP Paribas to meet their operational and commercial needs."

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About Securities Services at BNP Paribas (securities.cib.bnpparibas)

BNP Paribas's Securities Services business is a leading global custodian providing multi-asset post-trade and asset servicing solutions to buy-side and sell-side market participants, corporates and issuers. With a global reach covering 90+ markets, its custody network is one of the most extensive in the industry, enabling clients to maximise their investment opportunities worldwide.

About Amelia (www.amelia.ai)

Amelia is one of the world's largest privately held AI software companies and a global leader in Enterprise Conversational AI. The company's technology is trusted by organizations across an array of industries to automate operations, improve customer experience and optimize business outcomes. Amelia's platform develops and deploys AI tools that manage critical tasks and processes, enabling employees to be more productive and deliver better results while reducing operational costs. Consistently recognized by third-party analyst firms including Gartner's Magic Quadrant 2023 as a market leader, Amelia has powered the voice operations of global Fortune 500 leaders including Telefónica, BBVA and BNP Paribas. Backed by strategic investments from the Build Group and Monroe Capital, Amelia is headquartered in New York City and serves customers globally through offices throughout the US, Europe and Asia Pacific.

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