

sustainability

customers

people

efficiency

innovation

integrated report

2 0 1 9

contact channels

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foreword



Our Integrated Report 2019 describes our most significant activities and results for the year across the four pillars of our strategic plan (sustainable and profitable growth, customer relations, efficiency and innovation, and human capital) and the 12 topics currently deemed most material by us and our stakeholders, as identified in our most recent stakeholder survey in 2018. The 12 topics are:

- Customers;
- Technology and innovation;
- Human capital;
- Market and competition;
- Business strategy;
- Efficiency;
- Economic environment;
- Social and environmental responsibility;
- Corporate governance;
- Risk management;
- Regulation and compliance;
- Capital management.

In developing this report, we have continued to draw guidance from Global Reporting Initiative (GRI) and International Integrated Reporting Council (IIRC) guidelines. In addition to the GRI, we have also applied the integrated reporting framework to join Bradesco's financial and non-financial information together into a coherent whole. Other sources of guidance include the Sustainability Accounting Standards Board (SASB) methodology, the B3 (Brasil, Bolsa, Balcão) Corporate Sustainability Index (ISE), the Dow Jones Sustainability Index (DJSI), the Carbon Disclosure Project (CDP), the Task Force on Climate-related Financial Disclosures (TCFD), addressing climate-related risks and opportunities, and the ABRASCA Listed Company Self-Regulation Code and Good Practices. We also report on our performance and challenges in supporting the United Nations (UN) Sustainable Development Goals (SDGs) as part of Agenda 2030.

Our Integrated Report has again been a collective effort of employees from across the Organization.

The report is published in two formats: a condensed version in print and the full report in PDF, available for download from the Bradesco investor relations website: banco.bradesco/ir-en

We hope you find this report useful and informative.

how to read this report

Our Integrated Report 2019 describes our essence as an Organization and the results we achieved in 2019 with the support of our fundamental pillars. In the report, we present our DNA, our organizational structure and our strategic vision, followed by an account of the key ways we have delivered across the three dimensions of sustainable business management: economic, social and environmental.

Each chapter features icons (see *opposite*) that correlate the topics discussed with the relevant integrated reporting capitals, the stakeholders affected and the SDGs supported by our activities.

For the purpose of standardization, when we refer to Bradesco as a whole, we use the terms Organization or Bradesco. When we refer to banking activities only, we use the term Bank. Bradesco Seguros Group is also referred to as Group and Insurance Group. Other subsidiaries are referred to by their respective names. In referring to our professional team, we always use the term employee. Third-party employees are referred to as such.

CAPITALS



FINANCIAL



HUMAN



INTELLECTUAL



SOCIAL



MANUFACTURED



NATURAL

STAKEHOLDERS



CUSTOMERS



INTERNAL STAKEHOLDERS



SHAREHOLDERS & INVESTORS



SUPPLIERS



GOVERNMENT/ REGULATORS



COMMUNITY/SOCIETY/ THIRD SECTOR

SDGS¹

- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH & WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE & STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

1. Throughout the report, we illustrate how we have contributed directly and indirectly to the 2030 Agenda (SDGs). Learn more in the chapter "Sustainability" on page 38



Statement from the Chairman of the Board of Directors

Bradesco's establishment in 1943 ushered in a transformation in the way banking was done in Brazil. An open-door bank policy made us a pioneer in providing democratic access to financial services. This innovative, adaptable and inclusive DNA, which has been passed on from one generation to the next, is among our differentiators today.

We are a relationship-oriented bank. This defines our identity, and our reality. Our purpose is to be the bank and insurer of choice of our customers by offering best-in-class products and services across both physical and digital channels, for a simplified, practical and secure customer journey.

We build trust-based relations with our customers, acting as a partner to understand their needs and the

stage in which they are in their life cycle, and then create opportunities that support their life achievements. This is our mindset and our way of doing banking.

We are alert to the constant changes around us and responsive to emerging trends, and work effectively to anticipate technological developments to ensure the longevity of the business.

These changes create the ideal environment for a bank like ours, with our unwavering principles and

values when it comes to ethics, and our focus on providing the best possible experience to our diverse customers. Our customers are the reason for our existence.

2019 was again a testament to the strength of our strategic plan and business model. With our teams' continued commitment, we succeeded in achieving the goals set.

Education has remained a flagship of our social commitment, and a driving force for a fairer, more equal and more prosperous society. We are proud to have provided free, high-quality education to 90,198 students in 2019 through the 40 schools of Fundação Bradesco,

which are present in severely underdeveloped areas in every state of Brazil and in the Federal District.

2020 will present new challenges, but we are alert and prepared to meet them and continue to create value for shareholders and society. We remain confident of Brazil's potential and the capabilities of its people, and work continually to support the country's continued economic and social development. We live in a country of opportunity, with an exciting present and a promising future.

I end my message with a tribute to Mr. Lázaro de Mello Brandão, chairman of Bradesco's parent companies, who passed away at age 93, after 76 years of dedicated service to Bradesco. He has

left a legacy for Brazil's financial services industry and for everyone who had the opportunity to work with him. He will always be our role model of integrity, energy and wisdom.

On behalf of Bradesco, I would like to thank our shareholders and customers for their support, trust and preference.



Luiz Carlos Trabuco Cappi
*Chairman of the Board
of Directors*

Our purpose is to be the bank and insurer of choice for our customers by offering best-in-class products and services across both physical and digital channels, for a simplified, practical and secure customer journey.



Statement from the CEO

Bradesco was established with a mission to provide full-service banking to all customers, while generating returns for shareholders and society. We can proudly say that, throughout our more than 77 years of banking history, we have successfully fulfilled this mission.

We recognize that our market is highly competitive. In recent years, we have witnessed fierce competition from new entrants, a changing domestic regulatory environment, and societal transformation. These developments have further underlined our strengths and have confirmed that our strategy is both sound and responsive to change.

We are well positioned to capture the benefits arising from Brazil's economic recovery. Projections point to conditions for growth and a new and potentially extended credit cycle, with low interest rates and inflation under control.

We remain on our journey forward, delivering innovation through a pioneering mindset. A prime example of this is BIA (Bradesco Artificial Intelligence), a key step in our roadmap to embedding innovation in the services we provide to customers. Next, our native digital bank, has also grown at a remarkable pace.

With a team of approximately 98,000 highly skilled professionals who are committed to our values, we serve more than 72 million

We reported a book net income of R\$ 22.6 billion, or R\$ 2.81 per share, and return on average equity of 18.0%.

We are optimistic that in 2020 we will continue to deliver results, with strong expansion of our lending portfolio and a focus on further enhancing the customer experience.

customers in all regions of Brazil and in strategic locations abroad, through both physical and digital channels, with solutions designed for each customer profile.

2019 saw a number of important developments, such as the revitalization of Ágora – our investment house – into a digital, open platform, and Bradesco’s signing of a purchase and sale agreement to acquire BAC Florida Bank, a bank specialized in financial services for the high net worth segment.

We reported a book net income of R\$ 22.6 billion, or R\$ 2.81 per share, and return on average eq-

uity of 18.0%. We paid our shareholders gross interest on equity and dividends of R\$ 15.9 billion.

These results have been thanks to the commitment, responsibility and dedication of our employees. This, coupled with our vision for business sustainability and our confidence in Brazil, places us as one of the most attractive companies for investment and helps to ensure our sustainability as an Organization.

We are optimistic that in 2020 we will continue to deliver results, with strong expansion of our lending portfolio and a focus on further enhancing the customer experience.

I would like to thank our stakeholders for their trust and warmly invite you to read our Integrated report for 2019



Octavio de Lazari Junior
CEO



materiality matrix

In 2018 we conducted a materiality matrix – with a wider range of stakeholders and increased participation from the Board of Directors – to identify our most relevant and challenging topics and align expectations with stakeholders.

The matrix included a review of the industry research (Sustainability Topics for Sectors (GRI), RobecoSAM (DJSI), Sustainability Accounting Standards (SASB), Commercial Banks and Investment, The Global Risks Report

2017 (World Economic Forum)) and Bradesco's internal strategic planning documents. This initial analysis generated a long list of topics affecting our business.

Inputs from business managers and an industry survey were then used to map out stakeholder responses and to prioritize listed issues.

In 2020 we will conduct a new exercise to revise our materiality matrix.

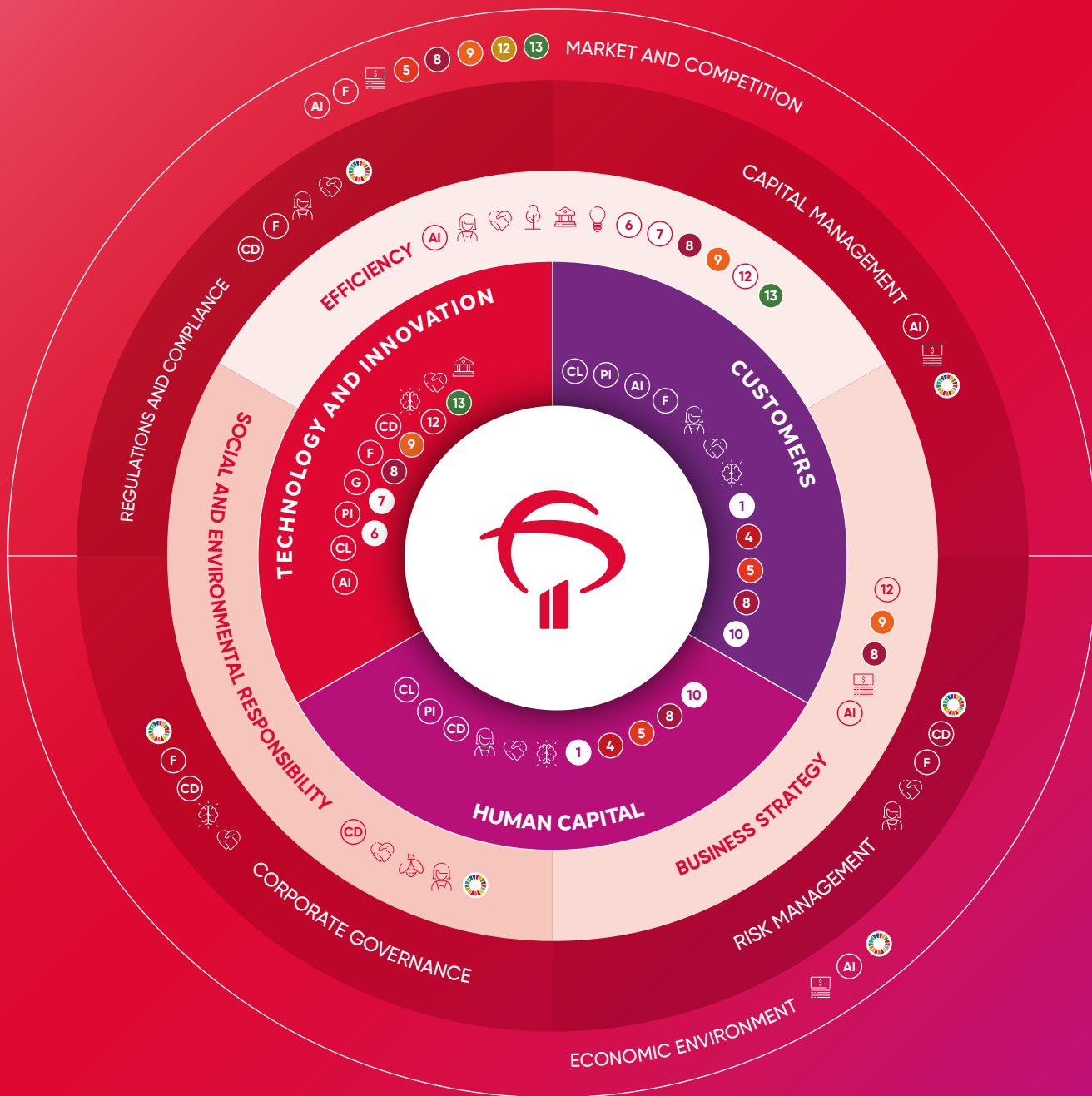
In total, the materiality review included more than 1,000 interactions with the following stakeholders:

- › **Senior leadership**
- › **Investors**
- › **Regulators and trade associations**
- › **Suppliers**
- › **Society**
- › **Employees**
- › **Customers**

The assessment showed that the expectations of internal and external stakeholders are aligned. The resulting materiality matrix

lists the 12 most relevant issues for the Bank and how they relate to the SDGs.

Aspects related to the identified material issues

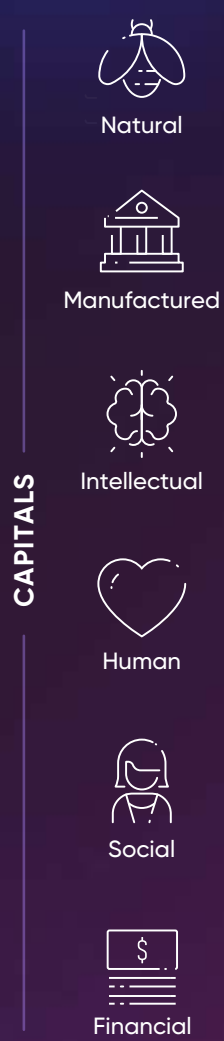


The Bradesco Ecosystem

How we create and share value

Our vision, mission and values underpin everything we do at Bradesco. Over the years, we have built a **solid foundation** across the different dimensions sustaining the business: human, intellectual, financial, social, manufactured and natural.

This foundation, combined with Bradesco's guiding principles, enables us to pursue and evolve a **strategy which has customers at its core**. In doing so, we create value for these and other stakeholders in our network, supporting the longevity of the Organization and the sustainable development of broader society.



MISSION

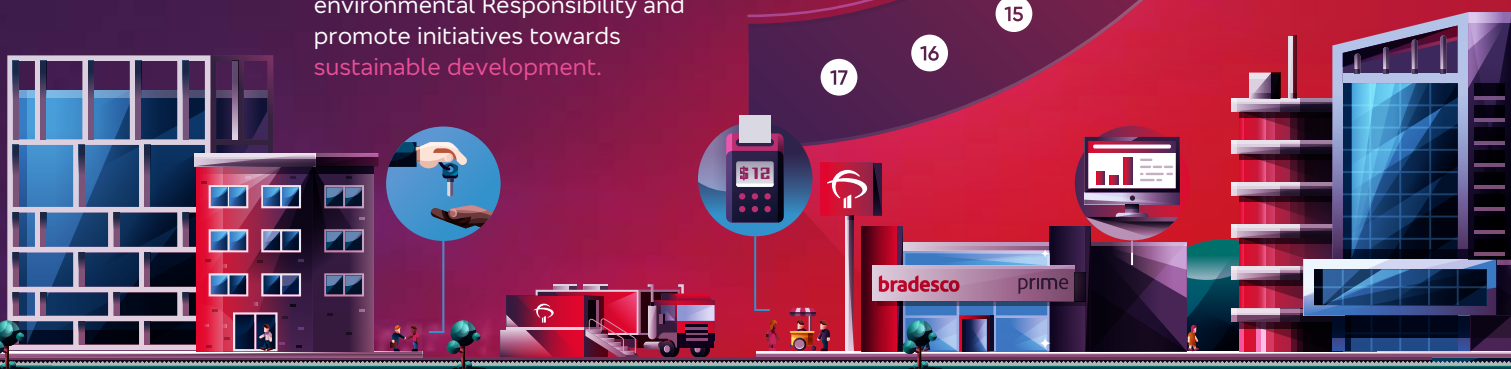
Contribute to **people's fulfillment** and sustainable development by offering highly diversified and accessible financial and insurance solutions, products and services.

VISION

To be the **bank of choice for customers** in both the physical and digital environment, delivering differentiated, efficient service to all market segments.

VALORES

- Customers are **our reason to exist**;
- We are **Ethical** in all business activities and relations;
- We are **Transparent** in providing needed information to stakeholders;
- We Believe in **people's value and capability to develop**;
- We Respect human **dignity and diversity**;
- We exercise social and environmental Responsibility and promote initiatives towards **sustainable development**.



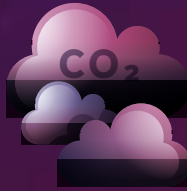
**SDGs 4, 5, 8, 9, 11 and 13 have been prioritized as goals we believe we can support most effectively. Learn more about the prioritization process in the chapter "Sustainability", page 38.

NATURAL CAPITAL

Climate Commitment



100%
of Bradesco's operations will be supplied with electricity from renewable sources in 2020



100%
of carbon emissions neutralized beginning in 2019

INTELLECTUAL CAPITAL



R\$ 2 billion
invested in innovation

inovabra
an ecosystem that supports innovation

MANUFACTURED CAPITAL



4,478 Branches
80,222 Service Points

SOCIAL CAPITAL



72 million
customers



440,000
shareholders and investors



7,693
suppliers

HUMAN CAPITAL



97,329
Total employees

R\$ 200 million
Invested in training and development

FINANCIAL CAPITAL



R\$ 1.4 trillion
in total assets

R\$ 25.9 billion
in recurring net income

VALUE CREATED AND SHARED

Employees
R\$ 19.3 billion
in employee compensation



Government
R\$ 20.4 billion
in taxes



Bradesco
R\$ 18 billion
reinvested in our businesses, products and services



Investors
R\$ 7.9 billion
distributed*

* Not including extraordinary dividends of R\$ 8 billion paid in 2019 based on retained earnings. Including these dividends, a total of R\$ 15.9 billion was distributed in 2019.



2019 headlines

A Solid Organization



An expanded lending portfolio of
R\$ 605 billion



R\$ 25.9 billion
in recurring net income

R\$ 282 billion
in market capitalization

An Innovative Organization

The first bank to deploy Artificial Intelligence, with more than

269 million

interactions with BIA (Bradesco Artificial Intelligence)

More than

1,500 people

involved in our innovation ecosystem – inovabra

R\$ 2 billion
invested in innovation annually



next

A fully digital,
open banking platform

A diverse Organization that believes in its people's potential



More than

97,000

employees across four generations, of which more than **50.4% are women** and **26.4% are black**

R\$ 200 million
invested in training and development

An Organization committed to sustainable development

More than

R\$ 665 million

invested by Bradesco Foundation (Fundação Bradesco)

– the largest private education initiative in Brazil



The only bank present in all Brazilian municipalities

Present in the leading sustainability indexes and ESG ratings

Corporate Sustainability Index (ISE), Carbon Efficient Index (ICO₂), Dow Jones Sustainability Index (DJSI), Bloomberg Gender-Equality Index (GEI), among others



The only Brazilian bank to have participated in developing the UN Principles for Responsible Banking (PRB)



bradesco

our DNA

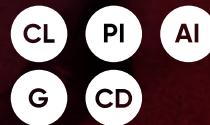
CAPITALS



SDGS



STAKEHOLDERS





A strengthened organizational culture

After 77 years of existence in 2020, Bradesco is a leader in Brazil's financial services industry. In our nearly eight decades of operating history, we have built and consolidated a set of values and principles that have enabled us to navigate often-challenging circumstances and emerge a stronger Organization. These values and principles are distinguishing marks of our organizational culture and our way of doing business, and are passed on as a legacy to each generation of professionals joining the Organization. Among them is our commitment to Brazil's development and to reducing regional inequalities in a country of continental size and complexity. Another nonnegotiable value at Bradesco is our commitment to delivering the best services to customers across all income levels, social classes and geographies. Also inscribed in our DNA is a commitment to acting at all times with ethics and integrity, fostering employee motivation and well-being and delivering superior returns to shareholders by capturing the

right opportunities and adjusting our costs to changing economic conditions. Our passion for innovation and awareness of being able to improve education in Brazil and support its sustainable development are also a part of our organizational culture.

Over the years, these values and beliefs have become key strengths. Our aspiration to support Brazil's development has led us to grow our banking presence; our drive for innovation has made us pioneers in our industry on many occasions; and our strong customer focus has helped us to build a customer base of more than 72 million people across diverse customer profiles, to whom we provide helpful, straightforward and friendly service.

We are proud to present below the values that form our DNA and the ethos of each of our employees:

- › **Customers** are the reason for our existence;
- › We are **Ethical** in all business activities and relations;
- › We are **Transparent** in providing needed information to stakeholders;
- › We **Believe** in our people's value and capability to develop;
- › We **Respect** human dignity and diversity;
- › We exercise social and environmental **Responsibility** and promote initiatives towards sustainable development.

Our values are also translated into the following success factors:

- › The **strength of the Bradesco brand**, with a long-standing presence in the financial, capitals and insurance market;
- › A **solid culture and corporate governance framework** focused on business continuity;
- › **One of the best networks** in Brazil in terms of technology and coverage;
- › A **broad portfolio** of products, services and solutions for all segments;
- › **Strong investment** in technology.

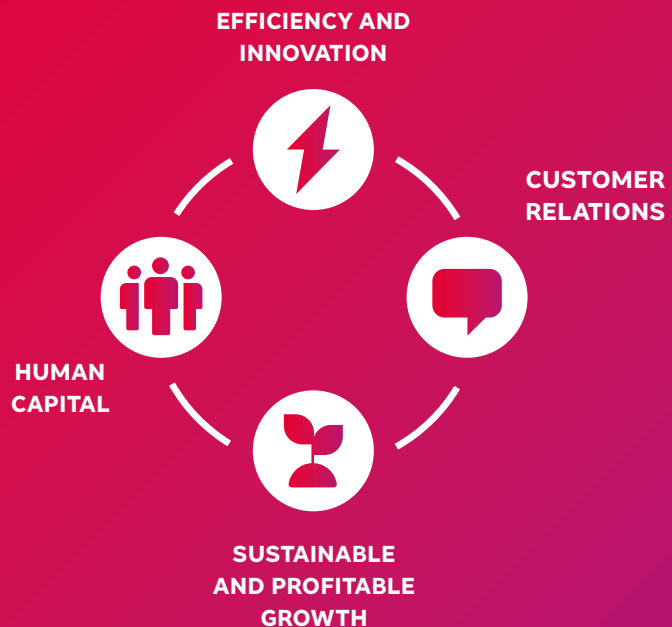
Ready for the future

We are currently undergoing a period of profound transformation, both in society as a whole and in Brazil's economy in particular. In society, changes are being driven by the digitization of social and business relations and by a growing desire for a fairer and more sustainable world. In the Brazilian economy, the current agenda of capped government spending and other fiscal efficiency measures are likely to make the private sector the primary driver of development in the country over the coming years. In the financial services industry, opportunities are being unlocked by the limited participation of government institutions in funding economic growth. Meanwhile, banks are being required to deal with new competitors, including players from other segments.

With so many transformations occurring, it is clear to us that we, as an Organization, also need to reinvent ourselves. And this transformation is already underway at Bradesco. We are preparing for the future, but without leaving behind our legacy and our set of

strengths. In the future we aspire for, customers, people and innovation acquire yet greater importance and, together with the fourth pillar of our strategy – Sustainable and profitable growth – will take Bradesco forward in this new chapter of transformation.

The following are the pillars of Bradesco's business strategy, which position us to meet the challenges ahead.





business model

As we pursue our mission of contributing to people’s fulfillment and sustainable development by offering highly diversified and accessible financial and insurance solutions, products and services, we feel prepared to capture the opportunities and meet the challenges presented to us in our journey of creating value for shareholders and society.

Our business model, combining banking and insurance, helps to diversify our sources of revenue and create resilience. Through

Bradesco’s scale and country-wide reach (physical presence in all Brazilian municipalities as well as digital presence through our internet banking and mobile app channels), an extensive portfolio, segmented service capabilities and strong investment in technology and innovation, we are able to deepen relations with customers of different profiles, provide tailored solutions, and deliver a practical, secure and efficient customer experience. Concurrently, we have developed a differentiated value proposition to attract

future customers. We are also committed to increasing efficiency and cutting costs in our processes and operations as an imperative for further improvement in both our financial and our social and environmental performance.

Bradesco’s strategy and future vision rest on four pillars that guide us on our journey to sustainability:

- › **Customer relations;**
- › **Sustainable and profitable growth;**
- › **Efficiency and Innovation;**
- › **Human capital.**

Below we present each of our pillars and relevant strategic developments in 2019:



CUSTOMER RELATIONS

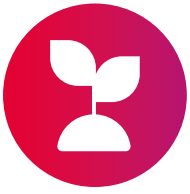
We serve all customer segments with the goal of being the bank and insurer of choice of our customers, and we demonstrate our commitment to each customer by recommending products, services or transactions that are suited to their needs, interests and goals. Bradesco created an ombudsman department in 2005, two years before it became mandatory under National Monetary Council Resolution No. 3,477, due to our belief that it would play a crucial

and impartial role to support our relations with customers.

Several other initiatives also reflect the importance that customers (in both individual and corporate customers) have to our business sustainability. After creating a department dedicated to non-checking-account customers in 2018, we launched a Non-Checking-Account Portal in 2019 that allows customers to purchase products and services online without having a checking account. In the corpo-

rate segment, we created a sole proprietorship portal (MEI Portal) that helps independent workers to formalize their business without costs or red tape.

Another highlight in the year was our acquisition of BAC Florida Bank in Miami for US\$ 500 million, which will enable us to expand our financial services and products in the US for Bradesco customers in the high net worth segment. The conclusion of the transaction is pending regulator approval.



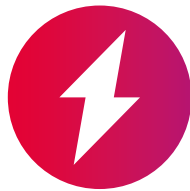
SUSTAINABLE AND PROFITABLE GROWTH

We are committed to sustainable and diversified growth, creating value for all stakeholders by striking an optimal balance between risks and returns.

Our initiatives are focused on optimizing our processes and technologies to accelerate transformations needed to enhance

the customer experience, anticipate customer needs, and offer profile-appropriate products and services.

Our goal is to strike an optimal balance between risks and returns, a fundamental aspect of business sustainability.



EFFICIENCY AND INNOVATION

We recognize the importance of delivering efficiency and the best possible customer experience, and work to embed technology and innovation into our business models. We ensure our different customer profiles are serviced through appropriate business models.

We have a physical presence in all of the Brazilian cities that is consistent with regional development potential, and we periodically review the business models chosen for each geographical region and/or customer profile for suitability. Our digital channels

have steadily evolved – in 2019, 96% of our customer transactions were made through digital channels. An important asset in our digital offering is BIA (Bradesco Artificial Intelligence), which has been actively interacting with our customers since its launch in the second semester of 2017. Also as part of our digital journey, towards the end of 2017 we launched next, Bradesco's native digital bank. The latest addition to our ecosystem of solutions, next offers a unique value proposition for hyper-connected customers. From the first quarter of 2020, next will have independent management and in-

Infrastructure to increase agility and flexibility, further advancing the Bank's successful journey in the fintech market. Another significant initiative is inovabra, an innovation ecosystem that fosters collaboration among employees, business functions, clients, companies, startups, technology partners, investors and mentors to address customers' changing needs and to secure the long-term sustainability of the business.

Bradesco's most recent initiative has been another demonstration of our agility and flexibility in the era of innovation. Ágora, an investment house 100% owned by the Organization, has been revitalized to become our official investment platform, with 100% digital onboarding, new product options and expert advisory, providing a convenient and trusted platform for investments.

Business models for different customer profiles.



HUMAN CAPITAL

The foundation of our strategy is built on people. That is why we work continually to enhance our ability to attract, develop and retain the right talent for each business in support of our corporate strategy.

The importance of people management in delivering our strategy has led our leadership to implement a modern, best-practice management approach that is responsive to emerging demands in the labor market, helping us to sustain diversity, a healthy balance sheet and consistent profitability.

Our succession plan identifies critical positions within each function and employees with the potential to fill strategic positions in the future (leadership positions or key positions requiring subject-matter expertise).

Bradesco's public initiatives and commitments on the Diversity front are a testament to our belief in each person's transformational potential and our respect for individuality and plurality. We encourage our employees to strive to achieve their full potential, as part of our belief that outstanding results are achieved when individual values are aligned with the Organization's broader strategy.

Some of the human resources guidelines and practices in place at Bradesco include: performance reviews and competency mapping for

100% of our workforce; structured individual development plans (IDPs); and training and development supported by Unibrad, our corporate University. Other initiatives include our *Viva Bem* health and well-being program, and the Bradesco Volunteers Program, which encourages employees to participate in volunteering initiatives.

In 2019 we launched the Extraordinary Performance Awards (PDE), which recognize employees working in commercial functions at our branches who have exceeded performance expectations.

Strategy planning and execution

Bradesco's corporate strategy – which includes our mission, vision and values, our strategic goals, performance and risk indicators, and strategic targets and initiatives – is periodically revisited by the Board of Executive Officers.

During the budgeting process, the different departments throughout the Organization take guidance from our corporate strategy in developing their individual budgets.

Strategic initiatives define what actions we will implement to promote efficiency and optimal resource allocation and investment decisions.

To enhance effectiveness in delivering our strategy, Bradesco has invested in our Corporate PMO and several local project management and strategy offices. This year we were recognized as having the best PMO in the world in the PMO Global Awards 2019, an initiative hosted by PMO Global Alliance.



Façade of the Praça Benedito Calixto branch (São Paulo - SP)

77 years of service with excellence and innovation



1943

Amador Aguiar establishes Bradesco in Marília, in the southeast of Brazil.

1951

After only eight years in business, Bradesco becomes the largest private bank in Brazil.

1956

The Bradesco Foundation is created, later to become Brazil's largest philanthropic education organization.



1968

Bradesco launches Brazil's first credit card. Branches are present in all states of Brazil.



1995

Bradesco launches the first internet banking platform in Brazil and the fifth worldwide.



2001

Bradesco stocks are listed on the New York Stock Exchange.



2006

Bradesco introduces biometrics in its ATMs.



2009

Present in all municipalities in Brazil.



2014

Bradesco launches inovabra, an open innovation ecosystem.



2016

Bradesco launches BIA (Bradesco Artificial Intelligence), a testament to our innovative spirit.



2019

Bradesco becomes a signatory of the UN Principles for Responsible Banking (PRB).



strategic positioning

CAPITALS



SDGS



STAKEHOLDERS





customers are at the center of our attention

Our business is managed by the Board of Executive Officers with the support of our more than 97,000 employees. The Board of Directors exercises oversight of and provides support to the Board of Executive Officers (*read more in Governance and compliance*).

Bradesco has two primary businesses – banking and insurance – offering a diversity of products and services. We have a segmented business structure that puts customers at the center of our attention, as outlined in the Bradesco Customer and User

Engagement Policy. Our business structure is designed to provide all customers with high-quality, efficient and flexible services that are tailored to the stage they are at in their life cycle, their goals, and their plans. Three of our executive vice presidents are dedicated to retail, wholesale and high-net-worth customers, and one is responsible for Organization-wide business support across Human Resources, Technology, Finances, Legal and Risk Management, and other functions.

With a customer-centered culture, Bradesco is organized under four executive vice presidents: three dedicated to retail, wholesale and high-net-worth customers, and one responsible for business support functions.

primary businesses



banking

- › Accounts: Checking, Savings, Payroll, International, *Click Conta* and *Bradesco Universitário* (checking accounts for underage customers and undergrad students)
- › Premium Bonds
- › International and foreign-exchange transactions
- › Securities brokerage
- › Investment advisory
- › Cards
- › Service packages
- › Pooled finance
- › Capital market solutions
- › Property auctions
- › Banking services (direct debit, checks, transfers and deposits, etc.)



insurance

- › Life and personal accident insurance
- › Health insurance
- › Auto insurance
- › Property and liability insurance
- › Accident insurance
- › Private pension plans (individual and corporate)
- › Premium bonds
- › Pension investment contracts

CORPORATE

INSTITUTIONAL SEGMENT¹

LARGE CORPORATES

Annual revenues from R\$ 4 BILLION

CORPORATES

Annual revenues from R\$ 500 MILLION to R\$ 4 BILLION

CORPORATE ONE

Annual revenues from R\$ 30 MILLION to R\$ 500 MILLION

BUSINESS

Annual revenues up to R\$ 30 MILLION

INDIVIDUAL CUSTOMERS

PRIVATE BANKING

Investments from R\$ 5 MILLION

CLASSIC

Monthly income up to R\$ 4,000

PRIME

Monthly income from R\$ 10,000

OR

Investments from R\$ 100,000

EXCLUSIVE

Monthly income from R\$ 4,000 to R\$ 10,000

OR

Investments of up to R\$ 40,000

NON-CHECKING-ACCOUNT CUSTOMERS²

1. Asset management, pension funds and securities brokerage.
2. Individual or corporate customers that use Bradesco products and services without having a checking account.

With a continuing focus on driving banking inclusion, we offer a comprehensive range of service channels and invest in initiatives to progressively integrate the physical and digital environments. Most products and services available from physical channels are now also available from digital channels. Expanded access to digital channels and innovative service models have made the banking experience more conve-

nient, efficient and secure for our customers, with the added benefit of attracting hyper-connected customers and helping to cut costs. As a result of this strategy – which is responsive to the changes taking place in society – 96% of transactions were made through our digital channels in 2019.

In 2019 we created an Institutional segment for corporate customers with specific needs related to the capital market, in the most recent addition to our service capabilities.

Bradesco at a glance – 2019

More than

72 million
customers



More than

R\$ 60 billion
in consumer finance

30.1 million
checking account customers

1.8 million
new checking account customers

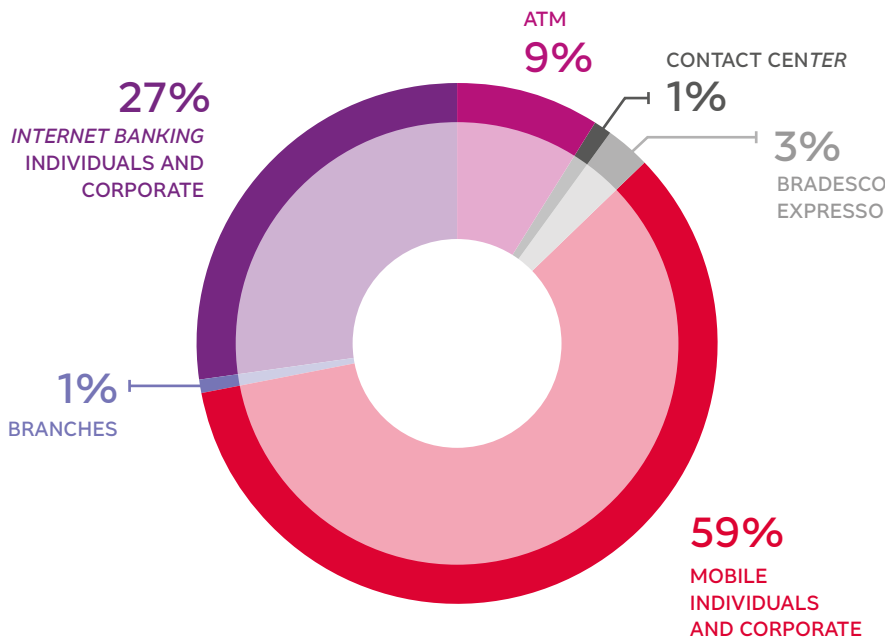


R\$ 15.9 billion
paid to shareholders as interest on
own capital and dividends



R\$ 55 billion
in credit card transactions

**SERVICE CHANNELS
TRANSACTION VOLUME**



**COMMITMENT TO
SUSTAINABLE DEVELOPMENT**

We remain committed to embedding environmental and social aspects into decision-making within the Organization. We strive to ensure the longevity and success of the business in the long term while supporting the bankarization and success of our current and future customers and the sustainable development of the broader society.

There are many examples of how we have delivered on this commitment: from Bradesco’s growing presence in the mortgage lending market, with a portfolio of R\$ 54.6 billion in 2019 and more than 219,000 active contracts, mostly (216,700 contracts) with individual customers; through our exclusive digital account product for sole proprietorships, offering a range of advantages and supporting entre-

preneurs and business formalization in Brazil; to our subscribing to the United Nations (UN) Principles for Responsible Banking (PRB) in september 2019. We were the only financial institution in Brazil to participate in developing the framework, which has been created to accelerate the industry’s contribution to achieving the Sustainable Development Goals (SDGs) and the Paris Climate Agreement.

We recently established two new commitments as part of our agenda on climate change. In 2020, 100% of Bradesco’s operations will be supplied with electricity from renewable sources. The initiative will make us one of the first major financial institutions in the world to complete the transition. In addition, we will neutralize 100% of the greenhouse gas (GHG) emissions from Bradesco’s operations across

the different scopes in our GHG Inventory, beginning with emissions generated in 2019. The initiative will make Bradesco the first major Brazilian bank to achieve this level of emission offsets.

We are a publicly traded company listed on the B3 (Brasil, Bolsa, Balcão), New York (NYSE) and Madrid (Spain) stock exchanges. Bradesco’s market capitalization in 2019 was R\$ 282 billion, a equivalent to 2.1 times our shareholders’ equity, an increase of 16.3% from 2018. We were also named for the 14th time in the Dow Jones Sustainability Index (DJSI), in the World and Emerging Markets categories. These results reflect not only our financial strength, but also the positive perceptions that investors and other stakeholders have of the intangible aspects that increasingly underpin our business.

the strength of our distribution network

We are present in every municipality in Brazil.

80,222
points of service¹

4,478
branches

39,100
Bradesco
Expresso
(banking correspondents)



57,720
ATMs

33,900
Bradesco ATMs

4,439
Bradesco ATMs
with banknote auto-
feeding systems

159
Bradesco ATMs with
readily available dollar
and euro withdrawals

23,820
Banco24horas
ATMs

1. Including branches; service points (PAs); ATMs located on companies' premises (PAEs), Bradesco Expresso and Bradesco Financiamentos (banking correspondents); Losango; and Banco24Horas ATMs.

international presence



MAIN OPERATIONS

banking

- › Banco Bradesco S.A.
- › Banco Bradescard S.A.
- › Banco Bradesco Financiamentos S.A.
- › Bradesco S.A. Corretora de TVM
- › Ágora Corretora de Títulos e Valores Mobiliários
- › BRAM – Bradesco Asset Management S.A.
- › Bradesco Leasing S.A. Arrendamento Mercantil
- › BEM DTVM

Insurance, private pension plans and premium bonds

- › Bradesco Seguros S.A.
- › Bradesco Auto/RE Cia. De Seguros
- › Bradesco Vida e Previdência S.A.
- › Bradesco Capitalização S.A.
- › Bradesco Saúde S.A.
- › Mediservice Operadora de Planos de Saúde S.A.
- › Atlântica Companhia de Seguros
- › Bradesco Saúde – Operadora de Planos S.A.



Much more than a bank

We offer a broad portfolio of products and services across the banking/financial services and securities segments. All customers have access to support from expert professionals.

ASSET MANAGEMENT PLATFORM

Through our Asset Management Platform, we provide remote and in-person investment advisory services across all Bradesco, Bradesco Previdência and Ágora Investimentos products. Advisory services are tailored to customers' stage of life, investor profiles and needs.

ÁGORA INVESTIMENTOS

Ágora, Bradesco's investment house, offers an extensive product portfolio with investments for every investor profile and stage of life, including products from Bradesco and the broader market. These include variable income securities, futures, treasury direct, structured transaction certificates (COE), funds, government bonds and private fixed-income securities. We also provide specialist advisory services, personalized portfolio recommendations, exclusive Capital Market content, and modern and secure digital platforms.

BRDESCO CORRETORA

Bradesco Corretora now provides services exclusively to institutional customers. Through Bradesco BBI, Bradesco Corretora additionally provides extensive analysis coverage of companies and industries. Our Bradesco Securities units serve the North American, European and Chinese markets in ADR (American Depositary Receipt) trading and distribution of government and private securities to investors.

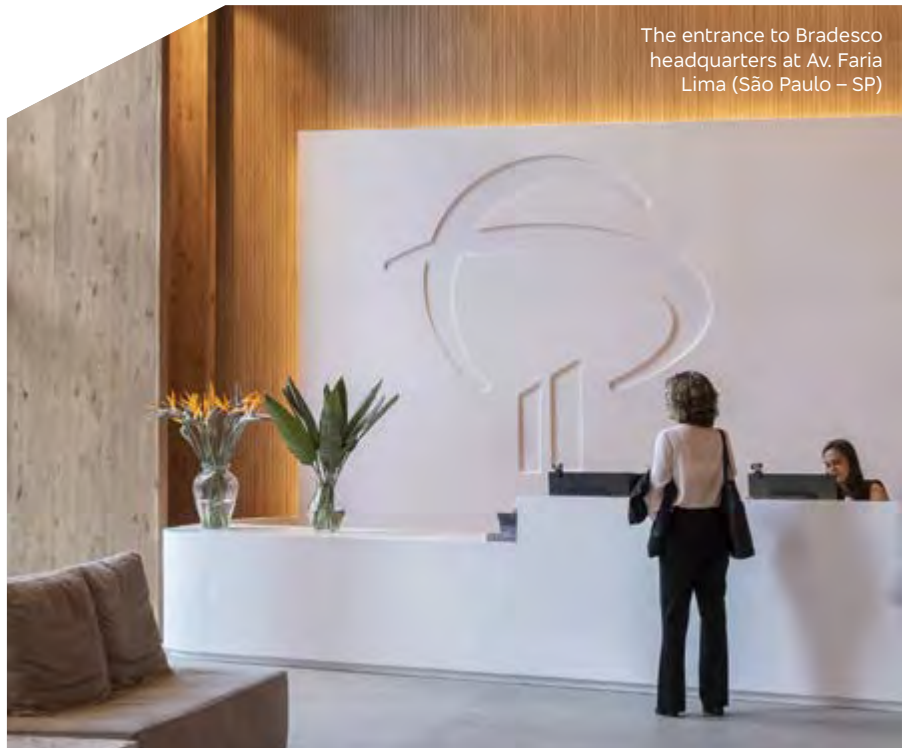
LENDING

Banco Bradesco Financiamentos offers specialized lending solutions including Direct to Consumer (DTC) Loans and Leasing facilities to purchase light vehicles,

motorcycles, trucks, buses, machinery and equipment, through an extensive partner network of dealerships throughout Brazil; and Payroll-Deducted Loans for public pensioners, civil servants (Federal, state and municipal) and the Armed Forces, through a nationwide and diversified network of authorized correspondents.

LENDING OPERATIONS

Our credit management policies are continually revisited to ensure they reflect the current economic conditions. We have continued to expand and diversify our offerings across the distribution channels, and especially digital channels, which are supplemented by our



The entrance to Bradesco headquarters at Av. Faria Lima (São Paulo – SP)

Branch and Banking Correspondent network. Bradesco's capillary presence enables us to offer loans and financing both directly and through strategic partnerships with retail chains. Some of our key business lines include:

Consumer Finance; business loans; Bradesco Corporate; Agribusiness Finance; Mortgages; and Onlending.

INVESTMENT BANKING

Banco Bradesco BBI, our investment banking arm, advises clients on primary and secondary share offerings; mergers, acquisitions and asset sales; structuring and issuing debt instruments; and project finance. The Global Markets division, which is responsible for securities and relations with institutional clients, has a highly qualified market research team covering different industries and listed companies in São Paulo, Buenos Aires, Mexico, New York, London and Hong Kong. R\$ 236.6 billion was transacted in 191 investment banking transactions in 2019.

CASH MANAGEMENT SOLUTIONS

In 2019 we became the most prestigious brand in Cash Management Solutions as perceived by customers, and were named the Best Cash Management Bank in Brazil by *Euro-money*, ranking first in the Best Service and Market Leader categories. A broad portfolio of products and services, financial solidity, security, tailored solutions and platform integration support companies, utilities and government agencies in managing accounts receivable and payable and tax and fee revenue. Our Global Cash Management division offers structured solutions for global companies operating in

the Brazilian market and Brazilian companies operating in foreign markets. The division has partnerships with 50 international banks and access to the Swift Network, enabling companies referred by partner banks to open accounts.

GOVERNMENT PRODUCTS AND SERVICES

Exclusive platforms for government clients throughout Brazil, with business managers who are trained to provide secure, high-quality products, services and solutions to clients in the Executive, Legislative and Judiciary branches across the Federal, state and municipal levels, as well as independent agencies, public foundations, government-owned companies and the Armed and Auxiliary Forces. On a monthly basis, more than 11.4 million public retirees and pensioners receive their benefits via Bradesco, the largest benefits payer among banks in Brazil.

CARDS

A complete line of payment method solutions for personal and business customers of all social and economic profiles. We work with the main card networks as well as private-label cards in partnership with leading companies.

POOLED FINANCE

Products for all consumer profiles, available from the Bradesco branch network and digital

platforms: internet banking and mobile. Bradesco ranked as the market leader for user experience in the *Relatório Bancário* awards. Bradesco is the market leader in the automotive, real estate and heavy vehicles segment.

ASSET MANAGEMENT

BRAM (Bradesco Asset Management) offers complete investment fund and portfolio management solutions to clients of all profiles and segments, including Bank clients and institutional investors in Brazil and other markets. In 2019, we launched our first ETF (Exchange Traded Fund) on B3 (Brasil, Bolsa, Balcão). An ETF is an investment fund traded on stock exchanges that is benchmarked against Ibovespa, the main stock market index in Brazil.

CAPITAL MARKET SOLUTIONS

We offer the capital market a diversified set of services and solutions, including fiduciary management services for investment funds, qualified custodian services and agency services for non-resident investors.

INTERNATIONAL FOOTPRINT

We are also active in the foreign-exchange, export, import, transfers and trade finance markets. We have specialized units and service offices in Brazil and globally, as well as an international network of correspondents.

We offer a broad portfolio of products and services to a wide range of customer profiles.



Ágora Investimentos

Our investment house was restructured in 2019 into an open platform. Ágora's value proposition rests on three pillars:

- › A product portfolio and recommended baskets on an open platform providing originator- and issuer-agnostic access to any and all products on the market, and investment curatorship providing recommendations on the best product combinations to match customers' goals, needs and profiles;
- › Specialized advisory services provided across different service channels, designed to create value for customers through a complete offering of investment products and solutions that are ideally suited to the needs of our investment, checking-account and non-checking-account customers according to their stage of life, net worth and profile;
- › State-of-the-art, digital trading channels that provide quick, easy and full-service access to customers.

Ágora offers a portfolio of investment products for every investor profile, on an open platform.

Our investment management services are supported by branch managers and a team of investment advisory specialists who provide advice on banking products, investment funds, capital market products brokerage and private pensions. Customers also benefit from recommended baskets that combine a diversity of financial products and are developed monthly based on projections for the domestic and international markets.

We offer the convenience of being able to invest via our internet banking, mobile and other channels, including telephone or chat service; customers can use these channels to process transactions and obtain investment advice.

With a market-leading position, Ágora Investimentos and Bradesco Corretora are prepared to advise investment customers on transactions in the domestic and international capital markets, fixed and variable income (stocks and derivatives) securities, investment funds, structured transaction certificates (COE), futures and public offerings

(fixed income and stocks) issued by Bradesco and third parties. In partnership with Bradesco BBI, they additionally provide extensive analysis coverage of companies and industries. Ágora Investimentos is a platform dedicated to individual customers, while Bradesco Corretora serves institutional investors.

Internationally, our Bradesco Securities units serve the North American, European and Chinese markets with services that include trading stocks represented by ADRs and stocks listed on local stock exchanges, and distributing government and private securities to investors.



LEARN MORE

About Ágora at:
agorainvestimentos.com.br

R\$ 57
billion
in assets under
custody



Bradesco Seguros Group

Our insurance, private pension plan and premium bond businesses are operated through Bradesco Seguros Group, the Brazilian market leader, which has consistently contributed to Bradesco's consolidated results. The Group offers a wide range of solutions to its more than 28.7 million policyholders and customers, in the following categories: Auto and Property & Casualty Insurance (homeowners and property insurance for Individual and corporate customers); Health Insurance; Dental Insurance, Life Insurance; Premium Bonds; and Private Pension Plans. Through the SRCSB (Swiss Re Corporate Solutions Brasil Seguros S.A.) joint venture between Bradesco Seguros Group and Swiss Re Corporate Solutions, we also have a presence in the large-risk segment, including medium and large corporates in different industries (aerospace, automotive, heavy industry, etc.). Bradesco Seguros Group also offers credit cards with exclusive benefits for policyholders.

The Group has a strong customer focus and service capabilities that include web and mobile channels, call centers, physical offices staffed by commercial teams, the 4,478 Bradesco bank branches, and a network of more than 28,000 professionals. In addition, Bradesco Seguros offers exclusive services such as Meu Doutor No-vamed clinics to Bradesco Health and Mediservice policyholders, providing outpatient care, physician consultations and lab testing and imaging studies.



R\$ 235
million
on average
in benefits and insurance
claims paid per business day

The market leader in Brazil and Latin America, Bradesco Seguros Group has state-of-the-art service capabilities serving more than 28 million customers.

In digital channels, the Bradesco Seguros app provides a one-stop platform for information and service spanning all products across all categories. Other available apps include the Bradesco 24h Roadside Assistance App (Bradesco Assistência Dia & Noite), which provides 24 hour access to auto insurance coverage and services, and *Dirija Bem*, which captures information about users' driving patterns and generates a report that encourages responsible and defensive driving. Another initiative is *Meu Doutor*, a program in which users can

schedule appointments online with an exclusive network of physicians. The platform uses electronic health records that allow physicians and other health professionals to store patient information that can later be readily accessed. Bradesco Seguros Group customers can also use our BIA (Bradesco Artificial Intelligence) virtual assistant within the Bradesco Seguros app to search for information about products. They can also use BIA in the Bradesco Seguros app to request services, such as finding a network physician.



Bradesco Seguros at a glance – 2019

With administrative buildings in Rio de Janeiro (RJ) and Curitiba (PR) and headquarters in Alphaville, Barueri

(SP), Bradesco Seguros Group is present in all regions of Brazil.

142
commercial
insurance
branch codes

38
Bradesco
Auto Center

28.7
million
policyholders

More than
3.7 million
Bradesco Saúde
policyholders

More than
3 million
Bradesco Auto/P&C
policyholders¹

More than
7.3 million
dental
policyholders

¹ Bradesco Seguros has approximately 1.4 million P&C (Property & Casualty) and 1.6 million Auto insurance customers.

More than
354,000
claims
paid by
Bradesco Auto/P&C

15
Meu Doutor
Novamed
clinics²
and another 14
scheduled to be opened
in 2020

99
Meu Doutor Novamed
clinic user satisfaction points

² External clinics are located in São Paulo, Osasco, Guarulhos and Porto Alegre (RS). We also have six in-company units – the Cidade de Deus campus, Bradesco's headquarters, has an on-site Meu Doutor Novamed clinic.

More than

835,000
downloads

and

160,000
updates

of the Bradesco Seguros,
24h Roadside Assistance,
Dirija Bem and other apps

16%

requests made via the
Bradesco Auto app

More than

19
million

doctor's appointments
provided to Bradesco Health
policyholders

94%

of towing service

reimbursement previews
via digital channels
(Bradesco Health)





sustainability

Bradesco's sustainability vision is embedded in our corporate strategy and in our businesses and operations. In response to the major challenges and trends affecting our

sustainability agenda, in 2019 we revisited our strategy and established six pillars by which we will achieve further progress and anticipate future challenges.

Sustainable business

Our goal is to expand our offering of products and services that contribute to building a more inclusive society and support customers in their transition to a more sustainable economy.

Climate change

We also work to ensure that our businesses are prepared for climate challenges by continually improving our approach to business management, conducting strategic reviews, and creating greater transparency around our climate impacts.

Customer relations

Our purpose is to serve customers with excellence, while working continually to improve our service so that it is responsive to their needs and goals and supports their life achievements.

Diversity

Bradesco embraces and promotes diversity among our employees and customers. Our goal is to attract and retain talent, increase access to career opportunities and serve an increasingly diverse spectrum of customer profiles.

Innovation

Leveraging our innovative force – a force that is embedded in our DNA and practices – in support of sustainability has the potential to create positive transformations in our business operations and in our relations with customers.

Private social investment

As one of the largest private donors in Brazil, we aim to amplify the results and impacts with our social investment in Brazil.

Climate Commitment

100% of Bradesco's operations will be supplied with electricity from renewable sources in 2020

The initiative will make Bradesco one of the first Banks in the world to complete the energy transition

100% of carbon emissions neutralized beginning in 2019

This will make Bradesco the first major Brazilian bank to achieve this level of offsets

SUSTAINABILITY GOVERNANCE, GUIDELINES AND MANAGEMENT

In responding to the continuous economic, social and environmental changes around us, we rely on a set of guidelines and dedicated capabilities to manage these aspects of the Organization.

Under the leadership of our Sustainability Committee, sustainability governance at Bradesco involves the highest levels of the Organization and aims to ensure we create long-term value, are responsive to stakeholders' needs, and contribute to social and economic development.

VOLUNTARY COMMITMENTS

Bradesco's commitment to sustainability is also strengthened by our engagement in initiatives to promote sustainable development, as well as industry-led initiatives and voluntary commitments.

Sectoral	Sustainable Development	Climate Change	Human Rights, Inclusion and Diversity
  	  	  	      
 <p>In 2019 Bradesco became a signatory of the United Nations (UN) Principles for Responsible Banking (PRB), a framework for the financial services industry to benefit from an economy focused on sustainable development.</p>	<p>Bradesco is not only among the first signatories, but was also the only Brazilian bank to be among the 30 financial institutions engaged since March 2018 in developing the framework in alliance</p>	<p>with the United Nations' Environment Programme Finance Initiative (UNEP FI).</p>	



INTEGRATING THE SDGS INTO OUR BUSINESS STRATEGY

Bradesco has actively participated in an agenda to engage Brazilian businesses around the Sustainable Development Goals (SDGs) and the UN Global Compact, both through our membership of the Brazilian Committee for the Global Compact (CBPG) and the Open Working Group on Sustainable Development Goals, and through our sponsorship of studies – such as “Integrating the SDGs into Business Strategy” – to help amplify the private sector’s understanding and engagement in accelerating such an ambitious agenda.

Since 2015, the SDGs have been used as a reference framework in gaining an understanding of, integrating and setting our strategy for action on the 2030 Agenda, as evidenced by our materiality exercises (Materiality Matrix) and social and environmental investment.

In 2018, Bradesco became the only Brazilian bank to join the Principles for Responsible Banking (PRB) as part of a program organized by the United Nations Environment Program – Finance Initiative (UNEP FI) which, among other objectives, aims to align the banking sector’s social responsibility efforts with the Sustainable Development Goals.

In 2019, five years after the 2030 Agenda was launched and following an extensive study that explored the practices already in place at Bradesco, the perspec-

tives of stakeholders and the Organization’s potential impact on the surrounding environment, Bradesco identified a set of priority SDGs.

Bradesco’s activities support several of the SDGs, as described throughout this report. By prioritizing six goals, Bradesco has reinforced our commitment to align our businesses with the 2030 Agenda and to monitor our impact on and contribution toward the society’s goals and our progress on implementing the Principles for Responsible Banking (PRB).

PRIORITY SDGS^{1 2}



¹ The prioritization process was based on a stakeholder survey, industry benchmarking, our materiality matrix and strategic pillars, the state of affairs in Brazil (the most pressing social and environmental issues) and reporting and performance recommendations and guidelines.

² The results from the prioritization process were audited by independent consultants ERM Brasil Ltda (Environmental Resources Management), with a favorable opinion.

LEARN MORE

About how the SDGs are embedded in our business strategy at undp.org/content/dam/brazil/docs/publicacoes/prosperidade/integracao-dos-ods-na-estrategia-empresarial.pdf

MORE INFORMATION

can be found in the full version of the **Integrated Report 2019**.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PERFORMANCE

Bradesco's progress on sustainability and performance on ESG (environmental, social and governance) issues have been recognized by the main stock exchange sustainability indexes and ESG rating agencies.

In 2019, Bradesco's performance was largely rated above the market average, as a result of a corporate effort to implement best corporate sustainability practices.

LEARN MORE
about our performance at bradescori.com.br

Awards

Stock exchange indexes

Specialized agency assessments and ratings



Guia Exame de Sustentabilidade
– Bradesco was among the four top-rated financial services institutions in 2019.



Dow Jones Sustainability Index – Bradesco was again included in the Dow Jones Sustainability Index (DJSI), in both the World and Emerging Markets indices, and was the best rated among Brazilian private banks.



FTSE4Good



Sustainability YearBook Award 2020
– Bradesco was recognized for the second consecutive year in the silver category.



Corporate Sustainability Index – Bradesco was named for the B3 ISE index for the 15th consecutive edition.





risk management

The nature of our operations, the wide range of financial products and services we offer, and the globalization of the business expose us to a range of risks (credit, market, operational, liquidity, reputational, social, environmental and other risks) and require a robust and integrated risk management structure. Risk management is crucial for the long-term sustainability and stability of the business, and to provide security and assurance to stakeholders.

Our approach to risk management is based on guidelines established by the Board of Directors and by our committees, which set global risk management goals that are then translated into targets and limits for the individual business units managing the relevant risks. Capital risk control and management units support management by monitoring and assessing risk and capital.

We also have consistent processes (measurement and control methodologies, models and tools) for proactively identifying, measuring, monitoring and reporting on risks so they are prevented or mitigated.



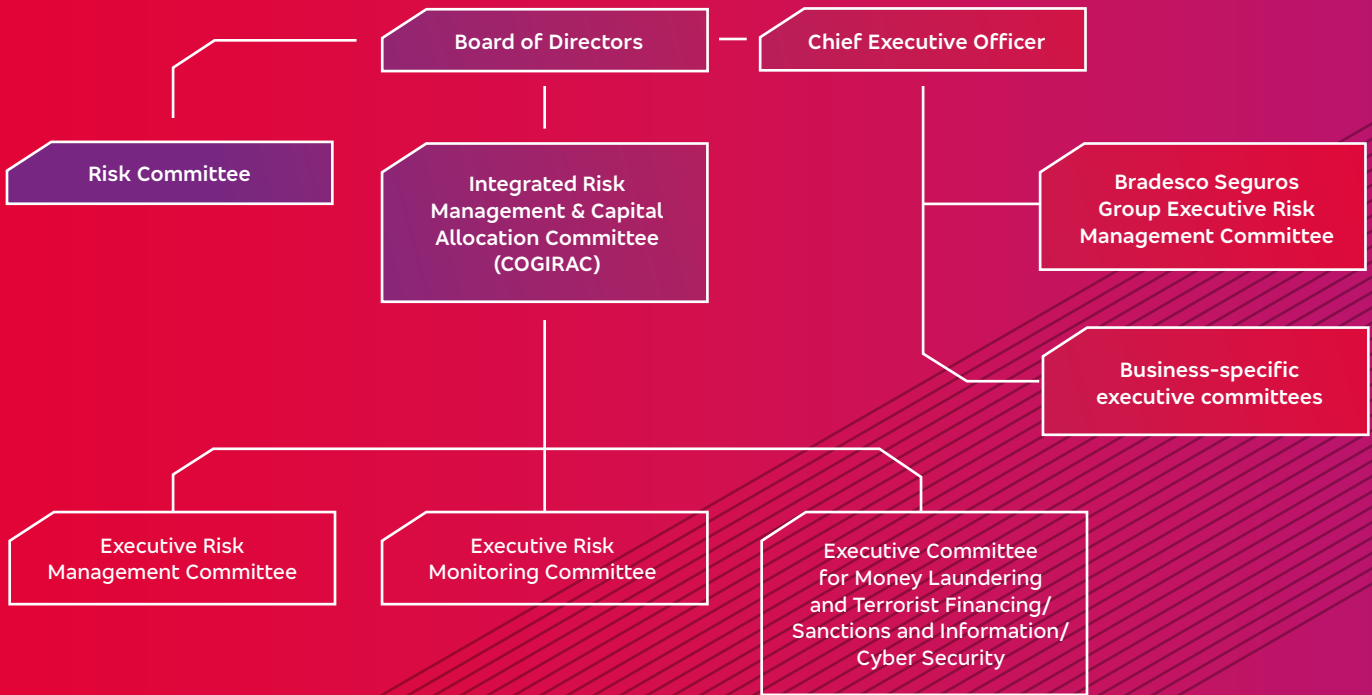
LEARN MORE

Risk management instruments at Bradesco are continually evolving. Read more in our Risk Management Report – Pillar 3, available at: banco.bradesco/ir-en

risk map

- › Lending
- › Market
- › Operational
- › Underwriting
- › Liquidity
- › Social & Environmental
- › Strategy
- › Reputational
- › Model
- › Contagion
- › Compliance, Conduct and Ethics
- › Cyber

RISK GOVERNANCE



RISK MANAGEMENT GUIDELINES

Bradesco has risk and capital management policies, standards and procedures in which Senior Management sets out basic guidelines that conform to the integrity standards and ethical values upheld by the Organization. These guidelines apply to all activities within Bradesco and our subsidiaries.

Our policies, standards and procedures ensure we maintain a control structure that is consistent with the nature of our operations, the complexity of our products and services, activities, processes and systems, and the scale of our exposure to risk.

Our risk and capital management policies are in line with the Organization's strategic goals, local and international best practice, and legal and regulatory requirements, and are revised at least once per year by the Board of Directors and disseminated to all employees and affiliates via our corporate intranet.

RISK MANAGEMENT AT BRADESCO SEGUROS GROUP

Bradesco Seguros Group has its own risk management structure, which is designed to ensure that the risks to which it is exposed are properly identified, reviewed, measured and addressed in accordance with applicable risk

management standards, criteria, controls and procedures.

On an annual basis a calculation is made of the solvency margin required to cover losses resulting from catastrophic risks involving Auto/P&C, Bradesco Health and Bradesco Life and Pension Plan, including man-made and natural disasters such as wind storms, earthquakes, rain and hail, floods and landslides.

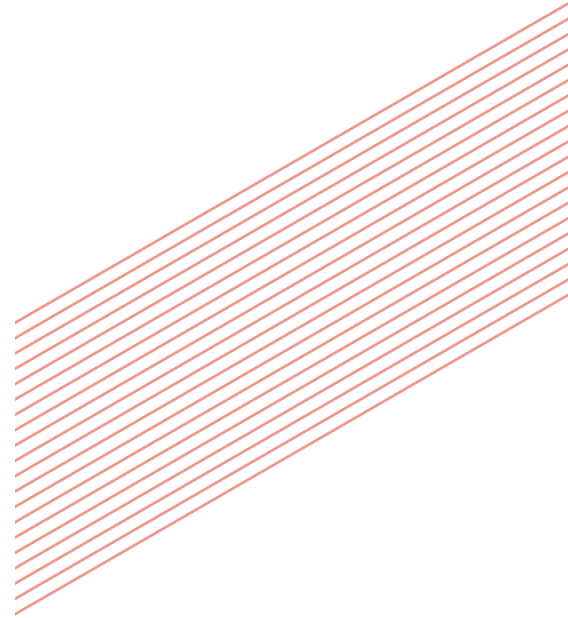


emerging risks

Bradesco works to continually perfect our approach to managing emerging risks in order to ensure they are adequately managed and measures are taken to prevent risks from materializing, minimize adverse effects, and maximize opportunities.

The process consists of identifying, assessing and monitoring emerging risks, and is managed by a cross-departmental committee that reports to the Organization's risk control forums. The commission is led by the Integrated Risk Management Department (DCIR) and includes a function dedicated to discussions related to emerging risks.

Our currently identified emerging risks include climate change and disruptive innovation in financial services (fintechs).



Cyber and information security risk

We have a Corporate Information and Cyber Security Policy that sets out guidance for all Bradesco employees and executives on confidentiality and adequately protecting the Organization's and clients' data in order to mitigate risks to the Organization and society.



Social and environmental risk management

Social and environmental risks related to financial institutions are largely indirect risks arising from business dealings, including dealings with the supply chain and customers through lending and investment activities. Our Social and Environmental Risk Standard sets out the scope of assessments for exposure to social and environmental risks.

In 2009, Bradesco implemented standards on social and environmental assessments for loan underwriting. Prior to approving a client's loan, social and environ-

mental risks are assessed through searches on internal and public databases, such as the Employers Database (for slave or forced labor), the environmental regulator (IBAMA) blacklist and degraded areas listed by state environmental regulators. We also conduct media searches for reports related to environmental accidents, impacts on traditional communities, displacement of families, suspension of environmental licenses and violations involving slave, forced or child labor. As part of these assessments, we request additional documents and clarification and then perform regular follow-up.

We became voluntary signatories of the Equator Principles in 2004 and ensure that all major projects that are funded or advised by Bradesco and are subject to the Equator Principles are developed and managed in a socially responsible manner and implement environmental and human rights practices that support sustainable development. Where necessary, we also conduct due diligence in order to prevent, mitigate and manage

adverse impacts. For projects (both greenfield and brownfield projects) within the scope of our commitment, Bradesco's assessments are conducted in accordance with the International Finance Corporation (IFC) Performance Standards and World Bank Group Environmental, Health, and Safety Guidelines, going beyond minimum legal compliance. Bradesco's due diligence checklists evaluate environmental, social, health and safety, corporate governance and climate change issues.

On the Bradesco Sustainability website, we periodically publish case studies describing how we have assessed potential social and environmental risks and impacts relating to our clients and projects (*read the testimonial from a customer monitored in accordance with the Equator Principles since 2015*).

more than

78 projects

monitored in 2019 against environmental, social and human rights criteria



LEARN MORE

Our Social and Environmental Risk Standard and social and environmental risk and impact assessment methodology for clients and projects are published at bradescosustentabilidade.com.br.



Since the very first cycle, the audits for compliance with International Finance Corporation (IFC) Performance Standards have proven to be an important tool for continual improvement and for incorporating good practices that help to maintain and improve our social and environmental performance. Our partnership with Bradesco, a signatory of the Equator Principles, has provided an important foundation for the development of our business, with the Equator Principles framework providing support across all functions. An example of this was the implementation of an Integrated Management System, which has also led to further certifications.”

A Bradesco client in the port industry

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES (TCFD)

Bradesco supports the market in reporting on the financial impacts of climate-related risks and opportunities based on the recommendations published by the Task Force on Climate-related Financial Disclosures (TCFD).

The initiative, created in 2017, aims to support financial decision-making that takes into account the effects of climate change on business.

In 2019, Bradesco participated in two sectoral initiatives with a focus on developing climate risk management methodologies and tools for the banking industry, in

line with TCFD's recommendations. At an international level, we are part of the UNEP FI's second pilot project alongside 32 other banks in different countries; in Brazil, we are a member of the working group organized by the Brazilian Bank Federation (FEBRABAN). Additional information and reporting is available at unepfi.org.

SOCIAL AND ENVIRONMENTAL RISKS AT BRADESCO SEGUROS GROUP

Bradesco Seguros Group has a dedicated social and environmental risk assessment function that is independent of Bradesco. In 2019, controls were implemented to mitigate social and environmental risks affecting Bradesco

Seguros Group in line with Brazilian Central-Bank Standard No. 4.327/2014.

A working group with representatives from different Group departments and companies has developed and implemented two related standards: one on social and

environmental responsibility and the other on risk. Both contain guidelines on ESG (environmental, social and governance) issues and are applicable to all Group companies.

The Social and Environmental Risk Standard outlines risk management processes that include

requirements on identifying, assessing, rating, controlling and mitigating environmental, social and governance risks in Group activities, in the development and marketing of products and services, and in managing real estate projects. The standard also requires due diligence on ethics and social and environmental responsibility for suppliers, clients and business partners in transactions involving donations and sponsorship and in managing contracts and investments. In addition, it establishes a zero tolerance policy

on discrimination, harassment of any nature, child and forced labor, and sexual exploitation.

In line with Bradesco's corporate policy, our Social and Environmental Responsibility Standard requires that environmental, social and governance criteria be incorporated in Bradesco Seguros' activities, and that environmental protection be incorporated in the development and marketing of products and services and in the management of real estate developments. On the environmental front, eco-efficiency and climate change have been set as priorities to ensure that products and services are developed to support these topics.

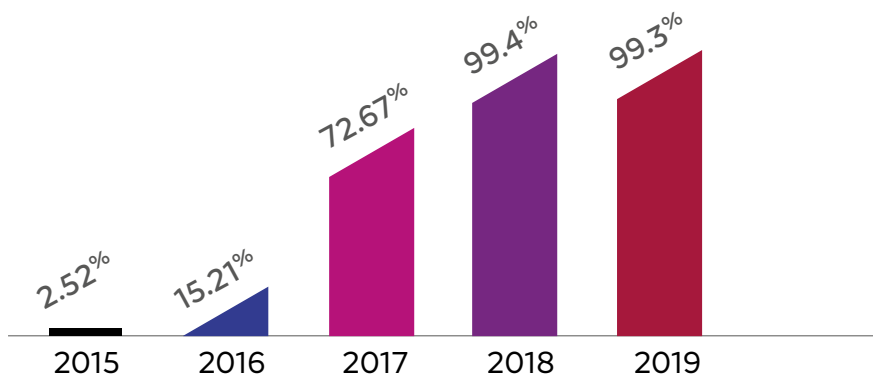
asset management

BRAM (Bradesco Asset Management) manages investment funds and portfolios for clients of different profiles and segments. At year-end 2019, it had R\$ 560.4 billion in assets under management. As a signatory of the Principles

for Responsible Investment (PRI), BRAM uses a set of methodologies to assess risks, opportunities and potential impacts from environmental, social and governance (ESG) aspects on the performance of its assets. Of its total assets under management, R\$ 556.7 billion or 99.3% were assessed – including on environmental, social and governance issues – in 2019.

The goal for January 2020 is to train all managers and analysts on the Responsible Investment Assessment Standard and all employees in commercial and product functions on responsible investment. In all, 120 people will receive training. These training goals had originally been set for 2019. Another goal for 2020 is to publish a report on the carbon footprint of BRAM's portfolio.

Percentage of assets under management assessed on ESG issues





technology and innovation


Innovation is a part of Bradesco's culture. We have always actively followed trends in society and in the financial services industry to anticipate developments and transform challenges into opportunities.

The current context is more challenging than ever. We have witnessed the systematic development of disruptive technologies, changes in behavioral patterns, the emergence of a new regulatory landscape and growing competition between incumbent financial institutions and new entrants, such as fintechs, big techs and insurtechs. We are alert to these developments and understand the prominent role that technology and innovation play in our business – indeed, these

aspects permeate our strategy and are key levers in our journey into the future. By investing in technology and innovation, we will continue to deliver the best value proposition and the best experience to all Bradesco customers.

We annually invest approximately R\$ 6 billion in technology and have robust information technology infrastructure and well-established cybersecurity programs (*read more in the subchapter Risk management*); we use agile methodology in our business routines and employ user experience design concepts to deliver products and services that are more user-friendly and responsive to customers' and users' needs.

Through inovabra, we have established a complete ecosystem that promotes innovation inside and outside Bradesco through collaboration among employees, business functions, clients, companies, startups, technology partners, investors and mentors,



R\$ 6 bn
invested in
technology
each year

helping to address customers' changing needs and secure the long-term sustainability of the business (*read more below*).

Our efforts have translated into new products and business models and process improvements and simplification, the benefits of which are felt each day by our customers.

DIGITAL INNOVATION

new products, services and technologies available on our digital channels which, in combination with physical channels, simplify life for customers and provide a convenient, efficient and secure customer experience.

**BRADESCO'S
INNOVATION
STRATEGY IS
CENTERED ON
THREE FRONTS:**

OPEN BANKING

With new regulatory developments requiring information sharing among financial and non-financial institutions, banks now have the opportunity to establish external partnerships to offer new products and serve new niche markets.

NEXT

a native digital bank designed to transform hyper connected users' relationship with money.



user experience

Bradesco invests in studies and research to continually improve the customer experience. All products, channels or services we develop are based on user experience design methodologies that are applied by a dedicated team with support from strategic partners. Based on customer persona and journey investigations, we develop prototypes and run tests with users using an agile approach, in a process in which multidisciplinary teams are organized into a network and are able to independently make decisions, accelerating the process. User experience and usability facilitate customers' digital convergence and reduce the time it takes to deliver products and services.

Data science to enhance our offering

As part of our innovation ecosystem – inovabra – two projects are in the pipeline that will increase added value for customers by making our offering better targeted. In one project, called CRM 2.0, we are reorganizing the offering governance process in an analytics-intensive project for which 80 data scientists have been recruited. *We also launched a CRM decision support software system.*

The second program, called BRAIN (Bradesco Inteligência de Negócio, or Bradesco Business Intelligence), is using data intelligence to transform our lending product offering to our customers by integrating journeys, processes, pricing and credit analysis using real-time decision support technologies.



digital innovation

BIA (Bradesco Artificial Intelligence) has been a major lever in Bradesco's digital transformation, establishing the Bank as a leader in artificial intelligence and in innovation.

In addition to getting information about financial services and products, users can now also use BIA to check their account balance, recent

account transactions, financial indexes and nearby branches through geolocation.

In August 2019, we took BIA to the next level with the launch of voice-based wire transfers between Bradesco accounts using the Bradesco app for individual customers. We have already recorded 269 million BIA-mediated interactions to date; on WhatsApp alone, 3.5 million people have chatted with BIA.

OTHER FRONTS

After pioneering palm biometrics on all ATM machines, we now also offer voice biometrics in the *Fone Fácil* service and we are testing face recognition.

We also expanded the number of ATMs with bank note auto feeding mechanism in the year. With the solution, customers are no longer required to use envelopes, deposited cash is credited into customers' accounts in real time, and the banknotes are fed back into cash cartridges for use in other customers' withdrawals. In 2019, 4,400 ATM machines were equipped with the new technology, in more than 1,300 municipalities throughout Brazil. The self-service channel also gives users the option to send



3.5 million

people have interacted with BIA to date.

the deposit receipt by email rather than print it, reducing paper consumption.

Another recently initiated project will deploy technology and innovation in the more than 40 Bradesco Espresso partners throughout Brazil. Several partners will shortly receive a new tablet with additional features that will simplify day-to-day activities and can boost business volumes.

In 2019 Bradesco attracted 1.8 million new digital checking account customers. Out of a total of 30.1 million checking accounts, 17.1 million are digital customers.

The Bradesco app recorded 37.7 million downloads (across the Classic, Exclusive, Prime, Private and Net Empresa apps). Of our total transactions, 59% are now made via

the mobile app for individual and corporate customers, representing 11.8 billion transactions in 2019.

On the Bradesco app, checking account opening for individual customers is now 100% online. We also offer an exclusive digital account for sole proprietors that can be opened via the Bradesco Net Empresa app. Since implementation, in May 2019, a total of 21,100 accounts have been opened.

There was also expansion in the volume of loans underwritten through digital channels (internet banking, *Bradesco Celular*, ATM machines and *FoneFácil*), which allow customers to purchase products and services directly. Personal loans transacted via digital channels increased by 47% and business loans by 40% compared with the previous year.



17.1
million
Bradesco
customers have digital
checking accounts

The Bradesco app has reached 37 million downloads.

Digitization is also making strides at Bradesco Seguros Group. In 2019, approximately 40% of health insurance reimbursement claims at Bradesco Health were made via digital channels, while the percentage of reimbursement previews via digital channels reached 92.6% in the year. At Bradesco Bradesco Auto/P&C, more than 8% of inspections and 16% of towing services were arranged via a

mobile app. At Bradesco Life and Pension Plan, 175.000 applications were signed electronically. Contact Center automation has also progressed, with 40% of Bradesco Health Reimbursements and 63% of Bradesco Auto/P&C claims processed through electronic agents.



digitization in figures



11.8 billion
mobile transactions
(individual and corporate
customers) in 2019



269 million
interactions
with BIA



82%
of wire transfers

via our mobile app or Internet banking
service – Individual customers

91%
of DOC/TED
transfers

via our mobile app or internet banking
service – Individual customers

99%
of payments

via our mobile app or internet banking
service – Corporate customers



next - A digital native bank

Our second technology and innovation front is next, which in 2019 was named the best digital bank in Latin America by *Euromoney*. next was also recognized for the second year running as the best digital bank in Brazil by *Global Finance*, and was well ranked in the Business Digital Transformation category in *MicroPower's* Learning & Performance Awards.

Designed as a 100% digital platform, next applies user experience design, intelligent customer journeys and predictive algorithms to offer superior functionality and a better user experience, anticipate user actions, and suggest optimal financial management solutions to customers. It has also been designed and has established itself as a hub for connecting with other digital platforms, creating added value for customers. Under the slogan, "a digital bank with perks", next offers bank account and credit card products with no fees, provides unlimited withdrawals from Bradesco and Banco24horas ATM machines, free wiretransfers (DOC and TED), investment funds, CDB and installment payments, as well as discounts from partner brands and personalized experiences.

The result is a high level of satisfaction. In 2019 next had an NPS (Net Promoter Score) of 77 points – on a scale from negative 100 to positive 100 – placing next among the best digital banks in Brazil.

Launched toward the end of 2017, next had 500,000 accounts at December 2018, and jumped to 1.4 million accounts at September 2019, ending the year at 1.8 million customers. In 2019, an average of 10,000 accounts were opened per day. Of next's total customers,

approximately 80% were not Bradesco checking account customers when they opened their next account, meaning customers are not migrating from Bradesco to next, as expected. The current level of customer churn is 3.7%, in line with other competitors.

A fee-free bank account and credit card, unlimited withdrawals, free transfers, and discounts from partner brands are some of the benefits of next.



Next's new head offices
(São Paulo – SP)

STRATEGIC PARTNERSHIPS AND BUSINESS MODEL

As part of a transformation of the digital account distribution process, throughout 2019 next concluded strategic partnerships with companies and other sectors, such as the recently concluded partnership with a large cosmetics company. This created a new business model that offers a range of important benefits to beauty consultants, including access to a free, 100% digital next bank account and a mobile credit card machine.

The goal of these partnerships is to reach 200,000 new accounts, with partners centralizing payments in those accounts and operating as next distributors to the general public.

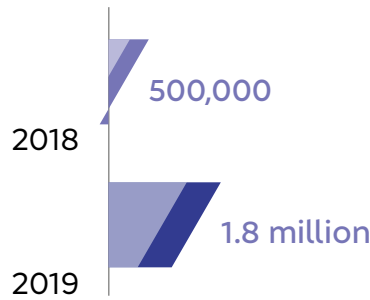
In addition to the benefits for beauty consultants, the products from partner brands will be available from the next perks hub, at a discount, for all customers. The

perks area operates as a benefits platform for next customers. A total of 290 partners now offer special discounts on the app.

Further strategic partnerships are expected to be established within this model in 2020.

Alongside the new distribution model, next now also handles payroll for companies whose employees fall within the next customer profile, leveraging Bradesco's strength in wholesale.

GROWTH IN NEXT CUSTOMERS



NUMBER OF TRANSACTIONS PROCESSED





open banking

Open banking is the third front in our innovation strategy, where opportunities to develop new products and services and new business models are being evaluated. The term “open banking” refers to the possibility of exchanging information with other financial services institutions at the customer’s discretion, including the possibility of one institution authorizing payments in an account held by the customer in another institution.

Open banking is a movement led by regulators, banks and fintechs that aims to explore opportunities from sharing data and services. In general, open banking is enabled by APIs (Application Programming Interfaces), which allow systems and programs to interact with each other through a standardized connection.

With open banking, customers can check their account information and make payments out of their account on other platforms and not only through the conventional channels offered by financial institutions. In Brazil, the Central Bank is responsible for establishing rules on data sharing. The new open banking framework is currently undergoing a public consultation, and is expected to enter into effect in 2020.

Open banking provides an opportunity to develop new partnerships with third parties and create financial products and services with added features, expanding the value proposition and generating new sources of revenue.

The concept of open banking has already been incorporated in next,

which distributes non-financial products (perks) to customers, and on *Ágora*, a one-stop investment platform combining Bradesco’s investment portfolio with third-party products. The concept is also present on our sole proprietorship portal (MEI portal). The platform (mei.bradesco) was launched in 2018 as a provider of financial and non-financial services for sole proprietorships – including Bradesco customers and non-customers – assisting them in managing their businesses, opening sole proprietorships and developing as entrepreneurs. In addition to offering customers the opportunity to open digital sole proprietor accounts via the Bradesco Net Empresa app, with a range of benefits, the portal offers services and content from our initiative partners: Sebrae, DicasMEI, MarketUP, Cielo and Stelo.

MEI Portal

More than

20,000

Bradesco MEI
accounts

opened via our mobile app

Ágora

– Your Investment House

R\$ 57.2 billion
under custody

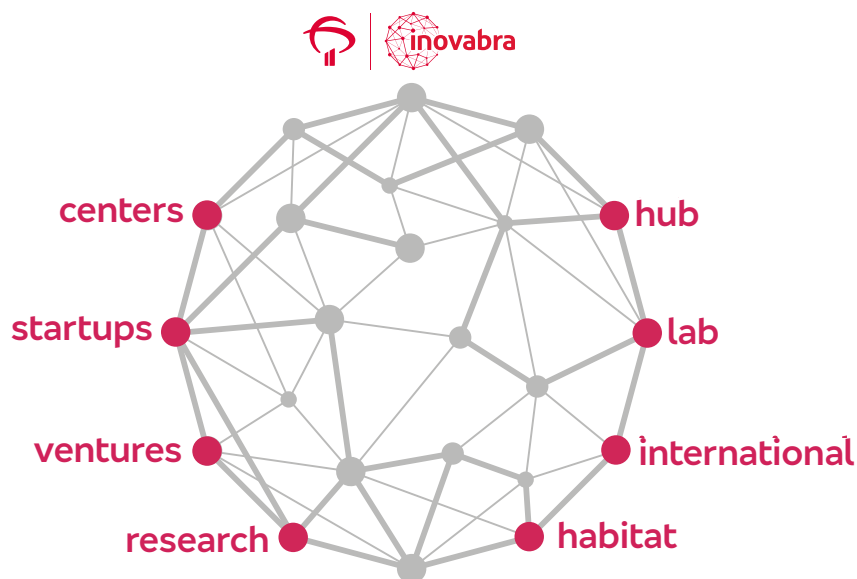
366,000
customers

INOVABRA

inovabra is an innovation ecosystem developed to support our corporate strategy by promoting innovation through collaboration

with employees, business functions, clients, companies, startups, technology partners, investors and mentors. inovabra provides the ideal platform for sharing business insights, accelerating new solutions and materializing innovation within the Organization, helping to address customers' changing needs and secure the long-term sustainability of the business. inovabra comprises eight mutually synergistic programs:

INNOVATION ECOSYSTEM



INOVABRA CENTERS

Created in 2012, inovabra centers is an internal innovation program that stimulates creativity and entrepreneurship in our employees by disseminating a culture of innovation throughout the Organization. Innovation projects are prioritized, structured and managed from conceptual design, through business model development and validation, to market launch. The program brings together more than 100 employees from different business functions, who interact with each other and with external startups with a focus on developing innovative solutions to improve the customer experience.

INOVABRA STARTUPS

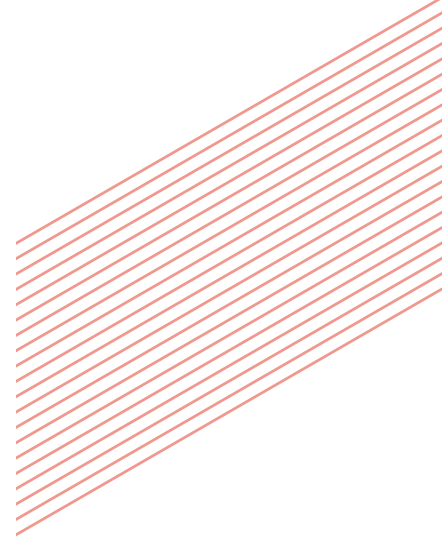
Launched in 2014, inovabra startups is an open innovation program designed to support strategic partnerships between Bradesco and startups offering solutions that can be applied or adapted to financial and non-financial services offered or used in Bradesco or partner companies. A total of more than 40 proofs of concept have been developed and 14 startups have been engaged to date, including three in 2019. The program provides startups with the opportunity to work with real-world customers, tests solutions and build scale.

INOVABRA VENTURES

inovabra ventures is a private equity fund launched in 2016, and currently has R\$ 400 million in available funding. The fund is managed by Bradesco's Private Equity department and invests in startups developing innovative technologies and/or business models. inovabra ventures helps to lift startup valuations and develop an entrepreneurial environment, especially where solutions are being developed to address our clients' needs. Investments have been made in seven startups to date.

INOVABRA RESEARCH

A multidisciplinary team of analysts and researchers who study in depth about new technologies and business models for this frontier of knowledge, and develop use cases. Working closely with partners, universities and research institutions in Brazil and around the world, the team supports inovabra in the innovation process. The team is also responsible for conducting artificial intelligence research at Bradesco, led by the Bradesco Center of Excellence for Artificial Intelligence (CEBIA).



14 startups have been engaged through inovabra startups to date to develop solutions for Bradesco and our partners.

INOVABRA LAB

Opened in late 2017, *inovabra* lab is a 1,700 square-meter facility in Bradesco's Alphaville (SP) campus that houses 16 technology laboratories designed to operate within a collaborative working model alongside large technology partners co-hosted within the environment. This approach drives operational efficiencies by optimizing and generating 60% time savings in the certification of new technologies (hardware and

software), prototyping, experimentation, proofs of concept, product launches and solutions to new challenges. It also provides optimal connectivity between business functions and IT departments and technology partners and brings the Organization closer to emerging frontier technologies. A total of 523 certifications and 28 POCs have been completed to date.



LEARN MORE

Further information about inovabra and its children programs is available on: www.inovabra.com.br.

INOVABRA HUB

In 2017 we launched inovabra hub, a digital, collaborative platform that connects startups to business opportunities in Bradesco and partner companies. More than 1,800 startups have registered to join the inovabra ecosystem.

INOVABRA INTERNATIONAL

In early 2018, we launched inovabra international, a program structured within a New York-based innovation environment and with links to London to provide an observatory of the innovation ecosystem and global startup activity. A dedicated team of employees works in a collaborative environment, in partnership with a specialized firm, to identify solutions that can create value for the business, and to monitor emerging technologies and consumer trends. More than 950 startups have been assessed and 26 solutions are being developed at inovabra lab and inovabra startups.



1,800
startups

are registered on our digital platform: inovabra hub

inovabra habitat currently has 191 resident startups and 92 large corporates.

INOVABRA HABITAT

In February 2018, Bradesco launched *inovabra* habitat, a building measuring more than 22,000 square meters in area, situated squarely in São Paulo's innovation and cultural hub – between *Avenida Angélica* and *Rua da Consolação*, near *Avenida Paulista* – where large companies, startups, investors and mentors work collaboratively to co-innovate and develop business opportunities. In just a short space of time, *inovabra* habitat now has approximately 191 resident startups and 92 corporates, with a total of 1,500 people

working collaboratively to innovate. More than 240 contracts have been concluded between companies and resident startups, including 23 with Bradesco, of which 16 were concluded in 2019. In addition to driving entrepreneurship and a culture of innovation in organizations, habitat will support Brazil's aspirations to take a leading position in global innovation.

inovabra awards

- › *Valor Inovação Brasil 2019*: 1st place in the banking category (3rd consecutive year);
- › **Efma innovation of the month**: Sole Proprietorship Portal case study;
- › **Efma innovation Awards 2019** – **Digital Marketing**: *Vagalume* case study;
- › **Gartner Eye on innovation**: Sole Proprietorship Portal case study;
- › **FELABAN CLAB 2019**: BIA case study;
- › **Whow! Award – Banking Category**;
- › **Bank Reporting Award**: Blockchain-Ripple case study;
- › **Bank Reporting Recognition**: Move Caronas app;
- › **Learning & Performance Brazil 2019/2020**: BIA, in the Best in Brazil category.

The inovabra habitat co-innovation space at Av. Angélica, in downtown São Paulo – SP. The panel by artist Kobra and the Unicorn sculpture have made the façade one of the most Instagram-worthy spots in the city





governance and *compliance*

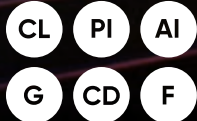
CAPITALS



SDGS

16

STAKEHOLDERS



A symbol of growth, renovation and openness, with roots in a successful past and a vision of the future (A sculpture at the corner of Faria Lima and Juscelino Kubitschek – São Paulo – SP)



committed to the highest standards of governance

Bradesco is listed in Corporate Governance Tier 1 on B3 – Brasil, Bolsa, Balcão, reflecting our high standards of corporate governance, our commitment to transparency and disclosure, and our successful, integrated management model that reconciles financial with social and environmental aspects. Bradesco's shares are also included in other B3 indices, including the Special Corporate Governance Stock Index

(IGC) and the Corporate Sustainability Index (ISE). We are also a constituent of the Dow Jones Sustainability Index (DJSI).

Our governance practices are based on the guidelines contained in the ABRASCA Listed Company Self-Regulation Code and Good Practices, published by the Brazilian Association of Public Stock Corporations (ABRASCA). We also support the Corporate Governance Best Practice Code of the Brazilian Corporate Governance Institute (IBGC), of which we are members and sponsors. In addition, we adhere to

the guidelines laid down by the US Securities and Exchange Commission (SEC). Internally, our bylaws and a set of standards and policies govern our activities.

Bradesco's governance practices are a testament to our commitment to creating long-term value for shareholders, employees and the broader society. Our control framework was created by Amador Aguiar with the aim of ensuring business continuity through any leadership successions or economic crises.

Our governance practices are based on the guidelines contained in the ABRASCA Listed Company Self-Regulation Code and Good Practices and on international standards.

Reflecting his desire to convey a significant portion of Bradesco's profits to charitable education programs, Amador Aguiar transferred part of his stock to the Bradesco Foundation, Brazil's largest educational philanthropic organization. Another substantial portion of Bradesco's stock was transferred to a company, now BBD Participações S.A., the shares in which are held by the directive board and senior management. With this structure, BBD Part. and the Bradesco Foundation share control of the Bank through Nova Cidade de Deus (see *our ownership structure*). Under this framework, shares in BBD Part. S.A. can only be redeemed when senior management personnel end their

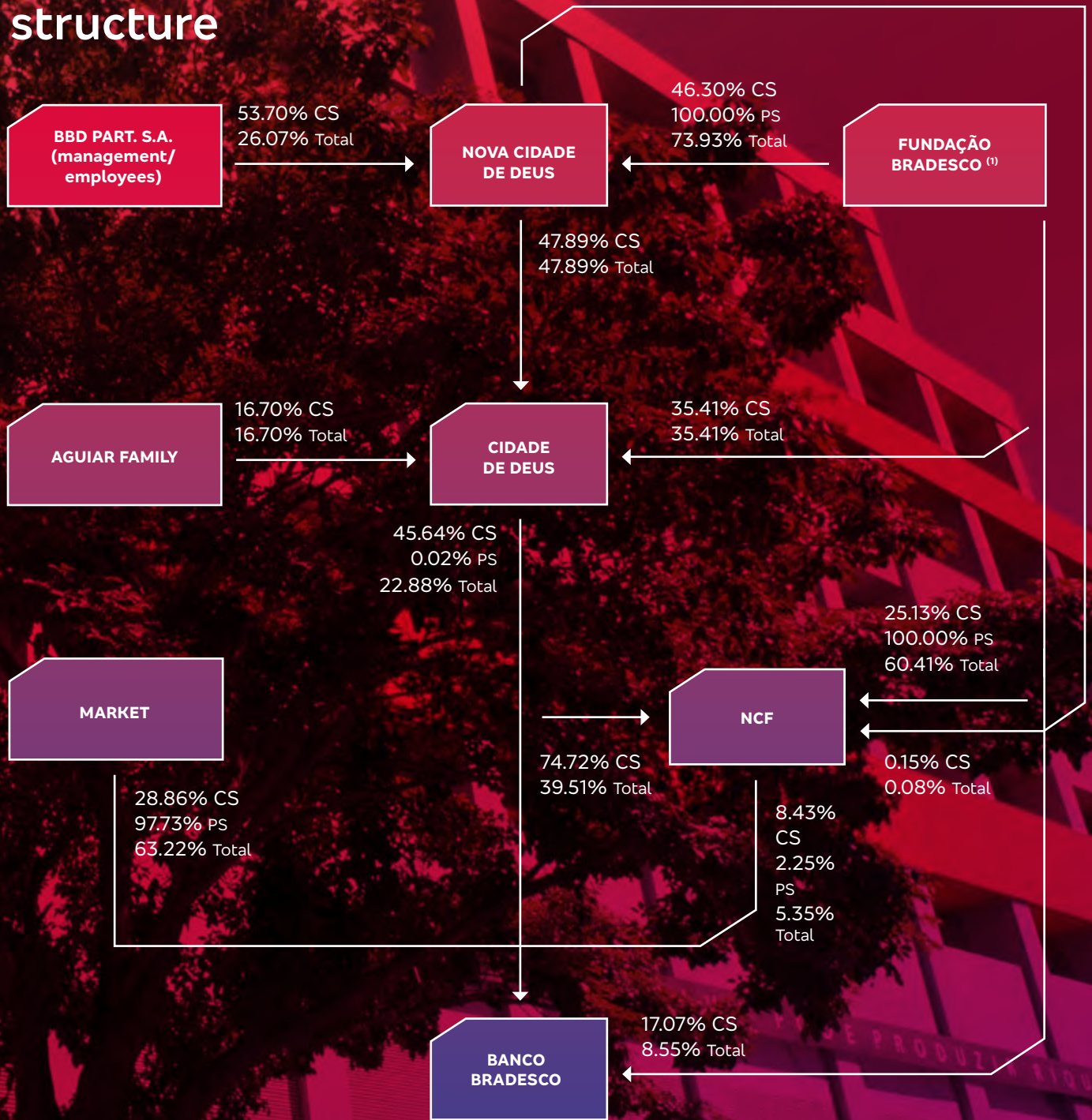
A significant portion of our profits are reverted to social programs through the Bradesco Foundation, Brazil's largest philanthropic education organization.

careers with the Bank, helping to secure a balance between generating short-term results and delivering on our vision of sustainability, while also increasing stability in management.



Students at Fundação Bradesco – Unit II (Osasco-SP)

ownership structure



1. Bradesco senior managers (Board of Executive Officers and Board of Directors) make up the Bradesco Foundation's highest governance body.
CS: common shares; PS: preferred shares

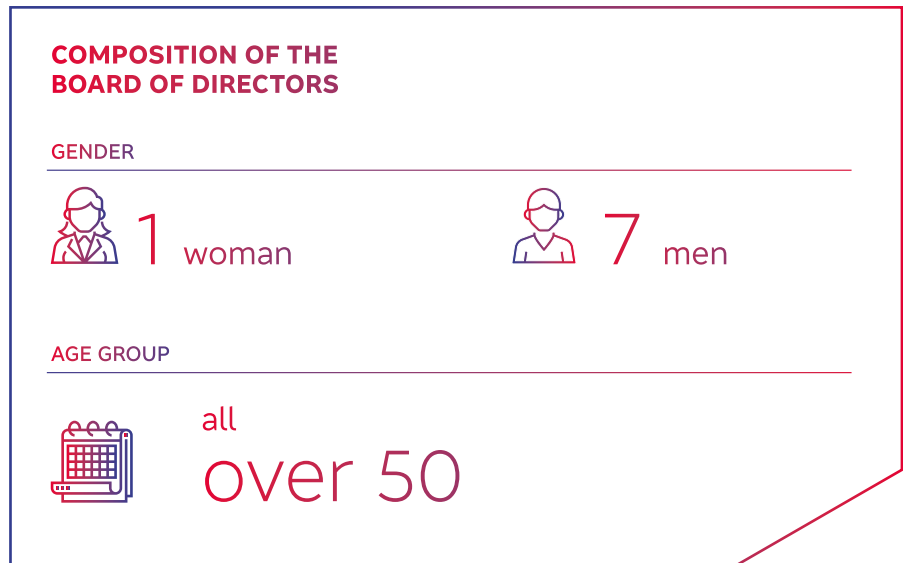


governance structure

Our highest decision-making body is the General Shareholders' Meeting, which has powers to decide on all business matters pertaining to the Bank and to appoint members to the Board of Directors and the Fiscal Council. Under Brazilian regulations, only shareholders holding common shares (CS) are entitled to vote in General Meetings. However, in electing members to the Board of Directors and Fiscal Counsel, shareholders holding preferred shares (PS) and minority shareholders holding common shares (CS) are entitled to vote.

The primary duties of the Board of Directors are to define the business strategy, appoint or remove members of the Board of Executive Officers, oversee the Chief Executive Officer and appoint or remove Independent Auditors. The Board has eight external members, who jointly appoint a chairman and a vice chairman. The chairman is not permitted to serve as CEO other than in exceptional circumstances,

and in any case for a period not exceeding 180 days. Board of Directors members serve a renewable term of two years. The Internal Audit and the Governance Office – which is responsible for, among other duties, supporting all governance bodies and managing general meetings – report directly to the Board.



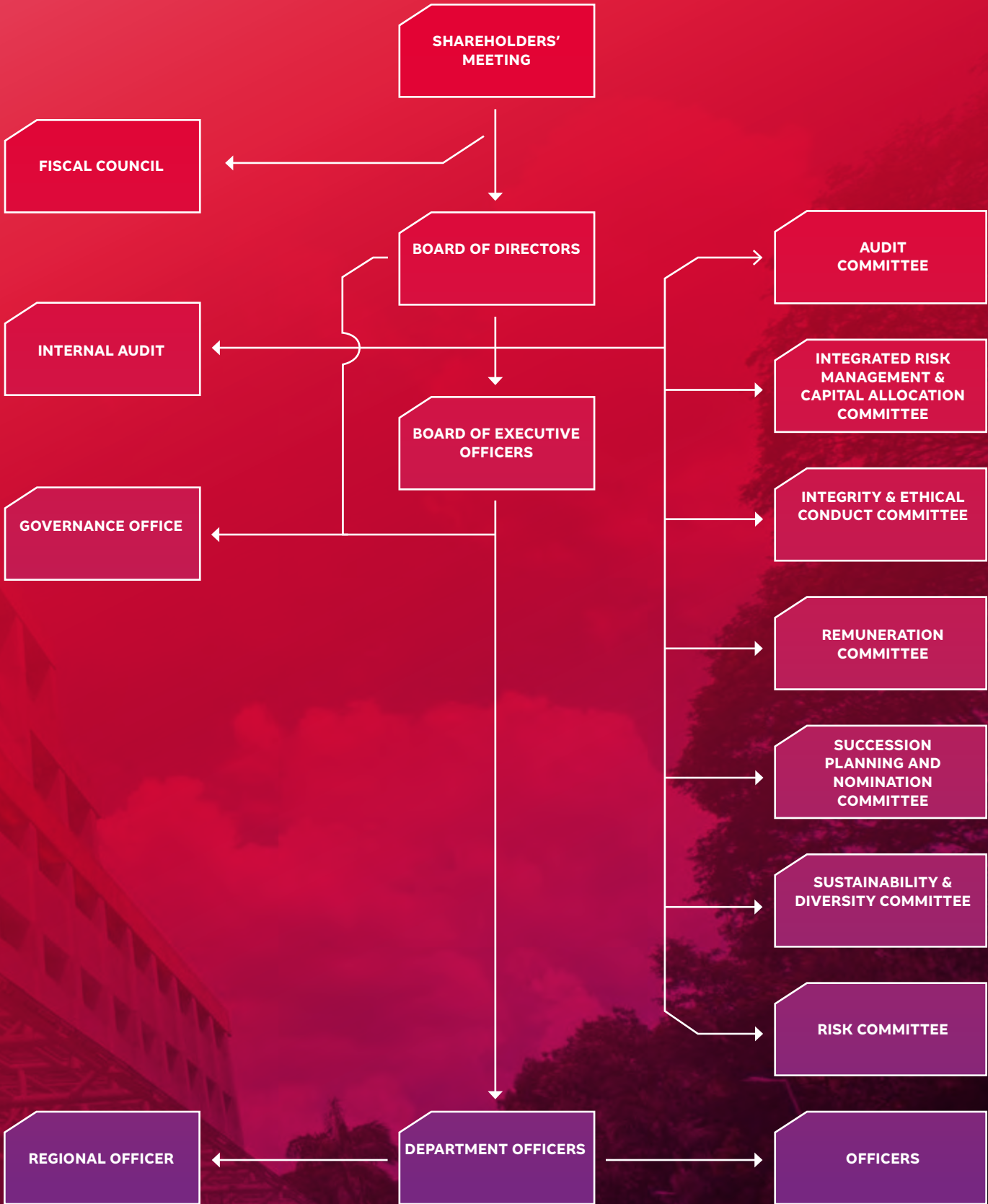
The Board of Directors is advised by seven supporting committees, each of which has its own rules of procedure establishing members' duties, composition, and the frequency of meetings. Bradesco also has a Fiscal Council in place since 2015, responsible for overseeing the activities of the Bank's directors. The Fiscal Council is composed of five members and five substitutes, with two members and their substitutes elected by minority shareholders.

The Board of Executive Officers executes the business strategy and continuously monitors the effectiveness of decision-making. Officers are appointed for renewable terms of two years and are supported by a number of executive committees.



LEARN MORE

Further information about our corporate governance structure is available at: banco.bradesco/ir-en. From the portal, users can download our most recent Reference Form and Corporate Governance Report, among other documents.





ethics and integrity

Bradesco's Code of Ethical Conduct sets out requirements on the conduct of managers and employees for all of Bradesco's companies, as well as all third-party employees and contractors. Using plain and objective language, the Code describes expected and prohibited behaviors across issues such as transparency, conflict of interest, insider information, recognition, social and environmental responsibility, political and party activities, and leadership. It also sets out guidelines on dealings with our different stakeholders, including customers and users, shareholders and investors, competitors, suppliers, the media, communities, government agencies and regulators, and trade associations.

Bradesco Seguros Group has its own Code of Ethical Conduct. We also have profession-specific codes of ethical conduct, including codes governing the activities of employees working in the financial and capital markets, procurement personnel, and auditors and inspectors.

Supplementing these are the Bradesco Integrity Program and the Bradesco Antitrust Compliance Program, which contain guidance on preventing, detecting and addressing any behavior and actions in violation of the Brazilian Anti-bribery Act (Law No. 12,846/2013), the Brazilian Anti-

trust Act (Law No. 12,529/2011), and international legislation. These programs – which extend to all areas of the Organization, including foreign-based business units – are supported by corporate anti-bribery and antitrust policies and standards, as well as documents containing guidelines on report handling, donations and sponsorship, contributions to political candidates and parties, accounting practices, and other matters.

The Code of Ethical Conduct is our primary reference framework for direct and third-party employees.

Training and engagement

To engage our employees around ethics, integrity and compliance, in 2019 we provided a range of training solutions including workshops, classroom-based and online courses, memorandums, video series and the Integrity System. In all, there were more than 1,600 in-person attendances during Integrity Week.

reporting channels

Bradesco provides a set of channels for anonymous and confidential reporting on ethics and integrity concerns. Direct and third-party employees can also make reports directly to their immediate manager or the Officer above them.

BRADESCO GROUP REPORTING CHANNELS

e-mail

- › etica@bradesco.com.br;
- › anticorrupcao@bradesco.com.br;
- › concorrencial@bradesco.com.br (for antitrust concerns);
- › respsocial@bradesco.com.br;

telephone numbers

- › Bradesco Ombudsman
0800 727 9933
- › Audit Committee
(11) 3684 9110
- › General Inspectorate Department
(11) 3684 2266
- › Social Responsibility
0800 776 4240



FOR BRADESCO SEGUROS GROUP

e-mail

- › etica@bradescoseguros.com.br;
- › prevencaoafraude@bradescoseguros.com.br;

telephone numbers

- › Fraud Hotline
0800 701 2788
- › Bradesco Seguros Ombudsman
0800 701 7000
- › Hearing or speech impaired
0800 701 7877

Bradesco's
Headquarters
on Av. Faria Lima
(São Paulo - SP)

a focus on creating value

CAPITALS



SDGS



STAKEHOLDERS





economic value

Despite its many challenges – both structural and situational – Brazil presents a wealth of business opportunities. Among the country's strengths are entrepreneurs who are creative and adaptable, an abundance of natural resources, and a sizable consumer market with a potential for expansion that is rare in the current global context. The banking and insurance industries tend to benefit from this potential.

Looking beyond the sector-based context, declining interest rates and the passing of the Pension Reform through Congress were important for Brazil's economic recovery in 2019, which was also helped by Severance Indemnity Fund (FGTS) payouts in the second semester of the year. In 2020, further progress on structural reforms, a Federal concession and privatization program, credit expansion and an improving employment market are expected to provide a stimulus to the domestic market, positively affecting business, investor and consumer confidence.

Liquidity conditions are favorable, in an environment in which underlying inflation remains under control, resulting in gradually reduced economic stagnation and a positive and well-founded outlook.

Concurrently, we are experiencing a period of profound, technology-driven change that is reshaping the way people purchase products and services and interact with organizations, with attributes like security, efficiency, ethics and transparency becoming increasingly high in demand. Especially in the banking and insurance industries, we have witnessed new regulatory frame-

Technology-driven change
is reshaping the way people
purchase products and services
and interact with
organizations.

works and seen new competitors enter the market – such as fintechs, big techs and insurtechs – introducing more flexible and competitive business models. Lastly, growing concerns over economic, social and environmental issues (especially issues surrounding climate change) have made these an important differentiator for organizations.

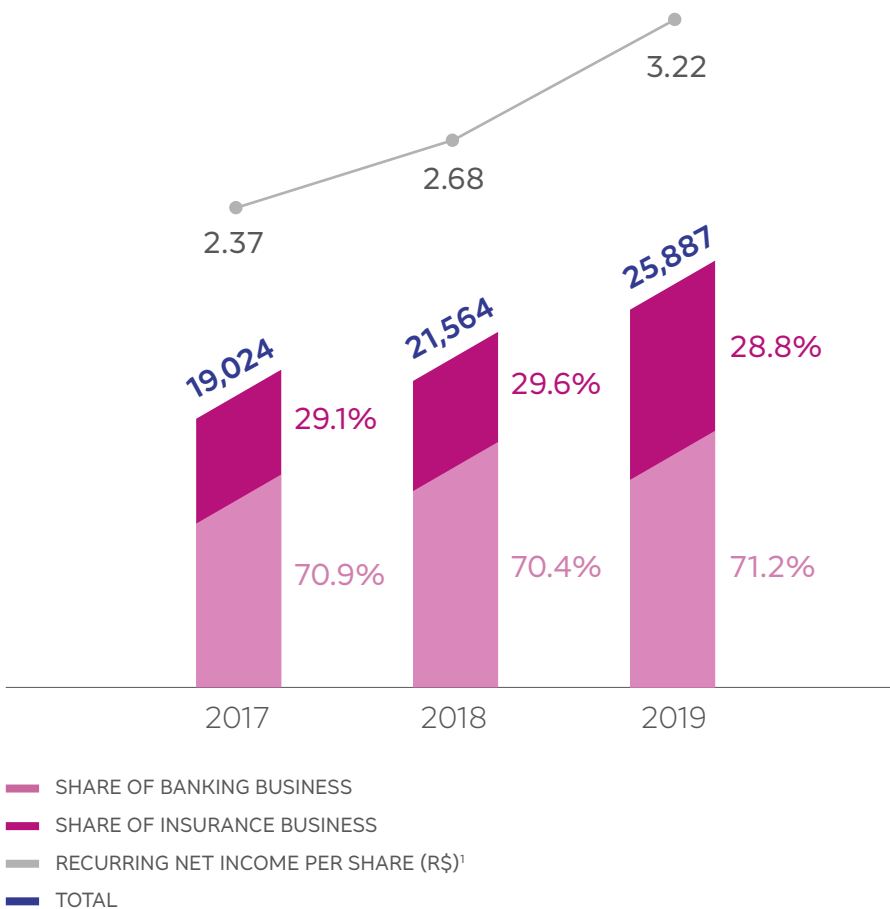
Alert to the emerging challenges and opportunities surrounding economic, social and environmental issues, in 2019, Bradesco undertook a revision of our Sustainability strategy to prioritize those issues that are most important to society and to the Organization, including climate change and sustainable business. The goals in our revised strategy include reducing our carbon emissions, increasing our maturity in climate risk management, delivering solutions that are responsive to customers’ and society’s needs, and supporting green/inclusive economy sectors. As we advance further in this process, in 2020 we will revise our strategy for other issues: customer relations, diversity, innovation, and social investment. To reinforce our commitment to sustainable development, in 2019 Bradesco became one of the first signatories of the Principles for Responsible Banking (PRB), an international commitment that we helped to develop on invitation from the UN.

OUR RESULTS

Return on Average Equity (ROAE) saw continued growth to 20.6% in 2019, an increase of 1.6 p.p. from 2018. Operating performance has continued to drive improvement in net income year over year. Recurring net income was R\$ 25.9 billion in 2019, an improvement of 20.0% year over year. The growth in net income from 2018 to 2019 reflects higher net interest income, the contribution from our insurance,

pensions and premium bonds businesses, growth in fee and commission income and reduced ALL (Expanded) expenses and other operating revenue/expense, which offset the higher operating expenses in the period, primarily relating to variable expenses.

RECURRING NET INCOME (R\$ million)

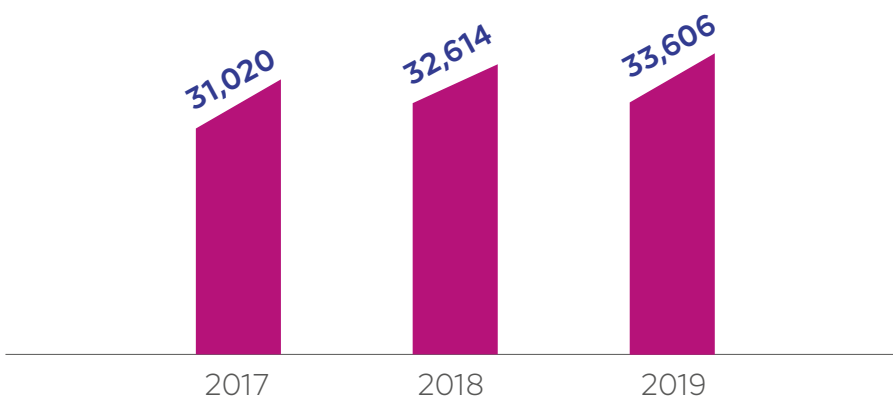


¹For the 12-month period (shares were adjusted to reflect stock dividends paid and share splits during the relevant period).

FEE AND COMMISSION INCOME

Fee and commission income was R\$ 33.6 billion in 2019, an increase of 3.0% compared with the previous year. The positive performance was driven by higher checking account revenue reflecting an increase in our checking account customer base and strong revenue from pooled finance management, custody and brokerage services, and underwriting/financial advisory services. During the period, adjustments were made in relation to asset management and secured transaction fees and lower card acquiring revenue.

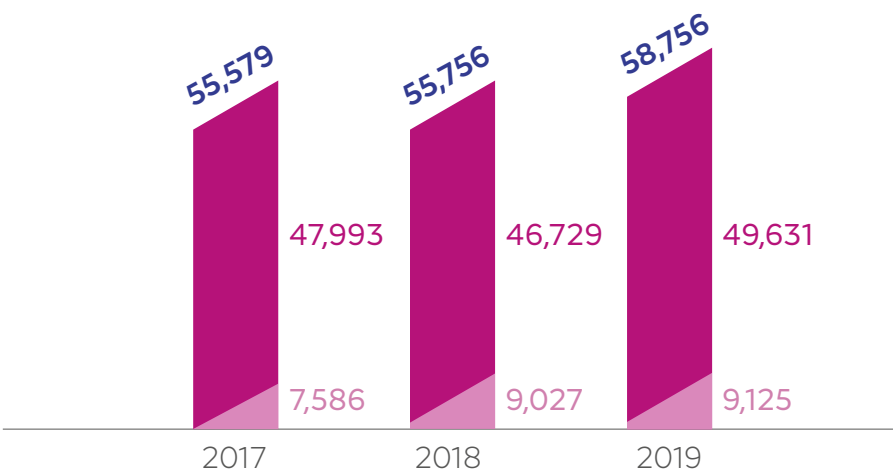
FEE AND COMMISSION INCOME (R\$ million)



NET INTEREST INCOME

The Net interest income grew 5.4% compared with the previous year. Net Interest Income was driven primarily by Net interest income - Customer portion and was benefited by higher average transaction volumes, especially in individual loan operations, driven by growth in consumer finance (personal and payroll deducted loans, vehicle loans and credit cards). These improvements also supported stronger performance across the broader product mix.

NET INTEREST INCOME (R\$ million)

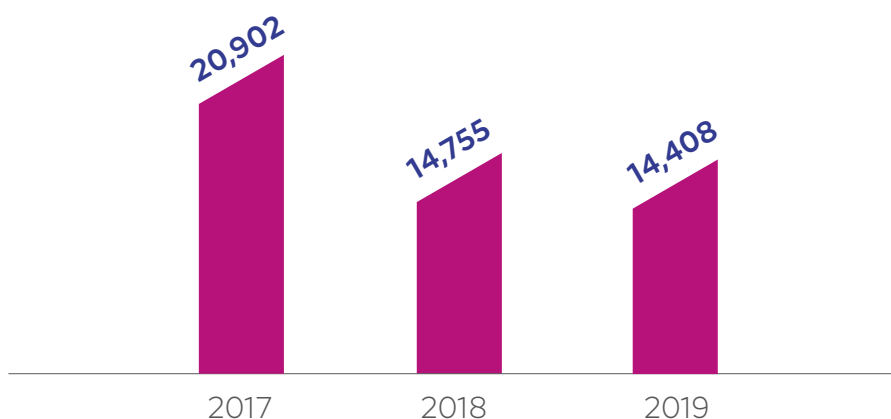


- NET INTEREST INCOME – CUSTOMER PORTION
- NET INTEREST INCOME – MARKET PORTION
- TOTAL

ALLOWANCE FOR LOAN-LOSS (ALL) EXPENSE

The reduction in ALL (Expanded) Expense from 2018 to 2019 reflects higher revenue from credit recoveries, lower impairment of financial assets and discounts granted/ other, which offset the higher ALL (Expanded) expense as a result of loan growth and changes in the portfolio mix, especially expansion in individual and micro-, small- and medium-sized enterprises loans.

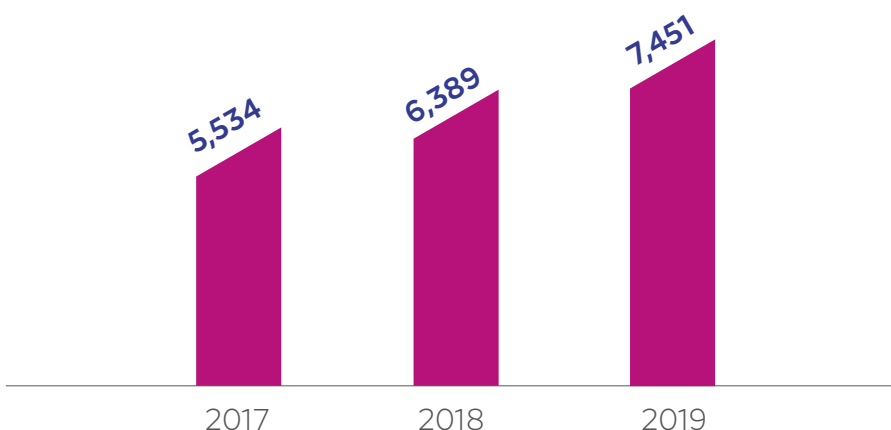
ALL (EXPANDED) – EXPENSE (R\$ million)



INSURANCE, PRIVATE PENSION PLANS AND PREMIUM BONDS

Bradesco Seguros Group net income was R\$ 7.4 billion in 2019, an increase of 16.6% over 2018 primarily as a result of higher operating income, reflecting strong revenue performance – with especially strong growth in the health, premium bond and life insurance business lines – and higher financial revenue, reflecting stronger performance in variable income and multi-market securities and IPCA-indexed investments, which contributed to a Return on Average Equity (ROAE) of 23.5% in 2019.

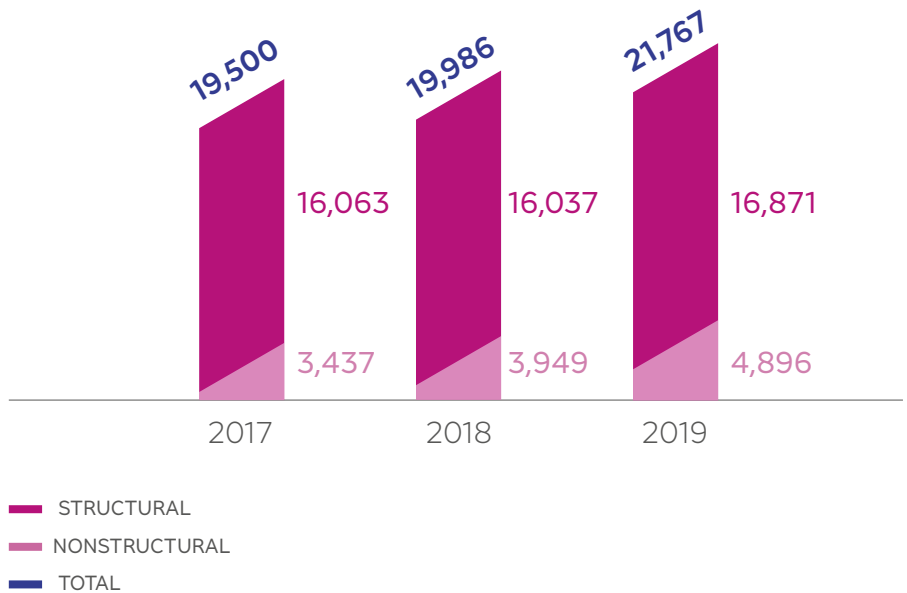
NET INCOME FROM INSURANCE, PENSION PLANS AND PREMIUM BONDS (R\$ million)



PERSONNEL EXPENSES

Personnel expenses were R\$ 21.8 billion in 2019, an increase of 8.9% relative to the previous year reflecting higher expenses on salaries and social security taxes due to a 4.3% raise under a collective bargaining agreement, higher variable expenses (profit sharing – a variable compensation program was implemented in 2019) on branch network employees, and higher expense on provision for labor claims, reflecting settlements concluded.

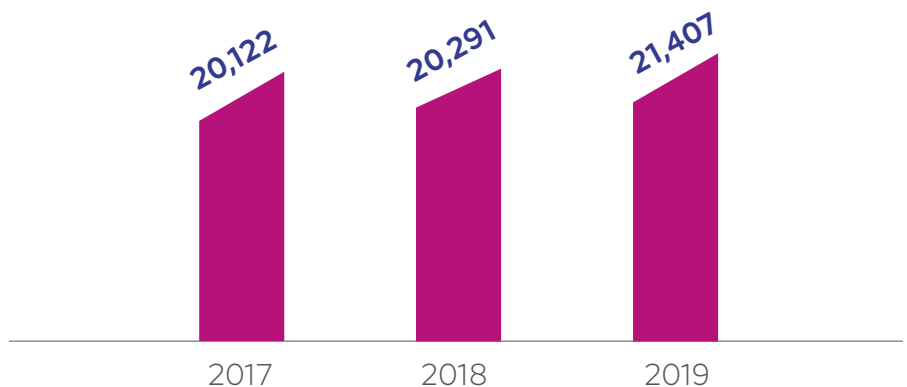
PERSONNEL EXPENSES (R\$ million)



ADMINISTRATIVE EXPENSES

Administrative expenses were R\$ 21.4 billion in 2019, 5.5% higher than in 2018. The year-on-year increase largely reflects expenses in connection with higher business volumes (“variable portion”), which increased by 7.5%, while other expenses (“fixed portion”) increased by 5.1% over the same period driven by a higher advertising expense. It is important to note that despite the higher investment in digital transformation and process improvements, administrative expenses (“fixed portion”) grew below the rate of inflation (IGP-M 7.3%).

ADMINISTRATIVE EXPENSES (R\$ million)



EFFICIENCY RATIO (ER)

The higher Efficiency Ratio (ER) in the period was affected by the net interest income, income from insurance, pension and premium bond operations, and fee and commission income, which offset the higher operating expenses largely

in connection with variable expenses linked to performance. The continual improvement in Risk-Adjusted ER reflects a reduction in 12-month ALL (expanded) expense.

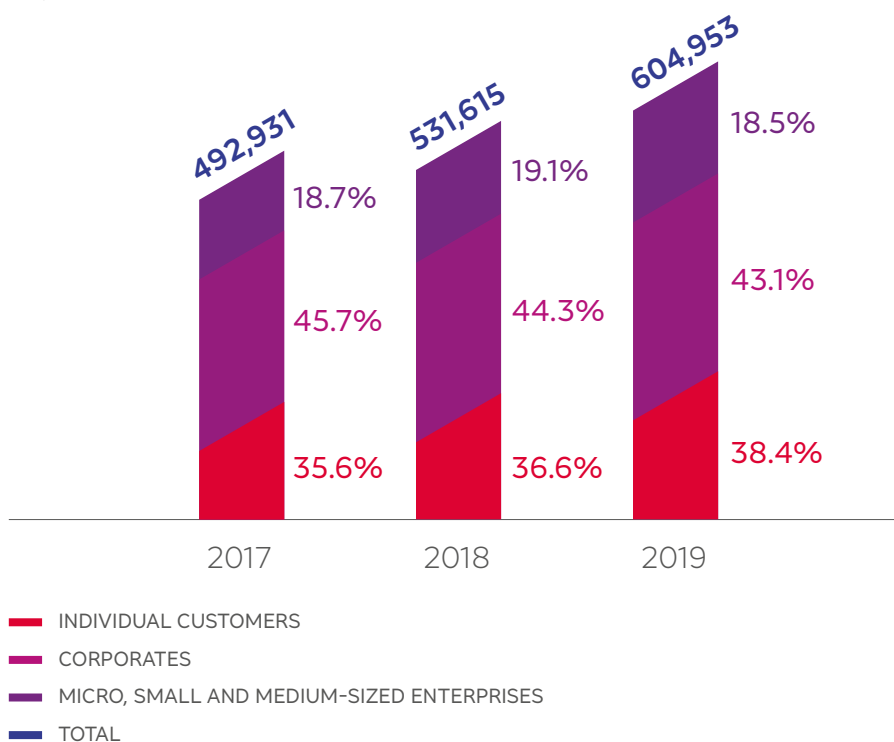
EFFICIENCY RATIO - %

	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19
ER – quarterly	49.0	49.7	49.4	50.4	48.6	49.2	49.9	48.3
12-Month Risk-Adjusted ER	70.2	68.4	67.0	65.2	64.5	64.2	63.9	63.4
12-Month ER	49.0	49.4	49.3	49.6	49.5	49.4	49.5	49.0

EXPANDED LOAN PORTFOLIO

The 13.8% growth in the expanded loan portfolio compared with 2018 was primarily due to growth in loan operations as well as changes in the portfolio mix, especially expansion in individual and micro-, small- and medium-sized enterprises loans.

EXPANDED LOAN PORTFOLIO (R\$ million)



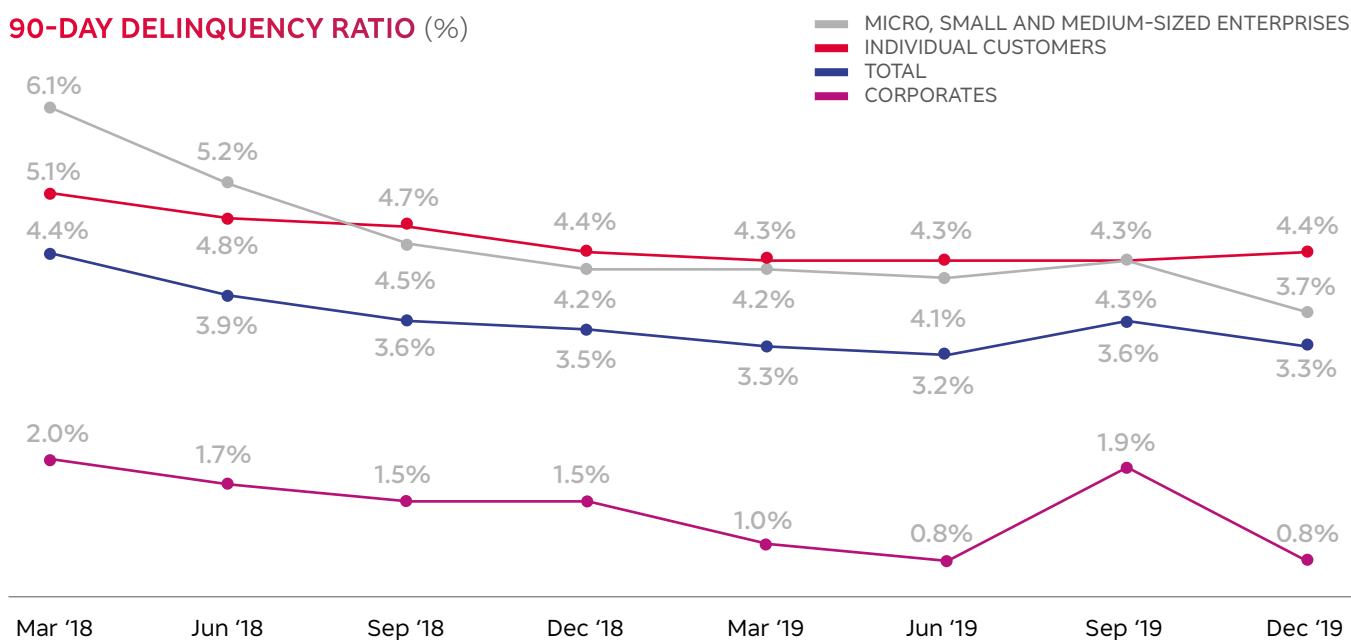
90-DAY DELINQUENCY RATIO

Despite strong loan growth (+14% year on year) and the changes in the portfolio mix, the overall delinquency ratio improved by 0.3 p.p. in the quarter and by 0.2 p.p. in the year, reflecting the quality of new

loans and adjustments to the loan underwriting and credit recovery processes. The delinquency ratio for individual customers remained virtually level in the quarter and in the year. The lower total ratio is explained by the improvement

in delinquency for corporates and micro, small and medium-sized enterprises. Since early 2018, all segments have shown improvement in delinquency and the total ratio has declined by 2.3 p.p. since it peaked in March 2017.

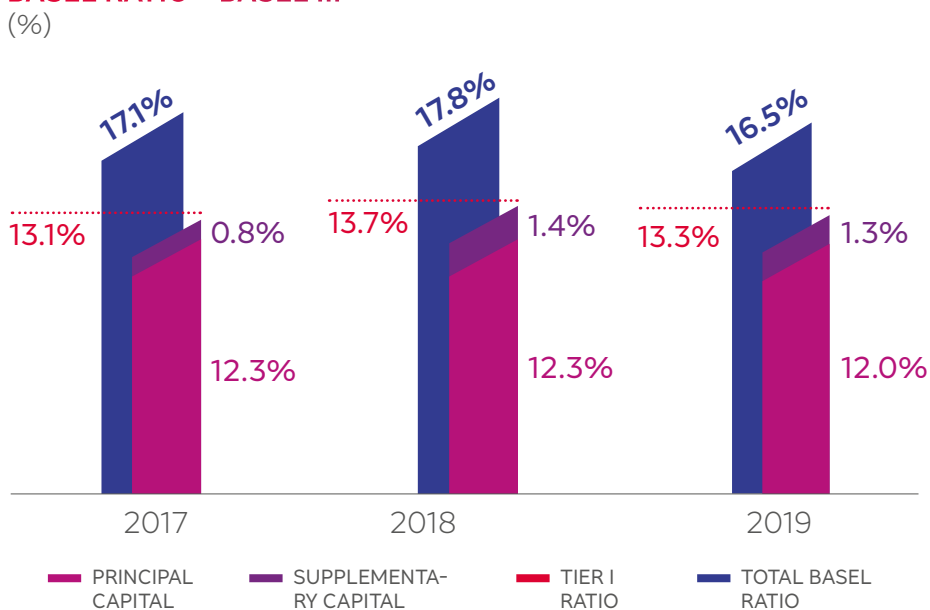
90-DAY DELINQUENCY RATIO (%)



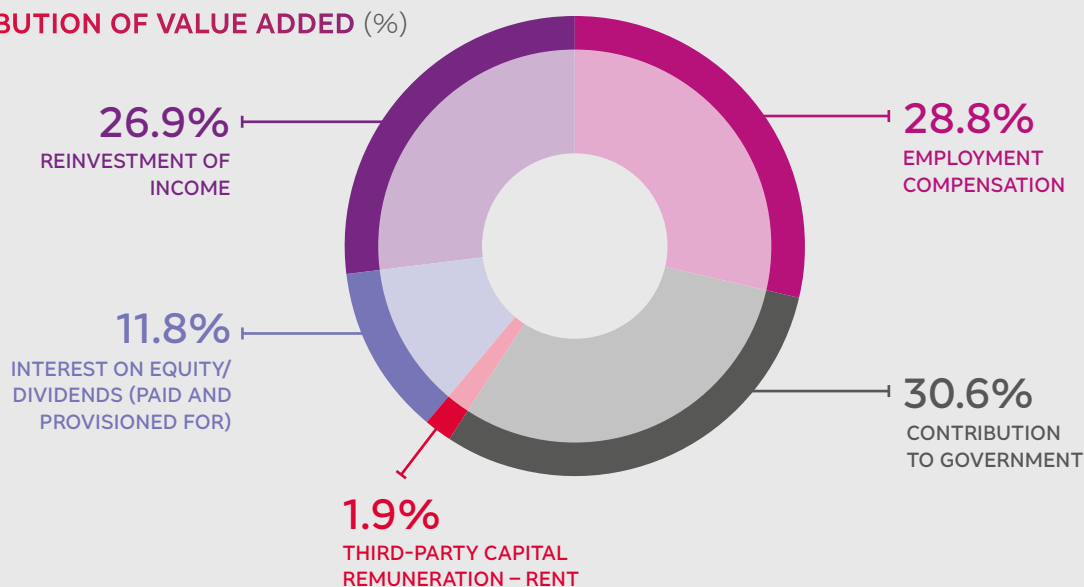
BASEL RATIO

Our total Basel Ratio was 16,5% in 2019, a reduction from 2018 primarily reflecting the payment of R\$ 8 billion in extraordinary dividends in October 2019 as well as prudential adjustments reflecting an increase in tax credits. These effects were partly offset by strong capital generation (net income) and fund reallocation via dividends from the Insurance Group.

BASEL RATIO – BASEL III



DISTRIBUTION OF VALUE ADDED (%)



DISTRIBUTION OF VALUE ADDED (R\$ MILLION)

Description	2017	2018	2019	%
Employment compensation	17,171	17,665	19,278	28.8
Contribution to Government	16,126	20,552	20,440	30.6
Third-party capital remuneration – rent	1,211	1,213	1,299	1.9
Interest on equity/dividends (paid and provisioned for)*	7,204	7,299	7,863	11.8
Reinvestment of income	11,820	14,265	18,024	26.9
Total	53,532	60,994	66,904	100.0

* Not including extraordinary dividends of R\$ 8 billion paid in 2019 based on retained earnings. Including these dividends, a total of R\$ 15.9 billion was distributed in 2019.

ESTIMATES FOR 2020

9% to 13%
expanded loan portfolio

4% to 8%
net interest income

3% to 7%
fee income

0% to 4%
operating expenses (personnel + administrative + other operating expenses net of revenue)

1. Includes financial income.

4% to 8%
Income from insurance, pension plans and premium bonds¹

R\$ 13.5 to
R\$ 16.5 bn
Expanded ALL



social value

On the following pages we describe how Bradesco has worked to create value for our key stakeholders.



employees

Bradesco is fully focused on serving all customers of all backgrounds. This can only be achieved with a diverse makeup of people who are committed to our purpose and our belief that each customer is unique and deserves the best service and the best solutions at all times. Our more than 97,000 employees are truly the foundation sustaining our business.

Bradesco's approach to managing human capital is governed by a set of principles: excellence, respect, transparent relations, continual investment and development, knowledge sharing and recognition of human value without discrimination. We also seek to provide a safe and healthy work environment for all direct and third-party employees and a

healthy work-life balance. These principles, which are outlined in our Human Resource Management Policy, guide the activities of Bradesco's Human Resource Department.

We remain committed to supporting our employees' careers within Bradesco, as an organization that has always believed in the benefits of employee development in tandem with business development. Reflecting this commitment, 56.4% of our employees progressed in their careers in the last two years. Some of the human resources guidelines and practices in place at Bradesco include: performance reviews and competency mapping for 100% of our workforce; structured individual development plans (IDPs); training and development supported by Unibrad, our corporate university; an attractive compensation and benefits package that is consistent with market practices; and other

practices that enhance employee engagement and satisfaction in working with Bradesco, such as our *Viva Bem* health and well-being initiatives, and our program to encourage employees to participate in volunteering initiatives (www.voluntariosbradesco.com.br).

In 2019 we launched the Extraordinary Performance Awards (PDE), which recognize employees working in commercial functions at our branches who have exceeded performance expectations.

To support our HR processes, new technology has been deployed to provide scalability and a better employee experience. Partner-

ships with startups, system upgrades and the launch of Integra RH (a unified people management platform) are some of Bradesco's initiatives with a focus on human capital. Integra RH was created to perfect and integrate three fundamental pillars: Bradesco Corporate University (Unibrad), people management functions responsible for performance reviews, and the succession process at Bradesco.

SUCCESSION PLANNING

Our Succession Map identifies employees with potential to take on leadership positions, or positions involving greater complexity for employees pursuing specialist careers. As of 2019, a total of 2,692 employees were mapped within the succession process.

EMPLOYEE PROFILES

At Bradesco, 50.4% of employees are women and 26.4% are black. We also have employees across different age brackets and from different academic backgrounds, from data scientists through psychologists to user experience designers.

HEALTH & WELL BEING

Bradesco believes it is essential that employees strike a good work-life balance. Launched in 2012, the Bradesco *Viva Bem* ("Live Well") well-being program was strategically repositioned in 2019 with a focus on disease prevention and promoting healthy lifestyles, mindsets and behaviors. The program comprises three pillars ("Live Well in Balance", "Live Well in Health" and "Live Well in Movement") that encompass all our health and well-being initiatives.

revitalizing our headquarters

Bradesco's headquarters at Cidade de Deus, which is currently home to 11,000 employees (11.3% of our workforce), underwent a major renovation throughout 2019 that reflects Bradesco's commitment to providing optimal working conditions and well-being in a safe, healthy and accessible workplace environment.

The newly built spaces provide greater convenience to employees and improve quality of life, making Cidade de Deus a more pleasant workplace that fosters collaboration and sharing experience.

The renovated office space now features socialization areas, services (fitness center, laundry room, express sewing services, hairdressers, a barbershop, manicure and pedicure service, a shoe repair shop, a

drugstore and a grocery store) and food service, including cafeterias and restaurants.

The Meu Doutor Novamed specialist clinic and the dental clinic at our headquarters, which are available to both employees and their families, will soon feature new facilities, including a testing and imaging laboratory, a nursing room for mothers, and an ambulance available 24/7.





learning journeys

Training and development pathways are designed in accordance with the Bradesco Education, Training and Development Policy and are largely administered by the Bradesco Corporate University (Unibrad). Unibrad has 13 campuses with 80 classrooms and 12 auditoriums throughout Brazil – a new Unibrad campus is currently being built in the district of Barra Funda, São Paulo City. The training and courses available from Unibrad are aligned with our strategy, address behavioral competencies and are responsive to current challenges, such as new business models that are emerging on the back of innovation and digitization.

We had set a goal of having 80% of our employees attend at least four Unibrad learning solutions throughout the year in 2019. We

provided 2,780 courses and more than 84% of employees met the four-asset target. Bradesco recorded more than 1 million attendances – 206,000 in person and more than 829,000 online. Our investments in the university were a total of R\$ 200 million.

In 2018 we launched Unibrad digital (Unibrad.com.br), a portal open to all Bradesco stakeholders, including employees' families. The

portal features articles, news, an event agenda and online courses. Portal courses are built around five major pillars: Careers and the Market, Innovation and Technology, Ethics, Financial Education and Diversity. We work to develop portal content that is attractive and current, and regularly revisit the portal pillars so they are aligned with current issues and incorporate the content produced by our Corporate University.

We had set a goal of having 80% of our employees attend at least four Unibrad learning solutions throughout the year in 2019.

DEVELOPMENT AT BRADESCO SEGUROS GROUP

Created in 2004, the University of Insurance (UniverSeg) aims to disseminate and build knowledge and a culture of insurance among employees and brokers, preparing them for an increasingly competitive, agile and innovative market. UniverSeg organizes a wide range of initiatives throughout Brazil in support of technical and behavioral development. In 2019 UniverSeg recorded 98,036 employee

attendances and 40,589 broker attendances.

Another significant program is *Você em Foco*, which features workshops that develop self-awareness and address current issues relating to prevention, health and building more humane relationships. In the second semester of 2019, a mindfulness program and an Ethics and Literature program for managers were incorporated in the initiative.

diversity and inclusion

Our commitment to diversity and inclusion is expressed in Bradesco's Code of Ethical Conduct, our Human Resources Management Policy and our Diversity & Inclusion Policy. We have a function dedicated to Diversity within the Human Resources Department, which is responsible for implementing initiatives that deepen diversity within the Organization and foster respect and human dignity. The Sustainability & Diversity Committee is structured at senior management level and reports directly to the Board of Directors.

We have well-established initiatives to address the inclusion of black people, people with disabilities and women. We are continually evolving on these issues and on LGBTI+ inclusion. Learn more below:

Employees at Bradesco's headquarters (Osasco - SP)

Recognition in 2019

- › **Present in the Bloomberg Gender-Equality Index**, an index that brings together 325 companies that create work environments supporting diversity and gender equality.
- › **Named one of the Best Workplaces for Women** by Great Place to Work.
- › **Named one of the Best Workplaces for People with Disabilities by Great Place to Work.**
- › **Won a *Sim à Igualdade Racial* award** in the Best Ethnic and Racial Practices category, presented by Instituto ID_BR and Great Place to Work.
- › **Elected one of the Best Companies for Diversity** by the Business Initiative for Racial Equality.



WOMEN

Bradesco's workforce is currently 50.4% women – our sales force, in particular, is now largely composed of women. We work to support women's professional growth and to grow the presence of women in leadership positions. In 2018, we endorsed the Women's Empowerment Principles and joined the He For She movement, two initiatives promoted by UN Women and the Global Compact. We also joined the Coalition to End Violence Against Women and Girls, an initiative launched in August 2019 with support from UN Women.

Bradesco has an active Gender Affinity Group composed of employees from different functions who voluntarily engage around and help to develop studies, analyses and initiatives related to gender equity and women's empowerment, helping to ensure these topics are addressed at a strategic level at Bradesco.

In 2019 we launched a leadership program called *#MulheresPraFrente* to further strengthen women's empowerment in the Organization. The program is initially

working with women managers in Bradesco's Wholesale department. Another significant initiative in the year was an event organized on November 25 (International Day for the Elimination of Violence against Women) under the theme "It's Our Business". The purpose of the event was to provide information about the support available from our internal channel, *Lig Viva Bem*, in cases of domestic violence, including social, emotional, legal and financial support, provided either in person or over the phone.



The "It's Our Business" event on November 25 (International Day for the Elimination of Violence against Women)

ETHNICITY

In 2019, we celebrated the 15th anniversary of our partnership with Zumbi dos Palmares University (FAZP), through which we promote the inclusion of black professionals at Bradesco and in the broader job market. In May, the month that marks the Abolition of Slavery in Brazil, an event was held at our headquarters to welcome 50 interns hired from the 15th class in the Bradesco Professional Qualification Program.

In 2019, Bradesco had 26.4% black employees.

An Ethnic-Racial Affinity Group, composed of employees from different functions, works to promote ethnic and racial inclusion and non-discrimination at Bradesco.

We are signatories of the Business Initiative for Racial Equality, a platform bringing together companies committed to addressing ethnic and racial issues, including initiatives to improve employability for black youth.

ACCESSIBILITY AT OUR HEADQUARTERS

Bradesco's headquarters were designed to provide accessibility for people with disabilities.

EMPLOYEES WITH DISABILITIES

Our commitment to supporting the professional development of our team extends to all employees with disabilities. We offer these employees opportunities for professional development, and believe and invest in their potential. Bradesco also works to understand the difficulties imposed by their disabilities to help address them. In 2019 the subject of disabilities saw even greater focus at Bradesco as we joined The Valuable 500, a global movement to put the inclusion of people with disabilities on the business leadership agenda.

Through Fundação Bradesco, in 2010, we launched Bradesco's Capacity Building Program for People with Disabilities, which in 2019 trained 39 professionals who have now joined as employees. Immediately after being hired, new employees initiate a course on Banking Management. With support from the Bradesco Foundation and Unibrad, the six-month course includes practical activities at Bradesco branches.

Employees' managers also attend the training and workshops. Other employees can also attend training on the subject, such as the Diversity, Inclusion & Accessibility course. We also organize internal initiatives that foster discussion, and participate and sponsor external events.

SEXUAL ORIENTATION AND GENDER IDENTITY

Our commitment in this dimension was ratified in 2019 when we joined Fórum de Empresas e Direitos LGBTI+, a movement bringing together large corporations around commitments to respecting and promoting human rights for LGBTI+ people in the corporate environment and in society.

We structured a Sexual Orientation and Gender Identity Affinity Group in 2019, where volunteer employees have worked to develop solutions to increase employee awareness about the obstacles faced by LGBTI+ people in society.

Another initiative was organized in June – LGBTI+ Pride Month. Bradesco's headquarters were decorated with the colors of the rainbow, posters, banners and stickers celebrating our commitment to inclusion.

We also offer employees the option to use their preferred name. Through the *Lig Viva Bem* channel, we provide social, psychological, medical and legal support on different issues, including gender transitioning.

In 2019 we joined *Fórum de Empresas e Direitos LGBTI+*, which supports LGBTI+ inclusion in the corporate environment.



I was born in an inner-city neighborhood. At 17, I started my academic life at Zumbi dos Palmares University (FAZP), but could only afford to complete the first semester. That is when I learned about the inclusion partnership between Bradesco and the university. I passed the selection process and got my first job.

The opportunity provided by Bradesco, combined with my dedication and effort, enabled me to complete my undergraduate studies and expand my horizons. I was ultimately hired and today, at age 24, I am a manager with the CPA10 (ANBIMA) certification. I am now studying toward the CPA 20 certification to take the next step in my career at Bradesco."

Mary Grace Fernandes Ribeiro
Account manager, Bradesco



customers



96%

of transactions
made via digital channels
in 2019

With a strong customer focus, we work to provide convenient, efficient, fast and secure service to all customers, offering solutions that are ideally suited to each customer's profile and needs. Our primary goal is to deliver the best possible experience – whether in person or digital – and achieve the highest level of satisfaction with the Organization.

Bradesco has a segmented service structure staffed by professionals who provide customized services to both individual and corporate customers. We also invest systematically in technology and innovation to create digital solutions that make customers' routine interactions with Bradesco more user-friendly and streamlined. The results are seen in the numbers of digital checking account customers, which rose to 17.1 million in 2019, an increase of 1.8 million compared with December 2018.

We ended the year with 96% of transactions completed via digital channels (internet banking, *Bradesco Celular*, ATM machines and *Fone Fácil*), especially the *Bradesco Celular* app. The volume of underwritten loans (R\$) to both individual and corporate customers increased by 87% in 2019.

Across all digital channels, the loan growth was 43% in the year.

BIA (Bradesco Artificial Intelligence) has learned more by the day, and the number of interactions with the digital assistant via the Bradesco app, WhatsApp, Google Assistant, Alexa (an Amazon service) and Apple Business Chat rose by 205% in 2019 compared to the previous year.

The following phases will allow BIA to learn about new subjects and to be more transactional, offering a pleasant, efficient and intuitive user experience.

Our goal is to provide a superior customer experience – whether digital or physical.

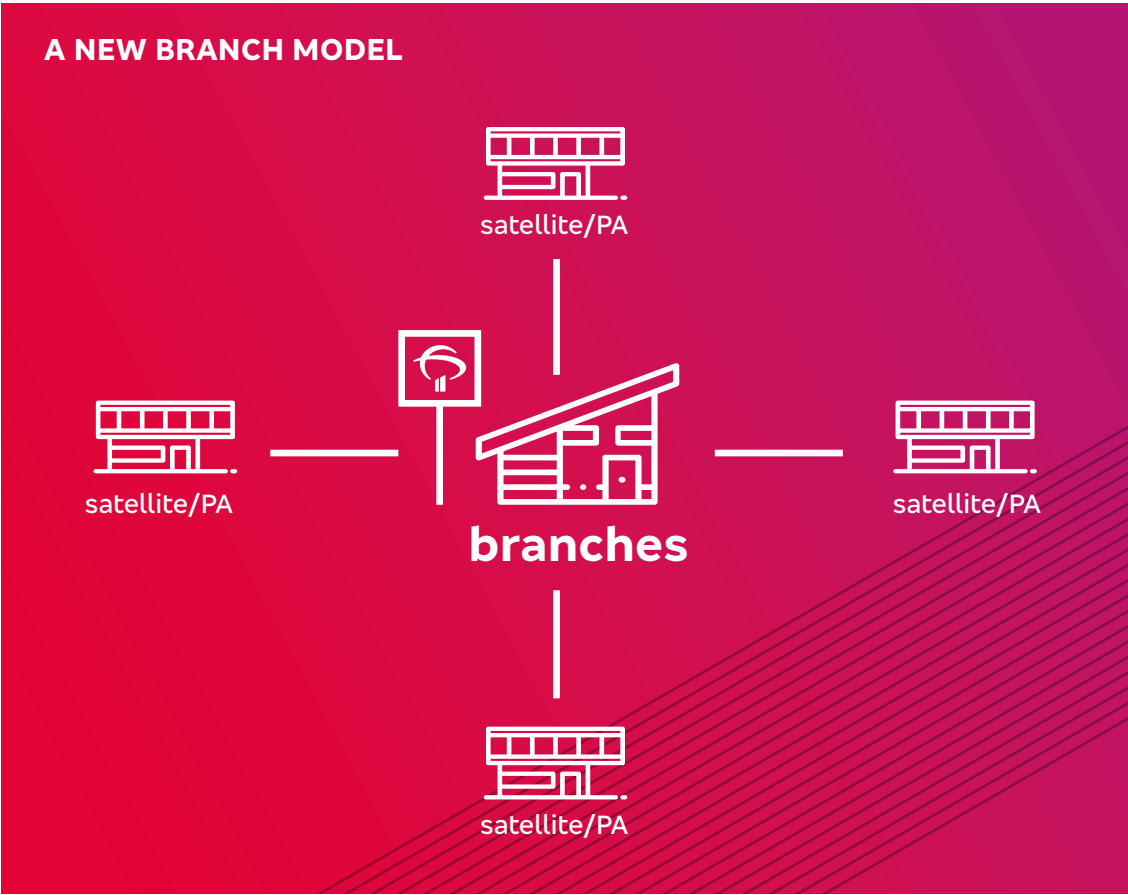
The technology also supports our employees in their duties at branches. Using Bradesco Link, managers can consult a wide range of products and services and purchase them via a corporate mobile device that streamlines services.

We designed a new branch format that enhances our advisory role.

This has made our branch activities increasingly advisory and less operational in nature, and we have accordingly continued a process to restructure our network. We are also investing in redesigning our branches in two formats: smaller (satellite) branches that connect to larger (hub) branches. However, we have maintained our presence in all regions of Brazil.

These developments combined have helped us to offer superior services and a superior portfolio of products and services to our more than 72 million customers, including both checking as well as non-checking account customers who purchase products or services from Bradesco's extensive portfolio. After structuring a dedicated department for

non-checking-account customers in 2018 and strengthening our relations with this audience, in 2019 we launched a portal (banco.bradesco/naocorrentista/) where non-checking account customers can purchase a range of Bradesco products and services from the comfort of their homes.



Bradesco's first Touring PA

In 2019 Bradesco launched its first Touring Business Unit (Touring PA), fully equipped and prepared to take the Bradesco brand everywhere – especially to trade shows and events – where customers have access to high-quality service and an extensive portfolio of Bradesco products and services.

Customers can open accounts, access Bradesco systems, create passwords, request credit/

debit cards, perform loan transactions (via a terminal), download the Bradesco app, register their biometrics, and use other services. The unit also has an ATM machine (without deposits and withdrawals).

In 2019, the Bradesco Touring PA toured a number of events in the states of São Paulo, Minas Gerais, Paraná, Rio Grande do Sul and Santa Catarina. Another two units are planned to be launched in 2020.



NEW HEAD OFFICES IN THE FINANCIAL CENTER OF SÃO PAULO

In 2019 we opened a new 14-floor head office building with approximately 19,000 square meters of office space, strategically located in one of the most important financial centers in São Paulo. The new offices will house the BBI, corporate, international & foreign exchange, private banking, and BRAM (Bradesco Asset Management) teams.

IN SOCIAL MEDIA

Bradesco's social media function was created in 2004 and it has earned recognition from the market for its pioneering and innovative

approach. With a focus on relationship building, content co-creation and brand monitoring, we have a presence on Facebook (5.1 million followers), Twitter (179,000 followers), LinkedIn (943,000 followers – on LinkedIn we also rank 12th in the LinkedIn Top Companies list), Instagram (243,000 followers), Medium and YouTube, where we have 3.2 million subscribers. In all, Bradesco has more than 9 million followers.

On social media, we are positioned as the leading bank for content across the community. Using natural, plain language, we develop content not only about our products and services, but

also about our values and art and culture. Our social media content includes FAQs (*Bradesco Explica*), live podcasts about investments, market trends and appropriate products, and other varied content, such as our coverage of the annual Lollapalooza Festival.

We also have a dedicated team of social media experts who respond to customer and non-customer queries 24 hours per day, seven days per week. With our social media outreach, conversations and interactions with users are more consistent and personalized, making the customer experience more positive.

OUR SOCIAL MEDIA OUTREACH AT A GLANCE



More than

9 million

social media
followers



Present on

LinkedIn
Top Companies



3.2 million

YouTube subscribers

With more than

1.9 billion

views (cumulative from
2014 to 2019)

Our short animation **#ShineYourWay** topped 190 million views for a single video and was the most viewed brand video on YouTube in 2019.




satisfaction

Bradesco uses an approach that places the customer at the center of our decisions, making them more effective and transparent. We adjust our systems, products, services and solutions to make them increasingly aligned with each customer's needs. Concurrently, primary sources help to capture customer feedback and consumer perceptions and identify

future trends so we are able to anticipate solutions, leverage possibilities and multiply opportunities.

We periodically conduct customer and competition surveys, primarily using the Net Promoter Score (NPS) methodology. A widely used, proven methodology, NPS measures the degree to which customers are loyal to Bradesco and would recommend the Bank, our service channels, products and services. The survey is conducted at a national level and covers all segments in which we operate, in both Retail and Wholesale. In addition to NPS surveys, we also conduct continuous and one-off surveys using a range of quantitative and qualita-

We continually capture customer perceptions at each stage of their journey and their experience with Bradesco.



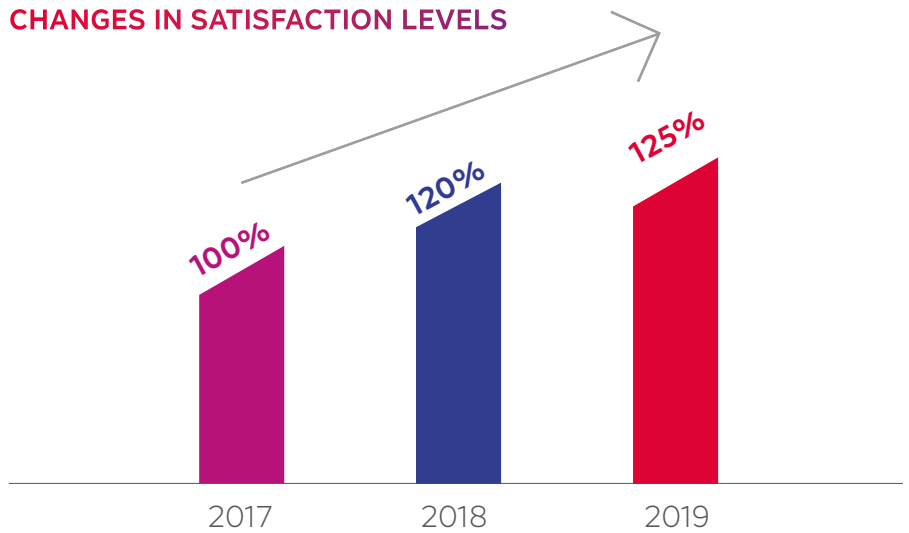
A customer service area at Bradesco's headquarters at Av. Faria Lima (São Paulo – SP)

tive methodologies, such as: Brand and Communications Tracking, Neuroscience, Usability, Channel Satisfaction, Product and Service Concept Testing, Mystery Shopper and Customer Communities. These surveys help us to gain a better understanding of trends, habits and mindsets, assess customer perceptions of our brand, and develop products and services that meet their needs. Considering 2017 as the base 100, we had an evolution of 25% for 2019 in the evaluation according to the methodology.

INSIGHT FOR IMPROVEMENT

To ensure our efficiency and performance indicators continually

CHANGES IN SATISFACTION LEVELS



Note: 2017 Base 100



Digital Business Space, Shopping Tamboré (Barueri – SP)

improve, in 2019 we began developing a new model designed for continuous, mass capture of customer perceptions at each stage of the customer’s journey and experience with Bradesco. We want to take a step beyond mere metrics. By looking closely at all touch points, we can increase the level and quality of information about consumers’ needs and expectations, which is crucial in improving customer relationships and increasing satisfaction.

The path to this transformation is a long journey, but we have already made significant progress together with our leadership. We want to be seen as a company that makes life easier for customers, shares in their challenges and helps them to pursue their dreams.

QUALITY COMMITTEE

Our Quality Committee helps to translate customer perceptions and preferences into effective action to improve products, services and solutions, establishing a virtuous cycle of continuous improvement. This governance structure generates engagement and commitment across all departments and organizational levels within Bradesco. The committee's working groups, commission and executive committee are composed of multidisciplinary representatives from all functions, who directly or

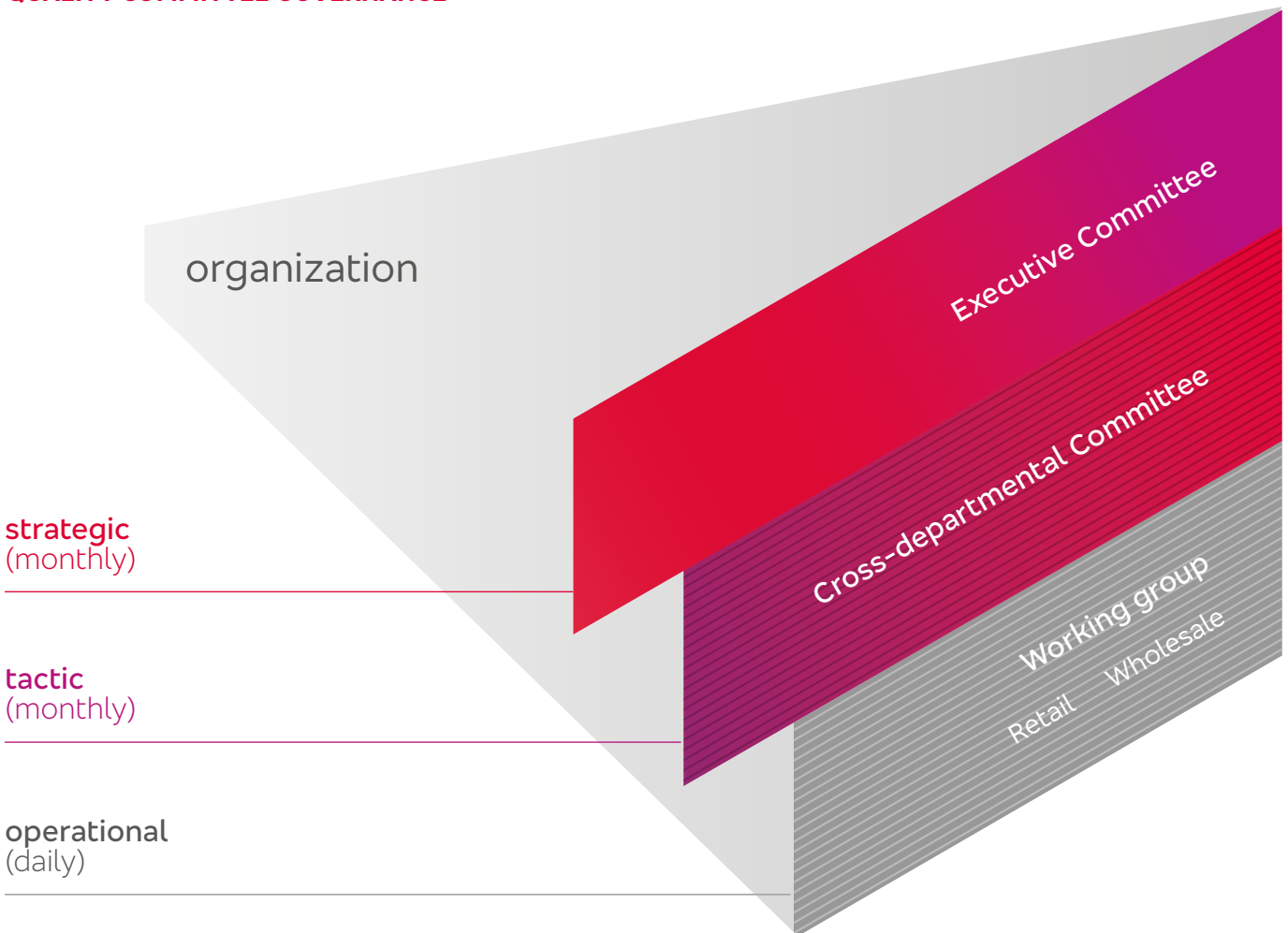
indirectly contribute to providing customers with a superior experience at Bradesco.

Within the Quality Committee, feedback from surveys and complaints provides insights that help to identify the root causes of problems. Working groups then trans-

late those insights into corrective actions to ensure greater effectiveness and a better customer experience, an essential step in building loyalty and evolving our products, services and processes.

The Quality Committee is dedicated to assessing consumer perceptions and recommending permanent improvement plans, ensuring that customers are provided with the best experience and the best journey.

QUALITY COMMITTEE GOVERNANCE





suppliers



Bradesco's scale and capillarity mean our suppliers play an essential role in achieving our goals and results and delivering best-in-class, high-quality and efficient solutions to customers. In 2019, we had 7,693 registered suppliers, and 1,151 new suppliers came onboard during the period.

The different stages of our relations with these strategic stakeholders are guided by recommendations contained in a set of standards, policies and programs, which are accessible on bradescofornecedores.com.br and/or banco.bradesco/ri.

We also draw guidance from the Corporate Sustainability Index and the Dow Jones Sustainability Index (DJSI), of which we are a constituent.

Prospective suppliers are screened by the Procurement Department against registration, commercial, economic, financial, social and environmental requirements.

MONITOR AND DEVELOP

From the time suppliers come on board as partners, we work to monitor risks and impacts and develop our suppliers to help them build their business. An example of this is the Bradesco Supply Chain Social Responsibility Program (PBRSA CS), which conducts

In 2019, all the new suppliers that came on board were screened against social and environmental criteria.

THE SUPPLY CHAIN AT A GLANCE

1,151
new suppliers
screened in 2019

procurement volumes
higher than

R\$ 19
billion

7,693
companies
in our current supplier
base

2,696
active
contracts in 2019

periodic audits on three socio-environmental pillars: social responsibility, environment, and health & safety. Audits are conducted on all critical suppliers – i.e. security, call center, data and voice communications, cash-in-transit, cards, civil works, clothing, timber, visual communications, infrastructure equipment, and information technology services and equipment suppliers. After an audit, suppliers are required to develop action plans to address identified nonconformities and areas for improvement. In 2019, we conducted 250 on-site audits, and all have been addressed by action plans.

Since 2006, we have held annual Supplier Meetings to raise supplier awareness about the importance

of implementing positive social and environmental practices, and the importance that Bradesco attaches to sustainability. The 2019 edition discussed the 17 Sustainable Development Goals as part of the UN's 2030 Agenda. The meeting was attended by 189 delegates from 80 suppliers.

financial analyses

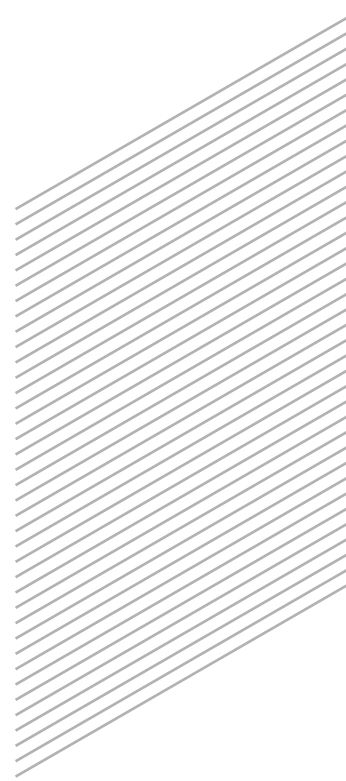
In May, we launched a financial review program for new suppliers that came on board in which we review their balance sheets for the previous three financial years, public certificates and commercial information. The review generates a report in which the suppliers are placed into different risk tiers, ranging from low risk to very high risk. For suppliers rated as high risk or very high risk, meetings are held with contract managers and the relevant supplier to determine the reason for the risk rating. In 2019, a total of 315 financial reviews were completed.

We also conducted the first assessment of our suppliers' financial dependence on Bradesco.





regulators



In Brazil, financial institutions and insurers are regulated by the government, and this requires us to continually interact with different regulators – the Central Bank, the Securities Commission (CVM), the Brazilian Private Insurance Authority (SUSEP) and the Brazilian Private Health Care Agency (ANS), among others.

To ensure integrity in these interactions, our Department of Institutional Relations supports the Board of Directors and the Board of Executive Officers in institutional relations with government agencies and private organizations on relevant matters.

We also have specific policies and standards designed to ensure we conform to all applicable laws, regulations and self-regulation codes, both in Brazil and in other jurisdictions. These include our Corporate Compliance Policy and our Regulatory Compliance Standard, which are managed by the Compliance, Conduct & Ethics Department (DCCE).

Bradesco Seguros Group has its own framework for interactions

with regulators exercising oversight of its activities, including SUSEP, ANS PREVIC and others. The Internal Controls and Compliance function helps to ensure compliance with applicable regulations, monitors the receipt of and responses to correspondence from regulators, complies with periodic regulatory requests, and follows regulatory audits.

Internal standards and policies help to ensure that we conform to all regulations to which we are subject.

INTERACTION WITH TRADE ASSOCIATIONS

Bradesco also recognizes the importance of trade association membership to follow and contribute to important discussions with the potential to create positive impacts on the Organization, on the industries in which we operate and, more broadly, on Brazil's social and economic landscape.

Examples of trade associations we interact with include the Brazilian Bank Federation (FEBRABAN), the Brazilian Private Health Insurance Federation (FenaSaúde), the National Federation of Private Insurance, Premium Bond and Private Pension Companies (FENASEG) and the National Confederation of General Insurance, Private Pension and Life Insurance, Health Insurance and Premium Bond Companies (CNseg).



society

Bradesco works to create positive value for society both through the Bradesco Foundation and across a variety of other fronts. We support the social and economic development of Brazil and its people through an extensive banking network with a presence in all municipalities of Brazil – including branches, service offices (PAs) and banking correspondents (Bradesco Expresso) – and through our various digital and remote service channels, providing millions of people with access to financial services. But we recognize we can do more, and use our expertise in the financial services industry to promote and support education and financial inclusion. In a win-win relationship, our efforts on this front promote the bankarization of an increasing number of people and support the responsible use of money and credit. On our part, we deliver on our commitment to financial sustainability and social responsibility, and strengthen our relations with partners, customers, future customers and the broader community.

A number of different initiatives are focused on education and financial inclusion, from web portals dedicated to the subject, through social media content and lectures with support from our employees, to Bradesco products and solutions designed to facilitate access to

credit. An example of these products is microcredit, an inclusive product for small businesses that gives entrepreneurs a boost by providing funds to purchase goods and equipment or as working capital.

On the internet, our Financial Education Portal features educational content organized by subject (Organizing your finances; Learning to save; *EducaKids*, etc.) and other interactive tools. Another available education channel is the *Saber para Crescer* (Learning to Grow) Facebook blog, which has more than 500,000 followers. In 2018 we also launched our MEI Portal, for people who already are or are looking to becoming sole

proprietors (*read more in the chapter “Innovation”*), and an Investment Portal with educational videos, simulators and information about investment products.

Unibrad, our corporate university, recently launched its own web portal, providing any person connected to the Internet with access to articles, news and courses online, such as our personal finances course. In social media, Bradesco

Addressing financial education and inclusion: one way we create positive value for the broader society.

publishes a range of videos and clips about the subject, addressing real-world issues with guest experts on economics. An example is a series launched in December 2019 called “*Da Sua Conta*”, with Mari Ferreira, a financial education expert. The series can be viewed on IGTV (Instagram) and will feature additional episodes in 2020. In 2019, Unibrad partnered with Saint Paul Business School to publish a free series about per-

sonal finances, called *Na Real*, with videos, presentations and podcasts featuring tips, techniques, practical examples and real-world situations, as well as spreadsheets and exercises. The series can be accessed either via a mobile app or on a desktop computer and, after each episode, participants can receive a certificate. The videos in this series have reached more than 166,600 views. Check out the series on: www.serienareal.com.br

Unibrad also fosters a culture of prudent money management and responsible credit. Alongside the website, the university offers learning solutions and educational programs for micro-entrepreneurs, public and private school students, residents in low-income communities, indigenous tribes and riverside communities in the Amazon, and other audiences.

For Bradesco Seguros Group, balancing finances is also essential for

quality of life, as financial independence supports well-being and health. This has therefore been selected as one of the four pillars of longevity (finances, well-being, knowledge and harmonious cohabitation). The Group organizes a variety of initiatives on this topic. In November, a specialized firm held a workshop with employees at our Rio de Janeiro, Curitiba and Alphaville campuses – the workshop in Alphaville was broadcast live to other locations and to em-

ployees' families and friends. On the Business Portal, a web channel for insurance brokers, new features were incorporated for managing business and interaction with clients, including quotes, policies pending renewal, policy queries and other features.

For clients, the Insurance Group portal provides simulators for life insurance, pension plans, auto insurance, travel insurance, and other products. With these tools, customers enter their personal details and can find out which products best suit their profile. Communication channels are also available to consult specialists about the responsible use of products and services, financial education and responsible consumption. A Policyholder's Manual describes the rules and details of policyholders' health insurance plans, helping them to use their plans responsibly. Our "Long Live Longevity" portal (vivaalongevidade.com.br) also publishes a variety of articles on financial education.



I moved to the Tumbira community and started making home-baked bread, but was unable to standardize bread sizes. With a microcredit loan from Bradesco, I bought equipment that not only solved this problem, but also made bread-making a faster process. The next step will be to set up my bakery and install all the needed machinery."

Joaquim da Costa Filho
a baker in the riverside community of Tumbira, on the banks of the Negro River, in the Amazon.

on the web



Our Financial Education Portal,

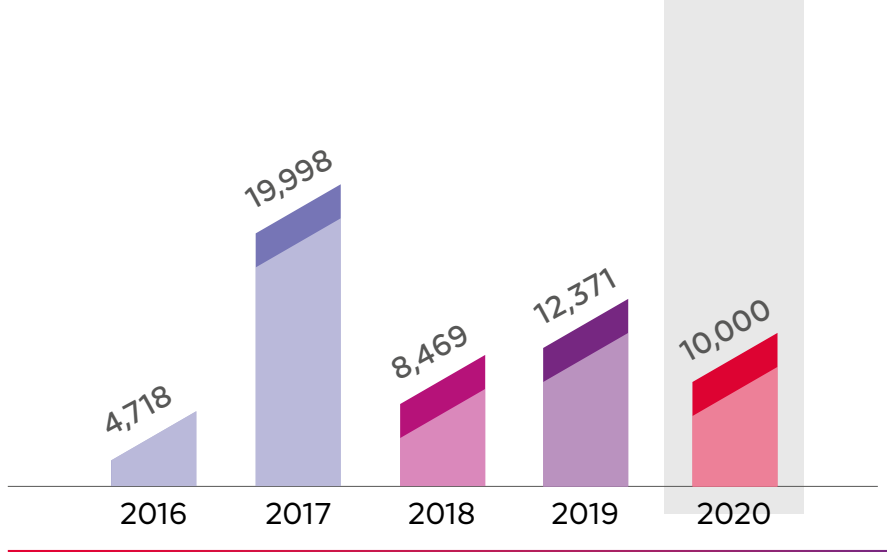
Saber para Crescer (Learning to Grow) blog, MEI Portal and Investment Portal provide advice and financial education to all audiences.

EMPLOYEES: CHAMPIONS OF FINANCIAL EDUCATION

Our employees also take training on financial education. In 2019 a total of 12,371 employees received training, more than our target of training 10,000 employees in the year. As spokespersons of the Organization, they help to disseminate financial education on a daily basis, both at work in their interaction with customers and at home with their families and friends. Employees also attend events that we organize each year.

Since 2010 we have organized Regional Bradesco Events in under-developed locations. These events are open to the general public and include workshops facilitated by the Bradesco Expresso commercial team about responsible borrowing and other products and services, and about managing personal finance. Participants also receive special educational materials. Since 2015, the project has had more than 75,600 participants, including 15,121 participants in 319 meetings in 2019 – our target was to organize 320 events for 16,000 people.

EMPLOYEES TRAINED IN FINANCIAL EDUCATION COURSES



Unibrad launched the Unibrad Se-mear program in 2018, in partnership with the Bradesco Volunteers Program and social enterprise Carlotas. The goal is to develop community skills in financial education and socio-economic competencies. After reaching 1,050 people in the Rio Pequeno (SP) area in the first edition, in 2019, the initiative was expanded

to another municipality the State of São Paulo, benefiting approximately 5,000 municipal school students. The project began with training for volunteering employees. Volunteers then trained public school teachers as financial education facilitators for third grade primary school students.

in partnership

We also support external initiatives, such as the Brazilian Micro and Small Business Support Service (SEBRAE) Entrepreneurship Fair for micro and small franchise entrepreneurs. Bradesco Seguros Group is a member of the Microinsurance Networking group – which promotes insurance services among people living in socially and economically vulnerable communities – and the CNseg Inclusive Insurance Commission.



Financial inclusion

Bradesco's portfolio features products and services that support financial inclusion. Some of our products are exclusively for small and medium sized businesses within Local Productive Arrangements (APLs) – groups of businesses and projects within a given area that specialize in the same production activity and have some form of integration and governance. Bradesco is the only private organization in the financial services industry to participate in working groups for APLs as part of a Federal Government initiative. Our activities cover 423 APLs, serving more than 47,000 companies in 57 industries, in 1,543 Brazilian municipalities. Bradesco's participation in the movement led to an agreement with the World Bank's International Finance Corporation (IFC) and a syndicate of international banks to offer a financing package exclusively for these businesses. In 2018, Bradesco raised a US\$300 million financing package from the IFC with a maturity of three years. We also offer other products such as stock replenishment loans and microcredit.

In addition, Bradesco offers products that generate benefits for the environment and society, such as card rewards programs that allow customers to donate redeemed points to social programs, and fixed and variable income investment products incorporating environmental attributes.

Other examples include our university accounts, which can be opened without proof of income and provide exclusive products and services; *Click Conta Bradesco*, a product designed for young customers aged up to 17 years to manage their monthly allowances or other amounts while receiving advice from Bradesco on how to manage their finances from an early age; and sole proprietor accounts, which are 100% digital and provide exclusive benefits for micro-entrepreneurs.

Bradesco Seguros Group also offers a variety of products that support inclusion and financial education. For example, a number of private pension plans are available that require

minimal monthly investment and encourage customers to use money responsibly and plan for the future. Life insurance, of which there are multiple options available, is another way of raising customer awareness about the importance of financially protecting their families against difficult times. Life insurance for micro and small businesses is also available at affordable rates. Bradesco Health offers an insurance product for businesses starting at three lives. The product offers an optimal combination of availability, quality and efficiency at competitive costs. Another option is Losango Personal Protection Microinsurance, which includes coverage for involuntary unemployment, permanent disability following injury and accidental death. The Group also offers an auto insurance product for personal and business customers, called Seguro Auto Light, which provides all the covers and benefits of conventional insurance at more affordable costs, and is the first Bradesco Auto/P&C product with 100% digital paperwork.

Bradesco is the only private organization in the financial services industry to participate in working groups for APLs as part of a Federal Government initiative.

BEING WHERE THE CUSTOMER IS

In addition to products, we also provide solutions that make it easier for people to access banking and credit. Through Bradesco Expresso and our service offices (PAs), we have a presence in small or remote towns where the availability of banking services is still limited. In 2019, Bradesco had

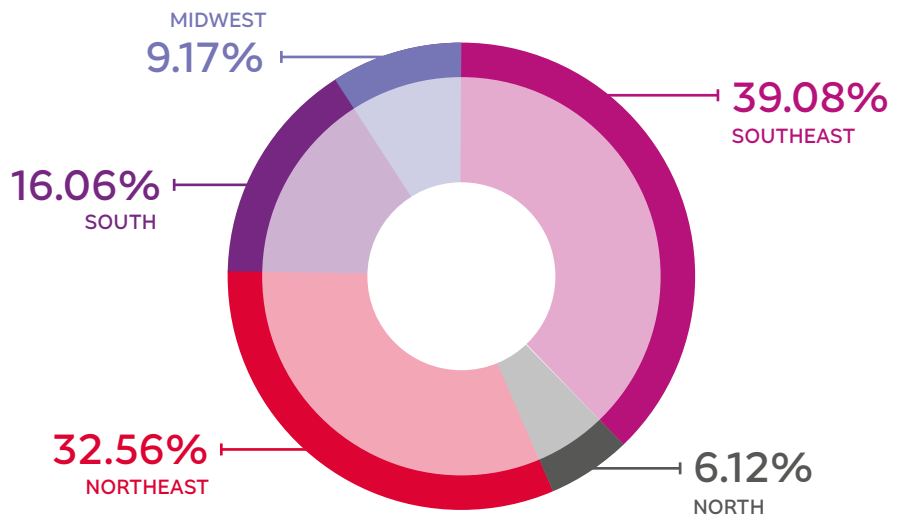
1,456 service offices in towns with no other financial institutions. In another 1,307 municipalities, we are present through 2,998 Bradesco Expresso offices.

We continue to operate our floating branch aboard the *Voyager V*, which travels the Solimões River between Manaus and Tabatinga,

in Amazonas. The touring branch makes life easier for approximately 250,000 people – mostly indigenous – living in remote areas in northern Brazil, who previously had to go to larger cities to withdraw cash and for other banking business. Our floating branch also helps to boost the local economies of these 50 riverside communities and 11 municipalities.

Bradesco is also present in remote communities in Amazonas within protected areas. This initiative is part of a partnership with Fundação Amazonas Sustentável (FAS) and reaches more than 4,000 people. Unibrad has implemented financial education and entrepreneurship initiatives in 397 communities, benefiting 2,400 people in 2019.

DISTRIBUTION OF THE BRADESCO EXPRESSO NETWORK, BY GEOGRAPHY (%)



When we were offered the opportunity to implement Bradesco Expresso in our inn and restaurant, initially I thought it wouldn't work. But the technicians were very helpful and I quickly adapted to working as a banking correspondent. Bradesco Expresso has really boosted the local economy. Shop owners no longer need to go to town to purchase goods, nor pensioners to receive their benefits. Tourists are also using the services and now spend more money within the community."

Roberto Brito

a tourism entrepreneur in the riverside community of Tumbira, on the banks of the Negro River, in the Amazon.

civic engagement and philanthropy

Bradesco also develops and supports projects that promote education, culture, sports, health, social development and environmental

preservation. Below are some of our key areas of action and highlights in 2019:



Students at Bradesco Foundation - Unit II (Osasco-SP)

More than

90,000

students are benefited by the Bradesco Foundation

Bradesco Foundation

More than six decades ago, our belief in the transformational power of education led us to undertake a commitment to Brazil. In 1956, we founded the Bradesco Foundation, which provides free, high-quality education to children, teenagers and young adults in socially vulnerable areas. The brainchild of

Bradesco's founder, Amador Aguiar, the Bradesco Foundation was one of the first private social responsibility programs in Brazil and today is the largest social and educational program in the country, recognized globally for its consistent track record of results.

With a mission of promoting social inclusion through education and championing educational best practices, the Bradesco Foundation manages 40 schools that help to better the lives of 90,000 students, of which 90% are from the local communities surrounding the schools. The remaining 10% are Bradesco employees or

their children. Fundação Bradesco schools are present in all states of Brazil and the Federal District. The Foundation works across the education spectrum including early childhood, primary and secondary education as well as associate-level professional education. It also provides young adult education and initial and continuing education, with courses that support employability, income opportunities and entrepreneurship in our communities. Currently, most students are in Basic Education (46%) and Initial and Continuing Adult Education (48.9%). Among students attending Early Childhood and Primary Education, the average passing grade is 96%.

In addition to education, we also provide accommodation, food, uniforms and other assistance to students. Headquartered at the Cidade de Deus Campus in Osasco (SP), the Bradesco Foundation employs more than 3,000 people – including 1,500 teachers.



Bradesco Foundation students - Bodoquena Unit - MS

#TransformationThruEducation

In 2019 we ran a broadcast TV and social media campaign, themed #TransformationThruEducation, to showcase the social impact that the Bradesco Foundation has had on society.

More than
1,500
teachers working at the
Bradesco Foundation

2019 HIGHLIGHTS

The total Foundation investment in 2019 was R\$ 666.4 million. Part of the funds was invested in infrastructure and educational technology.

Educational transformation was established as a priority. In a new approach to teaching, students, teachers and staff use agile and modern methodologies focused on efficiency and engaging staff around improving the quality of education.

In October, a renovation of the accommodations at the school in Bodoquena (MS) was completed. Throughout the renovations, students were involved in discussions about their needs and previous ex-

periences. The modernization project included the dormitories, TV room and central squares.

The Foundation has also carried out other projects and initiatives through collaborations. In 2019, we partnered with Futura, a broadcast TV channel, to produce a series called *Futura Responde*, in which teachers, instructors and coordinators from around Brazil submit questions to be answered by leading researchers and experts in different fields.

More than
R\$ 72
million

invested (out of both Bradesco-provided and tax-deducted funds) in projects focused on education, culture, sports, the environment and other areas



The Bradesco Esportes Under 21 Volleyball Team



escol@ virtual

LEARN MORE

at fundacao.bradesco

Our Virtual School (ev.org.br) has provided a way for the Bradesco Foundation to reach out beyond our classrooms and further expand the number of people benefited. The platform offers more than 90 online

courses in Business Administration, Accounting & Finance, Information Technology, Education, and Personal & Professional Development. In 2019, more than 1.1 million students completed at least one of the distance learning courses available from the e-learning portal.

BRADESCO FOUNDATION AT A GLANCE



More than

R\$ 665 million

invested in 2019



More than

90,000

students enrolled

More than

1.1 million

students attending Escol@Virtual

40 schools

throughout Brazil



I studied at the Bradesco Foundation from age 5 to 17. Throughout my time there, the school was more than a learning environment – it was a second home. I made friends that I still have today, I had teachers that encouraged me, and who I admire. I received not only education, but also values that have stuck with me for life. My greatest desire is that my daughter can also receive her education at the foundation, an institution that gave me support and made me the professional I am today at Bradesco.”

Thainá Vargas Martins

a former Bradesco Foundation student and currently an employee of Bradesco



MEI Portal

A pioneering initiative, Bradesco's MEI portal (mei.bradesco) offers a portfolio of financial and non-financial solutions that assist micro-entrepreneurs in their day-to-day business activities. In 2019, a new feature was launched that allows users to open their MEI accounts from the Bradesco app. A MEI account

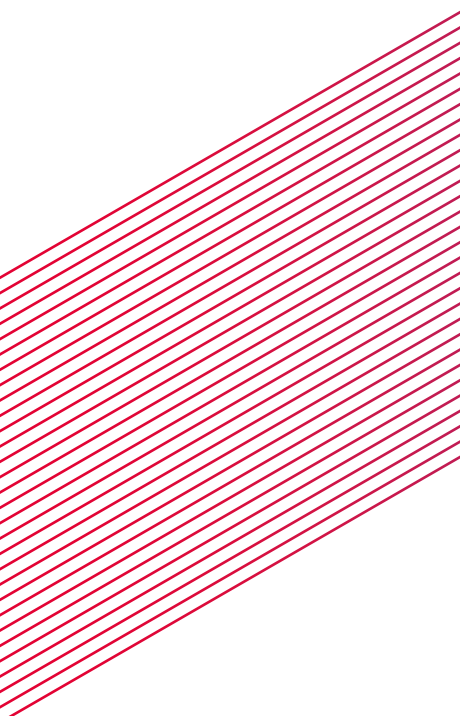
offers benefits that include a tailored service package, business checks, factoring (cards, checks and trade bills) and targeted microcredit. On the platform, users can also access content and services developed by our partners in the initiative.

The platform (mei.bradesco) was launched in 2018 as a provider of financial and non-financial services for sole proprietorships – including Bradesco customers and non-customers – assisting them in managing their businesses, opening sole proprietorships and developing as entrepreneurs.



Bradesco has streamlined the process of formalizing businesses as sole proprietorships through the MEI portal, and MEI bank accounts provide a wealth of benefits and tips that help us better manage and grow the business."

a photographer and sole proprietor client



BRADESCO SPORTS AND EDUCATION PROGRAM:

With more than 30 years of activities, this program supports the development of children and youth through women's basketball and volleyball. The program promotes health and develops talents at all Fundação Bradesco schools, at municipal sports centers, at state and private schools, and at our Sports Development Center – all in Osasco (SP). Around 1,500 girls aged 8 and up participate in activities annually as part of Training and Specialist Programs. To be eligible to participate, students must be enrolled in school. Participants also receive civic education instruction – including guidance on preventing drug abuse and unwanted pregnancy – and students at Specialist Centers are offered health insurance, transportation, food, an allowance and other benefits.

FUNDAÇÃO AMAZONAS SUSTENTÁVEL:

Bradesco is a partner of Fundação Amazonas Sustentável (FAS), whose mission is to protect the Atlantic Forest while improving quality of life for communities in the region. In a decade of activities, FAS has developed an ecosystem services compensation program that has become a global benchmark for poverty reduction and environmental preservation in forest areas. The program benefits around 40,000 people in 581 riverside communities located within 16 protected areas, covering a total area the size of Portugal. In 10 years, the average income of people living in these communities rose by 202%, and deforestation fell by 76%. Among the programs currently in place are initiatives to create a sustainably managed supply chain for *pirarucu*, which connects fisherpeople directly to consumers to expand sales opportunities and increase earnings from the sales of fish caught. Since 2017, total of 373 families have participated in the program, with a gross income of R\$ 3,066. Another entrepreneurship program has



202%

increase in average income among residents and communities benefited by Fundação Amazônia Sustentável

Fundação Amazônia Sustentável receives UNESCO Award

In 2019, FAS was the first organization in South America to be presented with a UNESCO-Japan Prize on Education for Sustainable Development.

Other recognitions in the year included:

- › **Best NGO and Best NGO - North Region awards**, from Instituto Doar and Fundação Getúlio Vargas,
- › **Honorable mention** in the Qualidade Amazonas awards.

been implemented in the Uacari Sustainable Development Reserve. Six young adults participated in a technical workshop administered by FAS and now operate a startup that, in 2019, processed and sold 4 metric tons of andiroba oil, generating revenues of R\$ 96,000 that are cascaded to 60 almond collector families in the region. In the Rio Negro Sustainable Development Reserve, two local agents provide microcredit mentorship to local entrepreneurs. On the education front, FAS has been supported by Bradesco in building and maintaining five Sustainability and Conservation Centers, where 410 students from 33 communities are currently receiving training. Through the Amazônia Edu 2019 platform, the Foundation also organizes immersion courses to train leaders on sustainability. Since 2014, 111 people have attended the courses, including students from all states of Brazil and from other countries.

EDUCATION PROGRAM:

Bradesco provides free after-school activities to vulnerable children and teenagers in greater Curitiba (PR). The program includes medical and psychological care, as well as musical appreciation, sing-

ing and choir lessons for children aged 7 to 12. In 2019, the program benefited 400 children and teenagers at eight children’s homes and three public schools. At the end of the year, the children attending music lessons star in the Bradesco Christmas Pageant through the windows of the historical building *Palácio Avenida*, which houses our offices and a branch in downtown Curitiba (PR).

SOS MATA ATLÂNTICA:

Bradesco has been a partner of SOS Mata Atlântica since 1989. Among the initiatives we have implemented in partnership with the organization is native tree planting.



Children participating in Bradesco’s Education Program also star in our Christmas Pageant in Curitiba (PR).



Bradesco’s head office at Palácio Avenida (Curitiba – PR)

Bradesco Seguros Group social initiatives

Like Bradesco, it is also a practice at Bradesco Seguros Group to organize and support programs that create positive value for society, with a focus on initiatives relating to business areas where we see the opportunity to provide a greater contribution to society.

BUSINESS-SCHOOL INTEGRATION PROJECT:

In 2004, Bradesco Seguros Group launched the Business-School Integration Project (PIEE), working with the Bradesco Foundation to assist children in Rio Comprido, Rio de Janeiro. The program has 850 available spots and includes cultural workshops (visual arts, dance, music and drama) and sports activities (soccer, swimming, futsal, volleyball, basketball and capoeira), as well as social and environmental initiatives. A total of 966 children were benefited throughout 2019. The program also ran a campaign to collect used oil, which was sent to a recycling company to be processed into soap. In exchange, the partner supplies cleaning products that are donated to children and adolescents at a charity – 102 children aged 6 to 15 received free products. Another environmental education initiative was a clean-up at Afonso Pena Square, in the district of Rio Comprido. Fourteen children helped to collect three bags full of litter. In 2019, PIEE supported and managed the Bradesco Foundation student choir in

Rio de Janeiro, organizing weekly rehearsals with 22 children. Their debut performance was held during Christmas at the Insurance Group's Port Corporate building.

LONGEVITY PROGRAM:

For the Bradesco Seguros Group, longevity is about well-being and continuous learning; it's about having a high-quality social life, feeling useful, and being financially prepared for both the present and the future. The Group's "Long Live Longevity" portal (vivaalongevidade.com.br) publishes periodic content with tips, discussions and inspiring stories. In 2019, the portal received more than 1.1 million visits and 3,800

new registered users. A total of 545 content assets have been published. We also sponsored the 2019 edition of the "Long Live Longevity" seminar organized by the newspaper *O Globo*, which discussed the importance of quality of life in all the age groups. The seminar was broadcast on the Long Live Longevity portal. We also organized three editions of our Longevity Talks, a compact edition of the Longevity Forum, which generates debate on related topics.

CULTURAL CIRCUIT BRADESCO SEGUROS:

The Bradesco Seguros Cultural Circuit sponsors drama plays, exhibitions and dance and music performances. The program is advertised on the Bradesco Seguros Group website and on social media. In 2019, 19 performances were staged in 24 cities, including the musicals *The Phantom of the Opera* and *The 70s? The Decade of the Wonderful Divine*.



Bradesco Seguros Headquarters
(Rio de Janeiro – RJ)

environmental value

As members of the financial services industry, our greatest opportunities to create environmental value arise indirectly through the funding we can provide to our value chain, and especially our customers. As a signatory of the Equator Principles, we take environmental, social and governance (ESG) compliance into account in underwriting loans. The loan underwriting process includes a review of social and environmental risks by a specialist team,

which generates a social and environmental rating. We also have products and services that help to build a green economy.

In addition, Bradesco recognizes the direct environmental impacts of our activities and our facilities, especially our usage of water, energy and paper and our greenhouse gas (GHG) emissions, as well as effluents and waste. We have focused our efforts on two major action areas – Eco-efficiency and Climate Change – and we continually manage these efforts using an integrated, Organization-wide approach.

Bradesco's Eco-Efficiency Master Plan is our primary source of guidance on environmental management, including guidance on environmental targets, the initiatives to achieve them, and how we will track the performance. In the (2016-2018) cycle, we met five of the eight proposed targets. Water savings in the period, for example, reached 556,084 m³.

Based on lessons learned during the cycle, we set new goals for 2019, 2020 and 2021, as well as overall targets for the period. These targets have now been reorganized – some are aligned with the Paris Agreement to keep global temperature rise this century below 2 degrees Celsius above pre-industrial levels. A number of metrics have also been reformulated.



An electric bus circulating within Bradesco's headquarters campus in Osasco – SP

SUSTAINABILITY AT OUR HEADQUARTERS

In 2019 we opened three socialization and convenience areas at the Cidade de Deus campus, with a total area of 3,800 m², including seven food courts, five general service areas and a fitness center adjoining the sports complex. A new medical and dental clinic is also being built at our headquarters, with a total area of 3,000 m².

All buildings have been designed to be environmentally sustainable. Steel structures have been used and the natural terrain has been kept intact, reducing both costs and construction waste. The new spaces also feature artificial wood materials made from scrap wood and polymers, which are more durable. Other features include a green roof

with automated irrigation systems, toilet flushes supplied with recycled water from the Wastewater Treatment Plant, solar panels used to heat water for the showers at the fitness center, LED lighting and waste segregation.

Air-conditioned electric buses are also available for employees to get around within the campus. The Cidade de Deus Campus has 10 bus stops with tactile flooring, providing accessibility to people with disabilities, as well as highly efficient LED lighting and awnings with UV protection films. Solar panels provide power to the lighting outlets and USB sockets available at the bus stops – an automatic device activates the lighting only after dark.

Green roofs with automated irrigation, solar panels and highly efficient LED lighting are some of the sustainable features at our headquarters.



A fitness center within the sports complex at Bradesco's headquarters in Osasco – SP

Bradesco Seguros Group's new headquarters

Bradesco Seguros Group also opened its new headquarters in 2019, in the port area of Rio de Janeiro. Combining state-of-the-art technology with resource efficiency, the building has its own rainwater harvesting system and other green solutions, and is eligible for LEED (Leadership in Energy and Environmental Design) certification for sustainable building design and construction.



water

Since December 2012, we have monitored monthly water consumption at our facilities throughout Brazil using a software-based system managed by a specialized firm. The raw consumption data shown on the facilities' utility bills are used to set specific annual targets.

More than just measuring consumption, we work continuously to identify potential new water efficiency projects and engage our direct and third-party employees around responsible consumption. An example of these efforts is our Efficiency Campaign, an ongoing initiative at Bradesco that includes communication and education initiatives such as awareness workshops and train-

ing for local facilitators, who then cascade what they have learned at their workplaces.

Bradesco's Eco-Efficiency Master Plan set a target to reduce overall water consumption across the Organization by 2% in 2019 compared with the previous year. As a result of renovations at the Cidade

de Deus campus (which created new socialization and convenience spaces) and at other sites throughout the Organization, overall water consumption increased by 10% in the year. Our target for 2020, with the completion of the new water system and enhanced awareness initiatives for employees, is to reduce water consumption by 2.5%.

Water consumption monitoring throughout Brazil informs the annual targets and water efficiency projects.



energy

The tool used to monitor water consumption, which was implemented at year-end 2012, also monitors our monthly electricity consumption by location. We also set segmented annual targets and have a regularly updated ranking of the most efficient units, which is sent to regional officers and office buildings to encourage energy saving initiatives. The energy management process is audited in accordance with ISO 14064 (greenhouse gas emission inventories) and ISO 14001 (environmental management systems). In addition, in 2017, we developed an Energy Efficiency Master Plan with recommendations

and guidelines on energy efficiency projects and responsible energy usage. By the end of the second plan cycle (2018-2022), we hope to reduce electricity consumption by 22% from a 2016 baseline of 1,954,374 GJ.

Throughout the year, we invested R\$ 89 million in a set of optimization initiatives, such as LED lighting retrofits at our branches, automation at our office building, and replacement of machinery and equipment for more efficient models.

Our Eco-Efficiency Master Plan set a reduction target of 3.7% for 2019 compared with a prior-year baseline. Due to weather conditions requiring increased use of air conditioning, we recorded an increase of 1% in electricity usage. Consumption was also affected

by office building renovations in the year and new spaces opened at our headquarters. Despite the expansion in 2019, we have maintained our target of reducing consumption by 5.6% by 2020 and 22% overall by 2022. To achieve this, the original initiatives in the Energy Efficiency Master Plan will be restructured.

We invested R\$ 89 million in initiatives to optimize energy consumption in 2019.

FLEET MANAGEMENT

The second cycle of our Eco-Efficiency Master Plan establishes targets for reducing the use of Bradesco's road and air fleets, both of which directly affect the energy consumption and greenhouse gas (GHG) emissions of our operations.

MOVE CARONAS

Launched in February 2019, *Move Caronas* is a secure ridesharing platform that connects employ-

ees looking to share a ride when commuting to and from the Cidade de Deus Campus. The platform is part of the *Bradesco Mobilidade* (ridesharing) program and has been designed to improve employee mobility and reduce the flow of vehicles at our headquarters. With fewer vehicles on the streets, it also helps to indirectly reduce resulting GHG emissions. In 11 months, the program reached 111,200 rideshares and 890,000 km covered, avoiding 160,200 kg in CO₂ emission.



paper usage

Our Eco-Efficiency Master Plan includes a commitment on reducing paper usage for printing throughout Bradesco – our target for 2019 was to reduce consumption by 20%. We successfully reduced paper usage by 17.6% in the period, reflecting a number of initiatives that have been in place for several years and that were intensified throughout 2019. Examples of these initiatives include self-enveloping credit card bills, eliminating the use of envelopes, and 100% digital

invoices for expenses below a given threshold. Digital invoices reduce not only paper usage, but also GHG emissions from transporting these documents by post. We have also reduced the number of printed documents sent to customers, such as credit card rules, which can now be read online. A number of newly introduced products, such as loans and financing, now have fully digital journeys – contracts are signed digitally, avoiding the need for customers to go to one of our branches, which means indirect emissions are also positively affected.



emissions

Bradesco has compiled greenhouse gas (GHG) emission inventories since 2006 and was the first bank, in Brazil, to publish its emissions (scopes 1, 2 and 3). Two years later, in 2008, we were among the founders of the GHG Protocol Brazil Program and began reporting emissions in accordance with the protocol that same year.

Our annual inventory is published in the Public Emissions Register and is audited by an independent third party accredited by the Brazilian Institute for Metrology, Quality and Technology (INMETRO). Good practices have ensured our conformity to ISO 14064, a standard on greenhouse emission reporting, and have earned us a Gold certification within the GHG Protocol Brazil.



waste

After restructuring our Corporate Solid Waste and IT Waste Management Plan, we have been able to inventory and manage most of the waste materials generated at Bradesco. With a focus on process optimization, we had set a target of reducing organic waste by 2%, and achieved a reduction of 19% in 2019. The biggest contributor to meeting the target was the implementation of waste segregation at 36 office buildings – for other office buildings, no suppliers were identified that could meet our requirements. As an offset, we expanded waste segregation to 524 branches in Greater São Paulo. The process is currently in progress and should be completed in the first quarter of 2020.

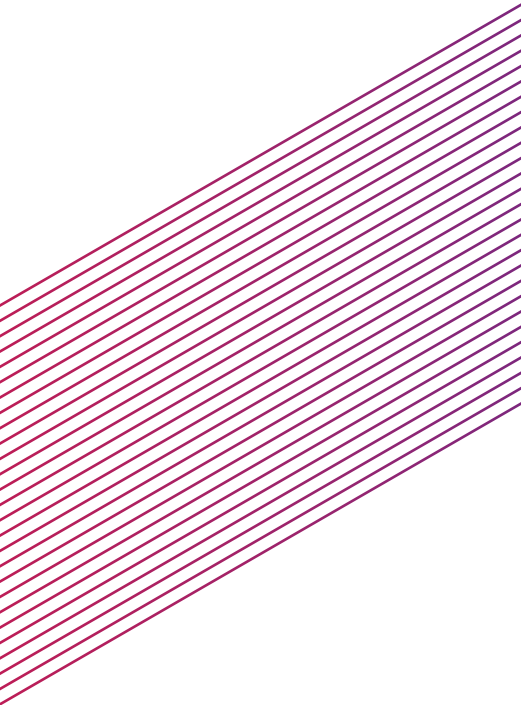


EFFLUENTS

In 2019, the Wastewater Treatment Plant and wells at the Cidade de Deus campus were recognized with an ECO Amcham Estadão Award.



investor relations



The primary purpose of our Market Relations Department (DRM) is to communicate information, insights and strategies to the financial community so that Bradesco's shares are adequately valued at fair market value. The department is also responsible for keeping our management informed about market perceptions of our performance.

Information about Bradesco is consolidated on our Investor Relations website and is kept up to date. We also organize regular meetings and conference calls to engage more closely with local and international investors. In 2019, we organized 272 events, with 4,016 attending investors.

In March, we held the Bradesco Analyst Day, with over 520 participants, both in person and via webcast. In November, we hosted the Bradesco Day at our headquarters, where we presented our strategy to more than 300 people. The event is supported by the Brazilian Association of Capital Market Analysts and Investment Professionals (APIMEC). We also held API-

MEC-sponsored meetings in Belo Horizonte (MG), Brasília (DF), Rio de Janeiro (RJ) and Porto Alegre (RS). Like our quarterly earnings calls, these events are transmitted via podcast with simultaneous translation. More than 1,200 people viewed the podcast. The following month, the Bradesco Seguros Group organized Insurance Day.

Another highlight was our first international roadshow to present our commitment on environmental, social and governance (ESG) issues and our current practices. The roadshow toured Frankfurt (Germany), London (England) and Paris (France), with 25 attending analysts.



An annual meeting with analysts and investors at Bradesco headquarters in Osasco – SP

THE BEST IR TEAM AND PROFESSIONAL

In 2019, *Institutional Investor* named us the No. 1 Investor Relations team and professional in the Financial Services/Banking category in Latin America.

Contact our IR department

- › Investor Relations website: banco.bradesco/ir-en
- › investors@bradesco.com.br
- › Customer Service: 0800 704 8383
- › Shareholder services: 0800 701 1616



governance bodies

AS OF 1/16/2020

BOARD OF DIRECTORS

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Carlos Alberto Rodrigues Guilherme

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- João Aguiar Alvarez
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- Alexandre da Silva Glüher
- Josué Augusto Pancini
- Maurício Machado de Minas

BOARD OF EXECUTIVE OFFICERS

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Octavio de Lazari Junior

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- Eurico Ramos Fabri

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- Walkiria Schirrmeister Marchetti
- Guilherme Muller Leal
- Rogério Pedro Câmara
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- Bruno D´Avila Melo Boetger

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- Antonio José da Barbara
- Edson Marcelo Moreto
- José Sérgio Bordin
- Leandro de Miranda Araujo
- Roberto de Jesus Paris

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- Carlos Wagner Firetti
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- Edilson Wiggers
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- Fernando Freiburger
- Fernando Honorato Barbosa
- José Augusto Ramalho Miranda
- José Gomes Fernandes
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- Klayton Tomaz dos Santos
- Layette Lamartine Azevedo Júnior
- Leandro José Diniz
- Manoel Guedes de Araujo Neto
- Marcelo Frontini
- Marcelo Santos Dall’Occo
- Marcio Henrique Araujo Parizotto
- Marcos Aparecido Galende
- Marlos Francisco de Souza Araujo
- Mauricio Gomes Maciel
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- Vinicius Urias Favarão
- Waldemar Ruggiero Júnior

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- Carlos Leibowicz
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- Jefferson Ricardo Romon
- José Leandro Borges
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- * Julio Cesar Joaquim
- Nairo José Martinelli Vidal Júnior
- Nilton Pereira dos Santos Junior
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- Roberto França
- Romero Gomes de Albuquerque
- * Rubia Becker
- Ruy Celso Rosa Filho
- Vasco Azevedo
- Victor Rosa Marinho de Queiroz

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- Almir Rocha
- Altair Luiz Guarda
- Altair Naumann
- Amadeu Emilio Suter Neto

- André Vital Simoni Wanderley
- César Cabús Berenguer Silvany
- Deborah D'Avila Pereira Campani Santana
- Delvair Fidêncio de Lima
- Francisco Henrique França Fernandes
- Geraldo Dias Pacheco
- João Pedro da Silva Villela
- José Flávio Ferreira Clemente
- José Roberto Guzela
- Marcos Daniel Boll
- Nelson Veiga Neto
- Osmar Sanches Biscuola
- Paulo Roberto Andrade de Aguiar
- Rogerio Huffenbaecher
- Telma Maria dos Santos Calura

COMMITTEES SUBORDINATED TO THE BOARD OF DIRECTORS

STATUTORY COMMITTEES

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- Milton Matsumoto - Coordinator
- Paulo Roberto Simões da Cunha
 - Financial Expert
- Wilson Antonio Salmeron Gutierrez
- Paulo Ricardo Satyro Bianchini
- José Luis Elias

Remuneration Committee

- Luiz Carlos Trabuco Cappi - Coordinator
- Carlos Alberto Rodrigues Guilherme
- Milton Matsumoto
- Fabio Augusto Iwasaki (non-management member)

NON-STATUTORY COMMITTEES

Integrity & Ethical Conduct Committee

- Carlos Alberto Rodrigues Guilherme
 - Coordinator
- Milton Matsumoto
- Alexandre da Silva Glüher
- Josué Augusto Pancini
- Maurício Machado de Minas
- Octavio de Lazari Junior
- Marcelo de Araújo Noronha

- André Rodrigues Cano
- Glaucimar Peticov
- Clayton Camacho
- Edilson Wiggers
- Nairo José Martinelli Vidal Júnior
- Renata Geiser Mantarro
- Vinicius José de Almeida Albernaz

Integrated Risk Management & Capital Allocation Committee

- André Rodrigues Cano – Coordinator
- Octavio de Lazari Junior
- Josué Augusto Pancini
- Maurício Machado de Minas
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- Cassiano Ricardo Scarpelli
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- Moacir Nachbar Junior
- Vinicius José de Almeida Albernaz
- Marlos Francisco de Souza Araujo

Risk Committee

- Alexandre da Silva Glüher - Coordinator
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- Milton Matsumoto
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- André Rodrigues Cano
- Glaucimar Peticov

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- Carlos Alberto Rodrigues Guilherme
- Milton Matsumoto
- Alexandre da Silva Glüher
- Josué Augusto Pancini
- Maurício Machado de Minas
- Octavio de Lazari Junior
- Marcelo de Araújo Noronha
- Eurico Ramos Fabri
- Cassiano Ricardo Scarpelli

- Moacir Nachbar Junior
- Glaucimar Peticov
- Leandro de Miranda Araujo
- Oswaldo Tadeu Fernandes

COMMITTEE SUBORDINATED TO THE CEO

Executive Disclosure Committee

- Leandro de Miranda Araujo - Coordinator
- Octavio de Lazari Junior
- Marcelo de Araújo Noronha
- André Rodrigues Cano
- Cassiano Ricardo Scarpelli
- Eurico Ramos Fabri
- Moacir Nachbar Junior
- Antonio José da Barbara
- Carlos Wagner Firetti
- Marcelo Santos Dall'Occo
- Marcos Aparecido Galende
- Oswaldo Tadeu Fernandes
- Antonio Campanha Junior
- Vinicius José de Almeida Albernaz

FISCAL COUNCIL

Sitting Members

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- Domingos Aparecido Maia
- José Maria Soares Nunes
- Ivanyra Maura de Medeiros Correia
- Walter Luis Bernardes Albertoni

Deputy Members

- João Batista de Moraes
- Nilson Pinhal
- Renaud Roberto Teixeira
- Genival Francisco da Silva
- Reginaldo Ferreira Alexandre

Ombudsman's Department

- Nairo José Martinelli Vidal Júnior
- Ombudsman

** Currently being ratified by BACEN.*



limited assurance report

To the
Shareholders and Board of
Directors of Banco Bradesco S.A.
Osasco - SP

Independent Limited Assurance Report to Banco Bradesco S.A. on the Sustainability Information in the Summary Version of its Integrated Report

We have been engaged by Banco Bradesco S.A. (“Bradesco”) to prepare a report on the sustainability information included in the summary version of Bradesco Integrated Report for the year ended December 31, 2019, in the form of an independent limited assurance conclusion on whether, based on the work performed and the evidence obtained, anything has come to our attention that causes us to believe that the sustainability information contained in the Summary Version of the Integrated Report has not been properly prepared, in all material respects, in accordance with the criteria described in section “Criteria for preparing the sustainability information included in the Summary Version of the Integrated Report”.

Management’s responsibility

The Management of Bradesco is responsible for the preparation and adequate presentation of the sustainability information included in the Summary Version of the Integrated Report in accordance with the criteria described under section “Criteria for preparing the sustainability information included in the Summary Version of the Integrated Report” and for any other information contained in this report, and for designing, implementing and maintaining internal controls relevant to the preparation and presentation of the sustainability information included in the summary version of the Integrated Report in order to ensure that the information is free from material misstatement, whether due to fraud or error.

Independent Auditors’ Responsibility

Our responsibility is to review the sustainability information included in the Summary Version of Integrated Report prepared by Bradesco and to report there on in the form of an independent limited assurance conclusion based on the

evidence obtained. We conducted our work in accordance with the NBC TO 3000 - Assurance Engagements Other than Audit and Review and ISAE 3000 Assurance Engagements Other Than Audits or Reviews of Historical Financial Information, issued respectively by the Brazilian Federal Accounting Board and the International Auditing and Assurance Standards Board. These standards require that we plan and perform our procedures to obtain a meaningful level of limited assurance about whether the sustainability information included in the Summary Version of the Integrated Report is adequately presented, in all material respect, as the basis for our limited assurance conclusion.

KPMG Auditores Independentes (“KPMG”) applies Brazilian and international standards on quality control and consequently maintains a comprehensive of quality control system, including documented policies and procedures related to the fulfillment of ethical and professional standards, in addition

to the applicable legal and regulatory requirements. We comply with the comprehensive code of ethics, including detailed independence requirements, established based on ethical principles of integrity, objectivity, competence and professional care, confidentiality and professional behavior.

The selected procedures depends on our understanding of the sustainability information included in the Summary Version of the Integrated Report and other engagement circumstances, and our consideration of the areas where material misstatements are likely to arise.

The procedures performed in a limited assurance engagement vary in nature and timing and its extension is less than a reasonable assurance engagement. Therefore, the level of assurance obtained in a limited assurance engagement is significantly smaller than the assurance that would have been obtained, if a reasonable assurance engagement had been performed.

As part of this engagement, we have not performed any procedures of audit, review or verification of the sustainability information contained in the Summary Version of the Integrated Report or of the underlying records or other sources from which the sustainability information contained in the Summary Version of the Integrated Report was extracted.

Characteristics of and Limitations on the Sustainability Information included in the Summary Version of the Integrated Report

Our conclusion does not include aspects related to prospective information contained in the sustainability information included in the summary version of the Integrated Report, nor offers any guarantee whether the assumptions used by Management provide a reasonable basis for the projections presented. Therefore, our report does not offer any type of assurance on the scope of future information (such as goals, expectations and ambitions) and descriptive information that is subject to subjective assessment.

Criteria for preparing the sustainability information included in the Summary Version of the Integrated Report

The sustainability information included in the summary version of the Integrated Report for the year ended December 31, 2019 has been prepared by Bradesco's Management in accordance with the criteria described in the section "Foreword" of the Summary Version of the Integrated Report.

Conclusion

Our conclusion has been formed based on, and is limited to the matters outlined in this report.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Based on the procedures we have performed and the evidence obtained, nothing has come to our attention that causes us to believe that the sustainability information included in the Summary Version of the Integrated Report has not been adequately presented, in all material respects aspects, in accordance with the information described in the section "Criteria for preparing the sustainability information included in the Summary Version of the Integrated Report".

Osasco, February 19, 2020

KPMG Auditores Independentes
CRC SP – 028567/F

André Dala Pola
Accountant CRC 1SP214007/O-2



corporate information

BANCO BRADESCO S.A.

Cidade de Deus – Osasco (SP)

ZIP: 06029-900

www.bradesco.com.br

Controllership Department

Corporate Sustainability Function

Phone: (11) 3684-8777

www.bradescosustentabilidade.com.br

CONTACT FOR MARKET ANALYSTS, INSTITUTIONAL INVESTORS AND OTHER STAKEHOLDERS:

Market Relations Department

Phone: (11) 2194-0922

banco.bradesco/ir-en

investors@bradesco.com.br

Accountant-General's Department

Phone: (11) 3684-3702

investors@bradesco.com.br

Shareholder services

To exercise rights or to obtain information about shares, dividends or other matters, Bradesco shareholders can contact the Bradesco branches where they operate their accounts. For other information, please contact:

Shares & Custody Department

Phone: 0800 701 1616

bradescocustodia@bradesco.com.br



credits

OVERALL COORDINATION

Bradesco - Market Relations Department

PARTNER CONSULTANTS (EDITORIAL COORDINATION, GRI CONSULTING AND DESIGN)

Report Sustentabilidade

PHOTOGRAPHS

Deco Cury

Bradesco photo archive

ILLUSTRATIONS

Cássio Bittencourt

AUDIT

KPMG

PRINTING AND FINISH

Stilgraf



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