Bradesco sees Revenue Growth as a "Primary Driver" While Building Resilience Against "Adversities," says Noronha

BRAZIL JOURNAL

Publication Date: 21/Nov/2025

Even amid the prospect of a complicated 2026, Marcelo Noronha, CEO of Bradesco, says the bank remains focused on growing – more than on cutting costs.

Despite expectations for a challenging 2026, Marcelo Noronha, CEO of Bradesco, maintains that the bank continues to focus on growth rather than on cutting costs. "Our main driver is revenue," he stated in an interview during the CEO Forum that Bradesco BBI hosted this week in New York. He added that this expansion will come mainly from "more secure" segments and clients.

After nearly two years of turnaround, a period during which the bank returned to growth with profitability and delinquencies kept under control, Noronha stated that Bradesco is prepared to "face diversity" and that the restructuring process will end in 2028, as planned. ROE is close to the cost of capital and, "at some point," will return to the 20% level, "but without doing anything reckless and preserving the quality of our assets," asserted the executive. "Brazil is a country that can offer ROE from 15% to 20%."

Watch the interview here (Portuguese Only):

https://braziljournal.com/play/bradesco-se-protege-de-adversidades-e-ve-receita-como-principal-alavanca-diz-noronha/