

Bradesco (BBDC4) Outlines Strategy to Reach 1 Million High-Income Clients in Principal by 2026

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In an interview with Seu Dinheiro, Daniela de Castro, Director of Principal, detailed the key pillars of Bradesco's growth strategy for the high-income segment



Nearly one year after launching **Principal, Bradesco (BBDC4)** is already planning for an ambitious expansion in the **high-income segment**. Currently, the bank's portfolio includes 150,000 clients, but the goal is to finish 2026 with 1 million millionaire clients, as stated by **Daniela de Castro**, director of the segment, in an interview with **Seu Dinheiro**.

"We have is tremendous potential for growth at Principal, not just by increasing our share but also by reaching new individuals who don't currently bank with us. We want to be efficiently positioned to meet our clients' needs throughout Brazil. This operation will be well-scaled," Castro explained.

Following the project's introduction in October 2024, Bradesco initially took a conservative approach, testing the model safely since February this year.

It was only during the second half of 2025 that the bank began to act more aggressively, inviting existing Bradesco, Prime or retail clients to migrate to Principal.



The immediate goal is to reach 250,000 clients in October and close out the year with 350,000. The 2026 plan calls for acquiring about 150,000 new clients per quarter through organic growth alone.

“Next year, we are looking to become more impactful in market growth by having a sales team in physical locations to prospect new opportunities. We are hoping for substantial market growth, aiming to reach a target of 1 million clients by December,” Castro confirmed.

The eligibility range for Principal is a monthly income starting at R\$25,000, up to R\$10 million. With the creation of the segment, Prime was adjusted to cater to a range of R\$ 8,000 to R\$ 25,000. At the top level of the segmentation pyramid, Private serves clients with over \$10 million.

In an interview with **Seu Dinheiro**, the Director of Principal detailed the pillars of the bank's growth strategy in the high-income segment — which even includes plans to forge relationships with the country's young potential high-net-worth individuals, who are currently served mainly by digital banks and fintechs.



Daniela de Castro, Director of Bradesco Principal. Photo: Press Release

More Than Branches

Bradesco intends to expand its physical service network to support the expansion of Principal. The goal is to end 2025 with 60 physical locations and top 110 offices by the end of 2026. Currently, there are 40 operational branches.





This growth in the footprint includes both the acquisition or leasing of new locations as well as conversions of existing branches.

“We want to be everywhere, where we see a relevant concentration of clients,” said Castro.

But it's not just about opening branches. According to Castro, the offices for Principal function as relationship centers, with spaces for individual meetings, group consultancies and even include cafes.

How Bradesco Principal Plans to Attract Millionaires and Investors

Bradesco is also investing in the specialization of its managers, turning them into "financial concierges" who are capable of meeting all clients' needs — from investments to credit cards, lending operations and consortia. The idea is that each manager should have a smaller portfolio of clients.

In addition, each client will also have a dedicated investment specialist, thereby boosting their engagement with financial products.

“Thanks to dedicated specialists and today’s product range, we are set to gain investment market share, an area fragmented by the arrival of new players,” she noted.

“Because they are highly sought-after clients, it's not enough to simply win them over. We need to retain them and continue to exceed their expectations over time.”

Other pillars of the strategy include credit cards with exclusive benefits, international banking services and distinct experiences. "The client sees value in having everything in one place, and we want to earn that loyalty through customer-centricity," Castro added.

Bradesco Eyes Family Succession Planning

In addition to making efforts to swiftly gain new clients, Principal also aims to attract the next generation of millionaires, preparing for a real fight with digital banks and fintechs over the next few years.

The bank offers a family account for the children of current clients, even if they do not yet have their own income.

“Succession is necessary. It is important to identify and analyze the preferences and banking behaviors of young people, because digital banks are successfully attracting this generation. They will be the Principal's clients of tomorrow,” the director suggested.



Does the Selic Help or Hinder?

According to the director, the rise in the Selic rate has also helped attract high-income clients. “The elevated Selic rate incentivizes clients to deposit more money with the bank, because it is difficult to find similar returns in other places. We have to take advantage of this opportunity to achieve solid earnings for clients and attracting Net New Money,” Castro said.

Even so, with interest rate cuts expected, the director assures that the bank is prepared to offer investments that exceed the Selic rate over the long term.

“We have to surf all the waves now, to bring in clients by capitalizing on opportunities to demonstrate the potential for good returns through investments and, in the future, also with other combinations that generate value,” she added.

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