

# Information to the Market – BB Seguridade joins the Ibovespa index

Rule 12g3-2(b) Exemption # 82-35186

BB Seguridade Participações S.A. (“BB Seguridade”) hereby announces that its common shares (BBSE3) were included in the Ibovespa theoretical portfolio with a weight of 1.559%, which will be in force from January 06, 2014.

This announcement reinforces BB Seguridade’s shares entry into the index, which is considered to be the most important indicator of the performance of the Brazilian stock market.

Brasília (DF), January 6th, 2014.

BB Seguridade Participações S.A.

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CFO