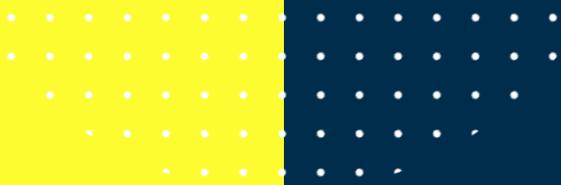


Maintenance of
strategic pillars
focusing on the
operating result
sustainability



Technological modernization and digital transformation

seeking flexibility, agility, connectivity and operational efficiency

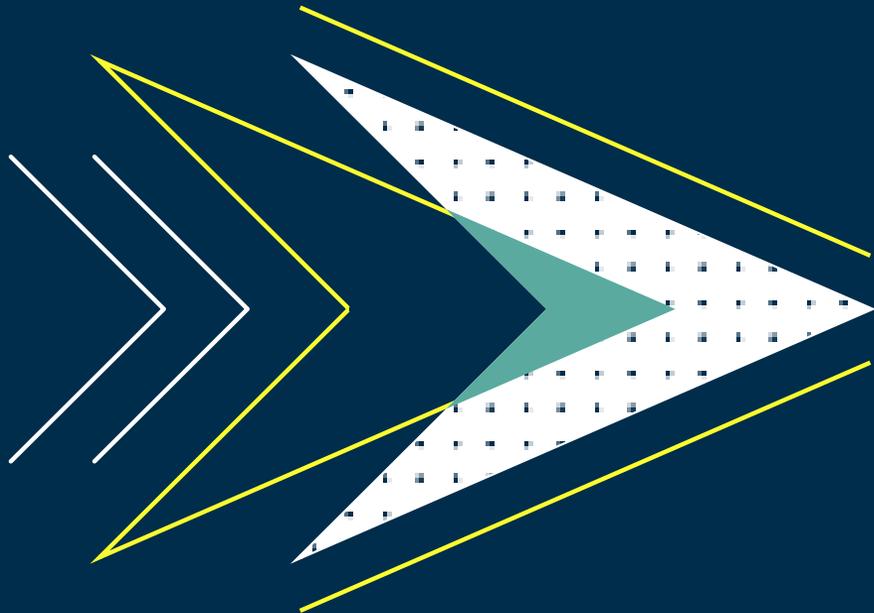
Diversification of channels and new business models

both in risk and accumulation businesses and in distribution business

Customers and sellers experience improvement

with products, services, journeys and relationships that fascinate





Strategic execution



Technological modernization and digital transformation

IT architecture



R\$55 million invested in the new service-oriented architecture (SOA/Cloud) accelerating the development of solutions and integration with new channels



Data analytics generating results

R\$92 million in sales until June 2021 using integrated and automated models to offer products and services through digital channels

Digital experience – journeys, products and channels



Credit life insurance (May 2021)
+77% compared to the pre launch¹ average quantity sold through digital

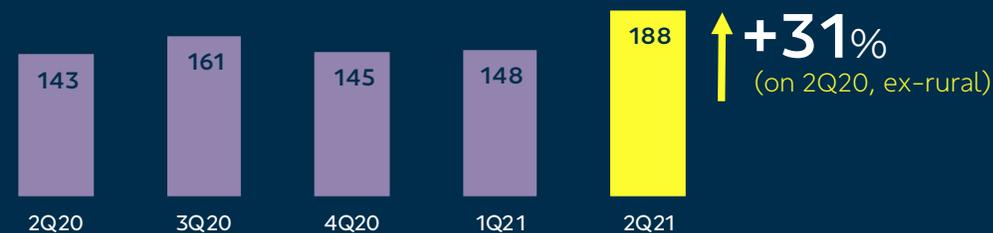
New home insurance (May 2021)
+74% compared to the pre launch¹ average quantity sold through digital

Premium bonds (June 2021)
+174% compared to the pre launch¹ average quantity sold through digital

New auto insurance (June 2021)
+54% compared to the average quantity sold through digital before enabling sales on app BB¹

Mobile insurance
Product launched to be contracted through the app BB in May 2021, reaching 1.8 thousand plans sold until June 2021

Quantity of digital sales (in thousand)



Digital channel on sales (ex-rural) 1H21



Upcoming deliveries



New experience in Pension Plans



New Personal Items Insurance



New BB Dental



New Protected Health for Enterprises

1 – Pre launch averages calculated from January 2020

Channels diversification and new business models



- 
Brasilprev CRM
100% increase in the conversion of digital campaigns for pension funds reallocation
- 
Broto.com.br
More than R\$700 million in deals generated through agribusiness ecosystem acting in digital fairs, since its launch
- 
Digital partnerships
 First partnership signed, already in operation, aiming to expand the base, offering products via API/services on partner platforms
- 
Venture Capital
 R\$15 million investment in VC for new business development, process efficiency, customer experience improvement and synergy with agro initiatives

New BB Seguros Portal

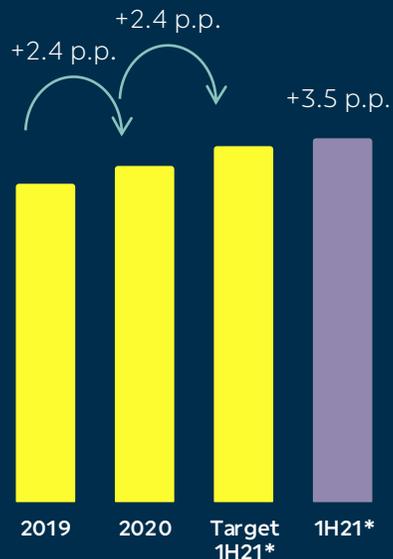
Launch of a new web portal aiming to attract new customers and converting them into business, focusing on simulators, channel integration and lead capture



Customers and sellers experience improvement and new products

Customer Experience

NPS Overall



*On December 2020

Intensification of digital relationship

Post-sale approaches and content delivery for each stage of the product lifecycle, increasing the percentage of impacted customers by 10 p.p.

Claims digital journeys

Simplified communication and monitoring process, with an increase of 4 p.p. in term life insurance NPS

Continuous improvement in assistance

More attractiveness and review of processes seeking excellence in service (e.g.: new term life and home insurances)

Customers council

3 in the semester, which resulted in 16 implementations of improvements based on insights from customers

Seller Experience



Simplifying the sales journey

Implementation of assembled offers for term life, credit life and home insurances and pension plans to support BB's salesforce



Seg+ program

Individual performance recognition and training of BB branches employees. In the first half, 36k employees were contemplated, +51k employees were trained and +90% of target audience registered

New Products Launched



Livestock Insurance

National expansion, reaching 60% of market share



Credit Life Family Farming Insurance

For loans already contracted, launched in June



Brasilprev Flex

Accumulation product combined with risk coverage (pilot)



Upcoming deliveries

Brasilprev Broker Platform

BB Corretora CRM

Intensification of rural insurance into non-financed areas and new customers

ESG Agenda: social projects of BB Seguros Group



“Vida na Ponta do Lápis” project

Brasilprev’s digital platform with video classes, podcasts, on-call questions and knowledge tests, with the expectation of financially educating 20k young people from all over the country by 2022



“BB Dental Social” project

Brasildental initiative aiming to ensure oral health for children in an unfavorable economic situation

Embedded **sustainability** in business (1H21)

+30 thousand

assistances and benefits that promote **health and well-being** (life insurance)

75 ton

of **sustainable** disposal of waste (life and home insurance)

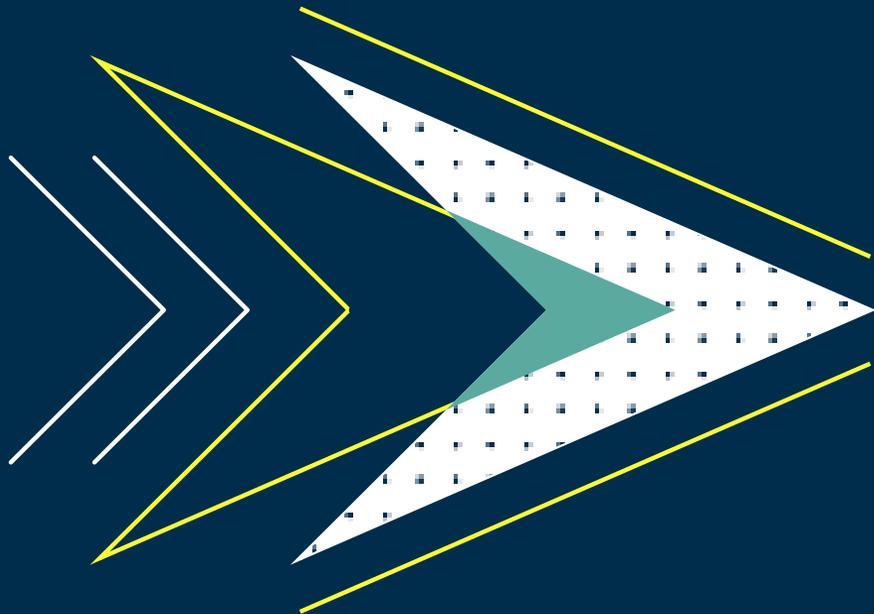
R\$648 million

in pension plans assets invested in companies aligned with **ESG practices**

R\$34 million

of collections to **philanthropic** premium bonds (Doadin and AACD)





Our numbers

Net income in the quarter impacted by the inflation volatility



■ Adjusted net income
■ IGP-M lag
— Adjusted net income excluding the impact of one-month lag in the IGP-M

Growth in the main business lines

(Variation on 2Q20)

+24%
in **term life**
premiums written

+32%
in **rural**
premiums written

+64%
in **pension plans**
contributions

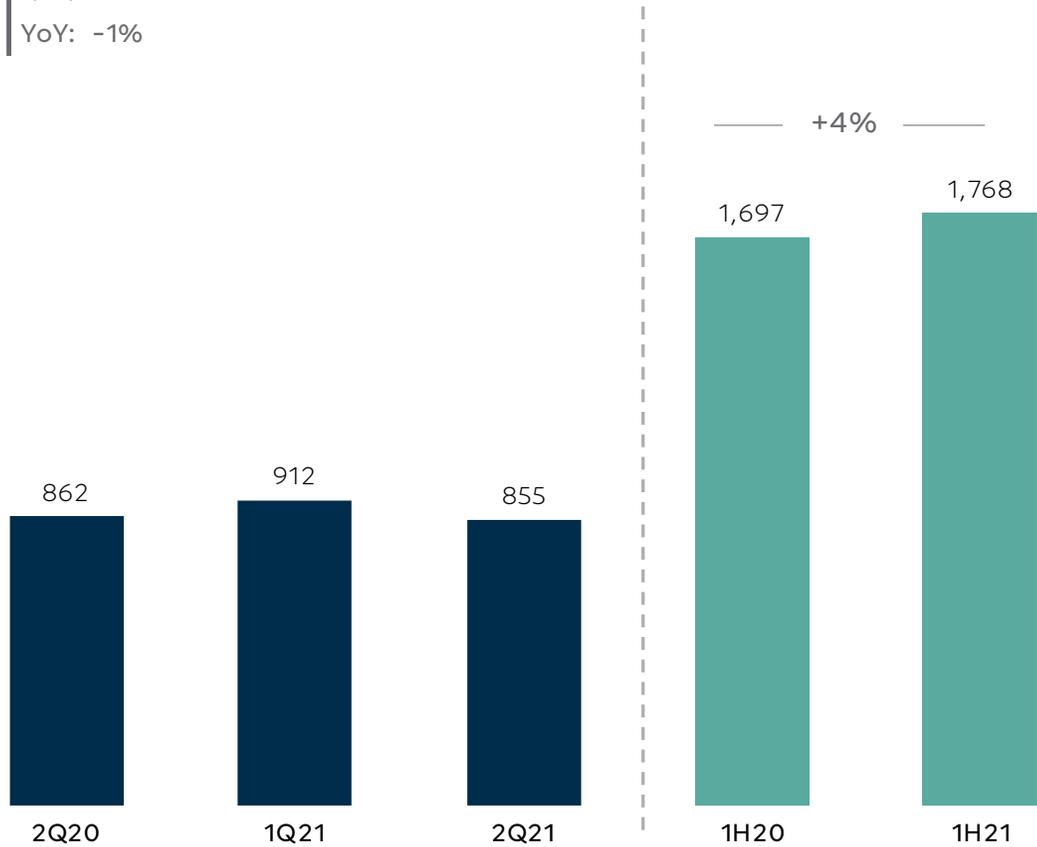
+15%
in **brokerage**
revenues



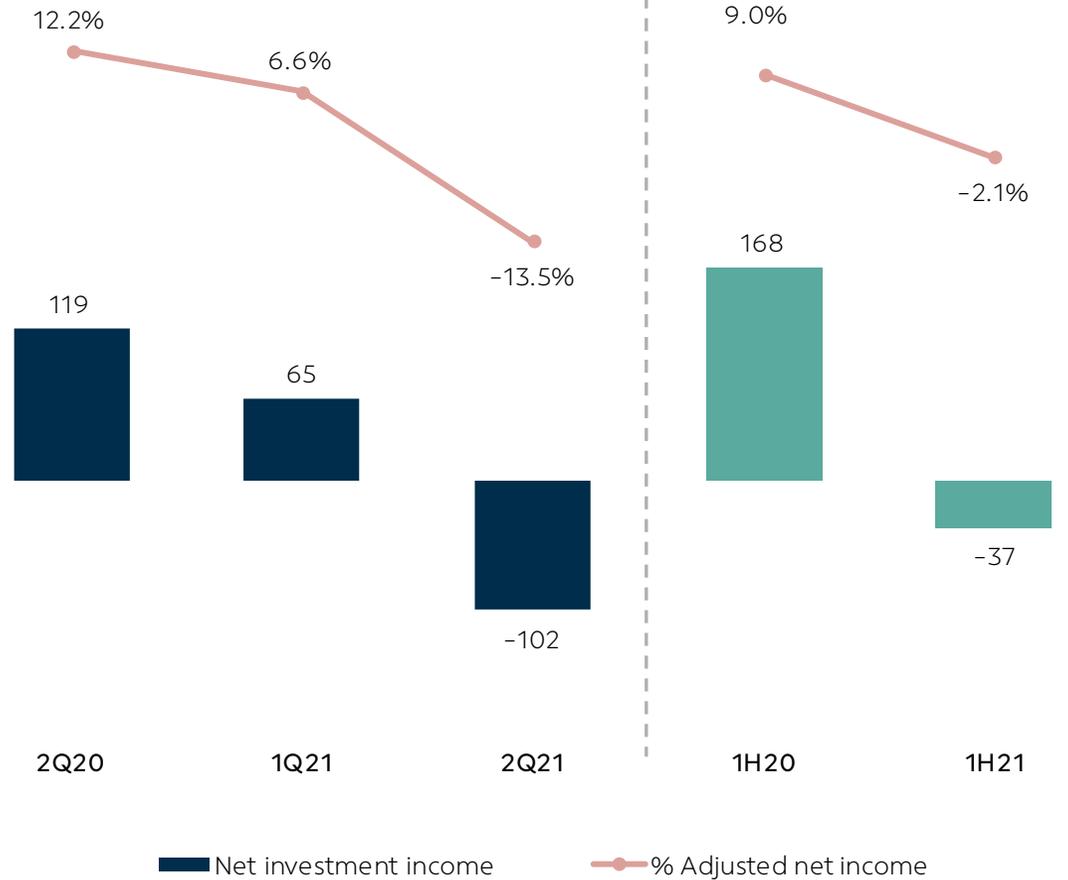
Operating Result vs. Net Investment Income

Consolidated Operating Result¹ (R\$ mm)

QoQ: -6%
YoY: -1%

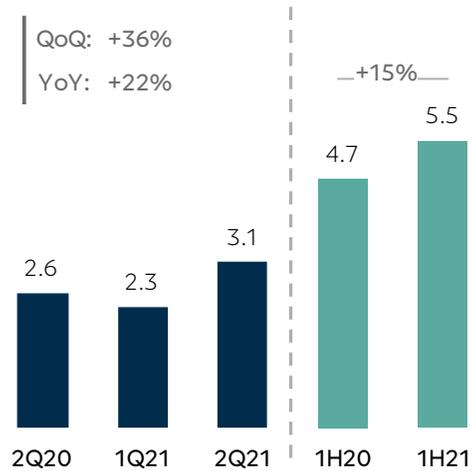


Consolidated Investment Income¹ (R\$ mm)

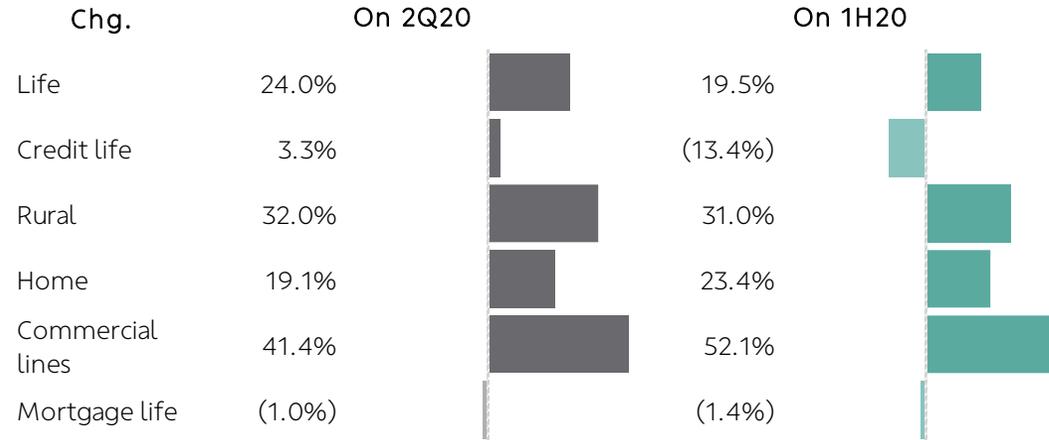


1 – Net of taxes considering the effective tax rate of each company.

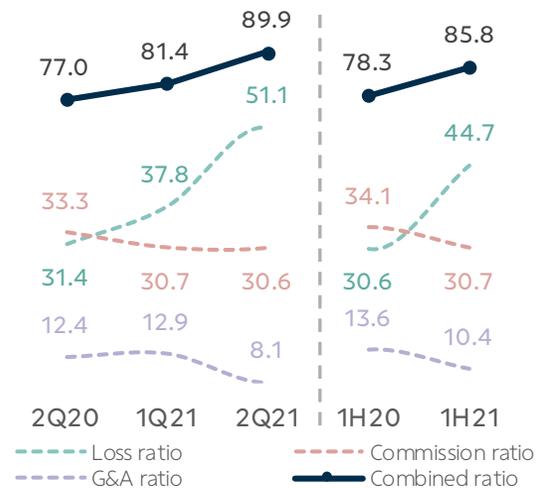
Premiums Written (R\$ bn)



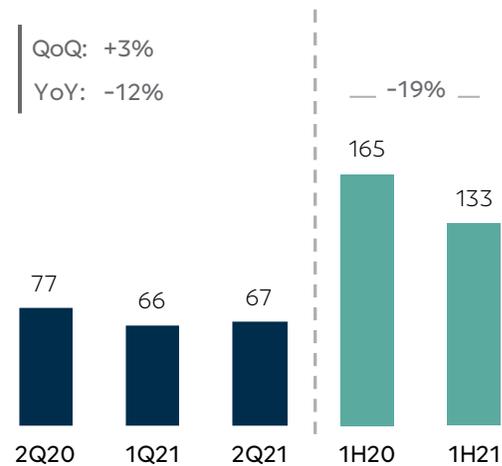
Premiums Written by Segment



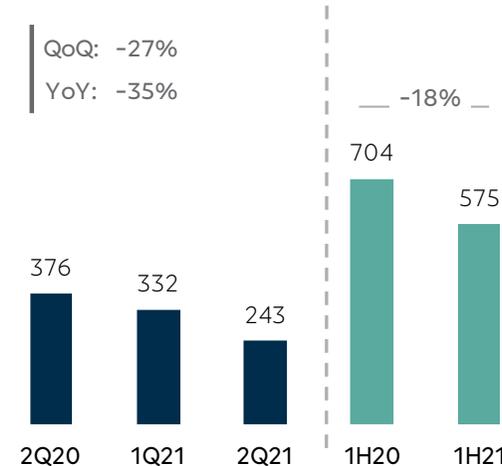
Performance Ratios (%)



Net Investment Income (R\$ mm)



Net Income (R\$ mm)



Highlights

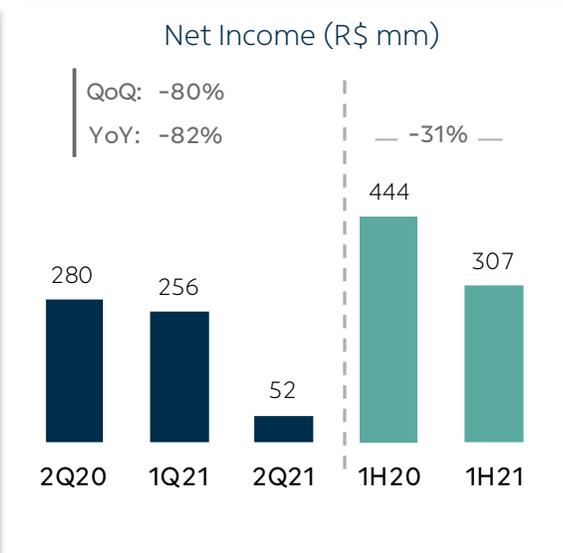
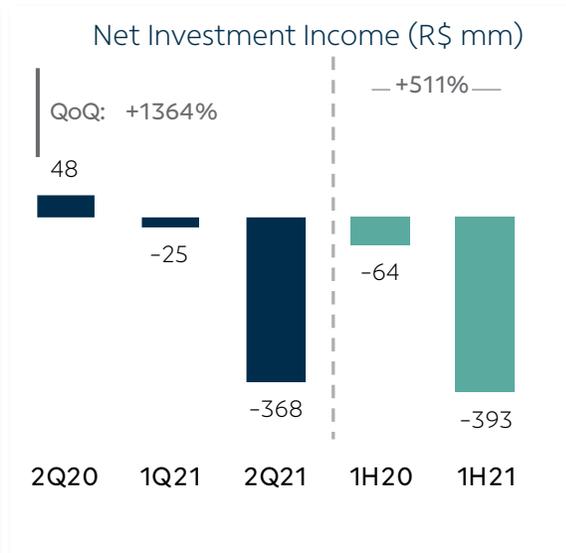
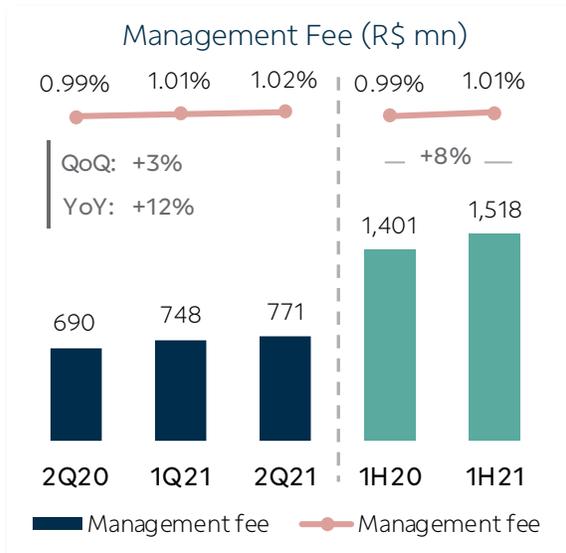
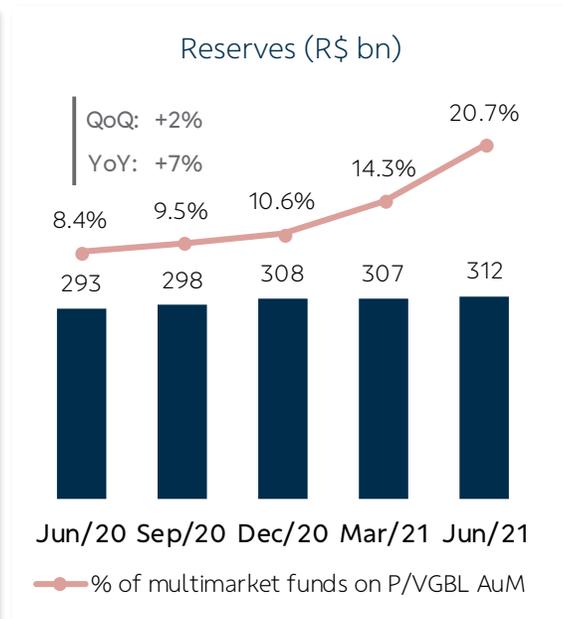
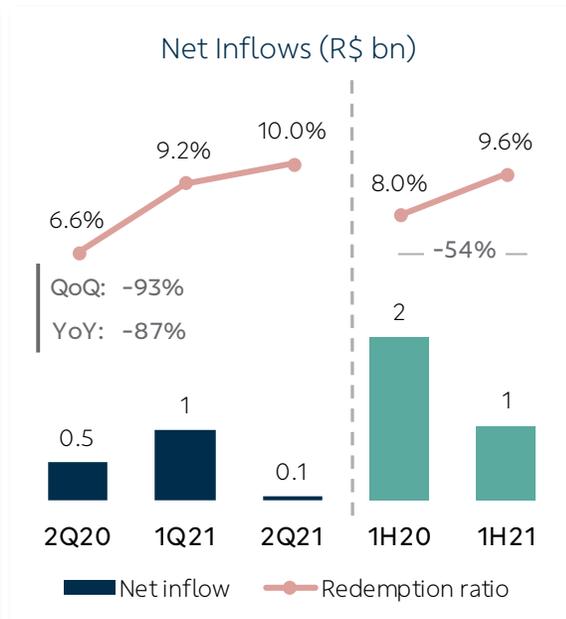
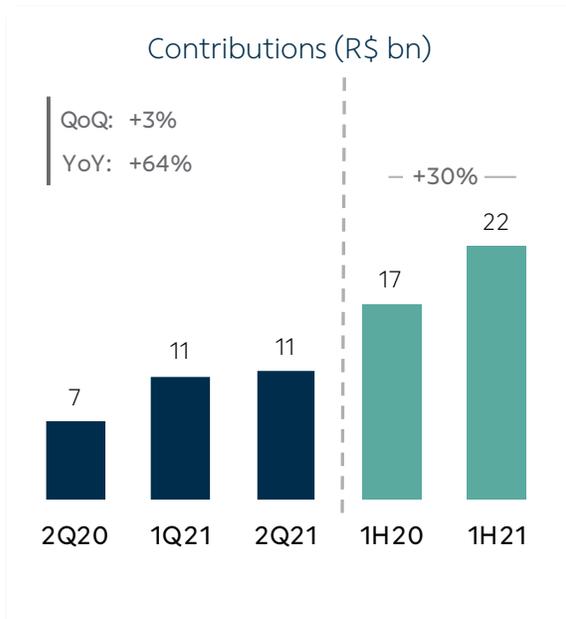
Highest quarterly volume of premiums written since the partnership's restructuring, with more than R\$1 billion per month in the 2Q21

Renew of clients base, with an increase of 81% in the number of customers aged up to 30's in term life insurance portfolio (on June 2020)

25 p.p. increase in the share of digital channels in customer service (on June 2020), exceeding 40% of the total

Launch of new **home insurance** in the new service-oriented IT architecture, more agile and allowing greater connectivity with partners

Evolution of the **open innovation program** ("Impulso Open"), identifying solutions for retention and pricing challenges, as well as new partnerships with startups for Broto platform



Highlights (semester)

Contribution and Net inflow

- Net addition of **143k** new customers
- R\$22.2 billion** transferred to multimarket funds
- R\$8.8 billion** in sales to multimarket funds
- Leadership** in multimarket funds net inflow, with **54%¹ market share**

New products

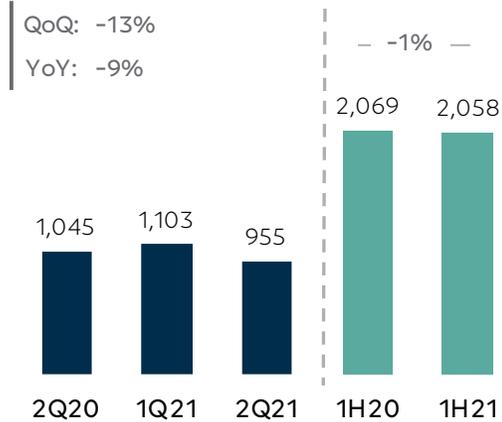
- R\$15.7 billion** in AuM in the new pension plans portfolio, launched in December 2020
- R\$4.2 billion** in AuM from open architecture funds in pension plans: 11 managers currently and +9 by the end of 2021

Capital management

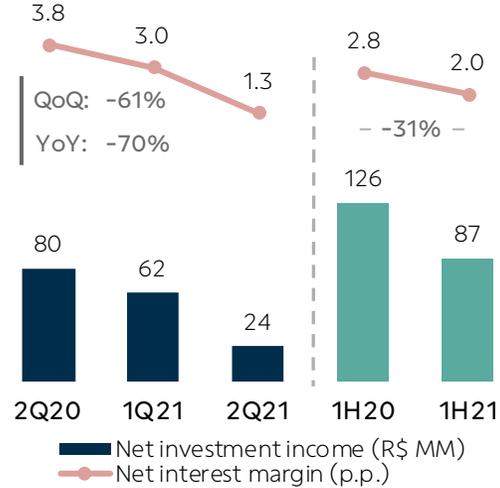
- R\$550 million** in debt issuance to compose the minimum capital required
- +R\$1.4 billion** of assets in IGP-M added to the portfolio to increase the hedge of traditional plans reserves

1- Source: Quantum.

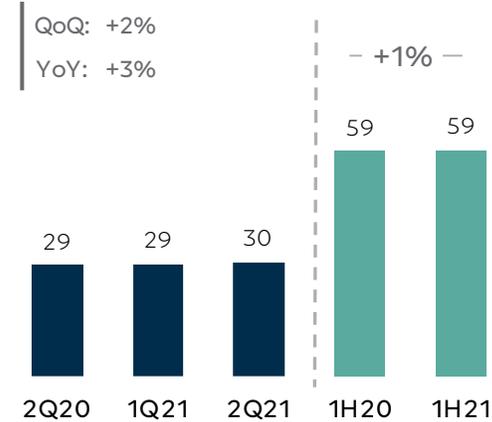
Premium Bonds Collection (R\$ mm)



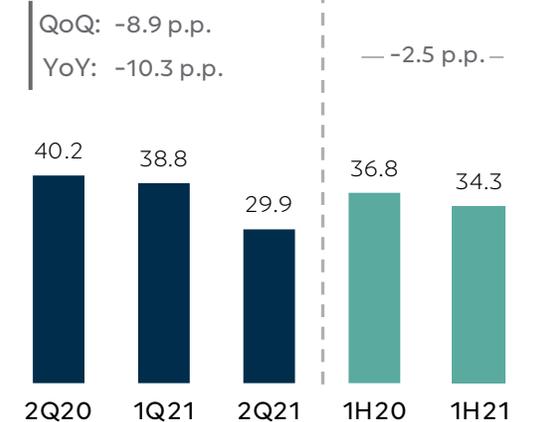
Net Investment Income (R\$ mm)



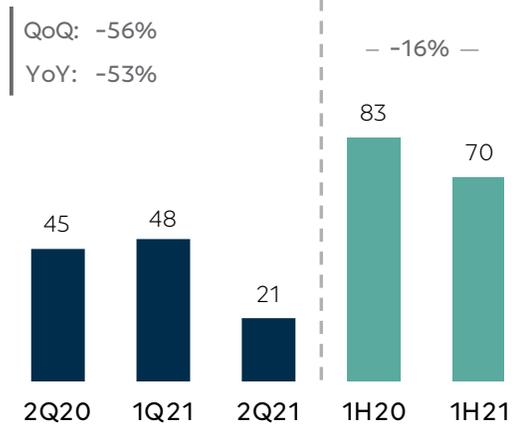
Gross Operating Revenues (R\$ mm)



EBITDA Margin (%)



Net Income (R\$ mm)



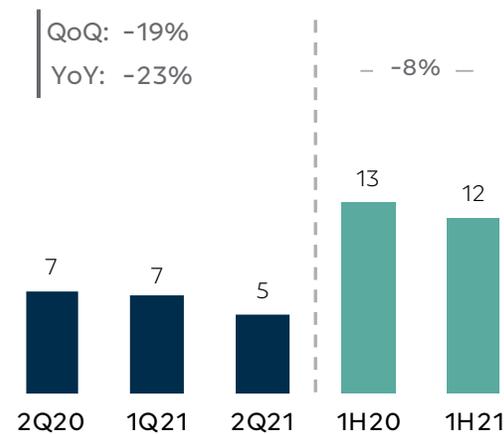
Highlights

35% growth in sales through digital channels (on 1H20)

Implementation of the new CRM, which will provide a **more personalized relationship** with customers through any company channel

R\$33 million of lottery prizes paid in the semester

Net Income (R\$ mm)

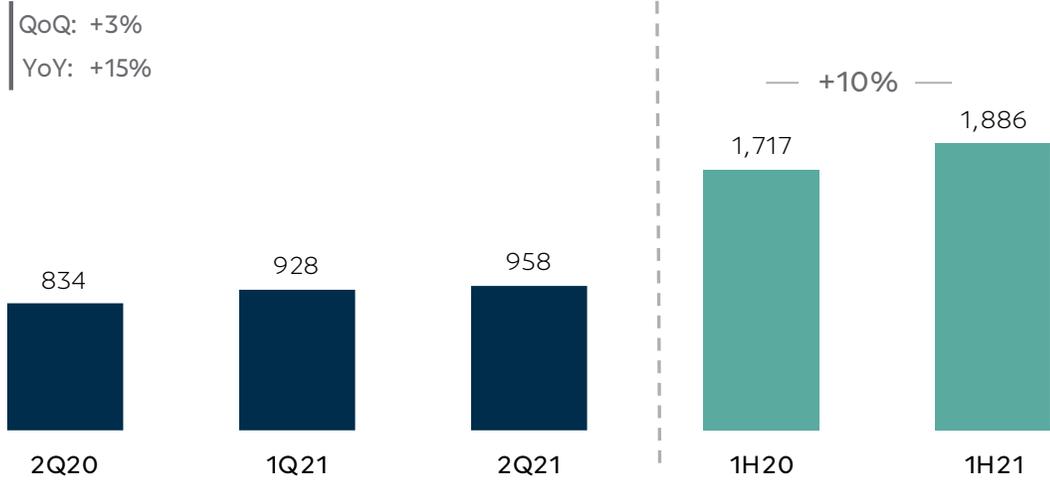


Highlights

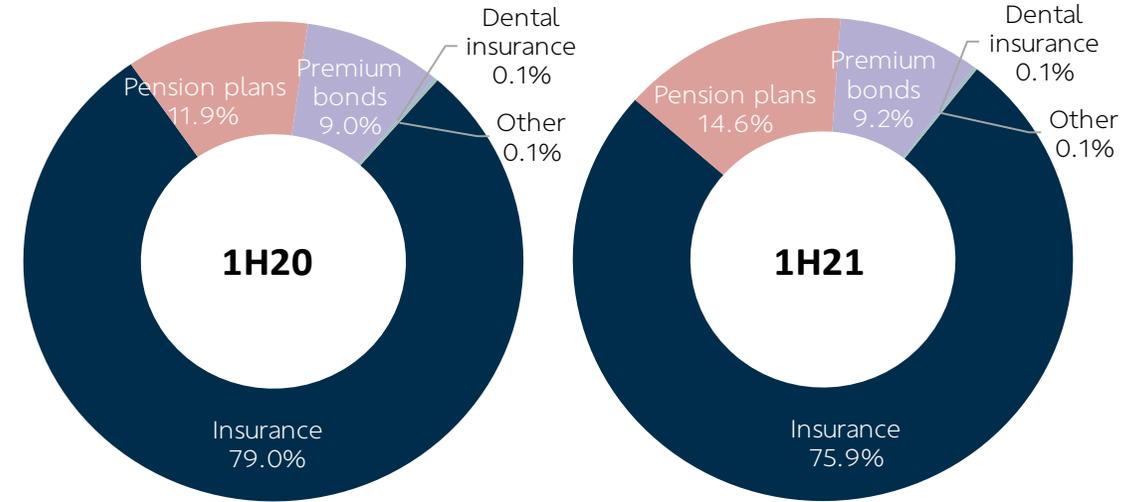
+30 thousand beneficiaries in individuals and enterprises plans, of which 66% via digital channels in the individual and 39% in the enterprises portfolio(on 1H20)

Partnership to sell dental plans on "Odete" platform, which operates in 27 states with more than **5,000 users**

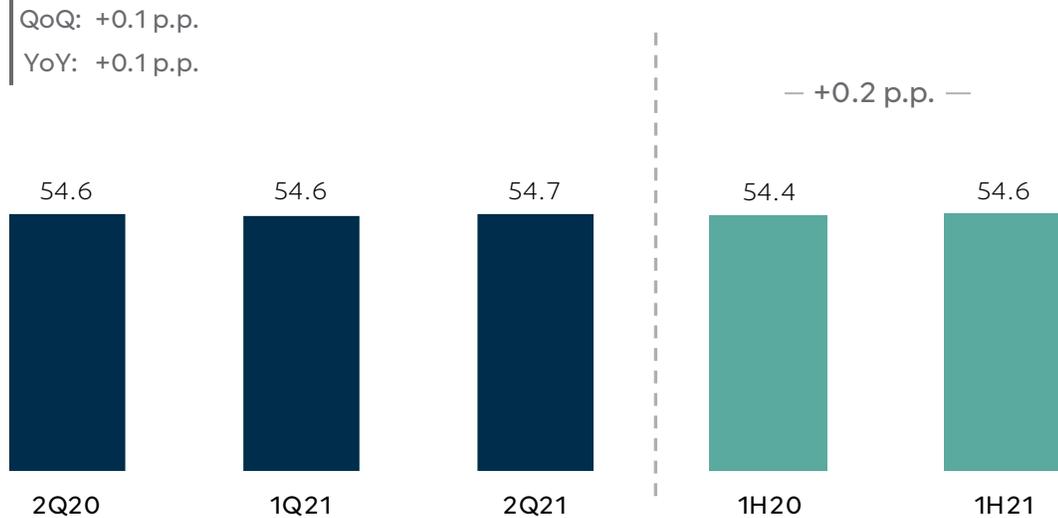
Brokerage Revenues (R\$ mm)



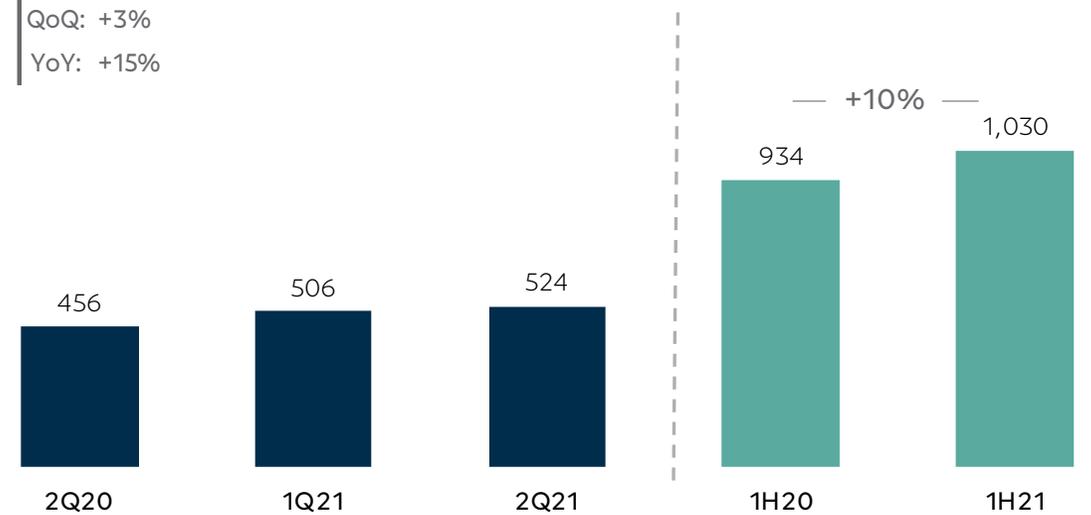
Breakdown of Brokerage Revenues

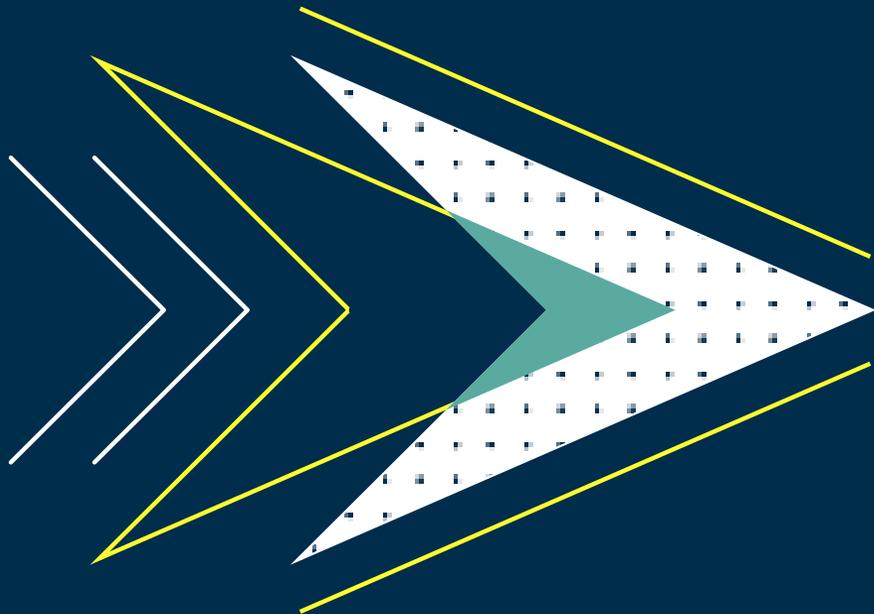


Net Margin (%)



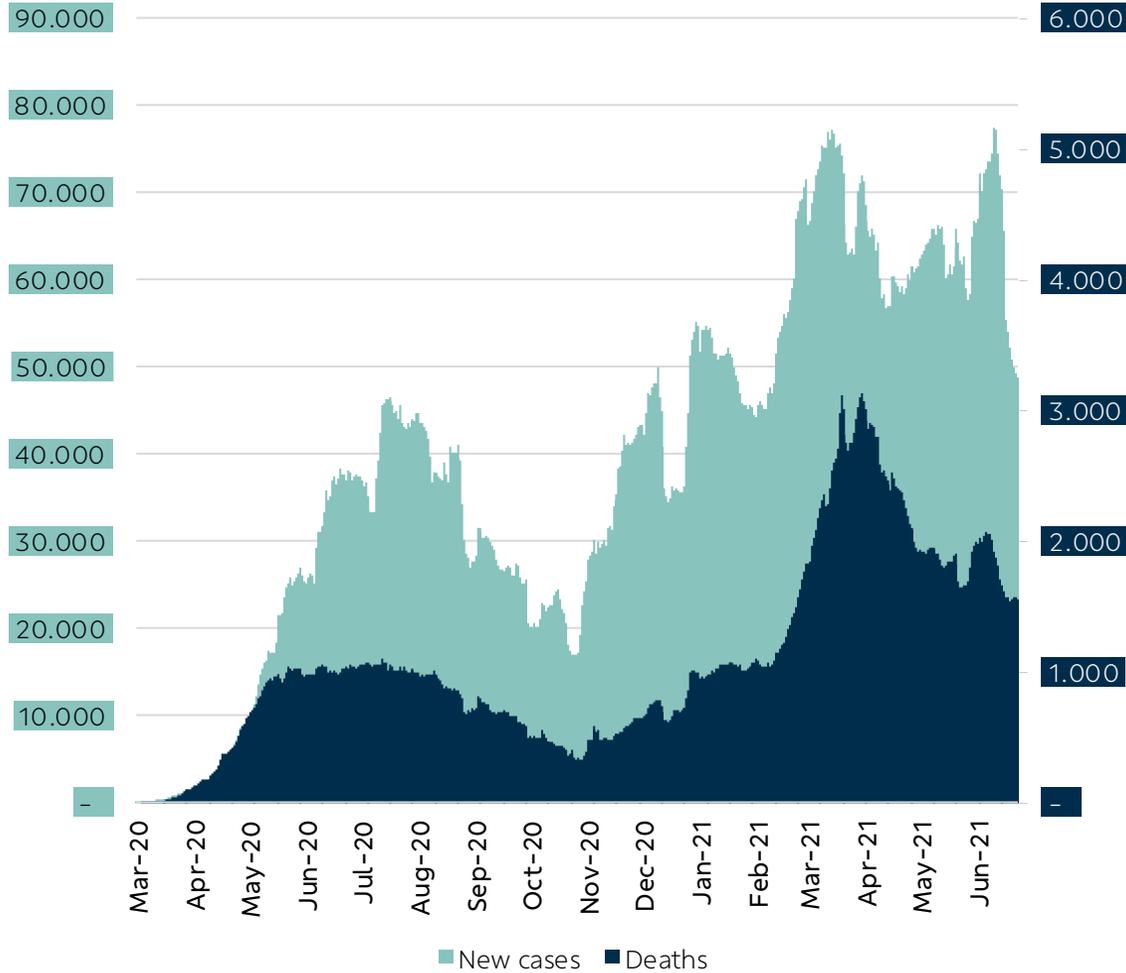
Adjusted Net Income (R\$ mm)





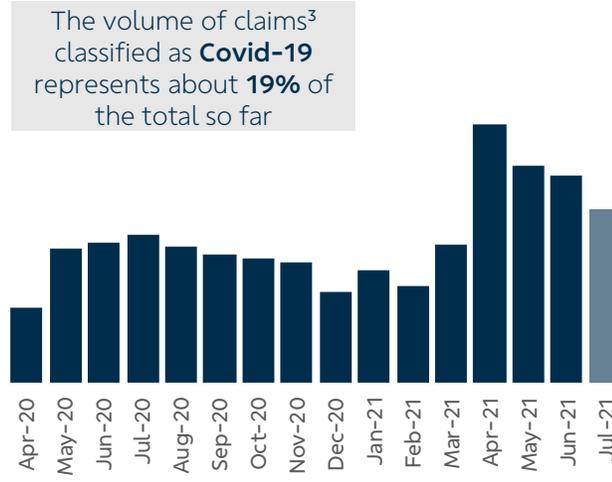
Business environment and estimates

Evolution of New Cases and Deaths¹ | 7-day Moving Average



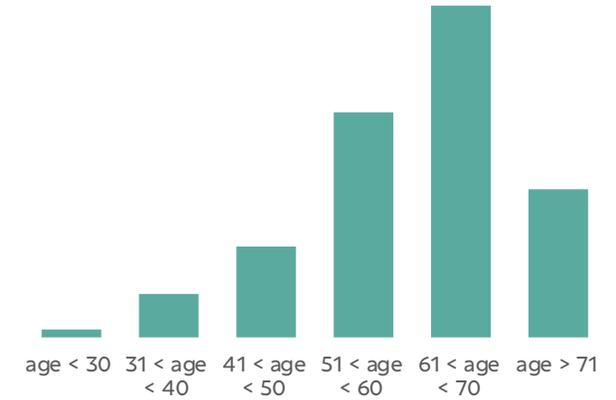
1. Brazilian Unified Health System ("SUS") data collected by Brasilseg.

Number of Reported Claims²

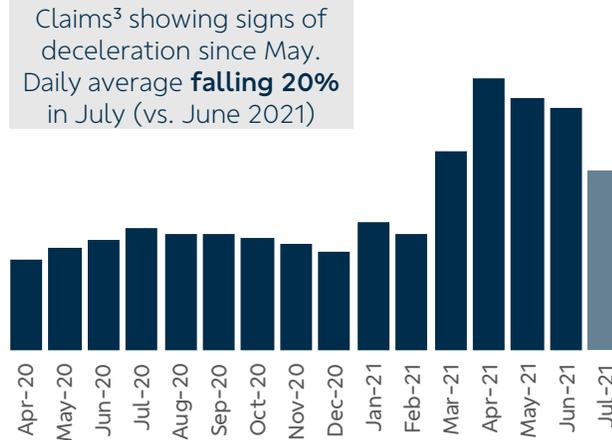


2- Claims reported until July 28, 2021
3- Managerial data of reported claims classified as Covid-19 of July 20, 2021

Covid Claims | Distribution by Age in the 1H21³



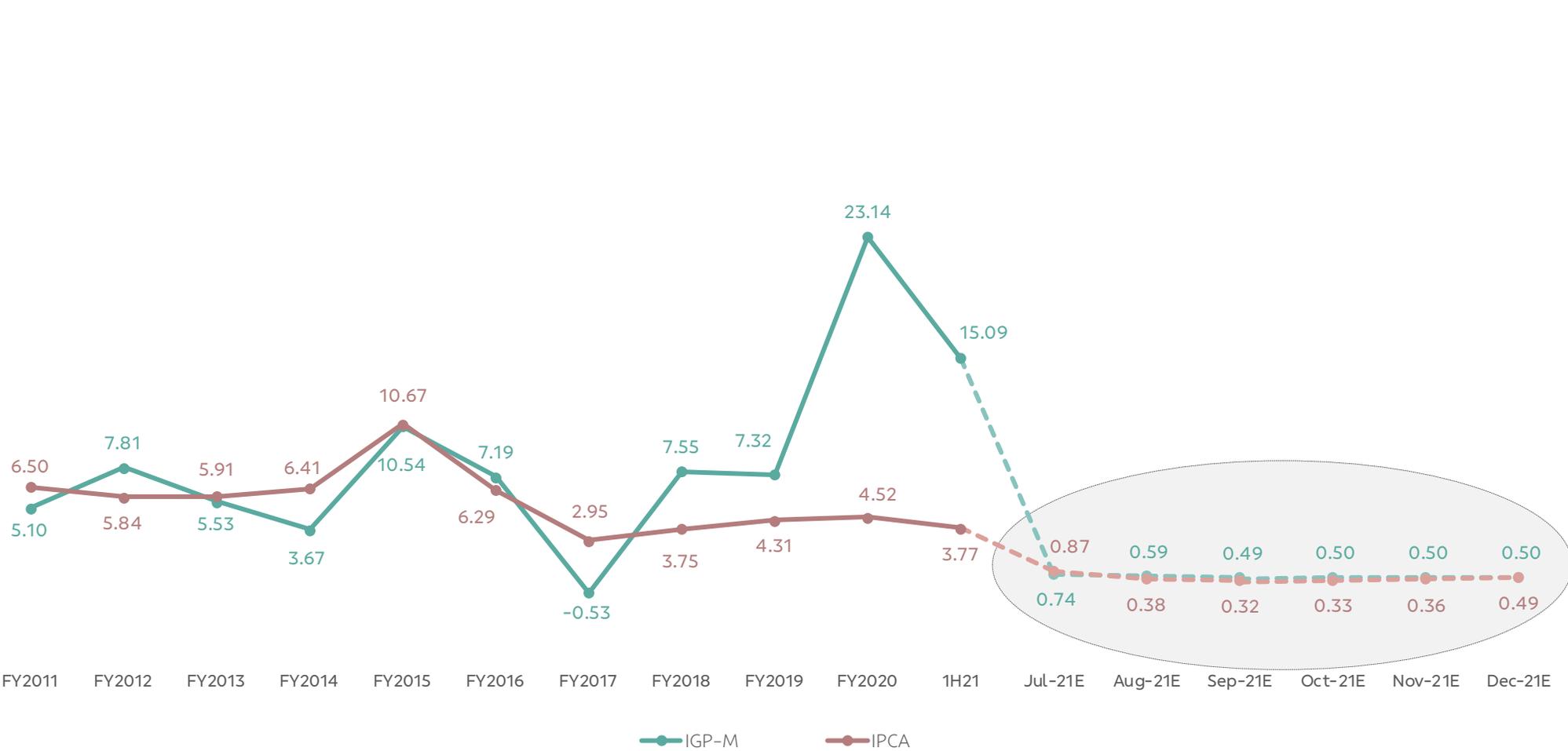
Reported Claims Insured Capital²



Immunization advance

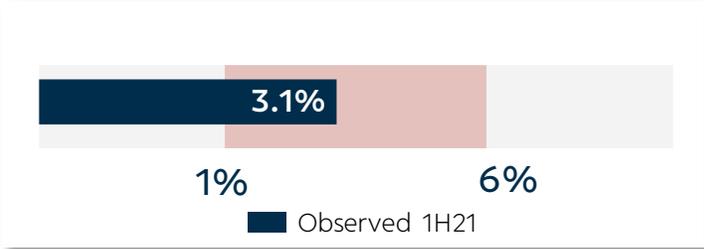
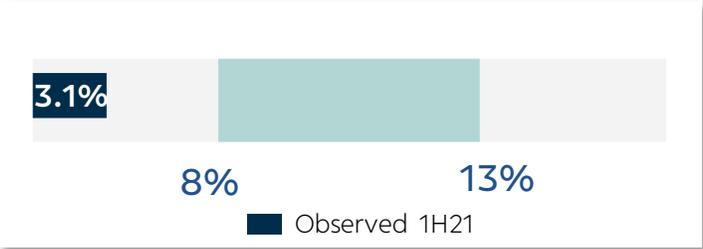
In states which have a higher share of BB Seguridade revenues, the expectation of immunization of the adult population with at least the 1st dose is until **October 2021**

IGP-M vs IPCA (%)

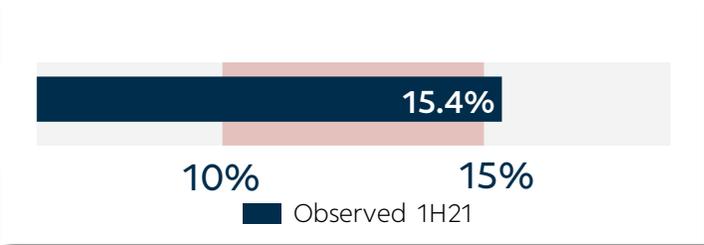
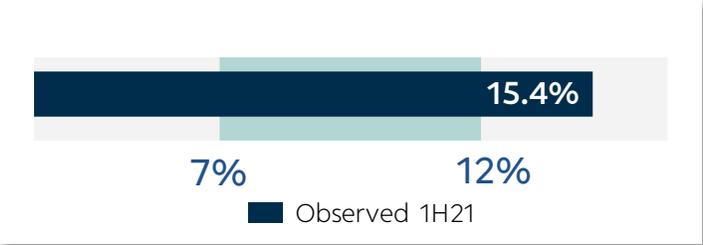


Sources: IBGE and FGV | Estimates: Bacen (July 23, 2021)

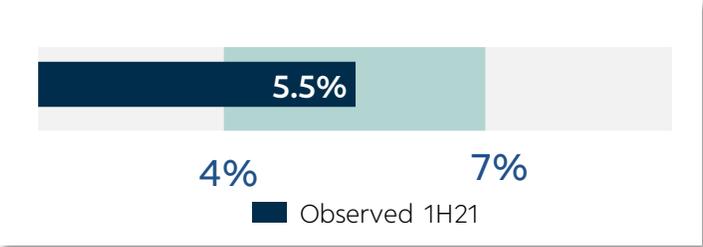
Adjusted non-interest operating result (ex-holding)¹



Premiums written of Brasilseg



PGBL and VGBL pension plans reserves of Brasilprev

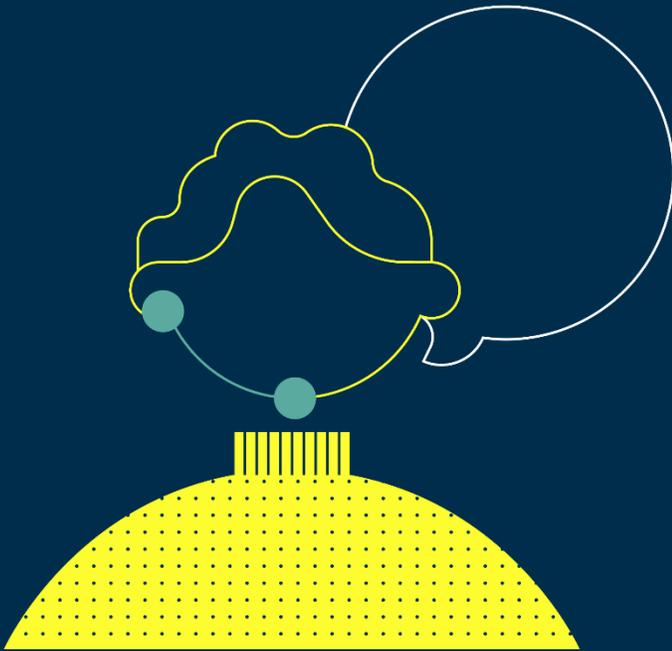


Maintained

1 – Sum of the adjusted non-interest operating results before income taxes of Brasilseg, Brasilprev, Brasilcap, Brasil dental and BB Corretora, weighted by the equity stake of BB Seguridade in each company.

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