

Material Fact - Share Buyback Program

Pursuant to § 4 of Article 157 of Law 6,404, dated December 15th, 1976 and according to CVM (Brazilian Securities and Exchange Commission) Rule 358 (“CVM 358”), dated January 3rd, 2002, and CVM Rule 567 (“CVM 567”), dated September 17th, 2015, BB Seguridade Participações S.A. (“BB Seguridade”) hereby informs that its Board of Directors approved today the Share Buyback Program as follows:

(i) purpose: acquisition of outstanding shares in the free-float to be either held in treasury for future sale or cancellation, without capital reduction, with the objective of adding value to shareholders;

(ii) outstanding shares:

a) free-float: 674,994,893 shares, as defined by the CVM 567;

b) in treasury: 22,582 shares;

c) to be acquired/sold: up to 10 million shares;

(iii) term of the program: up to 12 months, starting on 10.16.2015 and ending on 10.14.2016;

(iv) broker: Bradesco S.A. Corretora de Títulos e Valores Mobiliários, located at Av. Paulista, 1450 - 7º Andar - Bela Vista - CEP 01310-917, São Paulo/SP.

Further information about the program as required by the CVM 567 can be found attached to the Minute of the Board of Directors Meeting available at www.cvm.org.br and www.bbseg.com.br.

Brasilia (DF), October 15th, 2015.

BB Seguridade Participações S.A.

Werner Romera Süffert

CFO