

Information to the Market – New Depositary Bank of Book-Entry Shares

BB Seguridade Participações S.A. (“BB Seguridade” or “Company”) hereby informs that from October 3rd, 2016, Banco do Brasil S.A. (“Banco do Brasil”) will replace Banco Bradesco S.A. (“Bradesco”) as the Depositary Bank for the Book-Entry Shares of BB Seguridade. From that date on, the services provided to shareholders will be held at Banco do Brasil’s branches throughout the Country.

Shareholders with shares held in custody at BM&FBOVESPA will continue to be attended through the respective brokerages and/or custody agents.

There will be no interruptions on the trading of the Company’s shares on the BM&FBOVESPA market.

In reason of the migration process from Bradesco to Banco do Brasil, the following services to shareholders will be suspended from September 26th, 2016 to September 30th, 2016: balance of shares, private transfers of shares, custody transfers, payment of any pending events, updating of registration information, liens record, and others. All services will be rendered normally again from October 3rd, 2016 on by Banco do Brasil.

On the transfer orders of shares whose lock has been made by Bradesco, without the respective deposit, that bank will transfer the locks to Banco do Brasil and these remain valid until their expiration date.

This change will not have any effect on the rights granted, including dividends, interest on capital or any share-based payments.

The Investor Relations Area of BB Seguridade remains available to clarify doubts or questions of shareholders related to the subject matter of this Notice through its e-mail address: ri@bbseg.com.br.

Brasília (DF), September 23rd, 2016.

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CFO