

BRADESCO POLICY OF QUALITY

The Bradesco Organization declares its commitment with the customer's satisfaction, with operational efficiency and quality of its products and services, establishing the following guidelines:

- Handling the customer respecting his individuality, narrowing the relationship through the segmentation and contributing to his perceived as a reference of performance and efficiency, with Bradesco's goal in being his first bank.
- Having active leadership, committed with the development and implementation of Bradesco Quality Management System, and carrying out its requirements and its continuous improvement.
- Being a pioneer in technology, developing effective ways to reach the customer and process transactions in a secure way and uninterrupted, investing constantly in innovation and development of new products and services.
- Undertaking actions of sustainable character, emphasizing ethical conduct, the welfare of its employees, social development and the respect of environment.
- Developing continuously activities in order to train its employees, believing that the personal and professional growth, combined with organizational effectiveness, reflect directly in the quality of the products and services, providing, as well, a favourable environment to teamwork.

"Excellence and innovation for sustainable growth."

Lázaro de Mello Brandão
Chairman
Board of Directors

Luiz Carlos Trabuco Cappi
CEO
Executive Officers

Julio Siqueira Carvalho de Araujo
Vice President
Executive Officers

Osasco, July 26th, 2010.