



Bradesco

Corporate Policy of Sustainability

Bradesco Organization

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1. Introduction

Environmental preservation and social inclusion are currently great challenges for human development and business perpetuity.

Sensitive to this picture, Bradesco Organization, comprised of various companies operating in different business segments, feels it must consolidate its sustainability policy, establishing in this document its concern about the planet sustainable development, the ecosystems, the respect for human dignity and the dissemination of a social and environmental responsibility culture.

2. Purpose

This document consolidates the “Corporate Policy of Sustainability”, hereinafter named “Policy”, and has as purpose:

- a) to define the Social and Environmental guidelines (item 6 of this document), which must be complied within Bradesco Organization’s environment and which are based on the Terminologies and Principles detailed in this document (items 4 and 5 respectively);
- b) to serve as a permanent consultation source for the implementation of all and any measure or action which may impact the social and environmental matter, that may grant the principles adopted by the Organization; and
- c) to serve as a guidance source to our staff, as well as its awareness as to Bradesco Organization’s social and environmental role.

3. Scope

The Policy comprises, with no exception, all the Units of Bradesco Organization, in the development of their activities, businesses and operations.

4. Terminologies

Aimed at ensuring the proper understanding of the content of this document, when the expressions below are used, one must understand the following:

4.1. Environment

Everything that surrounds man in his habitat, influencing or ensuring his lifestyle. From a more technical meaning, we may conclude it is about a set of conditions,



laws, influences and interactions of physical, chemical and biological order, which enables, protects and rules life in all its forms.

4.2. Social and Environmental Responsibility

A set of practices, actions and initiatives capable of making effective the principle of the social/environmental function, within the governmental, entrepreneurial scope or that of non-governmental entities, by means of the adoption, implementation and management of social and environmental activities in benefit of the community, enabling the improvement in people's quality of life and the human being development, through preventive, educational, cultural, artistic, sporting and assistance actions, the defense of the human rights, the work, the environment and the social justice and the support to fight against corruption and subornation, among others.

4.3. Sustainable Development

Development strategy of the economic activity, connected to the social matters and demands and the conscious use of the resources available in the environment. It tries to satisfy the present demands without compromising the possibility of future generations to meet their own needs.

4.4. Stakeholders

All those directly or indirectly involved in projects, activities, businesses and operations of an enterprise (stockholders, financiers, clients, suppliers, employees, consultants, communities, government, class entities and non-governmental organizations, among others).

4.5. Corporate Governance

System by which companies are managed and monitored, comprising relationships between stockholders/quotaholders, board of directors, board of executive officers, independent auditors, fiscal council and other interested parties, based on transparency, equity, accounting and corporate responsibility. Good corporate governance practices are aimed at increasing the company's value, facilitating its access to capital and contributing to its continuity.

4.6. Corporate Responsibility

A broader view of the business strategy, comprising all the relationships with the community in which the company operates, where the managers must care for the continuity of the organizations (long-term view, sustainability); therefore, they must incorporate social and environmental considerations in the definition of businesses and operations.

5. Principles

The principles used as basis to carry out the social and environmental issue in Bradesco Organization are:

5.1. As to Sustainable Development

- a) Bradesco Organization, confident about Brazil's development importance, joins the world best practices that demonstrate sustainability and corporate governance. Thus, it considers sustainable growth, represented by economic, environmental and social development, as an important corporate responsibility component, adding value in the business management and promoting Social and Environmental Responsibility.
- b) Bradesco Organization shows its firm commitment to practice, encourage and value Social and Environmental Responsibility, trying to align its business goals with the anxieties and interests of the community in which it operates, exercising sustainable growth in a healthy environment and using ethical and transparent methods.
- c) Bradesco Organization will make all efforts for the preservation of the ecosystems and for the optimization of the use of resources, mainly, non-renewable ones.

5.2. As to Social and Environmental Responsibility

a) Values

Bradesco Organization considers Social and Environmental Responsibility as one of its corporate values.

b) Vocation / Citizenship

- b.1) Bradesco Organization exercises its corporate citizenship by means of valuing the Social and Environmental Responsibility.
- b.2) The appreciation of educational, sporting and social work activities are aspects in which Bradesco Organization really invested, taking as example the work performed by Fundação Bradesco, reaching different Brazilian regions, providing free and professional education for kids, youngsters and adults, becoming a social and cultural reference in the communities where it is inserted.
- b.3) Bradesco Organization repudiates slave and child labor.



5.3. As to Social and Environmental Legislation

Bradesco Organization considers as a fundamental responsibility the compliance with the applicable legislation.

5.4. As to Social and Environmental Commitments

Bradesco Organization also considers indispensable the compliance with the commitments, strategies and safeguards set forth in national and international "Principles", "Protocols", "Agreements" and "Treaties", related to social and environmental responsibility, to which Bradesco Organization has been signatory or has adhered to their terms.

6. Guidelines

The Guidelines based on the Principles already mentioned, which must guide all the social and environmental actions or measures in Bradesco Organization, are:

- a) to try to align business goals with the social and environmental responsibility aspects, adding value to all the interested parties;
- b) to develop and sell products and services, as well as offer lines of credit to clients who respect the social and environmental awareness spirit, by means of ratifying the Organization's responsibility commitment;
- c) to encourage partnerships, support and cooperation with government entities, NGOs and market entities aimed at developing and promoting social and environmental responsibility actions in various segments of the civil society;
- d) to consider, for the purpose of choosing suppliers and service providers, those who surely practice and are engaged to social and environmental responsibility, in conformity with the principles defined in this document;
- e) to maintain and promote an ethical and transparent attitude in all its levels of activities and business relationships, repudiating and fighting against any form of illegality, such as corruption or subornation;
- f) to ensure the conformity of the applicable legislation with the social and environmental matters in the development and performance of Bradesco Organization's economic activities;
- g) to adopt responsible policies for client credit granting and respective internal procedures, imposing, when deemed necessary, the preventive, corrective or repairing measures of environmental impacts, rating, in such cases, risks in business project financing;



- h) to state, for fund borrowers whose projects show potential social and environmental risks, the obligatoriness to maintain a risk mitigation action plan, following the stages of the project while the respective financing lasts.
- i) to adopt internal policies aimed at rationalizing the use of non-renewable resources, use recycled materials, give an adequate treatment to residue and disposable materials and encourage the environment preservation;
- j) to make employees aware and train them, and guide service providers in relation to social and environmental matters, reinforcing the citizenship, ecology and responsibility concepts;
- k) to make efforts so that society may share globalization benefits through a more inclusive and equal market;
- l) to defend social justice principles and human rights, repudiating people's exploration through work, mainly child work;
- m) to support education and professionalization of kids, youngsters and adults, giving work and citizenship opportunities;
- n) to adopt internal policies for diversity appreciation, aimed at promoting balance in the Organization's relations with its various publics;
- o) to spread, value and support projects targeted at the practice of sporting activities in the communities in which it operates, ensuring, through sport, respect for people, union, team spirit, dedication, persistence and outgrowth;
- p) to develop, implement and maintain a social and environmental management system that normalizes, measures and follows the performance of Bradesco Organization's social and environmental actions; and
- q) to disclose its performances through a social balance sheet and make it available to those who may become interested in the information pertinent to possible occurrences and to social and environmental actions carried out by the Organization.

7. Responsibilities and Attributions

- 7.1.** It is incumbent upon managers, board members, officers, all the staff and other employees of Bradesco Organization the responsibility for the compliance with this Policy;
- 7.2.** The attributions, defined in a specific statute, of the Executive Committee of Sustainability, a non-statutory body, are:

- a) to maintain the Policy consistent and updated, adding new items or deleting them fully or partially, whenever these amendments are considered relevant by the Committee;
- b) to encourage and follow the compliance with the Policy within the scope of Bradesco Organization and, by means of annual and special meetings, analyze issues related to social and environmental responsibility, for decision-making;
- c) to promote, based on this Policy, corporate sustainability strategies, actions and measures, conciliating the economic developing matters with social and environmental responsibility; and
- d) to act in conformity with its specific statute, with this Policy and with the Corporate Code of Ethics.

We attest that this is a true copy of the Corporate Policy of Sustainability of Bradesco Organization, approved at the Special Meeting of the Executive Committee of Sustainability, held on 9.23.2005, and revised at the Special Meeting of the Board of Directors #1,710, as of 13.12.2010.

Banco Bradesco S.A.

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