

The PSI annual public disclosure

It is with great pride and satisfaction that Bradesco Seguros comes publicly to report its journey of implementation of the Principles for Sustainable Insurance of the United Nations Environment Programme Finance Initiative, after one year of the launching in Rio de Janeiro.

All the sustainability initiatives promoted by the company are listed and detailed in our Annual Report, that can be consulted on our website (<http://www.bradescori.com.br/site/conteudo/interna/default.aspx?secaold=687&idiomald=2>). Still, we would like to highlight some actions that started or were strengthened after we became PSI signatories, in the hope that we can demonstrate clearly how the 4 Principles are being considered in our business.

This has been a year of fruitful debates and solid actions that have built upon the foundations of an already existing corporate sustainability culture. After participating in the launching ceremony of the Principles as a founding signatory, Bradesco Seguros hosted the first meeting of the PSI Initiative. In that occasion, the members started the discussion on the rules that would prevail in the transitional period until the establishment of a Board.

In order to implement Principle 1, the company distributed the PSI folders among its staff and promoted strategic meetings in Rio de Janeiro and São Paulo called “Saber para Crescer” (knowing for growing), where leaders learned about the Principles and were informed on the importance of considering Environmental, Social and Governance (ESG) issues in their decision making process. This happened right after a Board Meeting called to discuss the practical implementation of the Principles, when they were included in the strategic planning for 2013.

Another example of initiative aligned with Principle 1 is the auto recycling program, that avoids the abandonment of substituted auto parts and scrap iron from car dumps, through partnerships with companies specialized in collecting and recycling this material.

The partners collect the material from repair shops and destine them to appropriate recycling venues, promoting the environmental protection and generating revenue to low income families. The program is in action in the whole country, except for Rio de Janeiro and inner São Paulo State, where the company is currently seeking for partners. In 2011, 2.34 thousand tons of material were properly managed.

In considering the positive impact that its products could have upon ESG issues, Bradesco Seguros offers capitalization titles that, apart from naturally providing social value and protection to the families, through the establishment of savings for the future, are designed to generate financial contributions to social and environmental projects such as SOS Mata Atlântica (protection of the Atlantic Rainforest), Instituto Ayrton Senna (quality in public education), O Câncer de Mama no Alvo da Moda (breast cancer awareness), Amazonas Sustentável (protection of the Amazonia Rainforest) and Tamar (sea turtles protection). These products are part of an initiative that comprise the implementation of Principles 1 and 3 simultaneously, as it effectively includes ESG issues in the insurance business and also promotes cooperation between the company and strategic stakeholders.

The efforts to work closely with clients and business partners to raise awareness about ESG issues, in accordance with Principle 2, were made through the participation of representatives of the company in the Sustainability Committee of the Brazilian Insurance Confederation, helping to promote the adoption of the PSI by other Brazilian insurance and reinsurance companies, and also to include ESG issues in the professional education and in the Brazilian insurance industry. These representatives attend to meetings and even coordinate working groups that, among other subjects, discuss the implementation of extreme weather events alerts systems for the insurance industry, help designing courses for insurance professionals that consider ESG issues relevant to the business, and promote events to raise awareness to these same issues.

As to Principle 3, in addition to the various projects that were already mentioned, Bradesco Seguros supports the “jogging and run against breast cancer”, that aims at motivating the adoption of healthier habits and promote awareness on breast cancer prevention and treatment.

Bradesco Seguros also supports the Ayrton Senna Racing Day, a relay race tournament with all its money raisings destined to the Project Ayrton Senna, that works for better public education.

Another initiative in the scope of Principle 3 is the movement “conviva”, a project launched and run by Bradesco Seguros to promote the harmonic coexistence between car drivers, bike riders and pedestrians, besides encouraging cycling as a sport and a healthy and sustainable life habit.

Thinking about engaging in the community and also aiming at reducing the negative impacts of longevity in its portfolio, promoting quality of life to elder citizens, Bradesco Seguros runs the project “Longevity with quality of life”, that holds debates and reflections about healthy habits. In November of 2012, the American actress Jane Fonda was invited to address the audience of the 7th Longevity Forum of Bradesco, along with doctors, professors and specialists in quality of life. The project also comprises a program that prepares doormen to help elders in their buildings, and a prize that stimulates academic studies about longevity.

Even though a lot has already been done, we are certain that there is still a long way to go in turning PSI a fully implemented reality in our business. In order to continue in our decisive journey, the strategic planning for 2014 provides for a more deeper engagement in sustainable practices, with the dissemination of the culture of sustainability in our whole value chain, strengthening successful initiatives and launching innovative actions.