

# Financial Citizenship



## Financial Citizenship

Bradesco Organization is committed to promoting the education and financial inclusion of its clients, employees, partners and society, enhancing the Financial Citizenship agenda in line with its purpose of contributing to the country's sustainable development, offering diversified and accessible financial solutions to all Brazilians.

Its actions are guided by best practices and market recommendations, including the regulatory framework and in line with the UN Principles of Banking Responsibility (PRB).

We have a regulatory framework with policies and standards that guide the Organization's practices. Among them:

- ✓ Institutional Policy for Relations with Clients and Users:  
<https://api.mziq.com/mzfilemanager/v2/d/80f2e993-0a30-421a-9470-a4d5c8ad5e9f/424f63a1-6631-d5df-831b-a0f99ee4e32a?origin=1>
- ✓ Institutional Standard for Relations with clients and Users;
- ✓ PRSAC - Social, Environmental and Climate Responsibility Standard;  
<https://api.mziq.com/mzfilemanager/v2/d/80f2e993-0a30-421a-9470-a4d5c8ad5e9f/0de19a5c-644a-6a84-6c27-b69e36efa4a4?origin=1>
- ✓ Bradesco Organization's Corporate Sustainability Policy;  
<https://api.mziq.com/mzfilemanager/v2/d/80f2e993-0a30-421a-9470-a4d5c8ad5e9f/59fa7776-9f01-d8c6-b4e5-c27a11b2188f?origin=1>
- ✓ Regulations of the Financial Citizenship Commission.

### 1. Concepts

#### 1.1 Financial citizenship

Includes citizens' rights and duties regarding their financial life. At the

Organization, this action is carried out with transparency and clarity in the information provided and covers a program with actions aimed at education, protection, participation and financial inclusion with the purpose of enabling clients and Brazilian society to manage their financial resources consciously and thus contribute to the development of their financial health.

### **1.2 Pillars of Action**

- Financial Education: supporting the financial health of Brazilians by improving their ability to manage their finances, making them more resilient and better able to manage their money on a day-to-day basis, achieve their goals and prevent over-indebtedness;
- Bring effective access to financial products and services to all Brazilians, respecting the needs and interests of each person, so as to promote development in all regions of the country, increasing access to financial products and services for vulnerable groups;
- Consumer Protection: ensuring protection for clients and non-clients, including those who are potentially vulnerable, so that everyone can use the financial system reliably. In addition to offering a secure system so that clients can do business with no worries;
- Participation: strengthening our relations with regulators, our clients and society is the main purpose of the participation pillar. Above all, we seek to give our clients a voice through constant dialog in our various service channels, such as the ombudsman, hotline and BIA. In doing so, we seek to implement solid changes

in our processes, products and services based on the views, opinions and suggestions gathered from the relationship with all stakeholders.

### **1.3 Target audience**

Individual clients, micro-entrepreneurs, consortium members, employees and society, considering their peculiarities, complexities, needs and profiles.

### **1.4 Potentially Vulnerable Clients**

Clients with certain particular characteristics, such as age, income, physical or mental disability, education and over-indebtedness, which, depending on the situation and their stage of life, may, on their own or due to a combination of more than one of them (intersection), hinder their proper decision-making.

## **2. Guiding rules**

- Acting with transparency, ethics, fairness and clarity in the information provided, seeking to understand the needs and potential vulnerabilities of each client and society, linked to their finances, in order to contribute to their protection and personal development.
- Provide access to the banking system and products and services to all Brazilians, so as to enhance Bradesco's physical and/or digital presence in remote and financially disadvantaged regions.
- Democratize access to the banking system through innovation and technological evolution with the purpose of reaching the most different audiences with our accessible digital platforms, which provide diversified

financial services.

- Develop products and services adapted to the most vulnerable audience, tailored to their needs and preferences, through innovative solutions, with market research, studies and customer feedback.
- Understand the needs, the stage of life, and the financial profile of our clients in order to foster sustainable, value-adding relationships. In this sense, working with the Potentially Vulnerable Customer (CPV) concept, which seeks to refine customer service dealings by identifying any difficulties in understanding and self-managing the financial portfolio of each one of them.
- Promote financial education actions that contribute to the organization and planning of personal and family budgets, the formation of savings and financial resilience, as well as the prevention of defaulting on operations and over-indebtedness.
- Provide clients and users with useful and relevant financial education actions for their financial life, with broad coverage and available at the times most suited to the characteristics and needs of each client, tailored according to their profile.
- Implement financial citizenship actions considering the different phases of the relationship with our clients and that are compatible with the complexity of the products and services offered to clients and users.
- Offering different financial reorganization conditions, considering the needs of each client and seeking to prevent further defaults and/or over-indebtedness.
- Develop training and qualification actions for the staff, interns and

apprentices, especially the sales force, ensuring adequate and tailored service to different client profiles.

- Invest in and develop the participation of clients and society through accessible and efficient mechanisms for capturing complaints, opinions and suggestions to feed back into the processes of creating and adapting the Organization's products and services to increase client satisfaction.
- Ensure consumer protection by providing clear and transparent information on the conditions, rates, prices, terms and payment methods for our products and services, so that the client can make an appropriate and conscious purchase.
- Monitor and follow up actions to promote Financial Citizenship through inclusion, education and financial health indicators.
- Promote engagement with external parties to discuss and enhance financial education and inclusion actions with the aim of promoting a more inclusive, accessible and fair financial market.
- Promote acculturation and monitor the Organization's level of internal engagement, ensuring cross-action on the topic of Financial Citizenship.

### **3. Governance**

Comprising strategic, tactical and operational forums with a vision of the business, client journey, sustainability, ombudsman and financial education aspects, with the aim of establishing strategies and goals to promote increased financial inclusion, financial education, consumer protection, broader participation and understanding of the population so that they can

achieve financial health. Furthermore, the structure seeks to monitor the organizational results of Financial Citizenship, as well as the effectiveness of proactive, preventive and corrective actions, allowing cross-action on the topic in the Organization.

The tactical forum is represented by the Financial Citizenship Commission, comprising Officers from the Organization's interdepartmental and permanent collective body, with the following duties: centralized monitoring of all initiatives and interventions, change agendas, compliance with commitments and other actions related to the Financial Citizenship process; assessing the impact of Financial Citizenship on the Organization; monitoring and keeping up to date the internal rules and policies addressing the issue directly and indirectly, in line with regulatory developments and recommendations; and submit proposals for Financial Citizenship actions and results ascertained within the scope of the Commission to the Executive Committee for Conduct in Client Relations.

The strategic forum is represented by the Executive Committee for Conduct in Client Relations, comprised of the Executive Board and reporting to the CEO of the Organization, which, among its duties, monitors and/or resolves on a fixed agenda on the proposals for Financial Citizenship actions and the results ascertained by the Financial Citizenship Commission.