

The **Sponsorship Policy** has as basic guidelines:

1. Ensure the commitment and social responsibility of the Bradesco Organization, in line with its principles and values, to support the development of National Culture and Sport.
2. Ensure the protection of the Bradesco brand when it is promoting events, in external media and in actions of relationship and for strengthening of the corporate image, as well as the generation of business.
3. Ensure the establishment of the roles and responsibilities of those involved in the Processes of Sponsorship.
4. Ensure compliance with the laws and regulations in force, as well as with the Code of Ethical Conduct and with the Policies related to Anticorruption, Compliance, Action and Fight against Money Laundering and Terrorism Financing issues, in the maintenance and establishment of new relationships.
5. Ensure the adoption of an effective system to monitor the processes and procedures of internal controls, in order to mitigate image, legal and reputation risks.

\*\*\*\*\*

We declare that this is a free translation of the Sponsorship Policy, approved at the Special Meeting of the Board of Directors of Banco Bradesco S.A. No. 2,909, dated April 30, 2018, whose last review, without amendments, was registered by the Chief Executive Officer on January 17, 2024.

B R A D E S C O

Marcelo de Araújo Noronha  
CEO