

BANK BRADESCO
Form 6-K
February 06, 2015

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934**

**For the month of February, 2015
Commission File Number 1-15250**

BANCO BRADESCO S.A.
(Exact name of registrant as specified in its charter)

BANK BRADESCO

(Translation of Registrant's name into English)

**Cidade de Deus, s/n, Vila Yara
06029-900 - Osasco - SP
Federative Republic of Brazil**
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.
Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of
1934.

Yes No

Table of Contents

Table of Contents

1 - Press Release	3
Highlights	4
Main Information	6
Ratings	8
Book Net Income vs. Adjusted Net Income	8
Summarized Analysis of Adjusted Income	9
Capital Ratios - Basel III	23
Economic Scenario	24
Main Economic Indicators	25
Guidance	26
Book Income vs. Managerial Income vs. Adjusted Income Statement	27
2 - Economic and Financial Analysis	31
Statement of Financial Position	32
Adjusted Income Statement	33
NII - Interest and Non-Interest Earning Portions	33
– NII – Interest Earning Portion	34
• Credit Margin – Interest Earning Portion	36
• Funding Margin – Interest Earning Portion	51
• Securities/Other Margin - Interest Earning Portion	56
• Insurance Margin - Interest Earning Portion	56
– NII - Non-Interest Earning Portion	57
Insurance, Pension Plans and Capitalization Bonds	58
– Bradesco Vida e Previdência	65
– Bradesco Saúde and Mediservice	67
– Bradesco Capitalização	68
– Bradesco Auto/RE and Atlântica Companhia de Seguros	70
Fee and Commission Income	72
Personnel and Administrative Expenses	78
– Operating Coverage Ratio	81
Tax Expenses	81
Equity in the Earnings (Losses) of Unconsolidated Companies	81
Operating Income	82
Non-Operating Income	82
3 - Return to Shareholders	83
Corporate Governance	84
Investor Relations – IR	84
Sustainability	84
Bradesco Shares	86
Market Capitalization	89
Main Indicators	90
Dividends/Interest on Shareholders' Equity	91
Weight on Main Stock Indexes	91

4 - Additional Information	93
Market Share of Products and Services	94
Reserve Requirements	95
Investments in Infrastructure, Information Technology and Telecommunications	96
Risk Management	97
Capital Management	98
Capital Adequacy Ratio	99
5 - Independent Auditors' Report	101
Independent Reasonable Assurance Report on the supplementary accounting information included within the Economic and Financial Analysis Report	102
6 - Consolidated Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report	105

Bradesco

Forward-Looking Statements

This Economic and Financial Analysis Report contains forward-looking statements related to our business. Such statements are based on management's current expectations, estimates and projections concerning future events and financial trends that may affect our business. Words such as "believe", "anticipate", "plan", "expect", "intend", "goal", "estimate", "forecast", "predict", "project", "guidelines", "should" and other similar expressions are used to indicate predicting statements. However, forward-looking statements are not guarantees of future performance and involve certain risks and uncertainties that may be beyond our control. In addition, some forward-looking statements are based on assumptions which, depending on future events, may prove not to be accurate. Therefore, actual results may differ significantly from the plans, goals, expectations, projections and intentions expressed or implied in such statements.

The factors that may impact the actual results include, among others, changes in regional, national and international trade and economic policies; inflation; an increased number of defaults by borrowers in loan operations, with a consequent increase in the allowance for losses from loan operations; loss of ability to receive deposits; loss of customers or revenues; our ability to sustain and improve performance; changes in interest rates which may, among other things, adversely affect our margins; competition in the banking industry, financial services, credit card services, insurance, asset management and other related industries; government regulation and fiscal affairs; disputes or adverse legal proceedings or regulations; and credit and other risks involved in lending and investment activities.

As a result, one should not rely excessively on these forward-looking statements. The statements are valid only for the date on which they were drafted. Except as required by applicable law, we do not assume any obligation to update these statements as a result of new information, future developments or any other matters which may arise.

Some numbers included in this report have been subjected to rounding adjustments.

As a result, some amounts indicated as total amounts in some charts may not be the arithmetic sum of the preceding numbers.

- Economic and Financial Analysis Report – December 2014

Press Release

Highlights

The main figures obtained by Bradesco in 2014 are presented below:

1. Adjusted Net Income⁽¹⁾ for 2014 stood at R\$ 15.359 billion (a 25.9% increase compared to the R\$ 12.202 billion recorded in the same period of 2013), corresponding to earnings per share of R\$ 3.66 and Return on Average Adjusted Equity⁽²⁾ of 20.1%.
2. As for the source, the Adjusted Net Income is composed of R\$ 10.953 billion from financial activities, representing 71.3% of the total, and of R\$ 4.406 billion from insurance, pension plans and capitalization bonds operations, which together account for 28.7%.
3. On December 31, 2014, Bradesco market value stood at R\$ 145.536 billion⁽³⁾, showing a growth of 13.6% over December 31, 2013.
4. Total Assets, in December 2014, stood at R\$ 1.032 trillion, an increase of 13.6% over the December 2013 balance. The return on Average Total Assets was 1.6%, an increase of 0.2 p.p. over December 2013 (1.4%).
5. In December 2014, the Expanded Loan Portfolio⁽⁴⁾ reached R\$ 455.127 billion, up 6.5% over December 2013. Operations with individuals totaled R\$ 141.432 billion (an increase of 8.2% over December 2013), while corporate segment operations totaled R\$ 313.695 billion (up 5.8% over December 2013).
6. Assets under Management stood at R\$ 1.426 trillion, a 13.2% increase from December 2013.
9. The Interest Earning Portion of the Net Interest Income stood at R\$ 47.806 billion, up 12.0% compared to 2013.
10. The Delinquency Ratio over 90 days remained stable in the last twelve months, and stood at 3.5% on December 31, 2014.
11. The Operating Efficiency Ratio (ER)⁽⁵⁾ in December 2014 was 39.2%, the best level ever recorded (42.1% in December 2013), while in the “risk-adjusted” concept, it stood at 47.9% (52.1% in December 2013).
12. Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income totaled R\$ 56.152 billion in 2014, up 12.9% when compared to 2013. Technical Reserves stood at R\$ 153.267 billion, an increase of 12.5% compared to the balance on December 2013.
13. Investments in infrastructure, information technology and telecommunications amounted to R\$ 4.998 billion in 2014, up 3.2% over the same period last year.
14. Taxes and contributions paid or recorded in provision, including social security, totaled R\$ 24.225 billion, of which R\$ 10.902 billion related to taxes withheld and collected from third parties, and R\$ 13.323 billion calculated based on activities developed by Bradesco Organization, equivalent to 86.7% of the Adjusted Net Income⁽¹⁾.
15. Bradesco has an extensive Customer Service network in Brazil, with 4,659 Branches and 3,486 Service Points (PAs). Customers can also count on 1,145 ATMs, 50,006 Bradesco Expresso service

7. Shareholders' Equity totaled R\$ 81.508 billion in December 2014, 14.9% higher than in December 2013. Capital Adequacy Ratio stood at 16.5% in December 2014, 12.9% of which was classified as Common Equity/Tier I. points, 31,089 Bradesco Dia & Noite ATMs, and 17,593 Banco24Horas Network ATMs.

8. A total of R\$ 5.055 billion were paid to shareholders as Interest on Shareholders' Equity and Dividends for the first three quarters of 2014, of which R\$ 1.824 billion were paid in monthly and interim installments and R\$ 3.231 billion were provisioned.

(1) According to the non-recurring events described on page 8 of this Economic and Financial Analysis Report; (2) Excludes mark-to-market effect of Available-for-Sale Securities recorded under Shareholders' Equity; (3) Number of shares (excluding treasury shares) multiplied by the closing price for common and preferred shares on the last trading day of the period; (4) Includes sureties and guarantees, letters of credit, advances of credit card receivables, co-obligations in loan assignments (receivables-backed investment funds and mortgage-backed receivables), co-obligations in rural loan assignments and operations bearing credit risk – commercial portfolio, which includes debentures and promissory notes; and (5) In the last 12 months.

.. Economic and Financial Analysis Report – December 2014

Highlights

16. Payroll, plus charges and benefits, totaled R\$ 11.773 billion. Social benefits provided to all 95,520 employees of Bradesco Organization and their dependents amounted to R\$ 2.923 billion, while investments in education, training and development programs totaled R\$ 144.658 million.

17. Major Awards and Acknowledgments in the period:

- Largest private Brazilian group to be featured in the “Valor Grandes Grupos” ranking, which lists the 200 largest groups in the country. It also holds 1st place in the ranking of the 20 largest groups in the financial sector, while also leading in shareholder’s equity (Valor Econômico newspaper);
- For the 10th consecutive year, its common and preferred shares are listed on the Corporate Sustainability Index (ISE) of BMF&Bovespa;
- Winner of the 16th Abrasca award as the best “Annual Report 2013”, under the “Publicly-Traded Company – Group 1”;
- Featured on the annual “150 Best Companies to Work for in Brazil”, for the 15th time (Guia Você S/A Exame);
- One of the top mentions in “Best in People Management” poll (Valor Carreira magazine - Valor Econômico newspaper);
- Only Latin American bank to be featured in the “World’s 20 Greenest Banks” (Bloomberg Markets magazine); and

The Bradesco Organization fully complies with internationally recognized sustainability and corporate governance initiatives, particularly: *Global Compact*, *PRI (Principles for Responsible Investment)*, *Equator Principles*. We set our guidelines and strategies with a view to incorporating the best corporate sustainability practices into our businesses, considering the context and the potential of each region, thus contributing to the generation of value in the Organization. The driving forces behind our engagement are inclusion with education, democratization and presence, innovation, sustainability and continuity of our businesses. Our management process adopts economic and social and environmental indexes developed in Brazil and abroad, such as the Dow Jones Sustainability Index (DJSI), the Corporate Sustainability Index (ISE, of BM&FBovespa), and the Carbon Efficient Index (ICO2, also of BM&FBovespa), as well as the guidelines and indexes of the Global Reporting Initiative (GRI) and the Carbon Disclosure Project (CDP).

With a broad social and educational program in place for 58 years, Fundação Bradesco operates 40 schools across Brazil. Fundação Bradesco’s budget for 2014 totaled R\$ 520.277 million, R\$ 86.553 million of which was intended to restructuring high school education through classroom expansion works that enabled the foundation to offer free quality education to: a) 105,177 students enrolled in its schools in the following levels: basic education (kindergarten to high school) and vocational training - high school, youth and adult education; and preliminary and continuing vocational training, which focuses on creating jobs and income; b) 458,365 thousand students who completed at least one of

- Named one of the most sustainable companies in Brazil. (Guia Exame de Sustentabilidade/Study by Fundação Getulio Vargas de São Paulo). the distance-learning courses (EaD) available on the e-learning portal; and c) 33,856 beneficiaries in partnership projects and initiatives, including the Digital Inclusion Centers (CIDs), the Educa+Ação program and technology courses (Educar and Aprender). In addition to being guaranteed free quality education, the approximately 44 thousand students enrolled in the Basic Education system also receive uniforms, school supplies, meals, and medical and dental assistance.

Bradesco _____

Press Release**Main Information**

	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13
Income Statement for the Period - R\$ million						
Book Net Income	3,993	3,875	3,778	3,443	3,079	3,079
Adjusted Net Income	4,132	3,950	3,804	3,473	3,199	3,079
Total Net Interest Income	12,986	12,281	12,066	10,962	11,264	10,771
Gross Credit Margin	8,453	8,249	7,967	7,711	7,850	7,771
Net Credit Margin	5,146	4,901	4,826	4,850	4,889	4,901
Provision for Loan Losses (ALL) Expenses	(3,307)	(3,348)	(3,141)	(2,861)	(2,961)	(2,861)
Fee and Commission Income	5,839	5,639	5,328	5,283	5,227	4,901
Administrative and Personnel Expenses	(7,835)	(7,192)	(7,023)	(6,765)	(7,313)	(6,901)
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	17,806	12,904	13,992	11,450	14,492	11,000
Statement of Financial Position - R\$ million						
Total Assets	1,032,040	987,364	931,132	922,229	908,139	907,600
Securities	346,358	343,445	333,200	321,970	313,327	313,600
Loan Operations ⁽¹⁾	455,127	444,195	435,231	432,297	427,273	412,500
- Individuals	141,432	138,028	135,068	132,652	130,750	127,000
- Corporate	313,695	306,167	300,163	299,645	296,523	285,500
Allowance for Loan Losses (ALL) ⁽²⁾	(23,146)	(22,623)	(21,791)	(21,407)	(21,687)	(21,400)
Total Deposits	211,612	211,882	213,270	218,709	218,063	216,700
Technical Reserves	153,267	145,969	142,731	137,751	136,229	133,500
Shareholders' Equity	81,508	79,242	76,800	73,326	70,940	67,000
Assets under Management	1,426,099	1,385,135	1,304,690	1,277,670	1,260,056	1,256,200
Performance Indicators (%) on Adjusted Net Income (unless otherwise stated)						
Adjusted Net Income per Share - R\$ ^{(3) (4)}	3.66	3.44	3.23	3.03	2.91	2.91
Book Value per Common and Preferred Share - R\$ ⁽⁴⁾	19.43	18.89	18.31	17.48	16.90	15.90
Annualized Return on Average Equity ^{(5) (6)}	20.1	20.4	20.7	20.5	18.0	18.0
Annual Return on Common Equity of 11% - BIS III ⁽⁶⁾	24.2	24.3	24.2	23.9	-	-
Annualized Return on Average Assets ⁽⁶⁾	1.6	1.6	1.6	1.5	1.4	1.4
Average Rate - Annualized (Adjusted Net Interest Income / Total Average Assets - Purchase and Sale Commitments - Permanent Assets)	7.8	7.6	7.8	7.2	7.3	7.3
Fixed Assets Ratio - Total Consolidated	13.2	13.0	13.2	15.0	15.2	15.2
Combined Ratio - Insurance ⁽⁷⁾	85.9	86.5	86.3	86.4	86.1	86.1
Efficiency Ratio (ER) ⁽³⁾	39.2	39.9	40.9	41.9	42.1	42.1
Coverage Ratio (Fee and Commission Income/Administrative and Personnel Expenses) ⁽³⁾	76.7	75.9	74.1	73.6	71.8	71.8
Market Capitalization - R\$ million ⁽⁸⁾	145,536	146,504	134,861	135,938	128,085	136,100
Loan Portfolio Quality % ⁽⁹⁾						
ALL / Loan Portfolio ⁽²⁾	6.7	6.7	6.6	6.5	6.7	6.7

Edgar Filing: BANK BRADESCO - Form 6-K

Non-performing Loans (> 60 days ⁽¹⁰⁾ / Loan Portfolio)	4.3	4.4	4.4	4.2	4.2	4
Delinquency Ratio (> 90 days ⁽¹⁰⁾ / Loan Portfolio)	3.5	3.6	3.5	3.4	3.5	3
Coverage Ratio (> 90 days ⁽¹⁰⁾) ⁽²⁾	189.0	187.2	186.9	193.8	192.3	19
Coverage Ratio (> 60 days ⁽¹⁰⁾) ⁽²⁾	156.6	154.2	149.9	153.7	158.9	15
Operating Limits %						
Capital Adequacy Ratio - Total ⁽¹¹⁾	16.5	16.3	15.8	15.7	16.6	1
Capital Nivel I	12.9	12.6	12.1	11.9	12.3	1
- Common Equity	12.9	12.6	12.1	11.9	12.3	
Capital Nivel II	3.6	3.7	3.7	3.8	4.3	3

.. Economic and Financial Analysis Report – December 2014

Press Release**Main Information**

	Dec14	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13	Variation %	
									Dec14 x Sept14	Dec14 x Dec13
Structural Information - Units										
Service Points	75,176	74,028	73,208	73,320	72,736	71,724	70,829	69,528	1.6	3.4
- Branches	4,659	4,659	4,680	4,678	4,674	4,697	4,692	4,687	-	(0.3)
- PAs ⁽¹²⁾	3,486	3,497	3,497	3,484	3,586	3,760	3,795	3,786	(0.3)	(2.8)
- PAEs ⁽¹²⁾	1,145	1,159	1,175	1,186	1,180	1,421	1,454	1,457	(1.2)	(3.0)
- External Bradesco ATMs ⁽¹³⁾ ⁽¹⁴⁾	1,344	1,398	1,684	2,701	3,003	3,298	3,498	3,712	(3.9)	(55.2)
- Banco24Horas Network ATMs ⁽¹³⁾	12,450	12,213	12,023	11,873	11,583	11,229	11,154	10,966	1.9	7.5
- Bradesco Expresso (Correspondent Banks)	50,006	49,020	48,186	47,430	46,851	45,614	44,819	43,598	2.0	6.7
- Bradesco Promotora de Vendas	2,073	2,068	1,949	1,955	1,846	1,692	1,404	1,309	0.2	12.3
- Branches / Subsidiaries Abroad ATMs	13	14	14	13	13	13	13	13	(7.1)	-
- Bradesco Network	48,682	48,053	47,612	48,295	48,203	47,969	47,972	48,025	1.3	1.0
- Banco24Horas Network	31,089	31,107	31,509	32,909	33,464	33,933	34,322	34,719	(0.1)	(7.1)
Employees ⁽¹⁵⁾	17,593	16,946	16,103	15,386	14,739	14,036	13,650	13,306	3.8	19.4
Outsourced Employees and Interns	95,520	98,849	99,027	99,545	100,489	101,410	101,951	102,793	(3.4)	(4.9)
Customers - in millions	12,916	12,896	12,790	12,671	12,614	12,699	12,647	13,070	0.2	2.4
Active Checking Account Holders ⁽¹⁶⁾ ⁽¹⁷⁾	26.5	26.6	26.5	26.6	26.4	26.4	26.2	25.8	(0.4)	0.4
Savings Accounts ⁽¹⁸⁾	59.1	52.9	51.8	49.0	50.9	48.3	47.7	46.6	11.7	16.1
Insurance Group	46.9	46.3	45.5	45.3	45.7	45.3	44.2	42.9	1.3	2.6
- Policyholders	41.1	40.5	39.6	39.4	39.8	39.5	38.4	37.1	1.5	3.3
- Pension Plan Participants	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.3	-	-
- Capitalization Bond Customers	3.4	3.4	3.5	3.5	3.5	3.4	3.4	3.5	-	(2.9)
Bradesco Financiamientos ⁽¹⁶⁾	3.1	3.1	3.2	3.2	3.3	3.4	3.5	3.6	-	(6.1)

(1) Expanded Loan Portfolio: includes sureties and guarantees, letters of credit, advances of credit card receivables, co-obligations in loan assignments (receivables-backed investment funds and mortgage-backed receivables), co-obligations in rural loan assignments and operations bearing credit risk –

commercial portfolio, covering debentures and promissory notes;

(2) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit, and standby letter of credit, which comprises the concept of “excess” ALL;

(3) In the last 12 months;

(4) For comparison purposes, shares were adjusted in accordance with bonuses and stock splits;

(5) Excluding mark-to-market effect of Available-for-Sale Securities recorded under Shareholders’ Equity;

(6) Year-to-Date Adjusted Net Income;

(7) Excludes additional reserves;

(8) Number of shares (excluding treasury shares) multiplied by the closing price for common and preferred shares on the period’s last trading day;

(9) As defined by the Brazilian Central Bank (Bacen);

(10)Overdue Loans;

(11)Since October 2013, the Capital Adequacy Ratio calculation follows regulatory guidelines set forth in CMN Resolutions N^o4192/13 and 4193/13 Capital Adequacy Ratio (Basel III);

(12)PA (Service Branch): a result of the consolidation of PAB (Banking Service Branch), PAA (Advanced Service Branch) and Exchange Branches, according to CMN Resolution N^o4072/12; and PAEs – ATMs located on a company’s premises;

(13)Including overlapping ATMs within the Bank’s own network and the Banco24Horas Network;

(14)Such reduction relates to the sharing of external network ATM terminals by the Banco24Horas ATM network;

(15)The reduction in the fourth quarter of 2014 includes the transfer of 2,431 employees of Scopus Tecnologia to IBM Brazil;

(16) Number of individual customers (Corporate Tax IDs (CNPJs) and Individual Taxpayer IDs (CPFs));

(17)Refers to first and second checking account holders; and

(18) Number of accounts.

Press Release**Ratings****Main Ratings****Fitch Ratings**

Feasibility	Support	International Scale				Domestic Scale	
		Domestic Currency		Foreign Currency		Domestic	
		Long Term	Short Term	Long Term	Short Term	Long Term	Short Term
a -	2	A -	F1	BBB +	F2	AAA (bra)	F1 + (bra)

Moody's Investors Service

Financial Strength / Individual Credit Risk Profile	International Scale				Domestic Scale		
	Foreign Currency Senior Debt		Domestic Currency Deposit		Foreign Currency Deposit		Domestic Currency
	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	
C - / baa1	Baa1	Baa1	P - 2	Baa2	P-2	Aaa.br	BR - 1

Standard & Poor's

International Scale - Issuer's Credit Rating				Domestic Scale		Corporate Governance	Austin Rating	
Foreign Currency		Domestic Currency		Issuer's Credit Rating			Domestic Scale	Domestic Scale
Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	
BBB -	A - 3	BBB -	A - 3	brAAA	brA - 1 +	brAA+	brAAA	brA -1

Book Net Income vs. Adjusted Net Income

The main non-recurring events that affected Book Net Income in the periods below are presented in the following comparative chart:

	12M14	12M13	4Q14	R\$ million 3Q14
Book Net Income	15,089	12,011	3,993	3,875
Non-Recurring Events	270	191	139	75

Edgar Filing: BANK BRADESCO - Form 6-K

- Reversal of provision for tax contingencies ⁽¹⁾	(1,378)	-	-	(1,378)
- Impairment of assets ⁽²⁾	1,300	739	702	598
- Reversal of technical reserves ⁽³⁾	(754)	(2,572)	(754)	-
- Provision for labor contingencies ⁽⁴⁾	488	-	-	488
- Provision for tax contingencies ⁽⁵⁾	212	-	-	212
- Law nº 12.865/13 (REFIS)	-	(1,950)	-	-
- Rate adjustment at market value – NTNs	-	6,117	-	-
- Other ⁽⁶⁾	421	(385)	127	201
- Tax Effects	(19)	(1,758)	64	(46)
Adjusted Net Income	15,359	12,202	4,132	3,950
ROAE % ⁽⁷⁾	19.8	17.7	21.5	21.5
(ADJUSTED) ROAE % ⁽⁷⁾	20.1	18.0	22.3	22.0

(1) Includes the reversal of provision for tax risks related to the Cofins case, which had a favorable outcome for the Organization;

(2) In the fourth quarter of 2014, it includes the impairment of: (i) Securities – Shares, classified as Available for Sale, totaling R\$ 617 million; and (ii) Software, totaling R\$ 85 million; in 2014, it also includes the acknowledgment of impairment in shares of Banco Espírito Santo S.A. (BES), totaling R\$ 598 million; in 2013, it includes, primarily: (i) Securities – Shares, rated as Available-for-Sale, totaling R\$ 682 million; and (ii) Other Assets, totaling R\$ 57 million, arising from the reassessment of the expected return of these assets;

(3) In 2014 and in the fourth quarter of 2014, it includes the reversal of technical reserves (OPT - Other Technical Reserves), in accordance with SUSEP Circular Nº462/13, net of the constitution of other technical reserves (PCC - Complementary Reserve for Coverage, and PDR - Related Expense Reserve); and in 2013, it relates to the impact of adopting the discount rate of the actuarial liabilities flow - risk-free Long-Term Interest Rate Structure (ETTJ), in compliance with the provisions of SUSEP Circular Nº462/13;

(4) Includes the improved calculation methodology, originating from acquired banks, with unique characteristics, based on the updated recent loss history;

(5) Includes the provision for tax risks relating to the PIS-EC 17/97 case;

(6) In 2014, fourth quarter of 2014 and third quarter of 2014, it contemplates, primarily, the constitution of civil provisions; and in 2013, it includes, primarily: (i) the registration of tax credits, totaling R\$ 462 million; and (ii) the constitution of civil provisions; and

(7) Annualized.

Press Release**Summarized Analysis of Adjusted Income**

To provide for better understanding, comparison and analysis of Bradesco results, we use the Adjusted Income Statement for analysis and comments contained in this Economic and Financial Analysis Report, obtained from adjustments made to the Book Income Statement, detailed at the end of this Press Release,

which includes adjustments to non-recurring events shown on the previous page. Note that the Adjusted Income Statement serves as the basis for the analysis and comments made in Chapters 1 and 2 of this report.

	Adjusted Income Statement								R\$ million
			Variation				Variation		
	12M14	12M13	12M14 x 12M13		4Q14	3Q14	4Q14 x 3Q14		
			Amount	%			Amount	%	
Net Interest Income	48,295	43,286	5,009	11.6	12,986	12,281	705	5.7	
- Interest Earning Portion	47,806	42,686	5,120	12.0	12,763	12,238	525	4.3	
- Non-interest Earning Portion	489	600	(111)	(18.5)	223	43	180	-	
ALL	(12,657)	(12,045)	(612)	5.1	(3,307)	(3,348)	41	(1.2)	
Gross Income from Financial Intermediation	35,638	31,241	4,397	14.1	9,679	8,933	746	8.4	
Income from Insurance, Pension Plans and Capitalization Bonds ⁽¹⁾	5,047	4,471	576	12.9	1,363	1,170	193	16.5	
Fee and Commission Income	22,089	19,786	2,303	11.6	5,839	5,639	200	3.5	
Personnel Expenses	(13,967)	(13,061)	(906)	6.9	(3,676)	(3,564)	(112)	3.1	
Other Administrative Expenses	(14,848)	(14,512)	(336)	2.3	(4,159)	(3,628)	(531)	14.6	
Tax Expenses	(4,627)	(4,381)	(246)	5.6	(1,211)	(1,182)	(29)	2.5	
Companies	187	43	144	-	57	43	14	32.6	
Other Operating Income/ (Expenses)	(5,395)	(4,743)	(652)	13.7	(1,360)	(1,311)	(49)	3.7	
Operating Result	24,124	18,844	5,280	28.0	6,532	6,100	432	7.1	
Non-Operating Result	(183)	(120)	(63)	52.5	(68)	(45)	(23)	51.1	
Income Tax / Social Contribution	(8,469)	(6,425)	(2,044)	31.8	(2,308)	(2,075)	(233)	11.2	
Non-controlling Interest	(113)	(97)	(16)	16.5	(24)	(30)	6	(20.0)	
Adjusted Net Income	15,359	12,202	3,157	25.9	4,132	3,950	182	4.6	

(1) Income from Insurance, Pension Plans and Capitalization Bonds = Insurance, Pension Plan and Capitalization Bond Retained Premiums – Changes in Technical Reserves for Insurance, Pension Plans and Capitalization Bonds – Retained Claims – Capitalization Bond Draws and Redemption – Insurance, Pension Plan and Capitalization Bond Sales Expenses.

Bradesco

Press Release

Summarized Analysis of Adjusted Income

Adjusted Net Income and Profitability

The return on the Average Adjusted Shareholder's Equity (ROAE) stood at 20.1% in December 2014. Such performance stems from the growth of adjusted net income, which increased by 4.6% quarter-over-quarter and 25.9% compared with the previous year. The main events that affected adjusted net income are detailed below.

Adjusted net income reached R\$ 4,132 million in the fourth quarter of 2014, up R\$ 182 million compared to the previous quarter, mainly due to (i) higher net interest income, due to increased "interest" and "non-interest" earning portions; (ii) increased fee and commission income, due to an increase in business volume; (iii) higher income from insurance, pension plans and capitalization bonds; and partially impacted by: (iv) increased administrative and personnel expenses.

In 2014, adjusted net income reached R\$ 15,359 million, up R\$ 3,157 million from the previous year, due to: (i) higher revenues from interest earning portion; (ii) increased fee and commission income; (iii) higher income from Insurance, Pension Plans and Capitalization Bonds; (iv) increased administrative and personnel expenses, although at a rate below inflation for the period; and (v) increase in other operating expenses, net of other operating income.

Shareholders' Equity stood at R\$ 81,508 million in December 2014, up 14.9% over December 2013. Capital Adequacy Ratio stood at 16.5%, 12.9% of which was classified as Common Equity/Tier I.

Total Assets reached R\$ 1.032 trillion in December 2014, a 13.6% increase over December 2013, driven by the increased business volume. Return on Average Assets (ROAA) reached 1.6%.

Summarized Analysis of Adjusted Income

Efficiency Ratio (ER)

The 12-month accumulated ER⁽¹⁾ reached 39.2% in the fourth quarter of 2014, again registering his best historical level, and in line with the published target. This result was due to: (i) investments in organic growth, which enabled an increase in income; and (ii) the continued efforts to control expenses, including our Efficiency Committee actions and investments in Information Technology, which have improved internal systems and processes. It should be mentioned that the 0.7 p.p. improvement compared to the previous quarter was primarily due to: (i) higher fee and commission and net interest income; and (ii) the strict control of our operating expenses, which were held below inflation; all these factors also contributed to the improvement of the ER in the “risk-adjusted” concept, reflecting the impact of the risk associated with loan operations⁽²⁾, which reached 47.9%, an improvement of 0.8 p.p. in the quarter.

Quarterly ER rose from 38.5% in the third quarter of 2014 to 39.9% in the fourth quarter of 2014, primarily due to: (i) higher administrative expenses, primarily due to the seasonal effect of the fourth quarter, which impacted mainly advertising expenses; and partially offset by: (ii) the increase in revenues from fees and commission and in the interest earning portion. This indicator showed improvement when compared with the same period of the previous year, primarily due to the increase in interest earning portion and in fees and commission income.

(1) ER = (Personnel Expenses – Employee Profit Sharing + Administrative Expenses)/(Net Interest Income + Fee and Commission Income + Income from Insurance + Equity in the Earnings (Losses) of Unconsolidated Companies + Other Operating Income – Other Operating Expenses). If we considered the ratio between (i) total administrative costs (Personnel Expenses + Administrative Expenses + Other Operating Expenses + Tax Expenses not related to income generation + Insurance Sales Expenses) and (ii) net income generation of related taxes (not considering Insurance Claims and Sales Expenses), our ER accumulated in the last 12 months in the fourth quarter of 2014 would be 43.0%; and

(2) Including ALL expenses, adjusted for discounts granted, loan recovery and sale of foreclosed assets, among others.

Bradesco _____

Press Release

Summarized Analysis of Adjusted Income

Net Interest Income

In the quarter-over-quarter comparison, the R\$ 705 million growth was mainly due to: (i) increased income from interest earning portion, totaling R\$ 525 million, particularly in Insurance and Loans; and (ii) increased non-interest earning portion of the net interest income, totaling R\$ 180 million.

In the year-over-year comparison, net interest income was up R\$ 5.009 million, primarily due to: (i) higher interest earning portion, totaling R\$ 5.120 million, due to the increase in business volumes, particularly in the Loan and Funding business lines, and offset by: (ii) lower non-interest earning portion, totaling R\$ 111 million.

Economic and Financial Analysis Report – December 2014

Press Release

Summarized Analysis of Adjusted Income
NII - Interest Earning Portion – Annualized Average Rates

	12M14			12M13			R\$ million
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate	
Loans	32,379	341,470	9.5%	30,691	312,737	9.8%	
Funding	6,296	373,313	1.7%	4,733	338,209	1.4%	
Insurance	4,303	143,307	3.0%	3,616	131,290	2.8%	
Securities/Other	4,828	342,564	1.4%	3,646	309,746	1.2%	
Net Interest Income	47,806	-	7.2%	42,686	-	6.9%	

	4Q14			3Q14			
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate	
Loans	8,453	350,957	10.0%	8,249	340,395	10.1%	
Funding	1,686	380,240	1.8%	1,625	373,221	1.8%	
Insurance	1,253	150,537	3.4%	1,005	144,792	2.8%	
Securities/Other	1,371	360,410	1.5%	1,359	339,591	1.6%	
Net Interest Income	12,763	-	7.7%	12,238	-	7.5%	

The annualized interest financial margin rate stood at 7.7% in the fourth quarter of 2014, up 0.2 p.p. on the previous quarter, primarily due to income from the Insurance interest margin.

 Bradesco

____ Press Release

Summarized Analysis of Adjusted Income

Expanded Loan Portfolio⁽¹⁾

In December 2014, Bradesco's expanded loan portfolio totaled R\$ 455.1 billion. The increase of 2.5% in the quarter was primarily due to: (i) SMEs, which recorded a 2.8% growth; (ii) Individuals, recording a 2.5% growth and (iii) Corporations, which grew 2.3%.

In the last twelve months, the portfolio increased by 6.5%, broken down by: (i) 8.2% in Individuals; (ii) 7.3% in Corporations; and (iii) 3.4% in SMEs.

In the Corporate segment, the products that posted the strongest growth in the last 12 months were: (i) real estate financing; and (ii) rural loans. For Individuals, the highlights were: (i) real estate financing; and (ii) payroll-deductible loan. It should be mentioned that products which present the lowest risk represented the greatest growth.

(1) In addition to Bacen loan portfolio, it includes sureties, guarantees, letters of credit, advances of credit card receivables, debentures, promissory notes, co-obligation in receivables-backed investment funds, mortgage-backed receivables, and farm loans.

For more information, see Chapter 2 of this Report.

Allowance for Loan Losses (ALL) ⁽¹⁾

In the fourth quarter of 2014, allowance for loan losses (ALL) stood at R\$ 3,307 million, down R\$ 41 million, or 1.2% compared to the previous quarter, despite the 3.2% increase in the volume of loan operations – as defined by Bacen, reflecting the reduction in delinquency during the period.

In the year-over-year comparison, this expense increased by 5.1%, even after accounting for the 7.3% increase in loan operations – as defined by Bacen, resulting from the stable delinquency level in the last 12 months.

It must be noted that these results were due to the consistency of the loan granting policy and processes, quality of guarantees obtained, as well as the constant improvement in the loan recovery process and the change in the product mix.

(1) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit, and standby letter of credit, which comprises the concept of “excess” ALL.

For more information, see Chapter 2 of this Report.

- - Economic and Financial Analysis Report – December 2014

Summarized Analysis of Adjusted Income

Delinquency Ratio⁽¹⁾

The total delinquency ratio, which contemplates operations that are over 90 days past due, was down when compared with the previous quarter.

This improvement was observed for Individuals as well as for SMEs. In the year-over-year comparison, this indicator remained stable.

Compared to the last quarter, short-term delinquency, including operations past due between 15 and 90 days, decreased for Individuals and for Corporations.

In the year-over-year comparison, this indicator also showed reduction, primarily due to the significant improvement in the Individuals segment.

(1) As defined by the Brazilian Central Bank (Bacen).

Press Release

Summarized Analysis of Adjusted Income Coverage Ratios

Bradesco monitors the development of its loan portfolio, as well as respective risks, by internally applying the expanded portfolio concept. In addition to the allowance for loan losses (ALL) required by Bacen, Bradesco has excess ALL to support potential stress scenarios, as well as other operations/commitments bearing credit risks.

The following graph presents the changes in coverage ratio of the Allowance for Loan Losses (ALL) for loans past due for more than 60 and 90 days. This indicator shows some improvement when compared with the previous quarter, due to a drop in delinquency for the period. In December 2014, these ratios stood at comfortable levels, reaching 156.6% and 189.0%, respectively.

(1) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit, and standby letter of credit, which comprises the concept of “excess” ALL.

Economic and Financial Analysis Report – December 2014

Summarized Analysis of Adjusted Income**Income from Insurance, Pension Plans and Capitalization Bonds**

Net income for the fourth quarter of 2014 totaled R\$ 1.236 billion, up 23.5% when compared to the same period in the previous year (R\$ 1.001 billion), and to the third quarter of 2014 (R\$ 1.058 billion), Net Income increased by 16.8%, and an annualized return on Adjusted Shareholder's Equity of 29.4%.

Net Income for 2014 totaled R\$ 4.406 billion, a 17.8% increase when compared to the same period in the previous year (R\$ 3.740 billion), for a return on Adjusted Shareholders' Equity of 23.7%.

(1) Excluding additional provisions.

	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13
Net Income	1,236	1,058	1,072	1,040	1,001	878	9
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	17,806	12,904	13,992	11,450	14,492	11,069	13,2
Technical Reserves	153,267	145,969	142,731	137,751	136,229	133,554	131,8
Financial Assets	166,022	158,207	154,261	147,725	146,064	143,423	141,9
Claims Ratio (%)	70.9	72.7	70.2	70.1	71.1	72.7	7
Combined Ratio (%)	85.9	86.5	86.3	86.4	86.1	86.9	8
Policyholders / Participants and Customers (in thousands)	46,956	46,303	45,468	45,260	45,675	45,292	44,2
Employees (unit)	7,113	7,135	7,152	7,265	7,383	7,462	7,4
Market Share of Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income (%) ⁽¹⁾	24.0	23.3	23.5	23.4	24.2	23.8	2

(1) The fourth quarter of 2014 includes the latest data released by SUSEP (November 2014).

Note: For purposes of comparison between the indexes for the aforementioned periods, the effects of non-recurring events have not been considered.

Summarized Analysis of Adjusted Income

Disregarding the DPVAT agreement, income increased 38.3% in the fourth quarter of 2014 when compared to the previous quarter, led by the performance of the Life and Pension Plans segment, which was driven by a greater concentration of private pension contributions during the period.

Disregarding the DPVAT agreement, an increase of 23.7% was recorded when compared to the fourth quarter of 2013, resulting from increased production of more than two digits across all segments.

Disregarding the DPVAT agreement, production increased by 13.9% in 2014 when compared to the same period of the previous year, driven by Auto/RE, Health, Capitalization and Life and Pension Plans products, which grew 28.0%, 22.5%, 15.2% and 7.0%, respectively.

Net income for the fourth quarter of 2014 was 16.8% higher compared to the previous quarter, primarily due to: (i) an increase in revenue; (ii) a 1.8 p.p. drop in claims ratio; (iii) a stable sales ratio; (iv) improvement in the administrative efficiency ratio; and (v) growth in the financial and equity income.

Net income for the fourth quarter of 2014 was 23.5% higher compared to the same period in the previous year, primarily due to: (i) an increase in revenue; (ii) a reduction in claims and sales ratio; (iii) improvement in the administrative efficiency ratio; and (iv) growth in the financial and equity income.

Net income for 2014 was 17.8% higher compared to the same period in the previous year, due to: (i) an increase in revenue; (ii) stable claims and sales ratio; (iii) improvement in the administrative efficiency ratio; and (iv) growth in the financial and equity income.

Minimum Capital Required - Grupo Bradesco Seguros

According to Resolution CNSP N^o302/13, corporations should have adjusted shareholder's equity (ASE) equal to or higher than the minimum capital required (MCR). MCR is equivalent to the largest value between the base capital and risk capital. Until the National Council of Private Insurance (CNSP) regulates the market-risk additional capital, the Company is calculating the venture capital based on underwriting, credit and operating risks. For companies regulated by the ANS, Normative Resolution N^o209/09 establishes that corporations should have adjusted shareholder's equity (ASE) equal to or higher than the Solvency Margin.

The capital adjustment and management process is continuously monitored, and aims to ensure that Grupo Bradesco Seguros keeps a solid capital base to support the development of activities and cope with the risks in any market situation, in compliance with regulatory requirements and/or Corporate Governance principles. Companies must permanently maintain a capital compatible with the risks for their activities and transactions, according to the characteristics and peculiarities of each company belonging to Grupo Bradesco Seguros, represented by adequate capital levels. Grupo Bradesco Seguros permanently observes the limits required by the respective regulatory entities. The Minimum Capital Required on December 31, 2014 was R\$ 7.343 billion (November 2014).

- Economic and Financial Analysis Report – December 2014

Press Release

Summarized Analysis of Adjusted Income

Fee and Commission Income

In the fourth quarter of 2014, provision of services income totaled R\$ 5,839 million, for a growth of R\$ 200 million, or 3.5%, over the previous quarter, primarily due to increased business volume, led by the performance of cards and checking account income.

In the year-over-year comparison, the increase of R\$ 2,303 million, or 11.6%, was primarily due to: (i) increase in the volume of operations, which are resulting from continuous investments in technology and service channels; and (ii) progress in the customer segmentation process, allowing a more adequate offer of products and services. It must be noted that the incomes that have most contributed to this result derived from: (i) the good performance of the cards activity, result of (a) increased revenue; (b) increased credit and debit cards base; and (c) the greater volume of transactions made; (ii) the growth of checking account incomes, due primarily to increase in business; (iii) greater loan operations income, resulting from an increase in the volume of operations and sureties and guarantees in the period; and increase in income from: (iv) consortium management; (iv) fund management; and (vi) collection.

Economic and Financial Analysis Report – December 2014

Summarized Analysis of Adjusted Income

Personnel Expenses

In the fourth quarter of 2014, the increase of R\$ 112 million, or 3.1%, from the previous quarter is a result of variations in:

- structural expenses – an increase of R\$ 52 million arising from higher expenses with proceeds, social security contributions and benefits, due to an increase in wages, in accordance with the 2014 collective bargaining agreement; and
- non-structural expenses – an increase of R\$ 60 million, primarily due to greater expenses with: (i) provision for labor claims; and (ii) cost of terminations and charges.

In the year-over-year comparison, the increase of R\$ 906 million, or 6.9%, was primarily due to:

- the growth of R\$ 710 million of the “structural” portion, related to higher expenses with payroll, social charges and benefits, affected by increased wage levels, in accordance with 2013 and 2014 collective agreements (readjustments of 8.0% and 8.5%, respectively); and
- in the “non-structural portion”, the reduction of R\$ 196 million, which resulted mainly from higher expenses with: (i) profit and income sharing of managers and employees; and (ii) termination and charges costs.

Note: Structural Expenses = Salaries + Social Charges + Benefits + Pension Plans.

Non-Structural Expenses = Employee and Management Profit Sharing + Training + Labor Provision + Costs with Termination of Employment Contracts.

(1) The reduction in the fourth quarter of 2014 includes the transfer of 2,431 employees of Scopus Tecnologia to IBM Brazil.

Bradesco _____

Press Release

Summarized Analysis of Adjusted Income

Administrative Expenses

In the year-over-year comparison, the increase of 2.3% was primarily due to a consistent cost control, despite increasing expenses with: (i) growth in turnover and services in the period; (ii) contractual adjustments; and (iii) expansion of 2,440 Service Points in the period, bringing the total number of Service Points to 75,176 on December 31, 2014. We should note the performance of inflation indexes over the past 12 months: the IPCA and IGP-M were up 6.4% and 3.7%, respectively.

Quarter-over-quarter, the 14.6% increase was primarily due to: (i) the seasonal effect of higher advertising expenses, due to the investments made to support institutional positioning and product offering actions; and (ii) the increase in turnover and services concentrated in the period, which in turn resulted in greater expenses with: (a) third-party services; (b) maintenance and conservation of assets; and (c) data processing.

Other Operating Income and Expenses

Other operating expenses, net of other operating income, totaled R\$ 1,360 million in the fourth quarter of 2014, a R\$ 49 million increase over the previous quarter, primarily due to greater expenses with sales of the Credit Card product.

In the year-over-year comparison, the increase of R\$ 652 million is primarily due to: (i) higher expenses with operating provisions, mainly contingent liabilities; and (ii) higher expenses with sales of the Credit Card product.

Economic and Financial Analysis Report – December 2014

Summarized Analysis of Adjusted Income Income Tax and Social Contribution

Expenses with income tax and social contribution were up 11.2% and 31.8% in the quarterly and annual comparison, respectively; these variations resulted from higher taxable income.

Unrealized Gains

Unrealized gains totaled R\$ 19,343 million in the fourth quarter of 2014, a R\$ 345 million increase from the previous quarter. Such variation is mainly due to: (i) the appreciation of investments, mainly Cielo shares, which increased by 4.2% in the quarter; partially offset by (ii) the devaluation of fixed income securities.

Capital Ratios - Basel III

Capital Adequacy Ratio

The implementation of the new capital structure in Brazil began in October 2013. Through the CMN Resolution N^o4192/13, Bacen provided a new methodology to assess Capital, replacing CMN Resolution N^o3444/07.

In December 2014, Capital stood at R\$ 98,605 million, against risk-weighted assets totaling R\$ 597,213 million. The Capital Adequacy Ratio recorded an increase of 0.2 p.p. compared to the previous quarter, rising from 16.3% in December 2013 to 16.5% in December 2014, primarily due to: (i) the increase in Shareholders' Equity, resulting from improved results for the quarter; and (ii) the effect of reallocation of funds from the Insurance Group, which had a positive impact on prudential adjustments; partially offset by: (iii) the increase in risk-weighted assets, caused by the expansion of the loan portfolio.

Full Impact – Capital Adequacy Ratio

We include a Capital Adequacy Ratio simulation, considering the opening of some of the main future adjustments, which include: (i) the application of 100% of the deductions provided in the implementation schedule; (ii) the reallocation of resources on behalf of our Insurance Group; and (iii) the realization of tax credits arising from tax losses until December 2018, for a rate of 12.4% of common equity, which, added to funding obtained via subordinated debt, may amount to an approximate Tier I ratio of 13.9 %.

Buffer Capital/Return on Shareholders' Equity at 11%

Banco Bradesco has developed a measurement methodology, and structured processes for the implementation of buffer capital, so that it can maintain enough capital available to cope with the risks incurred.

The Governance structure responsible for the evaluations and approvals of buffer capital is composed of a Committee subordinated to the Board of Directors, and Committees that report to the Board of Executive Officers.

This structure decided to maintain a minimum buffer capital of 27%, considering the minimum regulatory capital requirement of 11%.

Considering the minimum required Common Equity of 11% according to the full interpretation of Capital Adequacy Ratio rules, profitability would be 24.2%.

Bradesco _____

Press Release

Economic Scenario

The fourth quarter was characterized by increased financial volatility at the international level. Uncertainty regarding the global economy's pace of recovery was compounded by a significant drop in commodity prices, especially oil. With the exception of the U.S., there was a downward revision of growth projections for major regions of the globe. The slowing growth of the Chinese economy is in progress, while persistently low inflation in the Euro area continue to frustrate the economic recovery of those countries. At the same time, the drop in oil prices, which began mid-year, has gained new momentum with the OPEC member countries' decision not to reduce their production.

However, so far the more adverse global scenario has not been enough to interrupt the recovery of U.S. growth. In this context, the Federal Reserve ended its program of asset purchase and signaling that the monetary normalization process can begin in the second half of 2015. Unlike the U.S., Euro area economies and Japan have faced increased difficulty in resuming sustained growth rates. With that, the Central Bank of Japan and the European Central Bank have been compelled to intensify the adoption of monetary stimulus measures.

The loss of exchange terms due to the dropping prices of commodities on a world level, and the trend of international appreciation of the dollar create challenges to emerging nations' management of economic policy. On the other hand, this very same global scenario also creates some valuable opportunities for countries that adopt effective economic and institutional differentiation measures.

Under this context, it becomes increasingly imperative that Brazil strengthens its commitment to sustainable economic policies. Efforts in this direction represent a requirement for the maintenance of the macroeconomic predictability and income gains, in addition to raising the

Indicators for domestic economic activities have been modest, further highlighting the relevance of structural initiatives aimed at promoting future growth. The constant search for excellence in education is Brazil's front line in its battle to become more competitive and to expedite its efforts to upgrade infrastructure. It is always important to remind that, in the long term, the main source of economic growth is productivity, which becomes an even more relevant topic within a global context characterized by high levels of efficiency.

Productive investments tend to play an increasingly relevant role in the composition of growth over the next few years, which should be favored by the increased share of the capital market in funding of infrastructure projects. At the same time, despite the shift in consumer market expansion levels in some segments, the potential of domestic demand for goods and services has yet to be depleted, and there is still much room for growth. Income gains, employment formalization, diversification of consumption habits and social mobility are still key influential factors.

Bradesco maintains a positive outlook towards Brazil, with favorable perspectives for its operating segments. Credit volume is growing at sustainable and risk-compatible rates, whereas delinquency rates are stabilized at historically low and controlled levels. The scenario is still very promising for the Brazilian banking and insurance sectors.

confidence level of economic agents.

Economic and Financial Analysis Report – December 2014

Main Economic Indicators

Main Indicators (%)	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	12
Interbank Deposit Certificate (CDI)	2.76	2.72	2.51	2.40	2.31	2.12	1.79	1.61	1
Ibovespa	(7.59)	1.78	5.46	(2.12)	(1.59)	10.29	(15.78)	(7.55)	(
USD – Commercial Rate	8.37	11.28	(2.67)	(3.40)	5.05	0.65	10.02	(1.45)	1
General Price Index - Market (IGP-M)	1.89	(0.68)	(0.10)	2.55	1.75	1.92	0.90	0.85	
Extended Consumer Price Index (IPCA) – Brazilian Institute of Geography and Statistics (IBGE)	1.72	0.83	1.54	2.18	2.04	0.62	1.18	1.94	
Federal Government Long-Term Interest Rate (TJLP)	1.24	1.24	1.24	1.24	1.24	1.24	1.24	1.24	
Reference Interest Rate (TR)	0.26	0.25	0.15	0.19	0.16	0.03	-	-	
Savings Account (Old Rule) ⁽¹⁾	1.77	1.76	1.66	1.70	1.67	1.54	1.51	1.51	
Savings Account (New Rule) ⁽¹⁾	1.77	1.76	1.66	1.70	1.67	1.47	1.30	1.25	
Business Days (number)	65	66	61	61	64	66	63	60	
Indicators (Closing Rate)									
USD – Commercial Selling Rate - (R\$)	2.6562	2.4510	2.2025	2.2630	2.3426	2.2300	2.2156	2.0138	2.
Euro - (R\$)	3.2270	3.0954	3.0150	3.1175	3.2265	3.0181	2.8827	2.5853	3.
Country Risk (points)	259	239	208	228	224	236	237	189	
Basic Selic Rate Copom (% p.a.)	11.75	11.00	11.00	10.75	10.00	9.00	8.00	7.25	1
BM&F Fixed Rate (% p.a.)	12.96	11.77	10.91	11.38	10.57	10.07	9.39	7.92	1

(1) Regarding the new savings account yield rule, it was defined that: (i) existing deposits up to May 3, 2012 will continue to yield at TR + interest of 6.17% p.a.; and (ii) for deposits made as of May 4, 2012, the new rules are: (a) if the Selic rate is higher than 8.5% p.a., a yield of TR + 6.17% p.m. interest will be maintained; and (b) if the Selic rate is equal or lower than 8.5% p.a., the yield will be 70% of Selic rate + TR.

Projections for 2017

%	2015	2016	2017
USD - Commercial Rate (year-end) - R\$	2.75	2.84	2.92
Extended Consumer Price Index (IPCA)	6.81	5.20	5.00
General Price Index - Market (IGP-M)	5.00	5.00	5.00
Selic (year-end)	12.50	11.50	10.50
Gross Domestic Product (GDP)	0.50	2.00	3.00

Press Release

Guidance

Bradesco's Outlook for 2015

This guidance contains forward-looking statements that are subject to risks and uncertainties, as they are based on Management's expectations and assumptions and information available to the market as of the date hereof.

Loan Portfolio ⁽¹⁾	5 to 9 %
Individuals	8 to 12 %
Companies	4 to 8 %
NII - Interest Earning Portion	6 to 10 %
Fee and Commission Income	8 to 12 %
Operating Expenses ⁽²⁾	5 to 7 %
Insurance Premiums	12 to 15 %

(1) Expanded Loan Portfolio; and

(2) Administrative and Personnel Expenses.

Economic and Financial Analysis Report – December 2014

Press Release**Book Income vs. Managerial Income vs. Adjusted Income Statement****Analytical Breakdown of Book Income vs. Managerial Income vs. Adjusted Income Statement****Fourth Quarter of 2014**

	Book Income Statement	Managerial Reclassifications (1)	4Q14 Income Statement prior to Non-recurring Events
Net Interest Income	11,524	845	12,369
ALL	(3,780)	473	(3,307)
Gross Income from Financial Intermediation	7,743	1,318	9,061
Income from Insurance, Pension Plans and Capitalization Bonds	2,117	-	2,117
Fee and Commission Income	5,787	52	5,839
Personnel Expenses	(3,676)	-	(3,676)
Other Administrative Expenses	(4,229)	70	(4,159)
Tax Expenses	(1,012)	(239)	(1,251)
Companies	57	-	57
Other Operating Income/Expenses	(2,134)	562	(1,572)
Operating Result	4,655	1,763	6,418
Non-Operating Result	(178)	110	(68)
Income Tax / Social Contribution and Non-controlling Interest	(484)	(1,872)	(2,356)
Net Income	3,993	-	3,993

(1) Includes managerial reclassifications in items from the income statement, which allow a better analysis of business items, particularly hedge adjustment, which represents the partial result of derivatives used for hedge investments abroad, which in terms of Net income, simply cancels the tax effect (IR/CS and PIS/COFINS) of this hedge strategy, in the amount of R\$ 2,100 million.

Bradesco _____

Press Release**Book Income vs. Managerial Income vs. Adjusted Income Statement****Analytical Breakdown of Book Income vs. Managerial Income vs. Adjusted Income Statement**

Third quarter of 2014

	Book Income Statement	Managerial Reclassifications (1)	3Q14 Income Statement prior to Non-recurring Events	N
Net Interest Income	9,889	1,794	11,683	
ALL	(3,775)	427	(3,348)	
Gross Income from Financial Intermediation	6,114	2,221	8,335	
Income from Insurance, Pension Plans and Capitalization Bonds	1,170	-	1,170	
Fee and Commission Income	5,587	52	5,639	
Personnel Expenses	(4,052)	-	(4,052)	
Other Administrative Expenses	(3,664)	35	(3,628)	
Tax Expenses	(910)	(286)	(1,195)	
Companies	43	-	43	
Other Operating Income/Expenses	(545)	187	(358)	
Operating Result	3,743	2,209	5,954	
Non-Operating Result	(94)	51	(45)	
Income Tax / Social Contribution and Non-controlling Interest	226	(2,260)	(2,034)	
Net Income	3,875	-	3,875	

(1) Includes managerial reclassifications in items from the income statement, which allow a better analysis of business items, particularly hedge adjustment, which represents the partial result of derivatives used for hedge investments abroad, which in terms of Net income, simply cancels the tax effect (IR/CS and PIS/COFINS) of this hedge strategy, in the amount of R\$ 2,536 million.

Economic and Financial Analysis Report – December 2014

Press Release**Book Income vs. Managerial Income vs. Adjusted Income Statement****Analytical Breakdown of Book Income vs. Managerial Income vs. Adjusted Income Statement**

Fiscal year 2014

	Book Income Statement	Managerial Reclassifications (1)	12M14 Income Statement prior to Non-recurring Events
Net Interest Income	48,457	(1,377)	47,080
ALL	(14,451)	1,794	(12,657)
Gross Income from Financial Intermediation	34,006	417	34,423
Income from Insurance, Pension Plans and Capitalization Bonds	5,803	-	5,803
Fee and Commission Income	21,790	299	22,089
Personnel Expenses	(14,455)	-	(14,455)
Other Administrative Expenses	(15,015)	166	(14,848)
Tax Expenses	(4,232)	(449)	(4,680)
Companies	187	-	187
Other Operating Income/Expenses	(7,030)	2,282	(4,747)
Operating Result	21,054	2,715	23,770
Non-Operating Result	(516)	334	(183)
Income Tax / Social Contribution and Non-controlling Interest	(5,449)	(3,048)	(8,498)
Net Income	15,089	-	15,089

(1) Includes managerial reclassifications in items from the income statement, which allow a better analysis of business items, particularly hedge adjustment, which represents the partial result of derivatives used for hedge investments abroad, which in terms of Net income, simply cancels the tax effect (IR/CS and PIS/COFINS) of this hedge strategy, in the amount of R\$ 3,452 million.

Bradesco

Press Release**Book Income vs. Managerial Income vs. Adjusted Income Statement****Analytical Breakdown of Book Income vs. Managerial Income vs. Adjusted Income Statement**

Fiscal year 2013

	Book Income Statement	Managerial Reclassifications (1)	12M13 Income Statement prior to Non-recurring Events
Net Interest Income	38,457	(1,878)	36,579
ALL	(13,481)	1,435	(12,046)
Gross Income from Financial Intermediation	24,976	(443)	24,533
Income from Insurance, Pension Plans and Capitalization Bonds	7,457	-	7,457
Fee and Commission Income	19,460	326	19,786
Personnel Expenses	(13,061)	-	(13,061)
Other Administrative Expenses	(14,430)	(82)	(14,512)
Tax Expenses	(4,029)	(311)	(4,340)
Companies	43	-	43
Other Operating Income/Expenses	(6,024)	2,634	(3,390)
Operating Result	14,393	2,124	16,517
Non-Operating Result	(242)	76	(166)
Income Tax / Social Contribution and Non-controlling Interest	(2,139)	(2,200)	(4,339)
Net Income	12,011	-	12,011

(1) Includes managerial reclassifications in items from the income statement, which allow a better analysis of business items, particularly hedge adjustment, which represents the partial result of derivatives used for hedge investments abroad, which in terms of Net income, simply cancels the tax effect (IR/CS and PIS/COFINS) of this hedge strategy, in the amount of R\$ 2,467 million.

Economic and Financial Analysis Report – December 2014

Economic and Financial Analysis**Consolidated Statement of Financial Position and Adjusted Income Statement****Statement of Financial Position**

	R\$ million							
	Dec14	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13
Assets								
Current and Long-Term Assets	1,016,970	972,315	915,986	906,760	892,495	892,363	881,121	879,192
Cash and Cash Equivalents	14,646	11,316	11,535	12,110	12,196	16,427	16,180	11,347
Interbank Investments	202,412	181,335	137,654	127,014	135,456	144,967	147,485	171,333
Securities and Derivative Financial Instruments	346,358	343,445	333,200	321,970	313,327	313,679	309,027	300,600
Interbank and Interdepartmental Accounts	52,004	48,540	56,115	61,740	56,995	52,121	52,150	52,769
Loan and Leasing Operations	318,233	309,264	302,276	301,914	296,629	286,899	281,982	276,022
Allowance for Loan Losses (ALL) ⁽¹⁾	(22,724)	(22,255)	(21,458)	(21,051)	(21,349)	(21,476)	(21,455)	(21,359)
Other Receivables and Assets	106,041	100,670	96,664	103,063	99,241	99,746	95,752	88,480
Permanent Assets	15,070	15,049	15,146	15,469	15,644	15,331	15,576	15,275
Investments	1,712	1,931	1,887	1,871	1,830	1,910	1,920	1,867
Premises and Leased Assets	4,887	4,591	4,579	4,597	4,668	4,392	4,464	4,550
Intangible Assets	8,471	8,527	8,680	9,001	9,146	9,029	9,192	8,858
Total	1,032,040	987,364	931,132	922,229	908,139	907,694	896,697	894,467
Liabilities								
Current and Long-Term Liabilities	949,846	907,366	853,622	847,794	835,917	839,393	829,426	823,788
Deposits	211,612	211,882	213,270	218,709	218,063	216,778	208,485	205,870
Federal Funds Purchased and Securities Sold under Agreements to Repurchase	320,194	297,814	255,611	250,716	256,279	258,580	266,825	281,045
Funds from Issuance of Securities	84,825	75,283	69,877	64,511	57,654	55,427	53,821	47,832
Interbank and Interdepartmental Accounts	5,958	4,540	5,673	5,343	6,864	4,806	3,793	3,815
Borrowing and Onlending	58,998	56,561	54,142	56,724	56,095	51,307	49,121	46,209
Derivative Financial Instruments	3,282	5,076	4,727	3,894	1,808	3,238	3,141	2,590
Reserves for Insurance, Pension Plans and Capitalization Bonds	153,267	145,969	142,732	137,751	136,229	133,554	131,819	127,367
Other Reserve Requirements	111,710	110,241	107,590	110,146	102,925	115,703	112,421	109,060
Deferred Income	293	266	224	560	677	676	661	632
Non-controlling Interest in Subsidiaries	393	490	486	549	605	592	582	605
Shareholders' Equity	81,508	79,242	76,800	73,326	70,940	67,033	66,028	69,442

Total **1,032,040,987,364,931,132,922,229,908,139,907,694,896,697,894,467**

(1) Including the allowance for guarantees provided, in December 2014, Allowance for Loan Losses (ALL) totaled R\$ 23,146 million.

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis

Consolidated Statement of Financial Position and Adjusted Income Statement

Adjusted Income Statement

	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13
Net Interest Income	12,986	12,281	12,066	10,962	11,264	10,729	10,587
- Interest Earning Portion	12,763	12,238	11,854	10,951	10,986	10,622	10,569
- Non-interest Earning Portion	223	43	212	11	278	107	18
ALL	(3,307)	(3,348)	(3,141)	(2,861)	(2,961)	(2,881)	(3,094)
Gross Income from Financial Intermediation	9,679	8,933	8,925	8,101	8,303	7,848	7,493
Income from Insurance, Pension Plans and Capitalization Bonds ⁽¹⁾	1,363	1,170	1,270	1,244	1,188	1,100	1,028
Fee and Commission Income	5,839	5,639	5,328	5,283	5,227	4,977	4,983
Personnel Expenses	(3,676)	(3,564)	(3,448)	(3,279)	(3,465)	(3,346)	(3,191)
Other Administrative Expenses	(4,159)	(3,628)	(3,575)	(3,486)	(3,848)	(3,631)	(3,578)
Tax Expenses	(1,211)	(1,182)	(1,120)	(1,114)	(1,254)	(987)	(1,017)
Equity in the Earnings (Losses) of Unconsolidated Companies	57	43	35	52	26	2	12
Other Operating Income/ (Expenses)	(1,360)	(1,311)	(1,333)	(1,391)	(1,232)	(1,194)	(1,147)
Operating Result	6,532	6,100	6,082	5,410	4,945	4,769	4,583
Non-Operating Result	(68)	(45)	(34)	(36)	(31)	(27)	(24)
Income Tax and Social Contribution	(2,308)	(2,075)	(2,215)	(1,871)	(1,696)	(1,638)	(1,553)
Non-controlling Interest	(24)	(30)	(29)	(30)	(19)	(22)	(28)
Adjusted Net Income	4,132	3,950	3,804	3,473	3,199	3,082	2,978

(1) Income from Insurance, Pension Plans and Capitalization Bonds = Insurance, Pension Plan and Capitalization Bond Retained Premiums – Variation in Technical Reserves for Insurance, Pension Plans and Capitalization Bonds – Retained Claims – Capitalization Bond Draws and Redemption – Insurance, Pension Plan and Capitalization Bond Sales Expenses.

NII - Interest and Non-Interest Earning Portions

Net Interest Income Breakdown

Economic and Financial Analysis**NII - Interest and Non-Interest Earning Portions****Average Net Interest Margin**

					R\$ million	
	Net Interest Income				Variation	
	12M14	12M13	4Q14	3Q14	12 Months	Quarter
Interest - due to volume					4,140	413
Interest - due to spread					980	112
- NII - Interest Earning Portion	47,806	42,686	12,763	12,238	5,120	525
- NII - Non-Interest Earning Portion	489	600	223	43	(111)	180
Net Interest Income	48,295	43,286	12,986	12,281	5,009	705
Average NIM ⁽¹⁾	7.3%	7.0%	7.8%	7.6%		

(1) Average Net Interest Margin = (Net Interest Income / Total Average Assets – Repos – Permanent Assets) Annualized

In the comparison between the fourth quarter of 2014 and the previous quarter, the R\$ 705 million increase was mainly due to the greater: (i) interest earning portion, totaling R\$ 525 million, particularly regarding the Insurance and Loan businesses; and (ii) the non-interest earning portion, totaling R\$ 180 million.

In the year-over-year comparison, interest earning portion increased by R\$ 5,009 million, primarily due to: (i) a R\$ 5,120 million growth in the result of interest earning operations, due to an increase in business volumes, particularly in the Insurance and Funding product lines; partially offset by: (ii) a R\$ 111 million drop in non-interest earning portion.

NII - Interest Earning Portion**NII - Interest Earning Portion – Breakdown**

					R\$ million	
	Interest Earning Portion Breakdown				Variation	
	12M14	12M13	4Q14	3Q14	12 Months	Quarter
Loans	32,379	30,691	8,453	8,249	1,688	204

Edgar Filing: BANK BRADESCO - Form 6-K

Funding	6,296	4,733	1,686	1,625	1,563	61
Insurance	4,303	3,616	1,253	1,005	687	248
Securities/Other	4,828	3,646	1,371	1,359	1,182	12
Interest Earning Portion	47,806	42,686	12,763	12,238	5,120	525

The interest financial margin stood at R\$ 12,763 million in the fourth quarter of 2014, against R\$ 12,238 million recorded in the previous quarter, accounting for an increase of R\$ 525 million. The business lines that most contributed to this result were: (i) Insurance and (ii) Loans, broken down under items Insurance Margin - Interest Earning Operations and Credit Margin - Interest Earning Portion.

In the year-over-year comparison, the interest earning portion recorded a R\$ 5,120 million growth. All business lines contributed to this increase, particularly Funding and Loans.

Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis

NII - Interest Earning Portion**NII - Interest Earning Portion – Rates**

The annualized interest financial margin rate stood at 7.7% in the fourth quarter of 2014, down 0.2 p.p. from the previous quarter, primarily due to the income from Insurance interest earning portions.

NII - Interest Earning Portion – Annualized Average Rates

	R\$ million					
	Interest	12M14 Average Balance	Average Rate	Interest	12M13 Average Balance	Average Rate
Loans	32,379	341,470	9.5%	30,691	312,737	9.8%
Funding	6,296	373,313	1.7%	4,733	338,209	1.4%
Insurance	4,303	143,307	3.0%	3,616	131,290	2.8%
Securities/Other	4,828	342,564	1.4%	3,646	309,746	1.2%
Interest Earning Portion	47,806	-	7.2%	42,686	-	6.9%
	Interest	4Q14 Average Balance	Average Rate	Interest	3Q14 Average Balance	Average Rate
Loans	8,453	350,957	10.0%	8,249	340,395	10.1%
Funding	1,686	380,240	1.8%	1,625	373,221	1.8%
Insurance	1,253	150,537	3.4%	1,005	144,792	2.8%
Securities/Other	1,371	360,410	1.5%	1,359	339,591	1.6%
Interest Earning Portion	12,763	-	7.7%	12,238	-	7.5%

Bradesco

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Credit Margin Breakdown – Interest Earning Operations**

	Credit Margin - Interest Earning Operations					R\$ million	
	12M14	12M13	4Q14	3Q14	Variation		
					12 Months	Quarter	
Interest - due to volume					2,725	254	
Interest - due to spread					(1,037)	(50)	
Interest Earning Portion	32,379	30,691	8,453	8,249	1,688	204	
Income	59,192	54,667	15,921	15,481	4,525	440	
Expenses	(26,813)	(23,976)	(7,468)	(7,232)	(2,837)	(236)	

In the fourth quarter of 2014, net interest income with loan operations reached R\$ 8,453 million, up R\$ 204 million over the third quarter of 2014. The variation is the result of: (i) a R\$ 254 million growth in the average business volume; and offset by: (ii) an R\$ 50 million decrease in the average spread.

In the year-over-year comparison, net interest income increased by R\$ 1,688 million. The variation is the result of: (i) a R\$ 2,725 million increase in the volume of operations; and partially offset by: (ii) a decrease in the average spread, amounting to R\$ 1,037 million, affected mostly by the change in loan portfolio mix.

Credit Margin – Interest Earning Portion

Net Credit Margin

The graph above presents a summary of loan activity. The Gross Margin line refers to interest income from loans, net of opportunity cost (a specific rate by type of operation and term).

The ALL curve shows delinquency costs, which are represented by Allowance for Loan Losses (ALL) expenses, plus discounts granted in transactions net of loan recoveries, arising from the sale of foreclosed assets, among others.

In the fourth quarter of 2014, net interest income, which refers to loan interest income net of ALL, recorded a 5.0% growth quarter-over-quarter, mainly driven by: (i) the increase in average business volume; and (ii) a reduction in delinquency costs.

In 2014, the net interest income totaled R\$ 19,723 million, recording a 5.8% growth over 2013, primarily due to: (i) an increase in the average volume of business; that was offset by: (ii) the rising cost of delinquencies, represented by the aggravation of the risk level of individual cases, which occurred in operations in the Corporate segment.

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Expanded Loan Portfolio⁽¹⁾**

In December 2014, the expanded loan portfolio stood at R\$ 455.1 billion, up 2.5% in the quarter and 6.5% over the last 12 months.

The quarterly results were mainly led by increases of 2.8% for SMEs, 2.5% for SMEs and 2.3% for Corporations.

In the last 12 months, we should note the increases of 8.2% for Individuals, 7.3% for Corporations and 3.4% for SMEs.

(1) In addition to Bacen loan portfolio, it includes sureties, guarantees, letters of credit, advances of credit card receivables, debentures, promissory notes, co-obligation in receivables-backed investment funds, mortgage-backed receivables, and farm loans.

Expanded Loan Portfolio Breakdown by Product and Type of Customer (Individual and Corporate)

A breakdown of expanded loan portfolio products for Individuals is presented below:

Individuals	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Payroll-deductible Loan	29,619	29,225	26,786	1.3	10.6
Credit Card	26,233	24,273	23,915	8.1	9.7
CDC / Vehicle Leasing	24,858	25,043	27,251	(0.7)	(8.8)
Real Estate Financing	17,919	16,730	13,602	7.1	31.7
Personal Loans	16,354	16,753	16,476	(2.4)	(0.7)
Rural Loans	10,300	9,876	8,393	4.3	22.7
BNDES/Finame Onlending	7,334	7,224	6,803	1.5	7.8
Overdraft Facilities	3,666	3,956	3,313	(7.3)	10.6
Sureties and Guarantees	458	381	187	20.2	145.0

Other	4,693	4,568	4,025	2.7	16.6
Total	141,432	138,028	130,750	2.5	8.2

Individual segment operations grew by 2.5% in the quarter and 8.2% over the last 12 months. In the quarter, we highlight the growth for the following products: (i) credit card; and (ii) real estate financing. In the year-over-year comparison, the lines that most contributed to this increase were the ones with the lowest risk: (i) real estate financing; and (ii) payroll-deductible loan.

Economic and Financial Analysis**Credit Margin – Interest Earning Portion**

A breakdown of expanded loan portfolio products for Corporations is presented below:

Corporate	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter 12M	
Working Capital	45,004	42,802	45,599	5.1	(1.3)
Operations Abroad	36,119	33,474	32,003	7.9	12.9
BNDES/Finame Onlending	34,835	33,872	33,740	2.8	3.2
Real Estate Financing	23,560	22,527	15,870	4.6	48.5
Export Financing	15,839	15,469	15,366	2.4	3.1
CDC / Leasing	12,388	12,686	13,008	(2.4)	(4.8)
Credit Card	12,225	12,468	13,325	(2.0)	(8.3)
Overdraft Account	10,462	10,704	10,410	(2.3)	0.5
Rural Loans	6,657	7,048	5,258	(5.5)	26.6
Sureties and Guarantees	71,611	69,899	67,399	2.5	6.2
Operations bearing Loan Risk - Commercial Portfolio ⁽¹⁾	33,185	34,553	33,104	(4.0)	0.2
Other	11,810	10,665	11,440	10.7	3.2
Total	313,695	306,167	296,523	2.5	5.8

(1) Including debenture and promissory note operations.

Corporate segment operations grew by 2.5% in the quarter and 5.8% in the last 12 months. The highlights of the quarter were the following lines: (i) working capital; and (ii) real estate financing. In the last 12 months, the lines that showed significant growth were: (i) real estate financing; and (ii) rural loans.

Expanded Loan Portfolio – Consumer Financing^(j)

The graph below shows the types of credit related to consumer financing of individual customers, which stood at R\$ 97.1 billion in December 2014, up 1.9% over the quarter and 2.8% over the last 12 months.

The following types of credit posted the strongest numbers for December 2014: (i) personal loans, including payroll-deductible loans, totaling R\$ 46.0 billion; and (ii) Vehicle CDC/leasing, totaling R\$ 24.9 billion. Together, these operations totaled R\$ 70.9 billion, accounting for 73.0% of the Consumer Financing balance.

(1) Including vehicle CDC/leasing, personal loans, revolving credit card and cash and installment purchases at merchants operations.

Bradesco _____

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Breakdown of Vehicle Portfolio**

	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
CDC Portfolio	32,924	33,117	34,541	(0.6)	(4.7)
Individuals	24,539	24,674	26,557	(0.5)	(7.6)
Corporate	8,385	8,443	7,984	(0.7)	5.0
Leasing Portfolio	1,682	1,842	2,708	(8.7)	(37.9)
Individuals	319	368	693	(13.3)	(54.0)
Corporate	1,363	1,474	2,015	(7.5)	(32.4)
Finame Portfolio	11,295	11,173	11,243	1.1	0.5
Individuals	615	659	794	(6.7)	(22.5)
Corporate	10,680	10,514	10,449	1.6	2.2
Total	45,901	46,132	48,492	(0.5)	(5.3)
Individuals	25,473	25,701	28,044	(0.9)	(9.2)
Corporate	20,428	20,431	20,448	(0.0)	(0.1)

Vehicle financing operations (individual and corporate customers) totaled R\$ 45.9 billion in December 2014, recording a decrease in quarter-over-quarter and year-over-year comparisons. Of the total vehicle portfolio, 71.7% corresponds to CDC, 24.6% to FINAME, and 3.7% to Leasing. Individuals represented 55.5% of the portfolio, while Corporate customers accounted for the remaining 44.5%.

The variations in the portfolio, are a reflection of a shrinking financing market, and Bradesco's search for less risky and more profitable operations.

Expanded Loan Portfolio Concentration – By Sector

The expanded loan portfolio by economic activity sector showed an increase in the share of Services and Individuals, both in the quarter and the last 12 months.

Activity Sector	R\$ million					
	Dec14	%	Sept14	%	Dec13	%
Public Sector	7,916	1.7	7,797	1.8	3,266	0.8
Private Sector	447,211	98.3	436,398	98.2	424,007	99.2

Edgar Filing: BANK BRADESCO - Form 6-K

Corporate	305,778	67.2	298,370	67.2	293,257	68.6
Industry	91,311	20.1	89,607	20.2	89,857	21.0
Commerce	57,382	12.6	55,223	12.4	59,032	13.8
Financial Intermediaries	6,774	1.5	9,017	2.0	8,890	2.1
Services	146,569	32.2	140,763	31.7	130,829	30.6
Agriculture, Cattle Raising, Fishing, Forestry and Forest Exploration	3,742	0.8	3,760	0.8	4,649	1.1
Individuals	141,433	31.1	138,028	31.0	130,750	30.6
Total	455,127	100.0	444,195	100.0	427,273	100.0

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis

Credit Margin – Interest Earning Portion

Changes in the Expanded Loan Portfolio

New borrowers in the expanded loan portfolio were responsible for the R\$ 29.7 billion growth in the loan portfolio over the last 12 months, and accounted for 6.5% of the portfolio in December 2014.

(1) Including new loans contracted in the last 12 months by customers since December 2013.

Bradesco _____

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Changes in the Expanded Loan Portfolio – By Rating**

The chart below shows that the vast majority of new borrowers and customers that remained in the loan portfolio since December 2013 received ratings between AA and C, demonstrating the adequacy and consistency of the loan assignment and monitoring policy and processes, as well as the quality of guarantees.

Changes in the Extended Loan Portfolio by Rating between December 2013 and 2014

Rating	Total Loan as at December 2014		New Customers from January 2014 and December 2014		Remaining Debtors as at December 2013	
	R\$ million	%	R\$ million	%	R\$ million	%
AA - C	427,472	93.9	28,659	96.4	398,813	93.7
D	6,483	1.4	313	1.1	6,170	1.5
E - H	21,172	4.7	741	2.5	20,431	4.8
Total	455,127	100.0	29,713	100.0	425,414	100.0

Expanded Loan Portfolio – By Customer Profile

The chart below presents the evolution in the expanded loan portfolio by customer profile:

Customer Profile	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Corporations	197,188	192,810	183,846	2.3	7.3
SMEs	116,507	113,357	112,677	2.8	3.4
Individuals	141,432	138,028	130,750	2.5	8.2
Total Loan Operations	455,127	444,195	427,273	2.5	6.5

Expanded Loan Portfolio – By Customer Profile and Rating (%)

Loans rated between AA and C remained stable both in the quarter and in the last 12 months.

Customer Profile	By Rating								
	Dec14			Sept14			Dec13		
	AA-C	D	E-H	AA-C	D	E-H	AA-C	D	E-H
Corporations	98.1	0.5	1.5	98.2	0.5	1.3	98.0	0.8	1.2
SMEs	90.2	2.8	7.0	90.3	2.7	7.0	90.5	3.1	6.3

Edgar Filing: BANK BRADESCO - Form 6-K

Individuals	91.2	1.6	7.2	91.2	1.5	7.3	90.9	1.6	7.5
Total	93.9	1.4	4.7	94.0	1.4	4.6	93.9	1.7	4.4

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Expanded Loan Portfolio - By Business Segment**

Regarding the growth of the expanded loan portfolio by Business Segment, we highlight the growth of the Prime and Retail segments, in the quarter and the last 12 months.

Business Segments	R\$ million				Variation %			
	Dec14	%	Sept14	%	Dec13	%	Quarter	12M
Retail	128,949	28.4	124,715	28.1	118,314	27.7	3.4	9.0
Corporate	197,996	43.5	194,102	43.7	186,447	43.6	2.0	6.2
Middle Market	50,083	11.0	48,603	10.9	47,751	11.3	3.0	4.9
Prime	21,956	4.8	21,176	4.8	18,999	4.4	3.7	15.6
Other / Non-account Holders ⁽¹⁾	56,143	12.3	55,599	12.5	55,763	13.1	1.0	0.7
Total	455,127	100.0	444,195	100.0	427,273	100.0	2.5	6.5

(1) Mostly, non-account holders using vehicle financing, credit cards and payroll-deductible loans.

Expanded Loan Portfolio – By Currency

The balance of foreign currency-indexed and/or denominated loan and onlending operations (excluding ACCs - Advances on Foreign Exchange Contracts) totaled US\$ 15.7 billion in December 2014 (US\$ 15.8 billion in September 2014 and US\$ 16.0 billion in December 2013), down 0.6% in the quarter and 1.9% over the last 12 months, in U.S. Dollars. In Brazilian Reais, such operations totaled R\$ 41.8 billion in December 2014 (R\$ 38.8 billion in September 2014 and R\$ 37.4 billion in December 2013), up 7.7% in the quarter and 11.8% over the last 12 months.

In December 2014, total loan operations in Reais stood at R\$ 413.3 billion (R\$ 405.4 billion in September 2014 and R\$ 389.8 billion in December 2013), up 1.9% in the quarter and 6.0% in the last 12 months.

_____ Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Expanded Loan Portfolio – by Debtor**

The level of concentration of the hundred largest debtors proved to be stable in the quarter and slightly higher when compared to the same period of the previous year. The portfolio quality of the 100 largest borrowers recorded an increase for the quarterly and the annual comparisons, based on the AA-A rating valuation.

Loan Portfolio⁽¹⁾ – By Type

All operations bearing credit risk stood at R\$ 481.1 billion, up 2.4% in the quarter and 6.9% in the last 12 months.

	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Loans and Discounted Securities Financing	165,239	159,876	156,884	3.4	5.3
Rural and Agribusiness Financing	24,083	23,854	20,000	1.0	20.4
Leasing Operations	4,319	4,608	5,713	(6.3)	(24.4)
Advances on Exchange Contracts	5,876	5,814	5,765	1.1	1.9
Other Loans	22,535	20,826	20,667	8.2	9.0
Subtotal Loan Operations ⁽²⁾	346,644	335,904	323,061	3.2	7.3
Sureties and Guarantees Granted (Memorandum Accounts)	72,070	70,280	67,586	2.5	6.6
Operations bearing Credit Risk - Commercial Portfolio ⁽³⁾	33,185	34,553	33,104	(4.0)	0.2
Letters of Credit (Memorandum Accounts)	336	507	795	(33.7)	(57.7)
Advances from Credit Card Receivables	1,441	1,457	1,011	(1.1)	42.5
Co-obligation in Loan Assignment FIDC/CRI (Memorandum Accounts)	1,351	1,383	1,607	(2.3)	(16.0)
Co-obligation in Rural Loan Assignment (Memorandum Accounts)	101	112	108	(9.7)	(6.6)
Subtotal of Operations bearing Credit Risk - Expanded Portfolio	455,127	444,195	427,273	2.5	6.5
Other Operations Bearing Credit Risk ⁽⁴⁾	25,985	25,639	22,915	1.3	13.4
Total Operations bearing Credit Risk	481,112	469,834	450,189	2.4	6.9

(1) In addition to the Expanded Portfolio, it includes other operations bearing credit risk;

(2) As defined by Bacen;

(3) Including debenture and promissory note operations; and

(4) It includes CDI operations, Rural DI, international treasury, swap, non-deliverable forward transaction and investments in FIDC and Certificates of Real Estate Receivables (CRI).

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis

Credit Margin – Interest Earning Portion

The charts below refer to the Loan Portfolio, as defined by Bacen.

Loan Portfolio⁽¹⁾ – By Flow of Maturities⁽²⁾

The loan portfolio by flow of maturities of operations showed a longer profile in December 2014, compared to the same period of the previous year, mainly due to the representativeness of real estate financing and payroll-deductible loans operations. It should be noted that, due to their guarantees and characteristics, these operations are not only exposed to lower risk, but they also provide favorable conditions to gain customer loyalty.

(1) As defined by Bacen; and

(2) Only performing loans.

Bradesco _____

_____ Economic and Financial Analysis

Credit Margin – Interest Earning Portion

Loan Portfolio⁽¹⁾ – Delinquency

The delinquency ratio, composed of the balance of operations more than 90 days past due, showed a reduction quarter-over-quarter, due to the improvement in the Individuals segment, as well as in SMEs. In the year-over-year comparison, this indicator remained stable.

Compared to the previous quarter, short-term delinquency, including operations past due between 15 and 90 days, decreased for Individuals and for Corporations. This indicator also showed a reduction in the year-over-year comparison, primarily due to the significant improvement in the Individuals segment.

(1) As defined by Bacen.

_____ Economic and Financial Analysis Report– December 2014

Credit Margin – Interest Earning Portion

Allowance for Loan Losses (ALL) vs. Delinquency vs. Losses⁽¹⁾

Bradesco monitors the development of its loan portfolio, as well as respective risks, by internally applying the expanded portfolio concept. In addition to the allowance for loan losses (ALL) required by Bacen, Bradesco has excess ALL to support potential stress scenarios, as well as other operations/commitments bearing credit risks.

Allowance for Loan Losses (ALL) totaled R\$ 23.1 billion in December 2014, representing 6.7% of the total loan portfolio, comprising: (i) generic provision (customer and/or operation rating); (ii) specific provision (non-performing loans); and (iii) excess provision (internal criteria, including provision for guarantees provided).

Provisioning levels are deemed appropriate and sufficient to support possible changes in scenarios, such as higher delinquency levels and/or changes in the loan portfolio profile.

(1) As defined by Bacen; and

(2) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit and standby letters of credit, which comprises the concept of “excess” ALL.

Economic and Financial Analysis

Credit Margin – Interest Earning Portion

It is worth mentioning the assertiveness of the provisioning criteria adopted, which is proven by: (i) analyzing historical data on recorded allowances for loan losses; and (ii) effective losses in the subsequent twelve-month period. When analyzed in terms of loss net of recovery, for an existing provision of 6.7% of the portfolio⁽¹⁾ in December 2013, the net loss in the subsequent twelve months was 2.8%, that is, the existing provision exceeded over 137% the loss occurred in the subsequent twelve months.

In December 2013, for an existing provision of 6.7% of the portfolio⁽¹⁾, the gross loss in the subsequent twelve-month period was 4.0%, meaning that the existing provision exceeded over 65% the loss in the subsequent 12 months, as illustrated in the graph below.

(1) As defined by Bacen; and

(2) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit and standby letters of credit, which comprises the concept of “excess” ALL.

Economic and Financial Analysis Report– December 2014

Credit Margin – Interest Earning Portion

Allowance for Loan Losses (ALL)⁽¹⁾

The Non Performing Loans ratio (operations over 60 days past due) remained stable in the year-over-year and quarterly comparison.

The graph below presents the changes in coverage ratio of the Allowance for Loan Losses (ALL) for loans past due for more than 60 and 90 days. This indicator shows some improvement when compared with the previous quarter, due to a drop in delinquency for the period. In December 2014, these ratios stood at comfortable levels, reaching coverage of 156.6% and 189.0%, respectively.

(1) As defined by Bacen;

(2) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit and standby letters of credit, which comprises the concept of “excess” ALL; and

(3) Loan operations overdue for over 60 days and that do not generate revenue appropriation on accrual accounting.

Economic and Financial Analysis**Credit Margin – Interest Earning Portion****Loan Portfolio – Portfolio Indicators**

With a view to facilitating the monitoring of the quantitative and qualitative performance of Bradesco's loan portfolio, a comparative summary of the main figures and indicators is presented below:

	R\$ million (exc		
	Dec14	Sept14	Dec13
Total Loan Operations ⁽¹⁾	346,644	335,904	3
- Individuals	140,309	136,946	1
- Corporate	206,335	198,958	1
Total Provision ⁽²⁾	23,146	22,623	
- Specific	12,004	11,590	
- Generic	7,135	7,025	
- Excess ⁽²⁾	4,007	4,008	
Specific Provision / Total Provision ⁽²⁾ (%)	51.9	51.2	
Total Provision ⁽²⁾ / Loan Operations (%)	6.7	6.7	
AA - C Rated Loan Operations / Loan Operations (%)	92.2	92.3	
D Rated Operations under Risk Management / Loan Operations (%)	1.8	1.7	
E - H Rated Loan Operations / Loan Operations (%)	6.0	6.0	
D Rated Loan Operations	6,077	5,734	
Provision for D-rated Operations	1,709	1,591	
D Rated Provision / Loan Operations (%)	28.1	27.8	
D - H Rated Non-Performing Loans	17,184	16,601	
Total Provision ⁽²⁾ / D-to-H-rated Non-performing Loans (%)	134.7	136.3	
E - H Rated Loan Operations	20,954	20,267	
Provision for E-to-H-rated Loan Operations	17,546	17,044	
E - H Rated Provision / Loan Operations (%)	83.7	84.1	
E - H Rated Non-Performing Loans	14,355	13,960	
Total Provision ⁽²⁾ / E-to-H-rated Non-performing Loans (%)	161.2	162.1	
Non-performing Loans ⁽³⁾	14,779	14,669	
Non-performing Loans ⁽³⁾ / Loan Operations (%)	4.3	4.4	
Coverage Ratio - Total Provision ⁽²⁾ / Non Performing Loans ⁽³⁾ (%)	156.6	154.2	
Loan Operations Overdue for over 90 days	12,246	12,082	
Loan Operations Overdue for over 90 days / Loan Operations (%)	3.5	3.6	
Coverage Ratio - Total Provision ⁽²⁾ / Operations Overdue for over 90 days (%)	189.0	187.2	

(1) As defined by Bacen;

(2) Includes provision for guarantees provided, encompassing sureties, guarantees, letters of credit and standby letters of credit, which comprises the concept of "excess" ALL; and

(3) Loan operations overdue for over 60 days and that do not generate revenue appropriation on accrual accounting.

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis**Funding Margin - Interest Earning Portion****Funding Margin Breakdown - Interest Earning Operations**

	Funding Margim - Interest Earning Operations					R\$ million	
	12M14	12M13	4Q14	3Q14	Variation		
					12 Months	Quarter	
Interest - due to volume					592	31	
Interest - due to spread					971	30	
Interest Earning Portion	6,296	4,733	1,686	1,625	1,563	61	

Quarter-over-quarter, interest funding financial margin increased 3.8%, or R\$ 61 million, in the fourth quarter of 2014. The variation occurred mainly due to: (i) a greater volume of operations, which amounted to R\$ 31 million; and (ii) a R\$ 30 million increase in the average spread.

Year-over-year, interest funding financial margin improved by 33.0% or R\$ 1.563 million. The variation occurred mainly due to: (i) the R\$ 971 million increase in average spread as a result of an improved cost structure, with greater focus on funding obtained from Retail customers, associated with the increased Selic rate; and (ii) the greater volume of operations, amounting to R\$ 592 million.

Bradesco

Economic and Financial Analysis**Funding Margin - Interest Earning Portion****Loans vs. Funding**

To analyze Loan Operations in relation to Funding, the following should be deducted from total customer funding: (i) the amount committed to reserve requirements at Bacen, (ii) the amount of available funds held at customer service network, as well as (iii) funds from domestic and foreign lines of credit that finance the demand for loans.

Bradesco depends little on interbank deposits and foreign lines of credit, given its capacity to effectively obtain funding from customers.

This is a result of: (i) the outstanding location of its service points; (ii) the broad diversity of products offered; and (iii) the market's confidence in the Bradesco brand.

Note that the use of funds provides a comfortable margin, which proves that Bradesco is capable of meeting demand for loaning funds through its own funding.

Funding vs. Investments	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Demand Deposits + Sundry Floating	33,464	37,227	41,433	(10.1)	(19.2)
Savings Deposits	92,155	87,293	80,718	5.6	14.2
Time Deposits + Debentures ⁽¹⁾	154,632	157,576	160,153	(1.9)	(3.4)
Funds from Financial Bills ⁽²⁾	76,059	66,754	46,179	13.9	64.7
Customer Funds	356,310	348,850	328,483	2.1	8.5
(-) Reserve Requirements	(50,925)	(46,713)	(55,381)	9.0	(8.0)
(-) Available Funds	(10,940)	(7,596)	(9,232)	44.0	18.5
Customer Funds Net of Reserve Requirements	294,445	294,541	263,870	-	11.6
Onlending	43,779	41,489	40,864	5.5	7.1
Securities Abroad	8,766	8,529	11,475	2.8	(23.6)
Borrowing	15,219	15,072	15,231	1.0	(0.1)
Other (Subordinated Debt + Other Borrowers - Cards)	53,916	52,515	52,667	2.7	2.4
Total Funding (A)	416,125	412,146	384,106	1.0	8.3
Expanded Loan Portfolio (Excluding Sureties and Guarantees) (B)	383,057	373,915	359,686	2.4	6.5
B/A (%)	92.1	90.7	93.6	1.4 p.p.	(1.5 p.p.)

(1) Debentures mainly used to back repos; and

(2) Including: Collateral Mortgage Notes, Mortgage Bonds, Letters of Credit for Agribusiness, Financial Bills and Structured Operations Certificates.

- Economic and Financial Analysis Report– December 2014

Economic and Financial Analysis

Funding Margin - Interest Earning Portion

Main Funding Sources

The following table presents changes in main funding sources:

	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Demand Deposits	33,029	33,300	40,618	(0.8)	(18.7)
Savings Deposits	92,155	87,293	80,718	5.6	14.2
Time Deposits	85,787	90,615	95,763	(5.3)	(10.4)
Debentures ⁽¹⁾	68,845	66,961	64,390	2.8	6.9
Borrowing and Onlending	58,998	56,561	56,095	4.3	5.2
Funds from Issuance of Securities ⁽²⁾	84,825	75,283	57,654	12.7	47.1
Subordinated Debts	35,822	36,464	35,885	(1.8)	(0.2)
Total	459,461	446,477	431,123	2.9	6.6

(1) Considering mostly debentures used to back repos; and

(2) Including: Financial Bills, on December 31, 2014, totaling R\$ 54,961 million (September 30, 2014 - R\$ 49,671 and December 31, 2013 - R\$ 35,208 million).

Demand deposits

The R\$ 271 million reduction in the fourth quarter of 2014 over the previous quarter, and the R\$ 7,589 million reduction in the yearly comparison were mostly due to new business opportunities offered to customers, basically because of interest rate fluctuations in the period.

(1) Additional installment is not included.

Savings Deposits

Savings deposits increased 5.6% in the quarter-over-quarter comparison, and 14.2% in the

(1) Additional installment is not included.

yearly comparison, mainly as a result of: (i) greater funding volume; (ii) the yield of savings account reserve; and (iii) increase in voluntary deposits by customers.

Bradesco is always increasing its savings accounts base, posting a net growth of 8.2 million new savings accounts over the last 12 months.

Bradesco _____

Economic and Financial Analysis

Funding Margin - Interest Earning Portion

Time Deposits

In the fourth quarter of 2014, time deposits totaled R\$ 85,787 million, with a reduction of 5.3% over the third quarter of 2014, and reduction of 10.4% over the same period of the previous year.

(1) As defined by Bacen.

This performance was due mostly to new investment alternatives available to customers.

Debentures

In December 31, 2014, the Bradesco's debentures balance totaled R\$ 68,845 million, up 2.8% quarter-over-quarter and 6.9% year-over-year.

These variations are mainly due to the placement and maturity of the securities, which are also used to back repos that are, in turn, impacted by the levels of economic activity.

Borrowing and Onlending

The increase of R\$ 2,437 million in the quarter-over-quarter comparison was mainly a

whose balance was rose from R\$ 15,400 million in December 2013 to R\$ 16,682 million in December

result of: (i) the increase of R\$ 1,393 million in foreign-currency-denominated and/or indexed borrowing and onlending bonds, a result, essentially, of the positive exchange rate fluctuation of 8.4% in the period; and (ii) the increase of R\$ 1,044 million in the volume of funding raised by borrowings and onlending in the country, especially through FINAME operations.

2014, primarily due to the positive exchange rate variation of 13.4% in the period.

In the annual comparison, the balance of loans and onlending recorded a R\$ 2,903 million increase, primarily due to: (i) the increase of R\$ 1,621 million in volume of funds obtained through loans and onlending in the country, mainly through FINAME operations; and (ii) the R\$ 1,282 million increase in loans and onlending denominated and/or indexed in foreign currency,

Funding Margin - Interest Earning Portion

Funds from the Issuance of Securities

Funds from Issuance of Securities totaled R\$ 84,825 million, a 12.7% increase, or R\$ 9,542 million over the previous quarter, primarily due to: (i) the increase in Financial Bills inventory, totaling R\$ 5,290 million; (ii) the increase in Letters of Credit for Agribusiness operations, totaling R\$ 3,893 million.

(1) Considering: Mortgage Notes, Mortgage Bonds, Letters of Credit for Agribusiness, Debentures, MTN Program Issues, Cost of issuances over funding and Structured Operations Certificates.

In the year-over-year comparison, the R\$ 27,171 million increase was primarily due to: (i) increased inventory of Financial Bills, from R\$ 35,208 million in December 2013 to R\$ 54,961 million in December 2014, mainly due to new issuances in the period; (ii) higher volume of Mortgage Bonds, in the amount of R\$ 5,867 million; (iii) higher volume of Letters of Credit for Agribusiness operations, totaling R\$ 4,199 million; and partially offset by: (iv) a R\$ 2,709 million reduction in the volume of securities issued overseas.

Subordinated Debt

Subordinated Debt totaled R\$ 35,822 million in December 2014 (R\$ 9,322 million abroad and R\$ 26,500 million in Brazil), down 1.8% quarter-over-quarter and 0.2% year-over-year, essentially due to the maturity of debts.

_____ Economic and Financial Analysis**Securities/Other Margin – Interest Earning Portion****Securities/Other Margin Breakdown – Interest Earning Operations**

	Securities/Other Margin - Interest Earning Operations					R\$ million	
	12M14	12M13	4Q14	3Q14	Variation		
					12 Months	Quarter	
Interest - due to volume					463	79	
Interest - due to spread					719	(67)	
Interest Earning Portion	4,828	3,646	1,371	1,359	1,182	12	
Income	42,565	27,242	13,221	12,804	15,323	417	
Expenses	(37,737)	(23,596)	(11,850)	(11,445)	(14,141)	(405)	

In the comparison between the fourth quarter of 2014 over the previous quarter, there was an increase of R\$ 12 million in the interest earning portion with Securities/Other. The change observed was primarily due to: (i) an increase in the volume of operations, totaling R\$ 79 million; and offset by: (ii) a reduction of the average spread, in the amount of R\$ 67 million.

Year-over-year, the interest earning portion with Securities/Other recorded a R\$ 1,182 million growth. This result was due to: (i) a R\$ 719 million increase in the average spread medium; and (ii) an increase in the volume of operations, totaling R\$ 463 million.

Insurance Margin - Interest Earning Portion**Insurance Margin Breakdown – Interest Earning Operations**

	Insurance Margin - Interest Earning Operations					R\$ million	
	12M14	12M13	4Q14	3Q14	Variation		
					12 Months	Quarter	
Interest - due to volume					361	48	
Interest - due to spread					326	200	
Interest Earning Portion	4,303	3,616	1,253	1,005	687	248	
Income	14,076	6,390	3,541	3,480	7,686	61	
Expenses	(9,773)	(2,774)	(2,288)	(2,475)	(6,999)	187	

Comparing the fourth quarter of 2014 with the previous quarter, the interest earning portion with Insurance operations recorded a R\$ 248 million growth, or 24.7%, which was primarily due to: (i) a R\$ 200 million increase in the average spread; and (ii) an increase in the volume of transactions, totaling R\$ 48 million.

In the year-over-year comparison, Insurance Margin – Interest Earning Operations increased 19.0%, or R\$ 687 million, mostly due to: (i) a greater volume of operations, totaling R\$ 361 million; and (ii) a R\$ 326 million increase in the average spread.

- Economic and Financial Analysis Report – December 2014

NII - Non-Interest Earning Portion**NII - Non-Interest Earning Portion – Breakdown**

	R\$ million					
	NII - Non-Interest Earning Portion				Variation	
	12M14	12M13	4Q14	3Q14	12 Months	Quarter
Funding	(308)	(297)	(78)	(76)	(11)	(2)
Insurance	91	253	71	52	(162)	19
Securities/Other	706	644	230	67	62	163
Total	489	600	223	43	(111)	180

Non-interest earning portion stood at R\$ 223 million in the fourth quarter of 2014, compared to R\$ 43 million in the previous quarter, for a R\$ 180 million increase that was primarily due to improved income from the Securities/Other earning portion. In the year-over-year comparison, there was a R\$ 111 million decrease. The variations in non-interest financial margin were primarily due to:

- Insurance – represented by gains/losses from variable-income securities; the variations in the periods are associated with market conditions, which enable greater/lower gain opportunity; and
- Securities/Other – The increases of R\$ 163 million over the previous quarter, and R\$ 62 million over the previous year, are primarily due to: (i) the sale of BM&FBovespa shares, in the amount of R\$ 51 million; and (ii) due to lower gains from market arbitrage.

Bradesco _____

Economic and Financial Analysis**Insurance, Pension Plans and Capitalization Bonds**

Below is the analysis of the Statement of Financial Position and Income Statement of Grupo Bradesco Seguros e Previdência:

Consolidated Statement of Financial Position

	R\$ million		
	Dec14	Sept14	Dec13
Assets			
Current and Long-Term Assets	177,655	169,512	156,880
Securities	166,022	158,207	146,064
Insurance Premiums Receivable	2,991	3,118	2,570
Other Loans	8,642	8,187	8,246
Permanent Assets	4,747	4,589	4,136
Total	182,402	174,101	161,016
Liabilities			
Current and Long-Term Liabilities	161,367	153,993	143,090
Tax, Civil and Labor Contingencies	2,458	2,438	2,272
Payables on Insurance, Pension Plan and Capitalization Bond Operations	558	475	409
Other Reserve Requirements	5,084	5,111	4,180
Insurance Technical Reserves	12,702	12,609	11,101
Life and Pension Plan Technical Reserves	133,857	126,858	119,228
Capitalization Bond Technical Reserves	6,708	6,502	5,900
Non-controlling Interest	602	601	673
Shareholders' Equity	20,433	19,507	17,253
Total	182,402	174,101	161,016

Consolidated Income Statement

	R\$ million				
	12M14	12M13	4Q14	3Q14	4Q13
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	56,152	49,752	17,806	12,904	14,492

Edgar Filing: BANK BRADESCO - Form 6-K

Premiums Earned from Insurance, Pension Plan Contribution and Capitalization Bond	30,649	26,532	8,200	7,980	6,920
Financial Result from the Operation	4,395	3,600	1,268	1,019	1,090
Sundry Operating Income	1,104	887	397	324	188
Retained Claims	(17,869)	(15,378)	(4,816)	(4,778)	(4,003)
Capitalization Bond Draws and Redemptions	(4,894)	(4,165)	(1,339)	(1,295)	(1,173)
Selling Expenses	(2,933)	(2,514)	(781)	(735)	(635)
General and Administrative Expenses	(2,385)	(2,230)	(679)	(615)	(659)
Tax Expenses	(629)	(556)	(166)	(145)	(132)
Other Operating Income/Expenses	(692)	(490)	(101)	(182)	(170)
Operating Result	6,746	5,686	1,983	1,573	1,426
Equity Result	678	483	178	176	154
Non-Operating Result	(33)	(55)	(8)	(4)	(21)
Income before Taxes and Profit Sharing	7,391	6,114	2,153	1,745	1,559
Income Tax and Contributions	(2,776)	(2,197)	(869)	(634)	(516)
Profit Sharing	(86)	(67)	(21)	(20)	(16)
Non-controlling Interest	(123)	(111)	(27)	(33)	(27)
Net Income	4,406	3,740	1,236	1,058	1,001

Note: For comparison purposes, the non-recurring events' effects are not considered.

- Economic and Financial Analysis Report – December 2014

Insurance, Pension Plans and Capitalization Bonds**Income Distribution of Grupo Bradesco Seguros e Previdência**

	R\$ million							
	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Life and Pension Plans	693	588	698	639	582	552	564	542
Health	201	168	184	192	175	139	155	167
Capitalization Bonds	120	74	119	110	101	105	97	131
Basic Lines and Other	222	228	71	99	143	82	115	90
Total	1,236	1,058	1,072	1,040	1,001	878	931	930

Performance Ratios

	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	%
Claims Ratio ⁽¹⁾	70.9	72.7	70.2	70.1	71.1	72.7	71.1	69.6	
Expense Ratio ⁽²⁾	10.6	10.5	11.2	10.4	10.9	10.4	10.9	11.0	
Administrative Expenses Ratio ⁽³⁾	4.0	4.6	4.0	4.7	4.3	4.9	4.1	4.3	
Combined Ratio ^{(4) (5)}	85.9	86.5	86.3	86.4	86.1	86.9	85.5	86.0	

(1) Retained Claims/Earned Premiums;

(2) Sales Expenses/Earned Premiums;

(3) Administrative Expenses/Net Written Premiums;

(4) (Retained Claims + Sales Expenses + Other Operating Income and Expenses)/Earned Premiums + (Administrative Expenses + Taxes)/Net Written Premiums; and

(5) Excluding additional reserves.

Note: For comparison purposes, the non-recurring events' effects are not considered.

Written Premiums, Pension Plan Contributions and Capitalization Bond Income

Disregarding the DPVAT agreement, revenue increased 38.3% in the fourth quarter of 2014 when compared to the previous quarter, led by the performance of the Life and Pension Plans segment, which was driven by a greater concentration of private pension contributions during the period.

Disregarding the DPVAT agreement, production increased by 13.9% in 2014 over the previous year, influenced by Auto RE, Health and Capitalization products, which grew 28.0%, 22.5%, and 15.2%, respectively.

Bradesco _____

Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Written Premiums, Pension Plan Contributions and Capitalization Bond Income

(*) In January 2014, Bradesco Vida e Previdência requested the shutdown of DPVAT insurance consortia. The DPVAT agreement share dropped from 18.4% to 5.4%, a decrease of 13 p.p. over December 2013.

Economic and Financial Analysis Report – December 2014

Insurance, Pension Plans and Capitalization Bonds

Retained Claims by Insurance Line

Bradesco

Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Insurance Sales Ratio by Segment

Economic and Financial Analysis Report – December 2014

Insurance, Pension Plans and Capitalization Bonds

Efficiency Ratio

General and Administrative Expenses / Revenue

The 0.6 p.p. improvement in the administrative efficiency ratio between the fourth quarter of 2014 the previous quarter is a result of: (i) the benefits generated with cost-cutting measures; and (ii) a 38.0% increase in revenue for the period. The improvement of 0.3 p.p. in the administrative efficiency ratio in the third quarter of 2014 over the same period of the previous year is a result of: (i) a 22.9% increase in revenues; and (ii) the control of administrative costs.

Bradesco

_____ Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Technical Reserves

_____ Economic and Financial Analysis Report – December 2014

Economic and Financial Analysis**Bradesco Vida e Previdência**

	R\$ million (unless otherwise specified)						
	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13
Net Income	693	588	698	639	582	552	552
Premium and Contribution Income ⁽¹⁾	10,644	5,645	7,301	4,994	8,505	4,971	7,301
- Income from Pension Plans and VGBL	9,371	4,383	6,117	3,898	7,317	3,838	6,117
- Income from Life/Personal Accidents Insurance Premiums	1,273	1,262	1,184	1,096	1,188	1,133	1,184
Technical Reserves	133,857	126,858	124,192	119,942	119,228	115,814	114,192
Investment Portfolio	140,704	132,535	129,193	126,001	124,655	121,211	119,193
Claims Ratio	35.0	36.6	31.5	29.9	37.3	43.3	31.5
Expense Ratio	18.7	18.5	20.7	21.8	21.2	21.8	20.7
Combined Ratio	61.8	63.4	57.8	58.6	67.3	72.6	57.8
Participants / Policyholders (in thousands)	28,207	27,625	27,789	27,451	28,256	28,044	27,789
Premium and Contribution Income Market Share (%) ⁽²⁾	27.2	25.4	26.6	26.1	30.2	29.1	26.6
Life/AP Market Share - Insurance Premiums (%) ⁽²⁾	17.6	17.7	17.2	17.6	17.0	16.9	17.2

(1) Life/VGBL/PGBL/Traditional; and

(2) The fourth quarter of 2014 includes the latest data released by SUSEP (November/14).

Note: For comparison purposes, the non-recurring events' effects are not considered.

Because of its solid structure, innovative product policy and the trust it has earned in the market, Bradesco Vida e Previdência accounted for 27.2% of the pension plan and VGBL income. (source: SUSEP - November 2014).

Net income for the fourth quarter of 2014 was up 17.9% compared to the previous quarter, mainly due to: (i) a 88.6% increase in revenue; (ii) a 1.6 p.p. reduction in claims ratio; (iii) improvement in the administrative efficiency ratio; and: (iv) improved financial income.

Net income for the fourth quarter of 2014 was up 19.1% over the same period in 2013, mainly due to: (i) a 25.1% increase in revenue; (ii) a 2.3 p.p. reduction in claims ratio; (iii) a 2.5 p.p. improvement in the sales ratio; and: (iv) improved financial income.

Net income for the fourth quarter of 2014 was up 16.9% over the same period in 2013, mainly due to: (i) a 7.0% increase in revenue; (ii) a 5.0 p.p. reduction in claims ratio for the Life product; (iii) a 1.4 p.p. improvement in the sales ratio; and: (iv) improved financial income.

Economic and Financial Analysis

Bradesco Vida e Previdência

In December 2014, technical reserves for Bradesco Vida e Previdência stood at R\$ 133.9 billion, made up of R\$ 127.5 billion from Pension Plans and VGBL and R\$ 6.4 billion from Life, Personal Accidents and Other Lines, representing a growth of 12.3% over December 2013.

The Pension Plan and VGBL Investment Portfolio accounted for 30.4% of market funds in November 2014 (source: Fenaprevi).

Growth of Participants and Life and Personal Accident Policyholders

In December 2014, the number of Bradesco Vida e Previdência customers surpassed 2.4 million pension plan and VGBL participants, and 25.7 million life and personal accident policyholders.

This impressive growth was fueled by the strength of the Bradesco brand and the improvement of selling and management policies.

Economic and Financial Analysis Report – December 2014

Bradesco Saúde and Mediservice

	R\$ million (unless otherwise stated)							
	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Income	201	168	184	192	175	139	155	167
Net Written Premiums	4,078	3,851	3,509	3,372	3,274	3,154	2,926	2,787
Technical Reserves	6,453	6,226	6,149	5,794	5,726	6,585	6,503	6,308
Claims Ratio	87.7	87.6	86.1	86.9	88.5	89.8	87.3	84.7
Expense Ratio	5.1	4.8	4.6	4.1	5.4	5.4	5.4	5.2
Combined Ratio	99.5	98.1	97.7	96.9	99.5	99.6	98.9	96.2
Policyholders (in thousands)	4,525	4,475	4,360	4,273	4,173	4,117	4,082	3,985
Written Premiums Market Share (%) ⁽¹⁾	45.9	45.8	45.2	45.4	46.0	45.6	48.8	48.2

(1) The fourth quarter of 2014 includes the latest data released by ANS (November 2014).

Note: For comparison purposes, the non-recurring events' effects are not considered.

Net income for the fourth quarter of 2014 was up 19.6% over the previous quarter, mainly due to: (i) the 5.9% increase in financial income; (ii) 1.6 p.p. decrease in claim ratio and 1.3 p.p. decrease in expense ratio; (iii) improvement in the administrative efficiency ratio; partially offset by (iv) the decrease in equity income.

Net income for the fourth quarter of 2014 was up 14.9% over the same period in 2013, mainly due to: (i) a 24.6% increase in revenue; (ii) the 0.8 p.p. increase in claims ratios; (iii) improved financial income; partially offset by (iv) the decrease in equity income.

Net income for 2014 was up 17.1% compared to the same period in the previous year, mainly due to: (i) a 22.0% increase in revenue; (ii) a 0.6 p.p. drop in claims ratio; (iii) a 0.7 p.p. reduction in sales ratio; (iv) improved administrative efficiency ratio; and (v) increase in financial and equity income.

In December 2014, Bradesco Saúde and Mediservice maintained strong market position in the corporate segment (source: ANS).

Approximately 106 thousand companies in Brazil have Bradesco Saúde insurance and Mediservice plans.

Of the 100 largest companies in Brazil in terms of revenue, 52 are Bradesco Saúde and Mediservice customers (source: Exame magazine's *Melhores e Maiores* ranking, June 2014).

_____ Economic and Financial Analysis**Bradesco Saúde and Mediservice****Number of Bradesco Saúde and Mediservice Policyholders**

The companies have a combined total of over 4.5 million customers. The large share of corporate insurance in this portfolio (96.0% in December 2014) is proof of its high level of specialization and customization in the provision of group plans.

We highlight the Small and Mid-Sized Group Insurance (SPG) portfolio, which covered 926 thousand lives in December 2014.

Bradesco Capitalização

	R\$ million (unless otherwise stated)							
	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Income	120	74	119	110	101	105	97	131
Capitalization Bond Income	1,432	1,416	1,290	1,205	1,296	1,234	1,126	983
Technical Reserves	6,708	6,502	6,267	6,081	5,900	5,762	5,738	5,623
Customers (in thousands)	3,433	3,436	3,456	3,485	3,475	3,428	3,439	3,462
Premium Income Market Share (%) ⁽¹⁾	24.7	24.3	23.6	24.3	22.1	21.8	20.9	22.1

(1) The fourth quarter of 2014 includes the latest data released by SUSEP (November/14).

Net income for the fourth quarter of 2014 recorded a 62.2% growth over the previous quarter, primarily due to: (i) the decreased in revenues; and (ii) improved financial income.

Net income for the fourth quarter of 2014 recorded a 18.8% growth over the same period in 2013, primarily due to: (i) a 10.5% increase in revenues; and (ii) improved financial income.

In the year-over-year, revenues were up 15.2% in 2014. Net income for 2014 recorded a 2.5% decrease compared to the previous year, primarily due to: (i) the increase in the provision for draws; (ii) the reduction in equity income; partially offset by: (iii) an increase in financial income.

- Economic and Financial Analysis Report – December 2014

Bradesco Capitalização

Bradesco Capitalização ended the fourth quarter of 2014 in 1st place among the capitalization bond companies, due to its policy of transparency and of adjusting its products based on potential consumer demand and consistent with the market changes.

Concerned with providing products that better fit the most varied profiles and budgets of our customers, Bradesco Capitalização has a product portfolio ranging by payment method (lump or monthly), contribution term, periodicity and value of premiums that meet requirements and expectations of customers.

Combining a pioneer spirit with business strategic view, Bradesco Capitalização has launched onto the market products concerned with socio-environmental causes, in which part of the revenue goes to projects with this purpose. In addition to offering to customers the possibility of creating a financial reserve, Capitalization Bonds with socio-environmental profile seek to raise our customer's awareness about the importance of this theme and allow them to participate in a noble cause that benefits society.

Bradesco Capitalização currently has partnerships with the following institutions: (i) SOS Mata Atlântica Foundation (which contributes to the preservation of biological and cultural diversity of the Atlantic Forest, stimulating social and environmental citizenship); (ii) Amazonas Sustentável Foundation (which contributes to the sustainable development, environmental preservation and improvement to the quality of life of communities that benefit from preservation

centers in the state of Amazonas); (iii) the Brazilian Cancer Control Institute (which contributes to the prevention, early diagnosis and treatment of breast cancer in Brazil); and (iv) Tamar Project (created to preserve sea turtles).

The portfolio is composed of 23.8 million active bonds. Of this total, 34.7% are represented by "Traditional Bonds", sold at the Branch Network and at Bradesco Dia&Noite service channels. The other 65.3% of the portfolio is represented by "Incentive" bonds (assignment of drawing rights), such as partnerships with Bradesco Vida e Previdência and Bradesco Auto/RE. Given that the purpose of this type of capitalization bond is to add value to the product of a partner company or even to encourage timely payment by its customers, the bonds have reduced maturity and grace terms and lower sale price.

Economic and Financial Analysis**Bradesco Auto/RE and Atlântica Companhia de Seguros**

	R\$ million (unless otherwise stated)							
	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Income	60	37	38	86	71	25	43	28
Net Written Premiums	1,319	1,655	1,551	1,399	1,108	1,276	1,204	1,039
Technical Reserves	5,823	5,952	5,689	5,314	4,998	5,003	4,817	4,643
Claims Ratio	62.1	62.8	62.5	58.0	59.1	59.5	58.6	58.5
Expense Ratio	19.5	21.0	21.8	20.9	19.6	18.9	18.0	17.7
Combined Ratio	106.4	105.4	107.6	103.6	104.5	101.6	100.8	105.6
Policyholders (in thousands)	4,480	4,536	3,690	3,882	3,613	3,631	3,652	3,798
Premium Income Market Share (%) ⁽¹⁾	10.2	10.6	10.6	10.3	8.8	9.1	9.1	8.8

(1) The fourth quarter of 2014 includes the latest data released by SUSEP (November/14).

Note: We are considering Atlântica Companhia de Seguros as of the first quarter of 2014.

Net income for the fourth quarter of 2014 was up 62.2% over the previous quarter, due to: (i) a 0.7 p.p. drop in claims ratio; (ii) a 1.5 p.p. drop in sales; and (iii) improved financial and equity income.

Revenues for the fourth quarter of 2014 was up 19.0% over the same period of the previous year, and net profit decreased 15.5% in the same comparison period, primarily due to: (i) the increase of 3.0 percentage points in claims ratio; and partially offset by: (ii) improved equity income.

In the year-over-year, revenues were up 28.0% in 2014. Net income was up 32.3% over the previous year, due to: (i) improved financial and equity income; (ii) improved administrative efficiency ratio; partially offset by: (iii) a 2.6 p.p. increase in claims ratios; and (iv) a 2.2 p.p. increase in sales.

In the Property Insurance segment, the focus on large brokers and Corporate and Middle Market customers was maintained. This results in renewal of the main accounts, whether as the leading company or through participation in co-insurance.

The transportation segment is still the primary focus, with essential investments made to leverage new business.

Despite strong competition in the Auto/RCF line, the insurer maintained its fleet at approximately 1.7 million vehicles, guaranteed by the maintenance of competitiveness, mainly due to the establishment of a refined and segmented quoting process. Another important fact relates to improvements to current products and the creation of products for a specific target market. Among them, it is worth noting the launch of the First Vehicular Protection of Bradesco Seguro (Bradesco Seguro Primeira Proteção Veicular), exclusive to Bradesco's account holders, which helps, through the Day and Night Support services, new vehicles and vehicles of up to 15 years of use.

In order to provide its customers with a better service, Bradesco Auto/RE currently counts with 28 Bradesco Auto Centers (BAC), which offer policyholders the greatest variety of services in a single place. Some of the services offered include:

In Aviation and Maritime Hull insurance, the increased exchange with Corporate and Middle Market segments has been drawn on extensively, taking full advantage of the stronger sales of new aircraft and those of the maritime segment.

auto claims services, rental car reservations, installation of anti-theft equipment, preventative maintenance checks, glass repairs or replacement and environmental vehicle inspections.

- Economic and Financial Analysis Report – December 2014

Bradesco Auto/RE

Number of Policyholders at Auto/RE

Mass insurance targets individuals, self-employed professionals and SMEs. The launch of new products combined with the continuous improvement to methods and systems has contributed to maintenance of customer base.

It is worth pointing out that we continue with a strong strategy for the “home insurance” segment, totaling more than 1.5 million insured homes. We recently launched the Monthly Home Insurance; a product that can be billed monthly billing via checking account debit.

Bradesco

Economic and Financial Analysis**Fee and Commission Income**

A breakdown of the variation in Fee and Commission Income for the respective periods is presented below:

Fee and Commission Income	R\$ million					
	12M14	12M13	4Q14	3Q14	Variation	
					12 Months	Quarter
Card Income	8,085	7,165	2,161	2,023	920	138
Checking Account	4,021	3,608	1,080	1,025	413	55
Loan Operations	2,582	2,242	695	688	340	7
Fund Management	2,449	2,324	657	653	125	4
Collection	1,566	1,471	398	400	95	(2)
Consortium Management	880	722	240	228	158	12
Underwriting / Financial Advisory Services	637	568	121	135	69	(14)
Custody and Brokerage Services	520	511	136	138	9	(2)
Payments	373	340	87	89	33	(2)
Other	975	835	264	260	140	4
Total	22,089	19,786	5,839	5,639	2,303	200

Explanations of the main items that influenced the variation in Fee and Commission Income between periods can be found below.

Fee and Commission Income

Card Income

Income from card fees totaled R\$ 2,161 million, a growth of R\$ 138 million, or 6.8%, over the previous quarter, primarily due to: (i) increased volume of transactions in the period; and (ii) increased revenue.

In the year-over-year comparison, the 12.8% growth, or R\$ 920 million, is primarily due to: (i) an increase in income from purchases and fees, arising from a 10.5% increase in revenue, which reached R\$ 132.0 billion in 2014; (ii) an increase in the credit and debit card base; and (iii) the greater volume of transactions in the period.

Bradesco

____ Economic and Financial Analysis

Fee and Commission Income

Checking Account

Checking account service revenues were up 5.4% in the fourth quarter of 2014, compared to the previous quarter, mainly due to: (i) the expansion of the customer service portfolio; and (ii) an increase in business volume.

Year-over-year, these revenues were up R\$ 413 million, or 11.4%, primarily due to: (i) an expanded portfolio of services provided to our clients; and (ii) the increase in business volume.

Loan Operations

In the fourth quarter of 2014, revenues from loan operations totaled R\$ 695 million, which represent a 7% growth over the previous quarter, primarily due to the increased volume of operations contracted in the quarter.

In the year-over-year comparison, the 15.2% increase was mainly due to: (i) increased volume of operations contracted in the period; and (ii) higher income from collaterals, which increased 11.6%, deriving mostly from a 6.6% growth in the volume of Sureties and Guarantees operations.

Fee and Commission Income**Fund Management**

In the fourth quarter of 2014, fund management income totaled R\$ 657 million, remaining virtually stable compared to the previous quarter.

In the year-over-year comparison, the increase of R\$ 125 million was basically due to the increase in the volume of funds raised and managed, which grew 12.3% in the period.

Investments in fixed income funds led the segment, with growth of 12.4% in the period.

Shareholders' Equity	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Investment Funds	446,787	449,440	401,519	(0.6)	11.3
Managed Portfolios	34,672	31,164	25,246	11.3	37.3
Third-Party Fund Quotas	7,271	6,337	8,599	14.7	(15.4)
Total	488,730	486,941	435,364	0.4	12.3
Distribution	R\$ million			Variation %	
	Dec14	Sept14	Dec13	Quarter	12M
Investment Funds – Fixed Income	419,768	421,227	373,552	(0.3)	12.4
Investment Funds – Equities	27,019	28,213	27,967	(4.2)	(3.4)
Investment Funds – Third-Party Funds	5,316	4,419	6,355	20.3	(16.3)
Total - Investment Funds	452,103	453,859	407,874	(0.4)	10.8
Managed Portfolios - Fixed Income	26,542	22,606	16,856	17.4	57.5
Managed Portfolios – Equities	8,130	8,558	8,390	(5.0)	(3.1)
Managed Portfolios - Third-Party Funds	1,955	1,918	2,244	1.9	(12.9)
Total - Managed Funds	36,627	33,082	27,490	10.7	33.2
x					
Total Fixed Income	446,310	443,833	390,408	0.6	14.3
Total Equities	35,149	36,771	36,357	(4.4)	(3.3)

Edgar Filing: BANK BRADESCO - Form 6-K

Total Third-Party Funds	7,271	6,337	8,599	14.7	(15.4)
Overall Total	488,730	486,941	435,364	0.4	12.3

Bradesco _____

_____ Economic and Financial Analysis

Fee and Commission Income

Cash Management Solutions (Payments and Collection)

In the fourth quarter of 2014, billing and collection income remained virtually stable compared to the previous quarter.

In the year-over-year comparison, the annual increase of 7.1%, or R\$ 128 million, was mainly due to the greater volume of processed documents, up from 2,125 million in 2013 to 2,199 million in 2014, a 3.5% increase for the period.

Consortium Management

In the third quarter of 2014, income from consortium management increased 5.3% compared to the previous quarter, as a result of the sales made in that period. On December 31, 2014, Bradesco had 1,062 thousand active quotas (1,020 thousand active quotas on September 30, 2014), ensuring a leading position in all the segments it operates (real estate, auto and trucks/tractors/machinery and equipment).

In the year-over-year comparison, the 21.9% increase in income from consortium management was mainly driven by: (i) a higher volume of received bids; (ii) the increase in the average ticket; and (iii) the increase in sales of new quotas, ranging from 924 thousand active quotas on December 31, 2013, to 1,062 thousand active quotas on December 31, 2014, an increase of 138 thousand net quotas.

- Economic and Financial Analysis Report – December 2014

Fee and Commission Income

Custody and Brokerage Services

In the fourth quarter of 2014, total earnings with custody and brokerage services remained virtually stable compared to the previous quarter.

In the year-over-year comparison, revenues totaled R\$ 520 million, an increase of R\$ 9 million compared to 2013, primarily due to the increase in the average volume of assets in custody during the period.

Underwriting / Financial Advisory Services

The R\$ 14 million reduction in the quarter-over-quarter comparison resulted primarily from the reduced activity in the capital market during the fourth quarter of 2014. It is important to note that variations recorded in this income derive from the volatile behavior of the capital market.

In the year-over-year comparison, the increase of R\$ 69 million, or 12.1%, is mainly due to the increase in business volume in the period.

Economic and Financial Analysis**Personnel and Administrative Expenses**

Personnel and Administrative Expenses	R\$ million					
	12M14	12M13	4Q14	3Q14	Variation	
					12 Months	Quarter
Personnel Expenses						
Structural	11,186	10,476	2,933	2,881	710	52
Payroll/Social Charges	8,282	7,798	2,156	2,146	484	10
Benefits	2,904	2,678	777	735	226	42
Non-Structural	2,781	2,585	743	683	196	60
Management and Employee Profit Sharing	1,536	1,407	385	401	129	(16)
Provision for Labor Claims	793	806	213	177	(13)	36
Training	145	127	51	40	18	11
Termination Costs	307	245	94	65	62	29
Total	13,967	13,061	3,676	3,564	906	112
Administrative Expenses						
Outsourced Services	3,942	4,134	1,109	974	(192)	135
Depreciation and Amortization	1,906	1,665	502	486	241	16
Communication	1,524	1,608	388	382	(84)	6
Data Processing	1,342	1,297	369	340	45	29
Advertising and Marketing	934	793	401	184	141	217
Rental	896	830	240	225	66	15
Transportation	776	832	181	193	(56)	(12)
Financial System Services	774	732	193	196	42	(3)
Asset Maintenance	700	661	200	169	39	31
Security and Surveillance	559	495	141	140	64	1
Materials	342	310	89	85	32	4
Water, Electricity and Gas	237	225	65	54	12	11
Trips	156	138	54	37	18	17
Other	760	793	227	163	(33)	64
Total	14,848	14,512	4,159	3,628	336	531
Total Personnel and Administrative Expenses	28,815	27,573	7,835	7,192	1,242	643
Employees ⁽¹⁾	95,520	100,489	95,520	98,849	(4,969)	(3,329)
Service Points	75,176	72,736	75,176	74,028	2,440	1,148

(1) The reduction in the fourth quarter of 2014 includes the transfer of 2,431 employees of Scopus Tecnologia to IBM Brazil.

In the third quarter of 2014, total Personnel and Administrative Expenses amounted to R\$ 7,835 million, with growth of 8.9% in comparison with the previous quarter. In the year-over-year comparison, total

personnel and administrative expenses amounted to R\$ 28,815 million, up 4.5% compared to the same period in the previous year.

Personnel Expenses

In the fourth quarter of 2014, personnel expenses totaled R\$ 3,676 million, with variation of 3.1% or R\$ 112 million compared to the previous quarter.

The R\$ 52 million increase in structural expenses was due to higher expenses with salaries, social charges and benefits, due to an increase in salary levels, in accordance with the collective bargaining agreement of 2014.

The R\$ 60 million increase in non-structural expenses was primarily due to: (i) higher expenses with provisions for labor claims, in the amount of R\$ 36 million; and (ii) an increase in the cost of terminations and charges, totaling R\$ 29 million.

- Economic and Financial Analysis Report – December 2014

Economic and Financial Analysis

Personnel and Administrative Expenses

Personnel Expenses

In the year-over-year comparison, the increase of R\$ 906 million, or 6.9%, was primarily due to: (i) the structural portion, totaling R\$ 710 million, due to the increase in expenses with payroll, social charges and benefits, impacted by higher salaries, in accordance with the 2013 and 2014 collective agreements (increases of 8.0% and 8.5%,

respectively; and (ii) the R\$ 196 million increase in the non-structural portion, resulting mainly from greater expenses with: (a) profit and income sharing of managers and employees, totaling R\$ 129 million; and (b) termination and charge costs, totaling R\$ 62 million.

Bradesco _____

Economic and Financial Analysis

Personnel and Administrative Expenses

Administrative Expenses

In the fourth quarter of 2014, administrative expenses totaled R\$ 4,159 million, for an increase of R\$ 531 million, or 14.6%, compared to the previous quarter, which was primarily due to: (i) the seasonal effect of higher advertising expenses, due to the investments made to support institutional positioning and product offerings, totaling R\$ 217 million; and (ii) the increase in turnover and services concentrated in the period, which in turn resulted in greater expenses with: (a) third-party services, in the amount of R\$ 135 million; (b) maintenance and conservation of assets, in the amount of R\$ 31 million; and (c) data processing, in the amount of R\$ 29 million.

In the year-over-year comparison, administrative expenses totaled R\$ 14,848 million, for an increase of 2.3%. This performance was primarily due to a consistent cost control, despite increasing expenses with: (i) growth in turnover and services in the period; (ii) contractual adjustments; and (iii) expansion of 2,440 Service Points, led by Bradesco Expresso, bringing the total number of Service Points to 75,176 on December 31, 2014. We should note the performance of inflation indexes over the past 12 months: the IPCA and IGP-M were up 6.41% and 3.69%, respectively.

Operating Coverage Ratio ⁽¹⁾

In the quarter, the coverage ratio over the last 12 months maintained its improvement with a 0.8 p.p. growth, mainly due to an increase in fee and commission income, combined with ongoing cost control efforts, including the initiatives of our Efficiency Committee and measures applied to increase the offer of products and services to the entire client base.

It should be pointed out that 76.7% is the best rate over the last six years.

(1) Fee and Commission Income/Administrative and Personnel Expenses (in the last 12 months).

Tax Expenses

The increase of R\$ 29 million in tax expenses compared to the previous quarter, and the increase of R\$ 246 million, or 5.6%, in the year-over-year comparison was basically due to the increase in expenses with PIS/Cofins/ISS, derived from the increase in taxable income.

Equity in the earnings (losses) of unconsolidated companies

In the fourth quarter of 2014, the equity in the earnings (losses) of unconsolidated companies was R\$ 57 million, an increase of R\$ 14 million, or 32.6% compared to the previous quarter, mainly due to greater results with the unconsolidated company "IRB – Brasil Resseguros".

In the year-over-year comparison, the increase of R\$ 144 million was mainly attributed to better results with the unconsolidated company "IRB –

Brasil Resseguros”.

Bradesco _____

Economic and Financial Analysis

Operating Income

Operating income totaled R\$ 6,532 million in the fourth quarter of 2014, or 7.1%, a R\$ 432 million increase from the previous quarter. This performance was mostly driven by: (i) the improved results in net interest income, in the amount of R\$ 705 million; (ii) an increase in fees and commission income, totaling R\$ 200 million; (iii) an increase in operating income for Insurance, Pension Plans and Capitalization Bonds, in the amount of R\$ 193 million; and (iv) the increase in personnel and administrative expenses, in the amount of R\$ 643 million.

In the year-over-year comparison, the increase of R\$ 5,280 million or 28.0%, was mainly driven by: (i) the R\$ 5.009 million increase net interest income; (ii) increase in fees and commission income, totaling R\$ 2.303 million; (iii) higher net interest income, totaling R\$ 156 million; (iv) an increase in operating income for Insurance, Pension Plans and

Capitalization Bonds, in the amount of R\$ 576 million; partially offset by: (iv) an increase in personnel and administrative expenses, totaling R\$ 1,242 million; and (v) an increase in other operating expenses (net of other income), totaling R\$ 652 million; (vi) increased expenses with allowances for loan losses, in the amount of R\$ 612 million; and (vii) an increase in tax expenses, totaling R\$ 246 million.

Non-Operating Income

In the fourth quarter of 2014, non-operating income posted a loss of R\$ 68 million, an increase of R\$ 23 million from the previous quarter, and R\$ 63 million in the year-over-year comparison. due to greater non-operating expenses (such as losses on sale of foreclosed assets/other) in the period.

Corporate Governance

Bradesco's management is made up of the Board of Directors and the Statutory Board of Executive Officers. The Board of Directors is composed of nine members who are eligible for reelection, and includes eight external members, including the Chairman (Mr. Lázaro de Mello Brandão), and one internal member (the Chief Executive Officer, Mr. Luiz Carlos Trabuco Cappi). The Board members, who elect the members of the Board of Executive Officers, are themselves elected at the Annual Shareholders' Meeting.

Bradesco's Corporate Governance structure includes 6 Committees subordinated to the Board of Directors, 2 of which are Statutory Committees (Audit and Compensation) and 4 which are Non-Statutory Committees (Ethical Conduct, Internal Controls and Compliance, Integrated Risk Management and Capital Allocation and Sustainability), in addition to several Executive Committees subordinated to the Board of Executive Officers, assisting it in performing its duties.

Investor Relations – IR

In the fourth quarter, the Investor Relations area participated in 11 events in Brazil and four such events abroad, in London, Madrid and New York. In addition to the events calendar, Apimec Meetings were held in Florianópolis, Curitiba, Belo Horizonte, Fortaleza and Recife.

Sustainability**For the 10th consecutive year, Bradesco is listed in Corporate Sustainability Index (ISE)**

Listed in the Corporate Sustainability Index (ISE) of BM&FBovespa since its beginning, Bradesco's common shares (BBDC3) and preferred shares (BBDC4) were included in the Corporate Sustainability Index (ISE) for the 10th consecutive year.

Bradesco guarantees its shareholders, as a minimum dividend, 30% of adjusted net income, as well as 100% tag-along rights for common shares and 80% for preferred shares. Preferred shares are also entitled to dividends 10% greater than those paid to common shares.

Bradesco voluntarily adhered to Level 1 Corporate Governance of BM&FBovespa in 2001, and to the Code of Self-Regulation and Best Practices for Publicly Held Companies, issued by the Brazilian Association of Publicly Held Companies (Abrasca), in 2011. In December 2014, *Austin Rating* held its AA+ Corporate Governance rating attributed to Bradesco, which reflects the company's commitment to corporate governance practices that adhere the best practices defined by the *Austin Rating*, based on the main codes published on this topic.

Further information is available at the Bradesco's Investor Relations website (www.bradescori.com.br – Corporate Governance Section).

In addition, the Investors Relations area frequently provides services to shareholders, investors and analysts by phone, e-mail, and at its headquarters.

questionnaire. This year, the index listed 51 shares from 40 different companies, belonging to 19 sectors of the economy.

Renowned as a national reference and an encouragement to good practices, the ISE seeks to maintain a portfolio that is composed by stocks issued by companies highly committed to corporate

Companies are selected from among responsibility in all its dimensions.
BM&Fbovespa's 200 most actively traded shares in
terms of liquidity, after completing a

- Economic and Financial Analysis Report – December 2014

Sustainability

Participation in the fourth Annual Meeting of UNEP FI Bank Commission

Bradesco participated in the fourth Annual Meeting of the Bank Commission, promoted by the United Nations Environmental Program Financial Initiative (UNEP FI). The initiative gathers more than 200 financial institutions, including banks, insurance companies and fund managers, who study the impact of social and

environmental considerations on financial performance. Among the topics discussed at the October 2014 meeting held in Geneva, Switzerland, was “Conducting Positive Impacts — how banks can increase their positive contribution to society and the environment.”

Participation at COP 20, in Lima

In December 2014, Bradesco integrated the Brazilian delegation at the United Nations Climate Change Conference (COP 20), held in Lima, Peru. At the occasion, 195 countries approved the

draft of an agreement to reduce greenhouse gas emissions, laying the groundwork for a probable global pact at COP 21, in Paris, in 2015.

Bradesco _____

Return to Shareholders**Bradesco Shares****Number of Shares – Common and Preferred Shares⁽¹⁾**

	Dec14	Sept14	In thousands Dec13
Common Shares	2,100,738	2,100,738	2,100,738
Preferred Shares	2,094,652	2,094,652	2,095,771
Subtotal – Outstanding Shares	4,195,391	4,195,391	4,196,509
Treasury Shares	11,883	11,883	10,765
Total	4,207,274	4,207,274	4,207,274

(1) Excluding bonuses and stock splits during the periods.

On December 31, 2014, Bradesco's Capital Stock stood at R\$ 38.1 billion, composed of 4,207,274 thousand shares, made up of 2,103,637 thousand common shares and 2,103,637 thousand preferred shares. The largest shareholder is the holding company Cidade de Deus Cia. Comercial de Participações, which directly holds 48.7% of voting capital and 24.4% of total capital.

Cidade de Deus Cia. Comercial de Participações is controlled by the Aguiar Family, Fundação Bradesco and another holding company, Nova Cidade de Deus Participações S.A., which is in turn controlled by Fundação Bradesco and BBD Participações S.A., whose shareholders are the majority of Bradesco's Board of Directors, Statutory Board of Executive Officers and management-level employees.

Number of Shareholders – Domiciled in Brazil and Abroad

	Dec14	%	Ownership of Capital (%)	Dec13	%	Ownership of Capital (%)
Individuals	321,387	89.7	21.8	327,289	89.8	20.0
Companies	35,926	10.0	45.3	36,144	9.9	48.5
Subtotal Domiciled in Brazil	357,313	99.7	67.1	363,433	99.7	68.5
Domiciled Abroad	1,209	0.3	32.9	1,023	0.3	31.5
Total	358,522	100.0	100.0	364,456	100.0	100.0

Regarding Bradesco's shareholders, residing either in Brazil or abroad, there were 357,313 shareholders domiciled in Brazil on December 31, 2014, accounting for 99.7% of all

shareholders and 67.1% of shares. The number of shareholders residing abroad was 1,209, accounting for 0.3% of the total number of shareholders and 32.9% of shares.

Return to Shareholders

Bradesco Shares

Average Daily Trading Volume of Shares

Bradesco shares are traded on BM&FBovespa (São Paulo) and on the New York Stock Exchange (NYSE). Since November 21, 2001, Bradesco trades its ADRs backed by preferred shares on NYSE. As of March 13, 2012, it has also traded ADRs backed by common shares.

In 2014, the average daily trading volume of our shares reached R\$ 622 million, the highest number in the series below. Compared to the previous year, the average volume daily traded rose up 17.1%, due to the higher trading volume of our ADRs backed by preferred shares on the NYSE.

Bradesco _____

Return to Shareholders**Bradesco Shares****Appreciation of Preferred Shares - BBDC4**

The graph shows the change in Bradesco's preferred shares, taking into account the reinvestment of dividends, compared to the Ibovespa and the Interbank Deposit Rate (CDI). If by late December 2001 R\$ 100 were invested,

Bradesco's shares would be worth approximately R\$ 1,160 by December 2014, which is a substantially higher appreciation compared to that presented by Ibovespa and CDI within the same period.

Share and ADR Performance⁽¹⁾

	In R\$ (unless otherwise stated)					
	4Q14	3Q14	Variation %	12M14	12M13	Variation %
Adjusted Net Income per Share	0.99	0.94	5.3	3.66	2.91	25.8
Dividends/Interest on Shareholders' Equity – Common Share (after Income Tax)	0.27	0.26	3.8	1.02	0.82	24.4
Dividends/Interest on Shareholders' Equity – Preferred Share (after Income Tax)	0.30	0.29	3.4	1.13	0.90	25.6

	In R\$ (unless otherwise stated)					
	Dec14	Sept14	Variation %	Dec14	Dec13	Variation %
Book Value per Common and Preferred Share	19.43	18.89	2.9	19.43	16.90	15.0
Last Trading Day Price – Common Shares	34.32	35.00	(1.9)	34.32	31.95	7.4
Last Trading Day Price – Preferred Shares	35.06	34.84	0.6	35.06	29.09	20.5
Last Trading Day Price – ADR ON (US\$)	12.93	14.32	(9.7)	12.93	14.05	(8.0)
Last Trading Day Price – ADR PN (US\$)	13.37	14.25	(6.2)	13.37	12.53	6.7
Market Capitalization (R\$ million) ⁽²⁾	145,536	146,504	(0.7)	145,536	128,085	13.6

(1) Adjusted for corporate events in the periods; and

(2) Number of shares (excluding treasury shares) vs. closing price for common and preferred shares on the last trading day of the period.

[Return to Shareholders](#)**Bradesco Shares****Recommendation of Market Analysts – Target Price**

Market analysts issue periodical recommendations on Bradesco preferred shares (BBDC4). In January 2015, we analyzed 9 reports prepared by these

analysts. Their recommendations and a general consensus on the target price for December 2015 can be found below:

Recommendations		Target Price in R\$ for Dec15	
	%		
Buy	55.6	Average	42.9
Keep	44.4	Standard Deviation	3.1
Sell	-	Higher	48.0
Under Analysis	-	Lower	38.0

For more information on target price and recommendation by each market analyst that monitors the performance of Bradesco shares, go

to our Shareholder Relationship website at: www.bradescori.com.br > Information to Shareholders > Analysts' Consensus.

Market Capitalization

On December 31, 2014, Bradesco's market value, considering the closing prices of Common and Preferred shares, was R\$ 145.5 billion, a growth of

13.6% compared to December 31, 2013. It should be mentioned that, in the same period, Ibovespa recorded a 2.9% drop.

 Bradesco

Return to Shareholders

Main Indicators

Price/Earnings Ratio⁽¹⁾: indicates a possible number of years within which the investor would recover the capital invested, based on the closing prices of common and preferred shares.

Price/Book Ratio: indicates the multiple by which Bradesco's market capitalization exceeds its book value.

Dividend Yield ⁽¹⁾ ⁽²⁾:the ratio between share price and dividends and/or interest on shareholders' equity paid to shareholders in the last 12 months, which indicates the return on investment represented by the allocation of net income.

- Economic and Financial Analysis Report – December 2014

Dividends/Interest on Shareholders' Equity

In 2014, R\$ 5,055 million were assigned to shareholders as interest on shareholders' equity (JCP) and dividends. In 2014, the total JCP and Dividends assigned to shareholders accounted for

35.3% of the net income for the fiscal year and, considering the income tax deduction and JCP assignments, it was equivalent to 31.5% of the net income.

(1) In the last 12 months.

Weight on Main Stock Indexes

Bradesco shares are listed in Brazil's main stock indexes, including IBrX-50 and IBrX-100 (indexes that measures the total return of a theoretical portfolio composed of 50 and 100 shares, selected from among the most traded shares on BM&FBovespa), IBrA (Broad Brazil Index), IFNC (Financial Index, composed of banks, insurance companies and financial institutions), ISE (Corporate Sustainability Index), IGCX (Special Corporate Governance Stock Index), IGCT (Corporate Governance Trade Index), ITAG (Special Tag-Along Stock Index),

ICO2 (index composed of shares of companies listed in the IBrX-50 index and that accepted to take part in this initiative by adopting transparent greenhouse gas emission practices) and the Mid-Large Cap Index – MLCX (which measures the return of a portfolio composed of the highest capitalization companies listed).

Abroad, Bradesco shares are listed on the Dow Jones Sustainability World Index of the NYSE, and on the FTSE Latibex Brazil Index of the Madrid Stock Exchange.

	Dec14	ln % (1)
Ibovespa		10.0
IBrX-50		10.7
IBrX-100		9.4
IBrA		9.0
IFNC		20.7
ISE		5.1
IGCX		6.9
IGCT		11.0
ITAG		12.2
ICO2		15.2
MLCX		10.0

(1) Represents Bradesco's weight on the portfolio of main Brazilian stock market indexes.

Return to Shareholders

(This page intentionally left blank)

Economic and Financial Analysis Report – December 2014

Additional Information**Market Share of Products and Services**

Market shares held by the Organization in the Banking and Insurance industries and in the Customer Service Network are presented below.

	Dec14	Sept14	Dec13	Sept13
Banks – Source : Brazilian Central Bank (Bacen)				
Demand Deposits	N/A	13.8	16.4	17.1
Savings Deposits	N/A	13.5	13.4	13.4
Time Deposits	N/A	10.0	10.8	11.2
Loan Operations	10.2 ⁽¹⁾	10.4	10.7	10.9
Loan Operations - Private Institutions	22.1 ⁽¹⁾	22.2	21.9	22.1
Loan Operations - Vehicles Individuals (CDC + Leasing)	13.3 ⁽¹⁾	13.3	13.6	13.9
Payroll-Deductible Loans	11.8 ⁽¹⁾	11.9	12.1	12.0
Number of Branches	20.4	20.6	20.7	21.0
Banks – Source : Social Security National Institute (INSS)/Dataprev				
Benefit Payment to Retirees and Pensioners	N/A	26.3	25.7	25.4
Banks – Source : Anbima				
Managed Investment Funds and Portfolios	18.8	19.0	18.1	18.3
Insurance, Pension Plans and Capitalization Bonds – Source: Insurance Superintendence (Susep) and National Agency for Supplementary Healthcare (ANS)				
Insurance, Pension Plan and Capitalization Bond Premiums	24.0 ⁽²⁾	23.3	24.2	23.8
Insurance Premiums (including Long-Term Life Insurance - VGBL)	23.5 ⁽²⁾	22.7	23.9	23.6
Life Insurance and Personal Accident Premiums	17.6 ⁽²⁾	17.7	17.0	16.9
Auto/Basic Lines Insurance Premiums	10.2 ⁽²⁾	10.6	8.8	9.1
Auto/Optional Third-Party Liability (RCF) Insurance Premiums	13.6 ⁽²⁾	13.0	10.9	10.6
Health Insurance Premiums	45.9 ⁽²⁾	45.8	46.0	45.6
Income from Pension Plan Contributions (excluding VGBL)	31.4 ⁽²⁾	31.5	31.2	31.2
Capitalization Bond Income	24.7 ⁽²⁾	24.3	22.1	21.8
Technical Reserves for Insurance, Pension Plans and Capitalization Bonds	27.3 ⁽²⁾	27.4	29.1	29.1
Insurance and Pension Plans – Source: National Federation of Life and Pension Plans (Fenaprevi)				
Income from VGBL Premiums	25.0 ⁽²⁾	24.4	29.5	28.8
Income from Unrestricted Benefits Generating Plans (PGBL) Contributions	24.4 ⁽²⁾	24.1	25.4	25.7
Pension Plan Investment Portfolios (including VGBL)	30.4 ⁽²⁾	30.5	31.5	32.3
Leasing – Source: Brazilian Association of Leasing Companies (ABEL)				
Lending Operations	19.4 ⁽²⁾	19.4	19.7	19.7
Consortia – Source: Bacen				
Real Estate	28.1 ⁽²⁾	27.1	30.7	30.5
Auto	27.6 ⁽²⁾	27.1	28.6	27.8
Trucks, Tractors and Agricultural Implements	18.7 ⁽²⁾	17.9	20.4	18.8
International Area – Source: Bacen				
Export Market	17.3	18.1	18.1	18.1

Import Market	13.0	13.6	15.6	15.8
Digital Channels - Source: Bacen				
Internet, Home and Office Banking	N/A	N/A	24,4	N/A
ATM	N/A	N/A	19,6	N/A
Customer Service Centers	N/A	N/A	30,6	N/A
Mobile Phones and Personal Digital Assistants (PDAs)	N/A	N/A	38,1	N/A

(1) SFN data is preliminary; and

(2) Reference Date: Nov/14.

N/A – Not Available.

- Economic and Financial Analysis Report – December 2014

Additional Information**Market Share of Products and Services****Branch Network**

Region	Dec14		Market Share	Dec13		Market Share
	Bradesco	Market		Bradesco	Market	
North	276	1,129	24.4%	278	1,099	25.3%
Northeast	844	3,621	23.3%	847	3,570	23.7%
Midwest	345	1,819	19.0%	346	1,793	19.3%
Southeast	2,421	11,898	20.3%	2,423	11,815	20.5%
South	773	4,320	17.9%	780	4,307	18.1%
Total	4,659	22,787	20.4%	4,674	22,584	20.7%

Reserve Requirements

%	Dec14	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13
Demand Deposits								
Rate ⁽¹⁾	45	45	45	44	44	44	44	44
Additional ⁽²⁾	-	-	-	-	-	-	-	-
Reserve Requirements ⁽³⁾	34	34	34	34	34	34	34	34
Reserve Requirements (Microfinance)	2	2	2	2	2	2	2	2
Free	19	19	19	20	20	20	20	20
Savings Deposits								
Rate ⁽⁴⁾	20	20	20	20	20	20	20	20
Additional ⁽²⁾	10	10	10	10	10	10	10	10
Reserve Requirements	65	65	65	65	65	65	65	65
Free	5	5	5	5	5	5	5	5
Time Deposits								
Rate ⁽²⁾	20	20	20	20	20	20	20	20
Additional ⁽²⁾	11	11	11	11	11	11	11	11
Free	69	69	69	69	69	69	69	69

(1) Collected in cash and not remunerated;

(2) Collected in cash with the Special Clearance and Custody System (Selic) rate;

(3) At Bradesco, reserve requirements are applied to Rural Loans; and

(4) Collected in cash with the Reference Interest Rate (TR) + interest of 6.17% p.a. for deposits made until 05/03/12, and TR + 70% of the Selic rate for deposits made as of 05/04/12, when the Selic rate is equal to or lower than 8.5% p.a.

Note: On 7/24/2014, the Central Bank issued Circular Letter N°3712/14, allowing the use of certain credit transactions in the reduction of Reserve Requirements.

Bradesco ___

Additional Information

Investments in Infrastructure, Information Technology and Telecommunications

Bradesco is widely regarded as a pioneer in the Brazilian banking industry, continuously providing innovative solutions to its customers. One such example of this entrepreneurial attitude was the launch of the ATM that takes cash deposits and immediately credits the customer's account. These pioneering initiatives are made possible by Bradesco's investment in the constant integration of its IT teams with the Organization's business areas and strategic technology suppliers.

Bradesco was recognized by The Banker magazine in its *Technology Projects of The Year 2014* awards, which lists the most outstanding companies in technological innovation. Bradesco was featured in the "Social Media" category for its Facebook page for F.Banking Bradesco. Using this social network, customers can apply for personal loans, make investments, and access other services such as checking account balance, pension statements, and credit lines, pay utility bills and payment slips and buy mobile phone credits.

In November 2014, the Bank launched the new film for its communication platform, Bradesco Next. The platform gathers information about the innovations developed by Bradesco in a single environment, such as: biometrics system, online financial consulting, Bradesco Celular, geolocation service, check deposit and b.wallet, among other services which are available to its customers.

We have implemented the "EI! - Efficiency and Innovation" program to field employees' suggestions, as part of our goal of valuing and stimulating creativity and interactivity in the Organization. This initiative contributes to increasing the quality and productivity of our businesses, and to the

In addition, we launched a nationwide campaign, "InovaBra", aimed at encouraging and discovering innovative startup projects that can be adapted to the financial products and services industry. Up to a dozen early-stage companies will be selected to develop a ground-breaking product or service for the industry and to integrate its technology with that of Bradesco. The startups that are able to come up with successful solutions will earn a contract with Bradesco, thus entering the market with a major company in its list of clients. The program has exceeded all expectations, with 553 applications submitted from around the country.

Systems Architecture closes the year with a 92.1% growth, showing significant improvement in the sale of assets. This quarter, we highlight the deployment of the "CDC" (direct consumer credit) and "personal loan" products, and pilot projects include "Restrictions" and "Liens". Robust and thorough, Systems Architecture relies on security and speed to support the magnitude of our continuously expanding operations, preparing Bradesco for the next few decades.

As a process of continuous improvement, the Bradesco expanded its Data Center infrastructure resources, with the addition of new uninterruptible power equipment and electrical panels. We implemented sustainability actions with economy and cost reduction in the IT area, with procedures to reuse water from air conditioning condensation systems and using reuse water in our Data Centers. We upgraded our Net Empresa (Internet Banking for Corporate Customers) environment, improving performance and providing greater speed and agility in customer service. Works are also underway to expand the capacity of data

continuous improvement of processes, elimination of waste, problem-solving and the development of partnerships.

Bradesco customers who use Bradesco Celular are now able to enjoy one of our latest innovations. Initially available to Bradesco Prime customers, the Touch ID feature available on some smartphones will now be integrated into our mobile banking service, thus providing faster access to the platform by eliminating the need for a password. We have now also added the List of Beneficiaries for transfers between accounts to this platform, providing customers with the same convenience available in our Internet Banking.

transmission network of at Branches and Service Branches (PAs) (work has already been concluded at 808 Branches and 1,267 Service Branches).

As a prerequisite for its continuous expansion, Bradesco has invested R\$ 4,998 million in Infrastructure, Information Technology and Telecommunications in 2014. The total amount invested over recent years, including infrastructure (facilities, restorations, improvements, furniture and fixtures), can be found below:

- Economic and Financial Analysis Report – December 2014

Investments in Infrastructure, Information Technology and Telecommunications

	2014	2013	2012	2011	R\$ million 2010
Infrastructure	1,049	501	718	1,087	716
Information Technology and Telecommunications	3,949	4,341	3,690	3,241	3,204
Total	4,998	4,842	4,408	4,328	3,920

Risk Management

Risk management activity is highly strategic due to the increasing complexity of services and products and the globalization of the Organization's business. The dynamic aspect of markets forces Bradesco to engage in continuous improvement of this activity in pursuit of best practices. That has allowed Bradesco to use its internal market risk models, which were already in force, to calculate regulatory capital, since January 2013.

The Organization controls risk management in an integrated and independent manner, preserving and valuing the Board's decisions, developing and implementing methodologies, models, and measurement and control tools. It also provides

training to employees from all Organization levels, from business areas to the Board of Directors.

The management process allows the risks to be proactively identified, measured, mitigated, monitored and reported, which is necessary in view of the Organization's complex financial products and activity profile.

Detailed information on the risk management process, Capital, as well as the Organization's risk exposure, can be found in the Risk Management Report, available on the Investor Relations website: www.bradescori.com.br.

Bradesco

Additional Information

Capital Management

The Capital Management structure aims to providing conditions for capital monitoring and control, contributing to the achievement of goals set in the strategic objectives defined by the Organization, through an adequate capital sufficiency planning. This structure is comprised of Executive Committees and one Non-Statutory Committee, which assist the Board of Directors and Board of Executive Officers in the decision-making process.

In addition to the Committee structure, the Organization has a department responsible for the capital management centralization, named Capital Management and Internal Capital Adequacy Assessment Process (ICAAP), subordinated to the Department of Planning, Budget and Control, which acts jointly with the Integrated Risk Control Department, associated companies, business areas and the Organization's supporting areas.

The capital plan is devised on an annual basis and approved by the Board of Executive Officers and Board of Directors. It is also aligned with the strategic plan and encompasses a prospective

outlook of at least three years. The process of developing this plan considers threats and opportunities, market share and development goals, capital requirement projections based on risks, as well as capital held by the Organization. Such projections are constantly monitored and controlled by the capital management area.

With the implementation of the capital management structure, an internal process has been established to assess capital adequacy (ICAAP), which provides conditions to assess capital sufficiency in accordance with the base and stress scenarios, in a prospective outlook to identify capital and contingency actions to be taken in the respective scenarios. Capital adequacy and sufficiency information represent essential tools to manage and support the decision-making process.

Additional information on the capital management structure is available in the Risk Management Report – Pillar 3, and in the 2013 Annual Report, on the Investor Relations website:
www.bradescom.br

Economic and Financial Analysis Report – December 2014

Capital Adequacy Ratio

The implementation of the new capital structure in Brazil began in October 2013. Through the CMN Resolution N^o 4192/13, Bacen provided a new methodology to assess Capital, replacing CMN Resolution N^o 3444/07.

Considering that such methodology entails the introduction of new adjustments, we have adapted the historical series, stated in periods, for the transition from Basel II to Basel III.

It is important to note that indexes published by September 2013 were kept, but cannot be compared due to the current resolution's criteria.

In December 2014, Capital amounted to R\$ 98,605 million, against risk-weighted assets totaling R\$ 597.213 million. The Capital Adequacy Ratio recorded a 0.2 p.p. growth when compared to the previous quarter, going from 16.3% in September 2014 to 16.5% in December 2014, which is basically a result of: (i) an increase in shareholders' equity, due to the growth in income recorded in the quarter; (ii) the effect of reallocation of Insurance Group funds, which had a positive impacted on prudential adjustments; partially offset by: (iii) the increase in risk-weighted assets, caused by the expansion of the loan portfolio.

Calculation Basis	R\$ million									
	Basel III ⁽¹⁾					Basel II				
	Financial Consolidated					Economic-Financial Consolidated				
	Dec14	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13	Dec12	
Capital	98,605	95,825	94,090	92,235	95,804	93,064	92,629	96,721	96,933	
Tier I	77,199	74,127	71,892	69,934	70,808	71,830	69,868	67,980	66,066	
Common Equity	77,199	74,127	71,892	69,934	70,808	71,830	69,868	67,980	66,066	
Shareholders' Equity	81,508	79,242	76,800	73,326	70,940	67,033	66,028	69,442	70,047	
Prudential Adjustments provided for in CMN Resolution 4192/13 ⁽²⁾	(4,309)	(5,115)	(4,908)	(3,392)	(132)	-	-	-	-	
Adjustments Provided for in CMN Resolution 3444/07	-	-	-	-	-	4,797	3,840	(1,462)	(3,981)	
Tier II	21,406	21,698	22,198	22,301	24,996	21,234	22,761	28,741	30,867	
Mark-to-Market Adjustments Subordinated Debt ⁽³⁾	-	-	-	-	-	(4,508)	(3,593)	1,732	4,229	
Risk-Weighted Assets (RWA)	597,213	588,752	596,457	585,991	576,777	566,797	603,541	621,030	600,520	
Credit Risk	544,798	534,165	548,600	534,885	526,108	482,336	479,217	494,015	503,136	
Operating Risk	30,980	30,980	29,853	29,853	23,335	33,100	30,494	30,494	31,197	
Market Risk	21,435	23,607	18,004	21,253	27,334	51,361	93,831	96,522	66,188	
Total Ratio ⁽⁴⁾	16.5%	16.3%	15.8%	15.7%	16.6%	16.4%	15.4%	15.6%	16.1%	
Tier I Capital	12.9%	12.6%	12.1%	11.9%	12.3%	12.7%	11.6%	11.0%	11.0%	

Common Equity	12.9%	12.6%	12.1%	11.9%	12.3%	-	-	-	-
Capital Nível II	3.6%	3.7%	3.7%	3.8%	4.3%	3.7%	3.8%	4.6%	5.1%

(1) Since October 2013, capital is calculated as per CMN Resolution No. 4192/13, which establishes that calculation is based on the “Financial Consolidated” by December 2014 and “Prudential Consolidated” as of January 2015;

(2) The prudential adjustments are progressive deductions that are already being applied on the main capital and will follow the implementation schedule, as provided by CMN Resolution N°4192/13. The impact of these adjustments in the Main Capital deduction was 0% in 2013, 20% in 2014, and will be 40% in 2015, 60% in 2016, 80% in 2017 and 100% in 2018;

(3) In addition, it is worth noting that, from the total amount of subordinated debt, R\$ 21,406 million will be used to compose the Tier II of the Capital Adequacy Ratio, calculated as per CMN Resolution N°4192/13 (including amendments thereof), effective as of October 2013; and

(4) Since October 2013, the Capital Adequacy Ratio calculation follows regulatory guidelines set forth in CMN Resolutions N°4192/13 and 4193/13.

Bradesco _____

____ Additional Information

(This page intentionally left blank)

- Economic and Financial Analysis Report – December 2014

Independent Auditors' Report

Independent Reasonable Assurance Report on the supplementary accounting information included within the Economic and Financial Analysis Report

To

The Directors of

Banco Bradesco S.A.

Osasco – SP

Introduction

We were engaged by Banco Bradesco S.A. ("Bradesco") to report on the supplementary accounting information of Banco Bradesco S.A. for the year ended as at December 31, 2014, in the form of reasonable assurance conclusion that based on our work, described within this report, the supplementary accounting information included within the Economic and Financial Analysis Report is presented, in all material respects, based on the information referred to in the "Criteria for preparing the supplementary accounting information" paragraph.

Responsibilities of the Management of Bradesco

Management is responsible for preparing and adequately presenting the supplementary accounting information included within the Economic and Financial Analysis Report based on the criteria for the preparation of the supplementary accounting information described below, and for other information contained within this report, as well as the design, implementation and maintenance of internal controls that management determines are necessary to allow for such information that is free from material misstatement, whether due to fraud or error.

Independent Auditor's Responsibility

Our responsibility is to examine the supplementary accounting information included within the Economic and Financial Analysis Report prepared by Bradesco and to report thereon in the form of a reasonable assurance conclusion based on the evidence obtained. We conducted our engagement in accordance with the NBC TO 3000 - Assurance Engagement Other than Audit and Review (ISAE 3000). That standard requires that we comply with ethical requirements, including independence requirements, and plan and perform our procedures to obtain reasonable assurance about whether the supplementary accounting information included within the Economic and Financial Analysis Report is presented, in all material respects, to the information referred to in the "Criteria for preparing the supplementary accounting information" paragraph.

The procedures selected were based on our judgment, including the assessment of risks of material misstatement in the supplementary accounting information of Banco Bradesco S.A. whether due to fraud or error; however, this does not include the search and identification of fraud or error.

In making those risk assessments, we have considered internal controls relevant to the preparation and presentation of supplementary accounting information in order to design assurance procedures that are appropriate in the circumstances, but not for the purposes of expressing a conclusion as to the effectiveness of Bradesco's internal control over the preparation and presentation of the supplementary accounting information. Our engagement also includes the assessment of the appropriateness of the reasonableness of the supplementary accounting information, the suitability of the criteria used by Bradesco in preparing the supplementary accounting information within the Economic and Financial Analysis Report in the circumstances of the engagement, evaluating the appropriateness of the procedures used in the preparation of the supplementary accounting information and the reasonableness of estimates made by Bradesco and evaluating the overall presentation of the supplementary accounting information. Reasonable assurance is less than absolute assurance.

Our conclusion does not contemplate aspects related to any prospective information contained within the Economic and Financial Analysis Report, nor offers any guarantee if the assumptions used by Management provide a reasonable basis for the projections presented. Therefore, our report does not offer any type of assurance on the scope of future information (such as goals, expectations and ambitions) and descriptive information that is subject to subjective assessment.

- Report on Economic and Financial Analysis – December 2014

Independent Reasonable Assurance Report on the supplementary accounting information included within the Economic and Financial Analysis Report

Criteria for preparing the supplementary accounting information

The supplementary accounting information disclosed within the Economic and Financial Analysis Report, for the year ended December 31, 2014 has been prepared by the Management of Bradesco, based on the information contained in the consolidated financial statements on December 31, 2014 and the criteria described within the Economic and Financial Analysis Report, in order to facilitate additional analysis, without, however, being part of the consolidated financial statements disclosed on that date

Conclusion

Our conclusion has been formed on the basis of, and is limited to, the matters outlined in this report.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion. In our opinion, the supplementary accounting information included within the Economic and Financial Analysis Report is presented, in all material respects, in accordance with the information referred to in the "Criteria for preparing the supplementary accounting information" paragraph.

Osasco, January 28, 2015

Original report in Portuguese signed by

KPMG Auditores Independentes

CRC 2SP028567/O-1 F SP

Cláudio Rogélio Sertório

Accountant CRC 1SP212059/O-0

Bradesco _ _

Independent Auditors' Report

This page intentionally left blank.

Report on Economic and Financial Analysis – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Message to Shareholders

Dear Shareholders,

In 2014, Brazil experienced yet another moment in its well-established democracy, promoting elections that generated great interest from the general public – who were drawn by the strength of the campaigns and a fierce contest at the polls. Now, economic officials face the task of revisiting projections and strategies, setting the groundwork for changes that can lead the country towards a leap in development.

The Bradesco Organization believes there are reasons to feel optimistic about the future of Brazil. In this context, we hope that domestic economic policy and external factors, such as the recovery of the US economy and the recovery efforts of the economies pegged to the Euro, can create growth opportunities in the country.

At Bradesco, among the most significant events of this past year, we should emphasize our permanence in the select group of companies in the BM&FBovespa's ISE (Corporate Sustainability Index), and the Dow Jones Sustainability Index, of the New York Stock Exchange, which it comprises for the ninth consecutive year; the launch of the payment solutions company Stelo S.A., as well as that of LIVELO S.A., which will take care of business related to a coalition loyalty program – both in conjunction with Banco do Brasil. Also worth mentioning were the opening of the second Fluvial

The Bradesco Organization maintains its commitment to corporate sustainability, seeking to integrate its basic principles to its global strategic planning. Among its social initiatives, we should highlight the work developed by the Bradesco Foundation, which offers free and high-quality education. The foundation focuses its work on regions that face greater educational and healthcare shortages in the country, with a network of 40 schools that constitute one of the largest socio-educational programs promoted by the private sector on a global scale.

The strength of the Bradesco brand will remain a powerful ally in the continuous effort of earning and maintaining market positions, and it is boosted by the competent and loyal dedication of its directors and employees, to whom we express our gratitude. We also wish to thank our customers and shareholders for the trust which has allowed us to stand apart from the competition.

Service Station on the Solimões River, serving 11 riverside towns along a 1,600-km extension of the river, and the establishment of the first branch in Vila Kennedy, a community in the west side of Rio de Janeiro, aimed at the financial inclusion of approximately 130 thousand residents.

Regarding the numbers for the fiscal year, our Book Net Income reached R\$ 15.089 billion, an increase of 25.6% over the previous year; broken down, R\$ 10.683 billion derived from financial activities (70.8% of the total), and R\$ 4.406 billion were generated from insurance, pension plans and capitalization (29.2%). Despite the incredible volatility that characterized the stock market in the fourth quarter, the Bank's market value reached R\$ 145.536 billion, representing 1.8 times the Book Value on 12.31.2014. A total of R\$ 5.055 billion, or 31.5% of the Adjusted Net Income were paid to shareholders as Dividends and Interest on Shareholders' Equity.

As it celebrates 71 years of existence, Bradesco boasts a strong balance sheet position that confirms the success of the strategies applied, which in turn are consistent with the choice of retail banking as our flagship product line for the goals democratization of credit and banking inclusion. Our market performance is the result of the instrumentality of an extensive and well-distributed Service Network and of our digital channels. This wide range of options is made possible by a constant and robust investment in infrastructure and especially in technology, which positions Bradesco at the forefront of banking technology.

Cidade de Deus, January 28, 2015

Lázaro de Mello Brandão
Chairman of the Board of Directors

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

We hereby present the consolidated financial statements of Banco Bradesco S.A., for the fiscal year ended December 31, 2014, prepared in accordance with the accounting practices adopted in Brazil and applicable to institutions authorized to operate by the Brazilian Central Bank.

The year of 2015 should prove to be a challenging one for emerging countries, given the beginning of normalization of US monetary policy and a slowdown in growth for China. This scenario also provides a unique opportunity and stimulus for these nations to move forward in the process of improving their economic fundamentals.

As for Brazil, the new course of its economic policies, in particular its fiscal policy, should play a major role in the country's response to these external challenges. At the same time, an indication to this effect is likely critical to make the stakeholders more confident in the economy, mitigating the effects of the adjustments that are expected to be made in the next year.

Bradesco remains optimistic about Brazil, and holds positive expectations for the segments in which it operates. The volume of credit is likely to grow at rates that are sustainable and compatible with risk. Due to the intense and ongoing upward social mobility of recent years, the scenario for the

- **on July 17, Bradesco and the major retail Banks in the country signed a new Shareholders' Agreement for TecBan – Banking Technology S.A.**, which provides that, in approximately 4 years, their external networks of Self-Service Terminals will be consolidated into Banco24Horas terminals;
- **on July 28 Bradesco formalized a strategic partnership with IBM Brasil – Indústria Máquinas e Serviços Ltda.**, which will provide hardware and software support and maintenance activities, currently provided by Scopus Tecnologia Ltda. IBM will take over the operational structure from Scopus, and all support and maintenance contracts signed between Scopus and its other clients;
- **on August 4, the opening of the first branch in Vila Kennedy**, a community located in the west side of the city of Rio de Janeiro, allowing the financial inclusion of approximately 130 thousand residents;
- **on September 12, for the ninth consecutive year, Bradesco was selected to comprise the Dow Jones Sustainability Index – DJSI** of the New York Stock Exchange, as part of the Dow Jones Sustainability World Index and Dow Jones Sustainability Emerging Markets Index; **on November 27, it was once again selected to**

banking and insurance sectors remains highly favorable.

The following are some of the most noteworthy events involving the Bradesco Organization over the past year:

- **on April 17 Bradesco and Banco do Brasil launched Stelo S.A.**, a payment solutions company that manages, operates and explores the payment facilitator segment for e-commerce and digital portfolio business; **on May 14, they formed LIVELO S.A.**, whose purpose will be to explore businesses related to coalition loyalty program, allowing the client to accumulate and redeem points in various partners;
- **on May 27 the second Fluvial Service Station was inaugurated aboard the ship Voyager V, in the Solimões River in the Amazon.** The new ship serves approximately 50 communities and 11 cities, covering a stretch of around 1,600 kilometers between Manaus and Tabatinga and bringing banking services that make life easier at these riverside communities;
- **on July 7, Bradesco was issued the Quality Certificate issued by IIA – Institute of Internal Auditors**, an entity present in more than 130 countries, empowered to assess and grant the Quality Certificate to internal audits. The certificate is the recognition that Bradesco has an internal audit structure that is prepared to act independently in all its dimensions, with emphasis on best practices for Risk Assessment and for the effectiveness of Internal Controls;

comprise the Corporate Sustainability Index (ISE) of BM&FBOVESPA, which reflects the return of a portfolio composed of shares of the companies with the best performance in the ISE indicators; and

- **on September 15, it earned the RA1000 Reclame AQUI**, as the first bank to be awarded the RA1000, the maximum seal of quality for handling complaints made to the website Reclame AQUI.

1. Results for the Year

The Organization's results and return to shareholders for 2014 were in line with the organization's strategies. A detailed analysis of these figures can be found in the Economic and Financial Analysis Report, available at bradesco.com.br/ri.

R\$ 15.089 billion in book Net Income for the fiscal year, equivalent to R\$ 3.60 per share and profitability of 19.8% over the average Shareholders' Equity^(*). The return on Average Total Assets was 1.6%.

R\$ 5.055 billion allocated to shareholders as monthly, intermediary and complementary Interest on Shareholders' Equity, and as Dividends, computed in the calculation of mandatory dividends. As a result, each common share was attributed R\$ 1.26 (R\$ 1.13 net of Income Tax), including the additional 10% for each preferred share, and R\$ 1.15 (R\$ 1.03 net of Income Tax). Interest and dividends paid represent 35.3% (31.5% net of Income Tax) of the adjusted profit for the year.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Taxes and Contributions

For the year, Bradesco collected a significant amount of its results in taxes, in direct proportion to its activities.

R\$ 13.323 billion in own taxes and social security contributions, paid or provisioned.

R\$ 10.902 billion in taxes withheld and collected from third parties, equivalent to financial intermediation.

Overall, R\$ 24.225 billion in taxes and contributions originated from, or circulated in, the Organization.

2. Corporate Strategy

In 2015, emerging countries are expected to face a global economic scenario marked by the recovery of the United States economy, by China's slowing growth – although its index should remain among the highest in the world – and by dropping oil prices, which, excluding oil-producing countries, will have

Overseas, it maintains a presence in strategic markets, where it provides support to customers who reside outside the country, as well as to investors who are increasingly interested in Brazil. The Bradesco Securities offices in New York, London and Hong Kong are key to raise funds and distribute securities in these financial centers, as well as Banco Bradesco Europe, in Luxembourg, which features resource management services, private banking and trade finance.

The growth that Bradesco seeks on a continuous basis imply in substantial investments in Infrastructure, Information Technology and in the Human Resources sector, essential pillars for the banking industry. R\$ 4.998 billion invested to innovate, update and maintain its IT environment, which is a standard-bearer in its industry, featuring the best practices and technologies available. Training programs that highlight motivation, innovation and customer focus also received R\$ 144.658 million in investments.

Respect towards customers, social and environmental responsibility, security and credibility are inserted in Bradesco's corporate culture. Three great pillars compose the foundation of the strategic planning:

a positive impact on the global economy. This new scenario should create new opportunities and is likely to reduce the imbalances that currently exist between countries.

In the domestic market, Bradesco seeks to improve its already outstanding position among private financial institutions, and to maintain its leadership in the insurance industry. To that end, it will encourage investments and the democratization of credit, expanding the offer of products and services and solutions, with the primary goal of promoting the banking inclusion and social mobility through its extensive Service Network, present in all regions of the country, including Branches, Banking Terminals, Express Bradesco Correspondents, Self-Service Equipment, and also through its convenient Service Channels, such as Internet Banking, Bradesco Celular and Fone Fácil.

From the perspective of a strict monetary policy, the Bank will seek, in the financial sector, the growth of its loan portfolio, focused on real estate loans, consumer credit and payroll-deductible loans, in addition to a strong performance supplementary pension plans, and the expansion of services offered to the growing economically active population. In this sense, it will continue to adopt effective security criteria in order to maintain the balance between expansion of credit and decreased delinquency, achieved through a rigorous evaluation of approval procedures and efficient daily collection of overdue amounts, through the Program for the Recovery of Overdue Loans (PRCV). The Organization will also continue with the strategic focus on business results and their secure disclosure, exemplified by the investment bank, corporate and private banking and the management of third-party funds, in addition to the investments in the payment card industry, buyers' pools, insurance, pension plans and capitalization, all of which are equally relevant.

a) growing organically, without losing sight of the possibilities of acquisitions, associations and partnerships, always committed to the quality of customer service, the security of the products, solutions and services, and with the effective improvement of operational efficiency and financial indexes;

b) maintaining strict controls to identify, assess and mitigate risks that are intrinsic to the activities, as well as defining the acceptable levels in each operation; and

c) conducting businesses with the utmost transparency, ethics and the proper compensation for investors.

3. Capital, Reserves and Subordinated Debt

At year-end, with reference to Banco Bradesco:

R\$ 38.100 billion in subscribed and paid-up Capital;

R\$ 43.408 billion in Asset Reserves; and

R\$ 81.508 billion in Shareholders' Equity, for a growth of 14.9% on the year. In relation to the Consolidated Assets, which totaled R\$ 1.032 trillion, Managed Shareholders' Equity is equivalent to 7.9%. The Book Value per share was R\$ 19.43.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

The solvency ratio was 16.5%, therefore higher than the 11% set out in Resolution nº 4193/13, from the National Monetary Council, in accordance with the Basel Committee. In relation to the Reference Assets, the fixed asset ratio (maximum of 50%, according to the Central Bank of Brazil) reached 13.2% in the consolidated economic and financial report, and 47.2% in the consolidated financial report.

At year-end, Subordinated Debt totaled R\$ 35.822 billion (R\$ 9.322 billion overseas and R\$ 26.500 billion in Brazil), of which R\$ 21.406 billion were eligible capital and composed level II of the Reference Assets, being included in the calculation of the indexes mentioned in the preceding paragraph.

In compliance with Article 8 of Brazilian Central Bank Circular Letter nº 3068/01, Bradesco declares that it has the financial capacity and the intention of holding to maturity those securities classified under "held-to-maturity securities". Bradesco further declares that the operations of Banco Bradescard S.A., its subsidiary, are sufficient to cover the strategic goals defined in the business plan, pursuant to Article 11 of Regulatory Attachment I to National Monetary Council Resolution nº 4122/12.

Capital Management

R\$ 153.267 billion in technical reserves for insurance, pension plans and capitalization bonds, up by 12.5%.

R\$ 34.770 billion in foreign funding, through public and private issues, subordinated debt overseas, securitization of future financial flows and borrowings and on-lendings overseas, equivalent to US\$ 13.090 billion.

4.2. Loan Operations

The democratization of credit can be achieved by expanding and diversifying the credit available, and by more attractive interest rates. These key factors have increased the volume of financing operations conducted directly or in partnerships with market players, as well as in other lines aimed at individuals, such as payroll-deductible loans, through an extensive network of Branches, PAs (Service Branches) and Sales Promoters.

R\$ 455.127 billion was the balance, at year-end, of the consolidated credit operations, in the expanded concept, including sureties and guarantees, letters of credit, advances of credit card receivables, debentures, promissory notes, co-obligation in receivables-backed investment funds, mortgage-backed receivables and rural loans, for a 6.5% increase for the year.

The assessment of adequacy is made to ensure that the organization maintains a strong capital base to support its activities. It also considers a prospective vision, because it anticipates possible changes in market conditions. The structure includes Committees that report to the Board of Directors, and Committees that report to the Board of Executive Officers, advising these Administrative Bodies in the decision-making process.

R\$ 23.146 billion was the consolidated balance of allowance for loan losses, considering an additional provision of R\$ 4.007 billion, which includes provision for guarantees provided above the amount required by Resolution nº 2682/99, of the National Monetary Council.

4. Operational Performance

Real Estate Loans

4.1. Funding

At year-end, the funds obtained and managed totaled R\$ 1.426 trillion, 13.2% higher than the previous year. In all, the Bank manages 26.482 million checking account customers, 59.091 million savings accounts with balances of R\$ 92.155 billion, accounting for 17.6% of the SBPE – Brazilian Savings and Loan System.

R\$ 531.806 billion in demand deposits, time deposits, interbank deposits, savings accounts and securities sold under agreements to repurchase, a 12.1% increase.

R\$ 488.730 billion in assets under management, comprising Investment Funds, Managed Portfolios and Third-Party Fund Quotas, a 12.3% increase.

R\$ 217.526 billion in the exchange portfolio, borrowings and on-lendings in Brazil, working capital, tax payments and collection and related charges, funds from issuance of securities in Brazil, and subordinated debt in Brazil, a 22.0% growth.

Bradesco remains committed to meet the demands of the real estate sector, financing the construction entrepreneurs and end-borrowers by means of targeted channels, thus contributing to the growth of the construction industry's activities, which is linked with socioeconomic development and with the creation of jobs and income. The reflection on the Real Estate Loans Portfolio is shown by the continuous growth in the volume of operations.

R\$ 14.860 billion was the total amount of funds directed to this area, allowing the construction and purchase of 64,099 properties.

The products available, partnerships with real estate brokers and other information can be found at bradescoimoveis.com.br.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

On-lending Operations

In 2014, Bradesco stood out as one of the greatest onlender of funds from BNDES, with a 13.7% share in operations, totaling R\$ 12.389 billion. R\$ 8.075 billion was destined for the release of on-lending for micro, small and medium-sized enterprises, accounting for 15.8 percent of the entire System.

R\$ 35.516 billion was the balance of the on-lending portfolios, with internal and external funds destined primarily to micro, small and medium-sized enterprises, with 393,075 registered contracts.

R\$ 11.523 billion was the total amount of Guarantees provided to BNDES, with R\$ 4.740 billion contracted over the year.

Agribusiness

A traditional partner of the agribusiness industry Bradesco contributes to the expansion of business

Quality of the Loan Portfolio

Compared to the previous year, the end of 2014 saw an improvement of quality of loans issued to new borrowers, due mostly to the continuous improvement of granting and monitoring models.

4.3. Loan Collection and Recovery

Loan collection and recovery actions are promoted through the Call Center, Friendly Billing Offices and Judicial Recovery Offices. The Program for the Recovery of Overdue Loans (PRCV) contemplates several initiatives aimed at stimulating the payment of overdue loans, including local events known as Business Rooms. The Bank also has regional teams that specialize in credit recovery, and who may engage in a more customized approach for more significant cases.

R\$ 3.944 billion in loans were recovered, 7.8% more than in the previous year.

5. International Sector

and to increase productivity and quality in the machinery and equipment industry. In addition, the Bank participates in the industry's major trade fairs and enables the supply of the domestic market, as well as an increase in exports.

R\$ 24.083 billion was the balance of investments at year-end, represented by 136,720 operations.

More information on agribusiness and credit products and services can be obtained at bradescorural.com.br.

Consumer Financing

As an incentive to the growth of the supply chain at all of its stages, Bradesco has been operating in consumer financing, sometimes through partnerships, with a significant share in operations intended for the acquisition of new and used vehicles, in the vast chain that involves automakers, dealerships and consumers.

R\$ 97.302 billion was the balance of consumer financing operations.

Credit Policy

Our Credit Policy is intended to guide the quick conclusion of diversified and fragmented deals, backed by adequate guarantees and intended for reputable people and companies with proven solvency. Performed quickly and safely, these operations should not lose sight of adequate profitability and the liquidity of the assets invested.

Overseas, Bradesco Organization offers a wide range of products and services, through its own units in New York, London, Grand Cayman, Buenos Aires, Tokyo, Hong Kong, Luxembourg and Mexico, in addition to an extensive network of international correspondents. The Bradesco Securities units in New York, London and Hong Kong, Banco Bradesco Europe, in Luxembourg, Bradescard Mexico and 28 specialized units in Brazil meet the demands of these strategic markets.

R\$ 5.876 billion in advances on exchange contracts, for a total export financing portfolio of US\$ 11.560 billion;

US\$ 3.285 billion in total import financing in foreign currency.

US\$ 38.988 billion traded on export purchases, for a market share of 17.3%.

US\$ 28.415 billion contracted in Imports, for a market share of 13.0%.

US\$ 10.194 billion in medium- and long-term public and private placements in the international market.

6. Bradesco Shares

Bradesco shares continued to be traded, with a high level of liquidity, in all trading sessions of the BM&FBOVESPA S.A. In the beginning of 2015, according to the new calculation methodology,

The specialized Credit Scoring systems allow the decision-making process to be streamlined and bolstered with specific security standards in Branches' environments. From our headquarters, the Credit Department and the Executive Credit Committee issue the final decision on loans that exceed the limit of Branches.

these shares accounted for 5.1 percent of the Ibovespa index. They are also traded Overseas, on the New York Stock Exchange, through a Level 2 American Depositary Receipt (ADR) program, and in the Madrid Stock Exchange, where they compose the Latibex Index.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Bradesco guarantees its shareholders, as a minimum dividend, 30% of adjusted net income, in addition to 100% tag-along rights for common shares and 80% for preferred shares. Preferred shares earn 10% more dividends than those attributed to common shares.

R\$ 80.828 billion in Bradesco Shares were traded in BM&FBOVESPA throughout the year, composed of 302.983 million common shares and 2.009 billion preferred shares.

US\$ 31.524 billion were traded as ADRs in the New York Stock Exchange (NYSE), equivalent to 2.221 billion preferred shares and 493.762 million common shares.

EUR 15.828 million were traded as DRs in the European market (Latibex – Madri), equivalent to 1.492 million preferred shares.

7. Market Segmentation

The segmentation strategy in Bradesco gathers customer groups with the same profile, with premium service and increasing gains in productivity and speed. In addition to improving the quality of customer relationships and providing the

7.4. Bradesco Prime

The Prime segment, with a modern concept in the Bank/customer relationship, offers personalized service to individuals with monthly income starting at R\$ 9 thousand, or funds available for investments above R\$ 100 thousand. At year-end, the exclusive Service Network for Bradesco Prime customers comprised 302 Bradesco Prime Branches throughout the country and 425 Bradesco Prime Spaces at Retail Branches, specially equipped for privacy and comfort. It also provides distinguished products and services, and complete financial advisory services.

7.5. Bradesco Retail

With branches spread across the country, the Retail Segment aims to serve all segments of the population with excellence and commitment, facilitating the process of financial and banking inclusion of Brazilians, as well as social mobility. In order to reach the greatest number of customers, Bradesco maintains its identity as a bank for everyone, with nationwide presence, engaged in the democratization of access to banking products and services. Bradesco Retail focuses on Individuals with monthly income of up to R\$ 9 thousand, and Companies with annual sales o up to R\$ 30 million. The Retail Segment provides personalized service for Individual Customers with a monthly income between R\$ 4 thousand and

Bank with more flexibility and competitiveness to conduct its business operations, it also adjusts and scales operations, for individuals or companies, based on the specific needs of each.

R\$ 9 thousand, known as Exclusive Customers, and for Corporate Customers, known as Companies and Businesses, with the appropriate financial solutions for each profile. At year-end, the segment had over 25.5 million account holders.

7.1. Bradesco Corporate

Provides specialized services to large companies, with annual revenues exceeding R\$ 250 million. The principle of a long-term relationship is a key distinguishing factor, as it generates the best solutions for customers and the best results for the Organization, through its business units located in all of the major Brazilian cities.

R\$ 351.945 billion in funds administered by the sector, covering 1,523 large companies.

7.2. Bradesco Empresas

Highly specialized, this sector manages the relationship of companies with annual sales between R\$ 30 million and R\$ 250 million, offering structured operations and a wide portfolio of products and services.

R\$ 87.589 billion in funds administered by the sector, covering companies in all sectors of the economy.

7.3. Bradesco Private Banking

Structured to service individuals, family holdings and equity firms with funds available for investments starting at R\$ 3 million, it provides

7.6. Bradesco Expresso

With Bradesco Expresso, the Organization consistently expands its participation in the correspondents segment, through partnerships with several commercial establishments, such as Supermarkets, Pharmacies, Department Stores, Bakeries and other retailers, and provides its customers and the community at large the convenience of banking service that is closer to their home or workplace, at extended hours, including on weekends. As of December 31, there were 50,006 accredited establishments.

8. Products and Services

8.1. Bradesco Cards

Bradesco Customers have the most complete line of credit cards in the country at their disposal, including Elo, American Express, Visa, MasterCard and several Private Labels.

customers with an exclusive line of products and services, following the tailor-made and open architecture concepts. Bradesco Private Banking comprises advisory services for the allocation of financial and non-financial assets in Brazil and Overseas, as well as advice on taxes, inheritance, foreign exchange, and structured transactions.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Overseas, Bradesco also has Bradescard México, a card business unit that maintains a renowned partnership with the C&A retail chain. Also in Mexico, the company has started a partnership with Walmex Group's Suburbia stores, and with the LOB retail chain.

Bradesco Cards has supported social and environmental initiatives since 1993, donating part of its annual fees to charity. These partnerships include charity-affinity credit cards, such as Cartões SOS Mata Atlântica, AACD, APAE, Casas André Luiz and Cartão Amazonas Sustentável.

R\$ 132.000 billion in Credit Card revenue, a 10.5% growth compared to the previous year.

R\$ 38.235 billion in Assets generated from the Card business, including loans to cardholders, advances to establishments, credit for single payment or installment purchases, a 2.7% increase from December 2013.

R\$ 8.085 billion in Fee and Commission Income, a 12.8% growth, due mostly to commission income earned on Credit and Debit Card purchases, growth in the number of active credit cards and assorted fees.

889.070 million receipts processed through Bradesco Collection, Checks Custody, Identified Deposit and Teleprocessing Credit Order (OCT).

712.823 million payment transactions performed through the Pag-For Bradesco - E-Payment to Suppliers, Bradesco Net Empresa and E-payment of Taxes, allowing companies to manage their Accounts Payable with greater ease.

8.3. Product and Service Solutions for the Government

Through its exclusive Government Service Platforms available nationwide, Bradesco offers products, services and solutions to Government Agencies and Entities of the Executive, Legislative and Judicial Branches across Federal, State and Municipal levels, in addition to Autonomous Government Agencies, Public Foundations, Public and Semi-Public Companies, the Armed Forces (army, Navy and Air Force) and Auxiliary Forces (Federal, Civil and Military Polices).

Every month, more than 8.510 million pensioners receive their benefits through these platforms, making Bradesco the leader in this segment. Due to its strong presence across different regions, Bradesco was awarded 10 of 26 public bid contracts from INSS (Social Security Institute), for

8.2. Cash Management Solutions

Bradesco offers customized solutions for the management of accounts receivable and payable and for the collection of fees and taxes to Companies, Government Agencies and Utility Companies. Through a sector specialized in Franchises and Businesses, it maintains a strong position focused on the development of this segment, which is of significant importance to the economy.

According to their respective profiles and needs, customers from specific market niches rely on the support of personnel qualified to design tailor-made solutions that add value to their business. And when it comes to Receivables Solutions, the leadership of Bradesco Registered Collection is fully equipped to meet these demands.

With its customized solutions and partnership with 43 Overseas Banks, companies can rely on Global Cash Management to offer products and services for cash management on an international level.

160.970 million documents processed over the year for Federal, State and Municipal taxes, as well as other contributions.

333.301 million documents processed related to electricity, water, gas and telephone bills, of which 76.827 million were paid through Direct Debit in Checking and Savings Account, a system that provides full convenience to our customers.

payment of social security benefits scheduled to start in 2015. The Bank will provide payment services to more than 170 thousand new beneficiaries per month over the next five years.

With an exclusive space for public servants and military personnel, bradescopoderpublico.com.br offers Corporate Solutions for Payments, Receipts, HR and Treasury.

8.4. Qualified Services for the Capital Market

With modern infrastructure and specialized professionals, the Bradesco is at the forefront of the capital market segment, offering a wide range of solutions and services. Some of the main services offered include:

Custody and Controllershship for Investment Fund and Managed Portfolios

R\$ 994.173 billion in customers' assets in custody, according to the methodology adopted for the ANBIMA ranking.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

R\$ 1.359 trillion in total assets for the Investment Funds and Managed Portfolios that use the Controllership services, according to the methodology adopted for the ANBIMA ranking.

27 DR programs registered, with a market value of R\$ 80.660 billion.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Bookkeeping of Assets

242 companies are part of the Bradesco System of Book Entry Shares, covering 4.525 million shareholders.

326 companies with 436 issues are part of the Bradesco System of Book-Entry Debentures, with an updated value of R\$ 270.966 billion.

379 Investment Funds are part of the Bradesco System of Book-Entry Quotas, with an updated value of R\$ 67.171 billion.

25 BDR programs registered, with a market value of R\$ 1.664 billion.

Escrow Account - Trustee

7,491 contracts, with a financial value of R\$ 10.471 billion.

1,344 External terminals in the Bradesco Dia & Noite network and 12,450 ATMs in the Banco24Horas network, with 693 terminals shared by both networks.

The Bradesco Dia & Noite network is composed of 31,089 machines, of which 30,603 remain in operation on weekends and holidays. These terminals are strategically distributed throughout the country, providing quick and practical access to the various products and services the Bank offers, in addition to the 17,593 Banco24Horas machines.

Always innovating, the network offers several accessibility solutions for banking products and services that contribute to the autonomy and independence of its customers with hearing, physical, visual and intellectual disabilities, all free of charge.

Individual and Corporate customers have an easy and safe way to access several banking services online at bradesco.com.br.

When it comes to Mobile Banking, Bradesco has the largest and most complete set of solutions in the industry, including giving customers free access to their accounts from their mobile

9. Organizational Structure - Bradesco Service Network

Bradesco Organization's Service Network, with its extensive and modern structure, is present across the entire country and in some locations overseas, providing service with excellence in all of its segments.

The following is a breakdown of the network's 60,653 service points at year-end:

8,145 Branches and PAs (Service Branches) in Brazil (Branches: Bradesco 4,651, Banco Bradesco Financiamentos 2, Banco Bradesco BBI 1, Banco Bradesco BERJ 1, Banco Bradesco Cartões 3, Banco Alvorada 1; and PAs: 3,486);

2 Overseas Branches: 1 in New York and 1 in the Grand Cayman;

11 Overseas Subsidiaries (Banco Bradesco Argentina S.A. in Buenos Aires; Banco Bradesco Europa S.A. in Luxembourg; Bradesco North America LLC, Bradesco Securities, Inc., and BRAM US LLC in New York; Bradesco Securities UK Limited in London, Bradesco Securities Hong Kong Limited and Bradesco Trade Services Limited in Hong Kong; Bradesco Services Co. Ltd., in Tokyo; Cidade Capital Markets Ltd. in Grand Cayman; and Bradescard Mexico, Sociedad de Responsabilidad Limitada in Mexico);

50,006 Bradesco Expresso service points;

1,145 PAEs – in-company electronic service branches; and

browsers. It also has a strong presence on social networks.

Fone Fácil Bradesco is the telephone banking service available to customers 24 hours, 7 days a week, offering access to business and financial transactions, among others. The voice-activated service provides customers with an easy and efficient way to perform banking services.

10. Bradesco Companies

10.1. Insurance, Pension Plans and Capitalization Bonds

Grupo Bradesco Seguros, with a history of financial strength and innovation in several products in the Insurance, Pension Plans and Capitalization Bonds, remains in the lead among the companies operating in the sector in Brazil.

R\$ 4.406 billion was the Net Income for the Insurance, Pension Plans and Capitalization Bonds segment for the year, with profitability of 23.7% over the average Shareholders' Equity.

R\$ 20.433 billion in Shareholders' Equity.

R\$ 182.402 billion in Total Assets.

R\$ 166.022 billion in free and investments and to cover Technical Reserves.

R\$ 56.152 billion in Insurance Premium Income,
Pension Plan Contributions and Capitalization
Bond Income.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

R\$ 38.546 billion in indemnifications, draws and redemptions paid by Grupo Bradesco Seguros for the year.

10.2. BEM – Distribuidora de Títulos e Valores Mobiliários

Specialized in the fiduciary administration of third-party funds in the institutional segment.

R\$ 142,038 billion, on December 31, distributed across 965 Investment Funds and Managed Portfolios, totaling 38,519 investors.

10.3. Bradesco Leasing

The Organization's leasing companies, acting in conjunction with the Bank's Branch Network, are among the leaders in the industry, with 19.4% of the market share (reference: November/2014). They maintain a business diversification strategy across the different segments, as well as partnerships with major manufacturers, mainly in the automotive, aircraft and machinery and equipment sectors.

R\$ 37.121 billion was the balance of credit operations.

12,003 active commercial partners in the country, in an extensive Network of affiliates that include resellers and dealerships.

2,073 correspondents operate in the payroll-deductible loans segment, across all Brazilian states, to attract customers.

10.6. Banco Bradesco BBI

As Bradesco Organization's investment bank, advises customers on primary and secondary share issues, merger transactions, acquisition and sale of assets, structuring and distribution of debt instruments, including debentures, promissory notes, CRIs, mortgage-backed investment funds, receivables-backed investment funds (FIDCs) and bonds, in addition to structured financing operations for companies and project finance. It also controls Bradesco Corretora de Títulos e Valores Mobiliários, Ágora Corretora de Títulos e Valores Mobiliários, BRAM – Bradesco Asset Management and Bradesco Securities Inc.

R\$ 4.319 billion was the balance invested on 12.31.2014, with 7,111 operations contracted in the year.

110,886 lease agreements in force at year-end, characterizing a high level of business diversification.

10.4. Bradesco Administradora de Consórcios Ltda.

Manages groups of customers, account holders or not, to whom it offers a most complete portfolio of products and services. Maintains the leadership in the real estate, cars and trucks, tractors, machinery and equipment segments, as a result of proper planning and of synergy with Bank's Network of Branches and with the Insurance Group's Sales Organization.

1,061,847 Active quotas at year-end, with 379,696 new quotas traded.

R\$ 42.959 billion in accumulated revenues.

10.5. Banco Bradesco Financiamentos

As the Organization's Financing arm, offers direct consumer credit (CDC) for the acquisition of light and heavy vehicles, motorcycles and other goods and services, as well as leasing operations and payroll-deductible loans. The vehicles segment is traded by Bradesco Financiamento, and payroll-deductible loans are traded by Bradesco Promotora.

R\$ 179.549 billion from advisory services for 210 investment banking transactions for the year.

Bradesco Corretora de Títulos e Valores Mobiliários

Bradesco Corretora is recognized as one of the most important brokers in the segment, with a significant share of the stock and futures markets. It provides operational support for its customers through 14 Offices and 2 representatives, located in several Brazilian cities, as well as Trading Desks and the Home Broker electronic system and the Bradesco Trading application for iPhones and iPads.

It provides clients with investment and economic analyses covering a broad range of companies and sectors. It also represents non-resident investors in Brazil in the financial and capital markets, administers investment clubs and provides custody services for companies and individuals.

R\$ 98.895 billion in traded volume on the BM&FBOVESPA in 2012, corresponding to 8,437,749 stock buy and sell orders for 134,899 investors.

20.846 million contracts traded on BM&FBOVESPA's derivative markets, with traded volume of R\$ 1.778 trillion.

R\$ 11.602 billion in traded volume via the Home Broker electronic trading system, corresponding to 833,092 stock buy and sell orders,

R\$ 3.279 billion in Net Income for the year.

R\$ 70.089 billion in Consolidated Assets.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

282,314 clients registered in the Fungible Custody Portfolio on 12.31.2014.

Ágora Corretora de Títulos e Valores Mobiliários

Ágora handles all types of operations on the BM&FBOVESPA, offering investors, account holders and non-account holders a complete range of stock market products, as well as access to Investment Funds, Direct Treasury Services and Investment Clubs. Ágora has developed a different negotiating tool for each investor profile: Home Broker, Home Broker 2.0, AE Broadcast and Ágora Mobile.

R\$ 28.612 billion in traded volume handled by the Home Broker system, corresponding to 437,069 stock buy and sell orders.

Overseas Brokerages (Bradesco Securities, Inc., Bradesco Securities UK Limited and Bradesco Securities Hong Kong Limited)

Bradesco Securities, Inc., based in New York, provides services to the U.S. market, while Bradesco Securities UK Limited, based in London, provides services to the European Market, and

Bradesco's Corporate Governance structure includes six Committees subordinated to the Board of Directors, two of which are Statutory Committees (Audit and Compensation) and four which are Non-Statutory Committees (Ethical Conduct, Internal Controls and Compliance, Integrated Risk Management and Capital Allocation and Sustainability), in addition to 47 Executive Committees subordinated to the Board of Executive Officers, assisting it in performing its duties.

Installed annually since 2002 through an initiative of the controlling shareholders, the Fiscal Council is composed of five sitting members and five deputy members. Two sitting members and their respective deputy members are chosen by preferred and common minority shareholders. The current Board was elected during a Shareholders' Meeting held on March 10, 2014, and their term expires in August 2015.

Banco Bradesco is listed at Level 1 Corporate Governance with BM&FBovespa, has adhered to the Code of Self-Regulation and Best Practices of Publicly-Held Companies of Abrasca, and, on December 17, 2014, the Austin Rating ratified its AA + rating (Excellent Corporate Governance Practices).

In compliance with CVM Rule nº 381/03, in 2014 the Bradesco Organization neither contracted from

Bradesco Securities Hong Kong Limited, based in Hong Kong, provides services to the Chinese market, including stock brokerage through ADRs and shares listed on the local exchanges. They also operate as broker-dealers in the distribution of public and private securities to international investors.

BRAM - Bradesco Asset Management

With its extensive experience and specialization, BRAM provides services to several Bradesco segments, including Prime, Corporate, Private, Retail, Bradesco Empresas, and Grupo Bradesco Seguros, as well as a hundred Institutional Investors in Brazil and Overseas, and several family offices across the world.

R\$ 346.692 billion, on December 31, 2014, distributed through 732 investment funds and 235 managed portfolios, covering 2,738,356 investors.

11. Corporate Governance

With its shares traded on stock exchanges in Brazil since 1946, Bradesco operates in the American capital market since 1997, initially trading Level I ADRs backed by preferred shares, and starting in 2001 and 2012, trading Level II ADRs backed by preferred and common shares, respectively. Bradesco also trades GDRs in the European market (Latibex) since 2001.

Management is composed of nine members of the Board of Directors and 86 members of the Board of Executive Officers, most of whom came up through the company ranks. Members cannot hold both Chairman positions simultaneously, and the succession plan is defined in a timely manner.

nor had services provided by KPMG Auditores Independentes that were not related to the external audit in an amount exceeding 5% of the total cost of this audit. Other services provided by the external auditors included diagnosing the system and compiling IT information and training.

The Bank's policy is in line with the principles of preserving the auditors' independence, which are based on generally accepted international criteria, i.e. the auditors should not audit their own work, perform managerial duties for their clients or promote their customers' interests. Please note that any services not related to the external audit are submitted to the Audit Committee for prior authorization.

11.1. Internal Audit

Reporting directly to the Board of Directors, the General Inspectorate is responsible for the Organization's internal audit. Its purpose is to conduct an independent assessment of the Organization's processes, contributing to mitigate risks, and to ensuring the adequacy and efficiency of internal controls, as well as compliance with the various Policies, Norms, Standards, Procedures and Internal and External Regulations.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

11.2. Transparency and Information Disclosure Policies

Bradesco publishes a number of physical and electronic periodicals which are available to the general public. *Revista Bradesco* is published every six months, and the *Cliente Sempre em Dia* newsletter is published every three months, while *PrimeLine*, is available every two months. *Fact Sheet*, which presents Bradesco's financial highlights for the period, is printed on demand. All are geared to external audiences. The Bank's Economic and Financial Analysis Report, with a detailed compilation of the information most requested by readers interested on the subject, and the Unified Annual Report, which combines financial and non-financial aspects, are available at bradesco.com.br/ri.

11.3. Investor Relations – IR

The main objective of the Investor Relations sector is to convey Bradesco's information, perspectives and strategies to the financial community, through conferences, lectures, publications and events in Brazil and overseas, thus enabling investors to form an accurate assessment of the Bank, as well as providing Upper Management with important insights into the market's opinion regarding the Organization's performance.

12. Integrated Risk Control

12.1. Risk Management

Risk management is highly strategic due to the increasing complexity of services and products and the globalization of the Organization's business.

Corporate risk control performed in an integrated and independent manner, preserving and valuing the Board's decisions, developing and implementing methodologies, models, and measurement and control tools. It also provides training to employees from all Organization levels, from the business areas to the Board of Directors.

Given the complexity and variety of products and services that Bradesco offers its customers across all market segments, and as it is exposed to various types of risks, whether due to internal or external factors, the Organization constantly monitors all risks in order to provide security and comfort to all interested parties. Some of the main types of risks include: Credit, Counterparty Credit, Concentration, Market, Liquidity and Underwriting, Operational, Strategic, Legal or Compliance, Legal Unpredictability (Regulatory), Reputation and Social-Environmental.

The Company's IR website, bradesco.com.br/ri, available in Portuguese and English, is segmented for individual and corporate customers, and provides information according to the need and interest of each investor's profile.

The Bank held eight meetings with APIMEC (Association of Capital Market and Investment Professionals) in 2014, which were attended by over 2 thousand participants. Some of these meetings were broadcast live over the internet, with simultaneous translation into English. The meetings could also be accessed through mobile platforms.

Teleconferences and video chats are held on a quarterly basis for investors, following the publication of the company's results. In 2014, Bradesco promoted 125 internal and external meetings with analysts, 215 conference calls and 25 events overseas. In addition, the Investor Relations staff is available to shareholders, investors and analysts by telephone and email, and in conferences and road shows in Brazil.

11.4. Bradesco Ombudsman

Since it was created in 1985, five years before the new Consumer Defense Code was drafted, Alô Bradesco registers and handles complaints and suggestions from the Bank's customers. The service was the financial market's first communications channel with the general public.

Currently, the Ombudsman's Department promotes the values that guided the creation of Alô Bradesco, and includes the position of Ombudsman, who maintains open and direct dialogue with customers and users.

12.2. Internal Controls

The Compliance and Internal Controls Policy and the Internal Control System Standards are aligned with the main control frameworks, such as the Committee of Sponsoring Organizations of the Treadway Commission (COSO) and Control Objectives for Information and Related Technology (COBIT), which cover aspects related to Business and Information Technology, respectively.

The existence, effectiveness and enforcement of the controls are certified by the Department of Integrated Risk Control, and the results are reported to the Audit, Internal Controls and Compliance Committees, as well as to the Board of Directors.

Preventing and Fighting Money Laundering and the Financing of Terrorism

Bradesco maintains specific policies, standards, procedures and systems to prevent and/or detect the use of its structure, or its products and services for the purposes of money laundering and the financing of terrorism.

Additionally, the Bank is also engaged in training employees through programs in various formats, such as booklets, videos, face-to-face and distance learning courses, and face-to-face lectures designed specifically to cover the areas in which they are required.

225,295 contacts registered in 2014.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

The Program for Prevention and Fight Corruption and Money Laundering and the Financing of Terrorism is supported by the Executive Committee for Prevention and Fight Against Corruption and Money Laundering and the Financing of Terrorism, which evaluates the work and the need to align procedures to the rules established by Regulatory Agencies, and to national and international best practices.

The multi-level Committee for Assessment of Suspicious Transactions is alerted of any suspicious or unusual activity detected, and decides whether these transactions need to be reported to Regulatory Agencies.

Prevention and Fight Against Corruption

At Bradesco, the prevention and fight against any illicit acts are conducted in a continuous and permanent manner. In 2014, we reinforced the processes, procedures and training aimed at preventing and fighting corruption.

The Board of Directors approved the Corporate Anti-Corruption Policy, which establishes guidelines for preventing and fighting corruption, and applies to all the directors and employees of the Organization, comprised of Banco Bradesco S.A. and its subsidiaries, in Brazil and overseas.

The independent validation process exists to identify, mitigate and manage the models' risks, represented by potential adverse consequences which may result from decisions based on incorrect or obsolete models. The main objective of this process is to verify whether the models work according to the defined objectives, and whether their results are suitable for their intended uses. This validation occurs through rigorous tests, which address aspects related to adequacy of the processes, governance and construction of models and their premises. The results are reported to managers, Internal Audit, to the Compliance and Internal Control Committee, and to the Integrated Risk Management and Capital Allocation Committee.

Information Security

Information Security at the Bradesco Organization consists of a set of controls represented by procedures, processes, organizational structures, policies, regulations and information technology solutions. Accordingly, the information are protected to ensure the confidentiality, integrity and availability of information, regardless of its form and where it may be stored or handled.

The guidelines for the Organization's Information Security Management System (SGSI) are contained in the Corporate Information Security Policy and Rules. The Corporate Security

Department is responsible for its oversight.

The Corporate Anti-Corruption Norm was adopted in the Bradesco Organization. The Norm is based on rules and procedures aimed at preventing and fighting corruption and bribery, in accordance with the laws and regulations in force in Brazil and in other countries where our Business Units are located.

The Program for Prevention and Fight against Corruption is supported by the Corporate Anti-Corruption Policy and the Code of Ethical Conduct.

Actions also include the monitoring of business partners, the procurement of products and services and the education of officials and employees, through e-learning and on-site training sessions and internal and external communications, enabling an effective monitoring of risks and controls.

Bradesco also has a complaint channel, whose actions configured as violations are subject to applicable disciplinary measures, regardless of hierarchical level, and without prejudice to appropriate legal penalties.

Independent Validation of Management Models and Risk and Capital Measurement

Bradesco uses internal models to manage risks and capital. These models are developed based on statistic, economic, financial or mathematical theories, or on the knowledge of experts, who support and facilitate the structuring of critical issues, and provide quick and standardized decisions.

Additionally, the Corporate Security Department coordinates three Committees to handle specific security issues, and advises the Executive Corporate Security Committee. These committees meet periodically to assess and approve guidelines, measures and guidelines to ensure support for processes and procedures related to the subject.

Integrated Management System

Bradesco adopts one of the most modern concepts of integration of organizational processes: Enterprise Resource Planning (ERP).

This system covers the processes related to Human Resources, Training, Purchase of Materials and Services, Accounts Payable, Physical and Tax Receipts, Fixed Assets, Bank Accounting, Cash Controls, Works Management, Maintenance, Real Estate and Audit. System users receive continuous training through on-site and e-learning programs.

ERP allows the Organization to standardize its processes, speeds up decision-making and streamlines operational security, while minimizing operating costs and increasing productivity.

12.3. Risk Factors and Critical Accounting Policies

Bradesco discloses its risk factors and critical accounting policies in the Reports and Spreadsheets – SEC Reports section of its IR website bradesco.com.br/ri in compliance with best

international Corporate Governance practices and the Consolidated Financial Statements. These reports are drafted in accordance with International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB). These factors include potential political and economic situations in domestic and international markets that could have a direct impact on the Bank's day-to-day operations and, consequently, on its financial situation.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

13. Intangible Assets

Based on the price of its shares on December 31, 2014, Bradesco's market capitalization stood at R\$ 145.536 billion, equivalent to 1.8 times its Book Value of R\$ 81.508 billion. The substantial difference is due to the strength of its intangible assets, which, although not reflected in the balance sheet, are perceived and evaluated by investors.

Bradesco's strategic planning always seeks the best results, setting realistic and conservative goals that take into consideration: (I) the value of the Bradesco brand; (II) best corporate governance and culture practices; (III) the scale of its businesses; (IV) the various relationship channels with its different target groups; (V) an innovative Information Technology policy; (VI) the broad diversification of its products, services and solutions and the coverage and reach of its Customer Service Network, which is present across all of Brazil and in some locations Overseas; (VII) a dynamic and responsible social and environmental responsibility policy; (VIII) a robust human resources policy that: a) ensures solid relations between all employees and consequently increases the level of mutual trust; b) indicates the opportunities for professional recognition and development; c) substantially reduces the staff turnover rate and associated costs; and d) cultivates a long-term vision at all levels of the Organization. All of these factors are inextricably linked to sustainability.

13.2. Human Resources

At year-end, the Bradesco Organization had 95,520 employees, with 82,011 working for Banco Bradesco and 13,509 for Affiliated Companies.

Bradesco's Human Resources Management model is guided by valuing its individual employees, without discrimination.

One of its the Organizations key components for that model is UNIBRAD - Bradesco Corporate University, created as part of a larger strategy of highlighting the individual skills of its employees, stimulating self-development and providing learning solutions.

The strategy also includes TreiNet, an online learning platform, which enables employees to obtain new knowledge from any distance. The system recorded more than 544 million participations in 2014, demonstrating its importance and extent of its coverage throughout the country.

The Organization's efforts towards internal communications has also enjoyed some outstanding contribution from the magazine

13.1. Bradesco Brand

In 2014, the Bradesco brand received some substantial recognition:

- **Most valuable banking sector brand in Latin America** and 20th in the global ranking, according to a survey conducted by the consulting firm *Brand Finance* and *The Banker* magazine;
- **Labeled the most valuable Bank Brand in Latin America and 5th among all segments**, according to an assessment by international consulting company *BrandAnalytics/Millward Brown*;
- **Brazil's Most Valuable Bank Brand**, according to rankings compiled by the magazine *IstoÉ Dinheiro* and the consulting firm *BrandAnalytics/Milward Brown Optimor*;
- **Top-ranked private financial institution in the *Top of Mind* survey by newspaper Folha de S. Paulo**, which ranks the brands that first come to consumers' minds in various segments. Bradesco Seguros has led the Insurance category for 13 consecutive years.

"Interaction", and the daily newsletter "Always up to date", available electronically at IntraNet. Employees receive information on policies, guidelines and operational procedures which should be adopted through notifications and releases. The CEO's Blog is as an internal and interactive channel to promote the exchange of information and opinions between employees and the CEO's office. TV Bradesco reinforces and extends the communication actions, joining the other vehicles and making the content more visible and dynamic.

Bradesco provides its employees with benefits aimed at improving their quality of life, well-being and safety, as well as that of their dependents. At year-end, 204,150 individuals benefited. These benefits include:

- Healthcare plans;
- Dental plans;
- Private Pension and Retirement Plans;
- Group Life and Personal Accident Insurance;
- Group auto insurance; and
- The VIVA BEM Program, a set of initiatives designed to improve employees' quality of life – Healthy Management, Stopping Smoking, Physical Activity, Health Training, Nutritional Guidance and LIG VIVA BEM.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

As a competent and independent assessment of its management of Human Capital, in 2014, Bradesco figured in several rankings of renowned magazines such as *Época*, *Exame*, *Valor Carreira*, with the support of prestigious specialized consultancies *Great Place to Work Institute*, *Aon Hewitt* and *Fundação Instituto de Administração (FIA)*.

R\$ 144.657 million invested in 2014 in Corporate Education Programs, with more than 1.061 million participations.

R\$ 1.192 billion invested in the Food Program, with the daily supply of 131,077 snacks, in addition to dining vouchers and food vouchers.

5.450 million medical and hospital consultations.

414,603 dental care consultations.

13.3. Information Technology

One of the essential pillars to its business, Bradesco increasingly invests in state-of-the-art technologies applied to new products and services

One of the biggest supporters of sports in Brazil, Bradesco is an official sponsor of the Rio 2016 Olympic Games and Paralympics, with exclusivity in the insurance and financial services categories.

During the year, Bradesco maintained its traditional support for various cultural events that take place throughout the country. Events ranging from Carnival in Rio de Janeiro and Salvador, to *Círio de Nazaré* in Belém, *Farroupilha* week in Porto Alegre, *Natal Luz* in Gramado, and *Sonho de Natal* in Canela, among others.

In its 19th year, the Christmas Tree of Grupo Bradesco Seguros, located at Rodrigo de Freitas Lagoon, in Rio de Janeiro, is already a holiday tradition in the city. This year's theme was *Um Natal de Luz* (Christmas of Lights).

238 regional, industry and/or professional events around the country, including trade shows, seminars, congresses and cultural/community events received Bradesco's support in 2014.

15. Sustainability at the Bradesco Organization

aimed at making our customers' lives easier. One major example of this investment is our continuously expanding System Architecture, which supports operations with speed and security, preparing the Bank for decades to come.

The constant innovation in products in services reaffirms Bradesco's groundbreaking position in the Brazilian banking industry. One such example of this entrepreneurial attitude was the launch of the ATM that takes cash deposits without the need for an envelope, identifying real and counterfeit bills and immediately crediting the customer's account. Also, the Touch ID feature is now available Bradesco Prime application users on iPhones 5S, 6 and 6 Plus, allowing customers to use their fingerprints instead of a password. The mobile phone is the fastest-growing relationship channel among all self-service options offered by the Bank.

R\$ 4.998 billion invested in Infrastructure, Information Technology and Telecommunications, in 2014, as a prerequisite for its continuous expansion.

14. Marketing

2014 year marked the launch of a new positioning for Bradesco, which revolves around "people". *Brasilidade* (Brazilian-ness). Experiences. A more humane and encouraging approach, which brings the positive side of everyday life and presents Bradesco as agent and partner in the lives of Brazilians.

Since its origins, Bradesco Organization has been fully committed to Brazil's social and economic development. Topics such as banking inclusion and education have always been part of its day-to-day activities.

Its major initiatives to promote financial inclusion focus on accessibility, whether digital or physical, the development and supply of specific products and services, and financial education initiative focused on personal finance, as well as the responsible use of credit and other products and services offered to the population.

The Organization is aligned with best national and international sustainability practices, such as: Global Pact, Equator Principles, Carbon Disclosure Project (CDP), Green Protocol, Principles for Responsible Investment (PRI), GHG Protocol Program and the Companies for Climate (EPC) initiative.

The company is committed to adopting the best corporate sustainability practices, assessed through its performance in attributes such as: corporate governance, risk management, human capital development and management of suppliers. This commitment is reflected in the presence of Bradesco in Dow Jones Sustainability Index (New York Stock Exchange), Corporate Sustainability Index (ISE) and Carbon Efficient index (ICO2), both of BM&FBOVESPA S.A., as well as other certifications and recognitions.

More information on Bradesco's initiatives in 2014 can be found in the 2014 Annual Report and at www.bradesco.com.br/ri.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Fundação Bradesco

Fundação Bradesco, the main pillar of the Organization's social engagement, invests in the education of children, youth and adults. Its activities are based on the principle that education is at the root of equal opportunities and of personal and collective achievement.

The foundation has 40 schools located in all Brazilian states, including the Federal District, mostly in socially and economically underprivileged regions. In 2014, it had 105,177 students enrolled in its schools in the following levels: Basic Education (Kindergarten to High School) and Vocational Training (High School level); Youth and Adult Education; and Preliminary and Continuing Vocational Training, focused on creating jobs and income. The approximately 44 thousand students enrolled in the Basic Education system also receive uniforms, school supplies, meals, and medical and dental assistance free of charge.

A total of 458,365 students also completed at least one of the distance learning courses available on the Virtual School e-learning portal, while a further 33,856 benefited from partnership projects and initiatives, including the Digital Inclusion Centers (CIDs), the Educa+Ação program and Technology courses (Educar e Aprender)

Bradesco Sports and Education Program

Aiming to encourage citizenship and social inclusion among children and teenagers, the Bradesco Sports and Education Program has been promoting the practice of sporting activities for more than 27 years, gathering initiatives related to education, health, and well-being.

The program has a Training and Specialists Center in the city of Osasco, in the State of São Paulo, and offers women's volleyball and basketball at its Sports Development Center, at Fundação Bradesco schools, at municipal sports centers, at a leisure club and at private schools. Approximately 2,000 young girls starting at the age of eight benefit from the program, reinforcing its commitment to a country that increasingly values talent, effort and the exercise of citizenship.

16. Awards

Ratings – In 2014, among the evaluation indexes assigned to Brazilian Banks by national and international Agencies and Entities, we have recorded for Bradesco that:

Since its pioneering implementation in 1998, the Program to Promote Computer Use by the Visually Impaired, has trained 12,312 individuals, ensuring the social inclusion of thousands of people.

Fundação Bradesco helps improve the quality of life of the communities where it operates, making it a socially responsible investment in the best sense of the term.

R\$ 520.277 million in investments by Fundação Bradesco in 2014, of which R\$ 86.553 were destined to works for the expansion of classrooms as part of its restructuring of the High School program, with R\$ 537.311 million programmed for 2015 to finance educational benefits for: a) 101,609 students enrolled in its schools, in Basic Education, Youth and Adult Education, and Preliminary and Continuing Vocational Training; b) 380 thousand students who will complete at least one of the distance-learning courses on offer (EaD); and c) 17,346 people who will benefit through partnership projects and initiatives, including the Digital Inclusion Centers (CIDs), the Educa+Ação program and Technology courses (Educar e Aprender)

R\$ 4.464 billion, in present value, invested by Fundação Bradesco to finance its activities in the last ten years.

R\$ 376.499 million in other investments by the Bradesco Organization in 2014, in social projects focusing on education, the arts, culture, sports, health, sanitation, combating hunger and food safety.

- credit rating agencies Moody's Investors Service and Austin Rating confirmed all of the Organization's ratings; and

- the credit-risk rating agency Standard & Poor's downgraded the ratings on a global level for issuer credit in local and foreign currency from 'BBB/A2' to 'BBB-/A3', due to the downgrading of the sovereign rating, and upgraded the short-term rating of Banco Bradesco on a national level to its highest level (brA-1+). This action reflects the update performed by the agency of its rating criterion nationwide.

Rankings – In 2014, in addition to those mentioned in 13.1. In 2012 Bradesco was honored by several important domestic and international publications:

- **"Best Brazilian Bank" for the third consecutive year**, acknowledged by Euromoney Awards for Excellence. In addition, **Bradesco BBI was chosen as the Best Brazilian Investment Bank** at the same awards, granted by the British magazine Euromoney;

- **Largest private Brazilian group in the Valor Grandes Grupos ranking**, from newspaper *Valor Econômico*, which lists the 200 largest groups in the country. It also holds first place in the ranking of the 20 largest groups in the financial sector, while also leading in shareholder's equity;

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

- **Featured for the 4th consecutive time in The 35 Best Companies to Start your Career, from *Guia Você S/A*, in a survey conducted by the magazine *Você S/A* in partnership with *Fundação Instituto de Administração (FIA)* and *Cia. de Talentos*. The list also includes *Tempo Serviços*, Bradesco Organization's credit card administrator;**
- **One of the 100 Best Companies in IDHO - Organizational Human Development Indicator, in a study developed by the magazine *Gestão RH*. This year, Bradesco was featured in the Governance dimension, being the only Bank to appear in the ranking of the 10 Best Companies in IDHO;**
- **The only Brazilian Bank ranked among the "Best Companies to Work for in Latin America", under the "Companies with over 500 employees" category, according to the survey conducted by the consulting firm *Great Place to Work*;**
- **Only Latin American bank to be featured in the "World's 20 Greenest Banks", published by *Bloomberg Markets* magazine;**
- **Bradesco Private Bank was recognized as the best of Brazil under the "Specialized Services" category, at the special edition *Private Banking Global Survey 2014* of *Euromoney***
- **The 2014 Technology Award by *The Banker* magazine under the Social Media category, with the case F.Banking Bradesco – Investments and Credit on Facebook;**
- **16th ABRASCA award – Best Annual Report 2013, under the Publicly-Traded Companies category, Group 1, promoted by the Brazilian Association of Publicly-Held Companies (ABRASCA);**
- **The Ombudsman Brazil Award - Bradesco and Grupo Bradesco Seguros' Ombudsmen were selected among the top ten in Brazil for the third consecutive year. Acknowledgment granted based on a survey conducted by the Brazilian Association of Ombudsmen (ABO), from the Brazilian Association of Company-Client Relations (Abrarec), Procon SP, and the Data Processing Company of the State of São Paulo (Prodesp), with support from *Consumidor Moderno* magazine;**
- **Bradesco Cartões, company of the year at the XV Modern Consumer Award for Excellence in Customer Service, recognized by the quality of services offered to consumers; and**
- **BRAM-Bradesco Asset Management received the highest management quality rating -**

Magazine;

- **Among the 150 Best Companies to Work For in Brazil, according to *Guia Você S/A Exame*** for the 15th consecutive time, receiving the best score of all banks;

- **Included on the list of 130 Best Companies to Work for in Brazil** for the 15th time according to a survey conducted by *Época* magazine, reviewed by the *Great Place to Work Institute*;

- **The *Anuário Época Negócios 360º*, a ranking that listed the top 250 companies in Brazil, granted Bradesco the title in the Banking category, and granted Bradesco Seguros the title in the Insurance category**, according to a survey conducted by *Época Negócios* magazine, in partnership with Fundação Dom Cabral; and

- **Grupo Bradesco Seguros ranked first place in *As Melhores da Dinheiro*, 2014 edition, from the *IstoÉ Dinheiro* magazine**, especially in the Insurance and Health categories.

Awards – the Organization won 37 awards from independent sources in 2014 in recognition of the quality of its products and services, including:

- **e-finance 2014 Award**, from *Executivos Financeiros* magazine, winning with cases in various categories.

1-AMP (very strong) - from Standard & Poor's. It was also voted **Top Management 2014 Variable Income**, in the ranking published by *ValorInveste* magazine, according to an evaluation from Standard & Poor's;

Certifications – The Management System is the interrelation of parts, units or elements which provides the operation and management of an organized structure, contributing to achieve operational excellence and the desired results.

Thus, the Bradesco Organization has the following certifications to its management system: SA8000 – Social Responsibility; OHSAS 18001 – Occupational Health and Safety; ISO 14001 - Environmental Management; ISO 14064 – Measurement and Reporting of Greenhouse Gas Emissions; GoodPriv@cy – Data Protection and Privacy; ISO 9001 – Quality Management; ISO 27001 – Information Security Management; and ISO 20.000 – Management of IT Service Delivery.

The achievements of the year are the result of Bradesco Organization's continuous quest for efficiency and quality in its operations, products and services, always focused on the expectation of expanding our services to more customers and users. In addition, these achievements reflect our ongoing effort to earn and maintain our position as the preferred Bank of people and companies.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Management Report

Bradesco believes in a favorable environment for further progress in 2015, and renews its effort and commitment to building an increasingly fair and developed nation.

The support and trust of our shareholders and customers were crucial to the successes obtained in 2014, as were the efficient and dedicated work of all our employees. Thank you.

Cidade de Deus, January 28, 2015

Board of Directors
and the Board of Executive Officers

(*) Excluding mark-to-market effect of Available-for-sale Securities recorded under Shareholders' Equity.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Statement of Financial Position - in thousands of Reais

Assets	2014		2013
	December	September	December
Current assets	695,062,459	664,064,302	599,915,692
Cash and due from banks (Note 6)	14,645,611	11,315,727	12,196,309
Interbank investments (Notes 3d and 7)	201,639,262	180,754,970	134,633,803
Securities purchased under agreements to resell	194,179,112	172,478,113	124,970,956
Interbank investments	7,488,540	8,309,559	9,698,449
Allowance for losses	(28,390)	(32,702)	(35,602)
Securities and derivative financial instruments (Notes 3e, 3f, 8 and 32b)	221,915,819	221,372,749	196,059,241
Own portfolio	204,308,668	196,970,917	171,677,589
Subject to unrestricted repurchase agreements	11,226,840	16,697,492	20,458,489
Derivative financial instruments (Notes 3f, 8e II and 32b)	2,909,135	4,112,977	1,748,814
Given in guarantee	3,471,176	3,591,363	2,174,349
Interbank accounts	50,998,901	47,673,247	55,530,397
Unsettled payments and receipts	63,204	897,884	14,080
Reserve requirement (Note 9):			
- Reserve requirement - Brazilian Central Bank	50,924,906	46,712,816	55,380,989
- SFH	4,981	5,551	3,306
Correspondent banks	5,810	56,996	132,022
Interdepartmental accounts	387,921	257,849	881,453
Internal transfer of funds	387,921	257,849	881,453
Loans (Notes 3g, 10 and 32b)	140,463,139	134,076,293	135,354,186
Loans:			
- Public sector	1,180,391	79,078	44,870
- Private sector	153,881,076	148,282,452	148,638,032
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(14,598,328)	(14,285,237)	(13,328,716)
Leasing (Notes 2, 3g, 10 and 32b)	2,032,435	2,159,103	2,723,519
Leasing receivables:			
- Private sector	4,020,476	4,278,182	5,434,253
Unearned income from leasing	(1,831,672)	(1,955,260)	(2,433,185)
Allowance for leasing losses (Notes 3g, 10f, 10g and 10h)	(156,369)	(163,819)	(277,549)
Other receivables	59,771,985	63,248,433	59,436,700
Receivables on sureties and guarantees honored (Note 10a-3)	38,498	36,057	10,554
Foreign exchange portfolio (Note 11a)	11,774,294	11,564,574	13,707,498
Receivables	773,817	677,736	758,080
Securities trading	1,226,827	1,113,535	1,142,905
Specific receivables	4,179	3,650	2,819
Insurance and reinsurance receivables and reinsurance assets – technical reserves	4,057,019	4,259,330	3,498,202

Edgar Filing: BANK BRADESCO - Form 6-K

Sundry (Note 11b)	42,783,007	46,445,835	41,133,710
Allowance for other loan losses (Notes 3g, 10f, 10g and 10h)	(885,656)	(852,284)	(817,068)
Other assets (Note 12)	3,207,386	3,205,931	3,100,084
Other assets	1,766,194	1,737,929	1,481,238
Provision for losses	(698,981)	(653,322)	(562,494)
Prepaid expenses (Notes 3i and 12b)	2,140,173	2,121,324	2,181,340
Long-term receivables	321,906,888	308,249,694	292,580,021
Interbank investments (Notes 3d and 7)	772,794	579,795	822,535
Interbank investments	772,794	579,795	822,535
Securities and derivative financial instruments (Notes 3e, 3f, 8 and 32b)	124,442,147	122,072,195	117,268,259
Own portfolio	66,573,948	71,012,203	56,687,389
Subject to unrestricted repurchase agreements	53,160,711	47,439,782	55,122,833
Derivative financial instruments (Notes 3f, 8e II and 32b)	1,652,713	1,337,436	751,511
Given in guarantee to the Brazilian Central Bank	19,764	20,104	-
Privatization rights	58,928	59,893	65,509
Given in guarantee	2,646,248	1,879,163	4,339,865
Subject to unrestricted repurchase agreements	329,835	323,614	301,152
Interbank accounts	617,154	608,461	583,626
Reserve requirement (Note 9):			
- SFH	617,154	608,461	583,626

The accompanying Notes are an integral part of these Financial Statements.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Statement of Financial Position -In thousands of Reais

Assets	2014		2013
	December	September	December
Loans (Notes 3g, 10 and 32b)	151,876,620	149,451,323	135,500,718
Loans:			
- Public sector	756,820	2,141,863	2,143,961
- Private sector	153,184,040	149,840,848	140,089,006
Loans transferred under an assignment with recourse	4,911,791	4,311,728	-
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(6,976,031)	(6,843,116)	(6,732,249)
Leasing (Notes 2, 3g, 10 and 32b)	2,034,837	2,188,198	2,529,406
Leasing receivables:			
- Private sector	4,304,809	4,631,331	5,537,108
Unearned income from leasing	(2,174,464)	(2,345,931)	(2,824,695)
Allowance for leasing losses (Notes 3g, 10f, 10g and 10h)	(95,508)	(97,202)	(183,007)
Other receivables	40,446,130	31,657,475	34,194,407
Receivables	8,988	7,588	61,298
Securities trading	398,032	411,429	170,018
Sundry (Note 11b)	40,051,450	31,251,837	33,973,908
Allowance for other loan losses (Notes 3g, 10f, 10g and 10h)	(12,340)	(13,379)	(10,817)
Other assets (Note 12)	1,717,206	1,692,247	1,681,070
Prepaid expenses (Notes 3i and 12b)	1,717,206	1,692,247	1,681,070
Permanent assets	15,070,604	15,050,416	15,643,572
Investments (Notes 3j, 13 and 32b)	1,712,465	1,931,275	1,830,388
Equity in the earnings (losses) of unconsolidated companies - In Brazil	1,553,065	1,514,850	1,412,087
Other investments	433,255	690,153	692,144
Allowance for losses	(273,855)	(273,728)	(273,843)
Premises and equipment (Notes 3k and 14)	4,887,145	4,591,285	4,667,245
Premises	1,478,224	1,472,902	1,441,462
Other premises and equipment	10,737,991	10,338,796	10,246,779
Accumulated depreciation	(7,329,070)	(7,220,413)	(7,020,996)
Intangible assets (Notes 3l and 15)	8,470,994	8,527,856	9,145,939
Intangible Assets	16,740,371	16,203,331	17,740,156
Accumulated amortization	(8,269,377)	(7,675,475)	(8,594,217)
Total	1,032,039,951	987,364,412	908,139,285

The accompanying Notes are an integral part of these Financial Statements.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Statement of Financial Position -in thousands of Reais

Liabilities	2014		2013
	December	September	December
Current liabilities	743,261,397	699,866,046	627,521,214
Deposits (Notes 3n and 16a)	166,519,168	164,460,431	166,344,920
Demand deposits	33,029,201	33,299,639	40,618,478
Savings Deposits	92,154,815	87,293,425	80,717,805
Interbank deposits	395,919	505,401	760,034
Time deposits (Notes 16a and 32b)	40,939,233	43,361,966	44,248,603
Securities sold under agreements to repurchase (Notes 3n and 16b)	298,056,349	274,929,619	239,743,865
Own portfolio	109,784,393	106,890,629	122,015,241
Third-party portfolio	187,098,495	167,151,431	112,260,838
Unrestricted portfolio	1,173,461	887,559	5,467,786
Funds from issuance of securities (Notes 16c and 32b)	46,647,805	42,244,712	20,779,339
Mortgage and real estate notes, letters of credit and others	43,302,030	38,891,494	16,630,404
Securities issued overseas	3,182,337	3,177,342	4,148,935
Structured Operations Certificates	163,438	175,876	-
Interbank accounts	1,068,712	1,159,475	1,695,129
Correspondent banks	1,068,712	1,159,475	1,695,129
Interdepartmental accounts	4,888,707	3,381,363	5,168,539
Third-party funds in transit	4,888,707	3,381,363	5,168,539
Borrowing (Notes 17a and 32b)	13,123,331	13,148,052	14,194,747
Borrowing in Brazil - other institutions	8,415	6,485	3,595
Borrowing overseas	13,114,916	13,141,567	14,191,152
On-lending in Brazil - official institutions (Notes 17b and 32b)	13,134,627	12,707,996	12,220,523
National treasury	151,096	128,451	23,735
BNDES	4,056,723	3,870,102	3,726,424
CEF	11,871	13,849	20,962
FINAME	8,913,365	8,694,333	8,448,148
Other institutions	1,572	1,261	1,254
On-lending overseas (Notes 17b and 32b)	1,483,967	237,093	182,853
On-lending overseas	1,483,967	237,093	182,853
Derivative financial instruments (Notes 3f, 8e II and 32b)	2,138,117	4,155,241	1,081,868
Derivative financial instruments	2,138,117	4,155,241	1,081,868
Technical reserves for insurance, pension plans and capitalization bonds (Notes 3o and 21)	129,922,136	122,133,351	112,741,534
Other liabilities	66,278,478	61,308,713	53,367,897
Payment of taxes and other contributions	434,579	3,926,928	814,556
Foreign exchange portfolio (Note 11a)	5,385,332	5,611,062	7,770,810
Social and statutory	3,105,598	2,437,492	2,471,009

Edgar Filing: BANK BRADESCO - Form 6-K

Tax and social security (Note 20a)	6,210,864	5,477,382	5,593,779
Securities trading	2,606,970	2,306,418	2,163,132
Financial and development funds	2,213	2,554	2,266
Subordinated debts (Notes 19 and 32b)	2,862,116	4,442,691	2,581,899
Sundry (Note 20b)	45,670,806	37,104,186	31,970,446
Long-term liabilities	206,585,123	207,500,878	208,396,101

The accompanying Notes are an integral part of these Financial Statements.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Statement of Financial Position -In thousands of Reais

Liabilities	2014		2013
	December	September	December
Deposits (Notes 3n and 16a)	45,093,390	47,420,936	51,718,125
Interbank deposits	245,285	168,184	203,820
Time deposits (Notes 16a and 32b)	44,848,105	47,252,752	51,514,305
Securities sold under agreements to repurchase (Notes 3n and 16b)	22,137,746	22,884,544	16,534,931
Own portfolio	22,137,746	22,884,544	16,534,931
Funds from issuance of securities (Notes 16c and 32b)	38,177,628	33,038,146	36,874,654
Mortgage and real estate notes, letters of credit and others	32,497,232	27,610,499	29,548,742
Securities issued overseas	5,583,788	5,351,820	7,325,912
Structured Operations Certificates	96,608	75,827	-
Borrowing (Notes 17a and 32b)	2,095,261	1,924,310	1,036,109
Borrowing in Brazil - other institutions	11,743	13,524	9,914
Borrowing overseas	2,083,518	1,910,786	1,026,195
On-lending in Brazil - official institutions (Notes 17b and 32b)	29,160,950	28,543,706	28,460,620
BNDES	8,216,720	8,257,790	8,606,309
CEF	8,262	10,911	18,852
FINAME	20,935,968	20,274,673	19,835,093
Other institutions	-	332	366
Derivative financial instruments (Notes 3f, 8e II and 32b)	1,143,746	921,044	726,632
Derivative financial instruments	1,143,746	921,044	726,632
Technical reserves for insurance, pension plans and capitalization bonds (Notes 3o and 21)	23,344,947	23,835,692	23,487,577
Other liabilities	45,431,455	48,932,500	49,557,453
Tax and social security (Note 20a)	9,985,276	9,871,099	10,255,945
Subordinated debts (Notes 19 and 32b)	32,959,551	32,021,706	33,303,104
Sundry (Note 20b)	2,486,628	7,039,695	5,998,404
Deferred income	292,669	265,732	676,733
Deferred income	292,669	265,732	676,733
Non-controlling interests in subsidiaries (Note 22)	392,512	489,640	605,435
Shareholders' equity (Note 23)	81,508,250	79,242,116	70,939,802
Capital:			
- Domiciled in Brazil	37,622,363	37,622,388	37,622,329
- Domiciled overseas	477,637	477,612	477,671
Capital reserves	11,441	11,441	11,441
Profit reserves	44,186,135	41,487,446	34,151,897
Asset valuation adjustments	(491,311)	(58,756)	(1,054,443)
Treasury shares (Notes 23d and 32b)	(298,015)	(298,015)	(269,093)
Attributable to equity holders of the Parent Company	81,900,762	79,731,756	71,545,237

Total

1,032,039,951 987,364,412 908,139,285

The accompanying Notes are an integral part of these Financial Statements.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Income Statement *-In thousands of Reais*

	2014			2013
	4 th Quarter	3 rd quarter	December	December
Revenue from financial intermediation	31,025,858	28,447,992	112,879,653	88,161,076
Loans (Note 10j)	15,326,585	15,092,076	58,402,327	52,423,997
Leasing (Note 10j)	148,401	158,771	649,400	790,821
Operations with securities (Note 8h)	10,822,755	8,608,578	34,681,414	24,778,088
Financial income from insurance, pension plans and capitalization bonds (Note 8h)	3,649,960	3,443,157	13,920,986	6,794,002
Derivative financial instruments (Note 8h)	(556,580)	(493,433)	(376,387)	(2,073,577)
Foreign exchange operations (Note 11a)	665,291	563,816	1,295,228	2,085,653
Reserve requirement (Note 9b)	995,162	1,094,011	4,310,921	3,138,766
Sale or transfer of financial assets	(25,716)	(18,984)	(4,236)	223,326
Financial intermediation expenses	23,282,529	22,334,412	78,874,131	63,184,726
Retail and professional market funding (Note 16e)	14,111,513	13,117,836	48,874,068	38,439,249
Adjustment for inflation and interest on technical reserves for insurance, pension plans and capitalization bonds (Note 16e)	2,866,282	2,437,088	10,376,435	5,858,966
Borrowing and on-lending (Note 17c)	2,524,398	3,004,488	5,172,434	5,405,881
Allowance for loan losses (Notes 3g, 10g and 10h)	3,780,336	3,775,000	14,451,194	13,480,630
Gross income from financial intermediation	7,743,329	6,113,580	34,005,522	24,976,350
Other operating income (expenses)	(3,088,340)	(2,370,852)	(12,951,984)	(10,583,728)
Fee and commission income (Note 24)	5,787,337	5,586,695	21,790,084	19,459,599
Other fee and commission income	4,482,900	4,328,967	16,888,614	15,400,832
Income from banking fees	1,304,437	1,257,728	4,901,470	4,058,767
Retained premium from insurance, pension plans and capitalization bonds (Notes 3o and 21d)	17,732,532	12,799,606	55,797,547	49,526,003
Net premiums written	17,805,595	12,904,010	56,151,588	49,751,584
Reinsurance premiums paid	(73,063)	(104,404)	(354,041)	(225,581)
Variation in technical reserves for insurance, pension plans and capitalization bonds (Note 3o)	(8,549,949)	(4,818,500)	(24,020,497)	(19,908,930)
Retained claims (Note 3o)	(4,943,054)	(4,778,474)	(18,143,687)	(15,484,691)
Capitalization bond prize draws and redemptions (Note 3o)	(1,339,730)	(1,295,096)	(4,894,419)	(4,164,620)
Selling expenses from insurance, pension plans and capitalization bonds (Note 3o)	(782,322)	(737,347)	(2,936,275)	(2,510,558)

Edgar Filing: BANK BRADESCO - Form 6-K

Payroll and related benefits (Note 25)	(3,675,979)	(4,052,293)	(14,455,259)	(13,061,269)
Other administrative expenses (Note 26)	(4,228,996)	(3,663,861)	(15,015,021)	(14,429,504)
Tax expenses (Note 27)	(1,011,510)	(910,176)	(4,231,859)	(4,028,962)
Equity in the earnings (losses) of unconsolidated companies (Note 13b)	57,188	43,852	187,667	43,016
Other operating income (Note 28)	1,068,094	2,550,817	5,137,457	5,394,252
Other operating expenses (Note 29)	(3,201,951)	(3,096,075)	(12,167,722)	(11,418,064)
Operating income	4,654,989	3,742,728	21,053,538	14,392,622
Non-operating income (loss) (Note 30)	(177,652)	(94,073)	(515,764)	(242,333)
Income before income tax and social contribution and non-controlling interests	4,477,337	3,648,655	20,537,774	14,150,289
Income tax and social contribution (Notes 34a and 34b)	(460,175)	255,781	(5,336,164)	(2,041,813)
Non-controlling interests in subsidiaries	(23,880)	(29,830)	(112,792)	(97,448)
Net income	3,993,282	3,874,606	15,088,818	12,011,028

The accompanying Notes are an integral part of these Financial Statements.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Statement of Changes in Shareholders' Equity— In thousands of Reais

Events	Paid-up Capital	Capital reserves Share premium	Profit reserves		Asset valuation adjustment		Treasury shares	Retain earnings (accumul losses
			Legal	Statutory	Bradesco	Subsidiaries		
Balance on September 30, 2013	38,100,000	11,441	4,285,065	27,721,011	(2,327,663)	(494,213)	(262,249)	
Acquisition of treasury shares	-	-	-	-	-	-	(6,844)	
Asset valuation adjustments	-	-	-	-	1,462,290	305,143	-	
Net income	-	-	-	-	-	-	-	3,079
Allocations: - Reserves	-	-	153,960	1,991,861	-	-	-	(2,145)
- Interest on shareholders' equity paid	-	-	-	-	-	-	-	(79)
- Dividends Paid	-	-	-	-	-	-	-	(853)
Balance on December 31, 2013	38,100,000	11,441	4,439,025	29,712,872	(865,373)	(189,070)	(269,093)	
Balance on September 30, 2014	38,100,000	11,441	4,993,802	36,493,644	(167,695)	108,939	(298,015)	
Asset valuation adjustments	-	-	-	-	(237,782)	(194,773)	-	
Net income	-	-	-	-	-	-	-	3,999
Allocations: - Reserves	-	-	199,665	2,499,024	-	-	-	(2,698)
- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-	-	(664)
- Dividends provisioned	-	-	-	-	-	-	-	(630)
Balance on December 31, 2014	38,100,000	11,441	5,193,467	38,992,668	(405,477)	(85,834)	(298,015)	
Balance on December 31, 2012	30,100,000	11,441	3,838,474	30,380,303	886,689	5,027,853	(197,301)	
	8,000,000	-	-	(8,000,000)	-	-	-	

Capital increase through reserves								
Acquisition of treasury shares	-	-	-	-	-	-	(71,792)	
Asset valuation adjustments	-	-	-	-(1,752,062)	(5,216,923)	-		
Net income	-	-	-	-	-	-		12,01
Allocations: - Reserves	-	-	600,551	7,332,569	-	-		(7,933
- Interest on shareholders' equity paid	-	-	-	-	-	-		(3,224
- Dividends Paid	-	-	-	-	-	-		(853
Balance on December 31, 2013	38,100,000	11,441	4,439,025	29,712,872	(865,373)	(189,070)	(269,093)	
Acquisition of treasury shares	-	-	-	-	-	-	(28,922)	
Asset valuation adjustments	-	-	-	-	459,896	103,236		
Net income	-	-	-	-	-	-		15,08
Allocations: - Reserves	-	-	754,442	9,279,796	-	-		(10,034
- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-		(3,595
- Dividends paid and/or provisioned	-	-	-	-	-	-		(1,459
Balance on December 31, 2014	38,100,000	11,441	5,193,467	38,992,668	(405,477)	(85,834)	(298,015)	

The accompanying Notes are an integral part of these Financial Statements.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Statement of value added - In thousands of Reais

Description	2014				
	4 th Quarter	%	3 rd quarter	%	Decemb
1 - Revenue	33,112,018	351.9	31,047,350	351.2	119,499,
1.1) Financial intermediation	31,025,858	329.8	28,447,992	321.8	112,879,
1.2) Fees and commissions	5,787,337	61.5	5,586,695	63.2	21,790,
1.3) Allowance for loan losses	(3,780,336)	(40.2)	(3,775,000)	(42.7)	(14,451,1
1.4) Other	79,159	0.8	787,663	8.9	(718,5
2 - Financial intermediation expenses	(19,502,193)	(207.3)	(18,559,412)	(210.0)	(64,422,9
3 - Inputs acquired from third-parties	(3,450,727)	(36.6)	(2,948,038)	(33.3)	(12,172,7
Material, water, electricity and gas	(153,483)	(1.6)	(139,464)	(1.6)	(578,9
Outsourced services	(1,109,245)	(11.8)	(973,880)	(11.0)	(3,910,4
Communication	(388,008)	(4.1)	(382,306)	(4.3)	(1,524,0
Financial system services	(193,428)	(2.1)	(195,785)	(2.2)	(773,8
Advertising and marketing	(401,346)	(4.3)	(184,088)	(2.1)	(934,1
Transport	(180,833)	(1.9)	(192,911)	(2.2)	(776,2
Data processing	(369,313)	(3.9)	(340,355)	(3.9)	(1,371,6
Asset maintenance	(200,031)	(2.1)	(168,808)	(1.9)	(700,2
Security and surveillance	(141,399)	(1.5)	(140,171)	(1.6)	(558,6
Travel	(53,814)	(0.6)	(37,116)	(0.4)	(155,5
Other	(259,827)	(2.7)	(193,154)	(2.1)	(889,0
4 – Gross value added (1-2-3)	10,159,098	108.0	9,539,900	107.9	42,904,
5 - Depreciation and amortization	(809,063)	(8.6)	(744,703)	(8.4)	(2,957,8
6 - Net value added produced by the entity (4-5)	9,350,035	99.4	8,795,197	99.5	39,946,
7 - Value added received through transfer	57,188	0.6	43,852	0.5	187,
Equity in the earnings (losses) of unconsolidated companies	57,188	0.6	43,852	0.5	187,
8 - Value added to distribute (6+7)	9,407,223	100.0	8,839,049	100.0	40,134,
9 – Value added distributed	9,407,223	100.0	8,839,049	100.0	40,134,
9.1) Personnel	3,204,204	34.0	3,577,673	40.6	12,629,
Salaries	1,682,819	17.9	1,653,681	18.7	6,415,
Benefits	778,614	8.3	738,942	8.4	2,918,
Government Severance Indemnity Fund for Employees (FGTS)	166,194	1.8	151,740	1.7	609,
Other	576,577	6.0	1,033,310	11.8	2,685,
9.2) Tax, fees and contributions	1,943,460	20.7	1,129,015	12.8	11,393,
Federal	1,775,492	18.9	958,728	10.9	10,699,
State	2,779	-	8,957	0.1	23,
Municipal	165,189	1.8	161,330	1.8	670,
9.3) Value distributed to providers of capital	242,397	2.5	227,925	2.5	909,
Rental	239,621	2.5	225,237	2.5	894,
Asset leasing	2,776	-	2,688	-	14,
9.4) Value distributed to shareholders	4,017,162	42.8	3,904,436	44.1	15,201,

Edgar Filing: BANK BRADESCO - Form 6-K

Interest on shareholders' equity/dividends	1,294,593	13.8	1,364,089	15.4	5,054,
Retained earnings	2,698,689	28.7	2,510,517	28.4	10,034,
Non-controlling interests in retained earnings	23,880	0.3	29,830	0.3	112,

The accompanying Notes are an integral part of these Financial Statements.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Consolidated Cash Flow Statement *-in thousands of Reais*

	2014	2013		
	4 th Quarter	3 rd quarter	December	December
Cash flow from operating activities:				
Net Income before income tax and social contribution	4,477,337	3,648,655	20,537,774	14,150,289
Adjustments to net income before income tax and social contribution	7,794,496	6,846,388	30,154,535	24,658,467
Allowance for loan losses	3,780,336	3,775,000	14,451,194	13,480,630
Depreciation and amortization	809,063	744,703	2,957,808	2,879,862
Impairment charges	702,291	598,087	1,300,378	739,251
Expenses with civil, labor and tax provisions	657,816	241,990	2,426,891	1,204,617
Expenses with adjustment for inflation and interest on technical reserves for insurance, pension plans and capitalization bonds	2,866,282	2,437,088	10,376,435	5,858,966
Equity in the earnings (losses) of unconsolidated companies	(57,188)	(43,852)	(187,667)	(43,016)
(Gain)/loss on sale of investments	29,196	8	31,058	(229,415)
(Gain)/loss on sale of fixed assets	26,416	7,507	26,285	25,688
(Gain)/loss on sale of foreclosed assets	77,031	86,209	309,386	285,584
Other	(1,096,747)	(1,000,352)	(1,537,233)	456,300
Adjusted net income before taxes	12,271,833	10,495,043	50,692,309	38,808,756
(Increase)/decrease in interbank investments	(951,805)	3,979,444	17,581,756	86,506,991
(Increase)/decrease in trading securities and derivative financial instruments	4,365,686	(9,783,705)	(13,781,772)	13,896,386
(Increase)/decrease in interbank and interdepartmental accounts	2,164,252	(345,469)	(370,832)	1,391,560
(Increase) in loan and leasing	(12,227,967)	(9,960,537)	(34,572,064)	(42,042,854)
(Increase)/decrease in insurance and reinsurance receivables and reinsurance assets – technical reserves	202,311	(189,214)	(558,817)	(787,257)
Increase in technical reserves for insurance, pension plans and capitalization bonds	4,431,758	799,566	6,661,537	6,152,725
Increase/(decrease) in deferred income	30,010	39,259	(384,064)	19,086
Increase in other receivables and other assets	(5,194,744)	(2,443,464)	(3,694,176)	(5,033,091)
(Increase)/decrease in reserve requirement - Brazilian Central Bank	(4,212,090)	6,789,010	4,456,082	(7,428,572)
Increase/(decrease) in deposits	(268,809)	(1,389,166)	(6,450,486)	6,205,521
	22,379,932	42,203,175	63,915,299	687,644

Increase in securities sold under agreements to repurchase				
Increase in funds from issuance of securities	9,542,575	5,406,117	27,171,440	6,294,686
Increase in borrowings and on-lending	2,436,979	2,419,841	2,903,284	11,908,697
Increase/(decrease) in other liabilities	751,281	1,466,594	3,380,432	(6,142,931)
Income tax and social contribution paid	(949,073)	(1,439,756)	(6,486,622)	(6,194,554)
Net cash provided by/(used in) operating activities	34,772,129	48,046,738	110,463,306	104,242,793
Cash flow from investing activities:				
(Increase)/decrease in held-to-maturity securities	(486,873)	(744,150)	(2,116,976)	45,577
Sale of/maturity of and interests on available-for-sale securities	7,737,024	15,784,813	46,559,208	74,614,847
Proceeds from sale of foreclosed assets	204,718	185,945	664,110	563,253
Sale of investments	234,510	-	238,370	332,115
Sale of premises and equipment	278,849	138,379	732,565	375,714
Purchases of available-for-sale securities	(16,794,172)	(14,878,507)	(61,197,407)	(101,422,702)
Foreclosed assets received	(345,992)	(382,356)	(1,390,532)	(1,356,469)
Investment acquisitions	(1,645)	(589)	(8,718)	(87,286)
Purchase of premises and equipment	(794,541)	(375,778)	(1,740,330)	(1,370,867)
Intangible asset acquisitions	(572,680)	(323,211)	(1,276,392)	(2,602,602)
Dividends and interest on shareholders' equity received	236,445	14,036	399,196	347,562
Net cash provided by/(used in) investing activities	(10,304,357)	(581,418)	(19,136,906)	(30,560,858)
Cash flow from financing activities:				
Increase/(decrease) in subordinated debts	(642,730)	1,080,401	(63,336)	1,033,289
Dividends and interest on shareholders' equity paid	(248,665)	(1,077,664)	(3,921,651)	(4,293,372)
Non-controlling interest	(121,008)	(26,397)	(325,715)	(80,207)
Acquisition of own shares	-	-	(28,922)	(71,792)
Net cash provided by/(used in) financing activities	(1,012,403)	(23,660)	(4,339,624)	(3,412,082)
Net increase in cash and cash equivalents	23,455,369	47,441,660	86,986,776	70,269,853
Cash and cash equivalents - at the beginning of the period	181,356,329	133,914,669	117,824,922	47,555,069
Cash and cash equivalents - at the end of the period	204,811,698	181,356,329	204,811,698	117,824,922
Net increase in cash and cash equivalents	23,455,369	47,441,660	86,986,776	70,269,853

The accompanying Notes are an integral part of these Financial Statements.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Index of Notes to the Financial Statements

Notes to Bradesco's Financial Statements are as follows:

	Page
1) OPERATIONS	133
2) PRESENTATION OF THE FINANCIAL STATEMENTS	133
3) SIGNIFICANT ACCOUNTING PRACTICES	135
4) COMPARATIVE AMOUNTS	143
5) STATEMENT OF FINANCIAL POSITION AND ADJUSTED INCOME STATEMENT BY OPERATING SEGMENT	144
6) CASH AND CASH EQUIVALENTS	145
7) INTERBANK INVESTMENTS	146
8) SECURITIES AND DERIVATIVE FINANCIAL INSTRUMENTS	147
9) INTERBANK ACCOUNTS - RESERVE REQUIREMENT	160
10) LOANS	161
11) OTHER RECEIVABLES	173
12) OTHER ASSETS	175
13) INVESTMENTS	175
14) PREMISES AND EQUIPMENT	177
15) INTANGIBLE ASSETS	178
16) DEPOSITS, SECURITIES SOLD UNDER AGREEMENTS TO REPURCHASE AND FUNDS FROM ISSUANCE OF SECURITIES	179
17) BORROWING AND ON-LENDING	183
18) PROVISIONS, CONTINGENT ASSETS AND LIABILITIES AND LEGAL LIABILITIES - TAX AND SOCIAL SECURITY	184
19) SUBORDINATED DEBT	188
20) OTHER LIABILITIES	190
21) INSURANCE, PENSION PLANS AND CAPITALIZATION BONDS	191
22) NON-CONTROLLING INTERESTS IN SUBSIDIARIES	194
23) SHAREHOLDERS' EQUITY (PARENT COMPANY)	194
24) FEE AND COMMISSION INCOME	196
25) PAYROLL AND RELATED BENEFITS	197
26) OTHER ADMINISTRATIVE EXPENSES	197
27) TAX EXPENSES	197

28) OTHER OPERATING INCOME	198
29) OTHER OPERATING EXPENSES	198
30) NON-OPERATING INCOME (LOSS)	198
31) RELATED-PARTY TRANSACTIONS (DIRECT AND INDIRECT)	199
32) FINANCIAL INSTRUMENTS	201
33) EMPLOYEE BENEFITS	212
34) INCOME TAX AND SOCIAL CONTRIBUTION	215
35) OTHER INFORMATION	217

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

1) OPERATIONS

Banco Bradesco S.A. (Bradesco) is a private-sector publicly traded company and universal bank that through its commercial, foreign exchange, consumer financing and housing loan portfolios carries out all the types of banking activities that it is authorized to do so. The Bank is involved in a number of other activities, either directly or indirectly, through its subsidiaries, particularly in leasing, investment banking, brokerage, consortium management, credit cards, real estate projects, insurance, pension plans and capitalization bonds. Operations are conducted within the context of the companies within the Bradesco Organization, working together in the market.

2) PRESENTATION OF THE FINANCIAL STATEMENTS

Bradesco's consolidated financial statements include the financial statements for Banco Bradesco, its foreign branches, subsidiaries and jointly-controlled entities, in Brazil and overseas, including SPEs (Special Purpose Entities). They were prepared using accounting practices in compliance with Laws nº 4595/64 (Brazilian Financial System Law) and nº 6404/76 (Brazilian Corporate Law), along with amendments introduced by Laws nº 11638/07 and nº 11941/09 relating to the accounting of operations, complemented by the rules and instructions of the National Monetary Council (CMN) and the Brazilian Central Bank (Bacen), Brazilian Securities and Exchange Commission (CVM), where applicable, National Private Insurance Council (CNSP), Insurance Superintendence (Susep) and National Supplementary Healthcare Agency (ANS). The financial statements of the leasing companies included in the consolidated information were prepared using the finance lease method, under which the book value of leased fixed assets less the residual value paid in advance is presented with the leasing installments due in a single balance sheet line.

In the preparation of these consolidated financial statements, intercompany transactions, including investments, assets and liabilities, revenue, expenses and unrealized profit were eliminated and net income and shareholders' equity attributable to the non-controlling interests were accounted for in a separate line. For jointly-controlled investments with other shareholders, assets, liabilities and income and loss were proportionally consolidated in the consolidated financial statements according to the interest held in the shareholders' equity of each investee. Goodwill on the acquisition of investments in subsidiary/unconsolidated companies or jointly-controlled entities is presented in the investments and

intangible assets lines (Note 15a). The foreign exchange variation from foreign branches or investments is presented in the income statement accounts together with changes in the value of the derivative financial instrument and borrowing and on-lending operations to eliminate the effect of these hedges of the investments.

The financial statements include estimates and assumptions, such as: the calculation of estimated loan losses; fair value estimates of certain financial instruments; civil, tax and labor provisions; impairment losses of securities classified as available-for-sale and held-to-maturity securities and non-financial assets; the calculation of technical reserves for insurance, pension plans and capitalization bonds; and the determination of the useful life of specific assets. Actual results may differ from those based on estimates and assumptions.

Bradesco's consolidated financial statements were approved by the Board of Directors on January 28, 2015.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

Below are the primary direct and indirectly owned companies included in the consolidation:

	Activity	Equity interest 2014	
		December 31	September 30
Financial Sector – Brazil			
Alvorada Cartões, Crédito, Financiamento e Investimento S.A. (1)	Banking	-	-
Banco Alvorada S.A.	Banking	99.99%	99.99%
Banco Bradesco Financiamentos S.A.	Banking	100.00%	100.00%
Banco Bankpar S.A. (2)	Banking	-	-
Banco Bradesco BBI S.A. (3)	Investment bank	99.80%	98.35%
Banco Boavista Interatlântico S.A.	Banking	100.00%	100.00%
Banco CBSS S.A.	Banking	100.00%	100.00%
Banco Bradesco Cartões S.A.	Cards	100.00%	100.00%
Bradesco Administradora de Consórcios Ltda.	Consortium management	100.00%	100.00%
Banco Bradesco BERJ S.A.	Banking	100.00%	100.00%
Bradesco Leasing S.A. Arrendamento Mercantil	Leasing	100.00%	100.00%
Bradesco S.A. Corretora de Títulos e Valores Mobiliários	Brokerage	100.00%	100.00%
BRAM - Bradesco Asset Management S.A. DTVM	Asset management	100.00%	100.00%
Ágora Corretora de Títulos e Valores Mobiliários S.A.	Brokerage	100.00%	100.00%
Banco Bradescard S.A.	Cards	100.00%	100.00%
Cielo S.A. (4)	Services	28.65%	28.65%
Cia. Brasileira de Soluções e Serviços - Alelo (4)	Services	50.01%	50.01%
Tempo Serviços Ltda.	Services	100.00%	100.00%
Financial Sector – Overseas			
Banco Bradesco Argentina S.A.	Banking	99.99%	99.99%
Banco Bradesco Europa S.A.	Banking	100.00%	100.00%
Banco Bradesco S.A. Grand Cayman Branch (5)	Banking	100.00%	100.00%
Banco Bradesco New York Branch	Banking	100.00%	100.00%
Bradesco Securities, Inc.	Brokerage	100.00%	100.00%
Bradesco Securities, UK.	Brokerage	100.00%	100.00%
Insurance, Pension Plan and Capitalization Bond Sector			
Bradesco Argentina de Seguros S.A.	Insurance	99.92%	99.92%
Bradesco Auto/RE Companhia de Seguros	Insurance	100.00%	100.00%
Bradesco Capitalização S.A.	Capitalization bonds	100.00%	100.00%
Bradesco Saúde S.A.	Insurance/health	100.00%	100.00%
Odontoprev S.A. (6)	Dental care	50.01%	50.01%
Bradesco Seguros S.A.	Insurance	100.00%	100.00%
Bradesco Vida e Previdência S.A.	Pension plan/insurance	100.00%	100.00%

Atlântica Companhia de Seguros	Insurance	100.00%	100.00%
Other Activities			
Andorra Holdings S.A.	Holding	100.00%	100.00%
Bradseg Participações S.A.	Holding	100.00%	100.00%
Bradescor Corretora de Seguros Ltda.	Insurance brokerage	100.00%	100.00%
Bradesplan Participações Ltda.	Holding	100.00%	100.00%
BSP Empreendimentos Imobiliários S.A.	Real estate	100.00%	100.00%
Cia. Securitizadora de Créditos Financeiros Rubi	Credit acquisition	100.00%	100.00%
Columbus Holdings S.A.	Holding	100.00%	100.00%
Nova Paiol Participações Ltda.	Holding	100.00%	100.00%
Scopus Tecnologia Ltda. (7)	Information technology	-	100.00%
União Participações Ltda.	Holding	100.00%	100.00%

- (1) Company merged into Banco Bradesco BERJ S.A. in April 2014;
- (2) Company merged into Banco Bradesco Cartões S.A. in June 2014;
- (3) Increase in equity interest through share acquisition in December 2014;
- (4) Company proportionally consolidated, pursuant to CMN Resolution nº 2723/00 and CVM Rule nº 247/96;
- (5) The special purpose entity International Diversified Payment Rights Company is being consolidated. The company takes part in the securitization operation of future flow of payment orders received from overseas (Note 16d);
- (6) Increase in equity interest through share acquisition in January 2014; and
- (7) Company divested in December 2014.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

3) SIGNIFICANT ACCOUNTING PRACTICES

a) Functional and Presentation Currencies

Consolidated financial statements are presented in Brazilian reais, which is also Bradesco's functional currency. Foreign branches and subsidiaries are mainly a continuation of activities in Brazil, and, therefore, assets, liabilities and profit or loss are translated into Brazilian reais using the appropriate currency exchange rate to comply with accounting practices adopted in Brazil. Foreign currency translation gains and losses arising are recognized in the period's income statement in the lines "Derivative Financial Instruments" and "Borrowing and On-lending".

b) Income and Expense Recognition

Income and expenses are recognized on an accrual basis in order to determine the net income for the period to which they relate, regardless of when the funds are received or paid.

Fixed rate transactions are recorded at their redemption value with the income or expense relating to future periods being recorded as a deduction from the corresponding asset or liability. Finance income and costs are prorated daily and calculated using the compounding method, except when they relate to discounted notes or to foreign transactions which are calculated using the straight-line method.

Floating rate or foreign-currency-indexed transactions are adjusted for inflation and foreign exchange rates respectively at the end of the reporting period.

Insurance and coinsurance premiums, net of premiums paid for coinsurance and related commissions, are recorded upon the issue of the related policies/certificates/endorsements and invoices, or upon the

beginning of the exposure to risk in cases in which the risk begins before the issue, and recognized on a straight-line basis over the policies' effective period through accrual the upfront recognition and subsequent reversal through the income statement of the unearned premium reserve and the deferred acquisition costs. Revenues from premiums and the corresponding deferred acquisition costs, relating to existing risk for which no policy has been issued, are recorded in the income statement at the beginning of the risk exposure, based on estimated figures.

Recognition of health insurance premiums commences with the effectiveness of the corresponding insurance policy, and is recognized in proportion to the portion of the term elapsed.

Income and expenses arising from DPVAT insurance operations are recorded based on information provided by Seguradora Líder dos Consórcios do Seguro DPVAT S.A.

Accepted coinsurance and retrocession operations are recorded based on the information received from other insurers and IRB - Brasil Resseguros S.A. (IRB), respectively.

Reinsurance operations are recorded based on the premium and claims information provided which is subject to the analysis of the re-insurers. The deductions of reinsurance premiums granted is consistent with the recognition of the corresponding insurance premium and/or terms of the reinsurance contract.

Acquisition costs, relative to the insurance commission, are deferred and recognized in profit or loss in proportion to the amount of premium recognized.

Contributions and agency fees are deferred and recognized in the income statement on a straight-line basis over a period of 24 months for health insurance operations, and 12 months for other operations.

Pension plan contributions and life insurance premiums with survival coverage are recognized in the income statement as they are received.

Income from capitalization bonds is recognized in the month it is received. Technical reserves are recorded concurrent with the recognition of the respective revenues.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

Income from expired capitalization plans is recognized after the statute of limitation, as per Article 206 of the Brazilian Civil Code. The expenses for placement of capitalization bonds, classified as "Acquisition Costs," are recognized as incurred.

c) Cash and cash equivalents

Cash and cash equivalents include: funds available in currency, investments in gold, securities sold under agreements to repurchase and interest-earning deposits in other banks, maturing in 90 days or less, which are exposed to insignificant risk of change in fair value. These funds are used by Bradesco to manage its short-term commitments.

Cash and cash equivalents detailed balances are presented in Note 6.

d) Interbank investments

Unrestricted repurchase and reverse repurchase agreements are stated at their fair value. All other interbank investments are stated at cost, plus income earned up to the end of the reporting period, net of any devaluation allowance, if applicable.

The breakdown, terms and proceeds relating to interbank investments are presented in Note 7.

e) Securities - Classification

- Trading securities - securities acquired for the purpose of being actively and frequently traded. They are recorded at cost, plus income earned and adjusted to fair value with movements recognized in the Income Statement for the period;
- Available-for-sale securities - securities that are not specifically intended for trading purposes or to be held to maturity. They are recorded at cost, plus income earned, which is recorded in profit or loss in the period and adjusted to fair value with movements recognized in shareholders' equity, net of tax, which will be transferred to the Income Statement only when effectively realized; and
- Held-to-maturity securities - securities for which there is positive intent and financial capacity to hold to maturity. They are recorded at cost, plus income earned recognized in the Income Statement for the period.

Securities classified as trading and available-for-sale, as well as derivative financial instruments, are recognized in the consolidated statement of financial position at their fair value. Fair value is generally based on quoted market prices or quotations for assets or liabilities with similar characteristics. If market prices are not available, fair values are based on traders' quotations, pricing models, discounted cash flows or similar techniques to determine the fair value and may require judgment or significant estimates by Management.

Classification, breakdown and segmentation of securities are presented in Note 8 (a to d).

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

f) Derivative financial instruments (assets and liabilities)

Classified on the date that the operation is contracted according to Management's intention to use the instrument for hedging purposes or not.

Operations involving derivative financial instruments are designed to meet the Bank's own needs in order to manage overall exposure, as well as to meet customer requests to manage their positions. Gains and losses are recorded in the income or expenses accounts of the respective financial instruments.

Derivative financial instruments used to mitigate risk deriving from exposure to variations in the Fair value of financial assets and liabilities are designated as hedges and are classified according to their nature:

- Market risk hedge: the gains and losses, realized or not, of the financial instruments classified in this category as well as the financial assets and liabilities, that are the object of the hedge, are recorded in the Income Statement; and
- Cash flow hedge: the effective portion of valuation or devaluation of the financial instruments classified in this category is recorded, net of taxes, in a specific account in shareholders' equity. The ineffective portion of the hedge is recognized directly in the Income Statement.

A breakdown of amounts included as derivative financial instruments, in the balance sheet and off-balance-sheet accounts, is disclosed in Note 8 (e to h).

g) Loans and leasing, advances on foreign exchange contracts, other receivables with credit characteristics and allowance for loan losses

Loans and leasing, advances on foreign exchange contracts and other receivables with credit characteristics are classified by risk level, based on: (i) the parameters established by CMN Resolution n° 2682/99, which requires risk ratings to have nine levels, from “AA” (minimum risk) to “H” (maximum risk); and (ii) Management’s assessment of the risk level. This assessment, which is carried out regularly, considers current economic conditions and past experience with loan losses, as well as specific and general risks relating to operations, debtors and guarantors. Moreover, the days-past-due is also considered to rate customer risk as per CMN Resolution n° 2682/99, as follows:

Past-due period (1)	Customer rating
• from 15 to 30 days	B
• from 31 to 60 days	C
• from 61 to 90 days	D
• from 91 to 120 days	E
• from 121 to 150 days	F
• from 151 to 180 days	G
• more than 180 days	H

(1) For transactions with terms of more than 36 months, past-due periods are doubled, as permitted by CMN Resolution n° 2682/99.

Interest and inflation adjustments on past-due transactions are only recognized in the Income Statement up to the 59th day that they are past due. As from the 60th day, they are recognized off-balance sheet accounts and are only recognized in the Income Statement when received.

H-rated past-due transactions remain at this level for six months, after which they are written-off against the existing allowance and controlled in off-balance-sheet accounts for at least five years.

Renegotiated transactions are held at the same rating as on the date of the renegotiation or classified in a higher risk rating. Renegotiations already written-off against the allowance and that were recorded in off-balance-sheet accounts, are rated as level “H” and any possible gains derived from their renegotiation are recognized only when they are effectively received. When there is a significant repayment on the operation or when new material facts justify a change in the level of risk, the operation may be reclassified to a lower risk category.

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

The estimated allowance for loan losses is calculated to sufficiently cover probable losses, considering CMN and Bacen standards and instructions, together with Management's assessment of the credit risk.

Type, values, terms, levels of risk, concentration, economic sector of client's activity, renegotiation and income from loans, as well as the breakdown of expenses and statement of financial position accounts for the allowance for loan losses are presented in Note 10.

h) Income tax and social contribution (assets and liabilities)

Deferred income tax and social contribution deferred tax assets, calculated on income tax losses, social contribution losses and temporary differences are recorded in "Other Receivables - Sundry" and the deferred tax liabilities on tax differences in leasing depreciation (applicable only for income tax) and mark-to-market adjustments on securities are recorded in "Other Liabilities - Tax and Social Security".

Deferred tax assets on temporary differences are realized when the corresponding provision is used and/or reversed. Deferred tax assets on income tax and social contribution losses are used when taxable income is generated, up to the 30% limit of the taxable profit for the period. Deferred tax assets are recorded based on current expectations of realization considering technical studies and analyses carried out by Management.

The provision for income tax is calculated at 15% of taxable income plus a 10% surcharge. Social contribution on net income is calculated at 15% for financial institutions and insurance companies and at 9% for other companies.

Provisions were recorded for other income tax and social contribution in accordance with specific applicable legislation.

Pursuant to Law n^o 11941/09, changes in the criteria to recognize revenue, costs and expenses included in the net income for the period, enacted by Law n^o 11638/07 and by Articles n^o 37 and n^o 38 of Law n^o 11941/09, shall not affect taxable income, and, for tax purposes, accounting methods and criteria in force on December 31, 2007 are used. For accounting purposes, the tax effects of adopting the aforementioned laws are recorded in the corresponding deferred tax assets and liabilities.

The breakdown of income tax and social contribution, showing the calculations, the origin and expected use of deferred tax assets, as well as unrecorded deferred tax assets, are presented in Note 34.

i) Prepaid expenses

Prepaid expenses are represented by funds already disbursed for future benefits or services, which are recognized in the profit or loss on an accrual basis.

Incurred costs relating to assets that will generate revenue in subsequent periods are recorded in the Income Statement according to the terms and the amount of expected benefits and directly written-off in the Income Statement when the corresponding assets or rights are no longer part of the institution's assets or when future benefits are no longer expected.

Prepaid expenses are shown in detail in Note 12b.

j) Investments

Investments in unconsolidated companies, where Bradesco has significant influence over the investee or holds at least 20% of the voting rights, are accounted for by the equity method.

Tax incentives and other investments are stated at cost, less allowance for losses/impairment, where applicable.

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

Subsidiaries and jointly-controlled entities are consolidated - the composition of the main companies can be found in Note 2. The composition of unconsolidated companies, as well as other investments, can be found in Note 13.

k) Premises and equipment

Relates to the tangible assets used by the Bank in its activities, including those resulting from transactions which transfer risks, benefits and control of the assets to the Bank.

Premises and equipment are stated at acquisition cost, net of accumulated depreciation, calculated by the straight-line method based on the assets' estimated economic useful life, using the following rates: real estate - 4% per annum; furniture and utensils and machinery and equipment - 10% per annum; transport systems - 20% per annum; and data-processing systems - 20% to 50% per annum, and adjusted for impairment, when applicable.

The breakdown of asset costs and their corresponding depreciation, as well as the unrecorded surplus value for real estate and fixed asset ratios, is presented in Note 14.

l) Intangible assets

Relates to the right over intangible assets used by the Bank in its activities.

Intangible assets comprise:

- Future profitability/acquired client portfolio and acquisition of right to provide banking services: they are recorded and amortized over the period in which the asset will directly and indirectly contribute to future cash flows and adjusted for impairment, where applicable; and
- Software: stated at cost less amortization calculated on a straight-line basis over the estimated useful life (20% to 50% p.a.), from the date it is available for use and adjusted for impairment, where applicable. Internal software development costs are recognized as an intangible asset when it is possible to show the intent and ability to complete and use the software, as well as to reliably measure costs directly attributable to the intangible asset. These costs are amortized during the software's estimated useful life, considering the expected future economic benefits.

Goodwill and other intangible assets, including their changes by class, are presented in Note 15.

m) Impairment

Financial and non-financial assets are tested for impairment.

Impairment evidence may comprise the non-payment or payment delay by the debtor, possible bankruptcy process or the significant or extended decline in an asset value.

An impairment loss of a financial or non-financial asset is recognized in the profit or loss for the period if the book value of an asset or cash-generating unit exceeds its recoverable value.

Impairment losses are presented in Notes 8d(10), 14 and 15c.

n) Securities sold under agreements to repurchase

These are recognized at the value of the liabilities and include, when applicable, related charges up to the end of the reporting period, calculated on a daily prorated basis.

A breakdown of the contracts recorded in deposits and securities sold under agreements to repurchase, as well as terms and amounts recognized in the statement of financial position and income statement, is presented in Note 16.

o) Technical reserves relating to insurance, pension plans and capitalization bonds

- Damage, health and group insurance lines, except life insurance with survival coverage:

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

- The unearned premium reserve (PPNG) is calculated on a daily prorated basis, using premiums net of coinsurance, but including amounts ceded through reinsurance, and is comprised of the portion corresponding to the remaining period of coverage less initial contracting costs, except for health and personal insurance. The portion of these reserves corresponding to the estimate for risks in effect but not yet contracted is designated in PPNG-RVNE;

- The unearned premium or contribution reserve (PPCNG) is calculated on a daily prorated basis based on the portion of health insurance premiums corresponding to the remaining period of coverage, of the currently effective contracts;

- The mathematical reserve for unvested benefits (PMBaC) is calculated as the difference between the current value of future benefits and the current value of future contributions, on obligations already assumed by Bradesco;

- The mathematical reserve for unvested benefits (PMBAC) relating to the individual health care plan portfolio covers the holder's dependents for five years upon death, and it is calculated based on the time holders are expected to remain in the plan up to the end of this five-year period, in addition to a 4.9% annual discount rate; after this, it is calculated based on costs on the five-year-period plan, excluding payment of premiums;

- The reserve for vested benefits (PMBC) relating to the individual health care plan portfolio comprises obligations under the terms of the contract for the provision of health care, to dependents whose policyholders are already deceased, and is based on the present value of estimated future expenses, as provided for in ANS Normative Resolution n^o 75/04, discounted using an annual discount rate of 4.9%;

- For health insurance, the reserve for claims incurred but not reported (IBNR) is calculated on an actuarial basis to quantify the number of claims that have occurred but have not been paid by policyholders/beneficiaries. The methodology uses the historical behavior observed in the last 12 months to project future payments for claims related to events that took place prior to the calculation base date. The IBNR reserve is calculated by deducting the total reserves for unsettled claims (PSL) from this projected

value;

- For non-life insurance, the reserve for incurred but not reported (IBNR) claims is calculated based on incurred but not paid (IBNP) claims less the balance of the reserve for unsettled claims (PSL) on the calculation date. A final estimate of IBNP is calculated using semi-annual run-off triangles. The run-off triangles consider the historical development of claims paid in the prior last 14 half-year periods to determine a future projection per occurrence period, and considers the estimated claims incurred but not enough reported (IBNER), reflecting the changing expectation of the amount provisioned along the regulatory process;

- For other life insurance, the reserve for incurred but not reported (IBNR) claims is calculated based on incurred but not paid (IBNP) claims less the reserve for unsettled claims (PSL) on the calculation date. A final estimate of IBNP claims is calculated using semi-annual run-off triangles. The run-off triangles consider the historical development of claims paid in the prior 16 half-year periods to determine a future projection per occurrence period;

- The reserve for unsettled claims (PSL) considers all loss notices received up to the end of the reporting period. The reserve is adjusted to inflation and includes all claims in litigation;

- For non-life insurance, the reserve for unsettled claims (PSL) is determined based on the indemnity payment estimates, considering all administrative and judicial claims existing at the reporting date, net of the expected payments to be received;

- The reserve for related expenses (PDR) is recorded to cover expenses related to estimated claims and benefits. For products structured in self-funding and partially regimes, the reserve covers claims incurred. For plans structured under a capitalization regime, the reserve is made to cover the expected expenses related to incurred claims and also claims expected to be incurred in the future;

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

- For damage insurance, the reserve for related expenses is calculated on a monthly basis to cover the expenses related to indemnity payment, and it covers the expenses allocated individually to each claim, as well as expenses related to claims that have not been itemized, that is, those at the level of the portfolio;

- The reserve for redemptions and other amounts to be settled (PVR) comprises figures related to redemptions to settle, premium refunds and portability (transfer-outs) requested but not yet transferred to the recipient insurer;

- The complementary reserve for coverage (PCC) refers to the amount necessary to complement technical reserves, as calculated in the Liability Adequacy Test (LAT), which is prepared using statistical and actuarial methods based on realistic assumptions, taking into account the biometric table BR-EMS of both genders, improvement of G Scale and forward interest rate curves (ETTJ) free from risk as authorized by SUSEP. The improvement rate is calculated from automatic updates of the biometric table, considering the expected increase in future life expectancy; and

- Other reserves are recorded for the individual health portfolio to address the differences between the expected present value of future indemnities and related expenses and the expected present value of future premiums, using an annual discount rate of 4.9%.

• Pension plans and life insurance with survival coverage:

- The unearned premium reserve (PPNG) is calculated on a daily prorated basis, using premiums net of coinsurance, but including amounts ceded through reinsurance, and is comprised of the portion corresponding to the remaining period of coverage and includes an estimate for risks covered but not yet issued (RVNE);

- The mathematical reserve for unvested benefits (PMBaC) is recorded for participants who have not yet received any benefit. In defined benefit pension plans, the reserve represents the difference between

the current value of future benefits and the current value of future contributions, corresponding to obligations in the form of retirement, disability, pension and annuity plans. The reserve is calculated using methodologies and assumptions set forth in the actuarial technical notes;

- The mathematical reserve for unvested benefits related to life insurance and unrestricted benefit pension plans (VGBL and PGBL), apart from the defined contribution plans, shows the value of participant contributions, net of costs and other contractual charges, plus income from investment in specially constituted investment funds (FIE);

- The reserve for redemptions and other amounts to be settled (PVR) comprises figures related to redemptions to settle, premium refunds and portability requested but not yet transferred to the recipient insurer;

- The mathematical reserve for vested benefits (PMBC) is recognized for participants already receiving benefits and corresponds to the present value of future obligations related to the payment of those on-going benefits;

- The complementary reserve for coverage (PCC) refers to the amount necessary to complement technical reserves, as calculated in the Liability Adequacy Test (LAT), which is prepared semi-annually using statistical and actuarial methods based on realistic assumptions, taking into account the biometric table BR-EMS of both genders, improvement of G Scale and forward interest rate curves (ETTJ) free from risk as authorized by SUSEP. The improvement rate is calculated from automatic updates of the biometric table, considering the expected increase in future life expectancy;

- The reserve for related expenses (PDR) is recorded to cover expenses related to estimated claims and benefits. For products structured in self-funding and partially regimes, the reserve covers claims incurred. For plans structured under a capitalization regime, the reserve is made to cover the expected expenses related to incurred claims and also claims expected to be incurred in the future;

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

- The reserve for financial surplus (PEF) corresponds to the portion of income from investment of reserves that exceeds the minimum returns due to policyholders of pension plans that have a profit share clause;

- The reserve for technical surplus (PET) corresponds to the difference between the expected and the actual amounts for events in the period for pension plans that have a technical surplus participation clause;

- The reserve for incurred and not reported (IBNR) events is constituted for claims incurred but not reported and is based on run-off triangles, which consider the loss development of claims in the last 96 quarters to set forth a future projection by occurrence period; and

- The reserve for unsettled claims (PSL) considers all loss notices received up to the end of the reporting period. The provision is updated for inflation and includes all claims in litigation.

- Capitalization bonds:
 - The mathematical reserve for capitalization bond (PMC) is recorded for each active or suspended capitalization bond during the estimated term set forth in the general conditions of the plan, and is calculated using the capitalization percentage, applicable to each payments made, plus the monthly accrual according to the inflation index or interest rate established in the plan until the bond is redeemed or canceled;

 - The reserve for redemption (PR) comprises the values of matured and early-terminated capitalization bonds, calculated by updating the balance of bonds whose terms have expired or canceled, using the inflation index until the holder receives the redemption payment;

- Reserve for draws to be held (PSR) is recorded to cover premiums for future prize draws, and the balance represents the present value of the draws that have already been funded but have not yet been held. The calculation methodology consists of the accumulation of from the prize draw percentage applicable to each payment, as established in the plan, less the amounts related to prize draws that have already occurred. The percentages of payments designated for the prize draws is defined in advance in the actuarial technical note, and is not modified during the term of the bond;

- Reserve for draws payable (PSP) consists of the value of unpaid prize draw amounts, adjusted for inflation for the period between the date of the drawing and its effective settlement; and

- Reserve for administrative expense (PDA) is recorded to cover the cost of maintaining the single payment (P.U.) capitalization bonds.

Technical reserves shown by account, product and segment, as well as amounts and details of plan assets covering these technical reserves, are shown in Note 21.

p) Provisions, contingent assets and liabilities and legal obligations - tax and social security

Provisions, contingent assets and liabilities, and legal obligations, as defined below, are recognized, measured and disclosed in accordance with the criteria set out in CPC 25, approved by CMN Resolution n° 3823/09 and CVM Resolution n° 594/09:

- Contingent assets: these are not recognized in the financial statements, except to the extent that there are real guarantees or favorable judicial decisions, to which no further appeals are applicable, classifying the gain as practically certain by confirming the expectation of receipt or compensation against another liability. Contingent assets with a chance of probable success are disclosed in the notes to the financial statements;

- Provisions: these are recorded taking into consideration the opinion of legal counsel, the nature of the lawsuits, similarity with previous lawsuits, complexity and positioning of the courts, whenever the loss is deemed probable which would cause a probable outflow of funds to settle the obligation and when amounts can be reliably measured;

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

- **Contingent liabilities:** according to CPC 25, the term "contingent" is used for liabilities that are not recognized because their existence will only be confirmed by the occurrence of one or more uncertain future events beyond Management's control. Contingent liabilities considered as possible losses should only be disclosed in the notes when relevant. Obligations deemed remote are not recorded as a provision nor disclosed; and
- **Legal obligations - provision for tax risks:** results from judicial proceedings, which contest the applicability of tax laws on the grounds of legality or constitutionality, which, regardless of the assessment of the probability of success, are fully provided for in the financial statements.

Details on lawsuits, as well as segregation and changes in amounts recorded, by type, are presented in Note 18.

q) Funding expenses

Expenses related to funding transactions involving the issuance of securities are recognized in the profit or loss over the term of the transaction and reduces the corresponding liability. They are presented in Notes 16c and 19.

r) Other assets and liabilities

Assets are stated at their realizable amounts, including, when applicable, related income and inflation and exchange variations (on a daily prorated basis), less provision for losses, when deemed appropriate. Liabilities include known or measurable amounts, including related charges and inflation and exchange variations (on a daily prorated basis).

s) Subsequent events

These refer to events occurring between the reporting date and the date the financial statements are authorized to be issued.

They comprise the following:

- Events resulting in adjustments: events relating to conditions already existing at the end of the reporting period; and
- Events not resulting in adjustments: events relating to conditions not existing at the end of the reporting period.

Subsequent events, if any, are described in Note 35.

4) COMPARATIVE AMOUNTS

Reclassifications

There were no reclassifications or other relevant information for previous periods that affect the comparability of the consolidated financial statements for the period ended December 31, 2014.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

5) STATEMENT OF FINANCIAL POSITION AND ADJUSTED INCOME STATEMENT BY OPERATING SEGMENT

a) Statement of financial position

	Financial (1) (2)		Insurance (3)
	Brazil	Overseas	Brazil
Assets			
Current and long-term assets	788,005,352	108,792,966	177,986,039
Funds available	14,263,711	3,316,080	127,270
Interbank investments	201,660,981	751,075	-
Securities and derivative financial instruments	167,159,216	14,096,430	165,891,940
Interbank and interdepartmental accounts	52,003,976	-	-
Loan and leasing	260,449,504	89,038,589	-
Other receivables and assets	92,467,964	1,590,792	11,966,829
Permanent assets	70,373,390	41,222	3,875,605
Investments	60,343,078	-	1,279,075
Premises and equipment	3,725,783	15,797	1,115,615
Intangible assets	6,304,529	25,425	1,480,915
Total on December 31, 2014	858,378,742	108,834,188	181,861,644
Total on September 30, 2014	820,189,355	101,399,377	173,653,363
Total on December 31, 2013	754,007,160	93,440,804	160,291,478
Liabilities			
Current and long-term liabilities	775,766,000	71,603,601	161,402,811
Deposits	181,755,035	33,059,448	-
Securities sold under agreements to repurchase	313,878,261	6,958,826	-
Funds from issuance of securities	77,568,647	8,766,126	-
Interbank and interdepartmental accounts	5,957,419	-	-
Borrowing and on-lending	99,930,349	12,204,614	-
Derivative financial instruments	2,593,882	687,981	-
Technical reserves from insurance, pension plans and capitalization bonds	-	-	-153,266,238
Other liabilities:			
- Subordinated debts	26,500,090	9,321,577	-

- Other	67,582,317	605,029	8,136,573
Deferred income	292,669	-	-
Non-controlling interests in subsidiaries	811,823	37,230,587	20,458,833
Shareholders' equity	81,508,250	-	-
Total on December 31, 2014	858,378,742	108,834,188	181,861,644
Total on September 30, 2014	820,189,355	101,399,377	173,653,363
Total on December 31, 2013	754,007,160	93,440,804	160,291,478

Bradesco

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements**b) Income statement**

	Financial (1) (2)		Insurance Group (2) (3)		Other	Elimi
	Brazil	Overseas	Brazil	Overseas	Activities	
					(2)	
Revenues from financial intermediation	97,952,573	1,762,091	13,919,861	-	153,314	(9
Expenses from financial intermediation	67,803,477	1,602,436	10,376,435	-	-	(9
Gross income from financial intermediation	30,149,096	159,655	3,543,426	-	153,314	
Other operating income/expenses	(16,778,195)	(124,967)	3,837,981	197	113,031	
Operating income	13,370,901	34,688	7,381,407	197	266,345	
Non-operating income	(497,288)	7,900	(31,510)	-	5,134	
Income before taxes and non-controlling interest	12,873,613	42,588	7,349,897	197	271,479	
Income tax and social contribution	(2,374,880)	(31,594)	(2,843,476)	(17)	(86,197)	
Non-controlling interests in subsidiaries	(11,847)	-	(100,823)	-	(122)	
Net income for 2014	10,486,886	10,994	4,405,598	180	185,160	
Net income for 2013	6,374,803	1,763,796	3,740,917	(1,373)	132,885	
Net income for the 4th quarter of 2014	2,231,682	472,107	1,235,234	212	54,047	
Net income for the 3rd quarter of 2014	3,710,263	(924,374)	1,058,522	-	30,195	

(1) The financial segment is comprised of financial institutions, holding companies—which are mainly responsible for managing financial resources, and credit card, consortium and asset management companies;

(2) The asset, liability, income and expense balances among companies from the same segment are eliminated;

(3) The Insurance Group segment comprises insurance, pension plan and capitalization bond companies; and

(4) Refers to amounts eliminated among companies from different segments, as well as among operations carried out in Brazil and overseas.

6) CASH AND CASH EQUIVALENTS

	R\$ thousand		
	2014		2013
	December 31	September 30	December 31
Cash and due from banks in domestic currency	10,940,389	7,596,289	9,231,834
Cash and due from banks in foreign currency	3,705,116	3,719,338	2,964,379
Investments in gold	106	100	96
Total cash and due from banks	14,645,611	11,315,727	12,196,309
Interbank investments (1)	190,166,087	170,040,602	105,628,613
Total cash and cash equivalents	204,811,698	181,356,329	117,824,922

(1) Refers to operations which mature 90 days or less from the date they were effectively invested and with insignificant risk of change in fair value.

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements**7) INTERBANK INVESTMENTS****a) Breakdown and maturity**

	2014				December	Sept
	1 to 30	31 to 180	181 to	More	31	30
	days	days	360	than		
			days	360		
				days		
Securities purchased under agreements to resell:						
Own portfolio position	4,468,303	-	-	-	4,468,303	2,111,111
Financial treasury bills	-	-	-	-	-	1,111,111
National treasury notes	-	-	-	-	-	333,333
National treasury bills	4,402,034	-	-	-	4,402,034	1,666,666
Other	66,269	-	-	-	66,269	-
Funded position	188,470,730	380,015	-	-	-188,850,745	169,777,777
Financial treasury bills	22,250,866	-	-	-	22,250,866	18,000,000
National treasury notes	110,672,955	253,964	-	-	-110,926,919	77,777,777
National treasury bills	55,546,909	126,051	-	-	-55,672,960	73,999,999
Short position	735,882	124,182	-	-	860,064	555,555
National treasury bills	735,882	124,182	-	-	860,064	555,555
Subtotal	193,674,915	504,197	-	-	-194,179,112	172,444,444
Interest-earning deposits in other banks:						
Interest-earning deposits in other banks	2,320,390	3,935,877	1,232,273	772,794	8,261,334	8,888,888
Provision for losses	(2,528)	(3,002)	(22,860)	-	(28,390)	(333,333)
Subtotal	2,317,862	3,932,875	1,209,413	772,794	8,232,944	8,555,555
Total on December 31, 2014	195,992,777	4,437,072	1,209,413	772,794	202,412,056	181,000,000
%	96.8	2.2	0.6	0.4	100.0	100.0
Total on September 30, 2014	172,351,614	5,869,689	2,533,667	579,795		181,333,333
%	95.1	3.2	1.4	0.3		100.0
Total on December 31, 2013	122,421,550	8,451,131	3,761,122	822,535		
%	90.4	6.2	2.8	0.6		

b) Income from interbank investments

Classified in the income statement as income from operations with securities.

	R\$ thousand			
	4 th	2014 3 rd	December	2013 December
	Quarter	quarter	31 YTD	31 YTD
Income from investments in purchase and sale commitments:				
•Own portfolio position	76,923	66,127	292,621	560,976
•Funded position	5,247,691	4,047,317	14,927,863	9,130,486
•Short position	100,220	167,893	416,333	5,607,211
Subtotal	5,424,834	4,281,337	15,636,817	15,298,673
Income from interest-earning deposits in other banks	130,103	142,654	600,401	477,027
Total (Note 8h)	5,554,937	4,423,991	16,237,218	15,775,700

Bradesco _____

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

8) SECURITIES AND DERIVATIVE FINANCIAL INSTRUMENTS

Information on securities and derivative financial instruments is as follows:

a) Summary of the consolidated classification of securities by operating segment and issuer

	2014									R 2
	Financial	Insurance/ Capitalization bonds	Pension plans	Other Activities	December 31	%	September 30	%	Decem 31	
Trading securities (5)	39,367,808	3,300,539	36,486,166	511,667	79,666,180	33.2	96,966,012	39.0	104,847,000	
- Government securities	20,255,593	550,312	6,158	401,559	21,213,622	8.9	23,191,266	9.3	28,584,000	
- Corporate securities	14,550,367	2,750,227	136,850	110,108	17,547,552	7.3	20,607,349	8.3	26,816,000	
- Derivative financial instruments (1) (9)	4,561,848	-	-	-	4,561,848	1.9	5,450,413	2.2	2,500,000	
- PGBL/VGBL restricted bonds	-	-	36,343,158	-	36,343,158	15.1	47,716,984	19.2	46,943,000	
Available-for-sale securities (4) (5)	114,569,422	11,234,412	9,482,323	95,302	135,381,459	56.4	126,923,055	51.1	114,936,000	
- Government securities	58,305,233	9,806,903	8,073,991	3,001	76,189,128	31.7	72,181,631	29.1	73,619,000	
- Corporate securities	56,264,189	1,427,509	1,408,332	92,301	59,192,331	24.7	54,741,424	22.0	41,317,000	
Held-to-maturity securities (4)	38,874	4,249,491	20,782,667	-	25,071,032	10.4	24,463,579	9.9	23,075,000	
- Government securities	38,874	4,249,491	20,782,667	-	25,071,032	10.4	24,463,579	9.9	23,075,000	
Subtotal	153,976,104	18,784,442	66,751,156	606,969	240,118,671	100.0	248,352,646	100.0	242,855,000	
Purchase and sale commitments (2)	25,757,441	6,379,550	73,955,408	146,896	106,239,295		95,092,298		70,468,000	
Grand total	179,733,545	25,163,992	140,706,564	753,865	346,357,966		343,444,944		313,323,000	
	78,599,700	14,606,706	28,862,816	404,560	122,473,782	51.0	119,836,476	48.3	125,279,000	

Edgar Filing: BANK BRADESCO - Form 6-K

- Government securities										
- Corporate securities	75,376,404	4,177,736	1,545,182	202,409	81,301,731	33.9	80,799,186	32.5	70,63	
- PGBL/VGBL restricted bonds	-	-	36,343,158	-	36,343,158	15.1	47,716,984	19.2	46,94	
Subtotal	153,976,104	18,784,442	66,751,156	606,969,240	118,671,100.0	248,352,646	100.0	242,85		
Purchase and sale commitments (2)	25,757,441	6,379,550	73,955,408	146,896	106,239,295		95,092,298		70,46	
Grand total	179,733,545	25,163,992	140,706,564	753,865,346	357,966		343,444,944		313,32	

Economic and Financial Analysis Report – December 2014

Financial Statements, Independent Auditors' Report, Audit Committee Report Summary and Fiscal Council's Report

Notes to the Consolidated Financial Statements

b) Breakdown of the consolidated portfolio by issuer

Securities (3)	2014 December 31	R\$ thousand	
		2013 September 30	December 31