

BANK BRADESCO
Form 6-K
November 07, 2014

**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 November, 2014
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

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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.

Report on Economic and Financial Analysis – September 2014

Press Release

Highlights

The main figures obtained by Bradesco in the first three quarters of 2014 are presented below:

1. The Adjusted Net Income⁽¹⁾ in the first three quarters of 2014 stood at R\$ 11.227 billion (a 24.7% increase compared to the R\$ 9.003 billion Adjusted Net Income recorded in the same period of 2013), corresponding to earnings per share of R\$ 3.44, and Return of 20.4% on the Average Adjusted Shareholder's Equity⁽²⁾.
2. As for the source, the Adjusted Net Income is composed of R\$ 8.057 billion from financial activities, representing 71.8% of the total, and of R\$ 3.170 billion from insurance, pension plan and capitalization bond operations, which together account for 28.2%.
3. On September 30, 2014, Bradesco market value stood at R\$ 146.504 billion⁽³⁾, showing a growth of 7.6% over September 30, 2013.
4. Total Assets, in September 2014, stood at R\$ 987.364 billion, an increase of 8.8% over September 2013 balance. The return on Average Total Assets was 1.6%.
5. In September 2014, the Expanded Loan Portfolio⁽⁴⁾ reached R\$ 444.195 billion, up 7.7% over September 2013. Operations with individuals totaled R\$ 138.028 billion (increase of 8.6% over September 2013), while corporate segment operations totaled R\$ 306.167 billion (up 7.2% over September 2013).
6. Assets under Management stood at R\$ 1.385 trillion, a 10.3% increase from September 2013.
7. The Shareholders' Equity totaled R\$ 79.242 billion in September 2014, 18.2% more
9. The Interest Earning Portion of the Net Interest Income stood at R\$ 35.043 billion, up 10.5% compared to the first three quarters of 2013.
10. The Delinquency Ratio over 90 days remained stable in the last twelve months, and stood at 3.6% on September 30, 2014.
11. The Operating Efficiency Ratio (ER)⁽⁵⁾ in September 2014 was 39.9%, the best level ever recorded (42.1% in September 2013), while in the "risk-adjusted" concept it stood at 48.7% (52.5% in September 2013). It is worth mentioning that, in the third quarter of 2014, we recorded the best quarterly ER (38.5%) in the past 5 years.
12. Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income totaled R\$ 38.346 billion in the first three quarters of 2014, up 8.8% over the same period in 2013. Technical Reserves stood at R\$ 145.969 billion, an increase of 9.3% compared to September 2013 balance.
13. Investments in infrastructure, information technology and telecommunications amounted to R\$ 3.471 billion in the first three quarters of 2014.
14. Taxes and contributions, including social security, paid or recorded in provision, summed R\$ 18.438 billion, R\$ 7.244 billion of which referred to taxes withheld and collected from third parties, and R\$ 11.194 billion calculated based on activities developed by Bradesco Organization, equivalent to 99.7% of the Adjusted Net Income⁽¹⁾.
15. Bradesco has a large Customer Service network in Brazil, with highlight to the 4,659 Branches and 3,497 Service Points – PAs. Customers can also count with 1,159 Electronic Service Points - PAEs, 49,020 Bradesco Expresso points, 31,107 Bradesco

than in September 2013. The Basel Capital Adequacy Ratio stood at 16.3% in September 2014, 12.6% of which was classified as Common Equity/Tier I.

Dia & Noite (Day&Night) ATMs, and 16,946 Banco24Horas Network ATMs.

8. A total of R\$ 3.760 billion were paid and recorded in provision to shareholders, as Interest on Equity and Dividends for the first three quarters of 2014, R\$ 1.575 billion of which as paid monthly and interim dividends, and R\$ 2.185 billion recorded in provision.

(1) According to the non-recurring events described on page 8 of this Report on Economic and Financial Analysis; (2) Excludes mark-to-market effect of Securities Available for Sale 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.

Report on Economic and Financial Analysis – September 2014

Highlights

16. Payroll, plus charges and benefits, totaled R\$ 8.670 billion. Social benefits provided to all 98,849 employees of Bradesco Organization and their dependents amounted to R\$ 2.140 billion, while investments in education, training and development programs totaled R\$ 93.760 million.

17. In July 2014, Bradesco's internal audit process was awarded the Certificate of Quality by the Institute of Internal Auditors (IIA), institution present in more than 130 countries, qualified to rate and grant Certification of Quality to Internal Audits.

18. In September 2014, for the ninth consecutive year, Bradesco was chosen to join the Dow Jones Sustainability Index (DJSI), in the "Dow Jones Sustainability World Index" and "Dow Jones Sustainability Emerging Markets" portfolios, a short list of the New York Stock Exchange that comprises the top companies for corporate sustainability practices.

19. Major Awards and Acknowledgments in the period:

- It was considered the most valuable Bank brand in Latin America and came 5th in the overall ranking among all the segments (BrandAnalytics/Millward Brown consultancy);
- Bradesco was granted the title in the category "Banks", and Bradesco Seguros in the category "Insurances", in the "*Anuário Época Negócios 360º*", ranking that listed the top 250 companies in the country (Época Negócios Magazine, in partnership with Dom Cabral Foundation);
- It was granted the "Technology Awards 2014", in the category "Social Media", with the case "F. Banking Bradesco - *Investimentos e Crédito*" via Facebook; and
- For the 15th time, it appeared in the annual list of the "*130 Melhores Empresas para Trabalhar no Brasil*" [130 Top Companies to Work in Brazil]

The Bradesco Organization fully complies with best global sustainability and corporate governance practices, particularly: Global Compact, PRI (Principles for Responsible Investment), Equator Principles, Carbon Disclosure Project and Green Protocol. Our sustainability actions, strategies and guidelines are guided by best corporate governance practices. The Organization's main activities focus on banking inclusion, social and environmental variables for loan approvals and product offerings, based on social and environmental aspects. Regarding responsible management and engagement with stakeholders, we highlight activities geared towards valuing professionals, improving the workplace, client relations, managing suppliers and adopting environmental management practices. We also highlight the Organization's role in Brazilian society as one of its leading social investors, supporting education, environment, culture and athletic programs. We point out Bradesco Foundation, which has been developing an extensive social and educational work for 57 years, with 40 schools in Brazil. Its 2014 budget is foreseen at R\$ 523.434 million, of which R\$ 71.095 million are intended to expand classrooms for High School restructuring and R\$ 452.339 million that will allow it to provide free quality education: a) 105,672 students in its Schools, in the following levels: Basic Education (from Kindergarten to High School and Vocational Training), Youth and Adult Education and in Preliminary and Continuing Training focused on creating jobs and income; b) 370,000 students who will complete at least one of the distance-learning courses (EaD) available on the e-learning portal; and c) 21,527 beneficiaries in partnership projects and initiatives, such as the Digital Inclusion Centers (CIDs), the *Educa+Ação* Program, and in technology courses (*Educar e Aprender*). In addition to free formal and quality education, the approximately 45 thousand students enrolled in Basic Education are also provided with uniforms, school supplies, food and medical and dental assistance.

(Época Magazine, with rating by the Great Place to Work Institute).

Bradesco _____

Press Release**Main Information**

	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13
Income Statement for the Period - R\$ million						
Book Net Income	3,875	3,778	3,443	3,079	3,064	2,9
Adjusted Net Income	3,950	3,804	3,473	3,199	3,082	2,9
Total Net Interest Income	12,281	12,066	10,962	11,264	10,729	10,5
Gross Credit Margin	8,249	7,967	7,711	7,850	7,793	7,6
Net Credit Margin	4,901	4,826	4,850	4,889	4,912	4,5
Provision for Loan Losses (ALL) Expenses	(3,348)	(3,141)	(2,861)	(2,961)	(2,881)	(3,0)
Fee and Commission Income	5,639	5,328	5,283	5,227	4,977	4,9
Administrative and Personnel Expenses	(7,192)	(7,023)	(6,765)	(7,313)	(6,977)	(6,7)
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	12,904	13,992	11,450	14,492	11,069	13,2
Statement of Financial Position - R\$ million						
Total Assets	987,364	931,132	922,229	908,139	907,694	896,6
Securities	343,445	333,200	321,970	313,327	313,679	309,0
Loan Operations ⁽¹⁾	444,195	435,231	432,297	427,273	412,559	402,5
- Individuals	138,028	135,068	132,652	130,750	127,068	123,2
- Corporate	306,167	300,163	299,645	296,523	285,490	279,2
Allowance for Loan Losses (ALL) ⁽²⁾	(22,623)	(21,791)	(21,407)	(21,687)	(21,476)	(21,4)
Total Deposits	211,882	213,270	218,709	218,063	216,778	208,4
Technical Reserves	145,969	142,731	137,751	136,229	133,554	131,8
Shareholders' Equity	79,242	76,800	73,326	70,940	67,033	66,0
Assets under Management	1,385,135	1,304,690	1,277,670	1,260,056	1,256,220	1,233,5
Performance Indicators (%) on Adjusted Net Income (unless otherwise stated)						
Adjusted Net Income per Share - R\$ ^{(3) (4)}	3.44	3.23	3.03	2.91	2.84	2.
Book Value per Common and Preferred Share - R\$ ⁽⁴⁾	18.89	18.31	17.48	16.90	15.97	15.
Annualized Return on Average Equity ^{(5) (6)}	20.4	20.7	20.5	18.0	18.4	18.
Annualized Return on Average Assets ⁽⁶⁾	1.6	1.6	1.5	1.4	1.3	1.
Average Rate - Annualized (Adjusted Net Interest Income / Total Average Assets - Purchase and Sale Commitments - Permanent Assets)	7.6	7.8	7.2	7.3	7.1	7.
Fixed Assets Ratio - Total Consolidated	13.0	13.2	15.0	15.2	17.5	17.
Combined Ratio - Insurance ⁽⁷⁾	86.5	86.3	86.4	86.1	86.9	86.
Efficiency Ratio (ER) ⁽³⁾	39.9	40.9	41.9	42.1	42.1	42.
Coverage Ratio (Fee and Commission Income/Administrative and Personnel Expenses) ⁽³⁾	75.9	74.1	73.6	71.8	70.8	69.
Market Capitalization - R\$ million ⁽⁸⁾	146,504	134,861	135,938	128,085	136,131	124,7
Loan Portfolio Quality % ⁽⁹⁾						
ALL / Loan Portfolio ⁽²⁾	6.7	6.6	6.5	6.7	6.9	7.
Non-performing Loans (> 60 days) ⁽¹⁰⁾ / Loan Portfolio	4.4	4.4	4.2	4.2	4.4	4.

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Delinquency Ratio (> 90 days ⁽¹⁰⁾ / Loan Portfolio)	3.6	3.5	3.4	3.5	3.6	3
Coverage Ratio (> 90 days ⁽¹⁰⁾) ⁽²⁾	187.2	186.9	193.8	192.3	190.3	18
Coverage Ratio (> 60 days ⁽¹⁰⁾) ⁽²⁾	154.2	149.9	153.7	158.9	156.8	15
Operating Limits %						
Capital Adequacy Ratio - Total ⁽¹¹⁾	16.3	15.8	15.7	16.6	16.4	1
Capital Nivel I	12.6	12.1	11.9	12.3	12.7	1
- Common Equity	12.6	12.1	11.9	12.3	-	
Capital Nivel II	3.7	3.7	3.8	4.3	3.7	3
<u>Report on Economic and Financial Analysis – September 2014</u>						

Press Release**Main Information**

	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13	Dec12	Var Sept x Jun1
Structural Information - Units									
Service Points	74,028	73,208	73,320	72,736	71,724	70,829	69,528	68,917	1
- Branches	4,659	4,680	4,678	4,674	4,697	4,692	4,687	4,686	(0)
- PAs ⁽¹²⁾	3,497	3,497	3,484	3,586	3,760	3,795	3,786	3,781	(1)
- PAEs ⁽¹²⁾	1,159	1,175	1,186	1,180	1,421	1,454	1,457	1,456	(1)
- External Bradesco ATMs ⁽¹³⁾ ⁽¹⁴⁾	1,398	1,684	2,701	3,003	3,298	3,498	3,712	3,809	(17)
- Banco24Horas Network ATMs ⁽¹³⁾	12,213	12,023	11,873	11,583	11,229	11,154	10,966	10,818	1
- Bradesco Expresso (Correspondent Banks)	49,020	48,186	47,430	46,851	45,614	44,819	43,598	43,053	1
- Bradesco Promotora de Vendas	2,068	1,949	1,955	1,846	1,692	1,404	1,309	1,301	6
- Branches / Subsidiaries Abroad	14	14	13	13	13	13	13	13	
ATMs	48,053	47,612	48,295	48,203	47,969	47,972	48,025	47,834	0
- Bradesco Network	31,107	31,509	32,909	33,464	33,933	34,322	34,719	34,859	(1)
- Banco24Horas Network	16,946	16,103	15,386	14,739	14,036	13,650	13,306	12,975	5
Employees	98,849	99,027	99,545	100,489	101,410	101,951	102,793	103,385	(0)
Outsourced Employees and Interns	12,896	12,790	12,671	12,614	12,699	12,647	13,070	12,939	0
Customers - in millions									
Active Checking Account Holders ⁽¹⁵⁾ ⁽¹⁶⁾	26.6	26.5	26.6	26.4	26.4	26.2	25.8	25.7	0
Savings Accounts ⁽¹⁷⁾	52.9	51.8	49.0	50.9	48.3	47.7	46.6	48.6	2
Insurance Group	46.3	45.5	45.3	45.7	45.3	44.2	42.9	43.1	1
- Policyholders	40.5	39.6	39.4	39.8	39.5	38.4	37.1	37.3	2
- Pension Plan Participants	2.4	2.4	2.4	2.4	2.4	2.4	2.3	2.3	
- Capitalization Bond Customers	3.4	3.5	3.5	3.5	3.4	3.4	3.5	3.5	(2)
Bradesco Financiamentos ⁽¹⁵⁾	3.1	3.2	3.2	3.3	3.4	3.5	3.6	3.7	(3)

(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 Securities Available for Sale 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) Delinquent Credits;
- (11) Since October 2013, the Capital Adequacy Ratio calculation follows regulatory guidelines set forth in CMN Resolutions No. 4.192/13 and 4.193/13 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 No. 4.072/12; 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) Number of individual customers (Corporate Tax IDs (CNPJs) and Individual Taxpayer IDs (CPFs));
- (16) Refers to first and second checking account holders; and
- (17) Number of accounts.

Bradesco _____

Press Release

Ratings

Main Ratings

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

		Moody's Investors Service				Domestic Scale	
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	
C - / baa1	Long Term Baa1	Long Term Baa1	Short Term P - 2	Long Term Baa2	Short Term P-2	Long Term Aaa.br	Short Term BR - 1

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

(1) In September 2014, the rating agency Standard & Poor's raised the nationwide short-term rating of Bradesco to the highest level in its scale (brA-1+). This action reflects the update performed by the agency of its rating criterion nationwide.

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:

	9M14	9M13	3Q14	R\$ million 2Q14
Book Net Income	11,096	8,932	3,875	3,778
Non-Recurring Events	131	71	75	26
- Reversal of provision for tax contingencies ⁽¹⁾	(1,378)	-	(1,378)	-
- Impairment of assets ⁽²⁾	598	-	598	-
- Provision for labor contingencies ⁽³⁾	488	-	488	-
- Provision for tax contingencies ⁽⁴⁾	212	-	212	-
- Other ⁽⁵⁾	294	118	201	43
- Tax Effects	(83)	(47)	(46)	(17)
Adjusted Net Income	11,227	9,003	3,950	3,804
ROAE % ⁽⁶⁾	20.2	18.3	21.5	21.7
(ADJUSTED) ROAE % ⁽⁶⁾	20.4	18.4	22.0	21.9

(1) The first three quarters of 2014 and the third quarter of 2014 include the reversal of provision for tax risks related to the Cofins case, which ended favorable to the Organization;

(2) It refers, in 9M14 and 3Q14, to the impairment of Securities - Shares, classified as Available for Sale, resulting from the acknowledgment of impairment in shares of Banco Espírito Santo S.A. (BES);

(3) The first three quarters of 2014 and the third quarter of 2014 include the improvement of the calculation method;

(4) The first three quarters of 2014 and the third quarter of 2014 include a provision for tax risks relating to the PIS-EC 17/97 case;

(5) It basically refers, in 9M14 and 3Q14, to constitution of civil provisions; and

(6) 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 Report on Economic and Financial Analysis, 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.

R\$ million

	Adjusted Income Statement							
	Variation				Variation			
	9M14	9M13	9M14 x 9M13	3Q14	2Q14	3Q14 x 2Q14	3Q14	2Q14
		Amount	%			Amount	%	
Net Interest Income	35,309	32,022	3,287	10.3	12,281	12,066	215	1.8
- Interest Earning Portion	35,043	31,700	3,343	10.5	12,238	11,854	384	3.2
- Non-interest Earning Portion	266	322	(56)	(17.4)	43	212	(169)	(79.7)
ALL	(9,350)	(9,084)	(266)	2.9	(3,348)	(3,141)	(207)	6.6
Gross Income from Financial Intermediation	25,959	22,938	3,021	13.2	8,933	8,925	8	0.1
Income from Insurance, Pension Plans and Capitalization Bonds ⁽¹⁾	3,684	3,283	401	12.2	1,170	1,270	(100)	(7.9)
Fee and Commission Income	16,250	14,559	1,691	11.6	5,639	5,328	311	5.8
Personnel Expenses	(10,291)	(9,596)	(695)	7.2	(3,564)	(3,448)	(116)	3.4
Other Administrative Expenses	(10,689)	(10,664)	(25)	0.2	(3,628)	(3,575)	(53)	1.5
Tax Expenses	(3,416)	(3,127)	(289)	9.2	(1,182)	(1,120)	(62)	5.5
Companies	130	17	113	664.7	43	35	8	22.9
Other Operating Income/ (Expenses)	(4,035)	(3,511)	(524)	14.9	(1,311)	(1,333)	22	(1.7)
Operating Result	17,592	13,899	3,693	26.6	6,100	6,082	18	0.3
Non-Operating Result	(115)	(89)	(26)	29.2	(45)	(34)	(11)	32.4
Income Tax / Social Contribution	(6,161)	(4,729)	(1,432)	30.3	(2,075)	(2,215)	140	(6.3)
Non-controlling Interest	(89)	(78)	(11)	14.1	(30)	(29)	(1)	3.4
Adjusted Net Income	11,227	9,003	2,224	24.7	3,950	3,804	146	3.8

(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.

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Press Release

Summarized Analysis of Adjusted Income

Adjusted Net Income and Profitability

The return on the Average Adjusted Shareholder's Equity (ROAE) reached 20.4% in September 2014. Such performance stems from the growth of the adjusted net income, which increased by 3.8% in the quarterly comparison, and 24.7% comparing the first three quarters of 2014 with the same period of the previous year. The main events that affected adjusted net income are detailed below.

Adjusted net income came to R\$ 3,950 million in the third quarter of 2014, up R\$ 146 million compared to the previous quarter, mainly due to (i) higher income from provision of services, resulting from an increased business volume and extended service channels; (ii) higher net interest income, a result of increased income with "interests" earning portion; and partially affected by: (iii) growth of expense with allowance for loan losses; and (iv) increased personal expenses, which mainly results from collective agreement.

Year-over-year, adjusted net income for the first three quarters of 2014 increased by R\$ 2,224 million, basically reflecting: (i) higher net interest income; (ii) greater fee and commission income; (iii) better operating income of Insurances, Pension Plan and Capitalization Bond; and affected, in part, by: (iv) higher personnel expenses.

Shareholders' Equity stood at R\$ 79,242 million in September 2014, up 18.2% over September 2013. The Capital Adequacy Ratio recorded 16.3%, 12.6% of which was classified as Common Equity/Tier I.

Total Assets stood at R\$ 987,364 million in September 2014, an increase of 8.8% over September 2013, driven by the increased business volume. Return on Average Assets (ROAA) reached 1.6%.

- Report on Economic and Financial Analysis – September 2014

Summarized Analysis of Adjusted Income

Efficiency Ratio (ER)

The ER improved in all calculation criteria presented. Highlight to the ER in the last 12 months⁽¹⁾, reaching 39.9% in the third quarter of 2014, the lowest level ever recorded, with improvement of 1.0 p.p. compared with the previous quarter, and 2.2 p.p. over the same period of 2013, and the quarterly ER that stood at 38.5%. The events that have most contributed to this improvement in the ER were: (i) the income growth, with highlight to (a) provision of services and (b) net interest income - influenced by the increase in the average business volume; and (ii) the behavior of operating expenses, affected by the rigid costs control, even considering the organic growth in the period and the impact of 2013 and 2014 collective agreements, in addition to the benefits of new systems that came into operation in due to the IT upgrading process.

The “risk-adjusted” ER, which reflects the risk’s impact associated to loan operations⁽²⁾, totaled 48.7%, an improvement of 1.3 p.p. and 3.8 p.p. compared to the previous quarter and the same period in 2013, respectively. Such improvement was mostly influenced by the stabilization of the levels of allowances for loan loss expenses in the last 12 months, resulting from the sustained loan portfolio quality, in addition to the aforementioned reasons.

(1) $ER = (\text{Personnel Expenses} - \text{Employee Profit Sharing} + \text{Administrative Expenses}) / (\text{Net Interest Income} + \text{Fee and Commission Income} + \text{Income from Insurance} + \text{Equity in the Earnings (Losses) of Unconsolidated Companies} + \text{Other Operating Income} - \text{Other Operating Expenses})$. 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 third quarter of 2014 would be 43.7%; and

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

Press Release

Summarized Analysis of Adjusted Income

Net Interest Income

In the quarter-over-quarter comparison, the R\$ 215 million growth was mainly due to: (i) higher results obtained with the “interest” margin totaling R\$ 384 million, particularly with “Loan” and “Securities/Other”; and offset (ii) by the reduction of the “non-interest” margin totaling R\$ 169 million, due to lower gains from the market arbitrage.

Year-over-year, the net interest income for the first three quarters of 2014 rose by R\$ 3,287 million, mainly due to: (i) a R\$ 3,343 million increase in interest earning operations, due to an increase in business volume, particularly in the Loan and Funding business lines, and in the latter case, cost-reduction management.

- Report on Economic and Financial Analysis – September 2014

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

	R\$ million					
	9M14			9M13		
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate
Loans	23,926	338,308	9.5%	22,841	307,983	10.0%
Funding	4,610	371,005	1.7%	3,332	333,559	1.3%
Insurance	3,050	140,896	2.9%	2,651	129,721	2.7%
Securities/Other	3,457	336,617	1.4%	2,876	307,431	1.2%
Net Interest Income	35,043	-	7.2%	31,700	-	6.9%
	3Q14			2Q14		
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate
Loans	8,249	340,395	10.1%	7,967	339,341	10.1%
Funding	1,625	373,221	1.8%	1,570	365,285	1.8%
Insurance	1,005	144,792	2.8%	1,081	141,206	3.2%
Securities/Other	1,359	339,591	1.6%	1,236	324,770	1.6%
Net Interest Income	12,238	-	7.5%	11,854	-	7.7%

The annualized interest financial margin rate stood at 7.5% in the third quarter of 2014, down 0.2 p.p. on the previous quarter, mainly due to the results obtained from Insurance interest margins.

 Bradesco

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Summarized Analysis of Adjusted Income

Expanded Loan Portfolio⁽¹⁾

In September 2014, Bradesco expanded loan portfolio totaled R\$ 444.2 billion. The increase of 2.1% in the quarter was a result mostly: (i) of the portfolio of Corporations, which represented a growth of 2.6%; and (ii) of Individuals, whose growth stood at 2.2%.

In the last twelve months, the portfolio increased by 7.7%: (i) 10.1% in Corporations; (ii) 8.6% in Individuals; and (iii) 2.7% 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) foreign transactions. For Individuals, the highlights were: (i) real estate financing; and (ii) payroll-deductible loan. In the two segments, the higher increase is related to products with lower risk.

(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 third quarter of 2014, allowance for loan losses (ALL) stood at R\$ 3,348 million, representing a variation of 6.6% over the previous quarter, basically affected by: (i) the increase of 2.2% in the volume of credit operations - Bacen concept; and (ii) the continued deterioration of the risk level of individual cases, occurred in operations with corporate clients, beginning in the 2nd quarter of 2014.

In the comparison between the first three quarters of 2014 and the same period of the previous year, this expense increased by 2.9%, despite the 7.8% increase in loan operations – as defined by Bacen, resulting from the stable delinquency level in the last 12 months. It is important to note that these results reflect the consistency of policy and proceedings for loan granting, of the quality of obtained guarantees, as well as of an enhanced credit recovery process.

(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.

- Report on Economic and Financial Analysis – September 2014

Summarized Analysis of Adjusted Income

Delinquency Ratio⁽¹⁾

The total delinquency ratio, which comprehends transactions due over 90 days, was stable in the year-over-year comparison . In the quarter-over-quarter comparison, there was a slight increase, mostly due to the slowing of the credit portfolio growth, as well as some specific cases occurring in operations with corporate clients, not representing a change in tendency in the direction of the ratio, which can be demonstrated below in the short-term delinquency chart of 15 to 90 days, indicating stability at this level.

Compared to the last quarter, short-term delinquency, including transactions overdue between 15 and 90 days, decreased for Individuals, and remained stable for Corporations.

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

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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 for loans overdue for more than 60 and 90 days. In September 2014, these ratios stood at comfortable levels, reaching 154.2% and 187.2%, 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.

Report on Economic and Financial Analysis – September 2014

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

Net income for the third quarter of 2014 totaled R\$ 1.058 billion, up 20.5% compared to the same period in the previous year (R\$ 878 million in the third quarter of 2013), and compared to the second quarter of 2014, which totaled R\$ 1.072 billion, the Net Income reduced by 1.3%, and an annualized return on the Adjusted Shareholder's Equity of 25.4%.

Year to Date Net income for September 2014 stood at R\$ 3.170 billion, up 15.7% compared to the same period in the previous year (R\$ 2.739 billion), for a return on Adjusted Average Equity of 23.9%.

(1) Excluding additional provisions.

	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Income	1,058	1,072	1,040	1,001	878	931	931
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	12,904	13,992	11,450	14,492	11,069	13,238	10,931
Technical Reserves	145,969	142,731	137,751	136,229	133,554	131,819	127,300
Financial Assets	158,207	154,261	147,725	146,064	143,423	141,984	141,500
Claims Ratio (%)	72.7	70.2	70.1	71.1	72.7	71.1	69.8
Combined Ratio (%)	86.5	86.3	86.4	86.1	86.9	85.5	85.8
Policyholders / Participants and Customers (in thousands)	46,303	45,468	45,260	45,675	45,292	44,215	42,900
Employees (unit)	7,135	7,152	7,265	7,383	7,462	7,493	7,500
Market Share of Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income (%) ⁽¹⁾	23.4	23.5	23.4	24.2	23.8	24.0	23.5

(1) In 3Q14, it considers the latest data made available by Susep (Aug/14).

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

Press Release

Summarized Analysis of Adjusted Income

In a comparison between the third quarter of 2014 and the same period of the previous year, there was an increase of 16.6% in written premiums, pension plan contribution and capitalization bond income. As for the second quarter of 2014, it reduced by 7.8%, due to the exceptional growth of 46.2% in the previous quarter of “Life and Pension Plan” products.

Cumulatively, production increased by 9.8%, without considering the DPVAT agreement, over the same period of the previous year, influenced by “Auto RE”, “Health” and “Capitalization” products, which grew 30.9%, 21.0% and 17.0%, respectively.

The net income in the third quarter of 2014 was 20.5% higher than the result in the same period of the previous year, basically due to: (i) the 16.6% increase in revenue; (ii) improved financial and equity income; (iii) improved administrative efficiency ratio; and (iv) sustained claims ratio.

Minimum Capital Required - Grupo Bradesco Seguros

According to Resolution CNSP No. 302/13, 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 No. 209/09 establishes that corporations should have adjusted shareholder's equity (ASE) equal to or higher than the Solvency Margin.

The net income until September 2014 increased 15.7% in comparison with the net income calculated for the same period of the previous year, due to: (i) increased revenue; (ii) improved financial and equity income; and (iii) claims and sales ratios kept at the same levels calculated until September 2013.

The net income of the third quarter of 2014 was 1.3% lower than the figure calculated in the previous quarter, basically due to: (i) the reduction in revenue of 7.8%; (ii) increase of 2.5 p.p. in claims ratio; (iii) the decrease in the financial result; counterbalanced, in part: (iv) by the improvement of 0.7 p.p. in sales; and (v) by the increase in operating incomes and equity result.

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, meeting regulatory requirements and/or Corporate Governance aspects. 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 September 30, 2014 was R\$ 7.082 billion (Aug/14).

Summarized Analysis of Adjusted Income

Fee and Commission Income

In the third quarter of 2014, provision of services income amounted to R\$ 5,639 million, with growth of R\$ 311 million or 5.8% over the previous quarter, mainly resulting from increased business volume. The revenues that have most contributed to this result were those coming from: (i) funds management; (ii) credit operations; (iii) card income; and (iv) checking account income.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 1,691 million, or 11.6%, was mostly due to our increased customer base, combined with a higher volume of operations resulting from ongoing investments in customer service channels and technology. It is worth highlighting that the incomes that have most contributed to this result derived from: (i) the good performance of the cards segment, 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 to increased business and in the account-holder customers base, which presented a net growth of 177,000 active account-holder customers in the period; (iii) higher incomes from credit operations, resulting from increased volume of contracted operations and sureties and guarantees operations in the period; and increased incomes from: (iv) consortium management; (v) underwriting/financial advising; and (vi) collection.

Press Release

Summarized Analysis of Adjusted Income

Personnel Expenses

In the third quarter of 2014, the increase of R\$ 116 million or 3.4% over the previous quarter is basically composed of the variation in the “structural” portion, due to increased wage levels and labor obligations updates, in accordance with collective agreement.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the R\$ 695 million or 7.2% increase was mainly due to:

- by the growth of R\$ 509 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
- by the “non-structural” portion, totaling R\$ 186 million, which resulted mainly from higher expenses with: (i) profit and results 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.

Report on Economic and Financial Analysis – September 2014

Summarized Analysis of Adjusted Income

Administrative Expenses

In the comparison between the first three quarters of 2014 and the same period of the previous year, total administrative expenses remained stable, with variation of 0.2%, while inflation, IPCA and IGP-M ratios showed variations of 6.75% and 3.54%, respectively. Such behavior reflects the constant control over costs, despite (i) the expansion in business volumes and (ii) the organic growth recorded in the period, with the opening of 2,304 Service Points, with highlight to Bradesco Expresso, for totaling 74,028 Service Points on September 30, 2014.

In the third quarter of 2014, the 1.5% increase in administrative expenses compared to the previous quarter resulted mostly from higher business and service volumes in the quarter, which ultimately generated higher expenses with: (i) depreciation and amortization; (ii) outsourced services; (iii) data processing; (iv) marketing and advertising; and offset by smaller expenses with: (v) maintenance and preservation of assets.

Other Operating Income and Expenses

In the third quarter of 2014, other operating expenses, net of other operating income, totaled R\$ 1,311 million, reduction of R\$ 22 million over the previous quarter. In the comparison between the first three quarters of 2014 and the same period of the previous year, the R\$ 524 million increase basically reflects: (i) higher expenses with operating provisions, mainly contingent liabilities; and (ii) higher expenses with the "Credit Card" product sales.

Press Release

Summarized Analysis of Adjusted Income

Income Tax and Social Contribution

Expenses with income tax and social contribution, in the quarter-over-quarter comparison, reduced by 6.3%, or R\$ 140 million, which is a result, in part, of a greater use of the tax benefit on interest on owner's equity. In the year-over-year comparison, the annual increase of 30.3%, or R\$ 1,432 million, is related to the higher taxable result.

Unrealized Gains

In the third quarter of 2014, unrealized gains totaled R\$ 18,998 million, a R\$ 2,675 million decrease over the previous quarter. Such variation basically derived from the devaluation of our investments, especially Cielo shares, which had its market value reduced by 12.1% in the quarter.

 Report on Economic and Financial Analysis – September 2014

Economic Scenario

The third quarter was characterized by the resumption of international financial volatility. Geopolitical concerns and epidemic issues were added to the resurgence of uncertainties regarding the pace of recovery of the world's economy. Downward re-evaluations for economic growth, even if relatively limited, have been performed for many of the major economies. Europe remains as the center of attention, despite recent efforts by European Central Bank, which expanded monetary and credit stimulus.

However, so far the more adverse global scenario has not been enough to interrupt the recovery of U.S. growth. As a consequence of this performance differential in comparison with the rest of the world, the demand of American government bonds has increased in the last months, which has also been favored by an "escape towards quality" process. This greater appetite of investors for treasuries contributes to explain the reduced level of long-term interest rates, which tend, however, to raise in the next quarters.

There is also the prospective trend of additional appreciation of the dollar and deceleration of the Chinese growth, which generate relevant challenges to the management of the economic policy of emerging nations. 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 foreseeability and income gains, in addition to raising the confidence level of economic agents.

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.

Press Release**Main Economic Indicators**

Main Indicators (%)	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12	3Q12
Interbank Deposit Certificate (CDI)	2.72	2.51	2.40	2.31	2.12	1.79	1.61	1.70	1.70
Ibovespa	1.78	5.46	(2.12)	(1.59)	10.29	(15.78)	(7.55)	3.00	3.00
USD – Commercial Rate	11.28	(2.67)	(3.40)	5.05	0.65	10.02	(1.45)	0.64	0.64
General Price Index - Market (IGP-M)	(0.68)	(0.10)	2.55	1.75	1.92	0.90	0.85	0.68	0.68
Extended Consumer Price Index (IPCA) – Brazilian Institute of Geography and Statistics (IBGE)	0.83	1.54	2.18	2.04	0.62	1.18	1.94	1.99	1.99
Federal Government Long-Term Interest Rate (TJLP)	1.24	1.24	1.24	1.24	1.24	1.24	1.24	1.36	1.36
Reference Interest Rate (TR)	0.25	0.15	0.19	0.16	0.03	-	-	-	-
Savings Account (Old Rule) ⁽¹⁾	1.75	1.66	1.70	1.67	1.54	1.51	1.51	1.51	1.51
Savings Account (New Rule) ⁽¹⁾	1.75	1.66	1.70	1.67	1.47	1.30	1.25	1.26	1.26
Business Days (number)	66	61	61	64	66	63	60	62	62
Indicators (Closing Rate)	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13	Dec12	Sept12
USD – Commercial Selling Rate - (R\$)	2.45	102.20	52.26	302.34	26 2.23	00 2.21	56 2.01	38 2.04	35 2.04
Euro - (R\$)	3.09	543.01	503.11	753.22	65 3.01	81 2.88	27 2.58	53 2.69	54 3.00
Country Risk (points)	239	208	228	224	236	237	189	142	142
Basic Selic Rate Copom (% p.a.)	11.00	11.00	10.75	10.00	9.00	8.00	7.25	7.25	7.25
BM&F Fixed Rate (% p.a.)	11.77	10.91	11.38	10.57	10.07	9.39	7.92	7.14	7.14

(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 2016

%	2014	2015	2016
USD - Commercial Rate (year-end) - R\$	2.45	2.55	2.65
Extended Consumer Price Index (IPCA)	6.30	6.00	5.50
General Price Index - Market (IGP-M)	3.20	5.40	5.00
Selic (year-end)	11.00	11.00	10.00
Gross Domestic Product (GDP)	0.50	1.50	3.00

Guidance**Bradesco's Outlook for 2014**

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) (2)}	7 to 11 %
Individuals ⁽³⁾	8 to 12 %
Companies ⁽⁴⁾	6 to 10 %
NII - Interest Earning Portion ⁽⁵⁾	9 to 12 %
Fee and Commission Income ⁽⁶⁾	11 to 14 %
Operating Expenses ⁽⁷⁾	3 to 6 %
Insurance Premiums	9 to 12 %

(1) Expanded Loan Portfolio;

(2) Changed from 10% - 14% to 7% - 11%;

(3) Changed from 11% - 15% to 8% - 12%;

(4) Changed from 9% - 13% to 6% - 10%;

(5) Changed from 6% - 10% to 9% - 12%;

(6) Changed from 9% - 13% to 11% - 14%; and

(7) Administrative and Personnel Expenses;

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
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.

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

	Book Income Statement	Managerial Reclassifications (1)	2Q14 Income Statement prior to Non-recurring Events	N
Net Interest Income	14,274	(2,208)	12,066	
ALL	(3,645)	504	(3,141)	
Gross Income from Financial Intermediation	10,629	(1,704)	8,925	
Income from Insurance, Pension Plans and Capitalization Bonds	1,270	-	1,270	
Fee and Commission Income	5,226	102	5,328	
Personnel Expenses	(3,448)	-	(3,448)	
Other Administrative Expenses	(3,607)	32	(3,575)	
Tax Expenses	(1,169)	49	(1,120)	
Companies	35	-	35	
Other Operating Income/Expenses	(2,298)	921	(1,376)	
Operating Result	6,639	(600)	6,039	
Non-Operating Result	(134)	100	(34)	
Income Tax / Social Contribution and Non-controlling Interest	(2,727)	500	(2,227)	
Net Income	3,778	-	3,778	

(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\$ 561 million.

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

First three quarters of 2014

	Book Income Statement	Managerial Reclassifications (1)	9M14 Income Statement prior to Non-recurring Events
Net Interest Income	36,933	(2,222)	34,711
ALL	(10,671)	1,321	(9,350)
Gross Income from Financial Intermediation	26,262	(901)	25,361
Income from Insurance, Pension Plans and Capitalization Bonds	3,685	-	3,684
Fee and Commission Income	16,003	247	16,250
Personnel Expenses	(10,779)	-	(10,779)
Other Administrative Expenses	(10,786)	96	(10,689)
Tax Expenses	(3,220)	(210)	(3,429)
Companies	130	-	130
Other Operating Income/Expenses	(4,896)	1,720	(3,175)
Operating Result	16,399	952	17,353
Non-Operating Result	(338)	224	(115)
Income Tax / Social Contribution and Non-controlling Interest	(4,965)	(1,176)	(6,142)
Net Income	11,096	-	11,096

(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\$ 1,352 million.

Report on Economic and Financial Analysis – September 2014

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

First three quarters of 2013

	Book Income Statement	Managerial Reclassifications (1)	9M13 Income Statement prior to Non-recurring Events
Net Interest Income	33,666	(1,644)	32,022
ALL	(10,343)	1,260	(9,084)
Gross Income from Financial Intermediation	23,322	(385)	22,938
Income from Insurance, Pension Plans and Capitalization Bonds	3,283	-	3,283
Fee and Commission Income	14,303	257	14,559
Personnel Expenses	(9,596)	-	(9,596)
Other Administrative Expenses	(10,499)	(164)	(10,664)
Tax Expenses	(2,933)	(193)	(3,127)
Companies	17	-	17
Other Operating Income/Expenses	(5,489)	1,863	(3,629)
Operating Result	12,410	1,374	13,781
Non-Operating Result	(86)	(3)	(89)
Income Tax / Social Contribution and Non-controlling Interest	(3,393)	(1,368)	(4,760)
Net Income	8,932	-	8,932

(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\$ 1,535 million.

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 Report on Economic and Financial Analysis – September 2014



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

	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13
Assets						
Current and Long-Term Assets	972,315	915,986	906,760	892,495	892,363	881,111
Cash and Cash Equivalents	11,316	11,535	12,110	12,196	16,427	16,111
Interbank Investments	181,335	137,654	127,014	135,456	144,967	147,411
Securities and Derivative Financial Instruments	343,445	333,200	321,970	313,327	313,679	309,011
Interbank and Interdepartmental Accounts	48,540	56,115	61,740	56,995	52,121	52,111
Loan and Leasing Operations	309,264	302,276	301,914	296,629	286,899	281,911
Allowance for Loan Losses (ALL) ⁽¹⁾	(22,255)	(21,458)	(21,051)	(21,349)	(21,476)	(21,411)
Other Receivables and Assets	100,670	96,664	103,063	99,241	99,746	95,711
Permanent Assets	15,049	15,146	15,469	15,644	15,331	15,511
Investments	1,931	1,887	1,871	1,830	1,910	1,911
Premises and Leased Assets	4,591	4,579	4,597	4,668	4,392	4,411
Intangible Assets	8,527	8,680	9,001	9,146	9,029	9,189
Total	987,364	931,132	922,229	908,139	907,694	896,622
Reserve Requirements						
Current and Long-Term Liabilities	907,366	853,622	847,794	835,917	839,393	829,411
Deposits	211,882	213,270	218,709	218,063	216,778	208,411
Federal Funds Purchased and Securities Sold under Agreements to Repurchase	297,814	255,611	250,716	256,279	258,580	266,811
Funds from Issuance of Securities	75,283	69,877	64,511	57,654	55,427	53,811
Interbank and Interdepartmental Accounts	4,540	5,673	5,343	6,864	4,806	3,711
Borrowing and Onlending	56,561	54,142	56,724	56,095	51,307	49,111
Derivative Financial Instruments	5,076	4,727	3,894	1,808	3,238	3,111
Reserves for Insurance, Pension Plans and Capitalization Bonds	145,969	142,732	137,751	136,229	133,554	131,811
Other Reserve Requirements	110,241	107,590	110,146	102,925	115,703	112,411
Deferred Income	266	224	560	677	676	611
Non-controlling Interest in Subsidiaries	490	486	549	605	592	511
Shareholders' Equity	79,242	76,800	73,326	70,940	67,033	66,011
Total	987,364	931,132	922,229	908,139	907,694	896,622

(1) Including the allowance for guarantees provided, in September 2014, the allowance for loan losses totaled R\$ 22,623 million.

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Economic and Financial Analysis

Consolidated Statement of Financial Position and Adjusted Income Statement

Adjusted Income Statement

	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Interest Income	12,281	12,066	10,962	11,264	10,729	10,587	10,706
- Interest Earning Portion	12,238	11,854	10,951	10,986	10,622	10,569	10,509
- Non-interest Earning Portion	43	212	11	278	107	18	197
ALL	(3,348)	(3,141)	(2,861)	(2,961)	(2,881)	(3,094)	(3,109)
Gross Income from Financial Intermediation	8,933	8,925	8,101	8,303	7,848	7,493	7,597
Income from Insurance, Pension Plans and Capitalization Bonds ⁽¹⁾	1,170	1,270	1,244	1,188	1,100	1,028	1,155
Fee and Commission Income	5,639	5,328	5,283	5,227	4,977	4,983	4,599
Personnel Expenses	(3,564)	(3,448)	(3,279)	(3,465)	(3,346)	(3,191)	(3,059)
Other Administrative Expenses	(3,628)	(3,575)	(3,486)	(3,848)	(3,631)	(3,578)	(3,455)
Tax Expenses	(1,182)	(1,120)	(1,114)	(1,254)	(987)	(1,017)	(1,123)
Equity in the Earnings (Losses) of Unconsolidated Companies	43	35	52	26	2	12	3
Other Operating Income/ (Expenses)	(1,311)	(1,333)	(1,391)	(1,232)	(1,194)	(1,147)	(1,170)
Operating Result	6,100	6,082	5,410	4,945	4,769	4,583	4,547
Non-Operating Result	(45)	(34)	(36)	(31)	(27)	(24)	(38)
Income Tax and Social Contribution	(2,075)	(2,215)	(1,871)	(1,696)	(1,638)	(1,553)	(1,538)
Non-controlling Interest	(30)	(29)	(30)	(19)	(22)	(28)	(28)
Adjusted Net Income	3,950	3,804	3,473	3,199	3,082	2,978	2,943

(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

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

					R\$ million	
	Net Interest Income				Variation	
	9M14	9M13	3Q14	2Q14	12 Months	Quarter
Interest - due to volume					3,152	144
Interest - due to spread					191	240
- NII - Interest Earning Portion	35,043	31,700	12,238	11,854	3,343	384
- NII - Non-Interest Earning Portion	266	322	43	212	(56)	(169)
Net Interest Income	35,309	32,022	12,281	12,066	3,287	215
Average NIM ⁽¹⁾	7.2%	7.0%	7.6%	7.8%		

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

In the comparison between the third quarter of 2014 and the previous quarter, the R\$ 215 million increase was mainly due to the greater: (i) interest earning portion, totaling R\$ 384 million, particularly in the Loan and Security/Other business lines, and offset in part by: (ii) lower non-interest earning portion, totaling R\$ 169 million, basically due to lower gains from the market arbitrage.

In the comparison between the first three quarters of 2014 and the same period of the previous year, net interest income rose by R\$ 3,287 million, mainly due to: (i) higher interest earning portion of the net interest income, totaling R\$ 3,343 million, due to an increased business volume, particularly in the “Loan” and “Funding” business lines, and in the latter case, cost-reduction management.

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

					R\$ million	
	Interest Earning Portion Breakdown				Variation	
	9M14	9M13	3Q14	2Q14	12 Months	Quarter
Loans	23,926	22,841	8,249	7,967	1,085	282
Funding	4,610	3,332	1,625	1,570	1,278	55
Insurance	3,050	2,651	1,005	1,081	399	(76)
Securities/Other	3,457	2,876	1,359	1,236	581	123
Interest Earning Portion	35,043	31,700	12,238	11,854	3,343	384

The interest earning portion stood at R\$ 12,238 million in the third quarter of 2014, against R\$ 11,854 million recorded in the previous quarter, accounting for an increase of R\$ 384 million. The business lines that most contributed to this result were: (i) Loan and (ii) Securities/Other, broken down under items Loan Financial Margin – Interest and Securities/Other Financial Margin – Interest.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the interest earning portion was up R\$ 3,343 million. All business lines contributed to this increase, particularly “Funding” and “Loans”.

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

The annualized interest financial margin rate stood at 7.5% in the third quarter of 2014, down 0.2 p.p. on the previous quarter, mainly due to the results obtained from Insurance interest margins.

NII - Interest Earning Portion – Annualized Average Rates

	R\$ million					
	9M14			9M13		
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate
Loans	23,926	338,308	9.5%	22,841	307,983	10.0%
Funding	4,610	371,005	1.7%	3,332	333,559	1.3%
Insurance	3,050	140,896	2.9%	2,651	129,721	2.7%
Securities/Other	3,457	336,617	1.4%	2,876	307,431	1.2%
Interest Earning Portion	35,043	-	7.2%	31,700	-	6.9%

	3Q14			2Q14		
	Interest	Average Balance	Average Rate	Interest	Average Balance	Average Rate
Loans	8,249	340,395	10.1%	7,967	339,341	10.1%
Funding	1,625	373,221	1.8%	1,570	365,285	1.8%
Insurance	1,005	144,792	2.8%	1,081	141,206	3.2%
Securities/Other	1,359	339,591	1.6%	1,236	324,770	1.6%
Interest Earning Portion	12,238	-	7.5%	11,854	-	7.7%

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Economic and Financial Analysis**Credit Margin - Interest Earning Operations****Credit Margin - Interest Earning Operations - Breakdown**

	R\$ million					
	Credit Margin - Interest Earning Operations				Variation	
	9M14	9M13	3Q14	2Q14	12 Months	Quarter
Interest - due to volume					2,145	26
Interest - due to spread					(1,060)	256
Interest Earning Portion	23,926	22,841	8,249	7,967	1,085	282
Income	43,270	40,424	15,481	14,127	2,846	1,354
Expenses	(19,344)	(17,583)	(7,232)	(6,160)	(1,761)	(1,072)

In the third quarter of 2014, financial margin with loan operations reached R\$ 8,249 million, up R\$ 282 million over the second quarter of 2014. The variation is the result of: (i) a R\$ 256 million increase in the average spread; and (ii) a R\$ 26 million increase in average business volume.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the net interest income was up R\$ 1,085 million. The variation is the result of: (i) a R\$ 2,145 million increase in the volume of operations; and partially offset by: (ii) a decrease in the average spread, amounting to R\$ 1,060 million, affected mostly by the change in loan portfolio mix.

Credit Margin - Interest Earning Operations

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. The increased expenses in the 3rd quarter of 2014 was basically affected by: (i) the increase of 2.2% in the volume of credit operations - Bacen concept; and (ii) the continued deterioration of the risk level of individual cases, occurred in operations with corporate clients, beginning in the 2nd quarter of 2014.

The net margin curve, which refers to loan interest income net of ALL, was up 1.6% in the third quarter of 2014, compared to the previous quarter. In the comparison between the first three quarters of 2014 and the same period of the previous year, the net margin was up 6.0%, mainly due to: (i) increased business volume; and (ii) maintained delinquency costs.

Economic and Financial Analysis**Credit Margin - Interest Earning Operations****Expanded Loan Portfolio⁽¹⁾**

In December 2013, the expanded loan portfolio stood at R\$ 444.2 billion, up 2.1% in the quarter and 7.7% over the last 12 months.

In the quarter, the growth of 2.6% of Corporations and 2.2% of Individuals stand out.

In the last twelve months, the growth of 10.1% of Corporations and 8.6% of Individuals is worth of attention.

(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 %	
	Sept14	Jun14	Sept13	Quarter	12M
Payroll-deductible Loan	29,225	28,727	25,919	1.7	12.8
CDC / Vehicle Leasing	25,043	25,248	28,232	(0.8)	(11.3)
Credit Card	24,273	23,793	21,866	2.0	11.0
Personal Loans	16,753	16,694	16,556	0.4	1.2
Real Estate Financing	16,730	15,564	12,576	7.5	33.0
Rural Loans	9,876	9,350	7,832	5.6	26.1
BNDES/Finame Onlending	7,224	6,955	6,534	3.9	10.6
Overdraft Facilities	3,956	3,982	3,604	(0.7)	9.8
Sureties and Guarantees	381	372	191	2.5	99.5
Other	4,568	4,382	3,757	4.2	21.6
Total	138,028	135,068	127,068	2.2	8.6

Individual segment operations grew by 2.2% in the quarter and 8.6% over the last 12 months. The lines that contributed most to such increase were: (i) real estate financing; and (ii) payroll-deductible loan.

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Economic and Financial Analysis

Credit Margin - Interest Earning Operations

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

Corporate	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
Working Capital	42,802	42,869	44,255	(0.2)	(3.3)
BNDES/Finame Onlending	33,872	33,198	32,483	2.0	4.3
Operations Abroad	33,474	29,249	27,530	14.4	21.6
Real Estate Financing	22,527	21,739	15,069	3.6	49.5
Export Financing	15,469	16,118	15,620	(4.0)	(1.0)
CDC / Leasing	12,686	12,787	13,042	(0.8)	(2.7)
Credit Card	12,468	12,649	13,516	(1.4)	(7.8)
Overdraft Account	10,704	11,054	10,651	(3.2)	0.5
Rural Loans	7,048	7,376	4,964	(4.4)	42.0
Sureties and Guarantees	69,899	69,504	65,157	0.6	7.3
Operations bearing Loan Risk - Commercial Portfolio ⁽¹⁾	34,553	33,356	32,917	3.6	5.0
Other	10,665	10,264	10,287	3.9	3.7
Total	306,167	300,163	285,490	2.0	7.2

(1) Including debenture and promissory note operations.

Corporate segment operations grew by 2.0% in the quarter and 7.2% in the last 12 months. In the quarter and in the last 12 months, the lines that showed significant growth were: (i) real estate financing; and (ii) foreign transactions.

Expanded Loan Portfolio – Consumer Financing^(j)

The graph below shows lines related to Individual Consumer Financing, which reached R\$ 95.3 billion in September 2014, representing a growth of 0.9% in the quarter and 2.9% in the last 12 months.

The following types of credit posted the strongest numbers for September 2014: (i) personal loans, including payroll-deductible loans, totaling R\$ 46.0 billion; and (ii) Vehicle CDC/leasing, totaling R\$ 25.0 billion. Together, these operations totaled R\$ 71.0 billion, accounting for 74.5% of the Consumer Financing balance.

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

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Economic and Financial Analysis**Credit Margin - Interest Earning Operations****Breakdown of Vehicle Portfolio**

	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
CDC Portfolio	33,117	33,063	35,192	0.2	(5.9)
Individuals	24,674	24,805	27,378	(0.5)	(9.9)
Corporate	8,443	8,258	7,814	2.2	8.0
Leasing Portfolio	1,842	2,071	3,051	(11.1)	(39.6)
Individuals	368	443	854	(16.9)	(56.9)
Corporate	1,474	1,628	2,197	(9.5)	(32.9)
Finame Portfolio	11,173	11,136	11,396	0.3	(2.0)
Individuals	659	701	832	(6.0)	(20.8)
Corporate	10,514	10,435	10,564	0.8	(0.5)
Total	46,132	46,270	49,639	(0.3)	(7.1)
Individuals	25,701	25,949	29,064	(1.0)	(11.6)
Corporate	20,431	20,321	20,575	0.5	(0.7)

Vehicle financing operations (individual and corporate segment) totaled R\$ 46.1 billion in September 2014, with decrease in quarter-over-quarter and year-over-year comparisons. Of the total vehicle portfolio, 71.8% corresponds to CDC, 24.2% to Finame, and 4.0% to Leasing. Individuals represented 55.7% of the portfolio, while corporate customers accounted for the remaining 44.3%.

The presented variations reflect the market behavior and the portfolio's new position, which started to operate mainly with newer vehicles, seeking better financing conditions and lower risk.

Expanded Loan Portfolio Concentration – By Sector

The expanded loan portfolio by economic activity sector increased the "Individual segment" share, both in the quarter and the last 12 months.

Activity Sector	R\$ million					
	Sept14	%	Jun14	%	Sept13	%
Public Sector	7,797	1.8	7,359	1.7	1,204	0.3
Private Sector	436,398	98.2	427,872	98.3	411,355	99.7
Corporate	298,370	67.2	292,804	67.3	284,287	68.9

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Industry	89,607	20.2	89,141	20.5	79,460	19.3
Commerce	55,223	12.4	54,304	12.5	59,837	14.5
Financial Intermediaries	9,017	2.0	9,042	2.1	8,631	2.1
Services	140,763	31.7	136,461	31.4	133,253	32.3
Agriculture, Cattle Raising, Fishing, Forestry and Forest Exploration	3,760	0.8	3,856	0.9	3,106	0.8
Individuals	138,028	31.0	135,068	31.0	127,068	30.8
Total	444,195	100.0	435,231	100.0	412,559	100.0

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Economic and Financial Analysis

Credit Margin – Interest Earning Operations

Changes in the Expanded Loan Portfolio

Of the R\$ 31.6 billion growth in the expanded loan portfolio over the last 12 months, new borrowers accounted for 98.4%, representing 7.0% of the portfolio in September 2014.

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

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Economic and Financial Analysis**Credit Margin – Interest Earning Operations****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 September 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 September 2013 and 2014

Rating	Total Loan as at September 2014		New Customers from October 2013 and September 2014		Remaining Debtors as at September 2013	
	R\$ million	%	R\$ million	%	R\$ million	%
AA - C	417,606	94.0	29,225	93.9	388,381	94.0
D	6,109	1.4	292	0.9	5,817	1.4
E - H	20,480	4.6	1,608	5.2	18,872	4.6
Total	444,195	100.0	31,125	100.0	413,070	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 %	
	Sept14	Jun14	Sept13	Quarter	12M
Corporations	192,810	187,983	175,095	2.6	10.1
SMEs	113,357	112,180	110,396	1.0	2.7
Individuals	138,028	135,068	127,068	2.2	8.6
Total Loan Operations	444,195	435,231	412,559	2.1	7.7

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

Loans rated as AA to C remained stable in the quarter and improved over the last 12 months.

Customer Profile	By Rating								
	Sept14			Jun14			Sept13		
	AA-C	D	E-H	AA-C	D	E-H	AA-C	D	E-H
Corporations	98.2	0.5	1.3	98.4	0.4	1.2	96.9	2.6	0.5
SMEs	90.3	2.7	7.0	90.3	2.9	6.8	90.6	3.4	6.0
Individuals	91.2	1.5	7.3	91.0	1.7	7.3	90.3	1.9	7.8
Total	94.0	1.4	4.6	94.0	1.5	4.5	93.2	2.6	4.2

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

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

Business Segments	R\$ million				Variation %			
	Sept14	%	Jun14	%	Sept13	%	Quarter	12M
Retail	124,715	28.1	121,878	28.0	115,451	28.0	2.3	8.0
Corporate	194,102	43.7	189,727	43.6	178,209	43.2	2.3	8.9
Middle Market	48,603	11.0	48,199	11.1	46,289	11.2	0.8	5.0
Prime	21,176	4.8	20,222	4.6	18,091	4.4	4.7	17.1
Other / Non-account Holders ⁽¹⁾	55,599	12.5	55,206	12.7	54,518	13.2	0.7	2.0
Total	444,195	100.0	435,231	100.0	412,559	100.0	2.1	7.7

(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\$ 15.8 billion in September 2014 (US\$ 15.5 billion in June 2014 and US\$ 14.9 billion in September 2013), with growth of 1.9% in the quarter and 6.0% in the last 12 months, in U.S. Dollars. In Brazilian Reais, such operations totaled R\$ 38.8 billion in September 2014 (R\$ 34.0 billion in June 2014 and R\$ 33.2 billion in September 2013), up 14.1% in the quarter and 16.9% over the last 12 months.

In September 2014, total loan operations in Reais stood at R\$ 405.4 billion (R\$ 401.2 billion in June 2014 and R\$ 379.4 billion in September 2013), up 1.0% in the quarter and 6.9% in the last 12 months.

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

The concentration level among the largest debtors was slightly higher when compared to the previous quarter and the last twelve months. The quality of the 100 largest debtors' portfolio showed an improvement in the period analyzed, based on AA-A rating.

Loan Portfolio⁽¹⁾ – By Type

The sum of operations with credit risk reached R\$ 469.8 billion, an increase of 1.8% in the quarter and 8.1% in the last 12 months.

	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
Loans and Discounted Securities	159,876	156,010	151,823	2.5	5.3
Financing	120,926	117,955	110,176	2.5	9.8
Rural and Agribusiness Financing	23,854	23,341	18,823	2.2	26.7
Leasing Operations	4,608	4,969	6,077	(7.3)	(24.2)
Advances on Exchange Contracts	5,814	6,414	6,239	(9.4)	(6.8)
Other Loans	20,826	19,978	18,517	4.2	12.5
Subtotal Loan Operations ⁽²⁾	335,904	328,668	311,655	2.2	7.8
Sureties and Guarantees Granted (Memorandum Accounts)	70,280	69,875	65,348	0.6	7.5
Operations bearing Credit Risk - Commercial Portfolio ⁽³⁾	34,553	33,356	32,917	3.6	5.0
Letters of Credit (Memorandum Accounts)	507	402	751	26.1	(32.5)
Advances from Credit Card Receivables	1,457	1,386	871	5.1	67.3
Co-obligation in Loan Assignment FIDC/CRI (Memorandum Accounts)	1,383	1,432	897	(3.4)	54.2
Co-obligation in Rural Loan Assignment (Memorandum Accounts)	112	111	120	0.6	(6.9)
Subtotal of Operations bearing Credit Risk - Expanded Portfolio	444,195	435,231	412,559	2.1	7.7
Other Operations Bearing Credit Risk ⁽⁴⁾	25,639	26,344	21,962	(2.7)	16.7
Total Operations bearing Credit Risk	469,834	461,575	434,521	1.8	8.1

(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).

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Economic and Financial Analysis

Credit Margin – Interest Earning Operations

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 September 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.

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Economic and Financial Analysis

Credit Margin – Interest Earning Operations

Loan Portfolio⁽¹⁾ – Delinquency

The total delinquency ratio, which comprehends transactions due over 90 days, was stable in the year-over-year comparison . In the quarter-over-quarter comparison, there was a slight increase, mostly due to the slowing of the credit portfolio growth, as well as some specific cases occurring in operations with corporate clients, not representing a change in tendency in the direction of the ratio, which can be demonstrated below in the short-term delinquency chart of 15 to 90 days, indicating stability at this level.

Compared to the last quarter, short-term delinquency, including transactions overdue between 15 and 90 days, decreased for Individuals, and remained stable for Corporations.

(1) As defined by Bacen.

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Credit Margin - Interest Earning Operations

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

The development of the loan portfolio, as well as respective risks, are monitored internally by applying the expanded portfolio concept.

In addition to the allowance for loan losses, required by Bacen Resolution N^o 2682/99, there is excess ALL to support eventual stress scenarios, as well as other operations/commitments bearing credit risks.

The ALL totaled R\$ 22.6 billion in September 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.

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Economic and Financial Analysis

Credit Margin - Interest Earning Operations

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 net loss of recovery, for an existing provision of 6.9% of the portfolio⁽¹⁾ in September 2013, the net loss in the subsequent twelve months was 3.0%, that is, the existing provision exceeded over 133% the loss occurred in the subsequent twelve months.

In September 2013, for an existing provision of 6.9% of the portfolio⁽¹⁾, the gross loss in the subsequent twelve-month period was 4.2%, meaning that the existing provision exceeded over 64% the loss in the subsequent twelve 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.

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Credit Margin - Interest Earning Operations

Allowance for Loan Losses⁽¹⁾

The Non Performing Loans ratio (operations due over 60 days) remained stable in the year-over-year and quarter-over-quarter comparison. Coverage ratios were stabilized at comfortable levels.

(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.

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Economic and Financial Analysis**Credit Margin - Interest Earning Operations****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		
	Sept14	Jun14	Sept13
Total Loan Operations ⁽¹⁾	335,904	328,668	3
- Individuals	136,946	133,959	1
- Corporate	198,958	194,709	1
Total Provision ⁽²⁾	22,623	21,791	
- Specific	11,590	11,097	
- Generic	7,025	6,685	
- Excess ⁽²⁾	4,008	4,009	
Specific Provision / Total Provision ⁽²⁾ (%)	51.2	50.9	
Total Provision ⁽²⁾ / Loan Operations (%)	6.7	6.6	
AA - C Rated Loan Operations / Loan Operations (%)	92.3	92.2	
D Rated Operations under Risk Management / Loan Operations (%)	1.7	1.9	
E - H Rated Loan Operations / Loan Operations (%)	6.0	5.9	
D Rated Loan Operations	5,734	6,224	
Provision for D-rated Operations	1,591	1,717	
D Rated Provision / Loan Operations (%)	27.8	27.6	
D - H Rated Non-Performing Loans	16,601	16,551	
Total Provision ⁽²⁾ / D-to-H-rated Non-performing Loans (%)	136.3	131.7	
E - H Rated Loan Operations	20,267	19,388	
Provision for E-to-H-rated Loan Operations	17,044	16,190	
E - H Rated Provision / Loan Operations (%)	84.1	83.5	
E - H Rated Non-Performing Loans	13,960	13,560	
Total Provision ⁽²⁾ / E-to-H-rated Non-performing Loans (%)	162.1	160.7	
Non-performing Loans ⁽³⁾	14,669	14,538	
Non-performing Loans ⁽³⁾ / Loan Operations (%)	4.4	4.4	
Coverage Ratio - Total Provision ⁽²⁾ / Non Performing Loans ⁽³⁾ (%)	154.2	149.9	
Loan Operations Overdue for over 90 days	12,082	11,658	
Loan Operations Overdue for over 90 days / Loan Operations (%)	3.6	3.5	
Coverage Ratio - Total Provision ⁽²⁾ / Operations Overdue for over 90 days (%)	187.2	186.9	

(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.

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

	Funding Margin - Interest Earning Operations					R\$ million
	9M14	9M13	3Q14	2Q14	Variation 12 Months	Quarter
Interest - due to volume					465	34
Interest - due to spread					813	21
Interest Earning Portion	4,610	3,332	1,625	1,570	1,278	55

Quarter-over-quarter, the funding margin of interest earning operations increased 3.5%, or R\$ 55 million, in the third quarter of 2014. The variation occurred mainly due to: (i) a greater volume of operations, which amounted to R\$ 34 million; and (ii) a R\$ 21 million increase in the average spread.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the Funding Margin - Interest Earning Operations was up 38.4% or R\$ 1,278 million. The variation occurred mainly due to: (i) the R\$ 813 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\$ 465 million.

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Economic and Financial Analysis**Funding Margin – Interest Earning Operations****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 %	
	Sept14	Jun14	Sept13	Quarter	12M
Demand Deposits + Sundry Floating	37,227	39,913	43,008	(6.7)	(13.4)
Savings Deposits	87,293	84,319	76,488	3.5	14.1
Time Deposits + Debentures ⁽¹⁾	157,576	158,532	157,356	(0.6)	0.1
Funds from Financial Bills ⁽²⁾	66,754	61,809	43,952	8.0	51.9
Customer Funds	348,850	344,573	320,803	1.2	8.7
(-) Reserve Requirements	(46,713)	(53,502)	(49,473)	(12.7)	(5.6)
(-) Available Funds	(7,596)	(7,651)	(12,708)	(0.7)	(40.2)
Customer Funds Net of Reserve Requirements	294,541	283,420	258,622	3.9	13.9
Onlending	41,489	40,414	39,317	2.7	5.5
Securities Abroad	8,529	8,068	11,475	5.7	(25.7)
Borrowing	15,072	13,727	11,990	9.8	25.7
Other (Subordinated Debt + Other Borrowers - Cards)	52,515	50,751	50,723	3.5	3.5
Total Funding (A)	412,146	396,380	372,127	4.0	10.8
Expanded Loan Portfolio (Excluding Sureties and Guarantees) (B)	373,915	365,356	347,210	2.3	7.7
B/A (%)	90.7	92.2	93.3	(1.5) p.p.	(2.6) 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.

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Economic and Financial Analysis**Funding Margin – Interest Earning Operations****Main Funding Sources**

The following table presents changes in main funding sources:

	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
Demand Deposits	33,300	36,176	39,456	(8.0)	(15.6)
Savings Deposits	87,293	84,319	76,488	3.5	14.1
Time Deposits	90,615	92,254	99,993	(1.8)	(9.4)
Debentures ⁽¹⁾	66,961	66,278	57,363	1.0	16.7
Borrowing and Onlending	56,561	54,142	51,307	4.5	10.2
Funds from Issuance of Securities ⁽²⁾	75,283	69,877	55,427	7.7	35.8
Subordinated Debts	36,464	35,384	36,135	3.1	0.9
Total	446,477	438,430	416,169	1.8	7.3

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

(2) Including: Financial Bills, on September 30, 2014, amounting to R\$ 49,671 million (June 30, 2014 - R\$ 48,111 and September 30, 2013 - R\$ 34,242 million).

Demand deposits

The R\$ 2,876 million reduction in the third quarter of 2014 over the previous quarter, and the R\$ 6,156 million reduction over the same period of the previous year were mostly due to new business opportunities offered to customers, basically because of interest rate fluctuations in the period.

Savings Deposits

Savings deposits increased 3.5% in the quarter-over-quarter comparison, and 14.1% compared to the same period in the previous year, 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 net growth of 4.6 million new savings accounts over the last 12 months.

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Economic and Financial Analysis

Funding Margin – Interest Earning Operations

Time Deposits

In the third quarter of 2014, time deposits balance totaled R\$ 90,615 million, with a reduction of 1.8% over the second quarter of 2014, and reduction of 9.4% over the same period of the previous year.

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

Debentures

On September 30, 2014, Bradesco's debentures balance reached R\$ 66,961 million, an increase of 1.0% in the quarter-over-quarter comparison, and of 16.7% in the last 12 months.

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\$ 2,419 million in the quarter-over-quarter comparison was mainly a result of: (i) the increase of R\$ 1,368 million in foreign-currency-denominated and/or indexed borrowing and onlending bonds, a result, essentially, of the positive exchange rate fluctuation of 11.3% in the period; and (ii) the increase of R\$ 1,051 million in the volume of fundings raised by borrowings and onlending in the country, especially through BNDES operations.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the balance of borrowings and onlending presented a growth of R\$ 5,254 million, basically due to: (i) the increase of R\$ 3,147 million in foreign-currency-denominated and/or indexed borrowing and onlending bonds, whose balance went from R\$ 12,142 million in September 2013 to R\$ 15,289 million in September 2014, mainly as a result of: (a) the positive exchange rate fluctuation of 9.9% in the period; and (b) the increase in the volume of funds raised; and (ii) the increase of R\$ 2,107 million in the volume of funds raised through borrowings and onlending in the country, especially through Finame operations.

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Funding Margin – Interest Earning Operations**Funds from the Issuance of Securities**

Funds from issuance of securities totaled R\$ 75,283 million, up 7.7% or R\$ 5,406 million over the previous quarter, mainly due to: (i) the increase in Real Estate Credit Bill, in the value of R\$ 2,582 million; (ii) the increase in Financial Bills inventory, in the amount of R\$ 1,560 million; and (iii) the increase in the volume of Letters of Credit for Agribusiness, in the amount of R\$ 820 million.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase in net interest income of R\$ 19,856 million was mainly driven by: (i) increased inventory of Financial Bills, whose balance went from R\$ 34,242 million in September 2013 to R\$ 49,671 million in September 2014, mainly due to new issuances in the period; (ii) increased volume of Mortgage Bonds, in the amount of R\$ 6,778 million; and partially counterbalanced by: (iii) the reduction of R\$ 2,946 million in the volume of securities issued abroad.

Subordinated Debt

Subordinated Debt totaled R\$ 36,464 billion in September 2014 (R\$ 8,472 million abroad and R\$ 27,992 million in Brazil), showing a growth of 3.1% in the quarter-over-quarter comparison, and of 0.9% in the comparison with the same period of the previous year, basically driven by the adjustment of dollar-indexed instruments abroad, and partially counterbalanced by debts due in previous periods.

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

	R\$ million					
	Securities/Other Margin - Interest Earning Operations				Variation	
	9M14	9M13	3Q14	2Q14	12 Months	Quarter
Interest - due to volume					300	60
Interest - due to spread					281	63
Interest Earning Portion	3,457	2,876	1,359	1,236	581	123
Income	29,343	22,495	12,804	8,820	6,848	3,984
Expenses	(25,886)	(19,619)	(11,445)	(7,584)	(6,267)	(3,861)

Securities/Other Margin – Interest Earning Operations rose R\$ 123 million between the third quarter of 2014 and the previous quarter. The variation occurred mainly due to: (i) the R\$ 63 million increase in average spread; and (ii) the greater volume of operations, which amounted to R\$ 60 million.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the Securities/Other Margin - Interest Earning Operations was down R\$ 581 million. This result was primarily due to: (i) a greater volume of operations, which affected the result in R\$ 300 million; and (ii) increased average spread, totaling R\$ 281 million.

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

	R\$ million					
	Insurance Margin - Interest Earning Operations				Variation	
	9M14	9M13	3Q14	2Q14	12 Months	Quarter
Interest - due to volume					242	25
Interest - due to spread					157	(101)
Interest Earning Portion	3,050	2,651	1,005	1,081	399	(76)
Income	10,535	6,085	3,480	3,607	4,450	(127)
Expenses	(7,485)	(3,434)	(2,475)	(2,526)	(4,051)	51

Comparing the third quarter of 2014 with the previous quarter, interest financial margin from insurance operations decreased R\$ 76 million, or 7.0%, basically impacted by: (i) the R\$ 101 million decrease in average spread; and offset, in part by: (ii) the greater volume of operations, which amounted to R\$ 25 million.

Comparing the first three quarters of 2014 and the same period of the previous year, Insurance Margin – Interest Earning Operations increased 15.1%, or R\$ 399 million, mostly due to: (i) a greater volume of operations, which amounted to R\$ 242 million; and (ii) a R\$ 157 million increase in the average spread.

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Economic and Financial Analysis**NII - Non-Interest Earning Portion****NII - Non-Interest Earning Portion – Breakdown**

	NII - Non-Interest Earning Portion					R\$ million	
	9M14	9M13	3Q14	2Q14	Variation	12 Months	Quarter
Funding	(231)	(221)	(76)	(77)	(10)		1
Insurance	21	32	52	49	(11)		3
Securities/Other	476	511	67	240	(35)		(173)
Total	266	322	43	212	(56)		(169)

The non-interest earning portion in the third quarter of 2014 was R\$ 43 million, versus R\$ 212 million in the previous quarter, which amounted to a R\$ 169 million reduction primarily due to an increase in Securities/Other margin obtained in the previous quarter. In the comparison between the first three quarters of 2014 and the same period of the previous year, the non-interest earning portion was down R\$ 56 million. The variations in non-interest financial margin were basically a result of:

- “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” - decreased R\$ 173 million and R\$ 35 million quarter-over-quarter, and in a comparison between the first three quarters of 2014 with the same period of the previous year, respectively, were due to lower gains from market arbitrage.

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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		
	Sept14	Jun14	Sept13
Assets			
Current and Long-Term Assets	169,512	165,203	154,464
Securities	158,207	154,261	143,423
Insurance Premiums Receivable	3,118	2,969	2,623
Other Loans	8,187	7,973	8,418
Permanent Assets	4,589	4,434	4,040
Total	174,101	169,637	158,504
Reserve Requirements			
Current and Long-Term Liabilities	153,993	150,230	141,531
Tax, Civil and Labor Contingencies	2,438	2,354	2,920
Payables on Insurance, Pension Plan and Capitalization Bond Operations	475	446	374
Other Reserve Requirements	5,111	4,699	4,683
Insurance Technical Reserves	12,609	12,272	11,978
Life and Pension Plan Technical Reserves	126,858	124,192	115,814
Capitalization Bond Technical Reserves	6,502	6,267	5,762
Non-controlling Interest	601	594	647
Shareholders' Equity	19,507	18,813	16,326
Total	174,101	169,637	158,504

Consolidated Income Statement

	R\$ million			
	9M14	9M13	3Q14	2Q14
Insurance Written Premiums, Pension Plan Contributions and Capitalization Bond Income	38,346	35,260	12,904	13,992
Premiums Earned from Insurance, Pension Plan Contribution and Capitalization Bond	22,449	19,612	7,980	7,378
Financial Result from the Operation	3,127	2,510	1,019	1,098
Sundry Operating Income	707	699	324	188
Retained Claims	(13,053)	(11,375)	(4,778)	(4,193)
Capitalization Bond Draws and Redemptions	(3,555)	(2,992)	(1,295)	(1,173)
Selling Expenses	(2,152)	(1,879)	(735)	(737)
General and Administrative Expenses	(1,706)	(1,571)	(615)	(553)
Tax Expenses	(463)	(424)	(145)	(158)

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Other Operating Income/Expenses	(591)	(320)	(182)	(236)
Operating Result	4,763	4,260	1,573	1,614
Equity Result	500	329	176	160
Non-Operating Result	(25)	(34)	(4)	(9)
Income before Taxes and Profit Sharing	5,238	4,555	1,745	1,765
Income Tax and Contributions	(1,907)	(1,681)	(634)	(641)
Profit Sharing	(65)	(51)	(20)	(21)
Non-controlling Interest	(96)	(84)	(33)	(31)
Net Income	3,170	2,739	1,058	1,072

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

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

	R\$ million							
	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12
Life and Pension Plans	588	698	639	582	552	564	542	570
Health	168	184	192	175	139	155	167	167
Capitalization Bonds	74	119	110	101	105	97	131	103
Basic Lines and Other	228	71	99	143	82	115	90	124
Total	1,058	1,072	1,040	1,001	878	931	930	964

Performance Ratios

	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12	%
Claims Ratio ⁽¹⁾	72.7	70.2	70.1	71.1	72.7	71.1	69.6	70.5	
Expense Ratio ⁽²⁾	10.5	11.2	10.4	10.9	10.4	10.9	11.0	11.6	
Administrative Expenses Ratio ⁽³⁾	4.6	4.0	4.7	4.3	4.9	4.1	4.3	4.2	
Combined Ratio ^{(4) (5)}	86.5	86.3	86.4	86.1	86.9	85.5	86.0	86.6	

(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

In a comparison between the third quarter of 2014 and the same period of the previous year, there was an increase of 16.6% in written premiums, pension plan contribution and capitalization bond income. As for the second quarter of 2014, there was a reduction of 7.8%, due to the exceptional growth of 46.2% in the previous quarter of "Life and Pension Plan" products.

Cumulatively until September 2014, production increased by 9.8%, without considering the DPVAT agreement, over the same period of the previous year, influenced by "Auto RE", "Health" and "Capitalization" products, which grew 30.9%, 21.0%, and 17.0%, respectively.

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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 went from 18.4% to 5.4%, decrease of 13 p.p. over September 2013.

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Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Retained Claims by Insurance Line

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Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Insurance Sales Ratio by Segment

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Insurance, Pension Plans and Capitalization Bonds

Efficiency Ratio

General and Administrative Expenses / Revenue

The improvement in the administrative efficiency ratio between the third quarter of 2014 and the same period of the previous year, is a result of: (i) the benefits generated by cost-cutting measures; and (ii) the 16.6% growth in revenue in the period. In turn, the reduction of 0.6 p.p. in the efficiency ratio in the third quarter of 2014 over the previous quarter is basically a result of the decrease of 7.8% in revenue.

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_____ Economic and Financial Analysis

Insurance, Pension Plans and Capitalization Bonds

Technical Reserves

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Economic and Financial Analysis

Bradesco Vida e Previdência

	R\$ million (unless otherwise specified)						
	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Net Income	588	698	639	582	552	564	552
Premium and Contribution Income ⁽¹⁾	5,645	7,301	4,994	8,505	4,971	7,535	5,645
- Income from Pension Plans and VGBL	4,383	6,117	3,898	7,317	3,838	6,475	4,383
- Income from Life/Personal Accidents Insurance Premiums	1,262	1,184	1,096	1,188	1,133	1,060	1,262
Technical Reserves	126,858	124,192	119,942	119,228	115,814	114,383	110,814
Investment Portfolio	132,535	129,193	126,001	124,655	121,211	119,842	118,814
Claims Ratio	36.6	31.5	29.9	37.3	43.3	37.3	36.6
Expense Ratio	18.5	20.7	21.8	21.2	21.8	18.8	18.5
Combined Ratio	63.4	57.8	58.6	67.3	72.6	61.0	63.4
Participants / Policyholders (in thousands)	27,625	27,789	27,451	28,256	28,044	27,030	25,625
Premium and Contribution Income Market Share (%) ⁽²⁾	25.8	26.6	26.1	30.2	29.1	28.8	25.8
Life/AP Market Share - Insurance Premiums (%) ⁽²⁾	17.5	17.2	17.6	17.0	16.9	16.3	17.5

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

(2) In 3T14, it considers the latest data made available by Susep (Aug/14).

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

Because of the solid structure, innovative product policy and market trust earned, Bradesco Vida e Previdência accounted for 25.8% of the pension plan and VGBL income. (source: Susep - data from August 2014).

The net income for the third quarter of 2014 15.8% lower compared to the previous quarter, influenced by the following factors: (i) a 5.1% increase in the "Life" product claims ratio; (ii) reduction in financial result; and partially counterbalanced by: (iii) improved sales ratio.

The net income for the first three quarters of 2014 increased 16.1% over the same period of the previous year, basically due to improvement: (i) of 5.9 p.p. in claims ratio; (ii) in sales ratio; (iii) in financial result; and (iv) in general and administrative expenses.

Bradesco

Economic and Financial Analysis

Bradesco Vida e Previdência

In September 2014, technical reserves for Bradesco Vida e Previdência stood at R\$ 126.9 billion, made up of R\$ 120.4 billion from “Pension Plans and VGBL” and R\$ 6.5 billion from “Life, Personal Accidents and Other Lines”, meaning a growth of 9.5% over September 2013.

The Pension Plan and VGBL Investment Portfolio accounted for 31.0% of market funds in August 2014 (source: Fenaprevi).

Growth of Participants and Life and Personal Accident Policyholders

In September 2014, the number of Bradesco Vida e Previdência customers surpassed 2.4 million pension plan and VGBL participants, and 25.2 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

Bradesco Saúde and Mediservice

	R\$ million (unless otherwise stated)							
	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12
Net Income	168	184	192	175	139	155	167	167
Net Written Premiums	3,851	3,509	3,372	3,274	3,154	2,926	2,787	2,727
Technical Reserves	6,226	6,149	5,794	5,726	6,585	6,503	6,308	5,582
Claims Ratio	87.6	86.1	86.9	88.5	89.8	87.3	84.7	85.3
Expense Ratio	4.8	4.6	4.1	5.4	5.4	5.4	5.2	5.1
Combined Ratio	98.1	97.7	96.9	99.5	99.6	98.9	96.2	98.5
Policyholders (in thousands)	4,475	4,360	4,273	4,173	4,117	4,082	3,985	3,964
Written Premiums Market Share (%) ⁽¹⁾	45.8	45.2	45.4	46.0	45.6	48.8	48.2	45.3

(1) In the third quarter of 2014, it considers the latest data made available by ANS (Aug/14).

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

Revenue increased by 9.8% compared to the previous quarter. The net income of the third quarter of 2014 reduced by 8.7% over the second quarter of 2014, basically due to: (i) growth of 1.5 p.p. of claims ratio; and (ii) decrease in financial and equity result.

Net income for the first three quarters of 2014 was up 18.0% compared to the same period in the previous year, mainly due to: (i) a 21.0% increase in revenue; (ii) a 0.9 p.p. increase in sales; (iii) a 0.5 p.p. reduction in the claims ratio; (iv) improved financial and equity result; and (v) improvement in the administrative efficiency ratio.

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

Approximately 98 thousand companies in Brazil have Bradesco Saúde insurance and Mediservice plans.

Of the 100 largest companies in Brazil in terms of revenue, 53 are Bradesco Saúde and Mediservice customers (source: Exame magazine's *Melhores e Maiores* ranking, June 2014).

Bradesco _____

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

Both companies have a combined total of over 4.4 million customers. The great participation of corporate insurance in the overall portfolio (96.0% in September 2014) shows its high level of specialization and customization in collective plans service.

We highlight the Small and Mid-Sized Group Insurance (SPG) portfolio, which covered 867 thousand lives in September 2014, up 20.8% compared to the same period in 2013.

Bradesco Capitalização

	R\$ million (unless otherwise stated)							
	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12
Net Income	74	119	110	101	105	97	131	103
Capitalization Bond Income	1,416	1,290	1,205	1,296	1,234	1,126	983	1,089
Technical Reserves	6,502	6,267	6,081	5,900	5,762	5,738	5,623	5,449
Customers (in thousands)	3,436	3,456	3,485	3,475	3,428	3,439	3,462	3,459
Premium Income Market Share (%) ⁽¹⁾	24.1	23.6	24.3	22.1	21.8	20.9	22.1	23.1

(1) In the third quarter of 2014, it considers the latest data made available by Susep (Aug/14).

In the third quarter of 2014, revenue increased by 9.8% compared to the previous quarter. Net income in the third quarter of 2014 reduced by 37.8% over the previous quarter, basically due to: (i) the decreased financial result; and (ii) the reduced equity result.

The net income until September 2014 reduced by 9.0% compared to the result of the same period of the previous year, basically due to: (i) decrease in operating result, because of the provision for drawing; and (ii) decrease in financial result.

Bradesco Capitalização

Bradesco Capitalização ended the third 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 23.1 million active bonds. Of this total, 35.4% are represented by "Traditional Bonds", sold at the Branches Network and at Bradesco Dia&Noite service channels. The other 64.6% 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)							
	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13	4Q12
Net Income	37	38	86	71	25	43	28	10
Net Written Premiums	1,655	1,551	1,399	1,108	1,276	1,204	1,039	1,014
Technical Reserves	5,952	5,689	5,314	4,998	5,003	4,817	4,643	4,577
Claims Ratio	62.8	62.5	58.0	59.1	59.5	58.6	58.5	63.7
Expense Ratio	21.0	21.8	20.9	19.6	18.9	18.0	17.7	17.8
Combined Ratio	105.4	107.6	103.6	104.5	101.6	100.8	105.6	109.6
Policyholders (in thousands)	4,536	3,690	3,882	3,613	3,631	3,652	3,798	3,871
Premium Income Market Share (%) ⁽¹⁾	10.7	10.6	10.3	8.8	9.1	9.1	8.8	10.0

(1) In the third quarter of 2014, it considers the latest data made available by Susep (Aug/14).

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

In the third quarter of 2014, revenue increased by 6.7% compared to the previous quarter. The net income for the quarter remained virtually stable compared to the result for the previous quarter, as a result of: (i) an increase of 0.3 p.p. in claims ratio; (ii) reduction in the financial result; and counterbalanced, in part; (iii) by the improvement in sales ratio.

The net income until September of 2014 showed a growth of 67.7% compared to the same period in the previous year, mainly due to: (i) a 30.9% increase in revenue; (ii) increase in financial and equity result; (iii) increase in the administrative efficiency ratio; partially counterbalanced by: (iv) improvement of 2.3 p.p. in claims ratio; and (v) increase of 3.0 p.p. 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. 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.

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

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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, which comprises around 3.9 million customers in the last 12 months.

It is worth pointing out that we continue with a strong strategy for the ‘residential insurance’ segment, totaling more than 1.6 million insured homes. We recently launched the Monthly Home Insurance; a product with 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					
	9M14	9M13	3Q14	2Q14	Variation	
					12 Months	Quarter
Card Income	5,924	5,207	2,023	1,965	717	58
Checking Account	2,941	2,655	1,025	972	286	53
Loan Operations	1,887	1,644	688	625	243	63
Fund Management	1,792	1,735	653	578	57	75
Collection	1,168	1,091	400	388	77	12
Consortium Management	640	526	228	214	114	14
Underwriting / Financial Advisory Services	516	415	135	160	101	(25)
Custody and Brokerage Services	384	387	138	121	(3)	17
Payments	286	254	89	100	32	(11)
Other	712	644	260	205	68	55
Total	16,250	14,559	5,639	5,328	1,691	311

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

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Fee and Commission Income

Card Income

In the third quarter of 2014, card services income increased, totaling R\$ 2,023 million, a growth of R\$ 58 million over the previous quarter, basically due to: (i) increased volume of transactions in the period; and (ii) increased revenue.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the growth of 13.8%, or R\$ 717 million are mainly due to: (i) an increase in income from purchases and services, resulting from the 11.0% increase in revenue, which reached R\$ 96.0 billion in the first three quarters of 2014; (ii) increase in the credit and debit card base; and (iii) the greater volume of transactions in the period.

____ Economic and Financial Analysis

Fee and Commission Income

Checking Account

Checking account service income increased 5.5% in the third quarter of 2014, compared to the previous quarter, basically due to: (i) the expansion of customer service portfolio; and (ii) an increase in business volume.

In the comparison between the first three quarters of 2014 and the same period of the previous year, such revenues grew R\$ 286 million, or 10.8%, mainly due to: (i) the expansion of the checking account customer base, whose net increase represented 177,000 active checking account holders (158,000 individual customers and 19,000 corporate customers); (ii) the expansion of the customer service portfolio; and (iii) an increase in business volume

Loan Operations

In the third quarter of 2014, revenues from loan operations totaled R\$ 688 million, with a growth of 10.1% over the previous quarter, mainly due to the increased volume of operations contracted in the quarter.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the 14.8% increase was mainly driven by: (i) increased volume of operations contracted in the period; and (ii) higher income from collaterals, which increased 11.8%, derived mostly from a 7.5% growth in the volume of "Sureties and Guarantees" operations.

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Economic and Financial Analysis

Fee and Commission Income**Fund Management**

In the third quarter of 2014, income from fund management totaled R\$ 653 million, accounting for a growth of R\$ 75 million compared to the previous quarter, basically due to the 5.3% increase in the volume of funds and portfolios raised and managed.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 57 million was basically due to the increase in the volume of funds raised and managed, which grew 11.1% in the period.

Highlight to investments in fixed income funds, with growth of 14.2% in the period.

Shareholders' Equity	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
Investment Funds	449,440	423,668	397,156	6.1	13.2
Managed Portfolios	31,164	30,964	31,639	0.6	(1.5)
Third-Party Fund Quotas	6,337	7,614	9,475	(16.8)	(33.1)
Total	486,941	462,246	438,270	5.3	11.1

Distribution	R\$ million			Variation %	
	Sept14	Jun14	Sept13	Quarter	12M
Investment Funds – Fixed Income	421,227	395,546	368,766	6.5	14.2
Investment Funds – Equities	28,213	28,122	28,390	0.3	(0.6)
Investment Funds – Third-Party Funds	4,419	5,496	7,199	(19.6)	(38.6)
Total - Investment Funds	453,859	429,164	404,355	5.8	12.2

Managed Portfolios - Fixed Income	22,606	21,870	22,970	3.4	(1.6)
Managed Portfolios – Equities	8,558	9,094	8,669	(5.9)	(1.3)
Managed Portfolios - Third-Party Funds	1,918	2,118	2,276	(9.4)	(15.7)
Total - Managed Funds	33,082	33,082	33,915	-	(2.5)

x					
Total Fixed Income	443,833	417,416	391,736	6.3	13.3
Total Equities	36,771	37,216	37,059	(1.2)	(0.8)
Total Third-Party Funds	6,337	7,614	9,475	(16.8)	(33.1)
Overall Total	486,941	462,246	438,270	5.3	11.1

Bradesco _____

____ Economic and Financial Analysis

Fee and Commission Income

Cash Management Solutions (Payments and Collection)

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

In the comparison between the first three quarters of 2014 and the same period of the previous year, the 8.1% – or R\$ 109 million – increase was mainly due to the greater volume of processed documents, which increased from 1,577 million in the first three quarters of 2013 to 1,632 million in the first three quarters of 2014, a growth of 3.5% in the period.

Consortium Management

In the third quarter of 2014, the income from consortium management had an increase of 6.5% compared to the previous quarter, as a result of the sales made in that period. On September 30, 2014, Bradesco had 1,020 thousand active quotas (1,010 thousand active quotas on June 30, 2014), ensuring a leading position in all the segments it operates (real estate, auto and trucks/tractors/machinery and equipment).

In the comparison between the first three quarters of 2014 and the same period of the previous year, the 21.7% 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 876 thousand active quotas on September 30, 2013, to 1,020 thousand active quotas on September 30, 2014, an increase of 144 thousand net quotas.

Report on Economic and Financial Analysis – September 2014

Fee and Commission Income

Custody and Brokerage Services

In the third quarter of 2014, total earnings with custody and brokerage services increased R\$ 17 million or 14.0% over the previous quarter. This behavior is mainly attributed to higher volumes traded on BM&FBovespa, and to the growth of R\$ 43 billion in assets held in custody, which affected custody and brokerage revenues.

In the comparison between the first three quarters of 2014 and the same period in the previous year, custody and brokerage revenues remained virtually stable.

It is worth stressing that we surpassed R\$ 1 trillion in assets held in custody.

Underwriting / Financial Advisory Services

The R\$ 25 million reduction in the quarter-over-quarter comparison resulted primarily from the performance in the capital market during the second 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 comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 101 million is mainly related to the higher business volume in the period.

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

Personnel and Administrative Expenses	R\$ million					
	9M14	9M13	3Q14	2Q14	Variation	
					12 Months	Quarter
Personnel Expenses						
Structural	8.254	7.745	2.881	2.727	509	154
Payroll/Social Charges	6.126	5.773	2.146	2.026	353	120
Benefits	2.128	1.972	735	701	156	34
Non-Structural	2.037	1.851	683	721	186	(38)
Management and Employee Profit Sharing	1.150	1.022	401	390	128	11
Provision for Labor Claims	580	583	177	220	(3)	(43)
Training	94	72	40	36	22	4
Termination Costs	213	174	65	74	39	(9)
Total	10.291	9.596	3.564	3.448	695	116
Administrative Expenses						
Outsourced Services	2.833	2.920	974	956	(87)	18
Depreciation and Amortization	1.404	1.230	486	466	174	20
Communication	1.136	1.195	382	378	(59)	4
Data Processing	972	945	340	326	27	14
Rental	656	616	225	216	40	9
Transportation	595	619	193	200	(24)	(7)
Financial System Services	580	555	196	188	25	8
Advertising and Marketing	533	493	184	170	40	14
Asset Maintenance	500	484	169	180	16	(11)
Security and Surveillance	417	363	140	139	54	1
Materials	253	227	85	91	26	(6)
Water, Electricity and Gas	173	170	54	57	3	(3)
Trips	102	99	37	34	3	3
Other	535	748	163	175	(213)	(12)
Total	10.689	10.664	3.628	3.575	25	53
Total Personnel and Administrative Expenses	20.980	20.260	7.192	7.023	720	169
Employees	98.849	101.410	98.849	99.027	(2.561)	(178)
Service Points	74.028	71.724	74.028	73.208	2.304	820

In the third quarter of 2014, total Personnel and Administrative Expenses amounted to R\$ 7,192 million, with growth of 2.4% in comparison with the previous quarter. In the first three quarters of 2014, Personnel and Administrative Expenses totaled R\$ 20,980 million, with an increase of 3.6% compared to the same period of the previous year.

Personnel Expenses

In the third quarter of 2014, personnel expenses totaled R\$ 3,564 million, with variation of 3.4% or R\$ 116 million compared to the previous quarter.

In the "structural" portion, the increase of R\$ 154 million in expenses was mainly due to increased wage levels and labor obligations updates, in accordance with collective agreement, whose impact was R\$ 144 million, of which R\$ 51 million refer to the increase in the recurring monthly sheet from September 2014.

In the "non-structural portion", the reduction of R\$ 38 million was basically due to: (i) the smaller expense with provisions for labor proceedings, in the amount of R\$ 43 million; and counterbalanced, in part, by (ii) greater expenses with profit and results sharing of managers and employees (PLR), in the amount of R\$ 11 million.

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Economic and Financial Analysis

Personnel and Administrative Expenses

Personnel Expenses

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 695 million or 7.2% was mainly due to: (i) the “structural” portion, totaling R\$ 509 million, related to the increase in expenses with payroll, social charges and benefits, impacted by higher salaries (2013 and 2014 collective agreement); and (ii) the increase of R\$ 186 million in the “non-structural” portion, resulting mainly from greater expenses with: (a) employees and managers profit sharing (PLR), totaling R\$ 128 million; and (b) termination and charge costs, totaling R\$ 39 million.

Bradesco _____

Economic and Financial Analysis

Personnel and Administrative Expenses

Administrative Expenses

Administrative expenses amounted to R\$ 3,628 million in the third quarter of 2014, with a growth of R\$ 53 million, or 1.5%, compared to the previous quarter, mainly due to greater expenses with: (i) depreciation and amortization, in the amount of R\$ 20 million; (ii) outsourced services, in the amount of R\$ 18 million; (iii) data processing, in the amount of R\$ 14 million; (iv) marketing and advertising, in the amount of R\$ 14 million; and offset by lower expenses with: (v) maintenance and preservation of assets, in the amount of R\$ 11 million.

In the comparison between the first three quarters of 2014 and the same period of the previous year, total administrative expenses remained stable, with variation of 0.2%, while inflation, IPCA and IGPM-M ratios showed variations of 6.75% and 3.54%, respectively. Such behavior reflects the constant control over costs, despite (i) the expansion in business volumes and (ii) the organic growth recorded in the period, with the opening of 2,304 Service Points, with highlight to Bradesco Expresso, for totaling 74,028 Service Points on September 30, 2014.

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Economic and Financial Analysis

Operating Coverage Ratio ⁽¹⁾

In the quarter, the coverage ratio over the last 12 months maintained its improvement with a 1.8 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.

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

It should be pointed out that 75.9% is the best rate over the last six years.

Tax Expenses

The increase of R\$ 62 million in tax expenses compared to the previous quarter, and the increase of R\$ 289 million, or 9.2%, 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 third quarter of 2014, the equity in the earnings (losses) of unconsolidated companies was R\$ 43 million, a growth of R\$ 8 million, or 22.9%, compared to the previous quarter, mainly due to greater results with the unconsolidated company “IRB – Brasil Resseguros”.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 113 million was mainly attributed to better results with the unconsolidated company “IRB – Brasil Resseguros”.

Economic and Financial Analysis

Operating Income

Operating income stood at R\$ 6,100 million in the third quarter of 2014, an increase of R\$ 18 million over the previous quarter. This performance was mostly driven by: (i) improved results in provision of services income, in the amount of R\$ 311 million; (ii) greater results with net interest income, totaling R\$ 215 million; counterbalanced, in part, by; (iii) increased expenses with allowances for loan losses, in the amount of R\$ 207 million, and (v) the increase in personnel and administrative expenses, in the amount of R\$ 169 million; (v) the lower operating income from Insurance, Pension Plan and Capitalization Bond, in the amount of R\$ 100 million; and (vi) greater tax expenses in the amount of R\$ 62 million.

(iii) increase in the operating income from Insurance, Pension Plans and Capitalization Bonds, in the amount of R\$ 401 million; partially counterbalanced by: (vi) greater personnel and administrative expenses, totaling R\$ 720 million; (v) the increase in other operating expenses (net of other income), in the value of R\$ 524 million; (vi) increased tax expenses, amounting to R\$ 289 million; and (vii) greater expenses with allowances for loan losses , totaling R\$ 266 million.

In the comparison between the first three quarters of 2014 and the same period of the previous year, the increase of R\$ 3,693 million, or 26.6%, was mainly due to: (i) higher net interest income, totaling R\$ 3,287 million; (ii) increase in provision of services income, totaling R\$ 1,691 million;

Non-Operating Income

In the third quarter of 2014, non-operating income posted a loss of R\$ 45 million, an increase of R\$ 11 million, compared to the previous quarter, and an increase of R\$ 26 million, in a comparison between the first three quarters of 2014 and the same period of the previous year. The variations presented reflect the greatest non-operating expenses (such as losses on sale of foreclosed assets/other) in the period.

Return to Shareholders

Corporate Governance

Bradesco's management is made up of the Board of Directors and the Statutory Board of Executive Officers. The former 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 are elected by the Annual Shareholders' Meeting, which elect the members of the Board of Executive Officers.

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

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.

Investor Relations (IR)

In the third quarter, the Investor Relations area participated in events in 8 events in Brazil and 4 abroad, in Abu Dhabi, Doha, the United Arab Emirates and London. The schedule of events in Brazil counted with 3 Apimec meetings in the cities of Rio de Janeiro, Porto Alegre and São Paulo, with an audience of 1,264 people and more than 2,000 Internet users.

Bradesco was rated brAA+ (Excellent Corporate Governance Practices) by Austin Rating. Bradesco voluntarily adhered to Level 1 Corporate Governance of BM&FBovespa in 2001, as well as 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.

All subjects proposed for the General Meetings were duly approved on March 10, 2014.

On March 12, 2014, the CEO, Mr. Luiz Carlos Trabuco Cappi, was elected Vice-Chairman of Bradesco's Board of Directors.

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.

Sustainability

Bradesco remains in the portfolio of the Dow Jones Sustainability World Index 2013/2014

For the ninth consecutive year, Bradesco was selected to join the Dow Jones Sustainability Index - DJSI of the New York Stock Exchange, in portfolios Dow Jones Sustainability World Index and Dow Jones Sustainability Emerging Markets. The index is composed of shares of listed companies that adopt the best practices in corporate sustainability, assessed through their performance in attributes such as: corporate governance, risk management, management of

climate changes, human capital development and management of suppliers. Since 1999, the Dow Jones Sustainability World Index is recognized by the capital market as the first global index that assigns differentiated value to companies that demonstrate consistently their actions and strategies for maintaining the ability to create value for stakeholders in the long term.

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Sustainability

National Monetary Council Resolution No 4327/14

Published by the Central Bank in April 2014, Resolution No 4327/14 is a relevant fact to the national and international financial system, as it regulates the need for adopting a social and environmental responsibility policy compatible with the nature of business of financial institutions authorized to operate by said regulator. The normative is the result of the evolution of the discussions of the sector on the topic and demonstrates that the issue goes beyond isolated environmental aspects to permeate business in full.

In anticipation to the Resolution, along the first half of 2013, the areas of Sustainability and Corporate Planning of Bradesco have teamed up in a robust process for structuring a sustainability strategic planning for the next 5 years. The process counts with the participation of the Executive Board and all dependencies of the Bradesco Organization, having as main objective to establish a clear relationship of sustainability with business, thus managing risks and opportunities appropriately. In a parallel way, the Bradesco Organization is working in both the review of the current Policy of Sustainability, as in the preparation of an Action Plan toward enhancing existing practices and meeting the new requirements of the market. The deadline to comply with the Resolution is February 28, 2015.

Bradesco was present at the Ethos Conference

Bradesco once again participated as a sponsor and organizer of the Ethos Conference, ratifying its commitment to corporate sustainability. Such participation sought to support discussions about innovative solutions and management models, benefiting sectors of the economy, society and other publics.

The Next moments brought to the event high-level discussions about "Digital technologies and new sources of value", "Business and innovative tools", and "Responsible innovation and business vision".

Bradesco

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

	Sept14	Jun14	In thousands Sept13
Common Shares	2,100,738	2,100,738	2,100,738
Preferred Shares	2,094,652	2,094,652	2,096,007
Subtotal – Outstanding Shares	4,195,391	4,195,391	4,196,745
Treasury Shares	11,883	11,883	10,529
Total	4,207,274	4,207,274	4,207,274

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

On September 30, 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

	Sept14	%	Ownership of Capital (%)	Sept13	%	Ownership of Capital (%)
Individuals	320,511	89.6	21.8	327,903	89.8	22.4
Companies	35,915	10.1	45.4	36,224	9.9	44.8
Subtotal Domiciled in Brazil	356,426	99.7	67.2	364,127	99.7	67.2
Domiciled Abroad	1,189	0.3	32.8	1,054	0.3	32.8
Total	357,615	100.0	100.0	365,181	100.0	100.0

Regarding Bradesco's shareholders, residing either in Brazil or abroad, there were 356,426 domiciled in Brazil on September 30 2014, accounting for 99.7% of all the shareholders, representing 67.2% of shares. The number of shareholders residing abroad was 1,189, accounting for 0.3% of the total number of shareholders, representing 32.8% of shares.

Bradesco Shares

Average Daily Trading Volume of Shares

Bradesco shares are traded on BM&FBovespa (São Paulo) and 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 the first three quarters of 2014, the average volume traded in a daily basis reached R\$ 565 million, being the highest value presented in the series below. Compared to the previous year, the average volume daily traded rose up 6.4%, due to the higher trading volume of our ADRs backed by preferred shares on the NYSE.

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\$ 1,129 by September 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)					
	3Q14	2Q14	Variation %	9M14	9M13	Variation %
Adjusted Net Income per Share	0.94	0.91	3.3	2.68	2.14	25.2
Dividends/Interest on Shareholders' Equity – Common Share (after Income Tax)	0.26	0.26	-	0.75	0.61	23.0
Dividends/Interest on Shareholders' Equity – Preferred Share (after Income Tax)	0.29	0.28	3.6	0.83	0.67	23.9

	In R\$ (unless otherwise stated)					
	Sept14	Jun14	Variation %	Sept14	Sept13	Variation %
Book Value per Common and Preferred Share	18.89	18.31	3.2	18.89	15.97	18.3
Last Trading Day Price – Common Shares	35.00	32.24	8.6	35.00	34.49	1.5
Last Trading Day Price – Preferred Shares	34.84	32.05	8.7	34.84	30.38	14.7
Last Trading Day Price – ADR ON (US\$)	14.32	14.67	(2.4)	14.32	15.75	(9.1)
Last Trading Day Price – ADR PN (US\$)	14.25	14.52	(1.9)	14.25	13.88	2.7
Market Capitalization (R\$ million) ⁽²⁾	146,504	134,861	8.6	146,504	136,131	7.6

(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.

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Return to Shareholders**Bradesco Shares****Recommendation of Market Analysts – Target Price**

Market analysts issue periodical recommendations on Bradesco preferred shares (BBDC4). In October 2014, we analyzed 10 reports prepared by these analysts. Their recommendations and a general consensus on the target price for December 2014 can be found below:

Recommendations %		Target Price in R\$ for Dec14	
Buy	60.0	Average	41.8
Keep	40.0	Standard Deviation	4.1
Sell	-	Higher	48.1
Under Analysis	-	Lower	36.5

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 September 30, 2014, Bradesco's market value, including closing quotes of Common and Preferred shares, was R\$ 146.5 billion, a growth of 7.6% over September 30, 2013.

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. ⁽¹⁾ Twelve-month adjusted net income.

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. ⁽¹⁾ Source: Economatica; and ⁽²⁾ Calculated by the share with highest liquidity.

Dividends/Interest on Shareholders' Equity

In the first three quarters of 2014, R\$ 3,760 million were assigned to shareholders as interest on shareholders' equity (JCP) and dividends. Over the past 12 months, the total JCP and Dividends assigned to shareholders accounted for 34.9% 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's shares comprise Brazil's main stock indexes, including the IBrX-50 and IBrX-100 (indexes that measure the total return of a theoretical portfolio comprising 50 and 100 of the most traded shares on BM&FBovespa, respectively), IFNC (Financial Index that comprises banks, insurance and financial companies), ISE (Corporate Sustainability Index), IGC (Special Corporate Governance Stock Index), the ITAG (Special Tag-Along Stock Index), the ICO2 (indicator composed of shares of companies that participate 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 cap companies listed).

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

	Sept14	In % (1)
Ibovespa		9.1
IBrX-50		9.7
IBrX-100		8.6
IFNC		19.9
ISE		4.8
IGC		6.5
ITAG		11.9
ICO2		14.7
MLCX		9.2

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

Bradesco

Return to Shareholders

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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.

	Sept14
Banks – Source : Brazilian Central Bank (Bacen)	
Demand Deposits	N
Savings Deposits	N
Time Deposits	N
Loan Operations	10.5 (1)
Loan Operations - Private Institutions	22.3 (1)
Loan Operations - Vehicles Individuals (CDC + Leasing)	13.3 (1)
Payroll-Deductible Loans	12.3 (1)
Number of Branches	20
Banks – Source : Social Security National Institute (INSS)/Dataprev	
Benefit Payment to Retirees and Pensioners	26
Banks – Source : Anbima	
Managed Investment Funds and Portfolios	19
Insurance, Pension Plans and Capitalization Bonds – Source: Insurance Superintendence (Susep) and National	
Supplementary Healthcare (ANS)	
Insurance, Pension Plan and Capitalization Bond Premiums	23.4
Insurance Premiums (including Long-Term Life Insurance - VGBL)	22.8
Life Insurance and Personal Accident Premiums	17.5
Auto/Basic Lines Insurance Premiums	10.7
Auto/Optional Third-Party Liability (RCF) Insurance Premiums	13.6
Health Insurance Premiums	45.8
Income from Pension Plan Contributions (excluding VGBL)	31.8
Capitalization Bond Income	24.1
Technical Reserves for Insurance, Pension Plans and Capitalization Bonds	27.5
Insurance and Pension Plans – Source: National Federation of Life and Pension Plans (Fenaprevi)	
Income from VGBL Premiums	24.8
Income from Unrestricted Benefits Generating Plans (PGBL) Contributions	24.1
Pension Plan Investment Portfolios (including VGBL)	31.0
Leasing – Source: Brazilian Association of Leasing Companies (ABEL)	
Lending Operations	19.6
Consortia – Source: Bacen	
Real Estate	27.1
Auto	27.4
Trucks, Tractors and Agricultural Implements	18.0
International Area – Source: Bacen	
Export Market	18
Import Market	13

(1) SFN data is preliminary; and

(2) Base Date: Aug/14.

N/A – Not Available.

Report on Economic and Financial Analysis – September 2014

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

Region	Sept14		Market Share	Sept13		Market Share
	Bradesco	Market		Bradesco	Market	
North	276	1,112	24.8%	280	1,092	25.6%
Northeast	843	3,606	23.4%	850	3,537	24.0%
Midwest	344	1,804	19.1%	346	1,752	19.7%
Southeast	2,423	11,843	20.5%	2,433	11,684	20.8%
South	773	4,304	18.0%	788	4,294	18.4%
Total	4,659	22,669	20.6%	4,697	22,359	21.0%

Reserve Requirements

%	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13	Mar13	Dec12
Demand Deposits								
Rate ⁽²⁾	45	45	44	44	44	44	44	44
Additional ⁽³⁾	-	-	-	-	-	-	-	-
Reserve Requirements ⁽¹⁾	34	34	34	34	34	34	34	34
Reserve Requirements (Microfinance)	2	2	2	2	2	2	2	2
Free	19	19	20	20	20	20	20	20
Savings Deposits								
Rate ⁽⁴⁾	20	20	20	20	20	20	20	20
Additional ⁽³⁾	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 ^{(3) (5)}	20	20	20	20	20	20	20	20
Additional ⁽³⁾	11	11	11	11	11	11	11	11
Free	69	69	69	69	69	69	69	69

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

(2) Collected in cash and not remunerated;

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

(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.; and

(5) As of the calculation period from 03/29/2010 to 04/01/2010, with compliance on 04/09/2010, reserve requirements are now exclusively in cash, and may be paid with credits acquired as provided for by legislation in force.

Note: On 7/24/2014, the Central Bank issued Circular Letter No. 3712/14, allowing the use of certain credit transactions in the reduction of Reserve Requirements.

Bradesco _____

Additional Information

Investments in Infrastructure, Information Technology and Telecommunication

With constant investment in technology, Bradesco has been increasingly consolidating its efficiency and focus on reduction of expenses in recent months, showing, through innovation, the ease of communication with its customers regarding contracting of products and services, in addition to the enhancement of internal-use routines, increasing the practicality and usability for its employees.

In July 2014, an important tool for checking and performing interbank transfers (TED, DOC and TEC) was made available at the Branch and Department Network. It is Bradesco Available Electronic Transfer Application, already operating in all Branches, which makes these operations more dynamic, as it allows customers to check several items on their account.

On Facebook, people with hearing disabilities are able to use an exclusive channel to interact with Bradesco and other users of the social network. The application is called Bradesco Libras, whereby videos are translated by an interpreter, allowing users to receive information regarding product, services, campaigns, safety tips, and more.

In this very same month, Bradesco was chosen, for the third consecutive year, the "Best Brazilian Bank" by Euromoney magazine. It is the Euromoney Awards for Excellence, the most important international award of the financial sector. Promoted by this prestigious and traditional English publication, it is considered a reference in the sector. The choice of the winners is based on an evaluation of the performance achieved, considering aspects such as profitability, carrying out of tasks, leadership, growth, innovations introduced in the market, and efficiency. The publication highlighted Bradesco's leadership and focus, as well as its

In a continuous search for innovation, other products were launched: application for Windows Phone; increased limit for transfer to customers that use Token and M-Token on Bradesco Celular, barcode scanner technology, b. wallet (service that allows customers to pay bills with Bradesco credit and debit cards - Visa flag - via smartphone), among others.

In August, Bradesco launched the InovaBra, a program that aims to discover innovations that can be used in the development of financial products and services towards the creation of new solutions for Bradesco. The program is aimed at companies in early stages of operation, called startups, located in Brazil, and lasts ten months: four for selection process, and six months for interaction process with Bradesco. At the end of the program, those that successfully complete the formation of their solutions may have their products used by Bradesco.

In September 2014, Bradesco innovated with check deposit via smartphone, pioneering service in Brazil that eliminates the need for physical document deposit. The service was started in 2012 on Digital Branches – Retail and Prime, and now is implemented at Bradesco Prime Paulista (SP) and Dona Primitiva Vianco (Osasco) Branches. To make a deposit via smartphone, the customer needs to download Bradesco application and, through it, capture the check with the mobile phone camera. Then, the customer will send the document by using the transactional environment of the app. The period for compensation is the same as for the physical deposit, and the operation can be checked on the account statement immediately.

operational efficiency, a result of continuous investments in technology, strong control over expenses and gains with organic growth.

Bradesco was also featured in the ranking of The Banker magazine, due to the product F. Banking - Bradesco *Investimentos e Crédito* via Facebook, aiming to be where the customers are. Bradesco's system was adapted to the new channel, but still has the same appearance as other channels, like the Internet Banking and mobile phone. The convenience for users is that they do not have to leave Facebook to conduct their banking transactions.

There have been important advances in the Systems Architecture. At the end of type approvals and implementations in this quarter, development stood at 90.7%. Large implementation have been completed as Mortgage and Credit Recovery-Business Plan, in addition to significant advances in the pilot and expansion such as Collection, Payroll-Deductible Loans and Automatic Debit. Highlight also to the approvals that, from December 2014, will enable the trading of Assets, such as Leasing, Farm Loan and Transfers of Funds, and the certification of the Contas Project.

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Investments in Infrastructure, Information Technology and Telecommunications

To improve the availability and integrity of processed data, Bradesco has completed the revitalization of its contingency Datacenter infrastructure at Núcleo Alphaville, and has also upgraded their central computers (Mainframes), purchasing the latest models available on the market. Now, it also has the technology of solid disks for data storage systems, allowing for a better performance in the processing of the services offered. It has completed the migration of Amex International processing platform to Bradesco's local platform, which aimed at the operating efficiency and the possibility of increasing the network of affiliated establishments.

As a prerequisite for its continuous expansion, Bradesco has invested R\$ 3,471 million in Infrastructure, Information Technology and Telecommunications in the first three quarters of 2014. The total amount invested over recent years, including infrastructure (facilities, restorations, improvements, furniture and fixtures), can be found below:

	9M14	2013	2012	2011	R\$ million 2010
Infrastructure	557	501	718	1,087	716
Information Technology and Telecommunications	2,914	4,341	3,690	3,241	3,204
Total	3,471	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 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.

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.

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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. 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.bradescori.com.br.

Additional Information**Capital Adequacy Ratio**

The implementation of the new capital structure in Brazil began in October 2013. Through the CMN Resolution No. 4192/13, Bacen provided a new methodology to assess Capital, replacing CMN Resolution No. 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 September 2014, the Capital amounted to R\$ 95,825 million, against risk-weighted assets totaling R\$ 588,752 million. The Basel Capital Adequacy Ratio had an increase compared to the previous quarter of 0.5 p.p., from 15.8% in June 2014 to 16.3% in September 2014, impacted, basically by: (i) the increase in Shareholders' Equity, due to the increase in the result for the quarter; and (ii) the reduction in the asset weighting of credit risk caused by the effect of Bacen Circular Letter N° 3711/14 and N° 3714/14.

Calculation Basis	Basel III (1) Financial Consolidated				Economic-	
	Sept14	Jun14	Mar14	Dec13	Sept13	Jun13
Capital	95,825	94,090	92,235	95,804	93,064	92,235
Tier I	74,127	71,892	69,934	70,808	71,830	69,934
Common Equity	74,127	71,892	69,934	70,808	71,830	69,934
Shareholders' Equity	79,242	76,800	73,326	70,940	67,033	66,000
Prudential Adjustments provided for in CMN Resolution 4192/13 ⁽²⁾	(5,115)	(4,908)	(3,392)	(132)	-	-
Adjustments Provided for in CMN Resolution 3444/07	-	-	-	-	4,797	3,392
Tier II	21,698	22,198	22,301	24,996	21,234	22,301
Mark-to-Market Adjustments	-	-	-	-	(4,508)	(3,392)
Subordinated Debt ⁽³⁾	21,698	22,198	22,301	24,996	25,741	26,000
Risk-Weighted Assets (RWA)	588,752	596,457	585,991	576,777	566,797	603,000
Credit Risk	534,165	548,600	534,885	526,108	482,336	479,000
Operating Risk	30,980	29,853	29,853	23,335	33,100	30,000
Market Risk	23,607	18,004	21,253	27,334	51,361	93,000
Total Ratio ⁽⁴⁾	16.3%	15.8%	15.7%	16.6%	16.4%	15.8%
Tier I Capital	12.6%	12.1%	11.9%	12.3%	12.7%	11.9%
Common Equity	12.6%	12.1%	11.9%	12.3%	-	-
Capital Nível II	3.7%	3.7%	3.8%	4.3%	3.7%	3.9%

(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 No. 4192/13. The impact of these adjustments in the Main Capital deduction was 0% in 2013, and will be 20% in 2014, 40% in 2015, 60% in 2016, 80% in 2017 and 100% in 2018;

(3) In addition, it is worth stressing that, from the total amount of subordinated debt, R\$ 21,698 million will be used to compose the Tier II of the Capital Adequacy Ratio, calculated as per CMN Resolution No. 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 No. 4192/13 and 4193/13.

Bradesco _____

Additional Information

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Report on Economic and Financial Analysis – September 2014



Independent Auditors' Report

Limited Assurance Report about 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. as at September 30, 2014 and for the quarter and nine-month period ended as at September 30, 2014, in the form of a limited assurance conclusion if, based on our engagement performed, nothing has come to our attention that causes us to believe that the supplementary accounting information included within the Economic and Financial Analysis Report are not 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 of Bradesco 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 determined as 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 review the supplementary accounting information included within the Economic and Financial Analysis Report prepared by Bradesco and to report thereon in the form of a limited 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 a meaningful level of limited assurance about whether we did not become aware of any fact that could lead us to believe that the supplementary accounting information included within the Economic and Financial Analysis Report are not 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 understanding of the supplementary accounting information included within the Economic and Financial Analysis Report, as well as other circumstances of our work and our consideration of other areas that may contain material misstatements.

Limited assurance is less than absolute assurance and reasonable assurance. Procedures to gather information to a limited assurance engagement are more limited than to a reasonable assurance engagement and, therefore, we obtain less assurance than a reasonable assurance engagement; consequently, we do not express neither an audit opinion nor a reasonable assurance over the supplementary accounting information included within the Economic and Financial Analysis Report.

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 to 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 – September 2014

Limited Assurance Report about 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, as at September 30, 2014 and for the quarter and nine-month period ended September 30, 2014 has been prepared by the Management of Bradesco, based on the information contained in the September 30, 2014 consolidated financial statements and the accounting 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 this date.

Conclusion

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

Based on the procedures performed we did not become aware of any fact that lead us to believe that the supplementary accounting information included within the Economic and Financial Analysis Report are not presented, in all relevant respects, in accordance with the information referred to in the "Criteria for preparing the supplementary accounting information" paragraph.

Osasco, October 29, 2014

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

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Report on Economic and Financial Analysis – September 2014

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Management Report

Dear Shareholders,

We hereby present the consolidated financial statements of Banco Bradesco S.A., for the period ended September 30, 2014, prepared in accordance with the accounting practices adopted in Brazil and applicable to institutions authorized to operate by the Brazilian Central Bank.

The signs of sustainable growth resumed in the United States have intensified expectations of regulating the local monetary policy. This process tends to cause changes to the global funding standard, which can lead to increased financial volatility in emerging countries. Brazil is more prepared to face the challenges posed by this scenario and can increase its resilience capacity based on its increased commitment to consistent macroeconomic policies that strengthen the confidence of economic agents and ensure continuity of social advances observed in recent years.

The most notable events that took place in the Organization during the quarter are:

- **the Quality Certificate issued to Bradesco on July 7th by IIA - Institute of Internal Auditors**, an entity present in more than 130 countries, empowered to assess and grant the Quality Certificates to Internal Audits. It acknowledges that Bradesco's Internal Audit structure is prepared to act independently in all its dimensions, observing best practices regarding Risk Assessment and the effectiveness of Internal

In the first nine months of the year, taxes and contributions, including social security contributions, paid or provisioned, came to R\$ 18.438 billion, of which R\$ 7.244 billion related to taxes withheld and collected from third parties, and R\$ 11.194 billion related to activities developed by the Bradesco Organization, equivalent to 100.9% of Net Income.

At the end of the quarter, the Paid-in Capital came to R\$ 38.100 billion. Together with Equity Reserves of R\$ 41.142 billion, Shareholders' Equity came to R\$ 79.242 billion, 18.2% up on the same period in 2013, and equivalent to a book value of R\$ 18.89 per share.

Based on its stock price, Bradesco's Market Capitalization came to R\$ 146.504 billion on September 30, 2014, equivalent to 1.8 times the Shareholders' Equity.

The Administered Shareholders' Equity is equivalent to 8.1% of the Consolidated Assets, which totaled R\$ 987.364 billion, an 8.8% growth compared to September 2013. Thus, the Capital Adequacy Ratio reached 16.3%, substantially higher than the 11% minimum established by National Monetary Council Resolution nº 2099/94, in conformity with the Basel Committee. At the end of the quarter, the fixed asset ratio in relation to the Consolidated Reference Assets was 46.8% in the consolidated financial result, and 13.0% in the consolidated economic and financial result, well within the 50% limit.

Controls;

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”.

- **inauguration on August 4th of the first branch in Vila Kennedy**, located in the western region of the city of Rio de Janeiro, providing access to financial inclusion to approximately 130 thousand local residents;

On September 30, 2014, total funding raised and managed by the Bradesco Organization totaled R\$ 1.385 trillion, 10.3% more than in the same period in the previous year, broken down as follows:

- **on September 12th, for the ninth consecutive year, Bradesco was selected to join the Dow Jones Sustainability Index - DJSI** from the New York Stock Exchange, in portfolios Dow Jones Sustainability World Index and Dow Jones Sustainability Emerging Markets. DJSI is comprised of shares from a select list of companies that present best sustainable development practices; and

R\$ 509.695 billion in demand deposits, time deposits, interbank deposits, savings accounts and federal funds purchased and securities sold under agreements to repurchase, a 7.2% expansion;

- **on September 15th Bradesco received the RA1000 Reclame AQUICertificate**, becoming the first bank awarded the maximum seal of quality for handling complaints from the website *Reclame AQUI*, RA1000.

R\$ 486.941 billion in assets under management, comprising investment funds, managed portfolios and third-party fund quotas, an 11.1% increase;

From January 1 through September 30, 2014, Bradesco's Net Income was R\$ 11.096 billion, corresponding to R\$ 2.64 per share and profitability of 20.2% over the average Shareholders' Equity^(*). The annual return on Average Assets was 1.6%.

R\$ 210.239 billion in the exchange portfolio, borrowings and onlendings in Brazil, working capital, tax payments and collection and related charges, funds from issuance of securities in Brazil, and subordinated debt in Brazil, a 19.5% expansion;

R\$ 145.969 billion in technical reserves for insurance, pension plans and capitalization bonds, up by 9.3%; and

During this period, R\$ 3.760 billion were destined to shareholders as Interest on Equity and Dividends, of which R\$ 1.575 billion were paid in monthly and interim installments and R\$ 2.185 billion were provisioned.

Report on Economic and Financial Analysis – September 2014

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Management Report

R\$ 32.291 billion in foreign funding, through public and private issues, subordinated debt abroad, securitization of future financial flows and borrowings and onlendings abroad, equivalent to US\$ 13.174 billion.

8,156 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, and Banco Alvorada 1; and PAs: 3,497);

At the end of the period, the balance of the consolidated credit operations at the concept expanded, totaled R\$ 444.195 billion, an increase of 7.7% compared to September 2013, including:

3 Overseas Branches, one in New York and two in Grand Cayman;

R\$ 5.814 billion in advances on exchange contracts, giving a total export financing portfolio of US\$ 12.107 billion;

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);

US\$ 3.650 billion in import financing denominated in foreign currency;

R\$ 4.608 billion in leasing operations;

49,020 Bradesco Expresso service points;

R\$ 23.854 billion in rural lending;

1,159 PAEs – in-company electronic service branches; and

R\$ 95.294 billion in consumer financing, including R\$ 15.771 billion in credit card receivables;

R\$ 70.280 billion in sureties and guarantees; and

1,398 External terminals in the Bradesco Dia & Noite network and 12,213 ATMs in the

R\$ 34.693 billion in operations involving the onlending of foreign and domestic funds, originating mainly from the Brazilian Development Bank (BNDES), as one of its main onlending agents.

From January to September, the Bradesco Organization allocated a total of R\$ 11.080 billion in Real Estate Loan resources for the construction and acquisition of 48,634 homes.

Bradesco BBI, the Bradesco Organization's investment bank, advises customers on share issues, merger and acquisition transactions and the structuring and distribution of debt instruments, which includes debentures, promissory notes, CRIs, mortgage-backed investment funds, receivables-backed investment funds (FIDCs) and bonds in Brazil and abroad, in addition to structured financing operations for companies and project finance. From January to September 2014, the volume of Bradesco BBI's transactions reached R\$ 155.205 billion.

On September 30, 2014, Grupo Bradesco Seguros, one of the leaders in the Insurance, Capitalization Bond and Pension Plan segments, posted Net Income of R\$ 3.170 billion and Shareholders' Equity of R\$ 19.507 billion. Net written insurance premiums, pension contributions and capitalization bond income came to R\$ 38.346 billion, 8.8% up on the same period in the previous year.

At the end of the period, the Organization's Network Service, present in all regions of the country and several locations abroad, consisted of 59,747 terminals, and it also had 31,107 ATMs from the Bradesco *Dia & Noite* Automated Service Network, of which 30,625 were also operative during weekends and holidays, in addition to 16,946 ATMs from the *Banco24Horas* Network, available to customers for cash withdrawals, balance

Banco24Horas network, with 721 terminals shared by both networks.

According to the Securities and Exchange Commission Instruction nº 381/03, from January to September 2014 the Bradesco Organization did not hire or have services provided by KPMG Auditores Independentes not related to external audit, at no more than 5% of the total fees related to external audit services. 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.

In the Human Resources department, each year the Organization has emphasized the progress of training programs implemented by UNIBRAD - Bradesco Corporate University, which are focused on staff training and development, seeking their qualification to ensure that Bradesco's Clients receive excellent customer care. A total of 2,620 courses were offered from January to September 2014, serving 831,838 individuals. At the end of the quarter, the benefits aimed at improving their safety, well-being and overall quality of life, as well as that of their dependents, covered 204,420 individuals.

verification, bank statements, loan request, payments and transfers between accounts. In the payroll-deductible loan segment, the network had 2,068 Bradesco Promotora correspondent bank branches, and in the vehicle segment, it had 12,401 Bradesco Financiamentos points of sale.

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Management Report

Fundação Bradesco, the social arm of the Organization, has 40 schools implemented in socially and economically underprivileged regions in all Brazilian states and the Federal District, and it develops a broad social and educational program. The budget for this year is forecast at R\$ 523.434 million, R\$ 71.095 million of which is intended to restructuring high school education through classroom expansion works, and R\$ 452.339 will enable offering free quality education to: a) 105,672 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) 370 thousand students who will complete at least one of the distance-learning courses (EaD) available on the e-learning portal; and c) 21,527 beneficiaries in partnership projects and initiatives, including the Digital Inclusion Centers (CIDs), the Educa+Ação program and technology courses (Educar and Aprender). The approximately 45 thousand students enrolled in the basic education system also receive uniforms, school supplies, meals, and medical and dental assistance free of charge.

The Bradesco Sports and Education Program offers training and leisure sports through its Training Centers and Experts, combining actions related to education, health and well-being. The activities are developed in the city of Osasco, SP in its Sports Development Center, in Fundação Bradesco schools, in private schools, and municipal sports centers, teaching women's volleyball and basketball. Currently, about 2,000 children and young adults from 8 to 20 years old are benefited, reinforcing its commitment to defend a country that is increasingly values talent, effort and the exercise of citizenship.

- **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 the Dom Cabral Foundation;
- **The 2014 Technology Award by The Banker magazine** under the Social Media category, with the case F.Banking Bradesco – Investments and Credit on Facebook;
- **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; 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.

Bradesco received several important acknowledgments during the period, including:

- **Labeled the most valuable bank in Latin America and the 5th among all segments**, according to a survey conducted by international consulting company BrandAnalytics and Millward Brown;

- **Placed among the 150 Best Companies to Work For in Brazil from *Guia Você S/A Exame*** for the 15th consecutive time, receiving the best score compared to other banks;

- **Ranks among The Best in People Management**, in a study published in the special magazine *Valor Carreira*, from the newspaper *Valor Econômico*, supported by *Aon*, an international consulting company;

The results achieved reflect the size of the strategy developed by the Bradesco Organization, always based on ideals that include quality and efficiency. We would like to thank our shareholders and customers for their trust and support, as well as our employees and other personnel for their dedicated efforts.

Cidade de Deus, October 29, 2014

Board of Directors

Board of Executive Officers

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

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Statement of Financial Position - In thousands of Reais

Assets	2014		2013
	September	June	September
Current assets	664,064,302	600,639,035	618,954,672
Cash and due from banks (Note 6)	11,315,727	11,534,602	16,427,082
Interbank investments (Notes 3d and 7)	180,754,970	136,983,854	144,036,291
Investments in federal funds sold and securities borrowed under agreements to resell	172,478,113	125,321,856	137,096,987
Interbank investments	8,309,559	11,675,372	6,971,607
Allowance for losses	(32,702)	(13,374)	(32,303)
Securities and derivative financial instruments (Notes 3e, 3f, 8 and 32b)	221,372,749	199,469,993	212,018,338
Own portfolio	196,970,917	176,316,096	191,265,444
Subject to repurchase agreements	16,697,492	16,222,348	16,755,937
Derivative financial instruments (Notes 3f, 8e II and 32b)	4,112,977	4,733,427	2,549,820
Underlying guarantees provided	3,591,363	1,944,322	1,447,137
Securities subject to unrestricted repurchase agreements	-	253,800	-
Interbank accounts	47,673,247	55,195,430	50,930,902
Unsettled payments and receipts	897,884	1,557,986	1,335,700
Reserve requirement (Note 9):			
- Reserve requirement - Brazilian Central Bank	46,712,816	53,501,826	49,472,675
- National treasury - rural loans	-	-	578
- SFH	5,551	4,249	4,092
Correspondent banks	56,996	131,369	117,857
Interdepartmental accounts	257,849	320,342	614,459
Internal transfer of funds	257,849	320,342	614,459
Loans (Notes 3g, 10 and 32b)	134,076,293	132,038,064	126,525,046
Loans:			
- Public sector	79,078	31,779	100,163
- Private sector	148,282,452	145,639,263	139,582,729
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(14,285,237)	(13,632,978)	(13,157,846)
Leasing (Notes 2, 3g, 10 and 32b)	2,159,103	2,281,099	2,913,101
Leasing receivables:			
- Private sector	4,278,182	4,615,232	5,819,479
Unearned income from leasing	(1,955,260)	(2,103,807)	(2,594,056)
Allowance for leasing losses (Notes 3g, 10f, 10g and 10h)	(163,819)	(230,326)	(312,322)
Other receivables	63,248,433	59,524,158	62,491,742
Receivables on sureties and guarantees honored (Note 10a-3)	36,057	30,304	20,605
Foreign exchange portfolio (Note 11a)	11,564,574	11,476,110	16,763,694
Receivables	677,736	603,653	771,582
Securities trading	1,113,535	830,940	1,326,546
Specific receivables	3,650	3,292	2,737
	4,259,330	4,070,116	3,534,583

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Insurance and reinsurance receivables and reinsurance assets –
technical reserves

Sundry (Note 11b)	46,445,835	43,292,639	40,957,046
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(852,284)	(782,896)	(885,051)
Other assets (Note 12)	3,205,931	3,291,493	2,997,711
Other assets	1,737,929	1,660,960	1,438,684
Provision for losses	(653,322)	(647,622)	(540,394)

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

Bradesco _____

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Statement of Financial Position - In thousands of Reais

Assets	2014		2013
	September	June	September
Prepaid expenses (Notes 3i and 12b)	2,121,324	2,278,155	2,099,421
Long-term receivables	308,249,694	315,346,984	273,408,836
Interbank investments (Notes 3d and 7)	579,795	669,821	930,315
Interbank investments	579,795	669,821	930,315
Securities and derivative financial instruments (Notes 3e, 3f, 8 and 32b)	122,072,195	133,730,405	101,660,955
Own portfolio	71,012,203	75,546,787	41,864,953
Subject to repurchase agreements	47,439,782	50,286,078	53,982,800
Derivative financial instruments (Notes 3f, 8e II and 32b)	1,337,436	1,000,075	758,543
Subject to the Brazilian Central Bank	20,104	19,008	-
Privatization currencies	59,893	62,237	66,741
Underlying guarantees provided	1,879,163	5,990,548	4,370,674
Securities subject to unrestricted repurchase agreements	323,614	825,672	617,244
Interbank accounts	608,461	599,801	575,787
Reserve requirement (Note 9):			
- SFH	608,461	599,801	575,787
Loans (Notes 3g, 10 and 32b)	149,451,323	145,031,278	134,228,511
Loans:			
- Public sector	2,141,863	1,919,401	71,233
- Private sector	149,840,848	145,510,575	141,067,976
Loans Related to Assignment	4,311,728	4,205,713	-
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(6,843,116)	(6,604,411)	(6,910,698)
Leasing (Notes 2, 3g, 10 and 32b)	2,188,198	2,301,181	2,652,319
Leasing receivables:			
- Private sector	4,631,331	4,985,585	5,824,715
Unearned income from leasing	(2,345,931)	(2,528,065)	(2,972,858)
Allowance for leasing losses (Notes 3g, 10f, 10g and 10h)	(97,202)	(156,339)	(199,538)
Other receivables	31,657,475	31,400,852	31,648,241
Receivables	7,588	7,459	63,831
Securities trading	411,429	126,860	277,994
Sundry (Note 11b)	31,251,837	31,317,233	31,317,322
Allowance for loan losses (Notes 3g, 10f, 10g and 10h)	(13,379)	(50,700)	(10,906)
Other assets (Note 12)	1,692,247	1,613,646	1,712,708
Prepaid expenses (Notes 3i and 12b)	1,692,247	1,613,646	1,712,708
Permanent assets	15,050,416	15,145,755	15,330,618
Investments (Notes 3j, 13 and 32b)	1,931,275	1,886,747	1,909,648
Equity in the earnings (losses) of unconsolidated companies - In Brazil	1,514,850	1,471,009	1,430,183
Other investments	690,153	689,466	753,355
Allowance for losses	(273,728)	(273,728)	(273,890)

Premises and equipment (Notes 3k and 14)	4,591,285	4,578,907	4,392,074
Premises	1,472,902	1,463,321	1,358,294
Other assets	10,338,796	10,352,291	10,038,106
Accumulated depreciation	(7,220,413)	(7,236,705)	(7,004,326)
Intangible assets (Notes 3l and 15)	8,527,856	8,680,101	9,028,896
Intangible assets	16,203,331	16,416,704	17,142,670
Accumulated amortization	(7,675,475)	(7,736,603)	(8,113,774)
Total	987,364,412	931,131,774	907,694,126

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

Report on Economic and Financial Analysis – September 2014

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Statement of Financial Position - in thousands of Reals

Liabilities	2014		2013
	September	June	September
Current liabilities	699,866,046	645,826,729	616,862,601
Deposits (Notes 3n and 16a)	164,460,431	164,831,687	159,535,717
Demand deposits	33,299,639	36,176,242	39,455,794
Savings Deposits	87,293,425	84,318,918	76,487,681
Interbank deposits	505,401	329,746	630,881
Time deposits (Notes 16a and 32b)	43,361,966	44,006,781	42,961,361
Federal funds purchased and securities sold under agreements to repurchase (Notes 3n and 16b)	274,929,619	232,207,444	240,169,812
Own portfolio	106,890,629	108,296,248	108,060,765
Third-party portfolio	167,151,431	122,146,097	123,414,339
Unrestricted portfolio	887,559	1,765,099	8,694,708
Funds from issuance of securities (Notes 16c and 32b)	42,244,712	36,898,189	23,427,331
Mortgage and real estate notes, letters of credit and others	38,891,494	33,703,331	19,297,444
Securities issued abroad	3,177,342	3,043,455	4,129,887
Structured Operations Certificates	175,876	151,403	-
Interbank accounts	1,159,475	1,910,430	1,690,733
Correspondent banks	1,159,475	1,910,430	1,690,733
Interdepartmental accounts	3,381,363	3,762,883	3,114,624
Third-party funds in transit	3,381,363	3,762,883	3,114,624
Borrowing (Notes 17a and 32b)	13,148,052	12,870,253	11,394,227
Borrowing in Brazil - other institutions	6,485	5,686	4,481
Borrowing abroad	13,141,567	12,864,567	11,389,746
Onlending in Brazil - official institutions (Notes 17b and 32b)	12,707,996	11,860,115	11,949,437
National treasury	128,451	1,109	36,673
BNDES	3,870,102	3,261,698	3,833,412
CEF	13,849	16,388	21,193
FINAME	8,694,333	8,579,662	8,058,159
Other institutions	1,261	1,258	-
Onlending abroad (Notes 17b and 32b)	237,093	212,745	163,889
Onlending abroad	237,093	212,745	163,889
Derivative financial instruments (Notes 3f, 8e II and 32b)	4,155,241	3,985,513	2,383,241
Derivative financial instruments	4,155,241	3,985,513	2,383,241
Technical reserves for insurance, pension plans and capitalization bonds (Notes 3o and 21)	122,133,351	119,068,718	107,688,061
Other liabilities	61,308,713	58,218,752	55,345,529
Payment of taxes and other contributions	3,926,928	3,736,961	3,551,787
Foreign exchange portfolio (Note 11a)	5,611,062	5,551,655	10,322,654
Social and statutory	2,437,492	2,187,638	1,806,690
Tax and social security (Note 20a)	5,477,382	5,635,570	6,020,478
Securities trading	2,306,418	1,918,240	1,913,416

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Financial and development funds	2,554	1,236	4,125
Subordinated debts (Notes 19 and 32b)	4,442,691	2,649,372	1,884,933
Sundry (Note 20b)	37,104,186	36,538,080	29,841,446
Long-term liabilities	207,500,878	207,795,160	222,530,298
Deposits (Notes 3n and 16a)	47,420,936	48,438,846	57,241,678
Interbank deposits	168,184	191,281	210,254

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

Bradesco _____

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Statement of Financial Position - in thousands of Reais

Liabilities	2014		2013
	September	June	September
Time deposits (Notes 16a and 32b)	47,252,752	48,247,565	57,031,424
Federal funds purchased and securities sold under agreements to repurchase (Notes 3n and 16b)	22,884,544	23,403,544	18,410,121
Own portfolio	22,884,544	23,403,544	18,410,121
Funds from issuance of securities (Notes 16c and 32b)	33,038,146	32,978,552	31,999,325
Mortgage and real estate notes, letters of credit and others	27,610,499	27,895,149	24,654,400
Securities issued abroad	5,351,820	5,024,645	7,344,925
Structured Operations Certificates	75,827	58,758	-
Borrowing (Notes 17a and 32b)	1,924,310	857,437	595,639
Borrowing in Brazil - other institutions	13,524	14,179	7,717
Borrowing abroad	1,910,786	843,258	587,922
Onlending in Brazil - official institutions (Notes 17b and 32b)	28,543,706	28,340,766	27,203,641
BNDES	8,257,790	8,124,315	8,206,431
CEF	10,911	13,515	23,320
FINAME	20,274,673	20,202,564	18,972,244
Other institutions	332	372	1,646
Derivative financial instruments (Notes 3f, 8e II and 32b)	921,044	741,052	854,494
Derivative financial instruments	921,044	741,052	854,494
Technical reserves for insurance, pension plans and capitalization bonds (Notes 3o and 21)	23,835,692	23,663,671	25,865,604
Other liabilities	48,932,500	49,371,292	60,359,796
Tax and social security (Note 20a)	9,871,099	10,808,229	19,906,794
Subordinated debts (Notes 19 and 32b)	32,021,706	32,734,624	34,250,390
Sundry (Note 20b)	7,039,695	5,828,439	6,202,612
Deferred income	265,732	223,400	676,195
Deferred income	265,732	223,400	676,195
Non-controlling interests in subsidiaries (Note 22)	489,640	486,207	591,640
Shareholders' equity (Note 23)	79,242,116	76,800,278	67,033,392
Capital:			
- Domiciled in Brazil	37,622,388	37,622,310	37,622,511
- Domiciled abroad	477,612	477,690	477,489
Capital reserves	11,441	11,441	11,441
Profit reserves	41,487,446	38,976,929	32,006,076
Asset valuation adjustments	(58,756)	9,923	(2,821,876)
Treasury shares (Notes 23d and 32b)	(298,015)	(298,015)	(262,249)
Attributable to equity holders of the Parent Company	79,731,756	77,286,485	67,625,032
Total	987,364,412	931,131,774	907,694,126

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

Report on Economic and Financial Analysis – September 2014

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Income Statement *-In thousands of Reais*

	2014		2013	
	3 rd quarter	2 nd quarter	September	September
Revenue from financial intermediation	28,447,992	27,806,362	81,853,795	69,481,015
Loans (Note 10j)	15,092,076	14,316,694	43,075,742	38,769,344
Leasing (Note 10j)	158,771	165,636	500,999	600,359
Operations with securities (Note 8h)	8,608,578	8,018,709	23,858,659	21,364,504
Financial income from insurance, pension plans and capitalization bonds (Note 8h)	3,443,157	3,564,421	10,271,026	6,371,102
Derivative financial instruments (Note 8h)	(493,433)	540,076	180,193	(1,670,889)
Foreign exchange operations (Note 11a)	563,816	73,647	629,937	1,702,441
Reserve requirement (Note 9b)	1,094,011	1,139,673	3,315,759	2,197,566
Sale or transfer of financial assets	(18,984)	(12,494)	21,480	146,588
Financial intermediation expenses	22,334,412	17,176,987	55,591,602	46,158,612
Federal funds purchased and securities sold under agreements to repurchase (Note 16e)	13,117,836	11,179,473	34,762,555	28,079,777
Adjustment for inflation and interest on technical reserves for insurance, pension plans and capitalization bonds (Note 16e)	2,437,088	2,492,083	7,510,153	3,832,783
Borrowing and onlending (Note 17c)	3,004,488	(139,128)	2,648,036	3,902,691
Allowance for loan losses (Notes 3g, 10g and 10h)	3,775,000	3,644,559	10,670,858	10,343,361
Gross income from financial intermediation	6,113,580	10,629,375	26,262,193	23,322,403
Other operating income (expenses)	(2,370,852)	(3,991,364)	(9,863,644)	(10,912,003)
Fee and commission income (Note 24)	5,586,695	5,225,624	16,002,747	14,303,087
Other fee and commission income	4,328,967	3,934,689	12,405,714	11,304,576
Income from banking fees	1,257,728	1,290,935	3,597,033	2,998,511
Insurance, pension plan and capitalization bond retained premiums (Notes 3o and 21d)	12,799,606	13,883,351	38,065,015	35,096,136
Net premiums written	12,904,010	13,992,488	38,345,993	35,260,284
Reinsurance premiums	(104,404)	(109,137)	(280,978)	(164,148)
Variation in technical reserves for insurance, pension plans and capitalization bonds (Note 3o)	(4,818,500)	(6,504,866)	(15,470,548)	(15,564,188)
Retained claims (Note 3o)	(4,778,474)	(4,206,128)	(13,200,633)	(11,380,655)
Capitalization bond draws and redemptions (Note 3o)	(1,295,096)	(1,172,860)	(3,554,689)	(2,991,662)
Insurance, pension plan and capitalization bond selling expenses (Note 3o)	(737,347)	(728,741)	(2,153,953)	(1,875,144)
Payroll and related benefits (Note 25)	(4,052,293)	(3,447,840)	(10,779,280)	(9,596,066)
Other administrative expenses (Note 26)	(3,663,861)	(3,606,827)	(10,786,025)	(10,498,702)

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Tax expenses (Note 27)	(910,176)	(1,168,898)	(3,220,349)	(2,932,536)
Equity in the earnings (losses) of unconsolidated companies (Note 13b)	43,852	34,864	130,479	17,227
Other operating income (Note 28)	2,550,817	707,261	4,069,363	2,595,556
Other operating expenses (Note 29)	(3,096,075)	(3,006,304)	(8,965,771)	(8,085,056)
Operating income	3,742,728	6,638,011	16,398,549	12,410,400
Non-operating income (loss) (Note 30)	(94,073)	(134,594)	(338,112)	(85,879)
Income before income tax and social contribution and non-controlling interests	3,648,655	6,503,417	16,060,437	12,324,521
Income tax and social contribution (Notes 34a and 34b)	255,781	(2,696,382)	(4,875,989)	(3,313,908)
Non-controlling interests in subsidiaries	(29,830)	(29,281)	(88,912)	(78,785)
Net income	3,874,606	3,777,754	11,095,536	8,931,828

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

Bradesco _____

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Statement of Changes in Shareholders' Equity – In Thousands of Reais

Events	Paid-in	Capital	Profit reserves		Asset valuation		Treasury	Retain
	Capital	reserves Share premium	Legal	Statutory	adjustments Bradesco	Subsidiaries		
Balance on December 31, 2012	30,100,000	11,441	3,838,474	30,380,303	886,689	5,027,853	(197,301)	
Capital increase through reserves	8,000,000	-	-	(8,000,000)	-	-	-	
Acquisition of treasury shares	-	-	-	-	-	-	(64,948)	
Asset valuation adjustments	-	-	-	-	(3,214,352)	(5,522,066)	-	
Net income	-	-	-	-	-	-	-	8,93
Allocations:- Reserves	-	-	446,591	5,340,708	-	-	-	(5,787
- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-	-	(3,144
Balance on September 30, 2013	38,100,000	11,441	4,285,065	27,721,011	(2,327,663)	(494,213)	(262,249)	
Balance on March 31, 2014	38,100,000	11,441	4,611,184	31,771,688	(870,793)	491	(298,015)	
Asset valuation adjustments	-	-	-	-	592,839	287,386	-	
Net income	-	-	-	-	-	-	-	3,77
Allocations:- Reserves	-	-	188,888	2,405,169	-	-	-	(2,594
- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-	-	(354
- Interim Dividends Paid	-	-	-	-	-	-	-	(829
Balance on June 30, 2014	38,100,000	11,441	4,800,072	34,176,857	(277,954)	287,877	(298,015)	
Asset valuation adjustments	-	-	-	-	110,259	(178,938)	-	
Net income	-	-	-	-	-	-	-	3,87
Allocations:- Reserves	-	-	193,730	2,316,787	-	-	-	(2,510

- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-	-	(1,364)
Balance on September 30, 2014	38,100,000	11,441,499,802	36,493,644	(167,695)	108,939	(298,015)		
Balance on December 31, 2013	38,100,000	11,441,439,025	29,712,872	(865,373)	(189,070)	(269,093)		
Acquisition of treasury shares	-	-	-	-	-	-	(28,922)	
Asset valuation adjustments	-	-	-	-	697,678	298,009	-	
Net income	-	-	-	-	-	-	-	11,099
Allocations:- Reserves	-	-	554,777	6,780,772	-	-	-	(7,335)
- Interest on shareholders' equity paid and/or provisioned	-	-	-	-	-	-	-	(2,930)
- Interim Dividends Paid	-	-	-	-	-	-	-	(829)
Balance on September 30, 2014	38,100,000	11,441,499,802	36,493,644	(167,695)	108,939	(298,015)		

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

Report on Economic and Financial Analysis – September 2014

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Statement of Value Added—In thousands of Reais

Description	2014					
	3 rd quarter	%	2 nd quarter	%	September	%
1 - Revenue	31,047,350	351.2	28,473,451	251.1	86,387,000	251.1
1.1) Financial intermediation	28,447,992	321.8	27,806,362	245.2	81,853,000	245.2
1.2) Fees and commissions	5,586,695	63.2	5,225,624	46.1	16,002,000	46.1
1.3) Allowance for loan losses	(3,775,000)	(42.7)	(3,644,559)	(32.1)	(10,670,800)	(32.1)
1.4) Other (1)	787,663	8.9	(913,976)	(8.1)	(797,700)	(8.1)
2 - Financial intermediation expenses	(18,559,412)	(210.0)	(13,532,428)	(119.3)	(44,920,700)	(119.3)
3 - Inputs acquired from third-parties	(2,948,038)	(33.3)	(2,924,347)	(25.8)	(8,722,000)	(25.8)
Material, water, electricity and gas	(139,464)	(1.6)	(147,345)	(1.3)	(425,400)	(1.3)
Outsourced services	(973,880)	(11.0)	(955,863)	(8.4)	(2,833,100)	(8.4)
Communication	(382,306)	(4.3)	(378,197)	(3.3)	(1,136,000)	(3.3)
Financial system services	(195,785)	(2.2)	(187,589)	(1.7)	(580,400)	(1.7)
Advertising and marketing	(184,088)	(2.1)	(170,499)	(1.5)	(532,800)	(1.5)
Transport	(192,911)	(2.2)	(199,590)	(1.8)	(595,300)	(1.8)
Data processing	(340,355)	(3.9)	(326,301)	(2.9)	(1,002,300)	(2.9)
Asset maintenance	(168,808)	(1.9)	(179,873)	(1.6)	(500,100)	(1.6)
Security and surveillance	(140,171)	(1.6)	(138,787)	(1.2)	(417,200)	(1.2)
Travel	(37,116)	(0.4)	(34,368)	(0.3)	(101,700)	(0.3)
Other	(193,154)	(2.1)	(205,935)	(1.8)	(597,200)	(1.8)
4 – Gross value added (1-2-3)	9,539,900	107.9	12,016,676	106.0	32,745,000	106.0
5 - Depreciation and amortization	(744,703)	(8.4)	(711,939)	(6.3)	(2,148,700)	(6.3)
6 - Net value added produced by the entity (4-5)	8,795,197	99.5	11,304,737	99.7	30,596,300	99.7
7 - Value added received through transfer	43,852	0,5	34,864	0,3	130,000	0,3
Equity in the earnings (losses) of unconsolidated companies	43,852	0,5	34,864	0,3	130,000	0,3
8 - Value added to distribute (6+7)	8,839,049	100,0	11,339,601	100,0	30,726,300	100,0
9 – Value added distributed	8,839,049	100,0	11,339,601	100,0	30,726,300	100,0
9.1) Personnel	3,577,673	40,6	2,997,589	26,4	9,425,000	26,4
Salaries	1,653,681	18,7	1,563,127	13,8	4,733,000	13,8
Benefits	738,942	8,4	704,205	6,2	2,140,000	6,2
Government Severance Indemnity Fund for Employees (FGTS)	151,740	1,7	147,462	1,3	442,000	1,3
Other	1,033,310	11,8	582,795	5,1	2,109,000	5,1
9.2) Tax, fees and contributions	1,129,015	12,8	4,315,531	38,1	9,450,000	38,1
Federal	958,728	10,9	4,146,415	36,6	8,923,000	36,6
State	8,957	0,1	8,783	0,1	20,000	0,1
Municipal	161,330	1,8	160,333	1,4	505,000	1,4
9.3) Value distributed to providers of capital	227,925	2,5	219,446	1,9	666,000	1,9
Rental	225,237	2,5	215,859	1,9	654,000	1,9
Asset leasing	2,688	-	3,587	-	11,000	-
9.4) Value distributed to shareholders	3,904,436	44,1	3,807,035	33,6	11,184,000	33,6
Interest on shareholders' equity/dividends	1,364,089	15,4	1,183,697	10,4	3,759,000	10,4
Retained earnings	2,510,517	28,4	2,594,057	22,9	7,335,000	22,9

Non-controlling interests in retained earnings	29,830	0.3	29,281	0.3	88,
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(1) The 3rd quarter of 2014 and the September 30, 2014 YTD basically includes the reversal of tax provision related to the Cofins case, which ended favorable to the Organization in the amount of R\$ 1,378,103 thousand.

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

Bradesco _____

Financial Statements, Independent Auditors' Report and Fiscal Council's Report

Consolidated Cash Flow Statement - In Thousands of Reais

	2014		2013	
	3rd quarter	2nd quarter	September	September
Cash flow from operating activities:				
Net Income before income tax and social contribution	3,648,655	6,503,417	16,060,437	12,324,521
Adjustments to net income before income tax and social contribution	6,846,388	7,907,424	22,360,039	19,370,131
Allowance for loan losses	3,775,000	3,644,559	10,670,858	10,343,361
Depreciation and amortization	744,703	711,939	2,148,745	2,140,815
Impairment write-offs	598,087	-	598,087	-
Expenses with civil, labor and tax provisions	241,990	727,276	1,769,075	3,005,756
Expenses with adjustment for inflation and interest on technical reserves for insurance, pension plans and capitalization bonds	2,437,088	2,492,083	7,510,153	3,832,783
Equity in the earnings (losses) of unconsolidated companies	(43,852)	(34,864)	(130,479)	(17,227)
(Gain)/loss on sale of investments	8	1,858	1,862	(196,771)
(Gain)/loss on sale of fixed assets	7,507	(10,765)	(131)	16,994
(Gain)/loss on sale of foreclosed assets	86,209	83,247	232,355	191,853
Other	(1,000,352)	292,091	(440,486)	52,567
Adjusted net income before taxes	10,495,043	14,410,841	38,420,476	31,694,652
(Increase)/decrease in interbank investments	3,979,444	(1,059,515)	18,533,561	80,543,482
(Increase)/decrease in trading securities and derivative financial instruments	(9,783,705)	(8,295,443)	(18,147,458)	12,857,048
(Increase)/decrease in interbank and interdepartmental accounts	(345,469)	536,913	(2,535,084)	(1,700,737)
(Increase) in loan and leasing	(9,960,537)	(3,589,399)	(22,344,097)	(29,061,250)
(Increase) in insurance and reinsurance receivables and reinsurance assets – technical reserves	(189,214)	(292,683)	(761,128)	(823,638)
Increase in technical reserves for insurance, pension plans and capitalization bonds	799,566	2,489,501	2,229,779	5,503,462
Increase/(decrease) in deferred income	39,259	(336,699)	(414,074)	18,548
(Increase)/decrease in other receivables and other assets	(2,443,464)	7,562,437	1,500,568	(5,713,047)
(Increase)/decrease in reserve requirement - Brazilian Central Bank	6,789,010	5,417,334	8,668,173	(1,520,258)
Increase/(decrease) in deposits	(1,389,166)	(5,438,962)	(6,181,678)	4,919,871
Increase in federal funds purchased and securities sold under agreements to repurchase	42,203,175	4,894,958	41,535,367	2,988,781
Increase in funds from issuance of securities	5,406,117	5,366,132	17,628,865	4,067,349
Increase/(decrease) in borrowings and onlending	2,419,841	(2,582,701)	466,305	7,120,676
Increase/(decrease) in other liabilities	1,466,594	(6,584,618)	2,629,151	(1,015,337)

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Income tax and social contribution paid	(1,439,756)	(1,258,209)	(5,537,549)	(5,251,391)
Net cash provided by/(used in) operating activities	48,046,738	11,239,887	75,691,177	104,628,211
Cash flow from investing activities:				
(Increase)/decrease in held-to-maturity securities	(744,150)	(324,087)	(1,630,103)	125,426
Sale of/maturity of and interests on available-for-sale securities	15,784,813	12,404,826	38,822,184	45,950,770
Proceeds from sale of foreclosed assets	185,945	141,620	459,392	375,394
Sale of investments	-	1,583	3,860	237,647
Sale of premises and equipment	138,379	139,076	453,716	356,457
Purchases of available-for-sale securities	(14,878,507)	(12,954,809)	(44,403,235)	(67,252,760)
Foreclosed asset acquisitions	(382,356)	(352,534)	(1,044,540)	(989,142)
Investment acquisitions	(589)	(5,044)	(7,073)	(85,271)
Purchase of premises and equipment	(375,778)	(306,030)	(945,789)	(828,167)
Intangible asset acquisitions	(323,211)	(211,723)	(703,712)	(2,022,311)
Dividends and interest on shareholders' equity received	14,036	28,833	162,751	275,194
Net cash provided by/(used in) investing activities	(581,418)	(1,438,289)	(8,832,549)	(23,856,763)
Cash flow from financing activities:				
Increase/(decrease) in subordinated debts	1,080,401	(455,916)	579,394	1,283,609
Dividends and interest on shareholders' equity paid	(1,077,664)	(248,665)	(3,672,986)	(3,867,385)
Non-controlling interest	(26,397)	(92,343)	(204,707)	(75,339)
Acquisition of own shares	-	-	(28,922)	(64,948)
Net cash provided by/(used in) financing activities	(23,660)	(796,924)	(3,327,221)	(2,724,063)
Net increase in cash and cash equivalents	47,441,660	9,004,674	63,531,407	78,047,385
Cash and cash equivalents - at the beginning of the period	133,914,669	124,909,995	117,824,922	47,555,069
Cash and cash equivalents - at the end of the period	181,356,329	133,914,669	181,356,329	125,602,454
Net increase in cash and cash equivalents	47,441,660	9,004,674	63,531,407	78,047,385

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

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Notes to the Consolidated Financial Statements

1) OPERATIONS

Banco Bradesco S.A. (Bradesco) is a private-sector publicly traded company and universal bank that carries out all types of banking activities that it is authorized to do so through its commercial, foreign exchange, consumer financing and housing loan portfolios. The Bank has 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 abroad, including SPEs (Special Purpose Entities). They were prepared based on accounting practices issued by 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, associated with 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 leasing companies included in the consolidated information were prepared using finance leases, whereby leased fixed assets are classified as operating leases less the residual value paid in advance.

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 on 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 on shareholders' equity of each investee. Goodwill on the acquisition of investments in subsidiary/unconsolidated companies or jointly-controlled entities is included in investments and intangible assets (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, borrowing or onlending operation to eliminate the effect of these investment hedge instruments.

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 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 October 29, 2014.

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Notes to the Consolidated Financial Statements

Below are the primary direct and indirectly owned companies included in the consolidation:

	Activity	Equity interest 2014	
		September 30	June 30
Financial Area - 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.	Investment bank	98.35%	98.35%
Banco Boavista Interatlântico S.A.	Banking	100.00%	100.00%
Banco CBSS S.A. (3)	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 Area - Abroad			
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 Area			
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%
Bradesco 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.	Information technology	100.00%	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) New corporate name of Bankpar Arrendamento Mercantil S.A.;

(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); and

(6) Increase in equity interest through share acquisition in January 2014;

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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 under items "Derivative Financial Instruments" and "Borrowing and Onlending".

b) Income and Expense Recognition

Income and expenses are recognized on an accrual basis together to determine the net income for the period to which they relate, regardless of receipt or payment of funds.

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 based on the exponential 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 at the end of the reporting period.

Insurance and coinsurance premiums, net of premiums assigned to coinsurance and corresponding commissions, are recorded upon the issue of the related policies/certificates/endorsements and invoices, or upon the beginning of the effectiveness of risk in cases in which the risk begins before the issue, and recognized on a straight-line basis during the policies' effective period through accrual and reversal of the unearned premium reserve of deferred acquisition costs. Revenues from premiums and the corresponding deferred acquisition costs, relating to existing risk but with no policy issued, are recorded in the income

statement at the beginning of the risk coverage, based on estimated figures.

Recognition of health insurance premiums commences concurrent 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 companies and IRB - Brasil Resseguros S.A. (IRB), respectively. Deferral of reinsurance premiums granted is consistent to the corresponding reinsurance premium and/or reinsurance contract.

Reinsurance operations are recorded based on their financial records subject to analysis. Deferral of reinsurance premiums granted is consistent to the corresponding reinsurance premium and/or reinsurance contract.

Acquisition costs are deferred and appropriated to the income statement in proportion to the granted premium.

Insurance fundraising and broking operations are linearly deferred and appropriated to the income statement for 24 months for health insurance operations, and for 12 months for other operations.

Pension plan contributions and life insurance premiums covering survival are recognized in the income statement as they are received.

Income from capitalization bonds is recorded in the month it is received.

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Income from expired capitalization plans is recorded after the statute of limitation, under Article 206 of the Brazilian Civil Code. The expenses for placement of capitalization bonds, classified as "Acquisition Costs", are recognized when they are incurred. Technical reserves are recorded when the respective revenues are registered in books.

c) Cash and cash equivalents

Cash and cash equivalents include: funds available in currency, investments in gold, investments in federal funds purchases and securities sold under agreements to repurchase and interest-earning deposits in other banks, maturing in 90 days or less, and 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 reflected in Note 6.

d) Interbank investments

Unrestricted purchase and sale commitments are stated at their fair value. Other 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 recognized in profit or loss 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 within shareholders' equity, net of tax, which will be recognized in profit or loss only when effectively disposed; and
- Held-to-maturity securities - securities for which there is positive intent and financial capacity to hold in the portfolio to maturity. They are recorded at cost, plus earnings recognized in profit or loss 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).

f) Derivative financial instruments (assets and liabilities)

Classified according to intended use by Management, on the date that the operation was contracted and considering if it was intended for hedging purposes or not.

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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 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: financial instruments classified in this category as well as the hedge-related financial assets and liabilities, gains and losses, realized or not, are recorded in the income statement; and

Cash flow hedge: effective portion of valuation or devaluation of financial instruments classified in this category is recorded, net of taxes, in a specific account under shareholders' equity. The ineffective portion of the respective hedge is directly recognized in profit or loss.

A breakdown of amounts included in 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^o 2682/99, which requires risk ratings to have nine levels, where "AA" is (minimum risk) and "H" (maximum risk); and (ii) the Administration'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 period of late payment defined in CMN Resolution n^o 2682/99 is also considered to rate customer risk 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 allowed under CMN Resolution n^o 2682/99.

Interest and inflation adjustments on past-due transactions are only recognized up to the 59th day that they are past due. As from the 60th day, they are recognized in deferred income.

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 maintained at least at the same level as previously classified. 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.

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The estimated allowance for loan losses is calculated to sufficiently cover probable losses, considering CMN and Bacen standards and instructions, together with Management assessment to determine credit risk.

Type, values, terms, levels of risk, concentration, economic sector of the 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)

Income tax and social contribution credits, calculated on income tax losses, social contribution losses and temporary additions are recorded in "Other Receivables - Sundry" and the provisions for deferred tax liabilities on tax differences in leasing depreciation and mark-to-market adjustments on securities are recorded in "Other Liabilities - Tax and Social Security". The income tax rate only applies to tax differences in leasing depreciation.

Tax credits on temporary additions are used and/or reversed against the corresponding provision. Tax credits on income tax and social contribution losses are used when taxable income is generated, under the 30% limit of the taxable profit for the period. Such tax credits are recorded based on current expectations on when the deduction can be used, 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° 11941/09, changes in the criteria to recognize for revenue, costs and expenses included in the net income for the period, enacted by Law n° 11638/07 and by Articles n° 37 and n° 38 of Law n° 11941/09, shall not affect taxable income, and, for tax purposes, accounting methods and criteria in force on December 31, 2007 are considered. 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 tax credits, as well as unrecorded tax credits, are presented in Note 34.

i) Prepaid expenses

Prepaid expenses are represented by use of funds for future benefits or services, which are recognized in the profit or loss on an accrual basis.

Incurred costs relating to corresponding assets that will generate revenue in subsequent periods are recorded in profit or loss according to the terms and the amount of expected benefits and directly written-off in profit or loss 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 details in Note 12b.

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j) Investments

Investments in unconsolidated companies, with significant influence over the investee or with 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.

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 or used for that purpose, including those transactions which transfer risks, benefits and controls of the assets to the entity.

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 through 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 or used for that purpose.

Intangible assets comprise:

- Future profitability/acquired client portfolio and acquisition of right to provide banking services: they are recorded and amortized, as applicable, over the period in which the asset will directly and indirectly contribute to future cash flows and adjusted through 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 through impairment, where applicable. Internal software development costs are recognized as an intangible asset when it is possible to show the intention and ability to complete and use such development, as well as to reliably measure costs directly attributable to the intangible asset. These costs are amortized during its estimated useful life, considering the expected future economic benefits.

Goodwill and other intangible assets, including their changes by class, are broken down 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 even significant or extended decline in asset value.

An impairment write-off 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 write-offs are presented in Note 8d(10).

n) Deposits and federal funds purchased and 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, on a daily prorated basis.

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A breakdown of securities recorded in deposits and federal funds purchased 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 covering survival:
 - The unearned premium reserve (PPNG) is calculated on a daily prorated basis, using premiums net of coinsurance assignment, but including reinsurance transfer operations, is comprised of the portion corresponding to the periods of risk not arising from insurance policies 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 issued is recorded in PPNG-RVNE;
 - The unearned premium or contribution reserve (PPCNG) is calculated on a daily prorated basis considering health insurance premiums and recorded by the portion corresponding to the insurance contract risk periods to be elapsed, whose effectiveness has already started;
 - The mathematical reserve for unvested benefits (PMBaC) is calculated by the difference between the current value of future benefits and the current value of future contributions, corresponding to assumed obligations;
 - 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 relating to coverage of the health care plan, based on the present value of estimated future expenses with health care provided to dependents whose holders are already deceased, as provided for in ANS Normative Resolution nº 75/04, and 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 reported by policyholders/beneficiaries. The methodology is based on the historical behavior observed in the last 12 months, given the projection of 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 the 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 claims based on biannual run-off triangles is prepared to calculate IBNP claims. The run-off triangles consider the historical development of claims paid in the last 14 semesters to determine a future projection per occurrence period, and considers the estimated claims incurred and not enough reported (IBNER), reflecting the expectation of changing the amount provisioned throughout 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 deducted from the balance of the reserve for unsettled claims (PSL) on the calculation date. A final estimate of IBNP claims based on biannual run-off triangles is prepared to calculate IBNP claims. The run-off triangles consider the historical development of claims paid in the last 14 semesters 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 for inflation and includes all claims under litigation and loss of suits costs;

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- 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 corresponding portion of the expectation of receiving saved and indemnified items, including loss of suits costs;
- The reserve for related expenses (PDR) is recorded to cover estimated claims and benefits expenses, for products structured in pay-as-you-go and funded financial schemes. The reserve for plans structured in the funded financial scheme is made to cover the expected expenses related to incurred claims and claims that might be incurred in the future;
- 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 claims expenses that have not been itemized, that is, those grouped throughout the portfolio;
- The reserve for redemptions and other amounts to be settled (PVR) comprises figures related to redemptions to settle, premium refund and portability requested not yet transferred to the recipient;
- The complementary reserve for coverage (PCC) refers to the amount necessary to complement technical reserves, as calculated through the Liability Adequacy Test (LAT), which is prepared using statistical and actuarial methods based on realistic considerations, taking into account the biometric table BR-EMS of both genders, improvement of G Scale and forward interest rate structures (ETTJ) free from risk and established 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, given an annual discount rate of 4.9%.

- Pension plans and life insurance covering survival:
 - The unrealized risk premiums (PPNG) is calculated on a daily prorated basis, using premiums net of coinsurance assignment, but including reinsurance transfer operations, is comprised of the portion corresponding to periods of risks not arising from insurance policies and includes an estimate for risks in effect but not 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 especially constituted investment funds (FIE);
 - The reserve for redemptions and other amounts to be settled (PVR) comprises figures related to redemptions to settle, premium refund and portability requested not yet transferred to the recipient;
 - The mathematical reserve for vested benefits (PMBC) is recognized for participants already benefiting and corresponds to the present value of future obligations related to the payment of ongoing benefits;

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- The complementary reserve for coverage (PCC) refers to the amount necessary to complement technical reserves, as calculated through the Liability Adequacy Test (LAT), which is prepared biannually using statistical and actuarial methods based on realistic considerations, taking into account the biometric table BR-EMS of both genders, improvement of G Scale and forward interest rate structures (ETTJ) free from risk and defined 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 estimated claims and benefits expenses, for products structured in pay-as-you-go and funded financial schemes. The reserve for plans structured in the funded financial scheme is made to cover the expected expenses related to incurred claims and claims that might be incurred in the future;

- The reserve for financial surplus (PEF) corresponds to the portion of income from investment of reserves that exceeds minimum returns from pension plans that have a financial surplus in the participation 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 in the participation clause;

- The reserve for incurred and not reported (IBNR) events is constituted according to events incurred but not reported based on run-off triangles, which consider the loss history in the last 20 quarters to set forth a future projection by incurrence period;

- The reserve for unsettled claims (PSL) considers all loss notices received up to the end of the reporting period. The reserve is adjusted for inflation and includes all claims under litigation and loss of suit costs; and

- Other technical reserves (OTP) comprise the amounts required by Susep Circular Letter nº 462/13.

- 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 percentage of capitalization shares, applicable on payments made, and capitalized on a monthly basis by the interest rate indexer established in the plan until the bond is redeemed or canceled;

- The reserve for redemption (PR) comprises the values of matured and anticipated bonds, recorded by updating the balance of bonds whose terms have expired or canceled, updated by the plan indexer until the holder receives the redemption payment;

- Reserve for draws to be held (PSR) is recorded to cover premiums for future draws, and the balance represents the present value of the draws that have already been funded but have not been held. The calculation methodology consists in the accumulation of contributions deriving from percentages of drawing quotas applicable on payments, as established in the plan, and from write-offs deriving from the amount equivalent to the risk taken. The percentages of drawing quotas are defined in advance in the actuarial technical note, and are not modified throughout the term of the bond;

- Reserve for draws payable (PSP) consists in the values of unpaid bonds awarded in drawings, 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.

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Technical reserves are shown by account, product and segment, as well as amounts and details of plan assets covering these technical reserves, and 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^o 3823/09 and CVM Resolution n^o 594/09:

- Contingent assets: these are not recognized in the financial statements, except when 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;
- 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, being contested on the grounds of legality or constitutionality, which, regardless of the assessment of the probability of success, are fully recognized in the financial statements.

Details on lawsuits, as well as segregation and changes in amounts recorded, by type, are presented in Note 18.

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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 monetary 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 monetary 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) INFORMATION FOR COMPARISON PURPOSES

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 September 30, 2014.

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Notes to the Consolidated Financial Statements**5) STATEMENT OF FINANCIAL POSITION AND INCOME STATEMENT DEMONSTRATED BY OPERATING SEGMENT****a) Statement of financial position**

	Financial (1) (2)		Insuran
	Brazil	Abroad	(2)
			Brazil
Assets			
Current and long-term assets	753,655,158	101,361,924	169,829,0
Funds available	9,075,784	3,363,065	280,0
Interbank investments	181,030,842	303,923	
Securities and derivative financial instruments	171,690,069	14,198,241	157,924,3
Interbank and interdepartmental accounts	48,539,557	-	
Loan and leasing	254,597,322	82,523,668	
Other receivables and assets	88,721,584	973,027	11,624,6
Permanent assets	66,534,197	37,453	3,824,3
Investments	56,599,058	-	1,330,7
Premises and equipment	3,498,165	13,806	1,040,3
Intangible assets	6,436,974	23,647	1,453,7
Total on September 30, 2014	820,189,355	101,399,377	173,653,3
Total on June 30, 2014	770,876,358	92,835,264	169,197,3
Total on September 30, 2013	749,805,148	87,560,741	157,500,8
Liabilities			
Current and long-term liabilities	739,810,495	67,211,047	154,028,8
Deposits	183,806,208	29,679,757	
Federal funds purchased and securities sold under agreements to repurchase	293,672,138	4,763,076	
Funds from issuance of securities	68,154,997	8,529,162	
Interbank and interdepartmental accounts	4,540,838	-	
Borrowing and onlending	93,241,386	12,339,786	
Derivative financial instruments	2,015,121	3,061,164	
Technical reserves from insurance, pension plans and capitalization bonds	-	-	145,968,2
Other liabilities:			
- Subordinated debts	27,992,492	8,471,905	
- Other	66,387,315	366,197	8,060,6
Deferred income	265,732	-	-

Non-controlling interests in subsidiaries	871,012	34,188,330	19,624,4
Shareholders' equity	79,242,116	-	
Total on September 30, 2014	820,189,355	101,399,377	173,653,3
Total on June 30, 2014	770,876,358	92,835,264	169,197,3
Total on September 30, 2013	749,805,148	87,560,741	157,500,8

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Notes to the Consolidated Financial Statements**b) Income statement**

	Financial (1) (2)		Insurance Group		Other	Elimina (4)
	Brazil	Abroad	(2) (3)		Activities (2)	
			Brazil	Abroad		
Revenues from financial intermediation	71,273,701	822,303	10,269,724	-	113,821	(625
Expenses from financial intermediation	47,525,660	1,181,582	7,510,153	-	-	(625
Gross income from financial intermediation	23,748,041	(359,279)	2,759,571	-	113,821	
Other operating income/expenses	(12,308,690)	(84,085)	2,449,014	(17)	80,173	
Operating income	11,439,351	(443,364)	5,208,585	(17)	193,994	
Non-operating income	(324,079)	5,352	(24,535)	-	5,150	
Income before taxes and non-controlling interest	11,115,272	(438,012)	5,184,050	(17)	199,144	
Income tax and social contribution	(2,851,384)	(23,101)	(1,933,586)	(15)	(67,903)	
Non-controlling interests in subsidiaries	(8,684)	-	(80,100)	-	(128)	
Net income accumulated on September 30, 2014	8,255,204	(461,113)	3,170,364	(32)	131,113	
Net income accumulated on September 30, 2013	4,361,927	1,741,414	2,740,313	(1,427)	89,601	
Net income for the 3rd quarter of 2014	3,710,263	(924,374)	1,058,522	-	30,195	
Net income for the 2nd quarter of 2014	2,395,381	270,375	1,071,491	57	40,450	

(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) Refer to amounts eliminated among companies from different segments, as well as among operations carried out in Brazil and abroad.

6) CASH AND CASH EQUIVALENTS

R\$ thousand

	2014		2013
	September 30	June 30	September 30
Cash and due from banks in domestic currency	7,596,289	7,650,892	12,707,782
Cash and due from banks in foreign currency	3,719,338	3,883,611	3,719,201
Investments in gold	100	99	99
Total cash and due from banks	11,315,727	11,534,602	16,427,082
Interbank investments (1)	170,040,602	122,380,067	109,175,372
Total cash and cash equivalents	181,356,329	133,914,669	125,602,454

(1) Refer to operations which mature 90 days or less from the date they were effectively invested and with insignificant risk of change in fair value.

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Notes to the Consolidated Financial Statements**7) INTERBANK INVESTMENTS****a) Breakdown and maturity**

	1 to 30	31 to
	days	day
Investments in federal funds sold and securities borrowed under agreements to resell:		
Own portfolio position	2,122,343	
Financial treasury bills	110,640	
National treasury notes	329,766	
National treasury bills	1,668,244	
Other	13,693	
Funded position	168,432,417	1,353
Financial treasury bills	18,073,749	
National treasury notes	76,752,923	974
National treasury bills	73,605,745	379
Short position	252,576	316
National treasury bills	252,576	316
Subtotal	170,807,336	1,670
Interest-earning deposits in other banks:		
Interest-earning deposits in other banks	1,545,096	4,200
Provision for losses	(818)	(1)
Subtotal	1,544,278	4,198
Total on September 30, 2014	172,351,614	5,869
%	95.1	
Total on June 30, 2014	125,002,093	7,337
%	90.8	
Total on September 30, 2013	122,082,896	17,058
%	84.2	

b) Income from interbank investments

Classified in the income statement as income on securities transactions.

	2014		R\$ thousand 2013	
	3rd quarter	2nd quarter	Accumulated on September 30	Accumulated on September 30
Income from investments in purchase and sale commitments:				
•Own portfolio position	66,127	70,204	215,698	456,483
•Funded position	4,047,317	2,917,311	9,680,172	6,476,093
•Short position	167,893	27,508	316,113	5,169,333
Subtotal	4,281,337	3,015,023	10,211,983	12,101,909
Income from interest-earning deposits in other banks	142,654	198,976	470,298	344,333
Total (Note 8h)	4,423,991	3,213,999	10,682,281	12,446,242

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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								
	Financial	Insurance/ Capitalization bonds	Pension plans	Other Activities	September 30	%	June 30	%	S
Trading securities (5)	45,016,907	3,506,996	47,855,780	586,329	96,966,012	39.0	106,902,268	41.4	11
- Government securities	22,138,560	611,445	4,884	436,377	23,191,266	9.3	30,440,070	11.8	2
- Corporate securities	17,427,934	2,895,551	133,912	149,952	20,607,349	8.3	20,405,366	7.9	4
- Derivative financial instruments (1) (9)	5,450,413	-	-	-	5,450,413	2.2	5,733,502	2.2	-
- PGBL/VGBL restricted bonds	-	-	47,716,984	-	47,716,984	19.2	50,323,330	19.5	4
Available-for-sale securities (4) (5)	108,828,441	8,479,469	9,513,377	101,768	126,923,055	51.1	127,763,375	49.4	11
- Government securities	57,251,397	6,934,588	7,992,452	3,194	72,181,631	29.1	74,978,017	29.0	9
- Corporate securities	51,577,044	1,544,881	1,520,925	98,574	54,741,424	22.0	52,785,358	20.4	2
Held-to-maturity securities (4)	34,775	4,111,813	20,316,991	-	24,463,579	9.9	23,793,549	9.2	-
- Government securities	34,775	4,111,813	20,316,991	-	24,463,579	9.9	23,793,549	9.2	-
Subtotal	153,880,123	16,098,278	77,686,148	688,097	248,352,646	100.0	258,459,192	100.0	23
Purchase and sale commitments (2)	30,903,069	9,302,295	54,750,622	136,312	95,092,298		74,741,206		7
Overall total	184,783,192	25,400,573	132,436,770	824,409	343,444,944		333,200,398		31
- Government securities	79,424,732	11,657,846	28,314,327	439,571	119,836,476	48.3	129,211,636	50.0	12
- Corporate securities	74,455,391	4,440,432	1,654,837	248,526	80,799,186	32.5	78,924,226	30.5	6
- PGBL/VGBL restricted bonds	-	-	47,716,984	-	47,716,984	19.2	50,323,330	19.5	4

Subtotal	153,880,123	16,098,278	77,686,148	688,097	248,352,646	100.0258,459,192	100.023
Purchase and sale commitments (2)	30,903,069	9,302,295	54,750,622	136,312	95,092,298	74,741,206	7
Overall total	184,783,192	25,400,573	132,436,770	824,409	343,444,944	333,200,398	31

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Notes to the Consolidated Financial Statements**b) Breakdown of the consolidated portfolio by issuer**

Securities (3)	1 to 30 days	31 to 180 days	181 to 360 days	September 30	Fair/book
				More than 360 days	value
				(6)	(7) (8)
Government securities	3,469,705	2,139,058	4,758,167	109,469,546	119,836,4
Financial treasury bills	403,795	1,155,978	1,565,028	3,778,075	6,902,8
National treasury bills	3,035,802	837,797	497,074	19,054,897	23,425,5
National treasury notes	11,773	116,779	2,696,065	86,247,149	89,071,7
Brazilian foreign debt notes	3,948	7,577	-	329,532	341,0
Privatization currencies	-	-	-	59,893	59,8
Other	14,387	20,927	-	-	35,3
Private securities	17,983,820	6,148,823	3,938,614	52,727,929	80,799,1
Bank deposit certificates	499,298	239,257	12,098	81,729	832,3
Shares	5,133,517	-	-	-	5,133,5
Debentures	47,145	3,293,076	1,352,891	29,406,138	34,099,2
Promissory notes	516,943	409,614	-	-	926,5
Foreign corporate securities	133,846	424,145	-	8,933,609	9,491,6
Derivative financial instruments (1) (9)	3,551,269	434,728	126,980	1,337,436	5,450,4
Other	8,101,802	1,348,003	2,446,645	12,969,017	24,865,4
PGBL/VGBL restricted bonds	11,598,512	5,440,209	5,301,025	25,377,238	47,716,9
Subtotal	33,052,037	13,728,090	13,997,806	187,574,713	248,352,6
Purchase and sale commitments (2)	95,092,298	-	-	-	95,092,2
Hedge - cash flow (Note 8g)	-	-	-	-	-
Securities reclassified to "Held-to-maturity securities" (4)	-	-	-	-	-
Overall total	128,144,335	13,728,090	13,997,806	187,574,713	343,444,9

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Notes to the Consolidated Financial Statements**c) Consolidated classification by category, maturity and operating segment****l) Trading securities**

Securities (3)	September 30					Fair/book value (6)	Original amortized cost (7)	2014
	1 to 30 days	31 to 180 days	181 to 360 days	More than 360 days				
- Financial (5)	12,964,186	4,913,225	5,229,168	21,910,328	45,016,907	44,066		
National treasury bills	3,032,884	186,623	23,360	720,495	3,963,362	3,976		
Financial treasury bills	276,518	816,485	1,343,459	3,002,679	5,439,141	5,439		
Bank deposit certificates	331,663	236,663	1,653	25,384	595,363	595		
Derivative financial instruments (1) (9)	3,551,269	434,728	126,980	1,337,436	5,450,413	4,493		
Debentures	39,975	2,080,482	96,487	3,527,474	5,744,418	5,809		
Promissory notes	-	77,063	-	-	77,063	77		
National treasury notes	-	108,227	1,333,774	11,198,334	12,640,335	12,490		
Other	5,731,877	972,954	2,303,455	2,098,526	11,106,812	11,184		
- Insurance companies and capitalization bonds	1,630,337	508,669	237,711	1,130,279	3,506,996	3,504		
Financial treasury bills	-	133,124	101,024	363,223	597,371	597		
National treasury bills	1,019	10,481	-	-	11,500	11		
Bank deposit certificates	93,735	-	-	11,499	105,234	105		
National treasury notes	-	-	-	2,574	2,574	2		
Debentures	-	-	-	127,953	127,953	127		
Other	1,535,583	365,064	136,687	625,030	2,662,364	2,659		
- Pension plans	11,655,217	5,440,209	5,305,910	25,454,444	47,855,780	47,855		
PGBL/VGBL restricted bonds	11,598,512	5,440,209	5,301,025	25,377,238	47,716,984	47,716		
Other	56,705	-	4,885	77,206	138,796	138		
- Other activities	158,633	99,383	80,380	247,933	586,329	586		
Financial treasury bills	115,765	36,136	77,544	175,391	404,836	404		
Bank deposit certificates	4,816	-	-	-	4,816	4		

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Notes to the Consolidated Financial Statements

Securities (3)	2014						Mark-
	September 30				Fair/book value	Original amortized cost	
	1 to 30 days	31 to 180 days	181 to 360 days	More than 360 days			
National treasury bills	1,899	17,869	-	-	19,768	19,768	
Debentures	4,314	-	-	29,917	34,231	34,231	
Other	31,839	45,378	2,836	42,625	122,678	122,678	
Subtotal	26,408,373	10,961,486	10,853,169	48,742,984	96,966,012	96,012,730	
Purchase and sale commitments (2)	94,735,470	-	-	-			