

INFORMATION TO THE MARKET

Concerning the news that came out today about the decision of the Brazilian Federal Accounting Office, Banco do Brasil S.A. (BB) clarifies that:

1. BB distributes any advertisement and publicity through advertising agencies chosen in a public bidding process, according to the laws 12,232, from 2010, and 13,303, from 2016. Those advertising agencies engage in programmatic advertising tools to promote marketing campaigns.
2. The programmatic advertising is used for allocating each campaign on digital media and internet pages, according to the profile of the targeted audience, always respecting marketing interests, branding, and principles of ethics for BB.
3. The analysis of one of the programmatic advertising used by the advertising agencies shows that, on average, ads are promoted on 10,000 different pages on the internet for each one of BB's campaign. According to a report extracted from a programmatic advertising tool, the average value allocated to each site is relatively low. For instance, concerning the website of *Jornal da Cidade Online*, which was mentioned on recent news, the total amount of media acquired since January 2019 sums up R\$ 2,856.06.
4. It is important to clarify that last Tuesday, the 19th, after alerts received in virtual environments, BB decided to request to the programmatic media engaged to that campaign, as a precaution, to suspend the ad on the aforementioned website and to verify complaints about fake news, which could contradict BB's ethical principles.
5. Subsequently, after technical analysis, BB decided to review the suspension. For its decision, BB considered the declared policies by the programmatic advertisement used to boost ads to refrain the placement of advertisements in sites that make false statements, disseminate misleading content, or omit information. Furthermore, the programmatic advertising establishes for itself as a mission to provide users with reliable information and showed commitment to take daily actions to minimize contents that violate its policies and to prevent the action of malicious people in its network.
6. BB also states that its branding guidelines prohibit any exposure on pages that display illegal content, prejudice, or discrimination of any kind, related to activities that have a bad reputation or that in any way violate BB's ethical principles. These guidelines must be complied with by any direct or indirect contracted company. Also, BB decided to initiate an internal analysis to improve the criteria for displaying the brand in digital vehicles.
7. BB does not encourage the dissemination of fake news, at the same time that it does use as a condition to its commercial advertisements the editorial line of the content disseminated by any means of communication. BB respects, by definition, the editorial freedom of the vehicles that display its commercial campaigns, provided that ethical limits and brand guidelines are respected.
8. We inform that investment made by the bank in communication is a subject of permanent monitoring by performance indicators and is the object of constant verification by the controlling areas of Banco do Brasil, and we highlight that all the advertising and media expenditure is available to any citizen, in the following link: <https://www.bb.com.br/pbb/pagina-inicial/compras,-contratacao-e-venda-de-imoveis/compras-e-contratacoes/servicos-de-publicidade#/>

9. BB values wide transparency, appropriate accountability, and cordial interaction with all supervisory and regulatory bodies, always striving to protect public assets and respecting the constitutional principles of Public Administration. Any recommendation for improvement is always welcomed to strengthen the Institution.
10. So far, BB has not received any notification from the Brazilian Federal Accounting Office regarding the news released, and as soon as it is officially notified, Banco do Brasil will provide the necessary clarification, as well as comply with the determinations issued by the Accounting Office.
11. Further facts deemed relevant will be promptly disclosed to the market.

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