



Brazilian Correspondent Bank Model

A bit of the Brazilian Postal Bank history

- Partnership with Bradesco Bank ends on December, 31st,2011;
- Public Hearing took place in February, 2011;
- An invitation to Bid performed in May, 2011;
- Final Result of the process : Banco do Brasil became ECT's new partner for Postal Bank services;
- Services will be provided uninterruptedly in transition process;



A bit of the Brazilian Postal Bank history

- The bidding process has different characteristics than our first process in 2001. Some of the differences were the following:
 - We reevaluated the service fees guaranteeing that they would be established with a positive profit margin;
 - A value was established for the use of our network of 6.195 branches and an additional value for each new branch to be opened was set;
 - A percentage to be charged on the deposits performed in the saving and bank accounts was also established, as well as a fee to be paid for each credit card kept in use
 - Also, the basic access value to the Banco Postal business was established by an auction in which four bidders took part: Banco do Brasil, Caixa, Bradesco and Itau Bank.
 - As a final result of the process, Banco do Brasil became our new partner, with a bid equivalent to USD 1,7 billion dollars (considering USD 1,00= R\$ 1,80).

A bit of the Brazilian Postal Bank history

- ECT has already started a transition process which includes:



- The integration of all our IT systems;
- The training of all 18.000 clerks;
- A Marketing Plan to advertise the new partnership and facilitate migration of clients;
- Organized all the procedures to change the internal and external layout of all branches (i.e. outdoors, signs..)
- And an improved plan benefits even better than the one offered to the clients by the current bank.

New Modern and Innovative Services

- ✓ Micro-financing
- ✓ Currency exchange agent
- ✓ Pre-paid card
- ✓ Insurances
- ✓ MVNO
- ✓ New Type of Banco Postal Branch with simplified operations



Brazilian Post Community Branch

- An outsourced service unit operated through an agreement between The Brazilian Post and the towns mayors to offer basic postal services;
- Implemented in small locations with a minimum of 500 inhabitants and no banking services available.



POS PORTÁTIL



COBAN MÓVEL



COBAN ITINERANTE FLUVIAL

Brazilian Post Community Branch



**PORTEIRINHA MOCAMBINHO
MG**



**MARISTELA
SP**



**SÃO GERALDO
MG**

Brazilian Post Community Branch



MASSAPÊ - CE



MACURÉ - BA



PINTADAS - BA



Thank you for your attention!

Business Vice Presidency

Brazilian Post