

Dear Client,

I am writing to you to present the BOCOM BBM brand and logo, which express our commitment to you and the future of our business.

The logo combines classical Chinese ideograms with the English and Portuguese languages. The characters in Chinese mean Bank of Communications and represent the nationality of our new parent company. Inclusion of the classical version of the ideograms reflects the year of BoCom's foundation, 1908, which preceded Chinese script simplification in the 1956 reform.

Our aim with this initiative is to convey the idea that solid values must be maintained if we wish to obtain positive results for our clients and our institution in times of rapid and profound change in finances and the economy.

The incessant advance of our staff's knowledge and of the techniques and processes we use, as well as our ethical conduct at work and in relationships with our clients, are responses to the challenges of the present, but also essential conditions tested in the past and governing the future of an institution that is ever more productive for all stakeholders.

The use of English in Bank of Communications reflects a strategic decision by BoCom to be a global bank. While Mandarin is the world's most spoken language as a mother tongue, English is undoubtedly the language of the globalization process that has intensified increasingly since the 1980s.

BoCom's branches and subsidiaries in Hong Kong, New York, Tokyo, Singapore, Seoul, Frankfurt, Macau, Ho Chi Minh City, San Francisco, Sydney, Taipei, Toronto, Brisbane, Luxembourg City, London, Paris, Rome, Rio de Janeiro and São Paulo represent 13% of the conglomerate's total assets. China's growing share of global trade and investment flows in different parts of the world determine the globalization of its financial system to meet the needs of individuals and corporations in partner countries.

The presence of the Portuguese language in the logo consists of the acronym BBM (Banco da Bahia Mariani) and our new name Banco BOCOM BBM S.A., defining the institution as a joint venture in which 20% of its total equity is held by Brazilians with a long history of success in the nation's financial system.

The presence of Portuguese is also recognition by the parent company that the characteristics of the Brazilian financial market are complex and unique, so that decisions in this market should be the responsibility of professionals with significant expertise and experience in the techniques and customs of our country.

I have been part of our group since 1979, always with great motivation and rewarded by various factors, among which I want to stress the quality of the professionals with whom I work. I am sure that the strategic decisions we have taken in the past ten years will continue to yield new instruments and capabilities, and that the services we deliver to you will reflect results in a continuous and growing manner.

Sincerely,



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PEDRO HENRIQUE MARIANI  
CEO