63 years achieving targets as a pioneer

Itaú is a result of more than 100 mergers & acquisitions

<table>
<thead>
<tr>
<th>Decade</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Origins 1945</td>
<td>Foundation</td>
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<td>1960s</td>
<td>Mergers</td>
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<td>Expansion 1970s</td>
<td>First acquisitions</td>
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<td>Consolidation 1980s</td>
<td>The “Electronic Bank”</td>
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<td>Reorganization 1990s</td>
<td>Expansion</td>
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<td>2000 to 2007</td>
<td>Consolidation and new businesses</td>
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<td>2008</td>
<td><strong>Itaú and Unibanco Merger</strong></td>
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</tbody>
</table>

Creation of the Southern Hemisphere's Largest Bank
Itaú Unibanco in numbers

✓ 35 million customers
✓ 108 thousand employees
✓ 46 thousand suppliers
✓ 33 thousand points of sale
✓ 4.9 thousand branches and banking services outlets
✓ Presence in 12 countries

Financial Highlights

✓ Consolidated Net Income: US$ 4.2 billion
✓ Total Assets: US$ 266.1 billion
✓ Consolidated Shareholders’ Equity: US$ 18.4 billion
✓ Return on Average Shareholders’ Equity: 23.4%
✓ Efficiency Ratio: 48.7%
Competitive Advantages - International Presence

Market Capitalization: US$ 33.1 Billion (ranked 11th)
Source: Bloomberg
Date: 3/5/2009
To be the industry’s best performing bank, built to last, renowned for being sound and ethical, and distinguished by highly motivated teams committed to customer satisfaction, to the community and to generating competitive advantages.
Timeline – Rational Use of Money

2004

CONTEXT:
✓ Recovery in Brazil’s economic growth
✓ Expectations for robust expansion in demand for personal and corporate credit
✓ The population in general unprepared for a plentiful supply of credit

Program for the Rational Use of Personal Credit

Goal:
✓ Financial education
✓ Ensure that the credit customer’s experience is positive
✓ Transparency and product tailored to customer needs → long term relationship
✓ Leverage the credit portfolio

POSITIONING:
“Credit to make your dreams come true, not to give you sleepless nights.”
“Credit. Use it with moderation.”
A major communication campaign involving the sales force, dispatch of the booklet to consumer protection agencies and journalists, internet, 4 films, and print advertisements.

More than 1 million booklets distributed
- Family budget and rational leverage
- Choice of the most appropriate credit line
- Credit analysis, interest and contracts
- How to improve your financial position
- How to clear your name from the debtors’ black list

**CONTEXT:**
- Economic growth
- Financing needs for expanding companies

**Rational Use of Credit for small companies**
Timeline – Rational Use of Money

2005-2006

CONTEXT:

✓ Corporate option for education in consumption and more effective use of the financial institutions.

Launch of the “Itaú wants to hear from you” campaign

Encouraging contact with the bank in the mass media for stimulating suggestions and complaints

Generated inputs for expanding project reach
Timeline – Rational Use of Money

2007-2008

✓ Evolution of the “Responsible Practices” project

- Booklet “Rational Use of Credit” (republished)

- Booklet “Accessibility” in Braille and TV advertising with closed captions

- Booklet “More security program” Announcement

- Booklet “Rational Use of the Checking Account” (launch)

- Booklet “To hear you”

✓ Around one million booklets distributed

✓ Communication campaign with direct mailing shots, seminars to the employees of the Bank’s corporate customers and dispatch of booklets to the main consumer protection agencies.
Rational Use of Money

2008 - 2009

CONTEXT:

- The world economic crisis and Brazil
- Need for better financial planning
- Reduction in supply of credit

- Expanded project to meet the specific needs of each moment in a customer’s life

Family Budget
Guidance on the importance of budgeting for family finance control. Suggestions on how to evaluate impacts of choice of consumption and how to achieve financial independence.

Talking about Money with your children
Information on the importance of financial guidance since infancy. Suggestions on the correct use of money and the consequences of the way we choose to consume.

Improving financial condition
Information on financial products and services for restoring financial stability. Suggestions on types of credit lines and how to avoid indebtedness.

Time to invest
Guidance on all types of investment in the market, how to analyze your profile, whether the customer is already an investor or just beginning.
Image consistent with Itaú’s vision: “... renowned for being sound and ethical, and distinguished by highly motivated teams committed to customer satisfaction...”

Source: TNS InterSciense – Tracking de Imagem Corporativa 2008
Results: Customer Retention

Churn (% per month)

Retention (as % of the default customer base in Dec)

* Average of January, February and March
Managing overdraft credit balances

Results attributed not only to Rational Use of Money campaign, but also to other initiatives such as Overdraft Management

Former Scenario - Overdraft

Example: overdraft utilization

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<th>R$</th>
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<th>Jul/06</th>
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<th>Nov/06</th>
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Likelihood of churn*

3.1 X

Goals:

✓ Help our customers in their financial planning;
✓ Improve customer retention indices;
✓ Reduce default ratio.

* in 24 months

Process:

Statistic model defines customers’ risk based on their overdraft consumption pattern

Customers with adequate level of overdraft utilization

Customers with unsustainable utilization

Overdraft Management

1. Offer loan in the same amount of overdraft used (monthly repayment)
2. Reduction in the overdraft limit
3. Return of the overdraft limit as payback occurs
Thank You!

Questions?

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