



Notice to the Market

Banco Votorantim celebrates new phase, renews its positioning and changes its name to “Banco BV”

*In addition to the brand change, **BV** also brings a new signature: “light for your life”*

Banco Votorantim announces to the Market that is now called **Banco BV**. The abbreviation is the nickname already used by many of its clients and partners. As a result, **Banco BV**, with Banco do Brasil and Votorantim S.A. as shareholders, unifies both logos in a unique **BV** architecture.

With the name also comes a new positioning for **BV**. With the “*light for your life*” signature, **Banco BV** will further strengthen its ambition to bring the client to the core of its business, challenging itself to improve people’s relationship with money, both in retail, where the bank is a leader in vehicles financing, and in wholesale, where the bank operates in corporate and private banking.

Banco Since 2014, **Banco BV** expanded its investments in technology and data, changed its corporate culture and diversified its business, thus becoming one of the most connected banks in relation to the fintech and startup ecosystem. The restructured visual identity was only natural to reflect the evolution in all segments where the bank operates, creating synergy and logic between the institution’s brands and business units.

Customer and Data Intelligence Board

The new momentum of the company and the adoption of the **Banco BV** brand has the goal to further highlight the client as the core of the business. Therefore, in addition to a communication positioning that its closer to the client and more people-centered, the institution created the Customer and Data Intelligence Board, which reports directly to the CEO, Gabriel Ferreira. To lead this new board, **Banco BV** welcomes the executive Adriana Gomes.

“**Banco BV**’s move to create a dedicated customer board is inspiring and places us at the forefront of our industry. The business digitization, the recognized skill in data science and the consolidation of the agile work model give us confidence and credibility for **Banco BV** to be recognized by clients as a benchmark”, says Adriana Gomes, who has a degree in Mechanical Engineering. from USP’s Polytechnic School and an MBA in Marketing from ESPM. With around 20 years of experience, Adriana has led successful teams at major companies such as Nokia, Liberty Seguros, Latam Airlines and Uber.

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Investor Relations