

Social responsibility

BPI interprets its social responsibility as the Institution's set of duties and obligations towards the Community of which it forms an integral part and to the specific interest groups that depend on its activity: Customers, Shareholders, Companies, Employees and Investors.

In this respect, the exercise of social responsibility is conducted in multiple dimensions, from the outset in compliance with the Law and applicable regulations, the observance of in-house norms of conduct, corporate governance policy and respective execution, the relationship with investors, the promotion of service of quality, the policy of human resources advancement, the company's involvement in society and support for their initiatives.

In this chapter, an overview is presented of the Bank's action in supporting initiatives to society in domains such as solidarity, culture, education and investigation, and innovation and entrepreneurship.

In these fields, the nature of BPI's intervention assumes different forms, ranging from the grassroots development of welfare projects through to the support for already-existing entities.

BPI is governed by the following principles of action:

- support to institutions of acknowledged importance in Portuguese society;
- which demonstrate the ability to become sustainable;
- based on a logic of continuity and lasting commitment.

In 2014, the Bank once again reinforced its backing for initiatives to society, with a total contribution of 4.55 million euro, in response to the manifestations of the various institutions' needs arising from the country's current socio-economic situation. Notwithstanding this environment, in the last 8 years the Bank has contributed annually an average amount in the order of 4.38 million euro.

Meriting special mention in 2014 is the Movement for Employment programme, a joint initiative of the Fundação Calouste Gulbenkian and COTEC Portugal in partnership with the Instituto do Emprego e Formação Profissional (Employment and Vocational Training Institute), via which BPI granted a total of 250 paid internships with a duration of 1 year. This initiative, launched in 2013 and executed in 2014, has as the principal objectives contributing to improving the qualification and professional advancement of new graduates, thereby facilitating their integration into the labour market.

BFA – Banco de Fomento Angola, in which BPI has a 50.1% shareholding, continued to back major initiatives through its social fund. At the close of 2014 the value of the social fund was 17.3 million dollars.

In Mozambique, Banco Comercial e de Investimento, BCI, in which BPI has a 30% participating interest, confirmed the support for several initiatives in the fields of social solidarity, culture, education and entrepreneurship.

SOCIAL SOLIDARITY

In 2014, in the social solidarity area, it is worth highlighting the 5th edition of the BPI Capacitar Award, which attracted 264 candidacies and attributed distinctions in the amount of 500 thousand euro to 25 non-profit institutions which have as their mission promoting improved quality of life and the social integration of handicapped or persons with permanent disability. The 1st prize was handed over to the Associação Nomeiodonada for a pioneering project in the Iberian Peninsula in the area of continued and palliative paediatric care. With this award, the Association will equip "O Castelo", offering well-being, quality of life and psycho-social support for children with chronic and incurable diseases or handicaps.

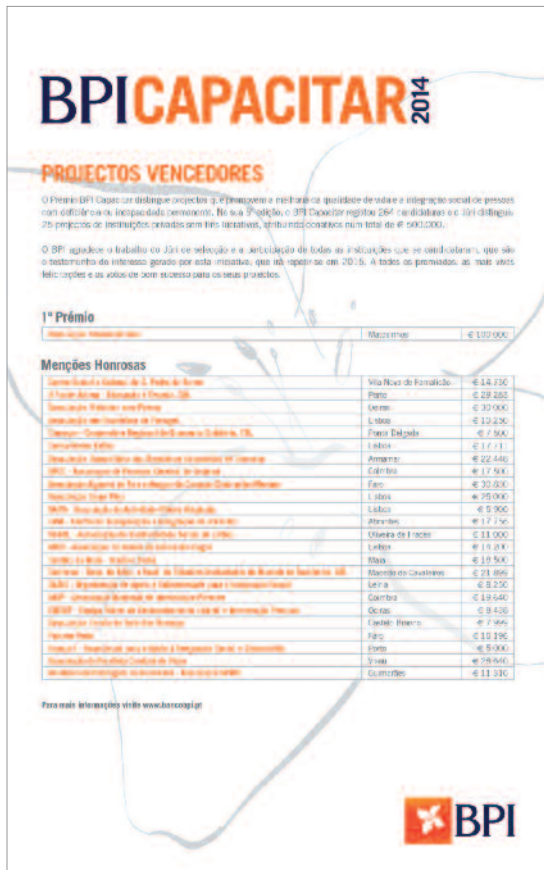


BPI Capacitar – Value people

Also noteworthy was the 2nd edition of the BPI Seniores Award, earmarked to support projects that promote social integration and the active involvement of persons aged more than 65. In this 2nd edition, the Prémio BPI Seniores award registered 580 candidacies and attributed grants in the amount of 500 thousand euro to 27 non-profit institutions, encompassing more than 19 thousand direct beneficiaries.



BPI Seniores – Better off in 3rd age



BPI Capacitar (enable) 2014 – winning projects



BPI Seniores (elder people) 2014 – winning projects

The 1st award was given to the Oporto Social Welfare Group (Grupo de Acção Social do Porto) which will rehabilitate the houses of the elderly by means of small low-cost repair works and with voluntary labour.

In total in the last 5 years, the Prémios BPI Capacitar and BPI Seniores awards handed over more than 3.5 million euro for the implementation of 127 social inclusion projects. These cover some 40 000 direct beneficiaries and constitutes one of the most important Corporate Social Responsibility initiatives in Portugal.

The following initiatives in the social solidarity arena also deserve mention:

- The Solidarity Campaign – Help a Child to Smile – which permitted offering for the 3rd year a present to some 20 thousand children of 482 regional solidarity institutions. The Christmas Trees at 650 BPI commercial and central premises in Portugal and in the countries where the Bank is represented, were decorated with a card which bore the name and gift

each child wanted to receive for Christmas. The presents were offered by the bank's Customers and Employees. BPI also participated with a donation to each local institution and to institutions operating at national level.

- The renewed support to EPIS – Empresários pela Inclusão Social (Businessmen for Social Inclusion), whose activity is centred on fighting school failure and abandonment, contributing to the growth and development of young people within the framework of human dignity, giving priority to education and qualification at school, university and in the workplace, as a fundamental instrument for personal realisation and social inclusion.



This smile is for you

- Other important initiatives in this sphere are the renewed support for the Centro de Acolhimento para Crianças Refugiadas (homeless children); to Movimento ao Serviço da Vida (MSV) to back the project Casa das Cores; to Instituto de Surdos da Imaculada Conceição (deaf people); to Banco Alimentar Contra a Fome (food bank), to Operação Nariz Vermelho, to Liga do Hospital D. Estefânia; to Fundação de Direitos Humanos Pró-Dignidade (human rights); to Novo Futuro – Associação de Lares para Crianças (childcare homes); to Cruz Vermelha Portuguesa (Red Cross); to BUS – Bens de Utilidade Social (social utility goods); to Associação Crescer Ser; to Associação Portuguesa de Crianças Desaparecidas (missing children association).

In Angola, the following initiative received support from BFA:

- Falciform Anaemia Awareness Campaign** – BFA associated itself with this initiative, which besides making the population aware of the risks and behaviours to prevent this disease, seeks to raise funds to equip a wing of the Luanda paediatric hospital devoted to the diagnosis and treatment of falciform anaemia. The disease, characterised by the alteration of the red cells in the blood, currently affects more than 3 million Angolan citizens, with an incidence of 1 500 new cases every year, and is already considered to be a grave public-health problem in Angola. The age group most affected by this chronic illness are children with a very high mortality index.
- Angola Food Bank** – In 2014, BFA maintained its backing for the BACFA with the acquisition of a van to transport and deliver the food collected in the campaigns realised at the main supermarkets in Angola.
- Leigos para o Desenvolvimento** – In Angola and since 1992, the Leigos para o Desenvolvimento has developed projects for social inclusion and in the job market directed at underprivileged youths and women. In 2014, BFA maintained its support for this institution, assuming the costs associated with the sending of 16 voluntary workers to undertake the institution's projects in the cities of Uige and Benguela.

In Mozambique, BCI continued to channel a portion of the revenue generated by the use of its “Daki” debit cards in transactions realised by its Customers, funnelling these to fund causes and social solidarity institutions without

additional costs for the cardholders, making donations to the following institutions: Centro de Acolhimento Rainha da Paz (shelter home) and Orfanato Mundo dos Mais Pequenos (orphanage); Casa do Gaiato; Associação Esmabama; 10.ª Gala Beneficente da Televisão de Moçambique; CERCÍ Maputo – Associação Nacional para a Educação e Reabilitação de Cidadão Inadaptados e Paediatric Services of the Hospital Geral da Machava.

CULTURE

BPI continued to lend support in 2014 to leading national institutions linked to the arts, such as the Museu de Serralves and the Casa da Música, of which the Bank was a founder, and to Fundação Calouste Gulbenkian, with which it associated itself for the 13th consecutive year in the cycle of the Grandes Intérpretes concerts.

- Sole patron of the Museu de Serralves, which registered more than 484 thousand visits in 2014, the highest number ever.
- Patron of the Grande Exposição Anual de 2014, commemorating 25 years of the Fundação and 15 years of the Museu de Serralves, with the title “Histórias: Obras da Coleção de Serralves” which received more than 105 thousand visitors.
- Patron of “Serralves em Festa” – 40 hours of uninterrupted culture, com more than 100 activities, more than 250 cultural sessions, which set a new attendance record: 140 724 visitors.
- Principal patron of the Casa da Música, with 575 thousand visitors in 2014, of which 300 thousand were spectators.



Serralves em festa – 40 hours non-stop



Porto with music

- Patron of the Sala Suggia, known as the heart of the Casa da Música, with more than 100 thousand spectators.
- Patron of the festival “À volta do Barroco”, a festival at which Casa da Música groupings performed, as well as certain other more renowned artists, such as Jordi Savall.
- Sponsor of the “Verão na Casa”, with a wide variety of shows at the Casa da Música, in the Mosteiro da Serra do Pilar with “Cais de Fado” and on the Avenida dos Aliados, captivating more than 110 thousand people.
- Patron of the cycle of Grandes Intérpretes concerts, as part of the Gulbenkian Música 2014 season, with more than 12 thousand spectators.

Also worth mentioning is the renewal of the patronage of the Fundação Casa de Mateus, Museu de Arte Contemporânea de Elvas, Centro Nacional de Cultura, Museu do Caramulo, Teatro Viriato in Viseu and the contributions to Fundação Luís Miguel Nava and to the Museu Nacional de Arte Antiga. Continuity was given to the Festival Internacional de Curtas Metragens (Short films festival) at Vila do Conde and to the Jornal As Artes entre as Letras.

In Mozambique, BCI maintained its support for some of the main socio-cultural initiatives as active partners in the enhancement and preservation of the country's artistic heritage:

- VIII Edition of the National Culture Festival, with the theme “Cultural Diversity, Inspiration for the Construction of Mozambican Spirit and Development”;
- IV edition of the BCI Literature Prize, a BCI initiative in partnership with AEMO – Associação dos Escritores Moçambicanos (Association of Mozambican Writers). This award, which has now become a national reference in the literary world, aims to promote the appreciation and dissemination of Mozambican literature through the recognition of the best works published domestically in the past year by national authors;
- BCI Mozambique Music Awards (BCI MMA), Festival da Marrabenta, Gala Ngoma Moçambique 2014, Festival de Timbila “M'saho 2014” and Summer Festivals staged at the following beaches: Zalala, Tofo, Barra,

Xai-Xai and Lago Niassa – events with large public participation and with the object of showcasing the artistic potential of Mozambique's traditional and light music.

BCI also renewed its long-term backing for the Companhia Nacional de Canto e Dança (National Song and Dance Company), the Fundação Malangatana Valente Ngwenya and the Culture Division of the Universidade Eduardo Mondlane – manager of the diversified art treasures of the Museu Nacional da Moeda, Museu da História Natural, Fortaleza de Maputo, Museu de Arqueologia, Museu de Geologia, Museu de Patologia and Herbanário.

BCI also sponsored the Escola Nacional de Música (National School of Music), which will permit equipping the oldest teaching institution of this art form with new musical instruments for the pursuance of its activity, as well as offering study bursaries for the training of students selected on the basis of their talent and who do not have the means to bear the costs of attending courses at that establishment.

EDUCATION AND RESEARCH

In the field of education and research BPI had at the end of 2014, protocols in force with a total of 30 higher learning institutions. Worth special reference are the long-term protocols with the Instituto Superior Técnico, where social support is provided to students from Portuguese-speaking African countries PALOP; with the Fundação para a Ciência e Tecnologia (science and technology foundation) sponsoring the Lisbon MBA; with the Universidade Católica Portuguesa; with the Escola de Tecnologias Navais da Armada (Navy's naval technologies school) where courses in leadership and team-building were ministered to 131 BPI Employees; with the Universidade do Algarve, in the granting of 5 excellence bursaries in the amount corresponding to one year's tuition fees.

With the objective of contributing actively to boosting financial training, BPI carried out a series of initiatives for the fourth consecutive year at public and private schools dealing with “The importance of saving”. In 2014, it staged 166 sessions involving more than 11 thousand participants. This initiative is a response to the challenge launched by the National Plan for Financial Education organised by the Bank of Portugal.

2014 also saw the continuity of the partnership with the Ministry of Education for the Cambridge English for Schools project, the main purpose of which is to contribute to the widespread certification of the population in the use of the English language, conferred by one of the world's most prestigious learning institutions – Cambridge University.

Also noteworthy was the continued support to Jus Gentium Conimbrigae and to the Instituto de Direito Penal Económico e Europeu, both of the Coimbra University's Law Faculty, as well as the cooperation with the Associação Escola Superior Biotecnologia of the Universidade Católica.

In Angola, BFA forged partnerships with various leading entities in those domains:

- Fundação Calouste Gulbenkian and the Health research Centre of Angola (Centro de Investigação em Saúde de Angola – CISA) formed a partnership whose main goal is the development of a sustainable strategy for reducing micronutrient deficiency and malnutrition amongst children in the first 5 years of life. This research project is taking place in the Bengo province, municipality of Dande, and will have a duration of 2 years. In 2014, BFA associated itself with this CISA research project by way of a fundamental contribution for its viability.
- MBA Atlântico – This is a training programme for top managers lectured in 3 Portuguese-speaking countries: Angola, Brazil and Portugal. In its 5th edition, the initiative of Universidade Católica de Angola, Universidade Católica Portuguesa and Pontifícia Universidade Católica do Rio de Janeiro aims to promote the exchange of academic, professional and networking experiences amongst executives of the three countries. BFA has been supporting the MBA Atlântico since its first edition and, in line with previous years, a Bank Employee was selected to take part in the programme.
- Cooperativa Portuguesa de Ensino em Angola – This non-profit institution certified by the Ministry of Education in Portugal, has been in existence in Angola for 28 years. The Luanda Portuguese School as it is known has contributed unequivocally to the training of thousands of young people in this city. In 2014, BFA supported this institution through the acquisition of a bus for transporting students between classes and

sporting and social activities that take place outside the school campus.

In Mozambique, BCI undertook several initiatives of incentivising and rewarding merit and excellence of those students enrolled for medium and higher tier courses at the country's premier universities and polytechnic colleges. The integration of young graduates in curricular internships and professional induction in various work areas at BCI constituted an integral part of the support strategy for this sector.

INOVATION AND ENTREPRENEURSHIP

In 2014, BPI supported and organised a number of initiatives aimed at promoting innovation and entrepreneurship, amongst which:

- The Agriculture Award, an initiative of the Cofina Group and BPI, in partnership with the Ministry of Agriculture and the Sea, has the object of encouraging and rewarding cases of success in the Portuguese Agriculture, Agro-Industrial, Livestock and Forestry sectors in the Large Companies categories (winner: Sugal – Alimentos S.A.); Small and Medium-sized Companies (winner: Fundação Eugénio de Almeida); Associations / Cooperatives (winner: Carmim – Cooperativa Agrícola de Reguengos de Monsaraz); Young farmers (winners: Lúcia Freitas) and New Projects (winner: STERRIUST Agroprod. CRL).
- For the 5th consecutive year, BPI staged the BPI Inovação Awards which are intended to reward ideas proposed by BPI Employees which promote innovation in the area of the Bank's products, services or processes.
- iTGROW – Software e Sistemas, ACE, an innovative project in Portugal participated by BPI and by Critical Software which concentrates on the IT skills of new graduates by means of a training and learning programme for proficiency in a professional environment. A salient fact in 2014 was the team's consolidation (which at the present moment already boasts more than 90 young engineers), the commitment to training diversity (to better address the needs of IT projects) and the commencement of professional internships of 20 trainees of the "Acertar o Rumo" programme. This vocational training programme is directed at young university graduates – in domains firmly based on logical reasoning and mathematics –

with talent, willingness to learn and to focus on alternative areas with good career opportunities, namely in the Information Technologies sphere.

- The New Idea Competition, a Business Plans Contest for students of the Universidade Nova de Lisboa (UNL). The initiative which BPI backed for 6th consecutive year, is promoted by the Entrepreneurship Office of the UNL's Rectory with the goal of offering students an integrated traineeship experience which stimulates the entrepreneurial attitude and multi-disciplinism. In the 2014 edition, the BPI 1st Prize went to UVemotion, which is developing a small ultra-violet radiation detector. The 2nd prize went to Heat it, which developed a lunch box with thermal functions that does not require electricity connections. The 3rd prize was given to Course Me up, a marketplace which links students who are searching for a course at teaching entities.
- PME Inovação COTEC BPI Award, organised by COTEC, which has relied upon the Bank's support since its creation in 2005. This award rewards Small and Medium-sized Enterprises (SME) with innovative businesses, examples for creating value for the country.
- 7th edition of FAZ – Innovative Entrepreneur Award in the Portuguese diaspora, organised by COTEC, which every year honours Portuguese businessmen who attain notoriety abroad for the entrepreneurial skills in their host countries. In the 2014 edition, the winners were Ricardo Ribeiro and Jorge da Costa.

In Angola, BFA supported the GEM project, one of the biggest independent polls of entrepreneurship conducted throughout the world, which has as the primary objective analysing the relationship between the level of economic growth and that of entrepreneurship, as well as determining the conditions that stimulate and halt entrepreneurial dynamics in each participating country. BFA has been a partner of this initiative since 2008 and supports the survey in all of its stages: gathering and analysis of information, the holding of interviews, drafting of reports and staging of seminars.

The year 2014 was also marked by BCI joining of the Clube Empresarial da Gorongosa, a Mozambican business community created for the purpose raising resources for promoting restaurant facilities in the Gorongosa National Park (PNG), the largest biodiversity conservation park in Mozambique and one of the biggest in the world. In this context, funds were channelled to the Vulnerable Children's Education Project for children who live in the Park and its surrounding areas under very precarious conditions. This project, one of six priority pillars of the PNG Restaurant Projects, seeks to train the segment of the populations to embark on new professions, helping its members to develop their own productive activities and to generate income, discouraging them from resorting to practices that could jeopardise the park's natural resources and compromise its future.