

□ Brazil Day - ItaúUnibanco and Switzerland

October 2010

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Agenda



- Introduction Itaú Unibanco - Who we are
- Overview Itaú Unibanco Private Bank International
- The Brazilian Bank in Switzerland
- Cross cultural differences
- Clichés and my experiences

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Highlights ItaúUnibanco Group



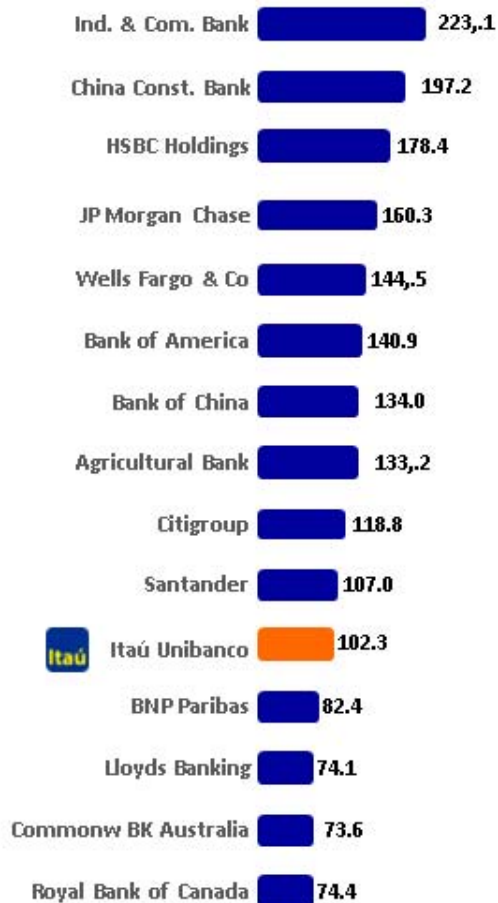
- Ranked one of the most capitalized banks in the world. The No. 1 Bank in Latin America and one of the Top Ten Largest Banks Worldwide
- Global presence: 15 countries and consistently expanding in Latin America and Europe.
- Consolidated Total Assets USD 371.1 Billion
- Consolidated Shareholders Equity USD 31.4 Billion
- The only Latin America bank featured in Dow Jones Sustainability World Index (DJSI World)
- Staff: 106,000 employees

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Financial Highlights



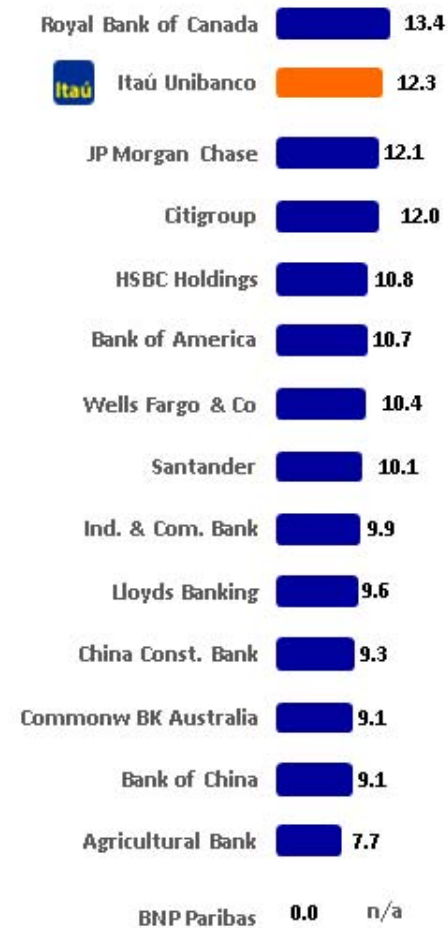
Market Cap. (US\$ bi) ⁽¹⁾



ROE ⁽²⁾

Bank	Ranking
Itaú Unibanco	1
China Const Bank	2
Agricultural Bank	3
Ind & Comm Bank	4
Royal Bank Of Canada	5
Bank Of China	6
Commonw Bk Australia	7
Santander	8
Lloyds Banking	9
BNP Paribas	10
JP Morgan Chase	11
Wells Fargo & Co	12
HSBC Holdings	13
Citigroup	14
Bank Of America	15

Tier I (Core Capital)⁽³⁾

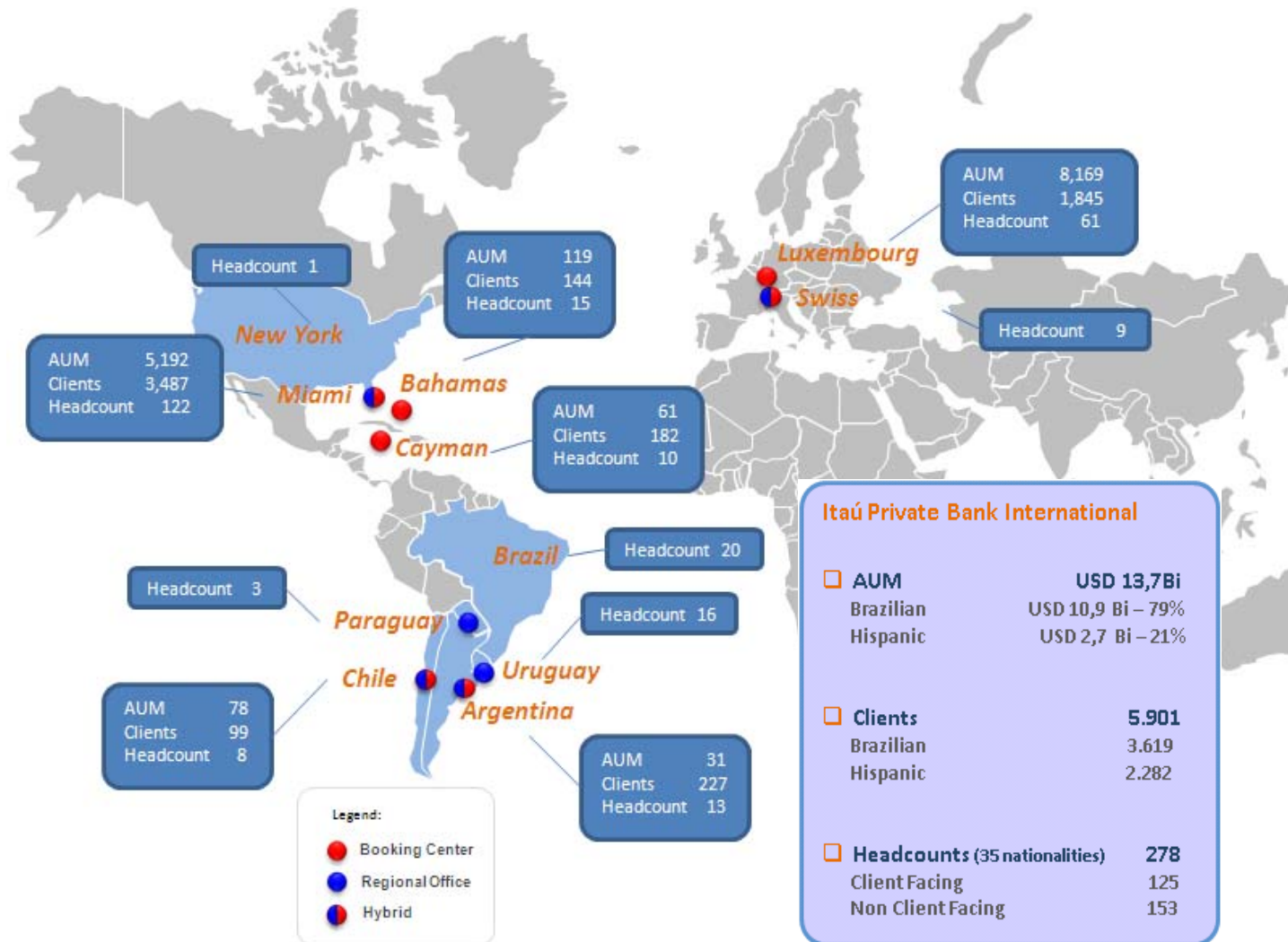


Notes:

1. Market Cap. as at June 30 2010. Source: Bloomberg.
2. Ranking among the 15 largest banks by market cap on June 30 2010. Accumulated available data for the last 12 months. Source: Bloomberg.
3. Ranking among the 15 largest banks by market cap. on June 30 2010. Tier I: last available data. Source: Bloomberg.

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Private Bank International Snapshot



HIGHLIGHTS

- Absolute local market Leader
- Over 20 years' experience in wealth management
- Presence in major financial markets throughout the world

ItaúPrivateBankInternational

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Evolution of the Private Bank - Milestones



- ❑ 1989 Unibanco Private Bank is founded
- ❑ 1991 Itaú Private Bank is founded
- ❑ 1991 Unicorp Bank & Trust is founded
- ❑ 1995 Bancol Itaú Europa Luxembourg (international private banking) is founded
- ❑ 1995 Unibanco Luxembourg is founded (Acquisition of Banco Nacional)
- ❑ 2006 Launched operation in Argentina through acquisition of MBA's portfolio of Private clients
- ❑ 2007 Launched operations in Uruguay and Chile through acquisition of Bank Boston
- ❑ 2007 Recognized as Best Private Bank in Brazil (Euromoney)
- ❑ 2007 Acquired LATAM PBs of Bank Boston International and ABN Amro Miami Agency
- ❑ 2007 Recognized by the Brazilian National Quality Foundation: Top 5 (Baldrige Award equivalent)
- ❑ 2008 Recognized as 2nd Best Private Bank in Latin America (Euromoney)
- ❑ 2008 Recognized as The Outstanding Private Bank - The Americas (Private Banker International)
- ❑ 2008 Merger of Bancol Itaú and Unibanco
- ❑ 2009 Recognized as The Outstanding Private Bank - Latin America (Private Banker International)
- ❑ 2010 Recognized as Best Private Bank in Brazil and Chile and Top 5 Best Private Bank in Latin America
- ❑ 2010 Opening of the Bancol Itaú in Switzerland



Prêmio Nacional de
Qualidade
(Baldrige Award equivalent)



The Outstanding
Private Bank - The
Americas



The Outstanding
Private Bank - Latin
America



Best Private Bank
in Brazil

Best Private Bank
in Chile

Top 5 Private Bank
in Latin America

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Why to open a Bank in Switzerland?



Bloomberg Journal – October 14th 2010

Bloomberg

Swiss Banks Buck Secrecy Squeeze With \$53 Billion of Inflows

October 14, 2010, 6:22 PM EDT

By Warren Giles and Mike E. Bloomberg

[MORE FROM BUSINESSWEEK](#)

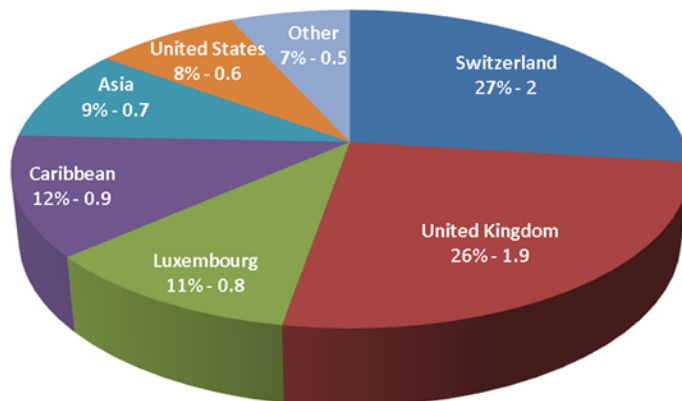
3 Key Drivers

- Biggest Offshore Financial Center
- Attractive marketplace (e.g., strong and stable economy, high competitiveness)
- Attractive client base and excellent banking market

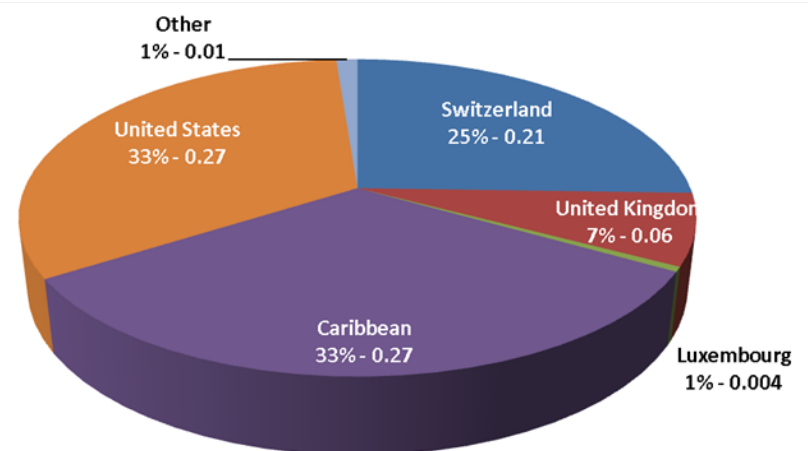
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Offshore Wealth distribution

Total (\$trillion)



Latin America (\$trillion)



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Our Swiss Project





- ❑ We opened our Swiss Office on **September 15th 2010**
- ❑ Switzerland will be **our main hub** in Europe
- ❑ We will offer a **full range of investment and banking products**
- ❑ We are targeting High Network Individuals starting **at CHF 2mn** account size
- ❑ **Currently 11 employees from 8 different countries.** Diversification and intercultural experiences will be a big added value but also a big challenge

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Country differences - Facts



President: Luiz Inacio Lula da Silva 	Leader	Federal president (rotating): Doris Leuthard 
7 September 1822 (from Portugal)	Independence date	1 August 1291 (founding of the Swiss Confederation)
196,343,000	Population	7,581,520
71.71 years	Life expectancy	80.74 years
Sao Paulo (population: 10,021,300)	Largest city	Zurich (population: 341,730)
\$10,300 US	GDP per Capita	\$40,900 US
3.5	Corruption perception Index	9
9.4%	Percentage of women in parliament	27.2%
Eike Batista (\$7.5bn US)	Wealthiest citizen	Ernesto Bertarelli (\$8.2bn US)
8%	Unemployment rate	2.6%
8,456,510 km sq	Area	39,770 km sq
7,491 km	Coastline	0 km
mostly tropical, but temperate in south	Climate	temperate, but varies with altitude; cold, cloudy, rainy/snowy winters; cool to warm, cloudy, humid summers with occasional showers

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Cliché and my experiences



- ❑ „Switzerland and Swiss people are very structured and organized“
- ❑ „Brazilians are thinking more out of the box“
- ❑ „Brazilians are warmer and show more feelings“
- ❑ „ Swiss people are always on schedule“