

BANK BRADESCO
Form 6-K
August 07, 2009

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934**

For the month of August, 2009

Commission File Number 1-15250

BANCO BRADESCO S.A.
(Exact name of registrant as specified in its charter)

BANK BRADESCO
(Translation of Registrant's name into English)

**Cidade de Deus, s/n, Vila Yara
06029-900 - Osasco - SP
Federative Republic of Brazil
(Address of principal executive office)**

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

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Forward-Looking Statements

This Report on Economic and Financial Analysis contains forward-looking statements relating to our business. Such statements are based on management's current expectations, estimates and projections about future events and financial trends, which could affect our business. Words such as: believes, anticipates, plans, expects, intends, aims, predicts, foresees, projects, guidelines, should and similar expressions are intended to identify forward-looking statements. These statements, however, do not guarantee future performance and involve risks and uncertainties, which could be beyond our control. Furthermore, certain forward-looking statements are based on assumptions that, depending on future events, may prove to be inaccurate. Therefore, actual results may differ materially from the plans, objectives, expectations, projections and intentions expressed or implied in such statements.

Factors which could modify actual results include, among others, changes in regional, national and international commercial and economic conditions; inflation rates; increase in customer delinquency on the account of borrowers in loan operations, with the consequent increase in the allowance for loan losses; loss of funding capacity; loss of clients or revenues; our capacity to sustain and improve performance; changes in interest rates which could, among other events, adversely affect our margins; competition in the banking sector, financial services, credit card services, insurance, asset management and other related sectors; government regulations and fiscal matters; disputes or adverse legal proceedings or rulings; as well as credit risks and other loan and investment activity risks.

Accordingly, the reader should not rely excessively on these forward-looking statements. These statements are valid only as of the date they were prepared. Except as required under applicable legislation, we assume no obligation whatsoever to update these statements, whether as a result of new information, future events or for any other motive.

Few numbers of this Report were submitted to rounding adjustments.
Therefore, amounts indicated as total in certain charts may not correspond to the arithmetic
sum of figures preceding them.

Highlights

The main figures obtained by Bradesco in 1H09 are presented below:

1. Net Income for 1H09 totaled R\$4.020 billion (a 2.8% variation relative to the adjusted net income of R\$3,909 billion y-o-y), corresponding to EPS of R\$2.52 (accumulated over 12 months) and a 23.7% annualized return on Average Shareholders' Equity⁽¹⁾.
2. Net income comprised R\$2.732 billion from financial activities, which represented 68% of the total, and R\$1.288 billion from Insurance and Private Pension Plan activities, which accounted for 32% of total Net Income.
3. Bradesco's market capitalization as of June 30, 2009 stood at R\$81.301 billion. We highlight that its preferred shares increased by 28.7% during 1H09.
4. Total Assets reached R\$482.478 billion in June 2009, an increase of 19.7% vis-à-vis 2008. Annualized return on average Assets reached 1.7%, vis-à-vis 2.1% in the same period of last year.
5. The Total Loan Portfolio⁽²⁾ stood at R\$212.768 billion in June 2009, 18.1% higher on a y-o-y analysis. Operations with individuals totaled R\$74.288 billion (up by 13.2%), while loans to corporations totaled R\$138.480 billion (up by 20.9%) .
6. Assets under Management reached R\$647.574 billion, an increase of 17.6% vis-à-vis R\$550.582 billion of June 2008.
7. Shareholders' Equity stood at R\$37.277 billion in June 2009, a 10.6% y-o-y growth. The Capital Adequacy Ratio (Basel II) stood at 17.0% in June 2009, 14.3% of which being Tier I Capital.
8. In 1H09, shareholders were paid, in the form of Interest on Shareholders' Capital and Dividends, R\$3.253 billion, R\$1.372 million of which referring to income generated in the period (R\$210 million paid monthly and R\$1.162 million provisioned) and R\$1.881 billion referring to the year of 2008 (monthly payment of R\$39 million paid on January 1st, 2009 and supplementary payments of R\$1.842 billion paid on March 9, 2009).
9. The Efficiency Ratio⁽³⁾ in June 2009 stood at 42.0% (42.6% in June 2008).
10. In the half-year, investments in infrastructure, IT and telecommunications amounted to R\$1.616 billion, up by 43.4% y-o-y.
11. In the period, taxes and contributions, including social security, paid or provisioned, calculated based on the main activities developed by the Bradesco Organization in 1H09, amounted to R\$4.185 billion, equivalent to 104.1% of the Net Income. Financial intermediation taxes withheld and paid by the Organization amounted to R\$2.950 billion.
12. Bradesco has a comprehensive distribution network, of 4,598 Branches (3,406 branches + 1,192 mini-branches-PABs), 30,191 ATMs in the Bradesco Dia&Noite (Day&Night) Network, 17,699 Bradesco Espresso outlets, 6,011 Banco Postal (Postal Bank) Branches, 2,788 PAEs and 64 branches of Finasa Promotora de Vendas. In addition, 6,239 ATMs in the Banco24Horas (24HourBank) Network are available to Bradesco clients.

13. In the half-year ended in June 2009, fixed personnel compensation plus charges and benefits totaled R\$3.285 billion. Social benefits provided to the 85,871 employees of Bradesco Organization and their dependents stood at R\$719.485 million. Regarding investments in development and training programs, expenditures reached R\$42.943 million.

14. In June 2009, Banco Bradesco partially sold its participation in the Companhia Brasileira de Meios de Pagamento (VisaNet Brasil), in the process related to the Secondary Public Offering of Common Shares, regarded as Brazil's biggest ever IPO.

15. In June 2009, Banco Bradesco, entered into a Private Instrument of Share Merger and Other Covenants with controlling shareholders of Banco ibi S.A., aiming at the acquisition of all its capital stock and, at the same time, signed a 20-year Partnership Agreement with C&A Modas Ltda. to jointly trade, on an exclusive basis, financial products and services of Bradesco in C&A stores. The completion of the operation is subject to the approval by the relevant bodies. The amount of operation, nearly R\$1.4 billion, will be paid upon the delivery of shares issued by Bradesco.

16. Awards and Acknowledgements received in 2Q09:

Brazilian financial institution best ranked among the world's top 500 largest companies (Fortune magazine);

Single Brazilian brand included in the ranking of the world's top 100 most valuable brands and for the 3rd consecutive year, Bradesco is Brazil's most valuable brand (Millward Brown consulting firm);

Single bank among Brazil's 25 most leading-edge companies (*Época* magazine);

Bradesco is Brazil's IT leading company (*INFO Exame* magazine);

Ranked 1st in *E-finance* 2009 Award (*Executivos Financeiros* magazine);

Bradesco Seguros e Previdência (Insurance Group) was elected Brazil's Best Insurance Company in 2009 (Euromoney magazine);

For the 2nd consecutive year, Bradesco Seguros e Previdência was elected the Best Insurance Company in South America (World Finance magazine);

Grupo Bradesco Seguros e Previdência (Insurance Group) was elected Brazil's Best Insurance Group and the best company in the Sustainability and Social Responsibility category (Fundação Getúlio Vargas); and

Bradesco Saúde earned the Best Health Insurance Company award (Fundação Getúlio Vargas).

17. Regarding Sustainability, we have directed Bradesco's actions into three pillars: (i) Sustainable Finances, aimed at bank inclusion, social and environmental variables for loan granting and offer of social and environmental products; (ii) Responsible Management, with emphasis in employee valuation, work environment improvement and eco-efficient practices; and (iii) Social and Environmental Investments, aimed at education, the environment, culture and sport. We highlight Fundação Bradesco, which has been developing a broad social and educational program for over 52 years, maintaining 40 schools in Brazil. In 2009, with a budget estimated at R\$231.3 million, Fundação Bradesco will be able to service over 642 thousand people, 111 thousand⁽⁴⁾ of which are students who will receive free-of-charge quality education.

(1) Excluding the assets valuation adjustment recorded in Shareholders' Equity;

(2) Considering Sureties and Guarantees, advance of credit cards receivables and loan assignment (Receivables

Securitization Funds (FIDC and Certificates of Real Estate Receivables - CRI);
(3) Accumulated over 12 months; and
(4) Forecast.

Main Information

As disclosed to the market on July 3, 2009, we point out that the Financial Statements, jointly with the indexes, comprise the managerial reclassifications made in all periods.

	2Q09	1Q09	4Q08	3Q08	2Q08	1Q08	4Q07	3Q07	Variation %	
									2Q09 x 1Q09	2Q09 x 2Q08
Statement of Income for the Period - R\$ million										
Accounting Net Income	2,297	1,723	1,605	1,910	2,002	2,102	2,193	1,810	33.3	14.7
Adjusted Net Income	2,297	1,723	1,806	1,910	2,002	1,907	1,854	1,850	33.3	14.7
Adjusted Net Interest Income	7,560	7,115	5,924	5,674	5,959	5,586	5,492	5,144	6.3	26.9
Provision for Loan Losses Expenses	(4,421)	(2,939)	(1,888)	(1,671)	(1,752)	(1,611)	(1,428)	(1,382)	50.4	152.3
Fees and Commissions	2,911	2,723	2,698	2,698	2,657	2,691	2,783	2,661	6.9	9.6
Administrative and Personnel Expenses	(4,141)	(4,007)	(4,230)	(4,019)	(3,777)	(3,671)	(3,914)	(3,484)	3.3	9.6
Balance Sheet - R\$ million										
Total Assets	482,478	482,141	454,413	422,662	403,232	355,470	341,144	317,648	0.1	19.7
Securities	146,110	130,816	131,598	132,373	118,956	105,167	114,452	108,098	11.7	22.8
Loan Operations ⁽¹⁾	212,768	212,993	213,602	195,604	180,123	167,265	159,150	137,598	(0.1)	18.1
- Individuals	74,288	73,694	73,646	69,792	65,622	61,983	59,103	54,264	0.8	13.2
- Corporations	138,480	139,299	139,956	125,812	114,501	105,282	100,047	83,334	(0.6)	20.9
Provision for Loan Losses (PLL)	(13,871)	(11,424)	(10,263)	(9,136)	(8,652)	(8,104)	(7,826)	(7,428)	21.4	60.3
Total Deposits	167,512	169,104	164,493	139,170	122,752	106,710	98,323	86,736	(0.9)	36.5
Technical Provisions	68,829	66,673	64,587	62,888	62,068	59,722	58,526	55,319	3.2	10.9
Shareholders' Equity	37,277	35,306	34,257	34,168	33,711	32,909	30,358	29,214	5.6	10.6
Total Funds Raised and Managed	647,574	640,876	597,615	570,320	550,582	505,365	482,971	452,698	1.0	17.6
Performance Indicators % (except when otherwise stated)										
Adjusted Net Income per Share - R\$ ⁽²⁾	2.52	2.42	2.48	2.50	2.48	2.41	2.38	2.30	4.1	1.6
Book Value per Share (Common and Preferred) - R\$	12.14	11.50	11.16	11.13	10.98	10.72	10.03	9.65	5.6	10.6
Annualized Return on Average Shareholders' Equity	23.7	21.0	23.8	25.4	27.2	28.7	28.3	30.0	2.7	(3.5)
									p-p	p-p

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⁽³⁾ ⁽⁴⁾										
Annualized Return on Average Assets ⁽⁴⁾	1.7	1.5	1.9	2.0	2.1	2.2	2.4	2.5	0.2	(0.4)
Average Rate - (Adjusted Net Interest Income / Total Average Assets - Repos - Permanent Assets)									p.p	p.p
Annualized Fixed Assets Ratio - Total Consolidated	8.2	7.8	7.0	7.4	8.4	8.4	8.9	8.9	0.4	(0.2)
Combined Ratio - Insurance ⁽⁵⁾	15.1	14.1	13.5	17.6	16.2	12.1	14.5	14.7	1.0	(1.1)
Efficiency Ratio (ER) ⁽²⁾	85.5	86.2	89.7	84.4	84.9	83.9	92.8	92.3	(0.7)	0.6
Coverage Ratio (Fees and Commissions/Administrative and Personnel Expenses) ⁽²⁾	42.0	42.7	43.3	43.0	42.6	42.9	43.1	43.0	(0.7)	(0.6)
Market Value - R\$ million ⁽⁶⁾	67.3	67.2	68.4	70.4	72.7	73.7	75.0	75.3	0.1	(5.4)
Loan Portfolio Quality %	81,301	65,154	65,354	88,777	95,608	93,631	109,463	107,222	24.8	(15.0)
PLL / Loan Portfolio	7.7	6.3	5.7	5.5	5.6	5.6	5.7	6.1	1.4	2.1
Non Performing Loans (> 60 days ⁽⁷⁾ / Loan Portfolio)	5.6	5.2	4.4	4.0	4.1	4.1	4.1	4.2	0.4	1.5
Delinquency Ratio (> 90 days ⁽⁷⁾ / Loan Portfolio)	4.6	4.2	3.4	3.4	3.4	3.4	3.4	3.6	0.4	1.2
Coverage Ratio (> 90 days ⁽⁷⁾)	169.1	152.4	165.6	163.6	165.9	166.5	168.7	171.7	16.7	3.2
Coverage Ratio (> 60 days ⁽⁷⁾)	137.9	122.3	130.7	135.7	136.6	137.0	140.7	144.1	15.6	1.3
Operating Limits %										
Capital Adequacy Ratio - Total Consolidated ⁽⁸⁾	17.0	16.0	16.1	15.6	12.9	13.9	14.0	14.2	1.0	4.1
- Tier I	14.3	13.2	12.9	12.5	10.1	10.5	10.2	10.8	1.1	4.2
- Tier II	2.8	2.9	3.3	3.3	2.9	3.6	3.9	3.8	(0.1)	(0.1)
- Deductions	(0.1)	(0.1)	(0.1)	(0.2)	(0.1)	(0.2)	(0.1)	(0.4)	0.0	0.0

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	Jun09	Mar09	Dec08	Sep08	Jun08	Mar08	Dec07	Sep07	Variation %	
									Jun09 x Mar09	Jun09 x Jun08
Structural Information -										
Units										
Outlets	41,067	39,427	38,183	36,140	34,709	32,758	29,982	28,573	4.2	18.3
- Branches	3,406	3,375	3,359	3,235	3,193	3,169	3,160	3,067	0.9	6.7
- Advanced Service Branche (PAAs) ⁽⁹⁾	1,260	1,183	1,032	902	584	135	130	130	6.5	115.8
- Mini-Branches (PABs) ⁽⁹⁾	1,192	1,184	1,183	1,185	1,181	1,175	1,151	1,103	0.7	0.9
- Electronic Service Branches (PAEs) ⁽⁹⁾	1,528	1,512	1,523	1,561	1,545	1,515	1,495	1,426	1.1	(1.1)
- Outplaced ATM Netw ork Terminals	3,516	3,389	3,296	3,074	2,904	2,877	2,776	2,652	3.7	21.1
- 24-Hour Bank Netw ork Assisted Terminals	5,558	5,068	4,732	4,378	4,153	3,763	3,523	3,387	9.7	33.8
- Banco Postal (Postal Bank)	6,011	5,959	5,946	5,924	5,882	5,851	5,821	5,753	0.9	2.2
- Bradesco Expresso (Correspondent Banks)	17,699	16,710	16,061	14,562	13,413	12,381	11,539	10,657	5.9	32.0
- Finasa Promotora de Vendas (Finasa Branches)	64	152	156	216	268	357	375	388	(57.9)	(76.1)
- Promotora de Vendas - BMC (Correspondent Banks)	822	884	883	1,078	1,561	1,510	-	-	(7.0)	(47.3)
- Credicerto Promotora de Vendas (BMC Branches)	-	-	-	13	13	13	-	-	-	-
- Branches / Subsidiaries Abroad	11	11	12	12	12	12	12	10	-	(8.3)
ATMs	36,430	35,443	34,524	32,942	31,993	30,956	29,913	28,738	2.8	13.9
- Proprietary	30,191	29,764	29,218	28,092	27,362	26,735	25,974	24,911	1.4	10.3
- 24-Hour Bank	6,239	5,679	5,306	4,850	4,631	4,221	3,939	3,827	9.9	34.7
Credit Card, Debit Card and Private Label - in millions	86.3	85.2	83.2	81.6	79.3	74.3	71.7	68.4	1.3	8.8
Internet Banking - users in millions	10.4	10.1	9.8	9.5	9.2	8.8	8.6	8.3	3.0	13.0
Employees	85,871	86,650	86,622	85,577	84,224	83,124	82,773	81,943	(0.9)	2.0
Employees and Interns	9,439	9,292	9,077	8,971	8,704	8,574	8,430	8,517	1.6	8.4
Foundations' Employees ⁽¹⁰⁾	3,645	3,674	3,575	3,622	3,607	3,577	3,547	3,588	(0.8)	1.1
Clients - in millions										
Checking Accounts	20.4	20.2	20.1	20.0	19.8	19.1	18.8	17.1	1.0	3.0

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Savings Accounts	33.9	34.2	35.8	33.8	32.5	32.2	34.6	32.1	(0.9)	4.3
Insurance Group	29.1	28.6	27.5	26.8	25.8	25.0	24.0	22.0	1.7	12.8
- Policy Holders	24.6	24.1	23.0	22.4	21.5	20.8	19.8	17.8	2.1	14.4
- Pension Plan										
Participants	2.0	2.0	2.0	1.9	1.9	1.9	1.9	1.9	-	5.3
- Savings Bonds Clients	2.5	2.5	2.5	2.5	2.4	2.3	2.3	2.3	-	4.2
Finasa	4.0	4.2	4.9	4.9	5.0	5.3	5.5	5.6	(4.8)	(20.0)

- (1) Including sureties and guarantees, advances of credit card receivables and loan assignments (FIDC and CRI);
- (2) Accumulated over 12 months;
- (3) Excluding the assets valuation adjustments in Shareholders' Equity;
- (4) Accumulated Net Income per period;
- (5) Excluding additional provisions;
- (6) Number of shares (less treasury shares) x closing quote of common and preferred shares of the last trading day of the period;
- (7) Credits overdue;
- (8) As of 3Q08 already calculated in accordance with the New Basel Capital Rules (BIS II);
- (9) PAB: Branch located in a company with Bank's employees; PAE (in Companies): Branch located in a company that has electronic service; PAA: Branch located in a Municipality that does not have a branch; and
- (10) Comprises Fundação Bradesco, the Institute of the Digestive System and Nutrition Disorders Foundation (Fimaden) and Associação Desportiva Classista Finasa.

Ratings

Main Ratings

Fitch Ratings							
		International Scale				Domestic Scale	
Individual	Support	Domestic Currency		Foreign Currency		Domestic	
B/C	3	Long-Term BBB +	Short-Term F2	Long-Term BBB	Short-Term F2	Long-Term AAA (bra)	Short-Term F1 + (bra)

Moody's Investors Service							
Financial Strength	International Scale				Domestic Scale		
	Debt Foreign Currency	Deposit Domestic Currency	Short-Term	Deposit Foreign Currency	Short-Term	Domestic Currency	
B -	Long-Term Baa3	Long-Term A1	P - 1	Long-Term Ba2	NP	Long-Term Aaa.br	Short-Term BR - 1

Stardard & Poor's						R&I Inc.	Austin Rating	
International Scale - Counterparty Rating			Domestic Scale			International Scale	Domestic Scale	
Foreign Currency	Domestic Currency		Counterparty Rating			Issuer Rating	Corporate Governance	Long-Term
Long-Term BBB	Short-Term A - 3	Long-Term BBB	Short-Term A - 3	Long-Term brAAA	Short-Term brA - 1	BBB -	AA	AAA

Summarized Analysis of Adjusted Income

In order to provide better understanding, comparability and analysis of Bradesco's results, we are using the Statement of Managerial Income in the analyses and comments of this Report on Economic and Financial Analysis, which is obtained from adjustments made to the Reported Statement of Income, as shown at the end of this Press Release:

R\$ million								
Adjusted Statement of Income								
Variation								
	1H09	1H08	Half-Year		2Q09	1Q09	Variation	
			Amount	%			Amount	%
Net Interest Income	14,675	11,545	3,130	27.1	7,560	7,115	445	6.3
- Interest	13,193	11,178	2,015	18.0	6,771	6,422	349	5.4
- Non-Interest	1,482	367	1,115	303.8	789	693	96	13.9
PLL	(7,360)	(3,363)	(3,997)	118.9	(4,421)	(2,939)	(1,482)	50.4
Gross Income from Financial Intermediation	7,315	8,182	(867)	(10.6)	3,139	4,176	(1,037)	(24.8)
Income from Insurance, Private Pension Plan, Savings Bonds Operations	1,066	1,082	(16)	(1.5)	529	537	(8)	(1.5)
Fees and Commissions	5,634	5,348	286	5.3	2,911	2,723	188	6.9
Personnel Expenses	(3,760)	(3,569)	(191)	5.4	(1,908)	(1,852)	(56)	3.0
Other Administrative Expenses	(4,388)	(3,879)	(509)	13.1	(2,233)	(2,155)	(78)	3.6
Tax Expenses	(1,202)	(1,192)	(10)	0.8	(615)	(587)	(28)	4.8
Equity in the Earnings (Losses) of Unconsolidated Companies	19	65	(46)	(70.8)	13	6	7	116.7
Other Operating Income/Expenses	(1,285)	(821)	(464)	56.5	(697)	(588)	(109)	18.5
Operating Income	3,399	5,216	(1,817)	(34.8)	1,139	2,260	(1,121)	(49.6)
Non-Operating Income	2,106	122	1,984	-	2,034	72	1,962	-
IR/CS	(1,475)	(1,422)	(53)	3.7	(872)	(603)	(269)	44.6
Minority interest	(10)	(7)	(3)	42.9	(4)	(6)	2	(33.3)
Net Income	4,020	3,909	111	2.8	2,297	1,723	574	33.3

Net Income and Profitability

In 2Q09, the net income stood at R\$2,297 million compared to R\$1,723 million in 1Q09, an increase of 33.3% .

Average Shareholders' Equity** amounted to R\$35,841 million on June 30, 2009. It is worth mentioning that during this quarter Bradesco partially sold its participation in VisaNet and built additional Provision for Loan Losses. After tax effect of these events was nearly R\$460 million.

In 2Q09, the economic crisis that began in 4Q08 still affected financial activities, reflecting on the low growth of the loan portfolio and also maintaining high delinquency levels.

Bradesco's net income in the six-month period ended June 30, 2009, reached R\$4,020 million, an increase of 2.8% in the y-o-y comparison.

The main items that contributed to such result are outlined in the income statement analysis.

Efficiency Ratio

The Efficiency Ratio (ER)* improved as seen in the q-o-q and y-o-y period comparisons due to revenues contribution, highlighting the performance of net interest income, fees and commissions, combined with strong cost control. Personnel and administrative expenses variations mainly derived from business expansion.

When comparing to 1H08, it is worth mentioning that the higher income from Bradesco Seguros and its subsidiaries also contributed to the ER improvement.

* Efficiency Ratio (ER) YTD = $\frac{\text{Personnel} + \text{Employee Profit Sharing (PLR)} + \text{Administrative Expenses}}{\text{Net Interest Income} + \text{Income from Insurance} + \text{Fee Income} + \text{Equity in the Earnings (Losses) of Unconsolidated Companies} + \text{Other Operating Expenses} + \text{Other Operating Income}}$. If we considered the ratio between total administrative costs (Personnel Expenses + Administrative Expenses + Other Operating Expenses + Tax Expenses not related to revenue generation) and the generation of revenue net of related taxes, Bradesco's ER in 2Q09 would be 48.9% .

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