



**Itaú**



estação  
bike  
Paulista

Itaú Unibanco  
Experience on  
Financing  
Cycling in Brazil



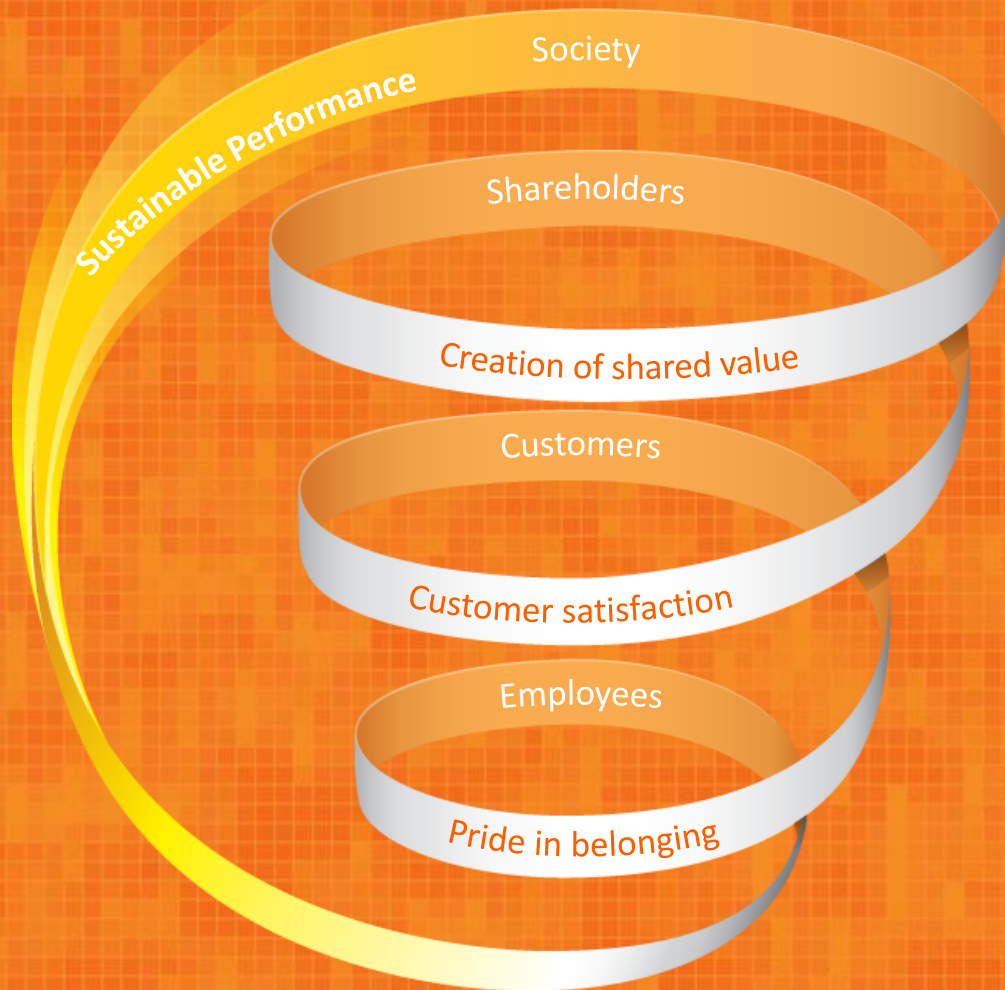
# Itaú Unibanco at a glance

- Over 90,000 employees in Brazil and abroad
- Almost 5,000 branches in Brazil and abroad
- Over 26,000 ATMs in Brazil and abroad
- Business units in 21 countries
- Brazilian multinational bank

**Global Footprint of Brazil's Top Private Sector Bank | as of December 31, 2015**



# Sustainable Performance



## Corporate Vision

To be the leading bank in **sustainable performance** and **customer satisfaction**

## Sustainable Performance

To create **shared value** to employees, customers, shareholders and society, **ensuring business longevity.**

# Itaú Unibanco causes



culture



education



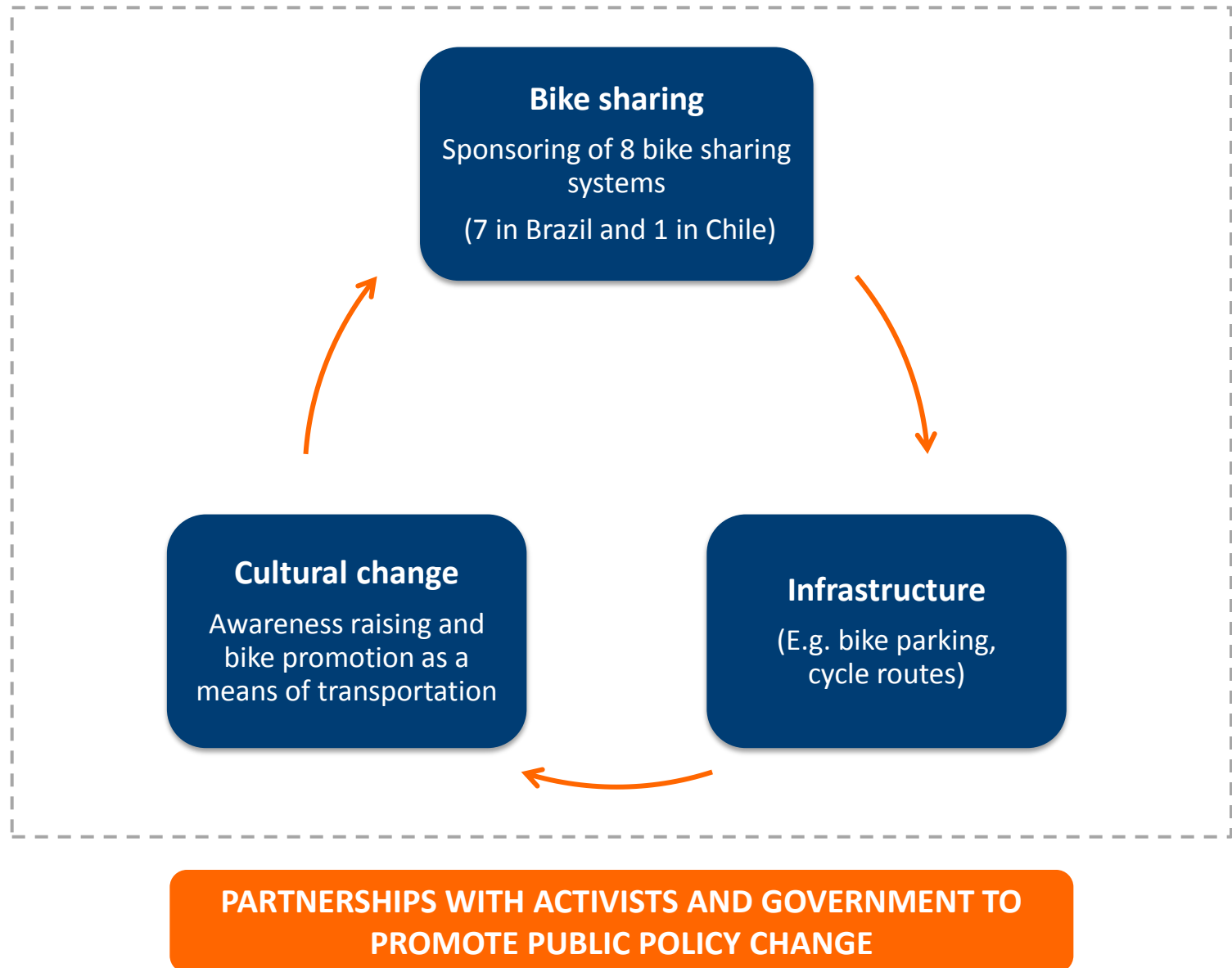
sports



cycling

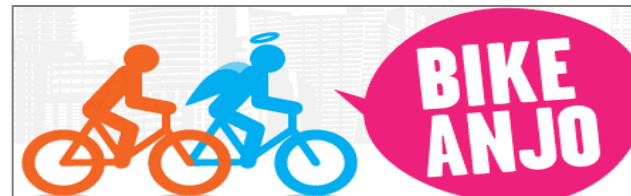
We defined **cycling** as a **cause** in our **sustainability platform**

# Our cycling platform



# Support to cyclists organizations

Itaú Unibanco sponsors several organizations that promote cycling in Brazil.





# Our bike sharing systems



	Quantity
Dock stations	850
Bikes	8.500



**CICLOFAIXA**  
DE TURISMO E LAZER



**Ciclofaixa**

Network planning is made to promote intermodal integration



# Infrastructure

## Bike Parking



4 bike parking spaces sponsored  
(2 in São Paulo and 2 in Salvador)

## Cyclists' Counters



Donation of 3 totens (SP and BH) and 5 portable counters

## Cycle routes and bike racks



Cycle routes mapping sponsored in SP and RJ and donation of bike racks to several cities

## Infrastructure for employees



Containers and bike racks for employees that go to work by bikes

Next step: bike racks on bank branches

# Cultural change

We also promote awareness raising initiatives with different stakeholders:

## Children



## Car drivers



## Bus drivers







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