



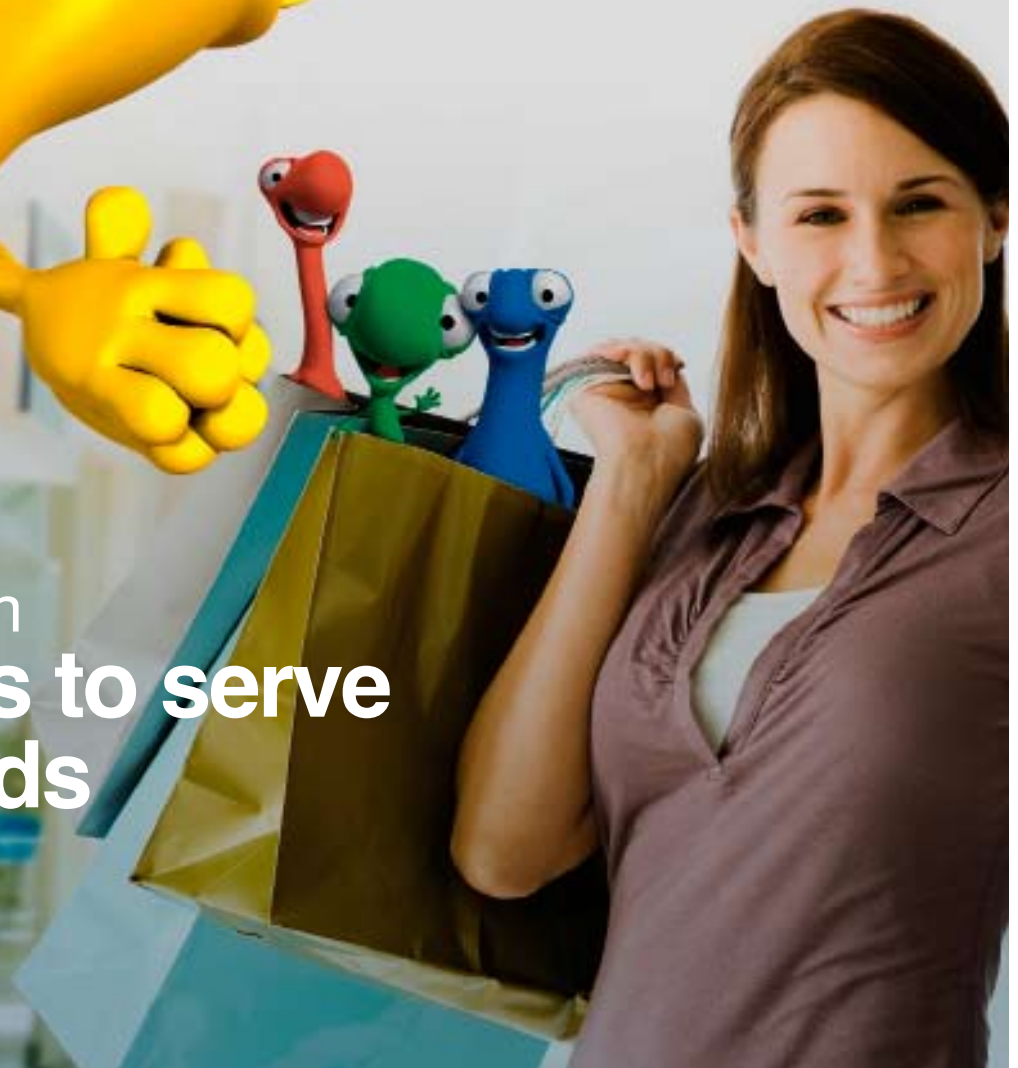
We seek to be closer to you

A distinctive seal that conveys a way of communicating differently, our constant innovation, transparency in the workplace, and the attention we pay to new business trends to gain our customers' trust and preference.



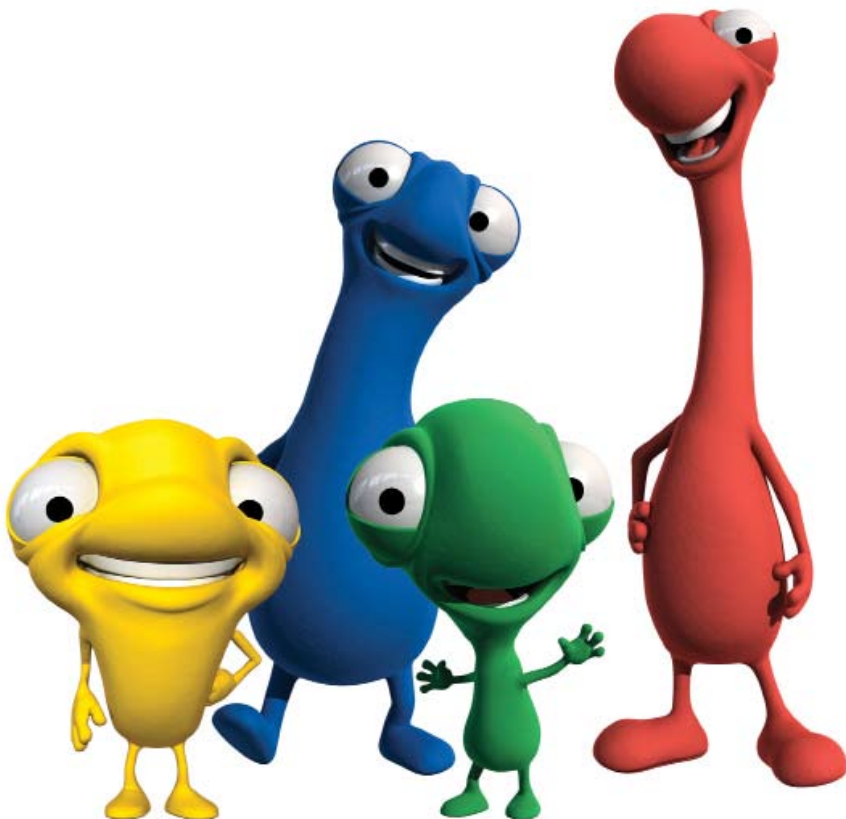


We transform
ourselves to serve
your needs



[11]

BRAND, CORPORATE IMAGE AND ADVERTISING



Bci has positioned itself as a brand that relates to people and makes customers' life easier by providing innovative products and services as well as a customized attention through multiple channels.

Also, the distinctive service attitude and the relationship with people are a differentiating factor to efficiently and effectively satisfy the needs and requirements of our customers.

These attributes have Bci be recognized as an organization where the customer values the difference that ranges from communication and advertising to every detail in the products and services the Bank develops.

In Bci, there is a constant need for caring about our corporate reputation and guaranteeing that the message our brand shows is coherent with the values and ethical principles of the Bank.

The efforts Bci has made to position its brand have reaped positive rewards. Proof of which are the excellent results published in Adimark's survey "Banks and Banking Industry Image" carried out in the third quarter of 2008, in which the Bank was recognized as the most innovative among its peer group.



BCI IS RECOGNIZED
**AS A POWERFUL,
 ATTRACTIVE, CLOSE
 AND INNOVATIVE BRAND**

The survey also showed that, in terms of “top of mind”, Bci is third in the banking industry. With respect to advertising, the Bank is placed second and most of the respondents consider it appealing.

When asked “what bank would you choose if you had the need for change?” people places Bci second in their preferences, and it is the only Bank in the industry showing an upward trend in the rankings.



[11] BRAND, CORPORATE IMAGE AND ADVERTISING

[Advertising Campaigns]

In practical terms, the Bci spirit is reflected in its innovative advertising campaigns which reaffirms the creativity of the Bank and its aim to be closer to heart to our customers.

In 2008, the principal campaigns launched in the media were targeted toward letting the market know as to the new initiatives mentioned in the chapter "Innovations and News of 2008". Among them, Private Banking, the transformation of the Branch Network, and the new Bci Full self-service format.

:: Noteworthy Campaigns

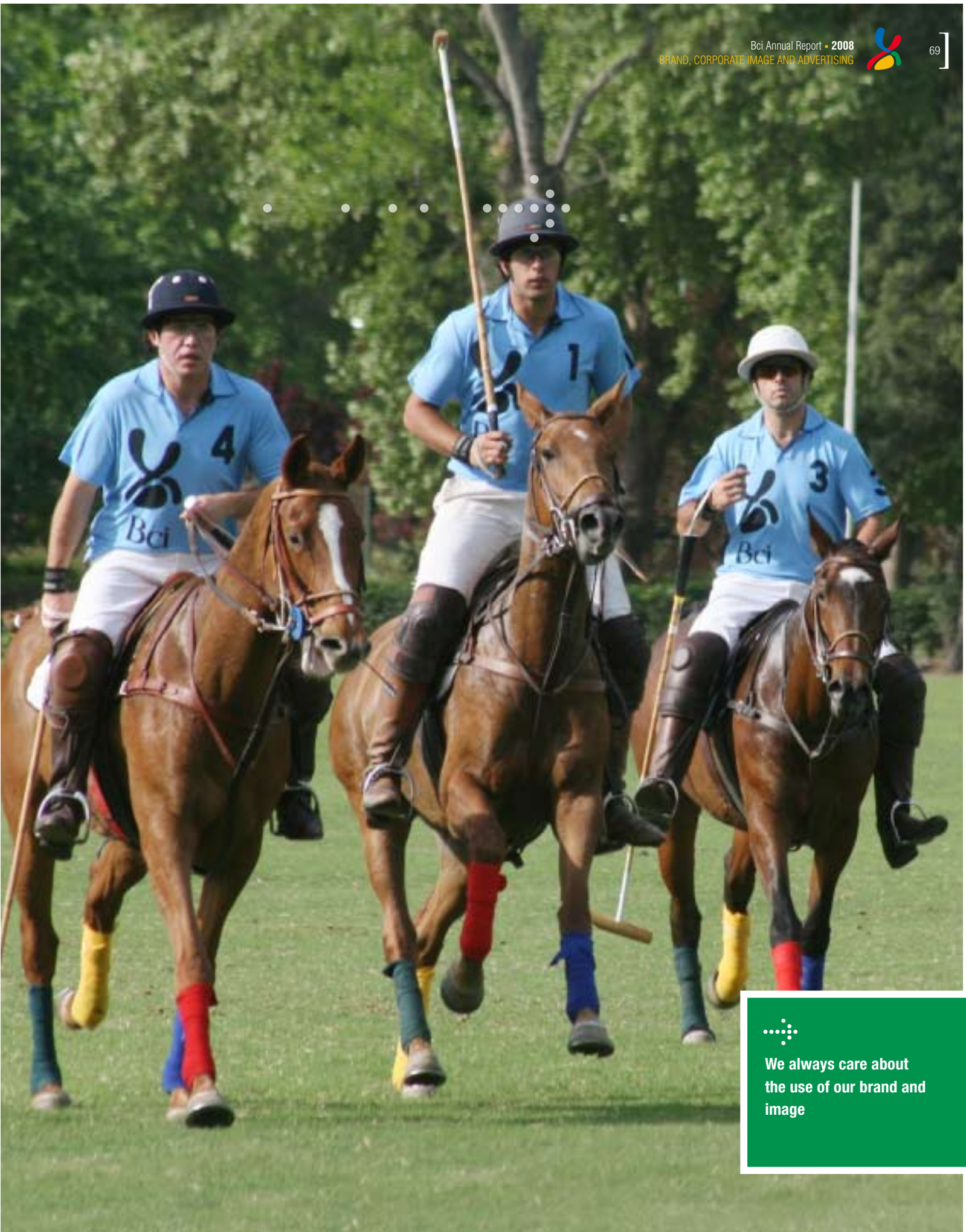
- Marzo es una Ilusión; Consumer loan
- Lanzamiento Banca Premier
- Súmate a Fundación Las Rosas
- Launching of Premier Banking
- La Era del Crédito 2
- Crédito Olímpico
- Launching of Bci Inversiones
- Bci 2010

•••••
The spirit of Bci is reflected in its innovative advertising campaigns



Bci constantly cares about its corporate reputation to guarantee that the message the brand conveys is coherent with its **values and ethical principles**





We always care about
the use of our brand and
image