



PRESS RELEASE

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Millennium
bcp

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MILLENNIUM BCP NAMED “CONSUMER’S CHOICE 2021”

**“Digital Channels,” “Security,”
“Clear Information” and
“Brand Credibility” were
Millennium bcp’s best-ranked
attributes**

**Millennium bcp was also the
bank with the highest ranking
for the recommendation rate
(to a family member or friend)
among consumers**

**The bank was also top of
the list among large banks
for its “Response Capacity,”
“Fees,” “Clear
Communication and Easy to
Understand Products,”
“Quick Response” and
“Online Service”**

Millennium bcp is the Consumer’s Choice for 2021 in the “Large Banks” category, with an overall satisfaction score of 85.59% and a satisfaction index of 8.57 (on a scale from zero to ten).

Millennium bcp stands out, in the latest edition, for its “Digital Channels” (in ease of use, with a score of 9.10), “Security” (with a score of 9.08), “Clear Information” and “Brand Credibility” (both with a score of 8.83). Millennium also obtained the best ranking among the major banks for the following attributes: “Response Capacity,” “Fees,” “Clear Communication and Easy to Understand Products,” “Quick Response,” and “Online Service.”

The assessment was carried out by surveying customers and non-customers of Millennium bcp, with similar results: customers gave the bank a slightly higher satisfaction score, at 85.59%, while non-customers attributed a satisfaction score to Millennium bcp of 85.48%. Millennium bcp was also the bank that obtained the highest recommendation rate (to a family member or friend), with 8.52.

“This is a very important distinction, as it results from a direct evaluation by consumers. It reflects the merit of the bank’s excellent professionals, who, even in a year in which the pandemic greatly conditioned physical proximity, were able to demonstrate exemplary availability and service to customers,” Miguel Maya, CEO of Millennium bcp, said. “The quality and evolution of the Millennium app was also decisive, as we were able to combine the best personalized service with the efficiency and simplicity of transactions carried out using the app. We are very pleased with this recognition, but we know that we have to continue, I would even say accelerate, the work we have been developing to continue to deserve the preference of consumers.”

ConsumerChoice aims to publicly highlight companies with products and services with a high degree of consumer acceptance and satisfaction, helping them to make an informed purchase when choosing products or services.

BANCO COMERCIAL PORTUGUÊS, S.A.,
a public company (Sociedade Aberta),
having its registered office at Praça D. João I, 28, Oporto,
registered at the Commercial Registry of Oporto, with the
single commercial and tax identification number 501 525 882
and the share capital of EUR 4,725,000,000.00.
LEI: JU1U6SODG9YLT7N8ZV32

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Under this evaluation system, surveys were carried out with independent and statistically relevant consumers, through an objective, rigorous and representative selection and evaluation process. The information was collected between the 8th and the 28th of October 2020, from 2,720 individuals residing in Portugal, responsible or co-responsible for the purchase / choice in the category and who responded to a maximum of ten categories. This sample size corresponds to a margin of error of ± 1.92 , for a 95% confidence interval.

For the ninth consecutive year, ConsumerChoice - Consumer Satisfaction Assessment Center - presents the best brands in Portugal. In this year's evaluation process, 218,641 evaluations were carried out with 726 brands from sectors as different as Media, Food, Travel and Leisure, Products, Equipment and Hygiene for the Home, Personal Care, Services and Specialized Trade, Beauty Products and Services, Child Care, Financial Services, Automobile, Rail Transport and Telecommunications.

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