



PRESS RELEASE

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ISIN - PTBCPOAM0015

Millennium
bcp

2022.january.03

MILLENNIUM BCP IS THE #1 CONSUMER'S CHOICE AMONG LARGE BANKS IN PORTUGAL

Millennium bcp is the Consumer's Choice for 2022, in the "Large Banks" category

The bank was considered #1 in 8 of the 10 categories evaluated by the survey

With the inclusion of the Bank of Portugal's analysis on behavioral supervision, Millennium extended its gains over the runners-up

Millennium bcp is the Consumer's Choice 2022 in the "Large Banks" category, with a final score of 82.08% and a satisfaction score of 82.73%. It is the second consecutive year that the Bank has been elected the Consumer's Choice.

Millennium bcp is the #1 bank among the five largest banks in Portugal in eight of the ten categories evaluated in this study: Clear Information, Responsiveness, Brand Credibility, Easy-to-Use Digital Channels, Fees Charged, Simple Communication and Easy to Understand Products, Fast Response and Good Online Service. In the remaining two categories – Security and Strength – Millennium bcp is ranked second among the five large banks in Portugal.

"Recognition as the Consumer's Choice 2022 is very relevant, as it reflects the independent assessment of customers and non-customers of Millennium bcp," Miguel Maya, CEO of Millennium bcp, said. "The fact that the Bank led the ranking in eight of the ten categories considered most important, ranking second in the two categories in which we did not win, is a source of enormous pride for everyone who works at Millennium. It is an unmistakable sign that the commitment, availability, professionalism, and sense of customer service that guide us by is recognized – and that inspires us to try to do better. We would like to thank all those who distinguished us with their preference, which we will continue to seek to deserve."

This year's assessment also took into account the Bank of Portugal's the Behavioral Supervision Report for the 1st half of 2021. With the integration of this analysis, Millennium bcp strengthens its position at #1 in the "Large Banks" category, increasing the advantage over the runner-up.

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.
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**The Consumer's Choice
evaluates 149 of the best
brands in Portugal**

**This year 259,236
evaluations were carried
out, involving 936 brands in
many different sectors**

When asked about the preferred relationship channels with Millennium bcp, the answer most used by respondents - with 48% of the results - was "Digital: Homebanking, automatic and Mobile (APP)."

For the 10th consecutive year, ConsumerChoice – Consumer Satisfaction Assessment Center – presents the best brands in Portugal. The leading brand evaluation system in Portugal reveals the 149 brands named "Consumer Choice," "Professional Choice" and "Senior Choice," as well as the new demands of consumers regarding brands.

In this year's evaluation process, 259,236 evaluations were carried out, with 936 brands from sectors as diverse as Media, Food, Travel and Leisure, Products, Equipment and Hygiene for the Home, Personal Care, Services and Specialized Commerce, Products and Services. Beauty, Child Care, Finance, Automotive, Rail Transport and Telecommunications.

In the first phase consumers identify which attributes they value most in their relationship with brands and then assess them through more appropriate assessment methodologies (product experimentation, mystery shopping, and online audits, among others). The brands awarded by consumers are the brands that best completed the attributes required and valued by consumers during 2021 and that after evaluation achieved the highest levels of satisfaction.

About ConsumerChoice:

ConsumerChoice is the No. 1 brand evaluation system in Portugal, leading all indices (notoriety, credibility, exemption and transparency and purchase motivation) among Portuguese consumers (More report f from March 2021), with 90% notoriety.

In Portugal, ConsumerChoice develops the Consumer Choice, Professional Choice, Senior Choice, Good Choice and now Ethical Choice assessment systems, being the market leader in this sector of consumer assessment systems. ConsumerChoice is the only company certified with ISO 9001 in quality management for brand evaluation systems.

Learn more at: <http://www.escolhadoconsumidor.com/>

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