BANK BRADESCO Form 6-K June 08, 2011

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 June, 2011 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-FX 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 NoX

Version: 1

Contents

l.	Persons responsible for form	
	1.1 - Declaration and identification of persons responsible	1
2.	Independent auditors	
	2.1/2.2 - Auditors- identificationand remuneration	2
	2.3 -Other material information	3
3.	Selected financial information	
	3.1 - Financialnformation	5
	3.2 -Non-accounting metrics	6
	3.3 - Events subsequent to the most recent financial statements	7
	3.4 - Policy for allocation of earnings	8
	3.5 - Distributior dividends and retention of net income	12
	3.6 - Declaration of dividends charged to the retained earnings account or	
	reserves	16
	3.7 – Level ofndebtedness	17
	3.8 -Obligations by nature and due date	18
	3.9 -Other material information	19
1.	Risk factors	
	4.1 – Description ofisk factors	20
	4.2 - Commentson expected alterations of exposure to risk factors	28
	4.3 -Non-confidential significant judicial, administrative or arbitration	
	proceedings	29
	4.4 - Non-confidential judicial, administrative or arbitration proceedings in	
	which the other parties are officers, former	
	officers, controlling shareholders, former controlling shareholders, or	
	investors	34
	4.5 - Significantonfidential cases	35
	4.6 -Repeated or related significant and non-confidential judicial,	
	administrative or arbitration proceedings, as a whole	36
	4.7 – Other material contingencies	37
	4.8 - Rules of the country of origin or country in which securities are	
	custodied	38
5.	Market Risk	
	5.1 - Description of principal market risks	39
	5.2 – Description of market risk management policy	43
	5.3 - Significant alterations of principal market risks	47
	5.4 – Other material information	48
6.	Issuer history	

6.1/6.2/6.4 – Incorporation of issuer, duration and date of registration with the	
Brazilian Securities and Exchange	
Commission CVM	49
6.3 – Brief history	50
6.5 - Principal corporate events occurring in issuer, subsidiaries or affiliated	
companies	51
6.6 – Information on any filing for bankruptcy based on material value or	
judicial or extrajudicial recovery	64

Reference Form – 2011 – BANCO BRADESCO S.A.		Version:
	6.7 -Other material information	65
7.	Issuer business activities	
	7.1 – Description ofhe business of the issuer and its subsidiaries	66
	7.2 – Informatioron operational segments	67
	7.3 - Informatioron products and services relating to the operational	
	segments	72
	7.4 - Customers accounting for more than 0% of total net revenues	99
	7.5 -Material effects of state regulation for the business	100
	7.6 -Material revenues from other countries	127
	7.7 – Effects oforeign regulation on business activities	128
	7.8 -Material long-term relationships	129
	7.9 -Other material information	130
8.	Conglomerate	
	8.1 – Description	131
	8.2 -Organizational structure	137
	8.3 – Restructuring	138
	8.4 -Other material information	139
9.	Material assets	
	9.1 -Material non-current assets -other	140
	9.1 – Significant non-current assettems/9.1.a -Fixed assets9.1 – Significant non-current asset items/9.1.b – Patents, trademarks, licenses,	141
	concessions, franchises and technology	
	transfer agreements	142
	9.1 - Significant non-current assettems/9.1.c - Equityinterests in companies	143
	9.2 – Other material information	147
10.	Directors' comments	
	10.1 - General financial and equity conditions	148
	10.2 – Operational and financial results	166
	10.3 – Past or expected events having significant effects on financial	474
	statements 10.4 – Significant changes in accounting practices – Qualifications and	171
	emphases in auditor's opinion	173
	10.5 – Critical accounting policies	177
	10.6 – Internal controls relating to preparation of financial statements – Level of	177
	efficiency and deficiency and	180
	recommendations in the auditor's report	181
	10.7 – Use of proceeds from public offerings and any deviations10.8 – Significant items not shown in financial statements	182
	10.6 – Significant items not snown in financial statements 10.9 – Comments on off-balance-sheet items	183
	10.10 – Business plan	184
	10.10 – Business plan 10.11 – Other factors having material influence	184 185
11.	Projections	

11.1 – Projections disclosed and underlying assumptions	18
11.2 - Monitoring of the projections disclosed and alterations to them	18
3 · · · · 3 · · · · , · · · · · · · · · · · · · · · · · · ·	

12.	General meeting and management	
	12.1 – Descriptiorof management structure	192
	12.2 – Rules, policies and practices relating to general meetings	201
	12.3 - Dates and newspapers publishingnformation required under Law No.	
	6,404/76	203
	12.4 – Rules, policies and practices relating to the board directors	205
	12.5 – Description section committing to settle disputes through arbitration	207
	12.6/8 -Composition and professional experience of management and	
	supervisory council	208
	12.7 – Composition of statutory committees and auditfinancial and	
	compensation committees	371
	12.9 – Existence of marital or stable relationships, or kinship to the second	• .
	degree between managements of the issuer,	
	subsidiaries and controlling shareholders	386
	12.10 – Relations of subordination, rendering services or control between	
	management and subsidiaries, controlling	
	shareholders or others	388
	12.11 – Agreements for payment or reimbursement of expenses incurred by	
	members of management, including insurance	
	policies	494
	12.12 – Other materialnformation	495
13.	Directors' compensation	
	13.1 – Description compensation policy or practice, including for	
	non-statutory board members	540
	13.2 —Total compensation of the board of directors, statutory board and	0.0
	supervisory council	544
	13.3 – Variable compensation ofhe board of directors, statutory board and	0
	supervisory council	547
	13.4 –Stock-based compensation plan for the board of directors and	J+1
	statutory board	548
	13.5 – Holdings in stocks, shares and other convertible securities held by	J 4 0
	members of the board of directors and the	
	supervisory council – bybody	549
	13.6 –Stock-based compensation of the board of directors and statutory	0.10
	board	550
	13.7 – Details of outstanding ptions held by members of the board and the	550
	statutory board	551
	13.8 – Options exercised and shares delivered relating to stock-based	551
	compensation of members of the board of directors	
	and statutory board	552
	13.9 – Information required for comprehension of data disclosed in items 13.	
	to 13.8. – Method for pricing value of shares	
	and options	553
	13.10 – Information on pension plans provided to members of the board of	
	directors and statutory directors	554

	13.11 – Maximum, minimum and average individual compensation for members of the board of directors, statutory board	
	and supervisory council	556
	13.12 - Means of compensating directors in the event of removal from	
	position or retirement	558
	13.13 - Percentage of total compensation for directors and members of the	e
	supervisory council that are related parties of	
	the controlling shareholders	559
	13.14 - Compensation of directors and members of the supervisory counci	ıl,
	grouped by body, received for any reason other	
	than the position they hold	560
	13.15 – Compensation of directors and members of the supervisory counci	ıl
	recognized in results of direct or indirect	
	controlling shareholders of companies under common control or the issuer	
	subsidiaries	561
	13.16 – Other material information	562
14.	Human resources	
	14.1 - Description of human resources	563
	14.2 - Significant alterations - Human resources	566
	14.3 – Description of employee compensation policy	567
	14.4 - Description of relations between issuer and trade unions	569

Reference Form -	- 2011 -	RANCO	BRADESCO	SA

15.	Control	
	15.1/15.2 – Shareholder position	570
	15.3 – Distribution ocapital	578
	15.4 -Shareholders	579
	15.5 -Shareholders agreement filed at the headquarters of the issuer or that	t
	the controlling block is party to	580
	15.6 -Significant alterations in holdings of members of the issuer's controlling	ng
	group and management	581
	15.7 – Othematerial information	582
16.	Related party transactions	
	16.1 - Description the issuer's rules, policies and practices for transaction	s
	with related parties	583
	16.2 Information on transactions with related parties 16.3 – Identification of measures taken to address conflicts of interest and	584
	demonstration of a strictly commutative	
	character of conditions agreed or appropriate compensatory payment	590
17.	Share capital	
	17.1 Information on share capital	591
	17.2 -Share capital increases	592
	17.3 Information on stick unbundling, grouping and bonuses	593
	17.4 Information on reductions of share capital	594
	17.5 – Othematerial information	595
18.	Securities	
	18.1 -Shareholder rights	596
	18.2 – Description of any statutory rules restricting voting rights of significar shareholders or obliging them to make public	nt
	offering	597
	18.3 - Description exceptions and suspensive clauses relating to	
	ownership or rights stipulated in bylaws	598
	18.4 Trading volume and highest and lowest prices of securities traded	599
	18.5 – Description of other securities issued	602
	18.6 – Brazilian markets in which securities are admitted to trading 18.7 – Information on class and type of securities admitted to trading on	613
	foreign markets	614
	18.8 – Public offerings of distribution made by the issuer or by third parties, including controlling block and associated	
	companies or subsidiaries, in relation to the issuer 's securities	615
	18.9 - Description of public offerings for accusation made by the issuer in	
	relation of shares issued by third parties	616
	18.10 – Other material information	617
19.	Share buyback/treasury plans	
	19.1 – Information on plans to repurchase the issuer's shares	673
	19.2 - Transactions of securities held in treasury	675

	19.3 – Information on securities held in treasury at the close of		
	year	677	
	19.4 – Other material information	678	
20.	Trading policy		
	20.1 – Information on trading policy for securities	679	
	20.2 – Other material information	680	

Reference Form – 2011 – BANCO BRADESCO S.A.

21.	Disclosure policy	
	21.1 - Description internal rules, regulations or procedures relating to	
	disclosure of information	681
	21.2 - Description of disclosure policy for material event or fact and	
	procedures for keeping undisclosed material	
	information confidential	682
	21.3 - Directors responsible for the implementation, maintenance, evaluation	on
	and supervision of policy for disclosure of	
	information	683
	21.4 – Othematerial information	684
22.	Extraordinary business	
	22.1 - Acquisition or disposal of any relevant asset that does not fall within	
	normal operations of the issuer's business	685
	22.2 -Significant alterations in the issuer's manner of conducting business	686
	22.3 -Significant contracts not directly related to operating activities entered	1
	into by the issuer or its subsidiaries	687
	22.4 – Othematerial information	688

Version: 1

1.1 - Declaration and identification of persons responsible

Name of person responsible Luiz Carlos Trabuco Cappi

for contents of the form

Position of person Chief Executive Officer

responsible

Name of person responsible Domingos Figueiredo de Abreu

for contents of the form

Position of person Director of Investor Relations

responsible

The above mentioned directors declare that: a. they have reviewed this reference form b. all information in the form complies with Brazilian Securities Commission (CVM) Instruction No. 480, in particular articles 14 to 19 c. the information herein provides a true, accurate and full picture of the issuer's financial situation and the risks inherent in its activities and its issue of securities

PAGE 1

2.1/2.2 – Auditors – identification and remuneration

Has auditor? Yes CVM Ref. 287-9 **Auditor type** Brazilian

PRICEWATERHOUSECOOPERS Name/Business name **AUDITORES INDEPENDENTES**

Individuals/Legal entities No. (CPF/CNPJ) 61.562.112/0001-20

Period services provided 01/01/2010

Audit studies related to revised Bradesco Conglomerate's financial statements for the year ended December 31, 2010 and "other services", referring to the diagnostics of **Description of service contract** technology processes, response to queries on

tax matters and training.

Total amount of compensation of independent auditors segregated by service

Reason for replacing Reason given by auditor in the event of

disagreeing with issuer's reason

Audit reports and other services: R\$ '000 Audit: R\$ 33,764 Other services R\$

324 Total R\$ 34.088

Not applicable

Not applicable

Name of auditor responsible

Luís Carlos Matias Ramos

Period **Taxpayer Address** services no. (CPF) provided

01/01/2010 103,007,048-28 Av. Francisco

> Matarazzo, 1400. Torre Torino, 9º andar. Água Branca. São Paulo, SP, Brazil, CEP 05001-903, Telephone (0011) 36742000, email luis.ramos@br.pwc.com

Version: 1

PAGE 2

2.3 - Other material information

Replacement of public auditor

At a meeting held on 03/21/2011, in light of Bradesco's corporate governance practices and management's procedure for engaging auditors, the issuer's board of directors accepted an Audit Committee recommendation to replace PricewaterhouseCoopers by KPMG, as of that date. KPMG is registered with the public accountants body CRC 2SP014428/O-6 and its principal offices are located at Rua Dr. Renato Paes de Barros 33, 17th floor, Itaim Bibi, São Paulo, SP, corporate tax number CNPJ 57.755.217/0001-29, and it is registered with the Brazilian Securities and Exchange Commission (CVM) as per Declaratory Act 5.180 of 12/7/1998. KPMG was engaged to provide independent auditing services to the company as of the 2011 reporting period.

The replaced auditing firm agreed with the above reason provided by the issuer.

PAGE 3

2.3 – Other material information

Auditors - identification and remuneration in 2008 and 2009

Has auditor? YES **Auditor's reference number** 287-9

with Brazilian Securities **Commission (CVM)**

Auditor type **Brazilian**

Auditor's business name/tradingPRICEWATERHOUSECOOPERS AUDITORES INDEPENDENTES

name

Auditor's corporate taxpayer

61.562.112/0001-20

number (CPF/CNPJ)

Period in which services 02/06/2008 to 06/30/2009

rendered

Description of services engaged Audit work related to a review of the Bradesco conglomerate's financial statements

for the year ended December 31, 2008 and "other services" relating to diagnostics of technology processes, response to consultations on tax aspects and training

arrangements.

Total amount of remuneration

Auditing work and other services: R\$ thousand

of independent auditors

segregated by service Auditing R\$ 28,420; Other services R\$ 269; Total.

R\$ 28,689.

Not applicable **Reason for replacement Reason given by auditor in the** Not applicable

event of disagreeing with the

issuer's reason

Name of technical Period in which services Taxpayer number **Address** (CPF) person responsible rendered

02/06/2008 to 06/30/2009 Washington Luiz 023.115.418-62 Av. Francisco Matarazzo, 1400, Torre

Pereira Cavalcanti Torino, 9º andar, Água Branca, São Paulo, SP, Brazil, postal code 05001-903,

telephone +55 (11) 36742000, e-mail: washington.cavalcanti@br.pwc.com

Has auditor? YES **Auditor's reference number** 287-9

with Brazilian Securities **Commission (CVM)**

Auditor type Brazilian

Auditor's business name/tradingPRICEWATERHOUSECOOPERS AUDITORES INDEPENDENTES

name

Auditor's corporate taxpayer

number (CPF/CNPJ)

61.562.112/0001-20

01/05/2009 to 06/30/2010

Period in which services

rendered

Description of services engaged Audit work related to a review of the Bradesco conglomerate's financial statements

for the year ended December 31, 2009 and "other services" relating to diagnostics of technology processes, response to consultations on tax aspects and training

arrangements

Total amount of remuneration

Auditing work and other services: R\$ Thousand

of independent auditors

segregated by service Auditing R\$ 31,008;

Other services R\$ 366; Total

R\$ 31,374.

Reason for replacement Reason given by auditor in the Not applicable

Not applicable

event of disagreeing with the

issuer's reason

Name of technical Period in which services **Taxpayer number** person responsible rendered (CPF)

Av. Francisco Matarazzo, 1400, Torre

Washington Luiz Pereira Cavalcanti 01/05/2009 to 06/30/2010 023.115.418-62

Torino, 9º andar, Água Branca, São Paulo, SP, Brazil, postal code 05001-903, telephone +55 (11) 36742000, e-mail: washington.cavalcanti@br.pwc.com

Address

PAGE 4

3.1 - Consolidated Financial information

Fiscal year Fiscal year (12/31/2010) Fiscal year (12/31/2009) (12/31/2008) (Brazilian reais) Shareholder equity 51,158,565,000.00 44,646,707,000.00 0.00 Total assets 602,954,024,000.00 489,683,951,000.00 0.00 Net revenue /fin.intermed./Insurance 101,034,627,272.00 87,731,759,634.00 0.00 premiums earned Gross earnings 15,324,117,000.00 12,565,173,000.00 0.00 Net earnings 10,052,193,000.00 8,300,843,000.00

16