

# Brazil Opportunities Conference 2014

## ASSESSING POLICY IMPACT

December 2-4, 2014 | São Paulo, Brazil

**OUR SEVENTH ANNUAL** Brazil Opportunities Conference will take place from December 2-4, 2014 in São Paulo and we would like to welcome you as our special guest. Over the last few years, the global economy took a toll on Brazil's growth, but as the world recovers, better policies will be needed locally to spur GDP and investment. The October presidential elections will largely determine the scope of policy for the next several years and our conference will uncover their impact. Despite the recent malaise, Brazil is the second largest emerging market, the 8th largest consumer market in the world, a leader in agricultural exports, with the fifth largest population, favorable demographics, and an ongoing infrastructure drive. It still has one of the lowest investment rates among EM countries, as it falls behind on competitiveness and postpones a much needed structural reform agenda. To discuss prospects for these and many other issues, we will welcome over 800 delegates from LatAm, North America, Europe, and Asia to our landmark event. As always, our Brazil Conference will be filled with engaging panel discussions and exclusive dialogue with government and business leaders and industry experts. We will cover the most topical issues, with unique analysis to guide your investment decisions.

### OUR COMMITMENT TO YOU:

- A half day of keynote speeches with prominent speakers.
- Unique panel discussions on macro trends shaping sectors, featuring CEOs, think tanks, multinationals and independent industry experts.
- Senior government officials offering insights into the inner workings of Brazil's policy-making.
- One-on-one and small-group meetings with senior management of leading Brazilian companies.
- The latest sector insights from J.P. Morgan's leading analysts.

We look forward to welcoming you to São Paulo!

Please remember that all J.P. Morgan conferences are by invitation only.

For additional information, please email Thais Yamauti – [thais.yamauti@jpmorgan.com](mailto:thais.yamauti@jpmorgan.com) or contact your J.P. Morgan representative.

*Please click below for information:*

- › [Conference Agenda](#)
- › [Site Visit Schedule](#)
- › [1 x 1 Company Meetings](#)
- › [Hotel Information](#)



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### TUESDAY, DECEMBER 2

Agenda as of 11.18.2014

9:00 am - 12:00 pm	<b>Registration</b>
12:00 pm - 1:00 pm	<b>Lunch</b>
1:00 pm - 1:25 pm	<b>Welcome Remarks</b> Marc Badrichani, <i>J.P. Morgan Head of Americas Sales &amp; Marketing</i> José de Menezes Berenguer, <i>J.P. Morgan Brazil Chief Executive Officer</i>
1:30 pm - 2:15 pm	<b>KEYNOTE: Global Outlook Discussion</b> Jamie Dimon, <i>JPMorgan Chase Chairman and Chief Executive Officer</i> Moderator: Raul Juste Lores, <i>Washington DC Bureau Chief, Folha de São Paulo</i>
2:15 pm - 3:00 pm	<b>KEYNOTE: Global Retail: Trends on Fast Fashion</b> Do Won Chang, <i>Forever 21 Founder and CEO</i> , and Sung Won Sohn, <i>Forever 21 Vice Chairman</i> Introduction: Mary Erdoes, <i>J.P. Morgan Asset Management CEO</i> Moderator: Cassio Calil, <i>J.P. Morgan Head of International Corporate Client Banking - Commercial Banking</i>
3:00 pm - 3:15 pm	<b>Break</b>
3:15 pm - 4:00 pm	<b>KEYNOTE: TBA</b>
4:00 pm - 4:45 pm	<b>KEYNOTE: Doing Business in Brazil</b> Rubens Ometto, <i>Cosan S.A. Chairman of the Board</i> Moderator: José de Menezes Berenguer, <i>J.P. Morgan Brazil CEO</i>
4:45 pm - 5:00 pm	<b>Break</b>
5:00 pm - 6:00 pm	<b>KEYNOTE: Global Investments Opportunities</b> Sam Zell, <i>Equity Group Investments Chairman</i> Moderator: Marc Badrichani, <i>J.P. Morgan Head of Americas Sales &amp; Marketing</i>

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WEDNESDAY, DECEMBER 3					
	Room I	Room II	Room III	Room IV	Room V
8:30 am - 9:00 am	Welcome Coffee and Registration				
9:00 am - 10:00 am	<p><b>PANEL: Food: Growth Opportunities Locally and Abroad</b> Sergio Rial, <i>Marfrig CEO</i> Fernando Queiroz, <i>Minerva CEO</i> Moderator: Pedro Leduc, <i>Senior LatAm Food Analyst, JPM</i></p>	<p><b>PANEL: Telecom: Adapting to a New Landscape</b> Rodrigo Abreu, <i>Tim CEO</i> Alberto Horcajo, <i>Telefônica Brasil CFO, Controller and Investor Relations Officer</i> Moderator: Andre Baggio, <i>Senior LatAm Telecom, Media and Technology Analyst, JPM</i></p>	<p><b>KEYNOTE: Transforming Brazil – Outlook for the Infrastructure Sector</b> Marcelo Odebrecht, <i>Odebrecht S.A. CEO</i> Moderator: Patricia Moraes, <i>Head of Banking Brazil, JPM</i></p>	NO FORUM	NO PANEL
10:00 am - 10:15 am	Break				
10:15 am - 11:15 am	<p><b>PANEL: Developing Brazil</b> Otaviano Canuto, <i>The World Bank Senior Advisor on BRICS</i> Moderator: Fabio Akira, <i>Head of Public Sector coverage in Brazil, JPM</i></p>	<p><b>PANEL: Steel: Positioning Under a Tough Environment</b> Albano Chagas, <i>TK-CSA and Paranapanema Director of the Board</i> Marcus Vinicius Pratini de Moraes Filho, <i>Comex Director</i> André Pires, <i>Gerdau CFO</i> Moderator: Rodolfo de Anzele, <i>Senior LatAm Metals and Mining Analyst, JPM</i></p>	<p><b>PANEL: Education Policy: What are the Opportunities?</b> Rodrigo Galindo, <i>Kroton CEO</i> Rogério Melzi, <i>Estácio CEO</i> Daniel Castanho, <i>Anima CEO</i> Moderator: Marcelo Santos, <i>Senior LatAm Education Analyst, JPM</i></p>	<p><b>CEO FORUM: CONSUMER</b> Roberto Lima, <i>Natura CEO</i> Moderator: Andrea Teixeira, <i>Senior LatAm Retail and Beverages Analyst, JPM</i></p>	<p><b>GROUP MEETING</b> Fernando Abdalla, <i>Senior LatAm Infrastructure Analyst, JPM</i></p>
11:15 am - 11:30 am	Break				
11:30 am - 12:30 pm	<p><b>PANEL: Technology: SMEs Driving Returns</b> Laércio Cosentino, <i>Totvs CEO</i> Alberto Menache, <i>Linx CEO</i> Cleber Pereira de Moraes, <i>Bematech CEO</i> Cyro Diehl, <i>Oracle CEO</i> Moderator: Andre Baggio, <i>Senior LatAm Telecom, Media and Technology Analyst, JPM</i></p>	<p><b>PANEL: Ambev: A Close Look Inside the Giant</b> Nelson Jamel, <i>Ambev CFO</i> Moderator: Andrea Teixeira, <i>Senior LatAm Retail and Beverages Analyst, JPM</i></p>	<p><b>PANEL: Financials: Growing and Keeping Asset Quality in Check</b> Caio David, <i>Itaú Unibanco CFO</i> Luis Carlo Angelotti, <i>Banco Bradesco Managing Director, Investor Relations Officer and Member of the Executive Board</i> Ivan Monteiro, <i>Banco do Brasil CFO</i> Moderator: Saul Martinez, <i>Senior LatAm Financials Analyst, JPM</i></p>	<p><b>CEO FORUM: EDUCATION</b> Rodrigo Galindo, <i>Kroton CEO</i> Moderator: Marcelo Santos, <i>Senior LatAm Education Analyst, JPM</i></p>	<p><b>GROUP MEETING</b> Joyce Chang, <i>Global Head of Research, JPM</i> Luis Oganés, <i>Global Head of Emerging Markets Research, JPM</i> Cassiana Fernandez, <i>Brazil Chief Economist, JPM</i></p>
12:30 pm - 1:30 pm	Lunch Break				

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WEDNESDAY, DECEMBER 3 (Continued)					
	Room I	Room II	Room III	Room IV	Room V
1:30 pm - 2:30 pm	<p><b>KEYNOTE: Consumer Trends</b> Luiza Helena Trajano, Magazine Luiza CEO Moderator: Patricia Moraes, Head of Banking Brazil, JPM</p>	<p><b>PANEL: China: Up or Down?</b> Joyce Chang, J.P. Morgan Global Head of Research Adrian Mowat, J.P. Morgan Chief Emerging Markets and Asian Equity Strategist Rodolfo de Anzele, Senior LatAm Metals and Mining Analyst, JPM Moderator: Luis Oganés, Global Head of Emerging Markets Research, JPM</p>	<p><b>PANEL: Brazil Autos: Driving Growth in a Challenging Environment</b> Dan Ioschpe, Iochpe-Maxion S.A. CEO Jaime Ardila, General Motors Latin America CEO Flavio Meneghetti, Fenabrave President Moderator: Cassio Lucin, Senior LatAm Industrials and Agribusiness Analyst, JPM</p>	<p><b>CEO FORUM: ACQUIRERS</b> Romulo Dias, Cielo S.A. CEO Moderator: Domingos Falavina, Senior LatAm Financials Non-banks Analyst, JPM</p>	<p><b>GROUP MEETING</b> Marcos Severine, Senior LatAm Utilities Analyst, JPM</p>
2:30 pm - 2:45 pm	Break				
2:45 pm - 3:45 pm	<p><b>KEYNOTE: Building the Future</b> Elie Horn, Cyrela Chairman Moderator: José de Menezes Berenguer, J.P. Morgan Brazil CEO</p>	<p><b>PANEL: Pulp and Paper: Focus on Returns</b> Walter Schalka, Suzano CEO João Cordeiro, Pöyry Management Consulting Senior Principal Hélio Novaes, Eldorado CFO Moderator: Lucas Ferreira, Senior LatAm Pulp and Paper Analyst, JPM</p>	<p><b>PANEL: TBA</b></p>	<p><b>CEO FORUM: AUTOS</b> Eugenio Mattar, Localiza CEO Moderator: Fernando Abdalla, Senior LatAm Infrastructure Analyst, JPM</p>	<p><b>GROUP MEETING</b> Andrea Teixeira, Senior LatAm Retail and Beverages Analyst, JPM Pedro Leduc, Senior LatAm Food Analyst, JPM Joseph Giordano, Senior LatAm Healthcare Analyst, JPM</p>
3:45 pm - 4:00 pm	Break				
4:00 pm - 5:00 pm	<p><b>PANEL: Global Patterns Impacting Brazilian Consumers</b> João Damato, Kimberly Clark Board Member Andrea Alvares, PepsiCo General Manager Snacks Business Unit Brazil Moderator: Pedro Martins Junior, Head of LatAm Research and Chief LatAm Equity Strategist, JPM</p>	<p><b>PANEL: Infrastructure as Brazil's Growth Engine</b> Marcelo Araujo, Grupo Libra CEO Paulo Cesena, Odebrecht Transport CEO David Diaz, Arteris CEO Moderator: Fernando Abdalla, Senior LatAm Infrastructure Analyst, JPM</p>	<p><b>PANEL: Global Macro Prospects</b> Joyce Chang, J.P. Morgan Global Head of Research Luis Oganés, J.P. Morgan Global Head of Emerging Markets Research Moderator: Cassiana Fernandez, Brazil Chief Economist, JPM</p>	<p><b>CEO FORUM: APPAREL</b> Jose Galló, Lojas Renner CEO Moderator: Andrea Teixeira, Senior LatAm Retail and Beverages Analyst, JPM</p>	<p><b>GROUP MEETING</b> Saul Martinez, Senior LatAm Financials Analyst, JPM Moderator: Domingos Falavina, Senior LatAm Financials Non-banks Analyst, JPM</p>
5:00 pm - 6:00 pm	NO PANEL	KEYNOTE: TBA	NO PANEL	NO FORUM	NO PANEL
6:00 pm	<p><b>HAPPY HOUR - Bar Botica - Rua André Ampère, 215 - Brooklin</b> Come join us for fun, food and drinks. Samba group: APITO DE MESTRE Transportation will be available leaving from the Hyatt after the last panel.</p>				

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THURSDAY, DECEMBER 4					
	Room I	Room II	Room III	Room IV	Room V
8:30 am - 9:00 am	Welcome Coffee and Registration				
9:00 am - 10:00 am	<p><b>KEYNOTE: Turnaround Stories</b>                      Claudio Galeazzi, <i>BRF CEO</i>                      Moderator: Pedro Martins Junior, <i>Head of LatAm Research and Chief LatAm Equity Strategist, JPM</i></p>	<p><b>PANEL: Insurance: How Much Growth is Left?</b>                      Werner Suffert, <i>BB Seguridade CFO</i>                      Marcelo Picanço, <i>Porto Seguro CFO</i>                      Roberto Chamberlain, <i>Seguros Bradesco Vice-President</i>                      Arthur Farne, <i>Sul América CFO</i>                      Moderator: Domingos Falavina, <i>Senior LatAm Financials Non-banks Analyst, JPM</i></p>	<p><b>PANEL: Properties: Supply vs. Demand</b>                      Henrique Guerra, <i>Aliansce CEO</i>                      Adriano Mantesso, <i>FII BTG Pactual Corporate Office Fund CEO</i>                      Pedro Daltro, <i>BR Properties CFO</i>                      Moderator: Marcelo Motta, <i>Senior LatAm Homebuilders and Shopping Malls Analyst, JPM</i></p>	<p><b>CEO FORUM: TBA</b></p>	<p><b>GROUP MEETING</b>                      Cassio Lucin, <i>Senior LatAm Industrials and Agribusiness Analyst, JPM</i></p>
10:00 am - 10:15 am	Break				
10:15 am - 11:15 am	<p><b>PANEL: Politics: What to Expect From the Next Government</b>                      Arlindo Chinaglia, <i>Federal Deputy PT Party São Paulo</i>                      Antonio Lavareda, <i>MCI Estratégia President</i>                      José Roberto de Toledo, <i>Journalist</i>                      Moderator: Emy Shayo Cherman, <i>Senior Brazil Equity Strategist, JPM</i></p>	<p><b>PANEL: Utilities: Attracting Investment in Power Supply</b>                      Wilson Ferreira Junior, <i>CPFL CEO</i>                      Paulo Roberto Pinto, <i>Light CEO</i>                      Solange Ribeiro, <i>Neenergia CEO</i>                      Luiz Fernando Rolla, <i>CEMIG CFO</i>                      Moderator: Marcos Severine, <i>Senior LatAm Utilities Analyst, JPM</i></p>	<p><b>PANEL: Private Equity</b>                      Patrice Etlin, <i>Advent International Partner</i>                      Alexandre Saigh, <i>Pátria Investimentos Partner</i>                      Christopher Meyn, <i>Gávea Investimentos Partner</i>                      Frederico Ferreira, <i>General Atlantic Vice President</i>                      Moderator: Pedro Juliano, <i>Head of Financial Sponsors Brazil, JPM</i></p>	<p><b>CEO FORUM: TBA</b></p>	<p><b>GROUP MEETING</b>                      Andre Baggio, <i>Senior LatAm Telecom, Media and Technology Analyst, JPM</i>                      Marcelo Santos, <i>Senior LatAm Education Analyst, JPM</i></p>
11:15 am - 11:30 am	Break				
11:30 am - 12:30 pm	<p><b>PANEL: Restoring Macro Policy: View from Former Central Bankers</b>                      Rodrigo Azevedo, <i>Ibiuna Investimentos Partner</i>                      Afonso Bevilaqua, <i>PUC-Rio</i>                      Luiz Fernando Figueiredo, <i>Mauá Sekular Founding Partner</i>                      Moderator: Cassiana Fernandez, <i>Brazil Chief Economist, JPM</i></p>	<p><b>PANEL: Apparel: Competition in Fast Fashion</b>                      Alexandre Birman, <i>Arezzo &amp; Co. CEO</i>                      Fabio Hering, <i>Hering CEO</i>                      Marcio Camargo, <i>Restoque Chairman</i>                      Moderator: Andrea Teixeira, <i>Senior LatAm Retail and Beverages Analyst, JPM</i></p>	<p><b>PANEL: Agriculture: Operational Challenges</b>                      Rodrigo Santos, <i>Monsanto Brasil CEO</i>                      Ivo Brum, <i>SLC Agrícola CFO</i>                      Moderator: Cassio Lucin, <i>Senior LatAm Industrials and Agribusiness Analyst, JPM</i></p>	<p><b>CEO FORUM: TBA</b></p>	<p><b>GROUP MEETING</b>                      Adrian Huerta and Marcelo Motta, <i>Senior LatAm Homebuilders and Shopping Malls Analysts, JPM</i></p>
12:30 pm - 1:30 pm	Lunch Break				



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THURSDAY, DECEMBER 4 (Continued)					
	Room I	Room II	Room III	Room IV	Room V
1:30 pm - 2:30 pm	<p><b>PANEL: Airlines – Flying High</b>                      José Efromovich, <i>Avianca Brazil CEO</i>                      Edmar Lopes, <i>GOL CFO</i>                      John Rodgeron, <i>Azul CFO</i>                      Moderator: Fernando Abdalla, <i>Senior LatAm Infrastructure Analyst, JPM</i></p>	<p><b>PANEL: E-Commerce: Growth Dynamics</b>                      Stelleo Tolda, <i>Mercado Libre COO</i>                      Joel Rennó Jr., <i>Hotel Urbano CFO</i>                      Leonardo Dib, <i>Netshoes CFO</i>                      Moderator: Andre Baggio, <i>Senior LatAm Telecom, Media and Technology Analyst, JPM</i></p>	<p><b>PANEL: Oil: The Future of Oil Production</b>                      Roberto Ramos, <i>Odebrecht Oil and Gas Senior Advisor of the Board of Directors</i>                      Helder Queiroz, <i>National Petroleum Agency (ANP) Director</i>                      Moderator: Felipe dos Santos, <i>Senior LatAm Oil, Gas and Petrochemical Analyst, JPM</i></p>	<p><b>CEO FORUM: PULP &amp; PAPER</b>                      Fabio Schvartsman, <i>Klabin CEO</i>                      Moderator: Lucas Ferreira, <i>Senior LatAm Pulp and Paper Analyst, JPM</i></p>	<p><b>GROUP MEETING</b>                      Adrian Mowat, <i>Chief Emerging Markets and Asian Equity Strategist, JPM</i>                      Pedro Martins, <i>Head of LatAm Research and Chief LatAm Equity Strategist, JPM</i></p>
2:30 pm - 2:45 pm	Break				
2:45 pm - 3:45 pm	<p><b>PANEL: Durable Goods Consumption</b>                      Frederico Trajano, <i>Magazine Luiza Executive Director of Operations</i>                      Ghislaine Dubrule, <i>Tok &amp; Stok CEO</i>                      Moderator: Andrea Teixeira, <i>Senior LatAm Retail and Beverages Analyst, JPM</i></p>	<p><b>PANEL: Hydrology Risks</b>                      Gesner Oliveira, <i>GO Associados Partner</i>                      Mauro Arce, <i>São Paulo State Secretary of Sanitation and Water Resources</i>                      Pedro Parente, <i>Prada Assessoria Empresarial Managing Partner</i>                      Moderator: Marcos Severine, <i>Senior LatAm Utilities Analyst, JPM</i></p>	<p><b>PANEL: Asset Management - Views From the Gurus</b>                      Jaap Van der Hart, <i>Robeco Portfolio Manager</i>                      Will Landers, <i>BlackRock Senior Portfolio Manager - Latin America Equities</i>                      Nicolas Poletti, <i>SPX Investimentos Partner and Portfolio Manager</i>                      Moderators: Adrian Mowat, <i>Chief Emerging Markets and Asian Equity Strategist, JPM</i> and Camila Penna, <i>Head of LatAm Cash Equity Sales, JPM</i></p>	<p><b>CEO FORUM: MALLS</b>                      Carlos Medeiros, <i>BR Malls CEO</i>                      Moderator: Marcelo Motta, <i>Senior LatAm Homebuilders and Shopping Malls Analyst, JPM</i></p>	<p><b>GROUP MEETING</b>                      Rodolfo de Angele, <i>Senior LatAm Metals and Mining Analyst, JPM</i>                      Lucas Ferreira, <i>Senior LatAm Pulp and Paper Analyst, JPM</i></p>
3:45 pm - 4:00 pm	Break				
4:00 pm - 5:00 pm	NO PANEL	<p><b>KEYNOTE: Brazil Macro and Political Outlook</b>                      Henrique Meirelles, <i>J&amp;F Investimentos Chairman and former Brazilian Central Bank President</i>                      Moderator: Pedro Martins Junior, <i>Head of LatAm Research and Chief LatAm Equity Strategist, JPM</i></p>	NO PANEL	NO FORUM	NO PANEL

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### SITE VISITS

(max group of 10 people per trip)

**Please Note:** Site Visits have limited availability. Please submit site visit and trip interest through EventCenter or your J.P. Morgan representative. Submitting your interest does not guarantee a spot; final confirmation will be communicated to you from the event coordinator.

#### MONDAY, DECEMBER 1

##### (1) Logistics Field Trip Santos Brasil

12:00 pm Meet at Grand Hyatt SP Hotel, depart for Santos Brasil Port Terminal in Santos  
1:30 pm Visit Santos Port Terminal  
3:30 pm Depart for Grand Hyatt SP Hotel

##### (2) Food and Beverage Channel Checks

1:30 pm Meet at Grand Hyatt SP Hotel, depart for BRF supermarkets visits  
2:00 pm BRF supermarkets visits  
4:30 pm Depart for Ambev Tour

#### TUESDAY, DECEMBER 2

##### (3) Education Field Trip Anhanguera

8:00 am Meet at Grand Hyatt SP Hotel, depart for Anhanguera Campus in Vila Mariana  
8:30 am Site visit at Anhanguera Campus including distance learning studios  
10:30 am Depart for Grand Hyatt SP Hotel

##### (4) Pulp & Paper Field Trip Fibria

7:00 am Meet at Grand Hyatt SP Hotel, depart for Fibria Plant in Jacaref  
8:30 am Site visit at Fibria  
10:30 am Depart for Grand Hyatt SP Hotel

##### (5) Store Checks: Retail and Drugstores Tour

8:00 am Meet at Grand Hyatt SP Hotel, depart for drugstores site visit  
10:00 am Visit Retail stores at Morumbi + Market Place Shop Mall  
11:30 am Depart for Grand Hyatt SP Hotel

##### (6) C Class Consumption Tour Real Estate: Site Visit to Shopping Center Norte

8:30 am Meet at Grand Hyatt SP Hotel and departure for Shopping Center Norte  
10:00 am Arrival at Shopping Center Norte  
11:00 am Depart for Grand Hyatt SP Hotel

#### FRIDAY, DECEMBER 5

##### (7) JBS Foods Poultry Plant - Amparo / SP

7:00 am Meet at Grand Hyatt SP Hotel depart for JBS Foods Poultry Plant  
9:15 am Welcome meeting  
10:00 am Plant Site visit  
11:15 am Depart for Grand Hyatt SP Hotel

##### (8) Autos Tour

7:00 am Meet at Grand Hyatt SP Hotel depart for Autos Tour  
8:00 am Autos Tour visit (TBC)  
11:00 am Meeting with Fenabreve, Valdner Papa, Vice President

##### (9) Cyrela: Minha Casa Minha Vida Site Visit

7:00 am Meet at Grand Hyatt SP Hotel depart for Minha Casa Minha Vida Project from Cury (JV with Cyrela)  
8:30 am Arrival at Minha Casa Minha Vida Project  
10:30 am Depart for Grand Hyatt SP Hotel

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### Companies Invited for 1x1 Meetings

\*Not confirmed (Updated 11.18.14)

**Please Note:** 1x1 meetings have limited availability. Please submit meeting requests via EventCenter or your J.P. Morgan representative. Submitting a request does not guarantee a meeting; final meeting confirmations will be communicated to you from the event coordinator.

#### WEDNESDAY, DECEMBER 3

Company	Management	Company	Management	Company	Management
Ambev	Nelson Jamel, <i>CFO</i> Marino Lima, <i>Head of IR</i>	Hering	Frederico Oldani, <i>CFO</i> Bruno Brasil, <i>IR</i>	Minerva	Edison Ticle, <i>CFO</i> Eduardo Puzzielo, <i>IR</i>
Banco Bradesco	Luiz Carlos Angelotti, <i>Executive Director &amp; IRO</i> Paulo Faustino da Costa, <i>IR Director</i> Ivani Benazzi, <i>Market Relations Senior Manager</i>	Hypermarcas	Breno Oliveira, <i>IR Director and Treasurer</i> Renato Braun, <i>IR Senior Manager</i> Leandro Gomes, <i>IR Manager</i>	Multiplan	Armando d'Almeida Neto, <i>CFO &amp; IRO</i>
Banco do Brasil	Leonardo Loyola, <i>Head of IR</i>	J.P. Morgan	Adrian Mowat, <i>J.P. Morgan Chief Asian &amp; Emerging Markets Strategist</i>	Natura	Fabio Cefaly, <i>IR Manager</i> Tatiana Carvalho, <i>IR</i>
Banco Itaú	Marcelo Kopel, <i>Corporate Controller &amp; Head of Investor Relations</i>	JBS	Jerry O Callaghan, <i>IR Director</i> Eduardo Galvao, <i>IR Manager</i>	OdontoPrev	Mauro Figueiredo, <i>CEO</i> Jose Roberto Pacheco, <i>IR Director</i> Roberta Carneiro, <i>RI</i>
BB Seguridade	Rafael Sperendio, <i>Head of IR</i>	Kroton	Rodrigo Galindo, <i>CEO</i>	Ourofino	Fabio Lopes, <i>CFO</i>
BM&F Bovespa	Mariana do Carmo, <i>IR Manager</i>	Linx	Dennis Herszkowicz, <i>CFO</i> Alexandre Romero Silva Kelemen, <i>IR Director</i>	Petrobras	Lucas Mello, <i>IR</i> Alexandre Cunha, <i>IR</i>
BR Malls	Derek Tang, <i>IR</i>	Localiza	Roberto Mendes, <i>CFO</i> Mariana Campolia, <i>IR</i>	RaiaDrogasil	Eugenio de Zagottis, <i>Corporate Planning VP &amp; IRO</i> Gabriel Rozenberg, <i>IR Director</i>
CBD	Isabela Cadenassi, <i>IR Manager</i> Gabrielle Helú, <i>IR Coordinator</i>	Lojas Americanas	Murilo Correa, <i>CFO</i> Fabien Picavet, <i>IR Manager</i>	Restoque	Marcio Camargo, <i>Chairman</i>
CCR	Arthur Piotto, <i>CFO</i> Daniel Kuratomi, <i>IR Analyst</i>	Lojas Renner	Laurence Gomes, <i>CFO</i> Paula Picinini, <i>IR Manager</i>	Sao Martinho	Felipe Vicchiato, <i>CFO</i> Aline Reigada, <i>IR Manager</i>
Cetip	Willy Otto Jordan Neto, <i>CFO</i>	Lopes	Marcello Rodrigues Leone, <i>CFO</i>	Tim	Rogério Tostes Lima, <i>IR Director</i> Vicente De Moraes Ferreira, <i>IR Manager</i>
Cielo	Clóvis Poggetti, <i>CFO + IR Team</i>	Magazine Luiza	Roberto Belissimo Rodrigues, <i>CFO</i> Daniela Bretthauer, <i>IR Director</i>	Totvs	Alexandre Mafra, <i>CFO</i> Flavio Bongiovanni Ferreira Lima, <i>IR Manager</i>
CSN	David Salama, <i>IR Executive Director</i>	Marfrig	Fernando Senna, <i>IR Coordinator</i>	Vale	Andrea Gutman, <i>IR</i>
CVC	Hugo Giuliano Zierth, <i>IR</i>	Marisa	Paulo Sergui Borsatto, <i>CFO</i> Francisco Bianchi, <i>IR</i>	Via Varejo	Marcelo Rizzo, <i>Head of Planning</i>
Eztec	Pedro Henrique, <i>IR Coordinator</i>	Mills	Alessandra Gadelha, <i>IR Director</i>	Vivo	Alberto Horcajo Aguirre, <i>CFO</i> Maria Tereza Ali Pelicano, <i>IR Manager</i> Carolina Fernandes Pontes, <i>IR</i>
Gerdau	Harley Scardoelli, <i>CFO</i> Tarcisio Beuren, <i>IR Manager</i> Rodrigo Maia, <i>IR</i>				
Gol	Eduardo Masson Martins, <i>Treasury and Risk Manager</i> Gabriel Motta, <i>IR</i>				



# Brazil Opportunities Conference 2014

## ASSESSING POLICY IMPACT

December 2-4, 2014 | São Paulo, Brazil

J.P.Morgan

### Companies Invited for 1x1 Meetings

\*Not confirmed (Updated 11.18.14)

**Please Note:** 1x1 meetings have limited availability. Please submit meeting requests via EventCenter or your J.P. Morgan representative. Submitting a request does not guarantee a meeting; final meeting confirmations will be communicated to you from the event coordinator.

#### THURSDAY, DECEMBER 4

Company	Management	Company	Management	Company	Management
Ambev	Nelson Jamel, CFO Marino Lima, Head of IR	Cosan	Marcelo Martins, CFO Phillipe Casale, IR Manager	Lojas Renner	Laurence Gomes, CFO Paula Picinini, IR Manager
Anima	Gabriel Ribeiro, CFO Maurício Escobar, COO & Co-Founder Marcelo Bueno, New Business Officer & Co-Founder Leonardo Haddad, IRO	CPFL	Gustavo Estrella, CFO Eduardo Takeiti, IR Manager	Marcopolo	Jose Valiati, CFO Tiago Deiro, IR Manager
Arezzo	Thiago Borges, CFO Leonardo Pontes, IR	CPFL Renováveis	André Dorf, CEO Maria Carolina de Freitas Gonçalves, IR Manager	MRV Engenharia	Leonardo Correa, CFO
B2W	Fabio Abrate, CFO Raoni Lapagesse, IR Manager	Duratex	Flavio Donatelli, CFO Alvaro Castro, IR Manager	Multiplus	Ronald Domingues, IRO
BB Seguridade	Werner Suffert, CFO Rafael Sperendio, Head of IR	Ecorodovias	Raquel Turano, IR Camilo Gomes, IR	Petrobras	Lucas Mello, IR Alexandre Cunha, IR
BM&F Bovespa	Daniel Sonder, CFO Eduardo Guardia, Chief Products & IR Officer Mariana do Carmo, IR Manager	Energias do Brasil	Miguel Setas, CEO Mayte Albuquerque, Treasury & IR Director	Qualicorp	Wilson Olivieri, IRO
BR Malls	Derek Tang, IR	Equatorial	Firmino Sampaio Neto, CEO Eduardo Haiama, CFO Thomas Newlands, IR Manager	RaiaDrogasil	Eugenio de Zagottis, Corporate Planning VP & IRO Gabriel Rozenberg, IR Director
BR Properties	Marcos Haertel, IR Manager	Even	Dany Muszkat, CFO Ivan Bonfanti, IR Manager Fernanda Brienza, IR	Randon	Geraldo Santa Catarina, CFO Hemerson Souza, IR
Braskem	Roberta Varella, Head of IR Fernando Campos, IR Coordinator	Fibria	Camila Nogueira, IR	SLC Agricola	Ivo Brum, CFO Frederico Loggeman, IR Manager
BRF	Christiane Assis, IR Director	Iguatemi	Cristina Betts, CFO	Smiles	Flavio Vargas, CFO
CBD	Isabela Cadenassi, IR Manager Gabrielle Helú, IR Coordinator	Klabin	Sergio Alfano, CFO Tiago Rocha, IR Manager	Souza Cruz	Leonardo Senra, CFO Renata Lima, IR
CCR	Flavia Godoy, IR Coordinator	Kroton	Frederico Abreu, CFO	Suzano	Marcelo Bacci, CFO Tiago Fernandes, IR Director Michelle Corda, IR Manager
Cemig	Antonio Carlos Velez Braga, IR Manager	Light	João Batista Zolini Carneiro, CFO IR team	Ultrapar	Andre Covre, CFO + IR Team
Cielo	Clóvis Poggetti, CFO + IR Team	Localiza	Roberto Mendes, CFO Mariana Campolia, IR	Usiminas	Cristina Morgan C. Drumond, Head of IR
				Weg	Paulo Polezi, CFO & IR Director Luis Fernando Moran, IR Manager Sergio Schwartz, VP

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### HOTEL ACCOMMODATIONS

This conference will take place at the Grand Hyatt São Paulo.

#### **GRAND HYATT SÃO PAULO**

Av. das Nações Unidas, 13301, Vila Cordeiro  
São Paulo, Brasil 04578-000  
Phone: 55 (11) 2838-1234

#### **Group Rate:**

J.P. Morgan has arranged a group rate at this hotel.  
**Grand Room Single** - R\$790,00 per night plus tax  
**Grand Room Double** - R\$872,00 per night plus tax  
Note: Breakfast included

#### **Reservations**

Please use this custom reservation link for the conference:

<http://saopaulo.grand.hyatt.com/content/propertywebsites/hotels/grandhyatt/saogh/en/group-booking/saoghgdsf02014.html>

The room block is limited so please register as soon as possible.

**Group Name:** J.P. Morgan - Brazil Opportunities Conference

### BRAZIL VISA

Visas are required for U.S., Canadian, and Australian citizens. Please consult the Brazilian General Consulate closest to your city of residence for additional information. If you need a Visa Letter for your trip to Brazil, please contact Thais Yamauti [thais.yamauti@jpmorgan.com](mailto:thais.yamauti@jpmorgan.com) or Cynthia Sztaynbaum [cynthia.cs.sztaynbaum@jpmorgan.com](mailto:cynthia.cs.sztaynbaum@jpmorgan.com)