

INFORMATION TO THE MARKET

Pursuant to CVM (Brazilian Securities and Exchange Commission) Rule 567 ("CVM 567"), dated September 17th, 2015, BB Seguridade Participações S.A. ("BB Seguridade") hereby informs that its Board of Directors approved in 03.14.2018 the private trading of its own shares, as follows:

- a) purpose: payment of variable compensation to Executive Officers, as provided in the Company's Variable Compensation Program;
- b) number of shares:
 - (i) free-float: 674,988,127 shares, as defined by the CVM 567 (Article 8);
 - (ii) treasury: 3,387,887 shares;
 - (iii) to be acquired: 19,359 shares.
- c) term of the operation: until 04.13.2018
- d) broker: Bradesco Corretora de Títulos e Valores Mobiliários, at Av. Paulista, 1450 – 7º andar, Bela Vista – CEP 01310-917, São Paulo/SP.

Further information about the operation as required by the CVM 567 can be found attached to the Minute of the Board of Directors Meeting available at www.cvm.org.br and www.bbseguridaderi.com.br/en.

Brasília (DF), March 23rd, 2018

BB Seguridade Participações S.A.

Werner Romera Süffert

CFO