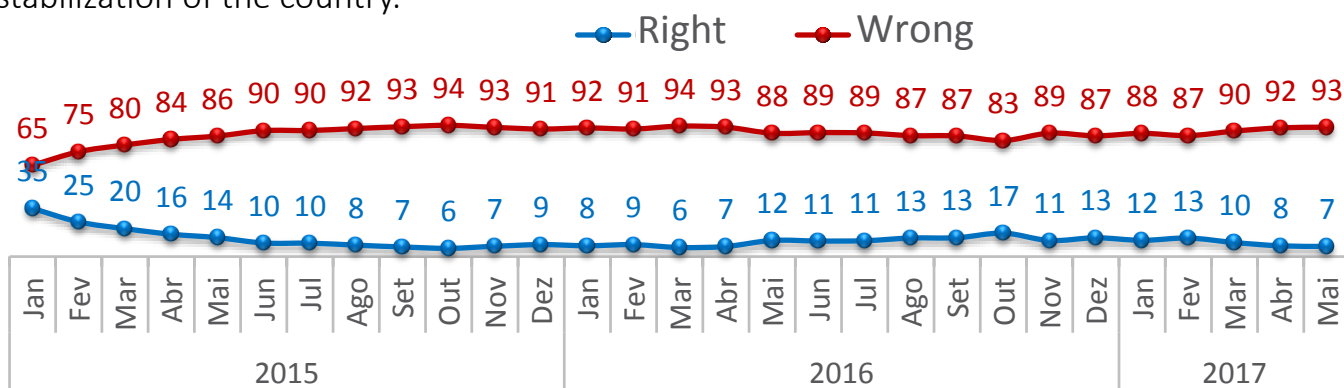


Summary Pulso Brasil

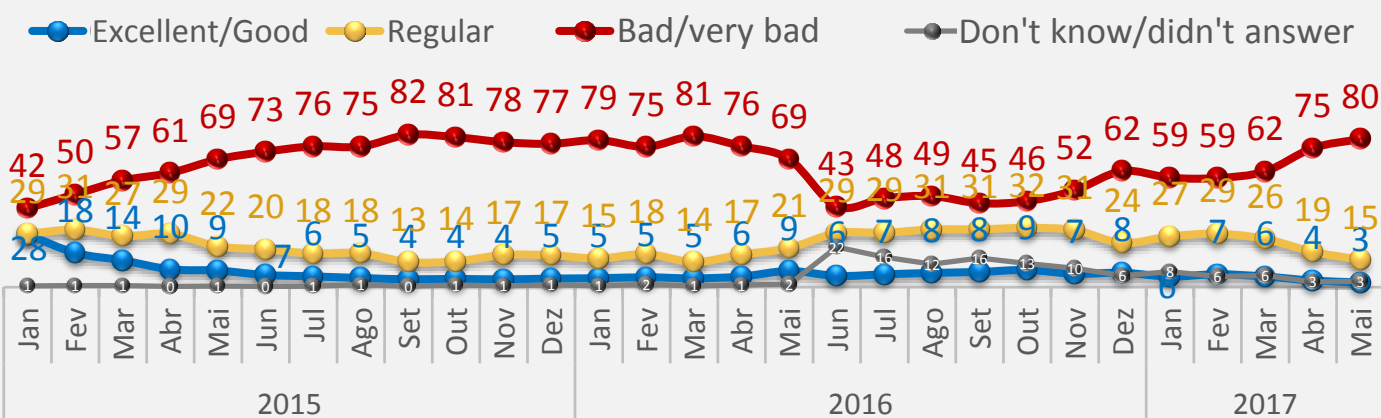
May 2017

São Paulo, May 29, 2017

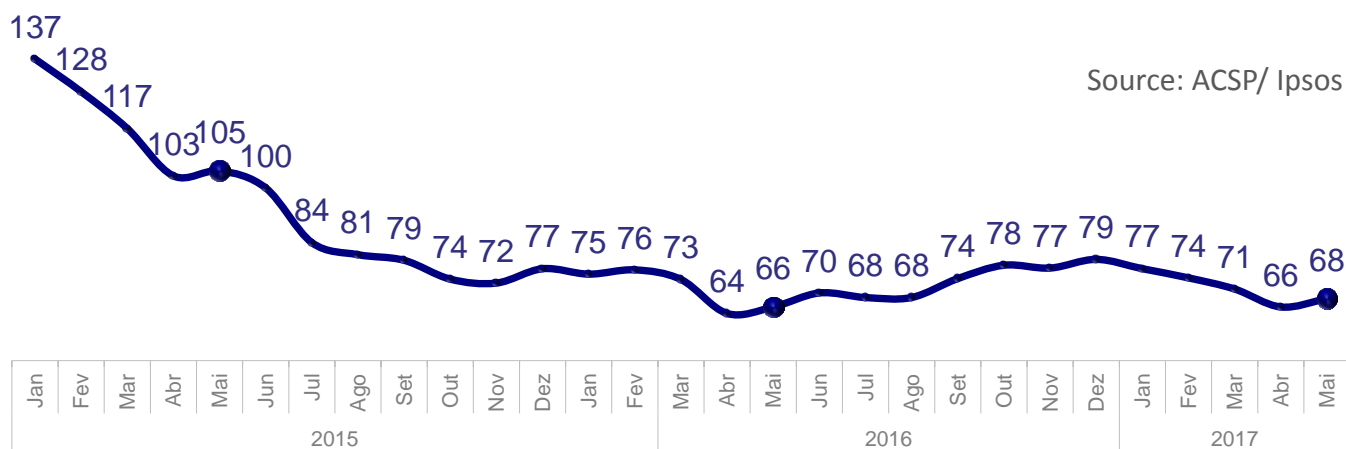
Brazilians continue without confidence in the **direction of the country**: 93% state that Brazil is in the wrong direction, index that is similar to what we have seen in recent months. This perception reflects the lack of perspectives regarding the political, economic and social stabilization of the country.



Most of the population still considers the **President's evaluation** bad or very bad. The negative evaluation has increased 5 percentage points when compared to the previous month, reaching 80% and reinforcing a worsening trend - already detected early this year. The data was collected before businessman Joesley Batista's allegations, i.e. there is a strong possibility that in the June's readings the image of this administration will be worse.



Consumer confidence is still wavering in a level that is similar to the one detected during the impeachment of former President Dilma Rousseff. The timid upturn that seemed to be underway late last year (2016), became a downward trend during the first months of 2017 and now was halted with the increase of 2 points in the month of May.



Source: ACSP/ Ipsos

Study conducted between: **May 01 and 13, 2017**

Margin: 3p.p.



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São Paulo, May 29, 2017

'Pulso Brasil' in May

The country experienced another month of instabilities and uncertainties, this time exacerbated by the allegations of businessman Joesley Batista to Federal Police and that involved President Michel Temer - whose impeachment was filed in Congress, either via federal deputies or civil associations.

May's data of Pulso Brasil's was collected before these events and even so it has revealed the growing dissatisfaction of Brazilians with the administration of President Temer and the country's direction, as well as the total disapproval with the figure of traditional politicians - including that one of the current President, who has indicators almost as negative as those of former Deputy Eduardo Cunha, imprisoned as a result of his involvement in corruption scandals.

Pulso Brasil's 'Barômetro Político' (Political Barometer) has also indicated the growth in approval of Judge Sergio Moro that has reached its best levels in the historical series - initiated in August 2015, at 69%. On the other hand, the current Speaker of the House, Rodrigo Maia, has only 2% of approval (and 50% of disapproval, and is still unknown to 48% of Brazilians). Worrying data for the one who will be responsible to lead a possible succession process, should President Michel Temer step down from Presidency (whether resigning, being impeached or a disfranchisement of the party by the Brazilian Supreme Electoral Court - TSE).

At the same time, the population goes on strongly supporting the 'Lava Jato' Operation and trusting that investigations will hopefully "Transform Brazil into a serious country".

This scenario of political instability and economic crisis continues to affect consumer confidence and their buying habits. These indicators still have a negative perspective, be it in terms of financial situation perception that people currently have of themselves, be it future perspectives - for 6 or 12 months. Brazilians, usually optimistic people, continue to be concerned about the future of the country.

The combination of the facts stated above, reinforces the feeling for the need of changes, especially in a society that doesn't feel that it is being represented by the politicians or by the parties - the data about a hypothetical political reform, which are part of the May's Pulso Brasil still reflect some divergence regarding which are the best measures for the development of our democracy, but it points to the wear out of the politics the way it is. This is a reform that needs to be discussed and debated if we want transforming and sustainable structural changes in Brazil.

In a country that has been facing a lack of ethics in important institutions, corporate reputation, respect for citizens and transparent relationships with consumers will be increasingly demanded and valued. June's Pulso Brasil will address issues related to the impact of the corruption scandals in important sectors of the economy and in large companies.



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