A - Background:

Millennium bcp has been, since its incorporation, synonym of innovation, dynamism and financial strength. These values have been ingrained in the Bank's strategy as key differentiation elements that contribute to the maximum efficiency of the platform. It is currently differentiated in several ways:

- The largest privately held bank in Portugal (+2.3 million Customers and a market share of approximately 20%).
- Wide range of products and services (Millennium bcp serves its Customers on a segmented basis, offering a wide range of banking and financial products and services, from current accounts, instruments of payment, savings and investment products, to mortgage loans, consumer credit, commercial banking, leasing, factoring, insurance, private banking, asset management and investment banking, among others).
- International Recognition (several awards - a few follow as an example):
  - “Best Bank in Portugal 2012”, awarded by EMEA Finance magazine to Millennium bcp
  - “Consumer Choice 2012” in banking category awarded by Consumerchoice to Millennium bcp
  - “Best online banking site” awarded by Marketeer magazine to Millennium bcp
  - “Best Consumer Internet Bank”, awarded at the Finance Banking Awards 2013 by Global Finance to Millennium bcp and Millennium bank in Poland
  - “Bank of the year”, in Mozambique, by The Banker magazine, in 2012
  - “Best foreign bank in Angola 2012” awarded by EMEA Finance magazine
  - “Best Consumer Internet Bank” and “Best Online Product Offerings” in Poland, in 2012

- Widespread international presence, with banking operations in Poland, Romania, Angola and Mozambique, all carried out under the Millennium brand. The Bank also operates in Macao, through its onshore branch.
- The largest branch network in Portugal (839 agencies in 2012)

- Millennium bcp Microcredit: innovative support to entrepreneurial value-added projects

- Acting consciously, aiming at being a benchmark for corporate sustainability both in the Portuguese and in international markets.

Investments in alternative banking channels are now being shifted towards mobile banking bearing in mind the huge increase of mobile devices usage. However, internet banking users are still much more, when compared with mobile users and this reality will remain in several years. Therefore, banks should continue to invest in internet, with distinctive and innovative funcncionalities.
B - Project aims and objectives:

To define what the internet strategy of Millennium bcp should be with proposal of new functionalities/services that should be innovative and aim to increase the number of online users.

C - Methodology and recommended/required tools:

• Market analysis;
• Millennium bcp’s website analysis;
• New functionalities;
• Conclusions;
• Strategy proposal
• Implementation plan

D - Deliverables:

- Status reports every 2 weeks (deliverables as per work plan to be completed in the 1st week of the project and agreed with the academic advisor);
- Final Presentation to the Representatives and CEMS Office

E - Required Skills:

• Good team players;
• Fluent English (oral and written);
• Intellectual curiosity;
• Innovative spirit

F - Other information

Duration: 14 weeks
Participants: 5 or 6
Dates: February through May
Kick-off Meeting (compulsory) to be defined
Final Presentation (compulsory) to be defined
Location of the project: Lisbon

G - Advisors

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