

BANK BRADESCO
Form 6-K
April 18, 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 April, 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-F 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 No

Notice to the Market

Convergence with the International Financial Reporting Standards (IFRS)

Banco Bradesco S.A. announces to its shareholders, clients, collaborators and to the market in general that it prepared complete consolidated financial statements for the years ended December 31, 2010 and 2009, according to the International Financial Reporting Standards - IFRS, in conformity with the pronouncements issued by the International Accounting Standards Board - IASB, pursuant to Resolution 3,786/09 of the Brazilian Monetary Council (CMN) and CVM Rule 457/07.

See below, the main changes seen in our consolidated financial statements due to the adoption of IFRS:

Comparison between BR GAAP and IFRS - in Reais millions

| Balance sheet | 12/31/2010 | | | 12/31/2009 | | |
|--|----------------|-----------------|----------------|-----------------|-------------|----------------|
| | BR GAAP | Adjustments | IFRS | BR GAAP | Adjustments | IFRS |
| | (1) | (2) | | (1) | (2) | |
| Assets | | | | | | |
| Cash and balances with banks | | 25 | | | (19) | |
| | 80,935 | | 80,960 | 24,869 | | 24,850 |
| Loans and advances to banks | | 23,993 | | | 32,625 | |
| | 40,722 | | 64,715 | 50,097 | | 82,722 |
| Loans and advances to customers ⁽³⁾ | | 6,284 | | | 7,312 | |
| | 203,996 | | 210,280 | 166,928 | | 174,240 |
| Financial assets held for trading | | (24,262) | | | (36,677) | |
| | 99,496 | | 75,234 | 91,158 | | 54,481 |
| Financial assets available for sale | | 29,343 | | | 23,718 | |
| | 10,836 | | 40,179 | 20,328 | | 44,046 |
| Investments held to maturity | | (25,183) | | | (21,995) | |
| | 28,577 | | 3,394 | 25,878 | | 3,883 |
| Assets pledged and collateral | | (38,543) | | | (16,833) | |
| | 118,244 | | 79,701 | 76,906 | | 60,073 |
| Non-current assets held for sale | | - | | | (3) | |
| | 412 | | 412 | 459 | | 456 |
| Investments in associated companies | | 1,183 | | | 694 | |
| | 1,115 | | 2,298 | 737 | | 1,431 |
| Tangible assets | | (97) | | | (13) | |
| | 3,766 | | 3,669 | 3,418 | | 3,405 |
| Intangible assets | | (947) | | | (794) | |
| | 6,359 | | 5,412 | 5,516 | | 4,722 |
| Current income taxes | | (213) | | | (171) | |
| | 1,803 | | 1,590 | 2,293 | | 2,122 |
| Deferred income taxes | | (4,713) | | | (3,166) | |
| | 17,447 | | 12,734 | 15,692 | | 12,526 |
| Other assets | | (1,401) | | | (1,217) | |
| | 23,777 | | 22,376 | 21,944 | | 20,727 |
| Total assets | | (34,531) | | (16,539) | | |
| | 637,485 | | 602,954 | 506,223 | | 489,684 |

Liabilities

| | | | | | | |
|---|----------------|-----------------|----------------|----------------|-----------------|----------------|
| Deposits from banks | | (38,498) | | | (21,702) | |
| | 210,419 | | 171,921 | 141,770 | | 120,068 |
| Deposits from customers | | - | | | 42 | |
| | 192,476 | | 192,476 | 169,904 | | 169,946 |
| Financial liabilities held for trading | 730 | 3 | 733 | 532 | - | 532 |
| Funds from securities issued | | 136 | | | 200 | |
| | 17,674 | | 17,810 | 7,483 | | 7,683 |
| Subordinated debt | | - | | | - | |
| | 26,315 | | 26,315 | 23,104 | | 23,104 |
| Insurance technical provisions and pension plans | 83,453 | 40 | 83,493 | 72,548 | 49 | 72,597 |
| Provisions | | (152) | | | (152) | |
| | 13,480 | | 13,328 | 11,005 | | 10,853 |
| Current income tax liabilities | | (305) | | | (245) | |
| | 2,228 | | 1,923 | 1,491 | | 1,246 |
| Deferred income tax liabilities | | (2,810) | | | (2,833) | |
| | 4,791 | | 1,981 | 3,985 | | 1,152 |
| Other liabilities | | 4,412 | | | 6,007 | |
| | 37,404 | | 41,816 | 31,849 | | 37,856 |
| Shareholders' equity of controlling | | 3,008 | | | 2,438 | |
| Non-controlling interest | 48,043 | (365) | 51,051 | 41,754 | (343) | 44,192 |
| | 472 | | 107 | 798 | | 455 |
| Total liabilities and shareholders' equity | 637,485 | (34,531) | 602,954 | 506,223 | (16,539) | 489,684 |

1) Information presented herein consider amounts calculated pursuant to the accounting practices adopted in Brazil (BR GAAP), which are applicable to financial institutions and classified according to the presentation model determined by IFRS;

2) Adjustments from the consolidation process, reclassification between accounts and other effects from the adoption of IFRS; and

3) The loan and advances to customers' portfolio is presented net of provision for impairment losses.

See below, reconciliation of Shareholders' Equity and Net Income for the 2010 and 2009 years:

Reconciliation of Shareholders' Equity and Net Income - in R\$ millions

| Adjustments | Shareholders' Equity 12/31/2010 | Net Income 2010 | Shareholders' Equity 12/31/2009 | Net Income 2009 |
|--|------------------------------------|--------------------|------------------------------------|--------------------|
| BR GAAP | 48,043 | 10,022 | 41,754 | 8,012 |
| 1) Fair value adjustment of financial instruments in consolidated wholly-owned mutual funds | 3,490 | - | 2,124 | - |
| 2) Fair value adjustment of financial assets - equity instruments | 520 | - | 490 | - |
| 3) Adjustment to the recoverable value of loans and advances | 1,025 | 621 | 404 | 415 |
| 4) Recording of tax credit on rate differences | 227 | (557) | 784 | (179) |
| 5) Reversal of hedge accounting | - | 164 | - | 150 |
| Others | (256) | 35 | (199) | 127 |
| Deferred income tax and social contribution of IFRS adjustments | (1,998) | (345) | (1,165) | (242) |
| IFRS - Attributable to the controlling shareholder ⁽¹⁾ | 51,051 | 9,940 | 44,192 | 8,283 |
| Non-controlling shareholder | 107 | 112 | 455 | 18 |
| IFRS - Attributable to the controlling and non-controlling shareholder ⁽¹⁾ | 51,158 | 10,052 | 44,647 | 8,301 |

(1) The net income basis for the calculation of dividends and interest on capital paid to shareholders, is originally from BR GAAP, which was released on January 31, 2011

Below is a description of the main changes from the adoption of IFRS:

1) Fair value adjustment of financial instruments in consolidated wholly-owned mutual funds

The Organization chose to classify these financial instruments in the available-for-sale category, according to the exemptions allowed in the transition to IFRS 1(R), since for the purposes of BR GAAP following Resolution CMN 3,181/04 and Susep Circular Letter 379/08, the financial instruments included in the held-to-maturity category may be sold, provided that new securities of same nature are simultaneously acquired, with maturity longer than or equal to that of the securities sold. Thus, the fair value adjustment relating to these financial instruments will be recognized in Equity – “Accumulated Comprehensive Income,” net of tax effects.

2) Fair value adjustment of financial assets – equity instruments

The Organization does not have significant influence in the management of the investee, this shareholding will be designated as available-for sale and recorded at fair value on the date of transition to IFRS, the subsequent changes in fair value within Equity – “Accumulated comprehensive income,” net of tax effects.

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3) Adjustment to the recoverable value of loans and advances

Impairment of loans and advances were established based on the history of losses and other information about the clients of the organization at the balance sheet date and clear evidences that show losses had occurred after the initial recognition of the financial asset

4) Recording of tax credit on rate differences

Deferred tax assets were measured and recognized based on the effective rate at which the Organization expects to realize them, i.e., 15%.

5) Reversal of hedge accounting

These financial instruments were not designated as hedge instruments for IFRS purposes, and thus they were not treated as hedges for accounting purposes under IAS 39. Therefore, the amount recorded in equity under BR GAAP was reversed against retained earnings at the transition date

Cidade de Deus, Osasco, S.P, April 15, 2011

Banco Bradesco S.A.

Domingos Figueiredo de Abreu

*Executive Vice-President and
Investor Relations Officer*

Should you have any questions or require further information, please contact Mr. Paulo Faustino da Costa, phone 55 11 2178-6201, e-mail 4823.paulo@bradesco.com.br; Mrs. Ivani Benazzi de Andrade, phone 55 11 2178-6218, e-mail: 4823.ivani@bradesco.com.br or Mr. Carlos Tsuyoshi Yamashita, phone 55 11 2178-6204, e-mail: 4823.carlos@bradesco.com.br".

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: April 15, 2011

BANCO BRADESCO S.A.

By: /S/ Domingos Figueiredo
de Abreu

**Domingos Figueiredo de
Abreu
Executive Vice President
and
Investor Relations
Officer**

FORWARD-LOOKING STATEMENTS

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.
