

Santander Sponsorships

Football as an engine for Social Development

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The importance of the brand

The brand is the basis of everything that the company projects.

It should provide:

- Differentiation
- Relevance
- Connection
- Response Capacity
- Value



A good reputation and brand is key

- Increase in the perceived quality of the products and services
- Increase in sales
- Increase in trust
- Access to new markets
- Reinforcement of corporate culture
- Shield from crisis
- Boost success
- Talent attraction and retention



Single brand - 2004



Single brand - 2017

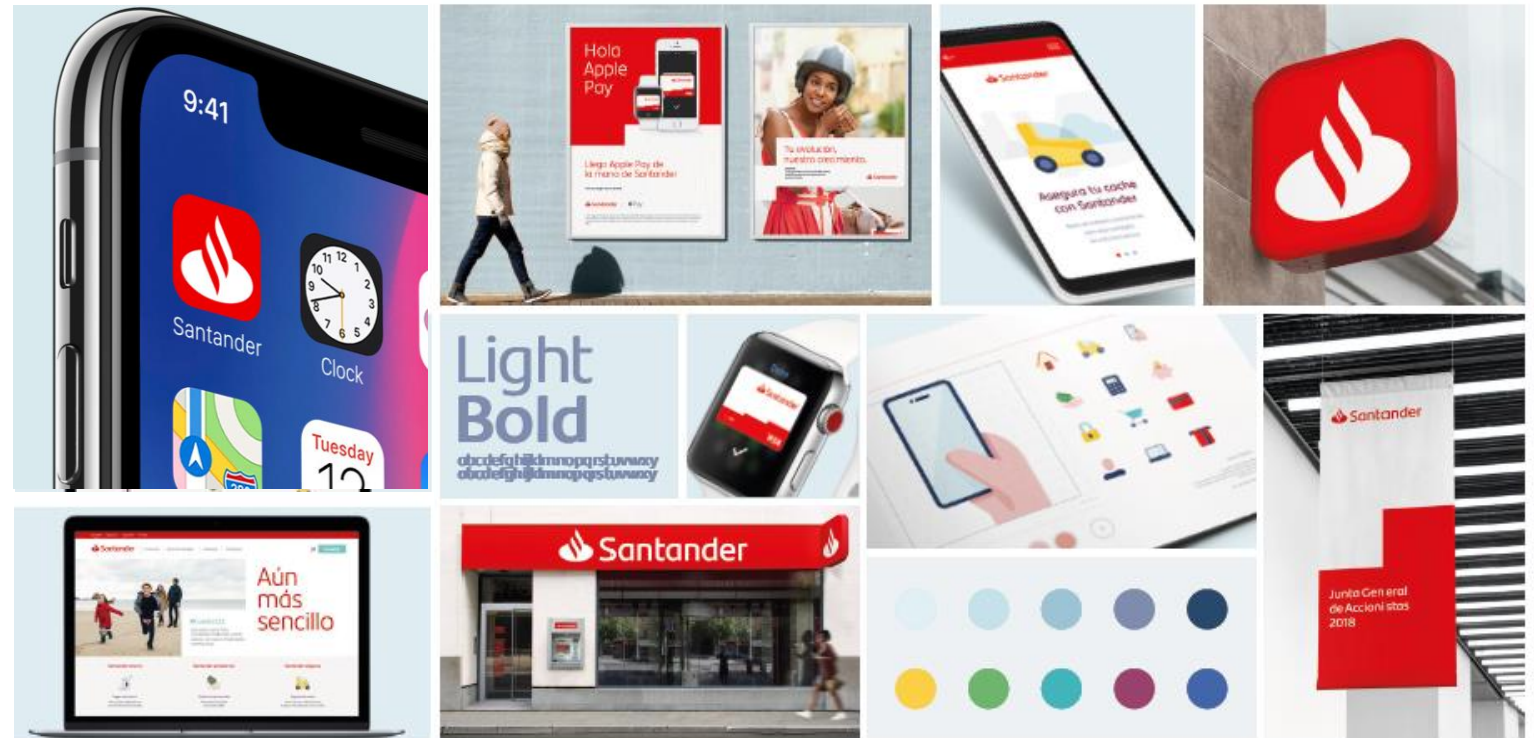


2018 - New brand reflects the Group's transformation, our culture, our vision and focus on digital

Old logo



Current logo



Brand & Communications play a key role to ensure the Group's strategy, culture and values



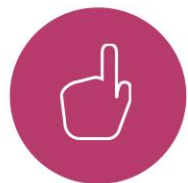
OUR
PURPOSE

to help people and businesses **prosper**



OUR AIM

to be the best open financial services **platform**, by acting **responsibly** and earning the lasting **loyalty** of our people, customers, shareholders and communities.



A BANK
THAT IS

Simple

Personal

Fair

We ensure the best reputation and brand to earn the trust of all our stakeholders

Integrated global brand management is key to success

2003

From

28th

(Interbrand ranking)

Interbrand

2018

To

5th Global bank brand
(BrandZ ranking)

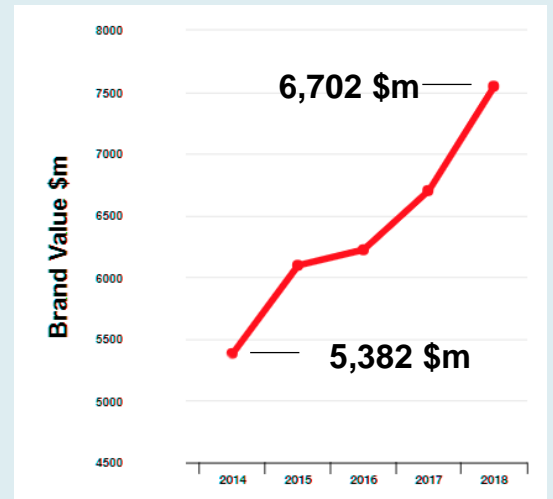
6th

Best global financial brand
(Interbrand ranking)

GLOBAL BANKS TOP 10

| | | Brand Value 2018 \$ Million | Brand Contribution | Brand Value % Change 2018 vs. 2017 |
|----|----------------|-----------------------------|--------------------|------------------------------------|
| 1 | HSBC | 23,633 | 3 | +15% |
| 2 | Citi | 21,258 | 2 | +21% |
| 3 | J.P. Morgan | 18,251 | 3 | +29% |
| 4 | ING Bank | 12,447 | 3 | +33% |
| 5 | Santander | 11,516 | 3 | +32% |
| 6 | Morgan Stanley | 11,482 | 2 | +29% |
| 7 | BBVA | 10,321 | 4 | +31% |
| 8 | Goldman Sachs | 8,794 | 3 | +20% |
| 9 | UBS | 7,790 | 3 | +27% |
| 10 | Barclays | 6,280 | 3 | +5% |

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 (lowest) to 5 (highest).



Brand value evolution 2014 / 2018



 **Santander**

From Ferrari F1 to UEFA Champions League

Building a superbrand through global sponsorship

Corporate Sponsorships

have been key to position Santander among the most valued global brands

F1 and Ferrari
2007-2017



Football
2018 onwards



Best way to connect with customers

2007 - 2017

Ferrari and F1

Boost of the international growth of the Santander brand and for the business



- Linked to Ferrari, "one of the world's most powerful brands" (Ranking brands global Interbrand 2014)
- Awareness, internationality, leadership and strength.
- Increase the pride of belonging of the employees of the group around the world.

(*)

3x1

Return on investment (ROI: 3 euros in return for every one invested)

300

Advertising campaigns linked to the sponsorship in our 10 core markets.

500

Events, commercial promotions, etc.

2 MM

Ferrari merchandise items sold each year with our Brand.

1 MM

F1 Videogames sold annually showing the Santander logo in the Ferrari car (**)



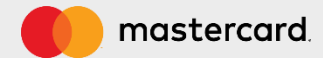
€ annual + taxes

(*) Source: MediaSports Marketing and Minerva Consulting. 2008-2015

UEFA Champions League



- **One of the most important and aspirational football competition.** The best clubs and players worldwide play in Champions League.
- Champions League brand: **top 10 sports brands worldwide.**
- **9 months of competition**, from August to May: 32 teams from 17 countries, 146 matches.
- **4.000 million of cumulative worldwide audience.** Matches broadcasted in open TV and in “pay per view”. In our 10 core countries a cumulative audience of 950 million people.
- One of the sport competitions **most followed through digital channels;** Online and social Media.
- **8 sponsors at the same level, relevant global brands:**



WHY FOOTBALL?





THE WORLD HAS CHANGE

Social Purpose is key

Society is demanding a more positive impact from companies

75%

of people consider companies and brands should play a role in improving our quality of life and wellbeing.

People have increased expectations when it comes to the social impact corporations should have on society.

Football, Society and Santander

Which could be Santander role on Football?



Sponsorship Strategic Approach

- Starting point

To help people and businesses prosper

How can we help to prosper by sponsoring football?

- Insights

People believe they thrive when their lives improve.

Football is the sport with the world's highest impact on society.

- Reason why

Let's use our sponsorship to positively impact and inspire people's life.

Football helps us to deliver prosperity

- Concept

football *can*

- Target

Society as a whole: 30% passionate fans - 45% occasional fans - 25% non fans



*Few things can make everybody
feel welcome wherever they are...*

football *can*





*What can bridge the gap
between generations...*

football *can*



UEFA
CHAMPIONS
LEAGUE



Santander

A photograph of a man sitting in a stadium, wearing a Juventus scarf and a dark jacket. He is looking towards the camera with a slight smile. A dog is visible in the foreground, looking towards the camera. The background is a blurred stadium setting.

football *can*



Giuseppe San Martino is a season ticket holder at the Italian club, Juventus. Every time his team plays at home he goes to the stadium just like all the other home supporters. However, Giuseppe has something that makes him stand out from everyone else; he is blind from birth. A friend accompanies him to the game and commentates events on the pitch into his ear.

Although Giuseppe has never seen his team play, he feels his team colours just like any other football fan.

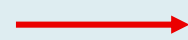
Official bank of UEFA Champions League.
Because we believe in the greatness of football.



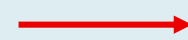
Champions League: one of the most aspirational sports competitions in the world



Build and develop a concrete territory for Santander in Football



Linked to our purpose “to help people prosper” + SPF



footballcan

1. Leverage Brand



2. Drive engagement



3. Support and leverage business





Thank you.

Our purpose is to help people
and business prosper.

Our culture is based on believing
that everything we do should be:

Simple Personal Fair



MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM



FTSE4Good