

The logo consists of a stylized lowercase 'i' with a red circle above it, followed by the letters 'M' and 'P' in a bold, white, sans-serif font. The background is a solid red color.

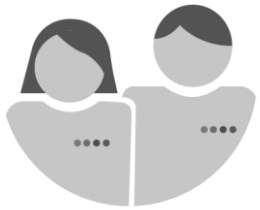
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SANTANDER CONSUMER FINANCE TRACKING December 2018



The aim of the tracking is to measure the development of Santander brand and assess it against the main competitors

Key measures:



- Awareness (top of mind, spontaneous and aided awareness)
- Consideration and brand preference
- Brand image
- Ad recall

Implementation



- Computer-aided Web Interviews (CAWI)
- Target group of the survey are Finnish consumers aged 26-64
- The sample size is 530 respondents
- The survey was carried out 27.12.2018-1.1.2019
- Previous measurements in September 2018 & June 2018

Sample (unweighted)



		DECEMBER 12/18		SEPTEMBER 9/18		JUNE 6/18		MARCH 3/18	
		N	%	N	%	N	%	N	%
Gender	Male	266	50 %	253	49 %	260	50 %	257	49 %
	Female	264	50 %	259	51 %	259	50 %	264	51 %
Age group	26-34 yrs	120	23 %	112	22 %	118	23 %	110	21 %
	35-49 yrs	187	35 %	183	36 %	182	35 %	190	36 %
	50+ yrs	223	42 %	217	42 %	219	42 %	221	42 %
Stage of life	Lives at home with parents	8	2 %	3	1 %	5	1 %	4	1 %
	Lives alone	148	28 %	122	24 %	131	25 %	140	27 %
	Lives together with spouse	209	39 %	199	39 %	194	37 %	171	33 %
	Lives with spouse and with child/ children	128	24 %	139	27 %	144	28 %	159	31 %
	Lives with child/children	25	5 %	33	6 %	27	5 %	34	7 %
	Do not want to say	7	1 %	8	2 %	7	1 %	5	1 %
	Other	5	1 %	8	2 %	11	2 %	8	2 %
Professional status	Dir./ higher white collar/ expert	80	15 %	88	17 %	94	18 %	90	17 %
	White collar	69	13 %	70	14 %	77	15 %	72	14 %
	Worker	188	35 %	186	36 %	169	33 %	165	32 %
	Retired	78	15 %	62	12 %	56	11 %	77	15 %
	Currently not working (student, unemployed, home with kids)	81	15 %	69	13 %	81	16 %	84	16 %
	Entrepreneur	24	5 %	23	4 %	24	5 %	22	4 %
	Other	10	2 %	14	3 %	18	3 %	11	2 %
Main Bank	Aktia	15	3 %	13	3 %	14	3 %	10	2 %
	Danske Bank	55	10 %	52	10 %	40	8 %	43	8 %
	Handelsbanken	10	2 %	11	2 %	11	2 %	6	1 %
	Nooa Säästöpankki	0	0 %	2	0 %	4	1 %	4	1 %
	Nordea	152	29 %	151	29 %	158	30 %	152	29 %
	Optia	3	1 %	0	0 %	1	0 %	0	0 %
	OP	207	39 %	194	38 %	196	38 %	211	40 %
	Pop-pankki	10	2 %	12	2 %	14	3 %	17	3 %
	Paikallissäästöpankki	12	2 %	14	3 %	23	4 %	18	3 %
	S-Pankki	59	11 %	54	11 %	45	9 %	49	9 %
	Tapiola	0	0 %	0	0 %	0	0 %	0	0 %
	Ålandsbanken	2	0 %	2	0 %	2	0 %	5	1 %
	Other	5	1 %	7	1 %	11	2 %	6	1 %

Development compared to previous measurement

Main results - December



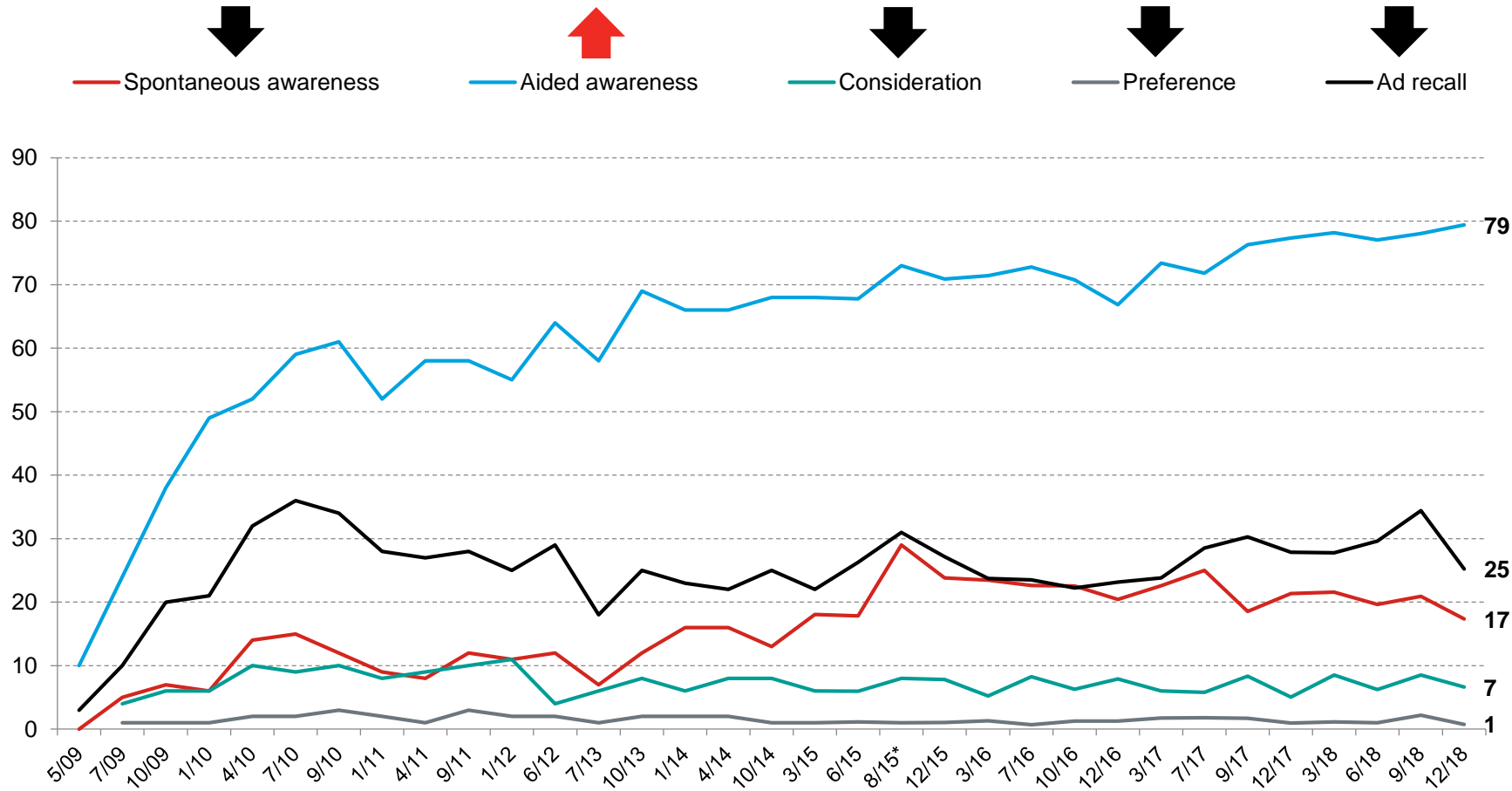
	Latest result	Change vs. previous measurement	Change vs. ~1 year (12/17)
Spontaneous awareness	• 17 %	↓ - 4 %	↓ - 4 %
Aided awareness	• 79 %	↑ + 1 %	↑ + 2 %
Consideration	• 7 %	↓ - 2 %	↑ + 2 %
Preference	• 1 %	↓ - 1 %	○ +/- 0 %
Ad recall	• 25 %	↓ - 9 %	↓ - 3 %
Image: Safe (those who know Santander)	• 12 %	↑ + 2 %	↑ + 2 %

- **Santander's TOM (11 %) and spontaneous awareness (17 %) both decrease** in December probably due to lack of TV advertising after September. Ferratum's ToM declines by 2 %-points to 3%. Its total spontaneous awareness still stays at 8%. Vippi's spontaneous and ToM awareness increase and it is now 4th most known spontaneously. Its spontaneous awareness has increased the most within a year.
- **The aided awareness increases to its highest ever level (79%).** Bank Norwegian's aided awareness continues improving in December (47% → 55%). Since December 2017 Freedom Rahoitus/Zmarta's awareness has increased from 12% to 32%, Lendo's from 30% to 49% and Bank Norwegian's from 40% to 55%. All of their ad recall levels have also strongly improved in a year which affects the awareness.
- **Santander's consideration decreases from September's 9% to 7% in December.** Santander's position improves among those who have not had consumer loan but could consider taking it (7% → 13%). Bank Norwegian is now the most considered consumer loan company with 8% consideration.
- Santander's preference decreases back to 1%. 2nd preference increases from 4% to 5%.
- As Santander's latest TV campaign ended in September it is understandable that **the advertising recall drops in December (34% → 25%).**
- Many brand image attributes are not associated with Santander as well as in September. Positively "safe" and "expert on financing" have still increased from previous measurement.

Santander KPIs

Santander KPIs 2009-2018

All respondents



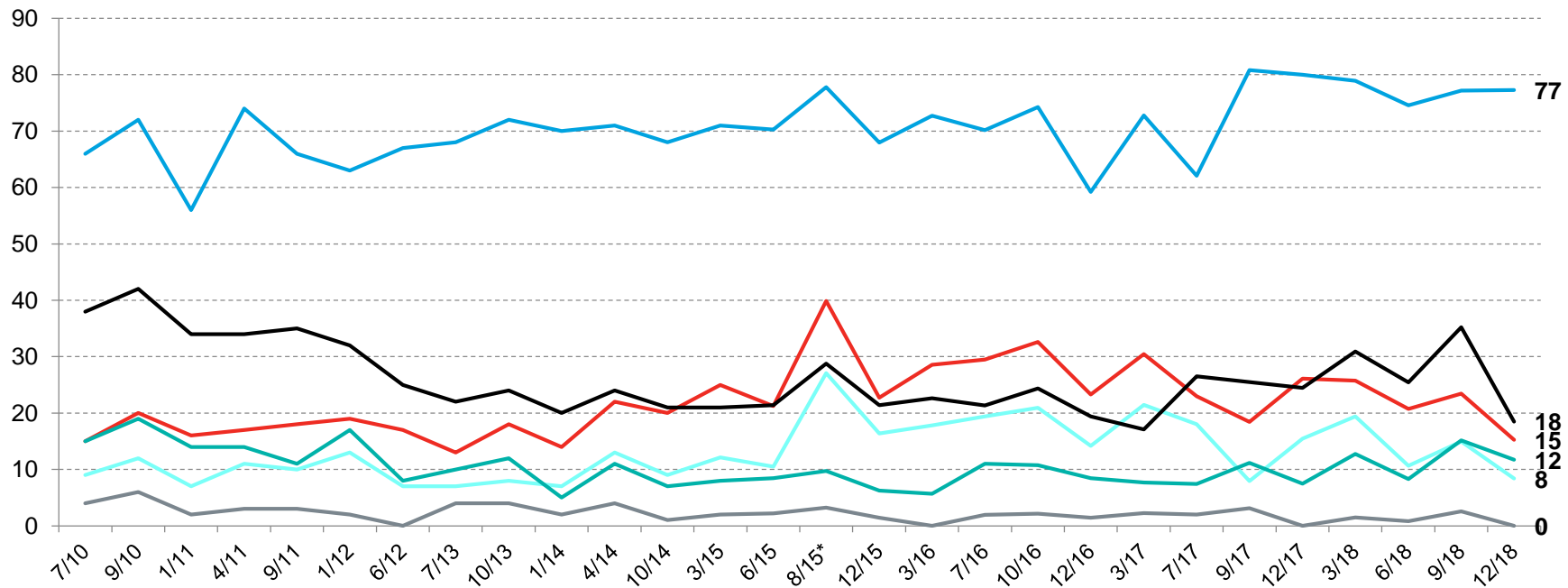
Santander's aided awareness slightly improves from September but otherwise the KPIs turn into decrease in December.

Especially ad recall is clearly lower than in September (34% → 25%). Santander's TV campaign in August-September was well noticed and as there has not been any TV advertising after September it is understandable that the ad recall declines.

* 8/2015: Please note, that open question concerning the 'Formulapäivät' was asked in the beginning. Although Santander was not mentioned, it may effect.

Santander KPIs 2010-2018

Target group Men 30-49 yrs

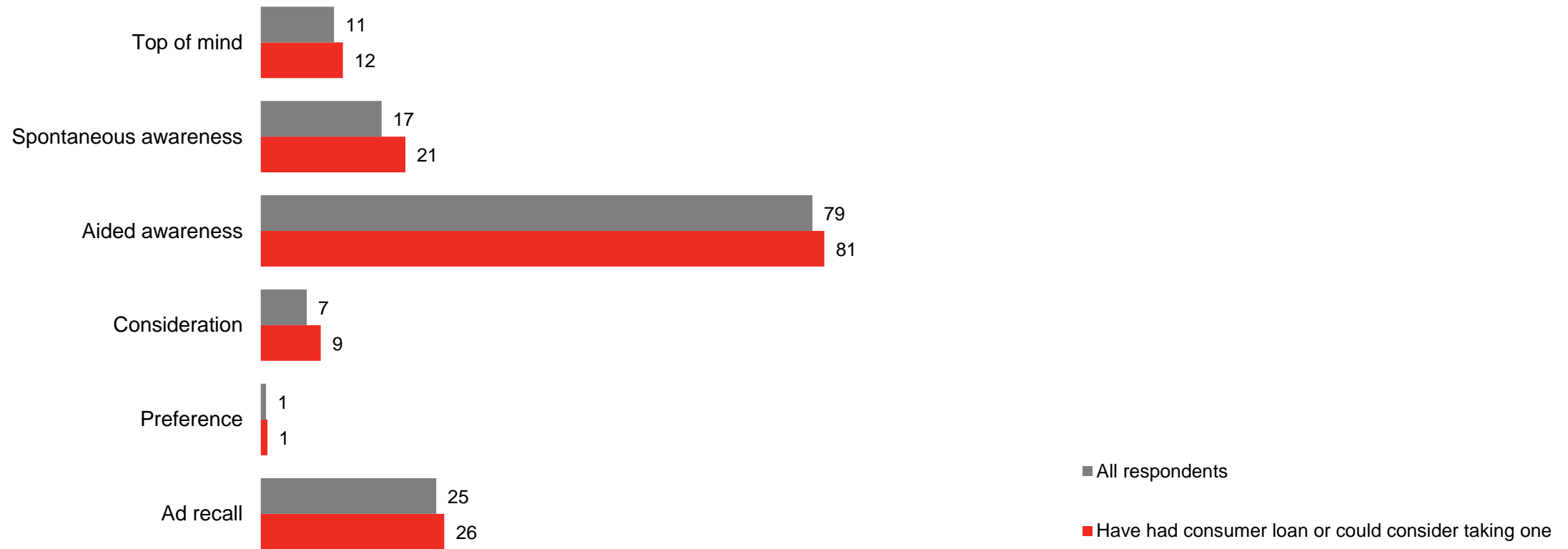


Santander's KPI levels also decrease among M30-49 y.o. except for aided awareness which stays stable. The biggest decline has occurred in the ad recall (35% → 18%) and spontaneous awareness (23% → 15%).

* 8/2015: Please note, that open question concerning the 'Formulapäivät' was asked in the beginning. Although Santander was not mentioned, it may effect.

Santander KPIS

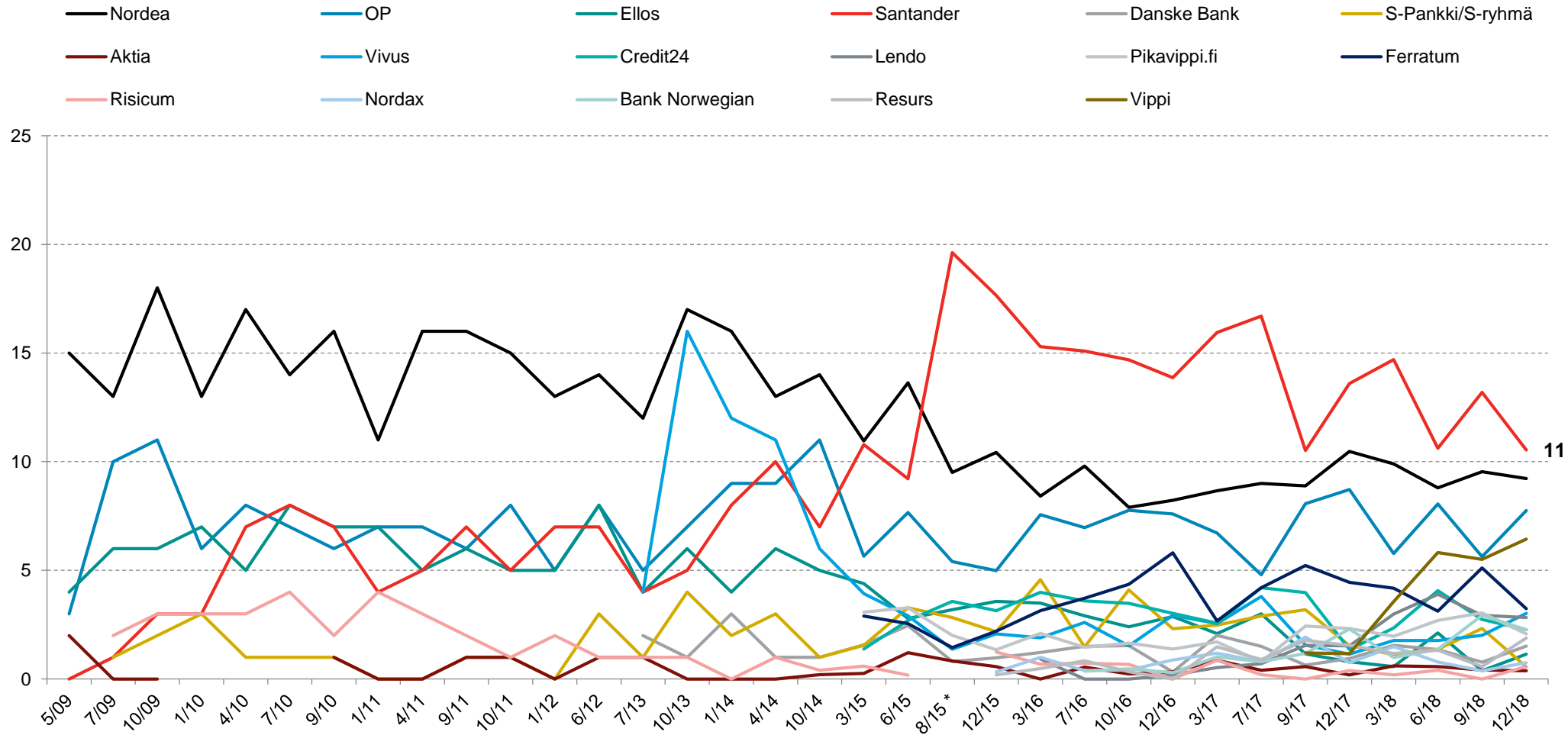
All respondents vs. those who have had consumer loan or could consider taking one
December 2018



Tracking results

Top of Mind

Which company offering consumer loans do you think first?



Santander is the first one in mind when thinking of consumer loan companies but its lead is not as strong as it was in September.

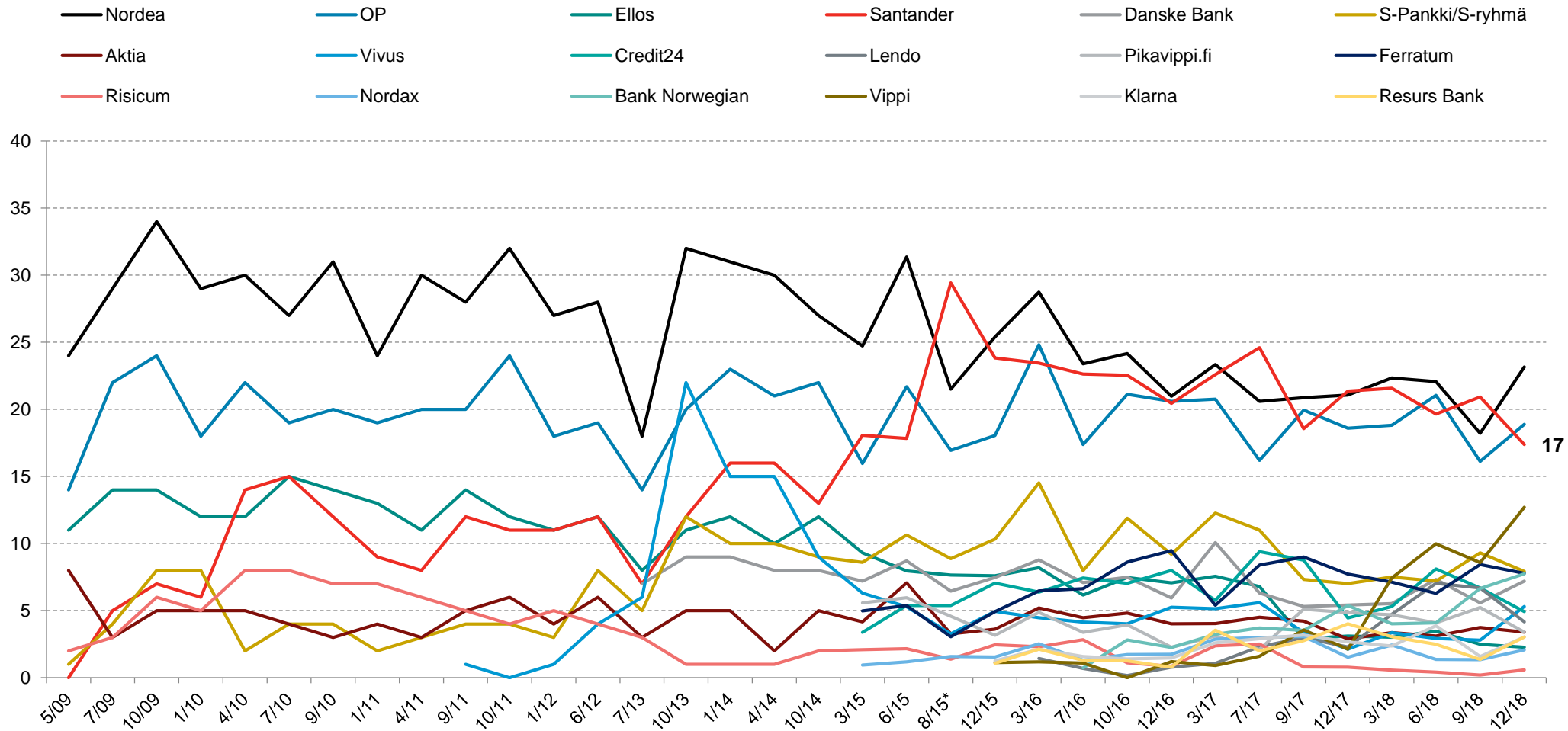
Only OP's ToM improves by 2 %-points.

Ferratum's ToM decreases from 5% to 3%.

* 8/2015: Please note, that open question concerning the 'Formulapäivät' was asked in the beginning. Although Santander was not mentioned, it may effect.

Spontaneous awareness

Top of mind + other spontaneous answers



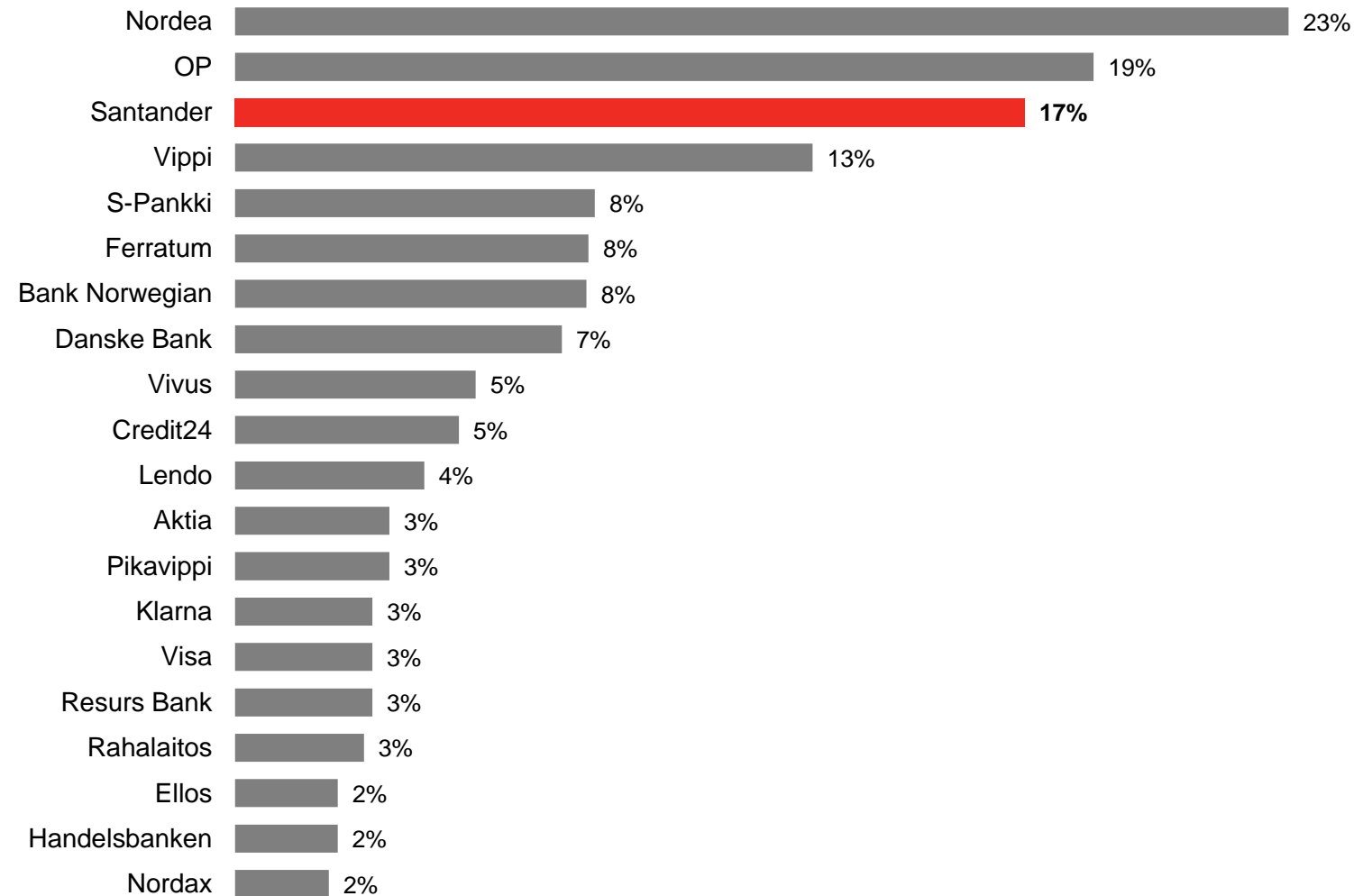
Nordea, OP and Santander are the most known consumer financing companies. Santander is now third most known as its spontaneous awareness decreases from September whereas Nordea's and OP's increase.

Among the "quick lenders" Vippi's spontaneous awareness increases by 4 %-point from previous round. Within a year its spontaneous awareness has increased from 2% to 13%. Vippi has had a TV spot (with a rememberable jingle) since spring 2018 which might explain the growth.

* 8/2015: Please note, that open question concerning the 'Formulapäivät' was asked in the beginning. Although Santander was not mentioned, it may effect.

TOP 20 – spontaneous awareness

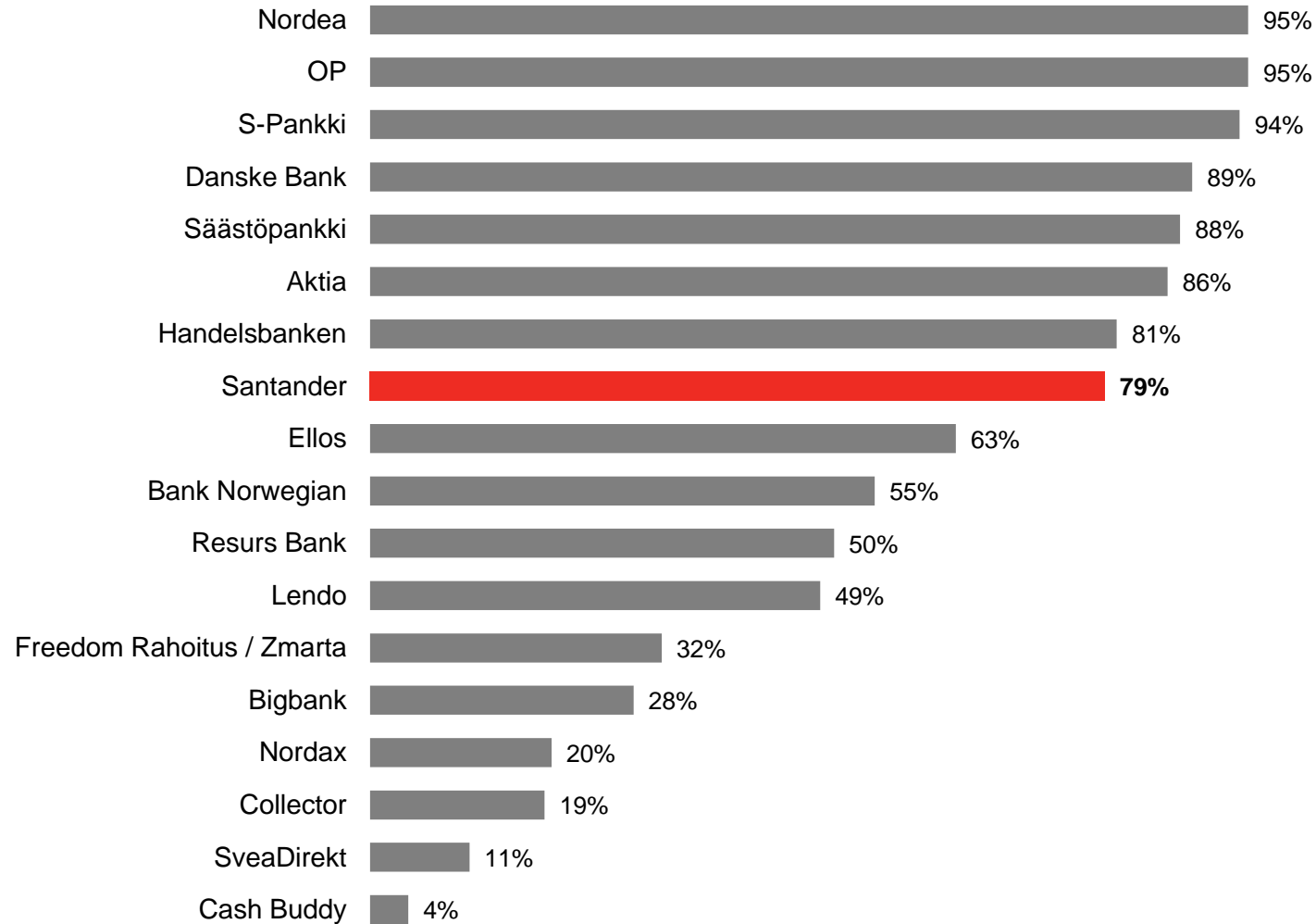
December 2018



Nordea is now spontaneously the best known company providing consumer financing followed by OP and Santander.

Aided awareness

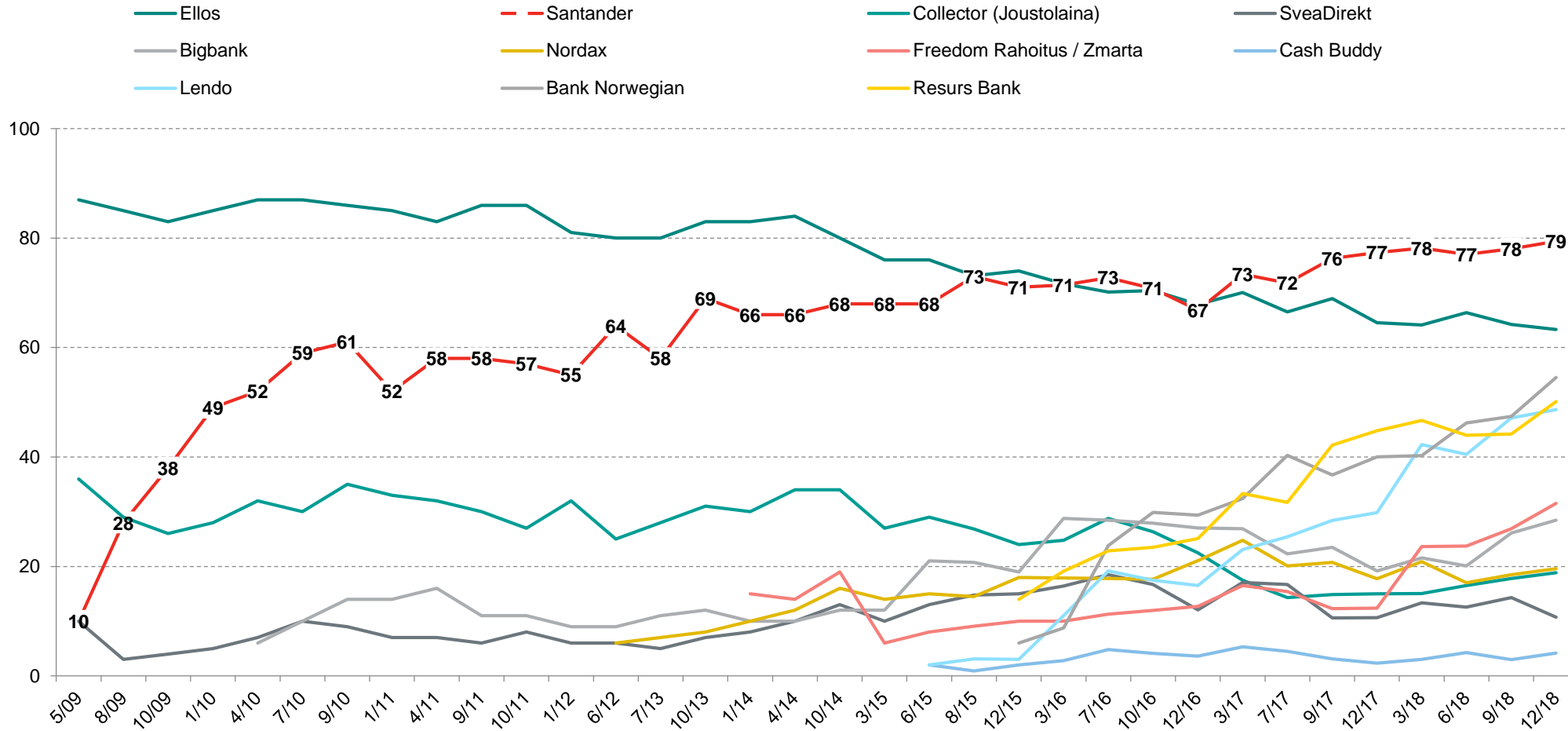
Which of the following companies do you know at least by name?
December 2018



Santander has still clearly higher awareness than other consumer loan companies except for regular banks.

Aided awareness / other than the biggest banks

Which of the following companies do you know at least by name?



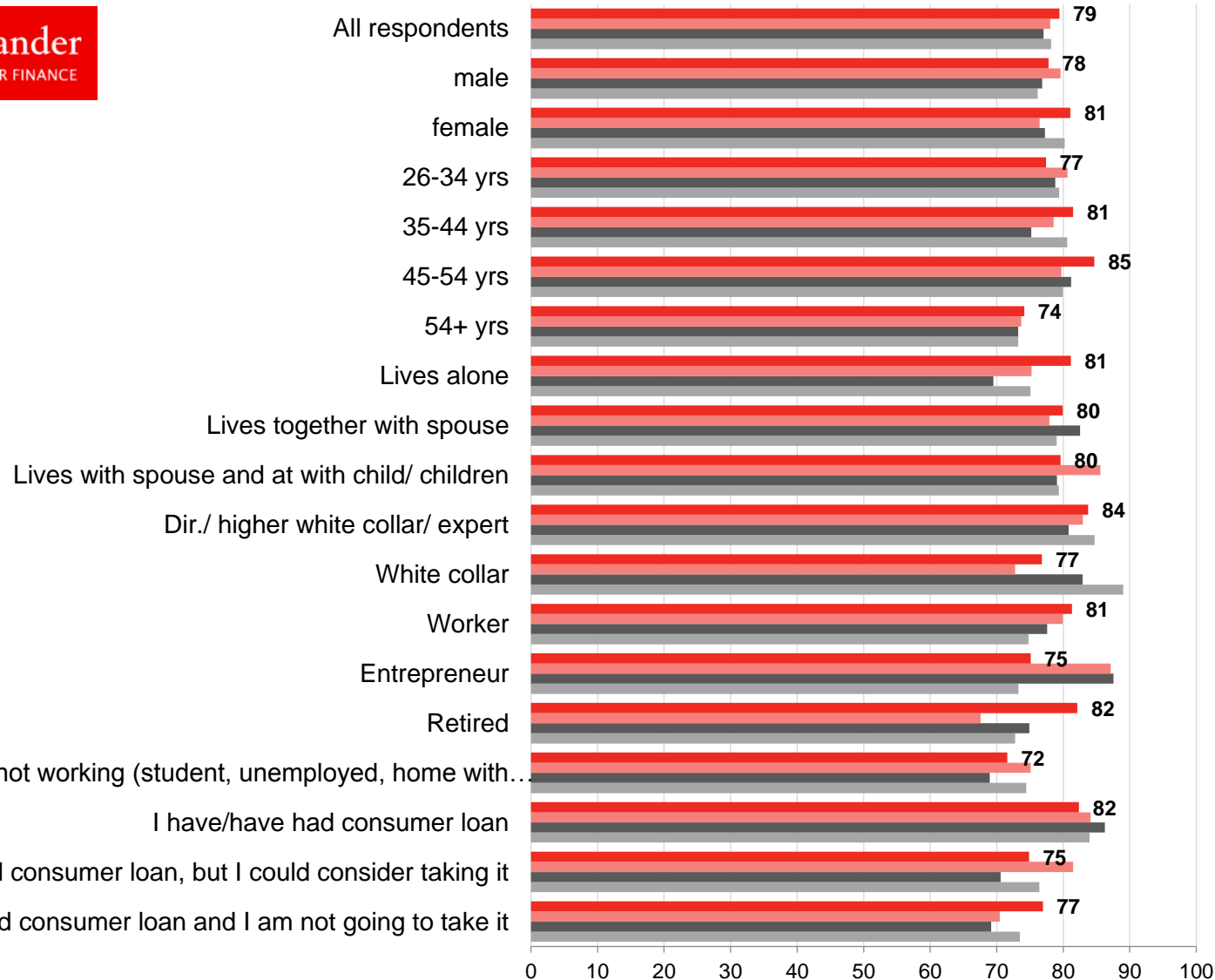
Santander's aided awareness is now 79% which is the highest level it has ever been. The awareness has stayed between 77% and 79% during the past year.

Bank Norwegian's aided awareness keeps increasing (47% → 55%) and it is now third most known.

Within a year the most improvement in aided awareness is seen for Freedom Rahoitus / Zmarta (12% → 32%), Lendo (30% → 49%) and Bank Norwegian (40% → 55%).

Aided awareness

Santander aided awareness



The awareness of Santander is highest among 45-54 y.o., directors/higher white collars/experts, retired and people who have/have had consumer loans.

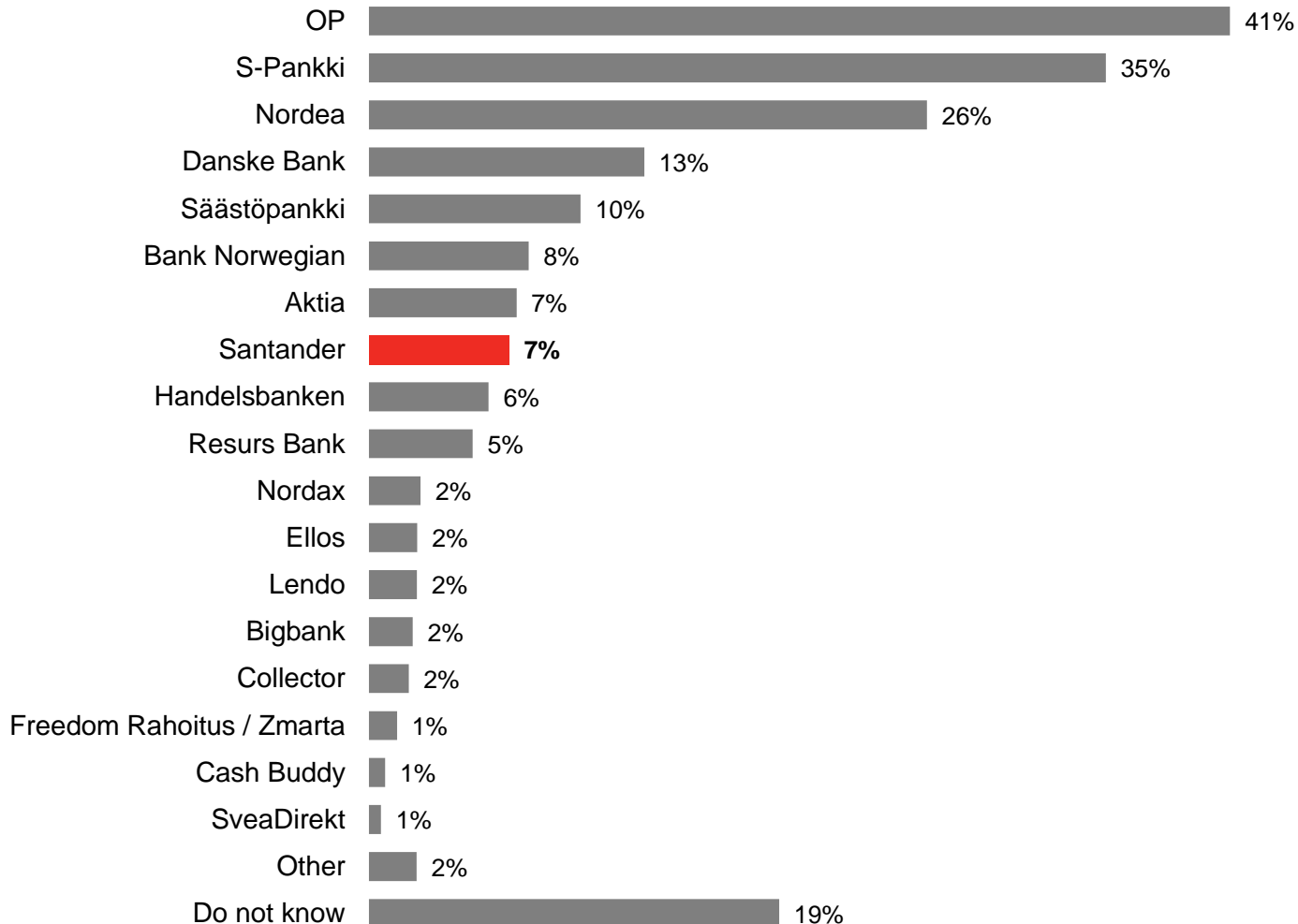
Most improvement in awareness is seen among people who have retired.

■ December 2018
■ September 2018
■ June 2018
■ March 2018

Note that small number of respondents cause variation on levels

Consideration

If you were in need of a consumer loan, which of the following companies would you consider?
December 2018

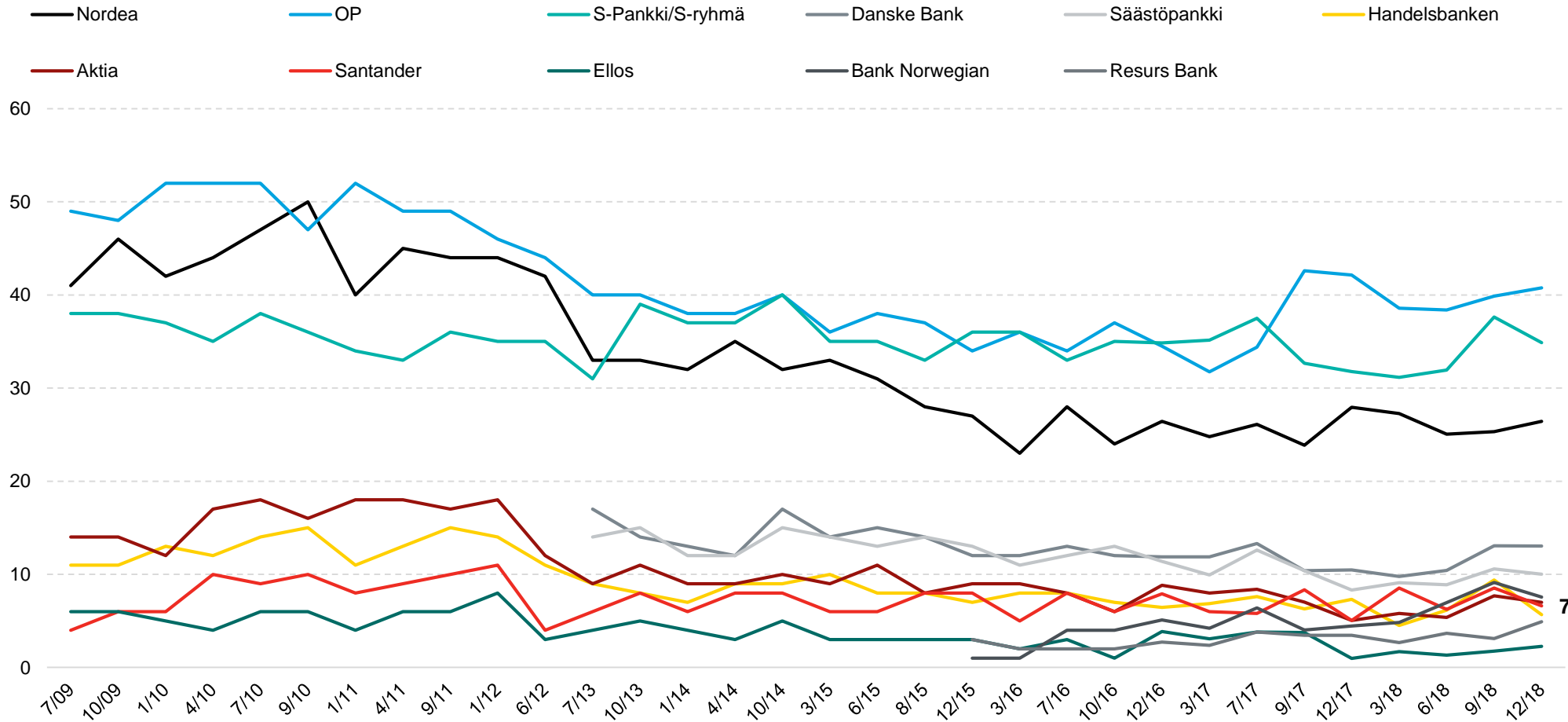


OP, S-Pankki and Nordea are the first ones where people consider taking consumer loans from.

Bank Norwegian is the most considered consumer loan company with 8% share followed closely by Santander with 7% share.

Consideration

If you were in need of consumer loans, which of the following companies would you consider?

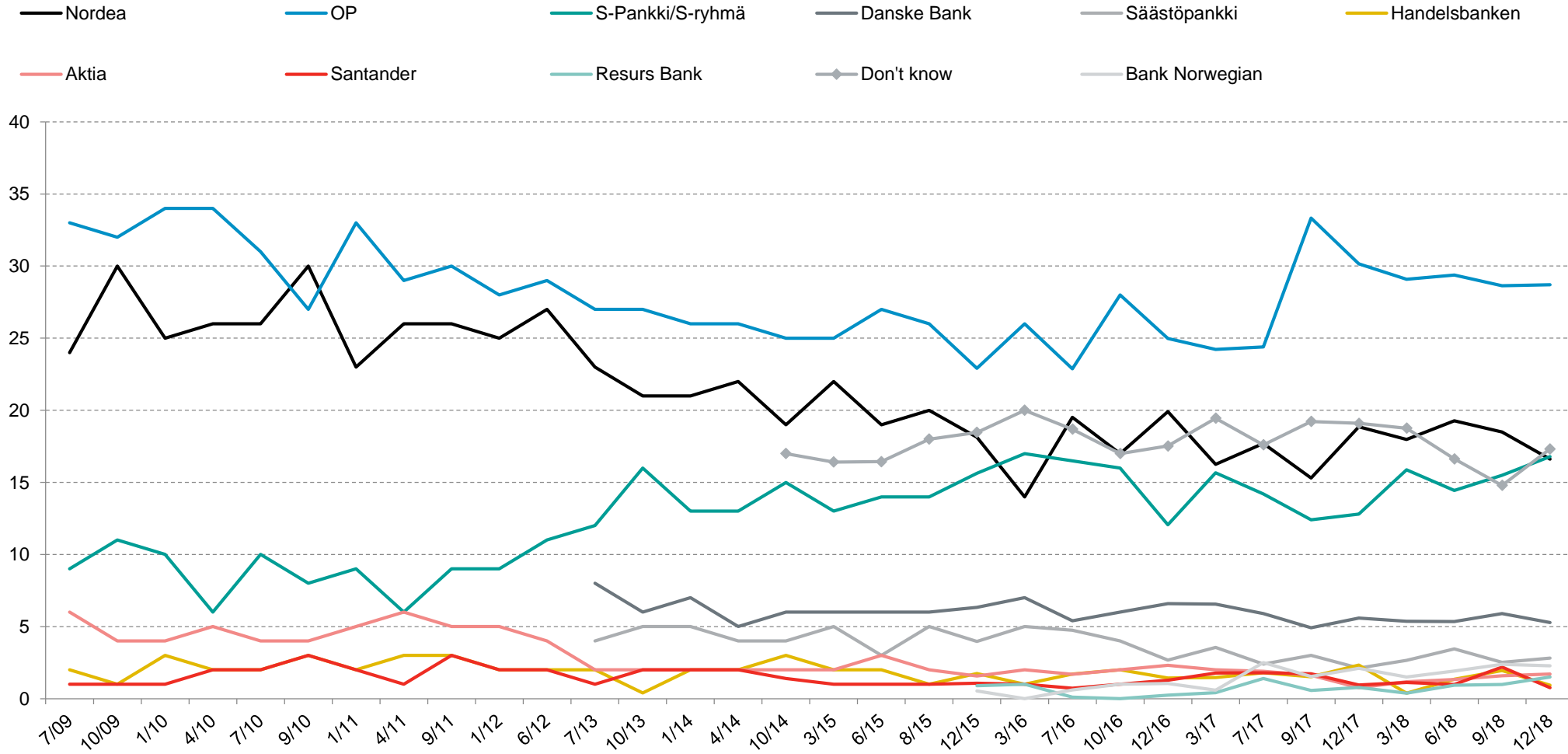


Santander's consideration decreases from 9% to 7%. Bank Norwegian is now considered by 8%.

Bank Norwegian's consideration has increased by 4 %-points since December 2017.

1st Preference

Where would you most probably apply the consumer loan from?



Santander's preference decreases back to 1% after reaching 2% in September. Bank Norwegian's preference stays at 2%.

OP is clearly the most preferred bank to take consumer loan from followed by Nordea and S-Pankki which are now equally preferred.

2nd Preference

If you wouldn't apply consumer loan from the company you chose in the previous question, which company would you apply it from?

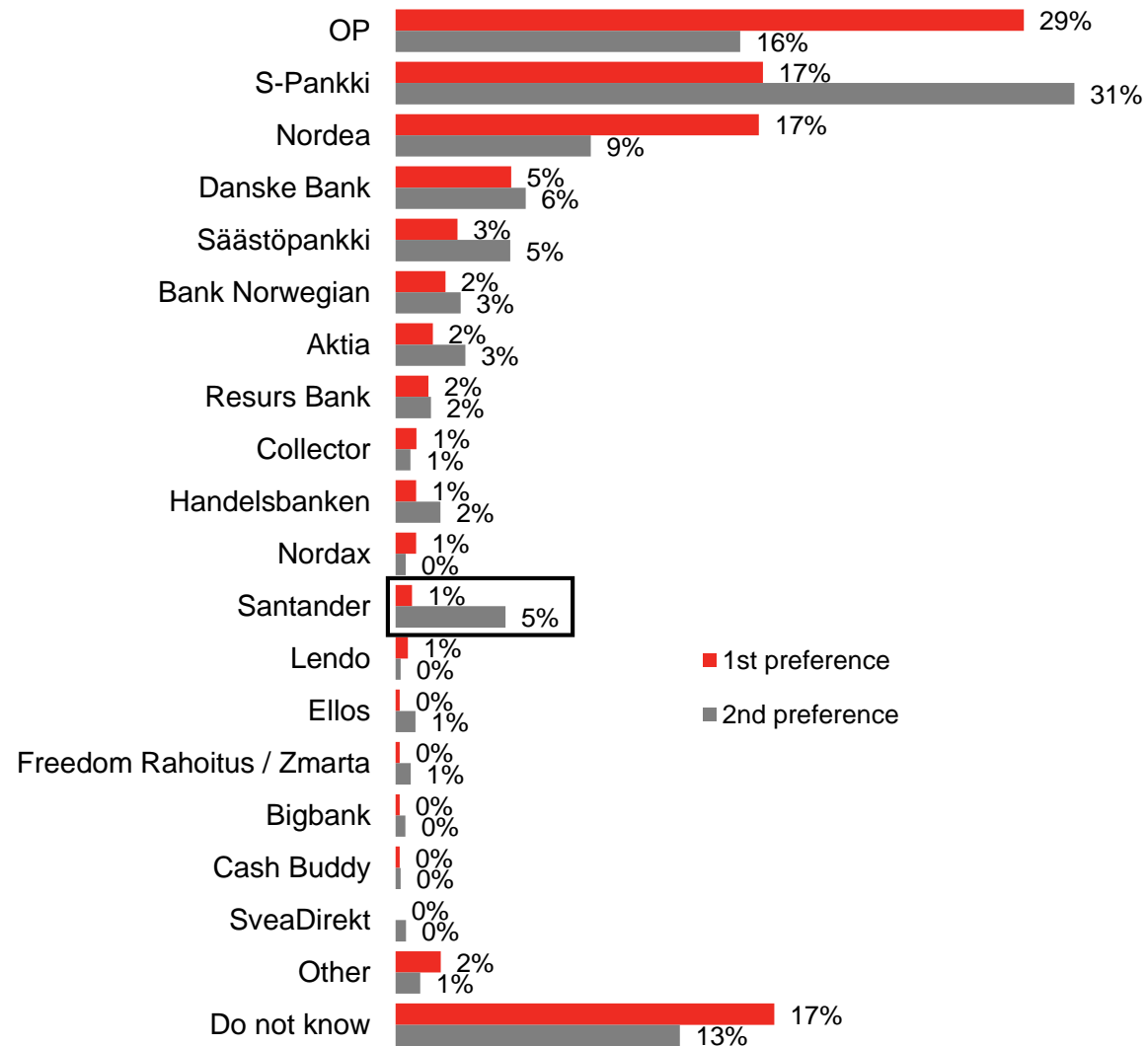


Santander's 2nd preference increases to 5% whereas Bank Norwegian's decreases to 3%.

S-Pankki's 2nd preference decreases to 31%. OP has a positive trend.

1st & 2nd preference

Where would you most probably apply the consumer loan from? / If you wouldn't apply consumer loan from the company you chose in the previous question, which company would you apply it from?
December 2018

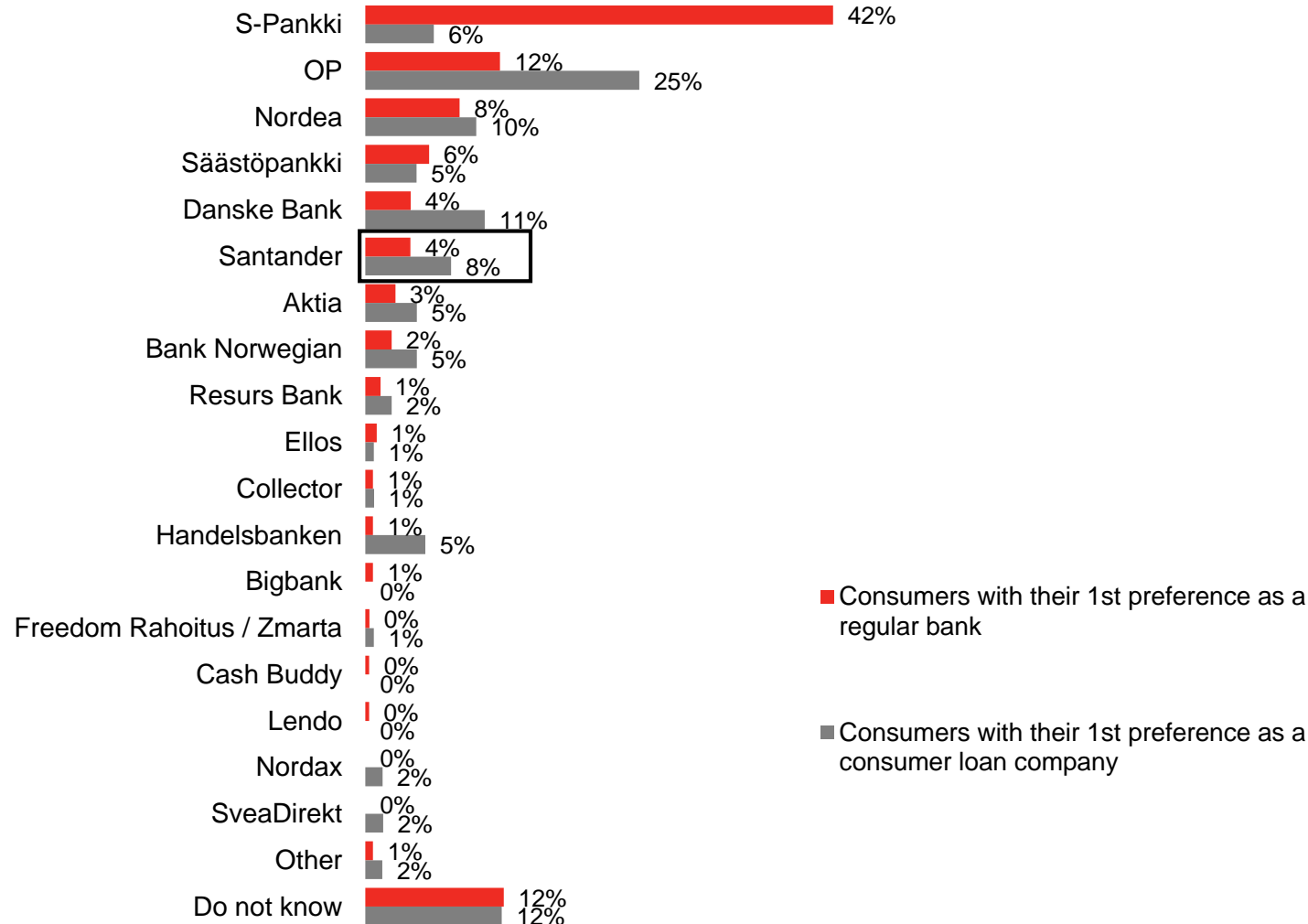


OP is still the most likely 1st choice followed by S-Pankki and Nordea when applying consumer loan whereas S-Pankki is the most likely 2nd choice.

2nd preference

If you wouldn't apply consumer loan from the company you chose in the previous question, which company would you apply it from?
December 2018

2nd Preference



S-Pankki is clearly the most likely 2nd choice for applying consumer loan among those who had chosen regular bank as the first choice.

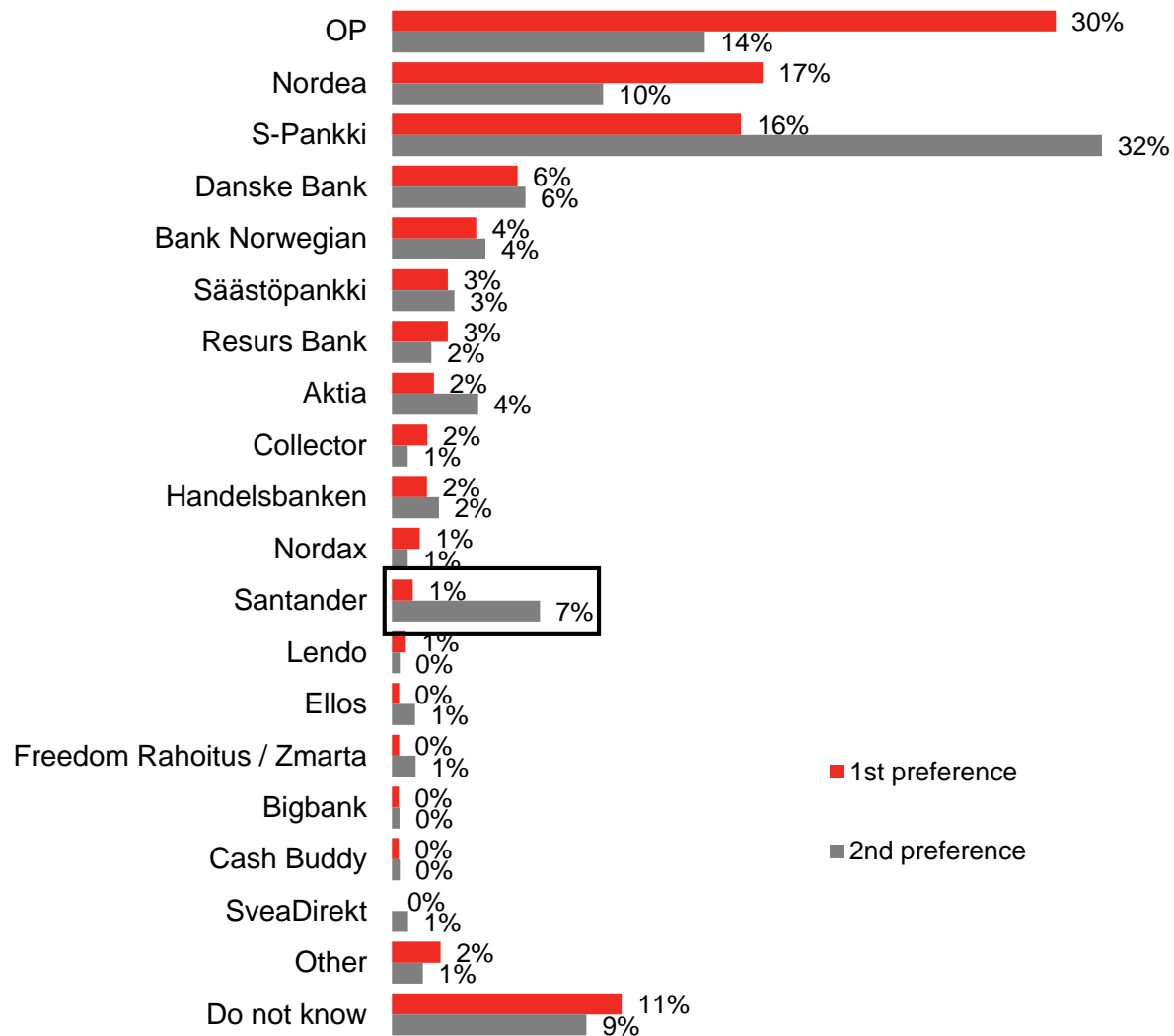
Santander's 2nd preference increases by 3 %-points among those who had chosen consumer loan company as the first choice.

Bank Norwegian's 2nd preference decreases among those who had chosen regular bank as the first choice (4% → 2%).

1st & 2nd preference / Have or have had consumer loan

Where would you most probably apply the consumer loan from? / If you wouldn't apply consumer loan from the company you chose in the previous question, which company would you apply it from?

TG: Have/have had consumer loan

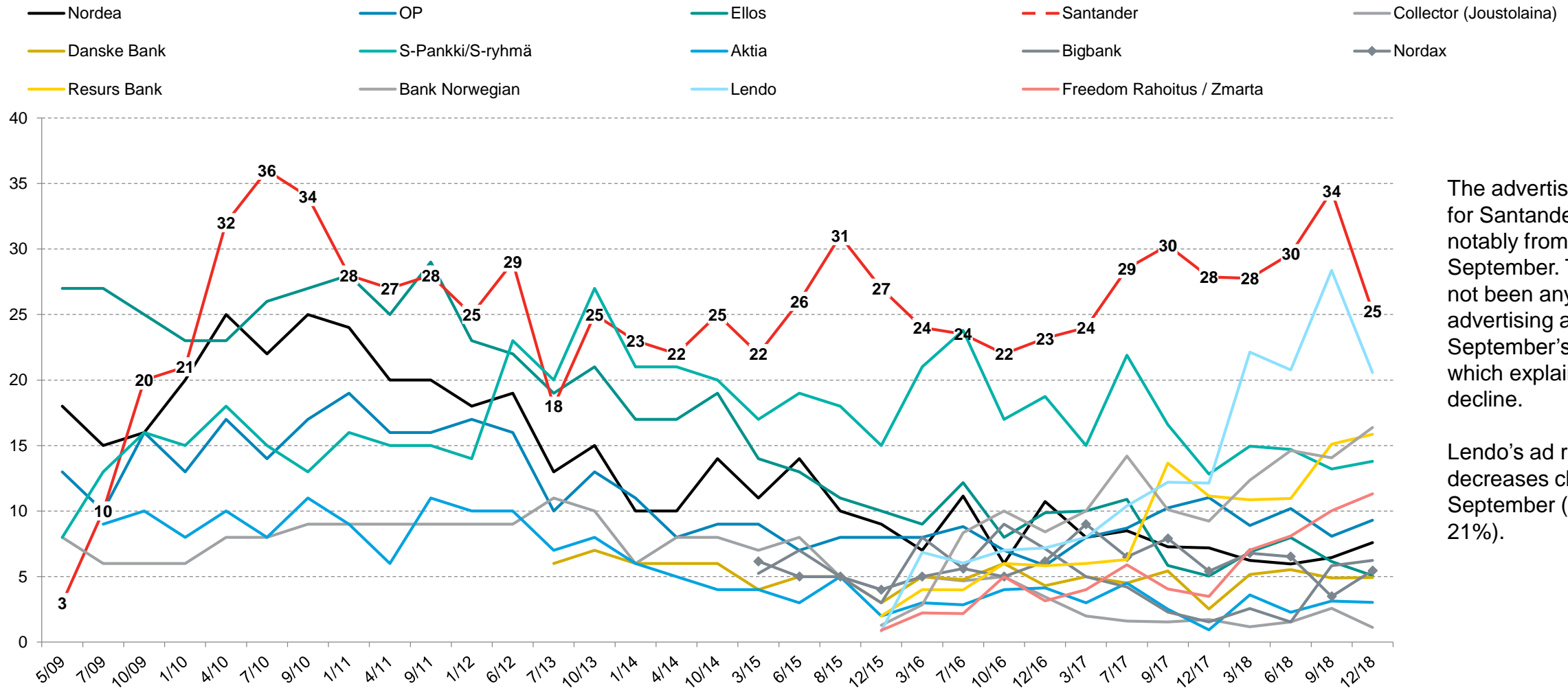


Santander's 1st preference among those who have had consumer loan declines from September by 3 %-points. 2nd preference is 1 %-point higher.

Bank Norwegian's 1st preference among those who have had consumer loan improves from 2% to 4%.

Advertising recall

Which of the following companies' advertising for consumer loans you remember seeing or hearing lately?

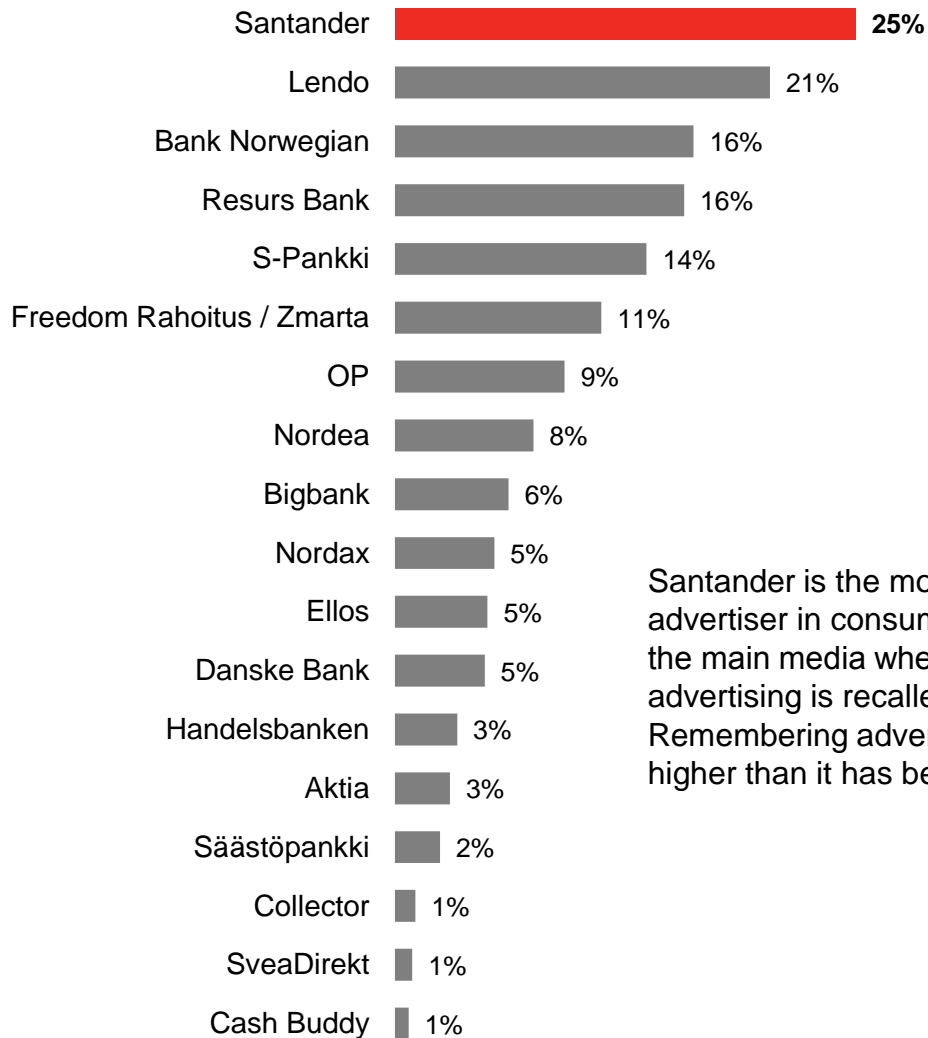


The advertising recall for Santander drops notably from September. There has not been any TV advertising after September's campaign which explains the decline.

Lendo's ad recall also decreases clearly from September (28% → 21%).

Advertising recall

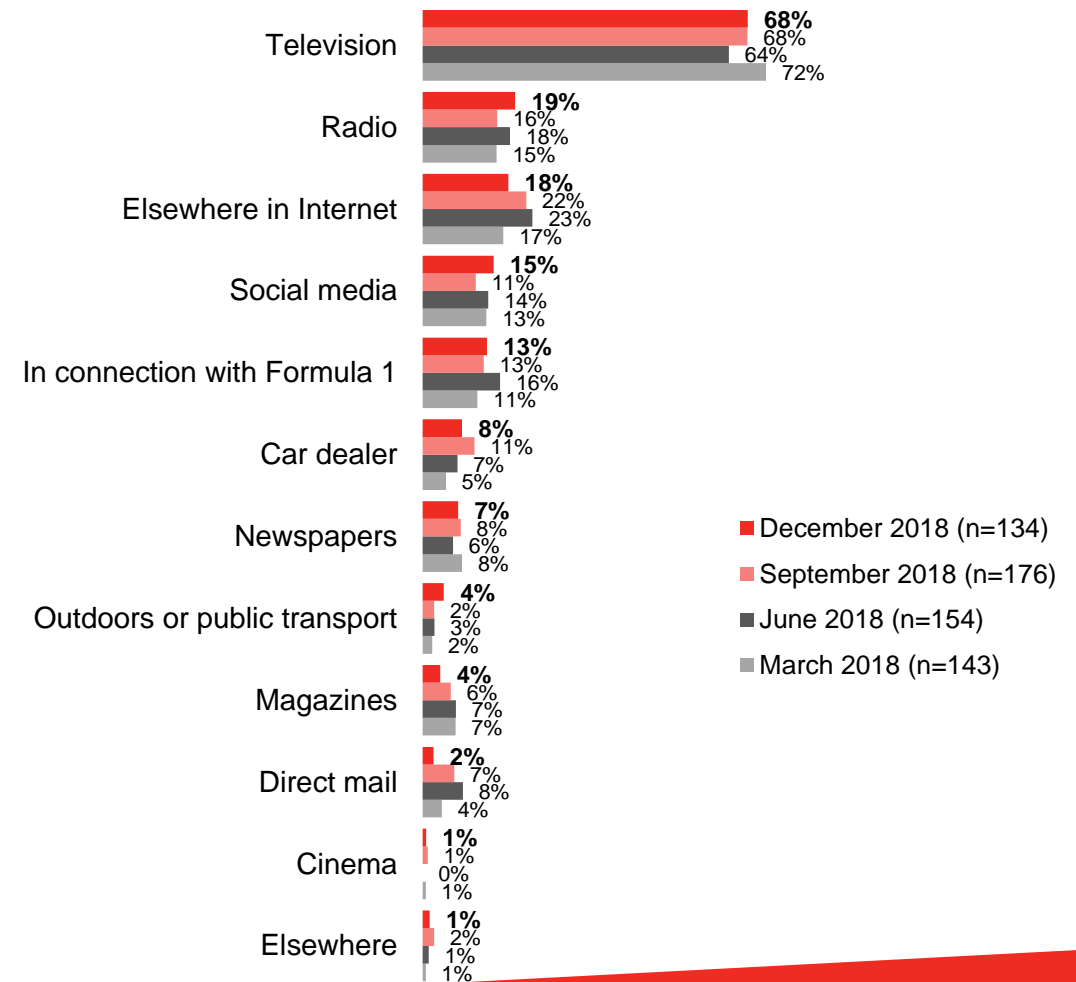
Which of the following companies' advertising for consumer loans do you remember seeing or hearing lately?
December 2018



If remembers Santander's advertising

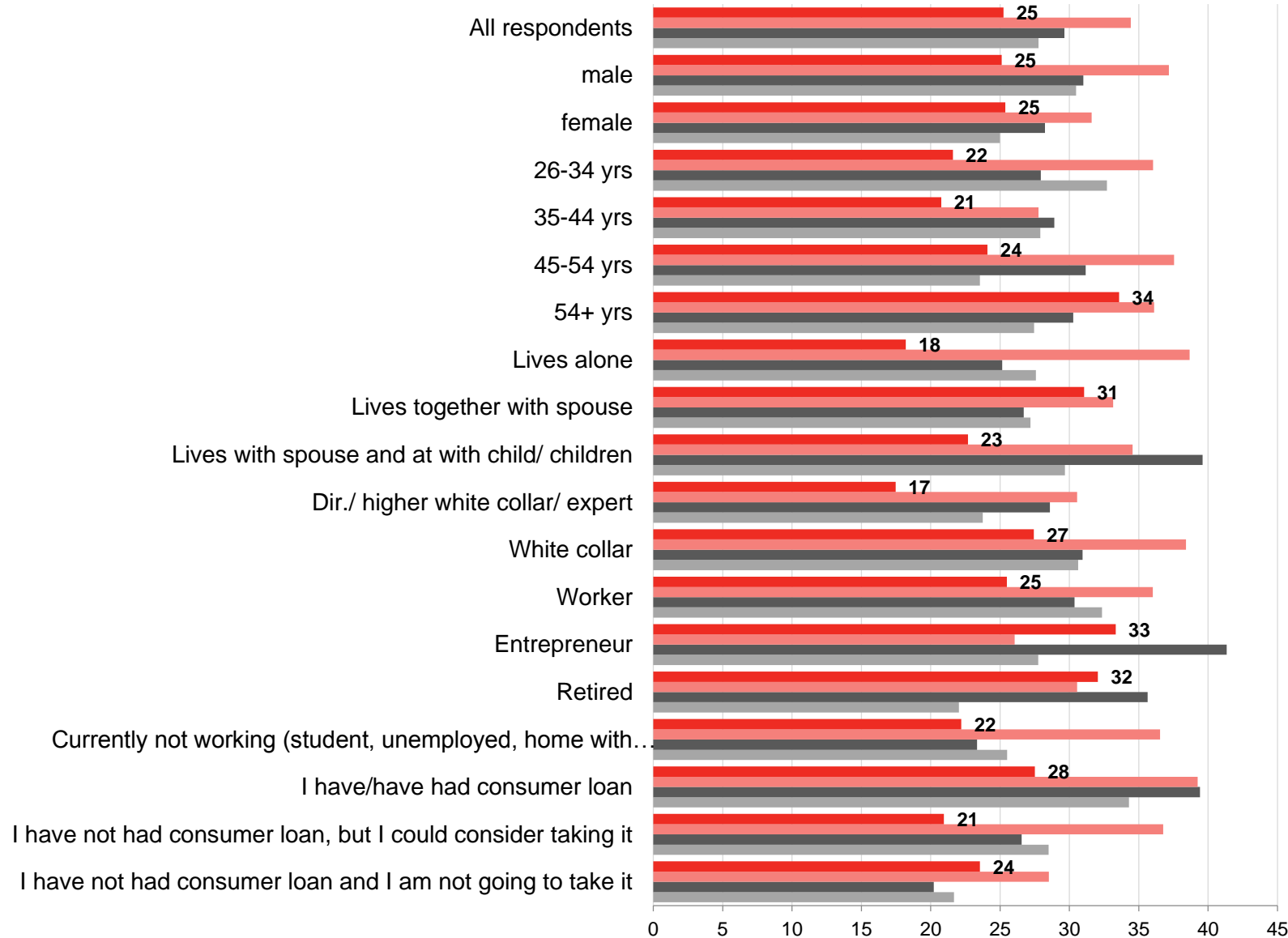
Santander is the most recalled advertiser in consumer loans. TV is the main media where Santander's advertising is recalled from. Remembering advertising in radio is higher than it has been in 2018.

Where do you remember seeing or hearing Santander's advertising recently?
(Remembers seeing Santander's advertising for consumer loans)



Advertising recall

Ad recall for Santander



Santander's advertising recall has improved from September among entrepreneurs and retired people. Santander's ad recall is highest among 54+ y.o. and entrepreneurs.

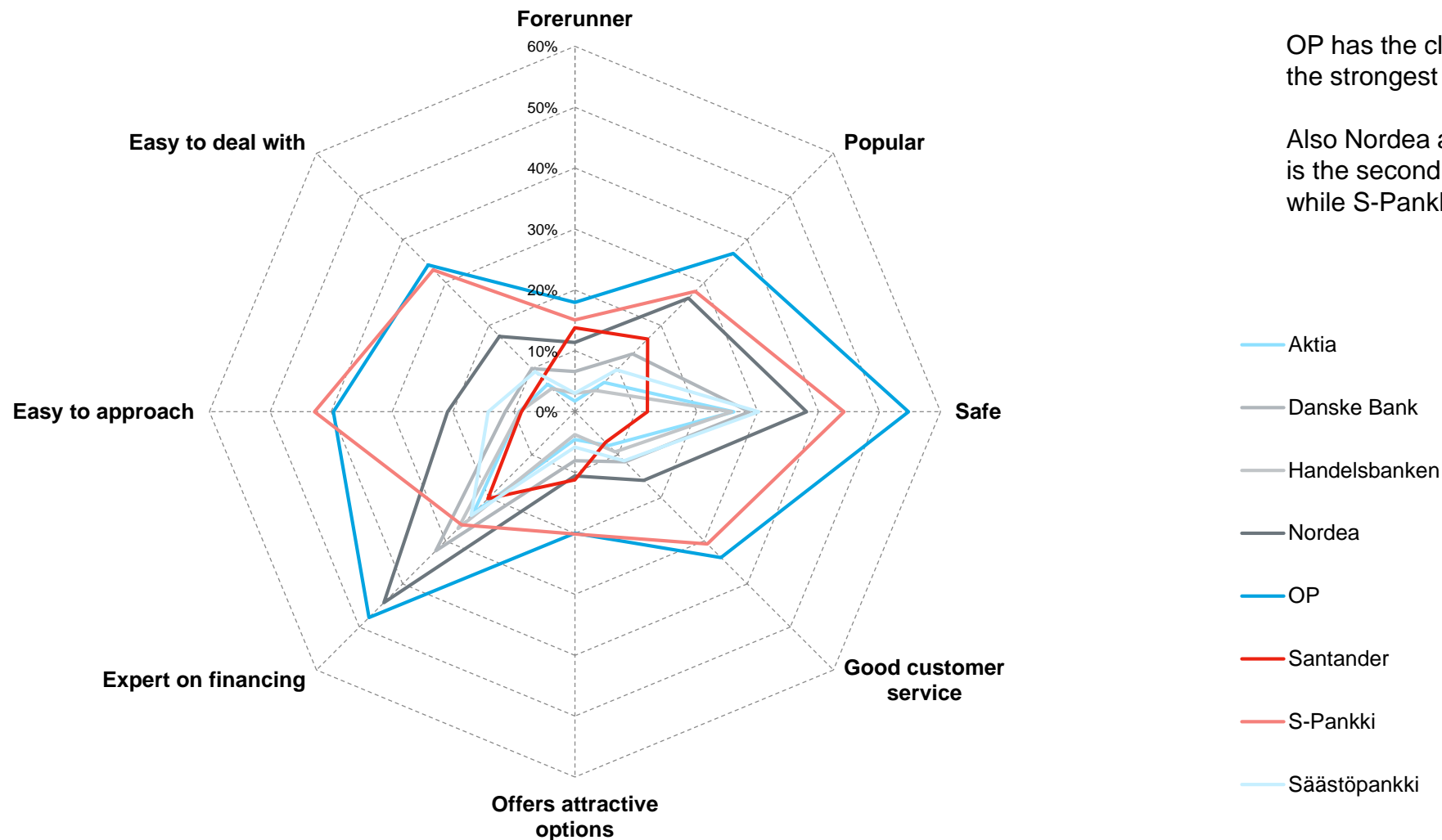
■ December 2018
■ September 2018
■ June 2018
■ March 2018

Brand image

Brand image

Which characteristics in your opinion describe the following consumer loan companies?
Those who know the company at least by name

Those who know the company at least by name



OP has the clearest and most positive image. It has the strongest image in almost all characteristics.

Also Nordea and S-Pankki perform strongly; Nordea is the second strongest on 'expert on financing' while S-Pankki is the easiest to approach.

Brand image

Which characteristics in your opinion describe the following consumer loan companies?
(Those who know the company at least by name)

OP has by far the most positive image among consumer loan companies.
Santander is most strongly associated with 'expert on financing', 'popular', and 'forerunner'.

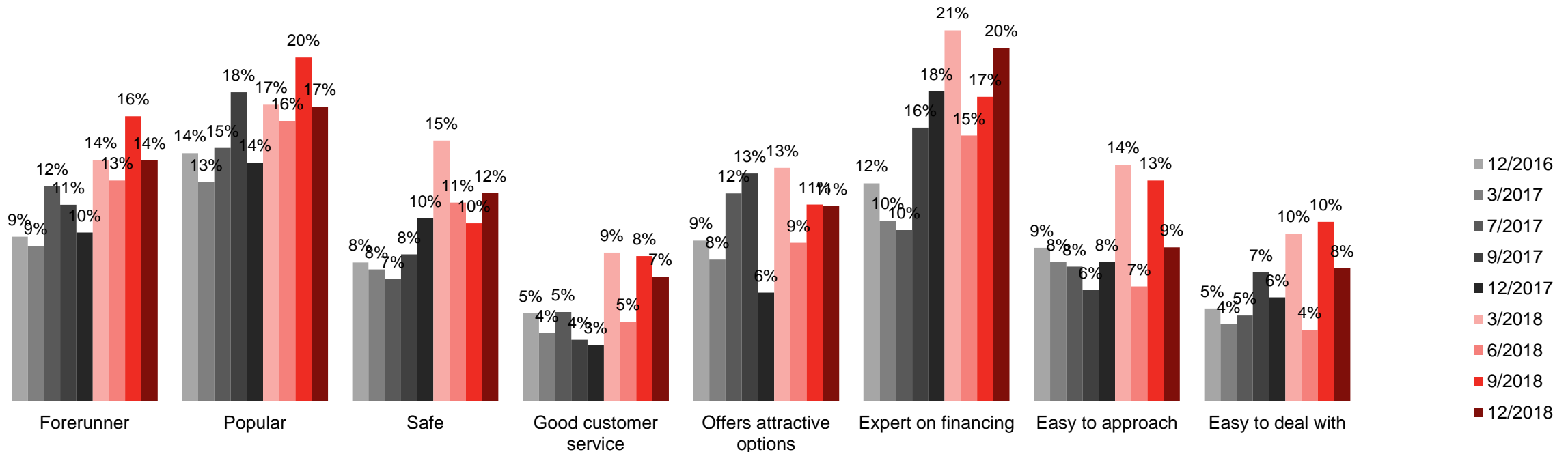
	Aktia	Danske Bank	Handels- banken	Nordea	OP	Santander	S-Pankki	Säästöpankki
Forerunner	2 %	7 %	3 %	11 %	18 %	14 %	15 %	3 %
Popular	7 %	13 %	5 %	26 %	37 %	17 %	28 %	10 %
Safe	26 %	29 %	26 %	38 %	55 %	12 %	44 %	30 %
Good customer service	8 %	12 %	9 %	16 %	34 %	7 %	31 %	11 %
Offers attractive options	5 %	8 %	4 %	11 %	20 %	11 %	20 %	6 %
Expert on financing	24 %	32 %	27 %	44 %	48 %	20 %	26 %	24 %
Easy to approach	9 %	11 %	9 %	21 %	40 %	9 %	43 %	14 %
Easy to deal with	6 %	10 %	5 %	18 %	34 %	8 %	33 %	9 %
Number of respondents	457	471	428	503	503	421	498	464

Brand image – knows Santander

Which characteristics in your opinion describe the following consumer loan companies?
Those who know the company at least by name

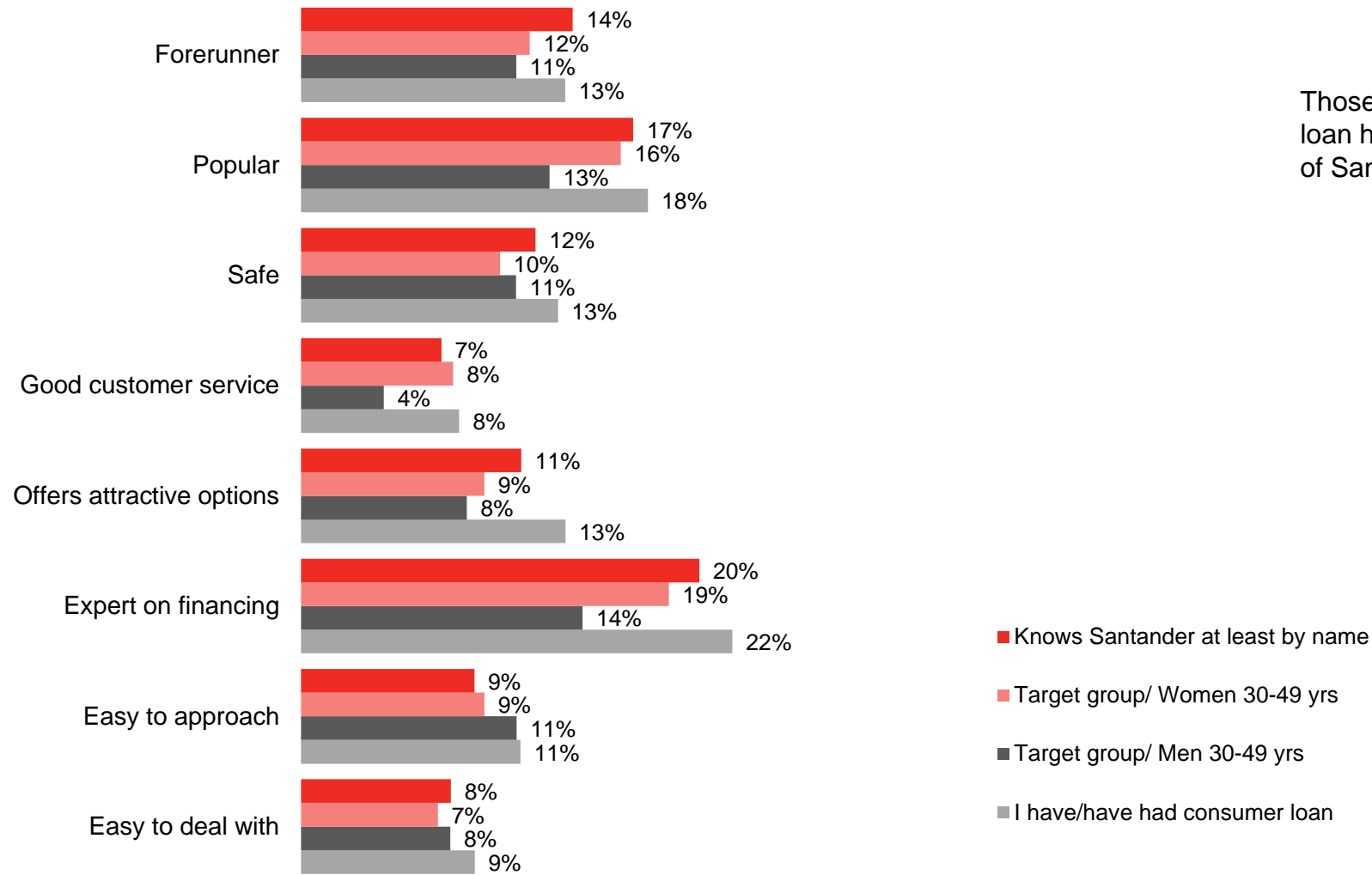
Those who know the company at least by name

“Safe” and “expert on financing” have increased from September. “Offers attractive options” stays the same but other characteristics have decreased.



Santander's Brand image

Which characteristics in your opinion describe the following consumer loan companies?

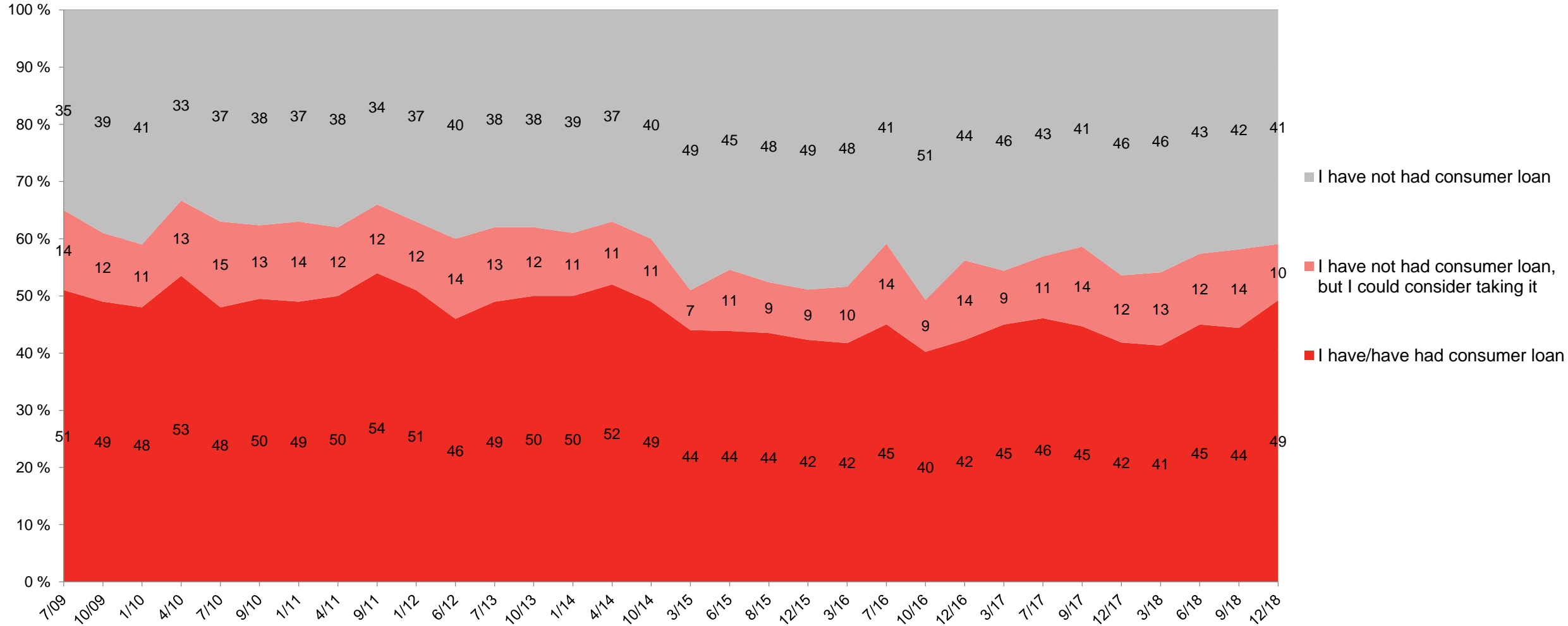


Those who have/have had consumer loan have more positive and clear image of Santander than other target groups.

Relationship with consumer loans

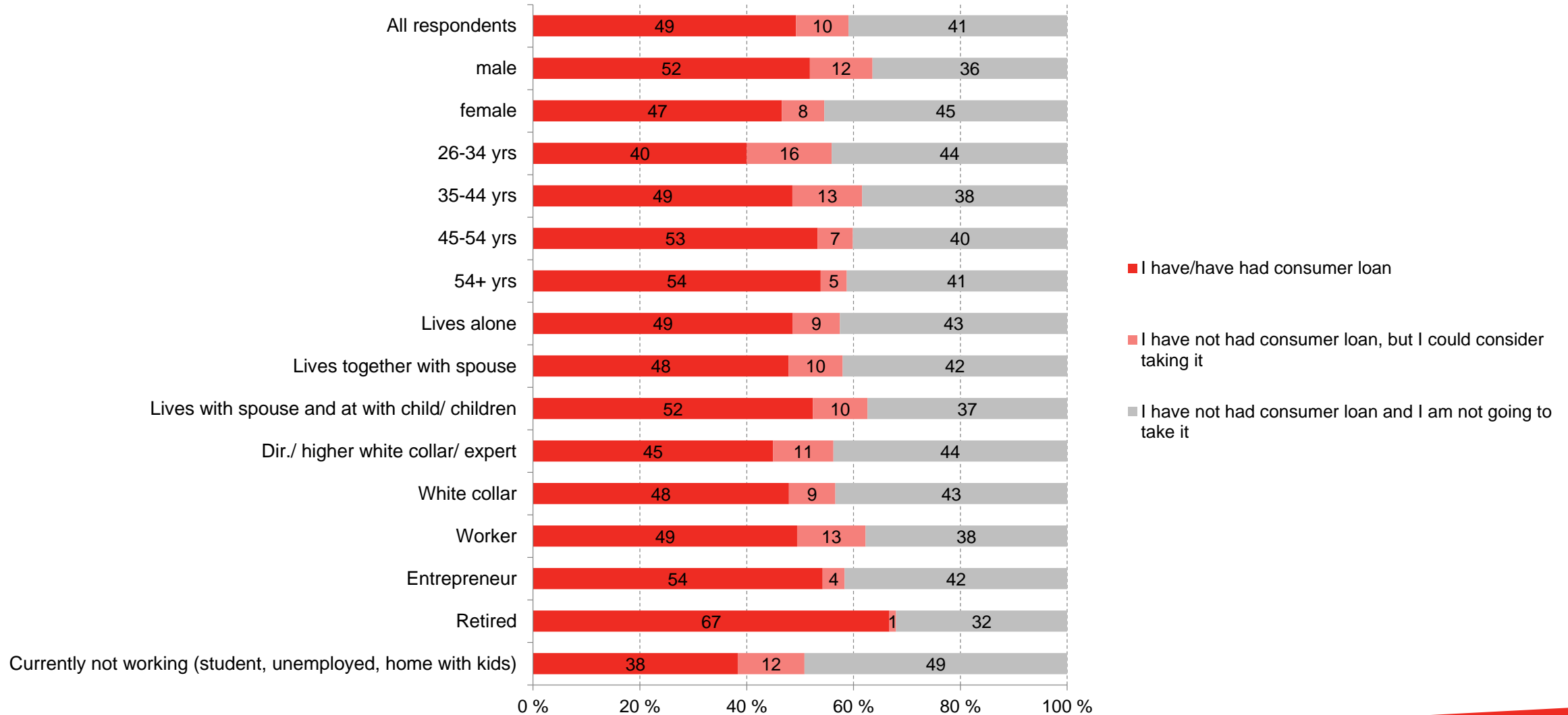
Consumer loans

Which of the following statements suits you best?



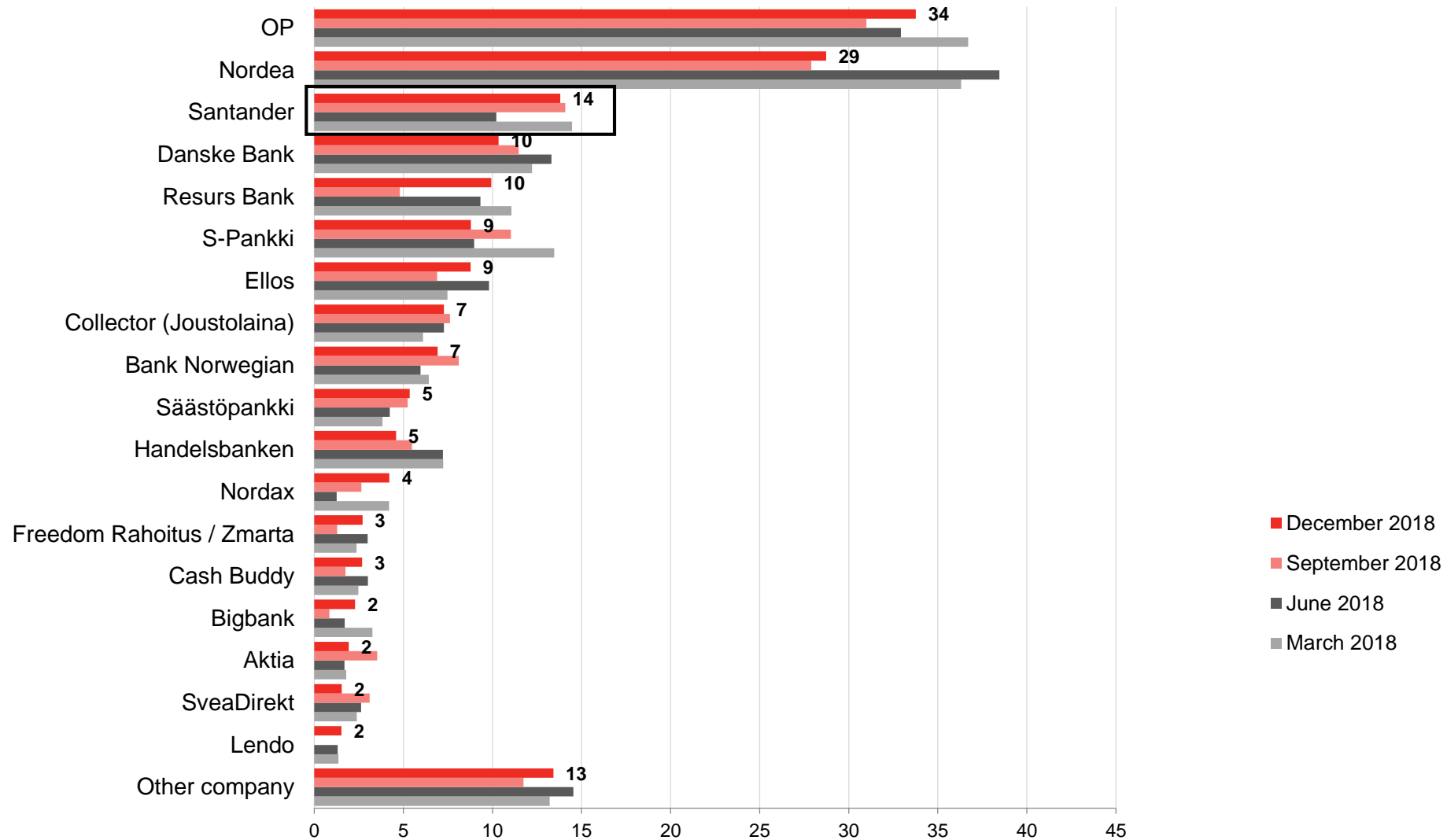
Consumer loans

Which of the following statements suit you best
December 2018



Consumer loans

Which company have you taken consumer loan from?
Has or has had consumer loan



Consumer loans

Which companies' consumer loan do you have at the moment?
Has or has had consumer loan

