

## New brand campaign in Poland

Live your way and we will adapt – our new campaign says to our customers. We listen to our Customers, respond to their expectations and that is why Santander Bank Polska is the Bank As You Want It.

**05/11/2019** Our priorities change in time, other things become important, we start focusing on other issues. Our new advertisement shows such changes and stresses that with such changes also our financial needs evolve. We need different assistance from the Bank when we are students, start our first job, start a family or buy a house etc.

As life goes on, one day we want one thing, the other we opt for something else because we adapt to the change. Santander Bank Polska understands that and is the Bank not only for the present moment but for all stages of life thanks to our products which adapt to customers' individual needs.

We listen to our Customers, respond to their expectations and that is why Santander Bank Polska is the **Bank As You Want It**.

The campaign started on 27 September and covers TV, cinemas, OOH, Internet and social media. The campaign message will be strengthened with the communication of mobile payments and the Account As I Want It.