

Santander Río, the best Internet and Mobile bank in Argentina

- **Santander Río was recognised by the prestigious 'Global Finance' magazine as the best Internet Bank in the country for the 14th time running, and for the first time as the best bank in Latin America for Mobile Banking.**

05 of September of 2013. The specialist publication Global Finance once again named Santander Río the best Internet Bank in Argentina. The Bank won the award in the category Best Consumer Internet Bank. And on this occasion, it was also chosen for the first time as the best bank in the whole region for Mobile Banking.



The winning banks were chosen according to the following criteria:

- Strength of their strategy to attract and provide customers with an online service.
- Successful engagement of customers through the offer of online services.
- Variety of products offered on line.
- Tangible evidence of the benefits derived from Internet initiatives.
- Design and functionality of the website.

At the same time, this year Santander Río received an award for the Best Internet and Mobile Management in the Santander Group, from the Group's Corporate Internet area. Santander Río is the leading provider of Internet Banking in Argentina: over 1,000,000 individual customers use its Online Banking service every month, and half of them carry out monetary transactions or purchase products, which represent for the bank:

- 82% of electronic payments
- 68% of transfers
- 66% of pre-agreed personal loans
- 66% of Fixed Term deposits

Active multi-channel management with the support of the branch network, contact centre, sales force, and the multi-channel banking team that promotes the channelling of activity, transactions and sales through this channel, has meant that currently half of the Bank's active customers are users of its Online Banking service.

Comunicación Externa.

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The Bank is continuing to work to develop new features and services, with a view to providing our customers with a better user experience and delivering a better quality service through the Internet and Mobile Devices every day.

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