

Santander celebrates the UEFA Champions League final in Madrid and welcomes fans with an agenda of events

- With the slogan “Football fans, welcome home”, Santander organises various activities such as the participation of nearly 1,000 volunteers and it will open the doors of some branches for fans as an information point for them to rest, have coffee, recharge their mobile phones or connect to a high-speed wifi network.
- Ronaldo Nazário, Santander's ambassador, becomes the bank's first volunteer for the final game of the competition.

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Banco Santander, sponsor of the UEFA Champions League, will celebrate the final game, which will take place at the Metropolitano Stadium (Madrid) on 1 June between Liverpool FC and Tottenham Hotspur FC, with various activities in the city in order to help local and international fans. The bank presented its plan today with Ronaldo Nazário, Santander's ambassador for football sponsorships in Madrid.

Juan Manuel Cendoya, vice chairman of Santander Spain and head of Communication, Corporate Marketing and Research for the Group, said: “The UEFA Champions League is the world's most prestigious international football competition, with 160 million people viewing its final live. It will be a global showcase for the Santander brand and it is an honour for us to host our first season as sponsors.”

Ronaldo Nazário, ambassador of Santander for football sponsorships, said: “I also feel I am a host to this final game: I played here during some of my best years, I’ve lived in Madrid for several years and, in fact, a lot of people have been calling me to come to the final game”. He added: “Santander is well known for its sponsorships: LaLiga Santander, Libertadores, now the Champions, and I have already joined the ‘red wave’ of volunteers that the bank is organizing, something that fascinates me, to help fans enjoy this celebration of football.”

Activities in Madrid

With the slogan “Football fans, welcome home”, Banco Santander will organise the following activities in Madrid to mark the end of the UEFA Champions League:

- **Santander Volunteers.** The bank will gather nearly 1,000 volunteers in Madrid to help football fans. They will be customers, employees or any citizen and will be at key points in the city, helping with map distribution, giving information, supporting the bank's activities, among other things.
- **Santander branches.** Santander will open the doors of several branches, including the two Work Cafés in the centre of Madrid on the Saturday of the final game and the Friday before, so that fans have a meeting and information point, can rest, have a coffee, recharge their mobile phones and connect to a high-speed wifi. The Work Café is a new branch model with a coffee shop, and a wide work space and presentations. The two of the centre of Madrid are in Sagrados Corazones, 1, and at Velazquez, 31.

- **Santander buses.** There will be several tourist coaches in the city that will pass through the points that make Madrid one of the world's most football fan cities.
- **Santander Walking Tours.** For those who like to walk, the classic Walking Tours will become the Santander Walking Tours.
- **Santander Arena in the Plaza Mayor.** The bank will have a stand at the Champions Festival in the Plaza Mayor, so that fans can enjoy a 360 degrees immersive experience of the competition.
- **Prosperity Truck.** A roaming lorry that comes from the UK to Madrid to teach children mathematics in a fun way: the lorry will be transformed into a number of gaming posts and activities involving football numbers.
- **Santander Media House.** A space designed for television or other media to broadcast video programmes or direct broadcasts from a landmark area of the historic centre of Madrid: plaza de la Villa.