



SANTANDER NAVIGATOR

ESMA International Network Conference

Lisbon, Portugal

Friday 8th September 2023

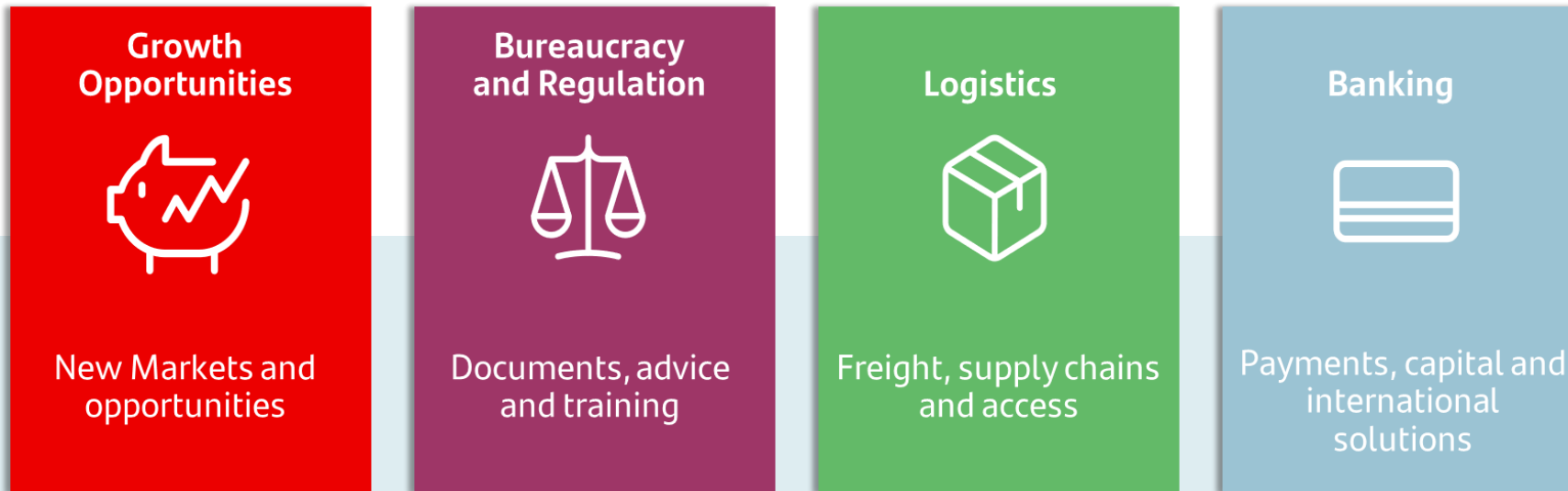




The three broad client groups and understanding their real needs



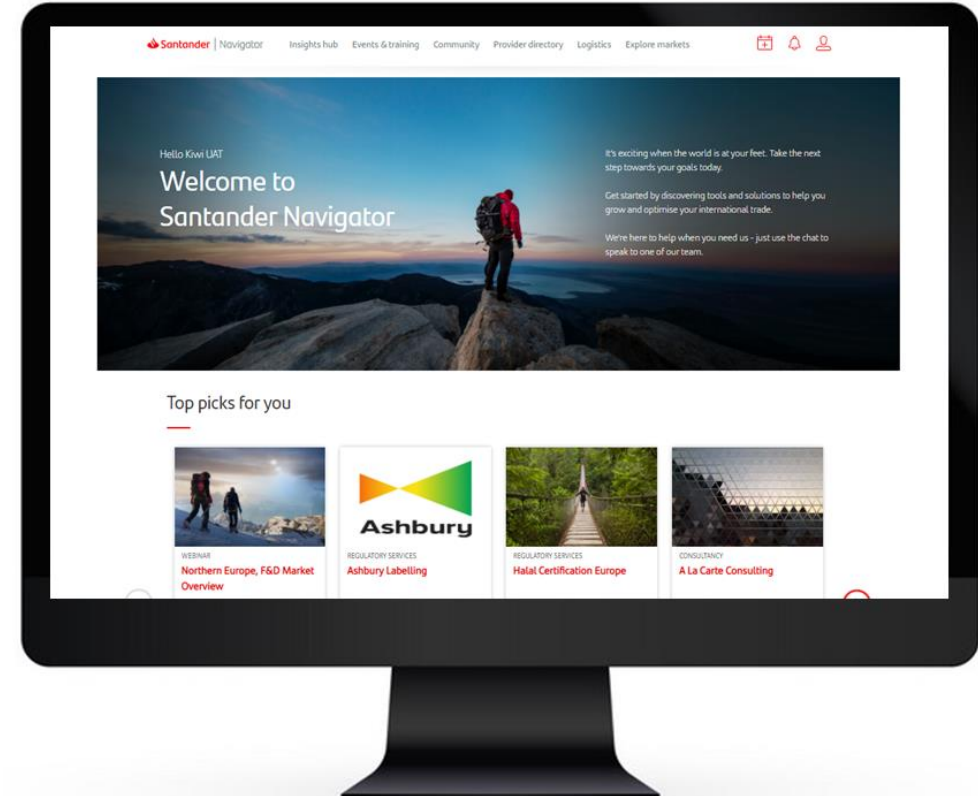
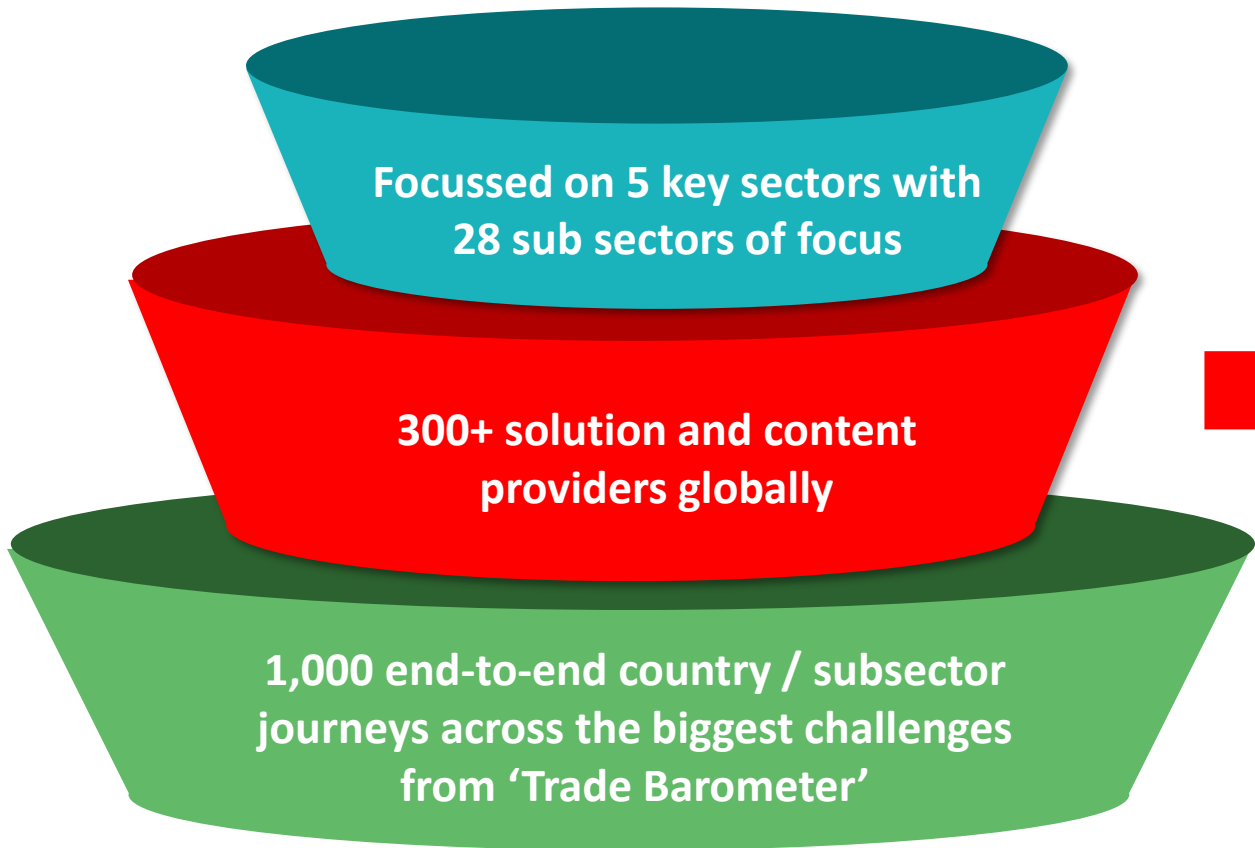
Over the years we have seen **4 consistent challenges** always arise...



Finding the support, specialists and skills to overcome challenges

How we have supported in a beyond banking capacity?

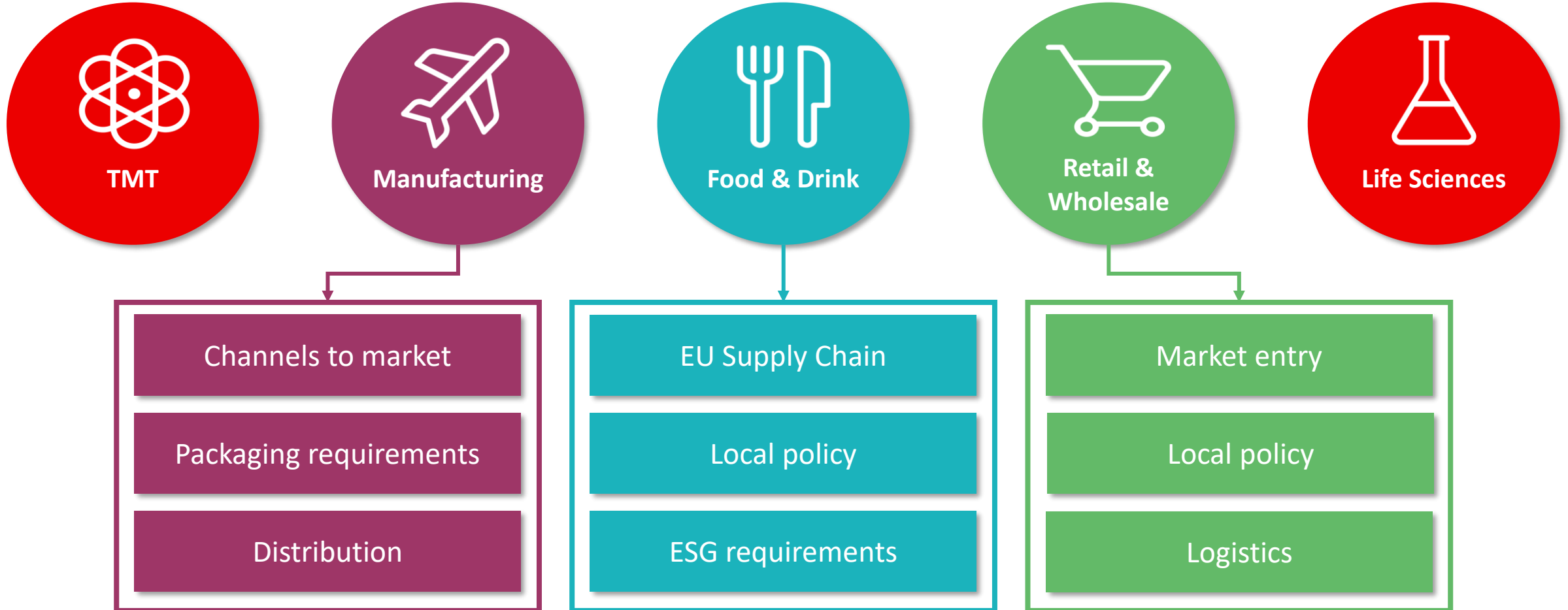
Over the last 7 years we have built a team of non-bankers who in turn have built a tried and tested ecosystem supporting UK businesses in 35 markets



By digitally scaling the proposition, we are able to put the client at the centre of our ecosystem, providing scale and far greater reach in a 'one stop shop'.

Industry Forums


Emerging challenges



Industry leader engagement enables us to understand the **key challenges** faced by each industry and therefore **differentiate** our **platform positioning** across sectors

Industry Forums

The Experts



TMT




Manufacturing



Food & Drink



Retail & Wholesale



Life Sciences



Nicola Thomas

Food and Drink Exporters Association



Dominic Goudie

Food & Drink Federation



Ian Wright CBE

Food & Drink Export Council (DBT)



Alan Powell

Consultant



Morgan Schondelmeier

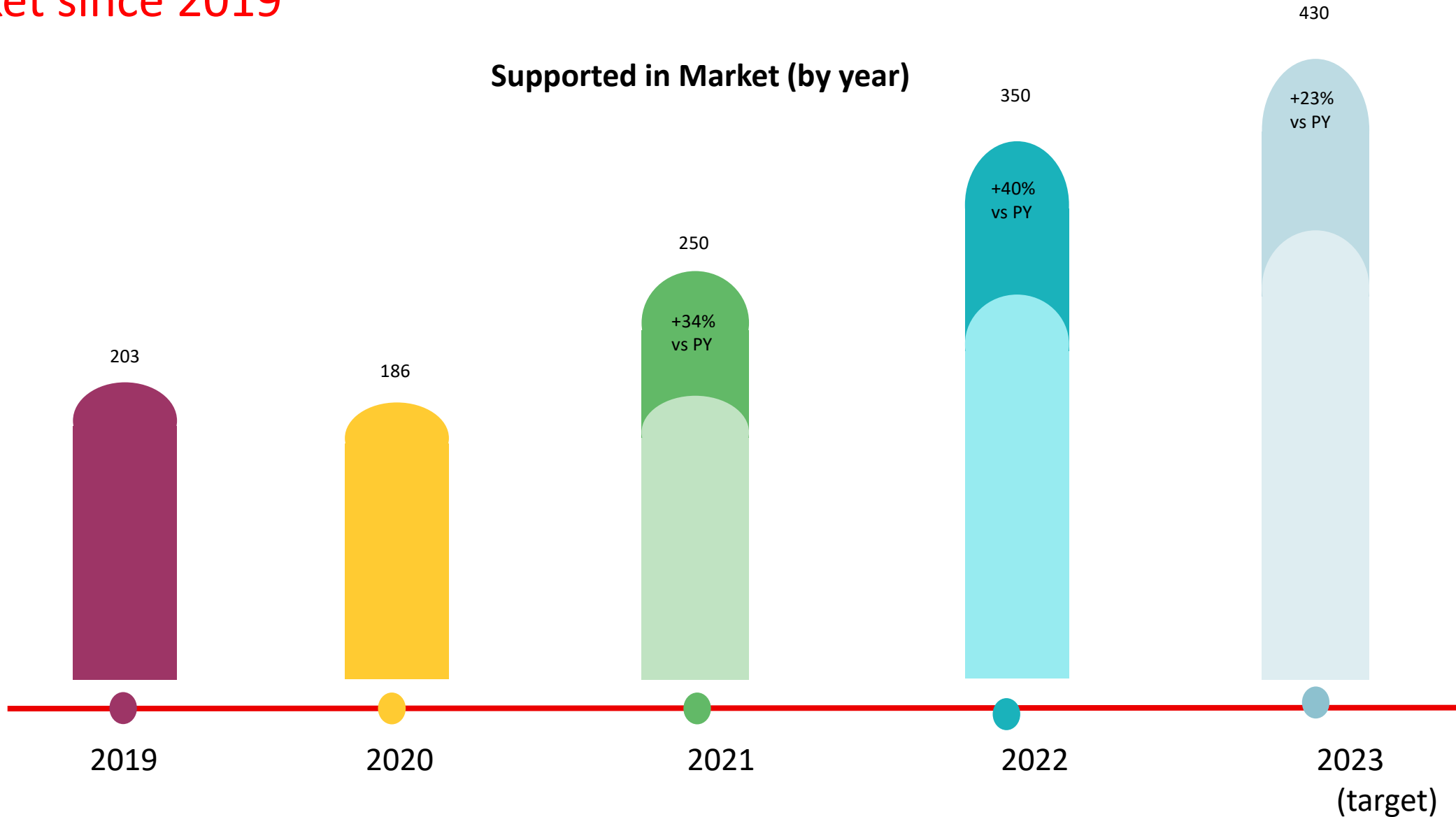
British Beer and Pub Association



Rupert Ashby

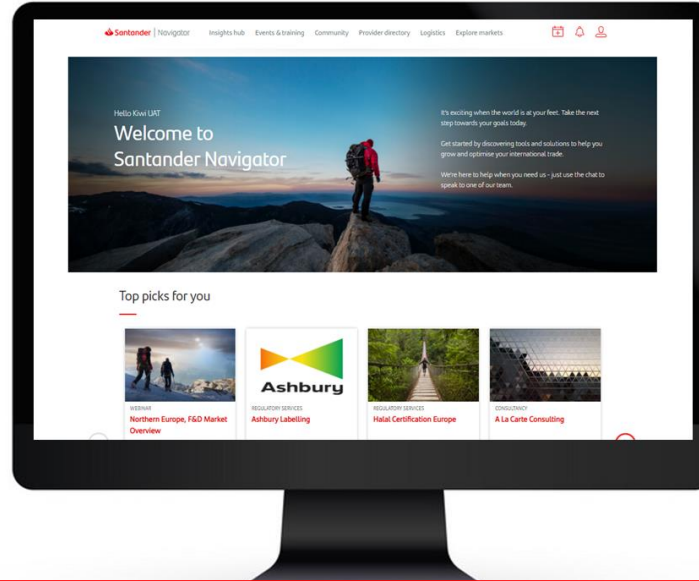
British Frozen Food Federation

Allowing us to support over 1,000 businesses have success in at least one market since 2019



*Commercial success stories recorded via Salesforce flag and accompanying commentary

Santander Navigator provides businesses with a range of features to support their international growth...



Insights Hub

Personalised insight articles around sector, markets and business priorities.

Community

A way to interact with likeminded users across subscribers, providers, regions and industries.

Explore Markets

Find out what markets have the biggest opportunity for a subsector across 35 markets within the platform.

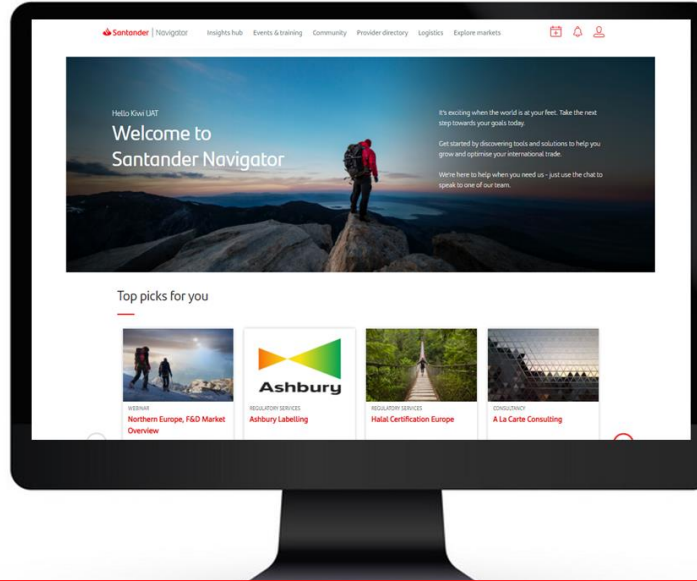
Trade Checklists

Understand the steps needed to be taken for a business within a certain sub sector to access a market – tracking real-time progress to market readiness.

Provider Directory

Access to a global ecosystem of providers to support at every step of the journey – from market entry firms to labelling support.

Santander Navigator provides businesses with a range of features to support their international growth...



Events & Training

From upskilling a team with our suite of training to joining webinars to understand key challenges or connecting with in market opportunities.

Talent

Access to applicant pool of over 30,000 students and graduates and ways to upskill your existing workforce.

Logistics

Access to live quotes on logistics, across sea, land and air, with negotiated discounts versus market shipping rates.

Customs

Discounted access to CustomsClear, a simple easy to use platform that allows quick and easy clearance on your goods entering the EU.

ESG

ESG rating user business and giving insights on how to improve scoring.

We use 4 primary channels to analyse our customer...



Trade Barometer

Monitoring business sentiment towards international trade, growth and risk.



User Engagement

Feedback loop from platform users to the San Nav proposition delivery team.



The Customer



Industry Forums

Feedback loop from industry stakeholders to San Nav proposition delivery team.



Government Collaboration

Working relationship with DBT in all San Nav markets, etc.

...and over the years 4 challenges consistently rise to the top.

Growth Opportunities
New Markets and opportunities

Bureaucracy and Regulation
Documents, advice and training

Logistics
Freight, supply chains and access

Banking
Payments, capital and international solutions

From speaking to platform users, we know...

Businesses aren't always aware of the **trade barriers** present in local markets

Businesses value being connect to a network of **Subject Matter Experts**

Businesses struggle to access the trade **support** they need

Businesses don't have **time** to research their queries on international trade

Businesses struggle to identify the **right market** for their offering

“Navigator is an excellent platform; we've **made very good contacts** in the USA and we're now in the process of opening a number of companies there.”

Rupert Duke

Director
G&I Spirit Group Ltd

“We've received **extensive support** in preparation for trade events, through dedicated **introductions to key distribution partners** for the US and Canadian markets”

Finn O'Driscoll

Chief Executive Officer
Sun Generation (UK)

“The Santander Navigator platform offers direct access to a **wealth of knowledge and support...**”

Jonny Wilks

Managing Director
Lurcat Hygiene Ltd

Hear from one of our customers...

Maldon Salt

“The biggest challenges for us internationally are local knowledge, local expertise. That could be regulatory challenges or customs paperwork...”

Robert La Francesca

Global Commercial Director, Maldon Salt



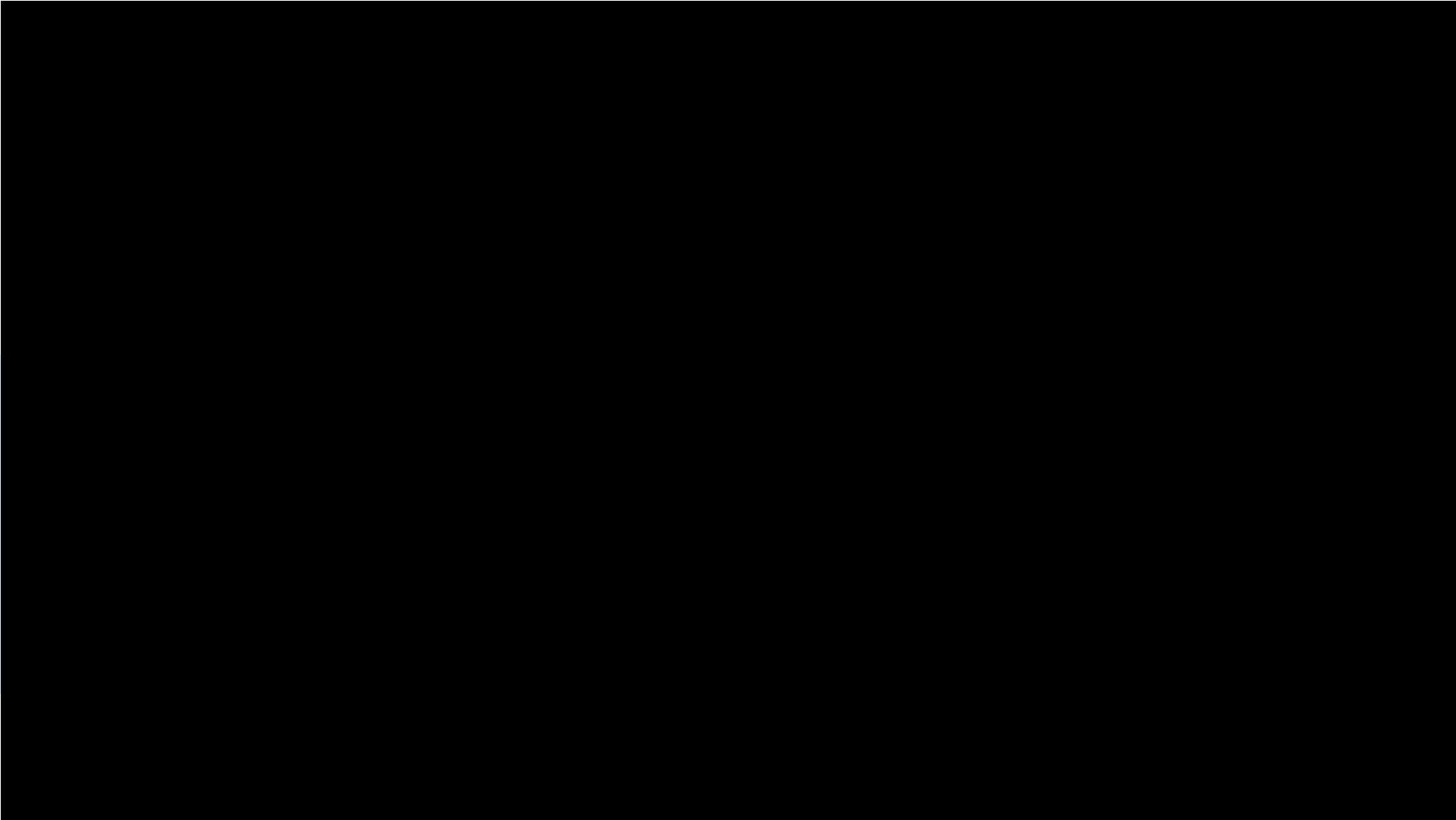
Provider Network

320+ Global Providers

-  **Distributors/Agents/Buyers/Sellers/System Integrators**
-  **Market Entry/Consultancy Firms**
-  **Regulatory/Customs Experts**
-  **Logistics Providers**
-  **Professional Service providers**



Hear from our Providers





Join us for this meet the buyer event in collaboration with Rees Exports Consulting, where selected brands will have the opportunity to explore the Iberian market and meet leading food and drink distributors and grocery buyers in Spain and Portugal.

- **Date:** 7 November 2022
- **Time:** 09:00 to 17:30 (GMT)

The Iberian market has long been an attractive market for UK food and drink manufacturers given its booming tourism links with the UK and its high level of permanent British expatriate residents. However, given its fragmented nature, identifying a distributor and approaching buyers that are relevant to your product are key to achieving success.

Spain and Portugal offer a number of opportunities within different sales channels and product categories, however it's important to ensure that you approach the market knowing what the requirements are and whether your product can successfully compete against local and international alternatives.

To facilitate this, we've teamed up with Rees Exports Consulting and some of the leading distributors and specialist chains in Spain, including Girabebe, Herbolario Navarro, and Fricodan to provide an in-person activity for UK food and drink manufacturers.

All buyers present at the event also offer sales/listing opportunities in the Iberian Region.

This event is open to food and drink manufacturers of all categories, however the Health and Wellbeing sector remains strong in the Iberian market and therefore categories of particular interest include:

- Speciality foods (vegan, organic, free-from, etc.).
- No- and low-alcohol and low-calorie beverages.
- Healthy snacks.

Please note:

- All commercial negotiations are to be discussed and agreed between the supplier and buyer.
- This event requires pre-approval to attend to ensure that your brand meets the relevant demand and/or criteria. This event is free for Santander Navigator subscribers, while for non-subscribers we're offering a post-launch discounted charge of £250 to attend this meet the buyer event. Payment will only be taken once we have confirmed your place with the buyer/provider.

Join us

To register for this event, please click the button below or, for further information, please contact [Rebecca Potter](#).

[Register now](#)

In collaboration with:



[View our privacy policy](#)

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Route to the Iberian Market

- Strategic focus: Iberian
- Key markets: Spain, Portugal
- Key players: Banco Sabadell, CaixaBank, Banco de España
- Key challenges: Regulatory, Cultural, Economic
- Key opportunities: Digital, Innovation, Sustainability

UK Finance



Future Strategy: Roll out plans, with early adopter banks...

2024

H1 2024		H2 2024	
<ul style="list-style-type: none">▪ UK▪ Spain▪ Portugal▪ Poland▪ Brazil▪ India	<ul style="list-style-type: none">▪ Malaysia▪ Thailand	<ul style="list-style-type: none">▪ USA▪ Mexico▪ Chile▪ Argentina▪ Uruguay▪ France	<ul style="list-style-type: none">▪ Australia

The next phase of Santander Navigator

2.0 will see the Navigator become a **global, digital ecosystem**



Scale

Scaled for all 15 of Santander markets by the end of 2024

We will make it easier for businesses across our markets to enter and trade in new markets all over the globe

Simplicity

A single, global, templated web platform, fully localised and translated for each market providing full access to the Navigator product and services

Hyper Personalised

Delivering personal recommendations, unlocking the latest potentials of AI and digital automations to support research journeys and real time personalisation of content

If we think about the need of our clients, The Santander Navigator meets these...



Santander Navigator...



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

