

FACT SHEET – Ken Krieger, Sovereign Bank/Santander

Company Profile: **Sovereign Bank/Santander** - Already one of the largest banking institutions in the Northeastern U.S., Sovereign is now part of the Santander Group. Serving 80 million customers in 40 countries, Santander was named “Best Bank in the World” by Euromoney Magazine, July 2008.

Sovereign Bank’s roots reach back to 1902, when it was established as a building and loan association helping Pennsylvania textile workers become homeowners. Sovereign successfully expanded into New England in 2000, and the New York area in 2006. The expansion into New England included approximately \$12 billion in deposits, \$8.1 billion in loans, 281 branches, and 550 ATMs from FleetBoston Financial, which was the largest branch acquisition in banking history. Today, Sovereign offers more than 750 branches and 2,300 ATMs from Maine to Maryland.

In 2005, Sovereign and Santander established a strategic partnership, and on January 30, 2009, Sovereign joined Santander Group, adding its successful U.S. franchise to Santander’s global strength. Founded in 1857, Santander has a successful history in retail and commercial banking, and has grown to become one of the 5 largest banks in the world by profit.

Individual Bio: **Ken Krieger**, Vice President, Branch Manager

Graduate of the University of Michigan – BA Economics & Political Science.

MBA in Banking & Finance from Hofstra University.

Sovereign Bank/Independence Community bank employee for 7 years.

Prior employers included The Bank of New York (8years) and The Chase Manhattan Bank (8 years). Enjoy spending time with family, beach, swimming, tennis & racquetball. Mets and Giants fan.

Products/Services: Sovereign Bank offers a broad array of financial services, including retail, business and corporate banking; cash management; and capital markets. The bank serves businesses from start-ups to public companies. Our products include a variety of checking and savings deposit accounts, tools to maximize returns on idle cash (automated investment sweep accounts), cash management services including online management of accounts, wire & ACH funds transfers, international trade services, foreign currency and risk management services, financing solutions including loans, lines of credit, commercial mortgages (owner & investment commercial properties, apartment buildings), business charge & credit cards through American Express OPEN, debit and credit card processing through Sovereign Merchant Services (FirstData), comprehensive payroll, tax and HR services through ADP, and specialty accounts such as IOLAs, attorney escrow and rent security accounts.

Ideal Client: My ideal client is a small to medium size enterprises with sales up to \$20 million in gross revenues. Doctors, accountants, lawyers, engineers, management consultants and professional services (IT, consultants, etc.) are excellent leads.

Key Questions: Where do you bank? In this economic environment, have you considered changing banks or having a back-up bank for your business? When was the last time that your bank manager met with you to discuss your business? Do you feel you get enough attention from your bank? Are they a resource to you and your business?

Good Referral: Centers of Influence (COIs) – accountants, attorneys, consultants, brokers, real estate management companies.