Santander Asset Management exceeds 250 billion euros in assets under management

- The solid pace of inflows so far this year have elevated the asset manager's AuM volume to record levels, with a 40% increase since 2022.
- Over the past three years, Banco Santander's asset manager has received net inflows of 31.6 billion euros and leads net subscriptions in many of the markets where it operates.

Madrid, 28 October 2025 - PRESS RELEASE

Santander Asset Management (SAM) has reached a new milestone by exceeding 250 billion euros* in assets under management for the first time (hitting 255 billion euros at the end of September), thereby cementing its position as a leading asset manager. Over the past three years, the firm has seen net new inflows totalling 31.6 billion euros and leads subscriptions in many of the markets where it operates

Samantha Ricciardi, CEO of Santander Asset Management, said: *"Our approach, focused on delivering solutions to clients' needs and preferences, is key to SAM's growth. All this while harnessing the global capabilities and scale that an asset manager such as SAM offers. Surpassing 250 billion euros in assets under management is an achievement that strengthens our position as a leading partner for clients in Europe and Latin America."*

This growth was made possible by the launch of an ambitious transformation plan three years ago. Over this period, Banco Santander's asset manager has streamlined its product offering by reducing and simplifying the range and consolidating its Luxembourg platform as a global product hub. At the same time, it has unveiled new investment solutions that have facilitated access to the world of investment for savers and clients with a low risk profile, and broadened its potential client segments. These include, for example, the Target Maturity range, with a defined maturity, and the release of a Money Market fund to provide tools to manage institutional and corporate investor liquidity and the lower-risk assets of retail clients. It has also strengthened its discretionary portfolio management service. And, to further enhance its offering, it has reached collaboration agreements with third-party managers, granting its clients access—via vehicles risk-controlled by Banco Santander's asset management arm—to the top market specialists in those asset classes where it does not have the necessary resources or capacities.

Another growth lever has been the automation and simplification of processes, and the fast-tracked implementation of artificial intelligence (AI). The automation of operating tasks slashes execution times and minimizes errors, boosting efficiency throughout the organization and freeing teams from repetitive tasks so that they can focus on higher value-added analysis and decision-making. In addition, weaving AI into processes has helped anticipate trends, optimize decisions and offer clients a more personalized service.

Last, Santander Asset Management is promoting its Alternatives platform, whose volume is now around 10 billion euros.

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**Including mandates*

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Editor's note

Santander Asset Management is a global asset manager with firm roots in Europe and Latin America. Stretching back over 50 years and operating in 10 countries, it has EUR 255 billion in assets under management across all types of vehicles, from mutual funds and pension plans to institutional mandates and alternative investments. Its investment solutions include tailor-made Latin American and European fixed income and equity mandates.

As part of the Wealth Management & Insurance (WM&I) division, it has 875 employees all over the globe, 246 of whom are investment specialists with over 10 years' experience in asset management. Its investment methods and local teams' analysis capabilities, coupled with stringent risk control, give it a unique insight into market opportunities and its clients' needs. Figures as of 30 September 2025.

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