# Financial results of Santander Bank Polska Group for 1Q 2024

Warsaw





# Agenda

## Results

- 1. Our activities and our people
- 2. Our business development
- 3. Our customers
- 4. Our financial results

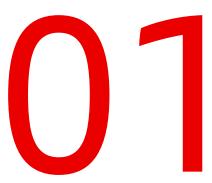
# More information

5. Attachments



Results for 1Q 2024

# Our activities and our people



#### Our communication

For many years, Santander Bank Polska has been close to its customers, helping them prosper. In our campaigns, we communicate our purpose in a consistent way – Santander helps in many ways, both in finance and in life.

#### ATL, digital and social media campaigns

We continued last year's campaigns:

- "Helping has many faces" campaign. Our campaign shows our social engagement (how we help), the impact of our work (goals delivered by the Bank and the Foundation) and our outstanding initiatives:

  Santander Universidades, Finansiaki (financial education for children) and Obsługa Bez Barier (barrier-free banking).
- Campaign for a mobile app with a personalisation option: "New app helps you manage your daily affairs".
- "Zielone pojęcie" ("Green idea") campaign for SME customers.
   We help you run a business with our business account and our green financing offer, i.e. leasing of PV systems, charging stations and electric cars.
- Cash loan campaign: "Santander will help you make your dreams come true", conducted on the radio and in digital channels.
- As part of the Santander Universidades initiative, we delivered an educational campaign "#SantanderJezykiMniejObce" – with a special offer of Santander language scholarships in cooperation with the British Council and eTutor. The campaign was conducted in digital and social media channels with the support of DOOH.







#### **Digital activities**

Our actions focused on:

- building brand reach and image,
- ensuring indirect support to product and sales activities,
- building consistency of the brand and supporting communication for all Santander businesses and subbrands.

In Q1, we took a number of action, including those related to Santander Open Academy, our mobile app, SMEs and the cash loan.

#### Social media initiatives

Our social media now include **15 profiles on 6 platforms.** They have a total of **650 thousand followers** and reach **10 million users per month**. In Q1, we focused on:

- building the love brand and relationships with our audience through engaging content, status posts and RTM
- image-building and educational campaigns demonstrating our social responsibility:
  - helping customers in education free training, scholarships and educational materials as part of Santander Universidades; free-of-charge webinars for entrepreneurs as part of a dedicated programme "Mocni w Biznesie" ("Business-strong"). Cyberbesecurity education as part of the Fairy Tales for Adults cycle
  - sponsorship activities with Ferrari and League of Legends; promoting the Santander "Letnie Brzmienia" summer music festival
  - promoting products and services: online banking app features, Blik, currency exchange platform and flower delivery via Santander app





# Our people

#### Improving employee experience

- In Q1, we started activities to implement and embed the Total Experience approach, by e.g. organising and launching a training programme, arranging communication, tool testing and business workshops.
- We started intensive efforts to build a co-creation platform, a tool to increase employee engagement in designing and testing banking solutions and products.
- We continued work in Hot & Gain Spots we completed a number of initiatives to improve and strengthen employee experience. In Q1, we focused mainly on matters relating to development, product and service ambassadors, recognition and workload.

#### Corporate culture

- Culture-related initiatives building a positive employee experience:
  - Webinars for Women's Day: "Al is a woman. How to use new technologies for self-development", "How to like yourself a road to self-acceptance", "All the best I have ever learned was from". A total of 799 people attended the webinars.
  - o On the Appreciation Date, special webinars were organised and articles were published. Employees received appreciation emails from the Group Executive Chair.

#### Occupational Health & Safety and Wellbeing

- Educational activities designed to strengthen the culture of wellbeing:
  - "Ergonomics in 7 steps" expert tips programme helping you stay healthy if you have a desk job
  - o Promoting the National Day Against Depression.
  - Preventive healthcare campaign at offices ultrasound examinations for employees in four locations, and promotion of the Medicover healthcare package.

#### **Diversity and inclusion**

- As part of promoting diversity and inclusion (D&I), we support the development of employee networks. Currently, over 900 employees belong to 8 networks supported by 6 Diversity Ambassadors.
- In March, we set up a new employee network **Zoomers** (**Zetki**) for members of Generation Z (born from 1995 onward). During the first two weeks, the network was **joined by 176** individuals!

#### We are developing digital work tools

- Our employees can easily apply for a subsidy to the school starting kit from the Bank's Social Fund.
   1,600 applications were received during the first week.
- To ensure consistency of objectives with the Bank's strategy and corporate culture, we have provided employees with a **dedicated app** to help them check if that is the cases.
- A **new team** has been set up at the Digital HR Tribe to look into the potential of AI in HR and design a **new mobile app for employees**.

#### **Development and training**

- Due to the implementation of a new strategy, as part of the Total Experience direction we started etraining: Introduction to TX and the TX Tools, addressed to all employees + workshops for divisional leaders. After the workshops, the leaders will prepare their teams to act in line with the TX principles.
- We delivered various training and development programmes for employees leaders and specialists. The offer is built around the skills of the future reopening of the YOUniversity tutoring programme.
- We implemented the "Power of emotions" development programme for senior management. The programme supports the transformation of leadership, focusing on its emotional sphere.
- We have switched to **Cornerstone**, a new training system.
- We have started registration for foreign language classes and made the e-tutor language platform available to employees. As part of Santander Universidades, language classes are also available as part of the Santander Open Academy.



1Q 2024 Results

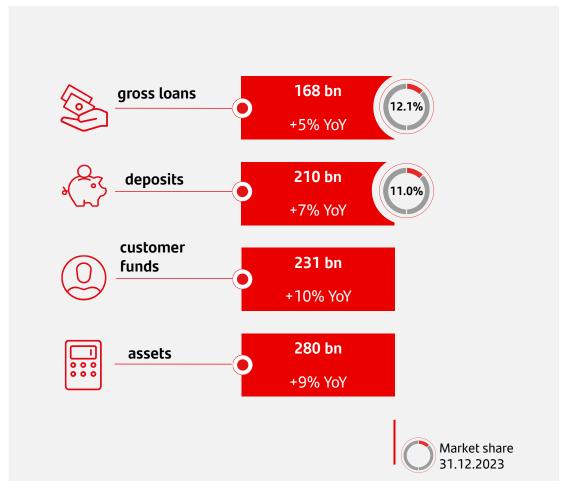
# Our business development



# General operational data

# Key volumes





# Key financial results for 2024

#### **Key results**

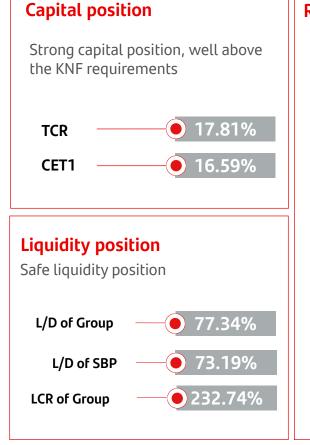


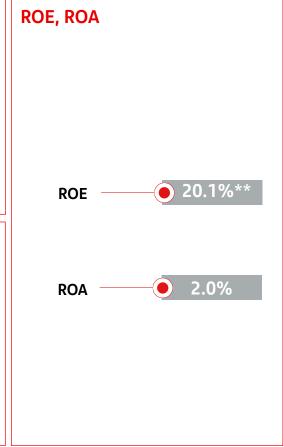
- \* On a comparable basis, i.e. after excluding the following items from 2024 profit:
  - Cost of legal risk attached to mortgage loans in foreign currencies PLN 296m
  - Costs of settlements regarding mortgage loans in foreign currencies PLN 9m
  - BFG contributions PLN 206m.

#### and from 2023 profit:

- Cost of legal risk attached to mortgage loans in foreign currencies PLN 421m
- Costs of settlements regarding mortgage loans in foreign currencies PLN 186m
- BFG contributions PLN 187m.

# Financial ratios For 2024





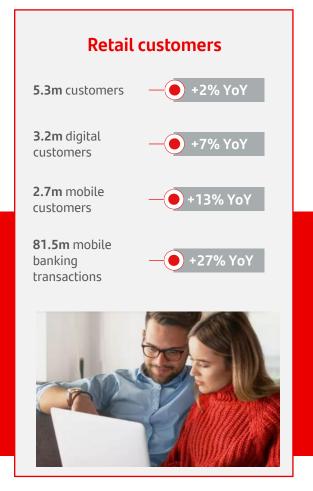


Results for 1Q 2024

# Our customers



## Our customers in numbers\*







# New products and services

#### **Retail customers**

- We offered our customers the possibility to choose interest rate type for cash loans and consolidation loans in the online process, regardless of the lending period.
- We relaunched our cash loan with ECO special offer.
- We introduced Santander Prestiż Spokojna Inwestycja – a new sub fund in Santander Prestiż SFIO, with a very low risk and short investment horizon.
- We added two new benefits as part of our Życie i zdrowie (Life and Health) insurance: Medicines for you and Recovery.



#### **SME** customers

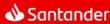
- We implemented new lending solutions, including:
  - Business Express loan with equal instalments;
  - Business Express loan secured with a mortgage;
  - new lending rules for customers looking to transfer their exposure from other banks (Balance Transfer).
- We provided a variety of promotions and special offers for our customers, including:
  - another edition of the special offer on online Business Account Worth Recommending (Konto Firmowe Godne Polecenia),
  - special deals for POS terminals (subscription fee waiver) and softPOS (application enabling customers to use their tablet or phone as a terminal),
  - a new special offer for customers availing of a business loan with a medical package.



#### **Corporate customers**

- We have introduced a number of updates to our iBiznes24 online banking platform and iBiznes24 Mobile and iBiznes24 Connect mobile solutions:
  - the addition of a new identity document in the form of mDowód:
  - making functional changes to the mobile application to make it easier to use;
  - changes to the e-FX module.
- We increased the maximum amount of the automatic limit in CLP from PLN 5m to PLN 10m.
- We signed an agreement with BGK under which it will be possible to grant loans secured by Biznesmax and Ekomax.





# Education and support for customers

#### **Retail Customers**

- We improved our mobile app, for example:
  - we added Games and multimedia features so that customers can buy top-ups for games, films, music, and office apps there;
  - we added new tips to our Pricing manual -How to use ATMs and avoid overpaying.
- As part of Santander Open Academy, we offered a wide range of training and development courses, related to e.g. investing in the stock market, office tools and graphic software (Excel, Canva, PowerBI, Photoshop), and language courses.
- We launched sales of motor insurance over the phone.



#### **SME Customers**

 In partnership with the Polish Entrepreneurs Foundation and Polfund, we launched the "EmPOWERed in business" ("MOCni w biznesie") project. It includes a series of ten free workshops for existing and prospective business owners who may also take part in a competition for the best business plan and win a grant of PLN 12,000, PLN 8,000 or PLN 6,000.

Three best business plans in the following four categories will be awarded: New business idea, Business growth idea, Ecology and Barrier-free business.



#### **BCB** customers

- We actively support the foreign expansion of Polish exporters and companies with foreign capital using the international presence of the Santander Group and cooperation with foreign partner banks and bilateral partners.
- We have prepared sector flash reports on road freight transport and the automotive market barometer for clients.
- We were a supporting partner at the VIII Congress on Financial Education and Entrepreneurship, organized by the Warsaw Banking Institute and the WSE Foundation, thanks to which our clients had the opportunity to establish many valuable relationships and identify business opportunities.

#### **CIB Customers**

- Two macroeconomic conferences dedicated to corporate clients
- 41 stock exchange recommendations issued in the CEE Region (in Q1 2024)



## Selected business data









Results for 1Q 2024

# Our financial performance



## **Gross loans**

#### Comment



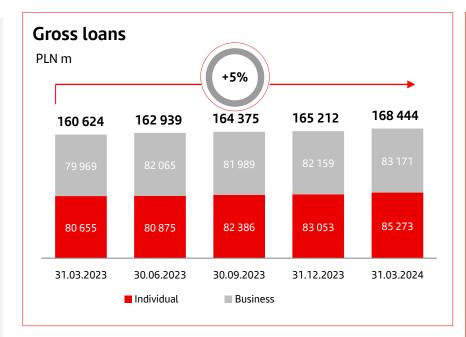
#### Santander Bank Polska S.A.

- The loan portfolio increased by 7% YoY and by 2% QoQ.
- Mortgage loan sales: +461% YoY; +52% QoQ
- Cash loan sales: +8% YoY; +4% QoQ
- CHF mortgage loans: -59% YoY\* (-57% YoY in PLN)
- SME loans (including leasing and factoring): +4% YoY and +1% QoQ and BCB loans: +3% YoY and -2% QoQ
- CIB loans (including leasing and factoring): +10% YoY and +2% QoQ.

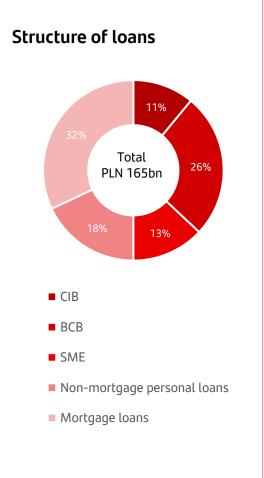
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#### **Santander Consumer Bank**

- SCB gross loans: PLN 18.4bn (+4%YoY and -1% QoQ)
- Mortgage portfolio: -33% YoY (CHF mortgage portfolio: -44% YoY\*)
- SCB loans (excluding mortgage loans): +9% YoY and stable QoQ.



PLN m	31.03.2024	31.03.2023	YoY (%)	QoQ (%)
Retail customers	85 273	80 655	6%	3%
Mortgage loans	54 790	51 985	5%	3%
Other – retail customers	30 483	28 669	6%	1%
Business loans	83 171	79 969	4%	1%
Total gross loans	168 444	160 624	5%	2%





## **Customer funds**

#### Comment



#### Santander Bank Polska Group

■ Customer funds +10% YoY and +1% QoQ.

#### **Deposits SBP Group**

- Retail deposits +6% YoY and +3% QoQ
- Business deposits + 4% YoY and +1% QoQ
- Share of term deposits in total deposits 33%

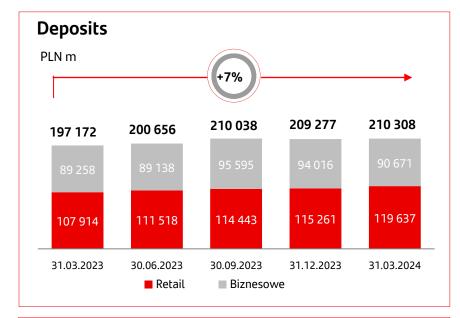
#### **Investment funds SBP Group**

■ Investment funds +54% YoY and +11% QoQ

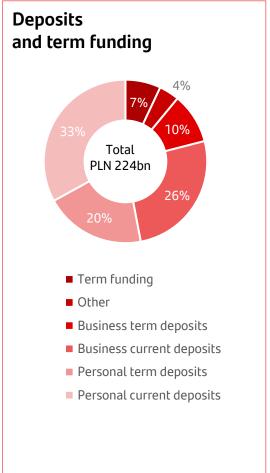


#### Santander Consumer Bank

■ Deposits: PLN 13.7bn (+22% YoY and stable QoQ)



PLN m	31.03.2024	31.03.2023	YoY (%)	QoQ (%)
Current deposits Savings accounts	97 183 43 373	98 310 38 339	-1% 13%	-5% 3%
Term deposits	69 751	60 523	15%	7%
Total deposits Investment funds	210 308 21 064	197 172 13 660	7% 54%	0% 11%
Total customer funds	231 372	210 832	10%	1%





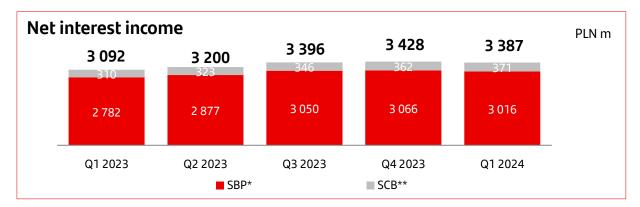
# Net interest income and net interest margin

#### Comment



- In Q1 2024, net interest income totalled PLN 3.4bn and increased by 10% YoY.
- In Q1 2024 alone, there was z slight decrease in interest income by 1% compared to Q4 2023.
- On an annual basis, interest income increased by 7% and interest costs increased by 1% YoY. On a quarterly basis, these dynamics amounted to -2% and -3%, respectively.
- The net interest margin for Q1 2024 (annualised quarterly) was 5.38% and was stable in the last few quarters.
- Net interest income of SCB Group\*

PLN 371m (2024) PLN 310m (2023)





- 1) Net interest margin in consecutive quarters, annualised on a quarterly and year-to-date basis.
- 2) The calculation of the net interest margin of Santander Bank Polska S.A. includes the allocation of swap points from derivative instruments used for liquidity management but excludes interest income from the portfolio of debt securities held for trading and other trading exposures.



# Net fee and commission income

#### Comment

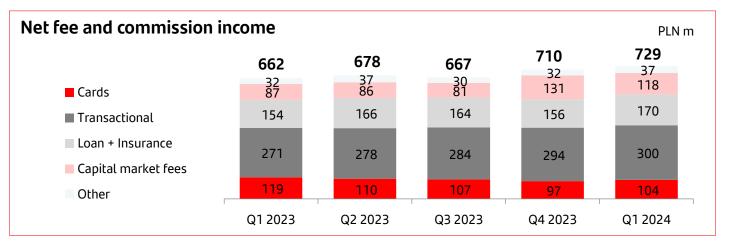


- In Q1 2024, net fee and commission income increased by 10% YoY and +3% QoQ.
  - On an annual basis, good results in asset management fees (+55% YoY), insurance fees (+30% YoY), foreign exchange fees (+14%) and account fee (+5% YoY).
  - On a quarterly basis, good results in loan fees (+11% QoQ), foreign currency fees (+4% QoQ), credit card fees (+10% QoQ) and debit card fees (+6% QoQ).
  - In SCB, net fee and commission income +43% YoY and -10% compared to Q4 2023.



Net fee and commission income of SCB Group\*

PLN 33m (2024) PLN 23m (2023)



Net fee and commission		Q1 2024	Q1 2023	YoY (%)	QoQ (%)
income	Cards	104	119	-12%	7%
PLN m	Transactional	300	271	11%	2%
	Loans + insurance	170	154	10%	9%
	Capital markets*	118	87	36%	-10%
	Other	37	32	16%	17%
	Total	729	662	10%	3%

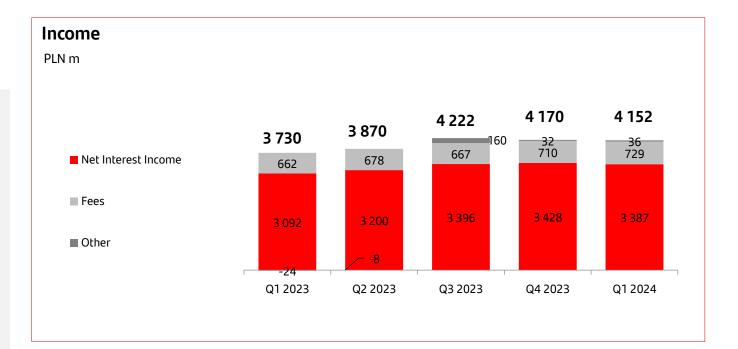


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## Income

#### Comment

- -(•)
- The Group's total income in the Q1 2024 amounted to PLN 4.2bn and increased by 11% YoY.
- Interest income higher by 10% due to changes in interest rates and higher net fee and commission income by 10% YoY.
- Income from other activities under the influence of actions taken by the bank aimed at making settlements with holders of foreign currency mortgage loans: PLN 9m in Q1 2024 and PLN 186m in Q1 2023, recorded in the item "Result from derecognition financial instruments measured at amortised cost.
- Excluding the above item, other income amounted to PLN 44m in Q1 2024 and PLN 160m in Q1 2023. On a quarterly basis, other income decreased by 24% compared to the previous quarter, mainly due to the decline in the net trading income and revaluation in Q1 2024.



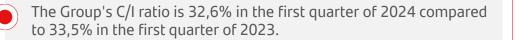
	Q1 2024	Q1 2023	YoY (%)	QoQ (%)
Net interest income	3 387	3 092	10%	-1%
Net fee and commission income	729	662	10%	3%
Total	4 116	3 755	10%	-1%
Gains/ losses on financing activities	6	132	-96%	-66%
Dividends	0	0	-83%	-47%
Other income items	30	(157)	-119%	105%
Total income	4 152	3 730	11%	0%

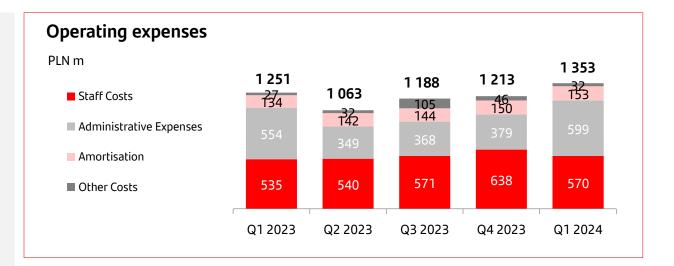


# Operating expenses

#### Comment

- - Total costs in 1Q 2024 amounted to PLN 1.35bn and increased 8% YoY. This is, among other things, the result of a higher BFG levies PLN 206m in Q1 2024 compared to PLN 187m in 2023).
  - After excluding BFG costs, total costs increased by 7% YoY mainly due to inflation, salary increases and IT costs and more intensive marketing activities.
  - Staff costs increased by 6% YoY, which reflects the review of salaries in September 2023 and the costs of the long-term share-based incentive programme launched in the Group (Incentive Plan VII).
  - In Q1 alone, total costs increased by 12%; after excluding regulatory costs, they decreased by 6% compared to the 4Q 2023.
  - In SCB, operating costs in Q1 2024 amounted to PLN 168m and increased by 14% YoY due to the increase in inflation, regulatory and marketing costs. SCB staff costs +8% YoY. Administrative costs, including regulatory and marketing costs +17% YoY. Quarterly, total costs +36% (excluding regulatory costs +10%): staff costs +6% and administrative costs +92% (excluding regulatory costs +15%).

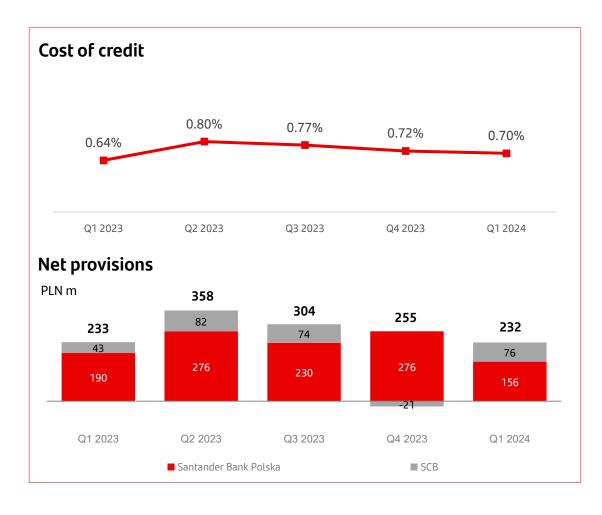


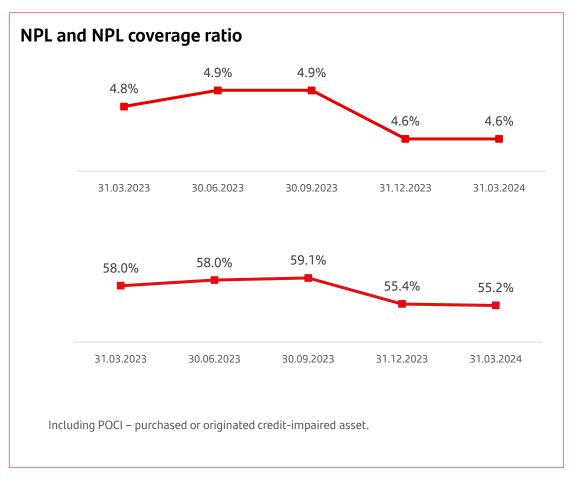


PLN m	Q1 2024	Q1 2023	YoY (%)	QoQ (%)
Administrative and staff expenses	(1 168)	(1 090)	7%	15%
Staff expenses	(570)	(535)	6%	-11%
Administrative expenses	(599)	(554)	8%	58%
Amortisation/depreciation + other	(185)	(161)	15%	-6%
Total costs	(1 353)	(1 251)	8%	12%



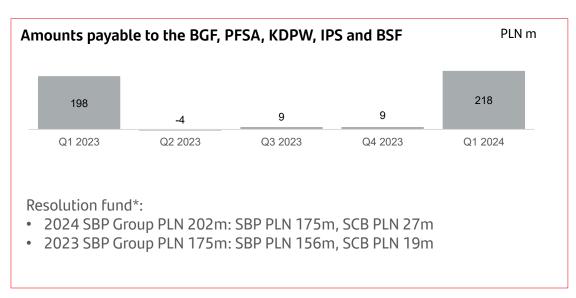
# Provisions and credit portfolio quality







# Banking tax and regulatory costs

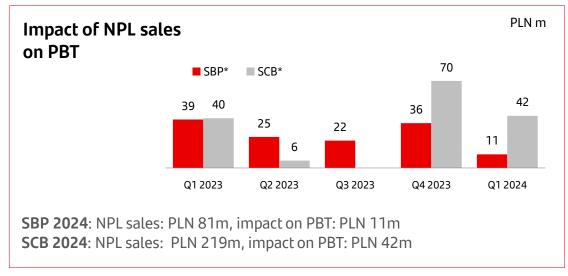


#### **Banking tax**

Pursuant to the Act of 1 February 2016 on tax imposed on certain financial institutions, bank assets are subject to a tax of 0.0366% per month. In 2023, the total tax charged to Santander Bank Polska S.A. and SCB S.A. in this respect was PLN 198m (PLN 190m and PLN 8m, respectively).

## **NPL** sales







## Results for 2024

#### Comment

- Net profit Q1 2024 totalled PLN 1.6bn.
- In Q1 2024 growth in the net interest and fee income + 10% YoY and a decrease by 1% in QoQ.
- In Q1 2024, growth in income by 11% YoY, while QoQ income stays flat.
- C/I ratio 32.6%.
- Improved cost of credit risk.
- Effective tax rate influenced by regulatory costs and the cost of legal risk attached to mortgage loans in foreign currencies.

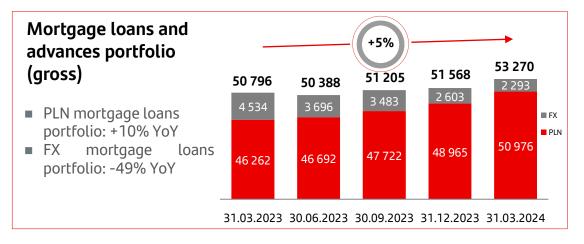
Results for 2024			
PLN m	Q1 2024	Q1 2023	YoY (%)
Net interest and fee income Gross income Total costs Credit impairment allowances Cost of legal risk associated with foreign currency mortgage loans	4 116 4 152 -1 353 -232 -296	3 755 3 730 -1 251 -233 -421	10% 11% 8% 0% -30%
Tax on financial institutions PBT	-198 2 097	-196 1 656	1% 27%
Income tax	-499	-439	14%
Profit attributable to shareholders of Santander Bank Polska S.A.	1 565	1 192	31%
Effective tax rate	23.8%	26.5%	

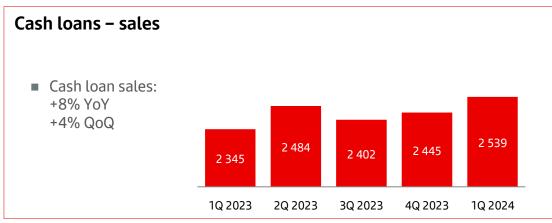


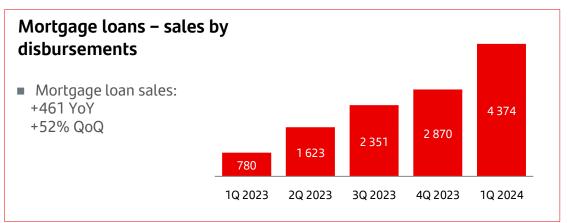


# Retail Banking - growth in lending activity



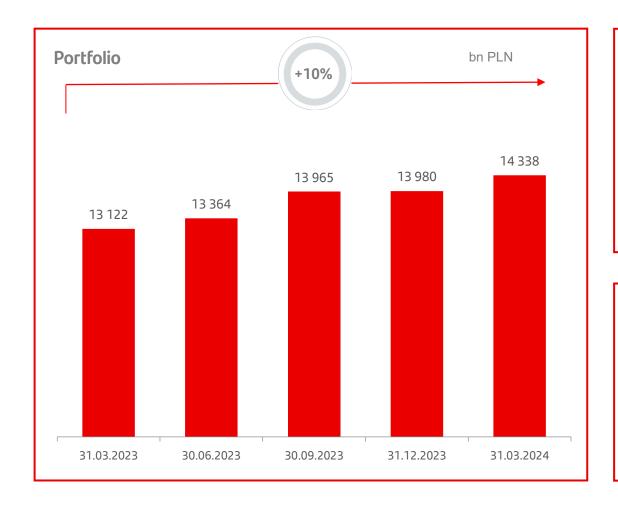








# Santander Leasing











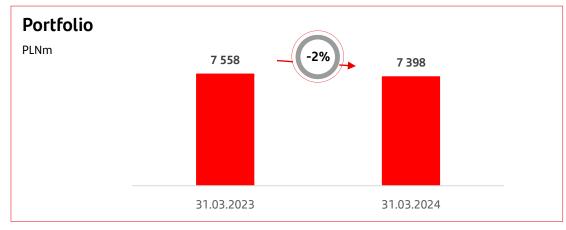
\* As at 31/03/2024

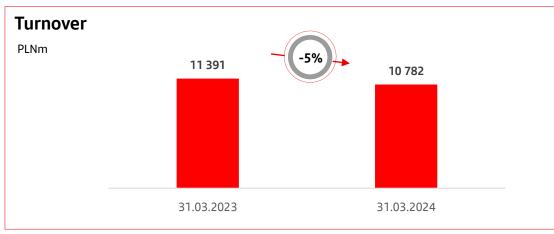
Santander Leasing celebrates its 25th anniversary this year. The anniversary is planned to be accompanied by information campaign in social media and special events recognizing suppliers, business partners and customers. The company's employees also engage in volunteering throughout the year as part of the plan: 25 charity campaigns for the 25th anniversary of Santander Leasing.

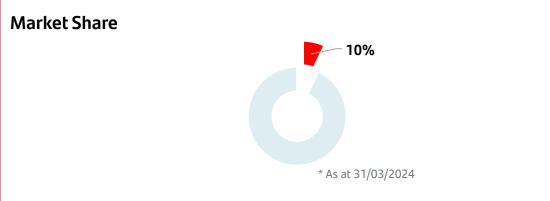




# Santander Factoring



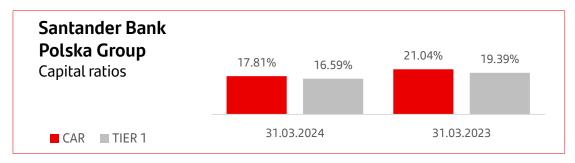


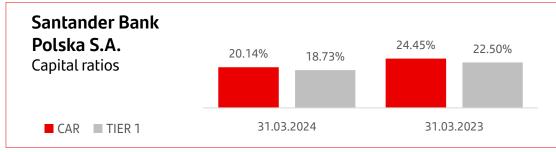


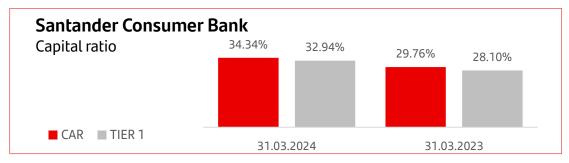
- In Q1 2024, Santander Factoring was number 2 on the market in terms of the balance sheet, reporting a slight decline of 2% YoY in balances.
- Santander Factoring also maintains its top position in financing payables (down 6% YoY and 18% market share).
- After Q1 2024, the Polish factoring market shrank by 2% YoY.

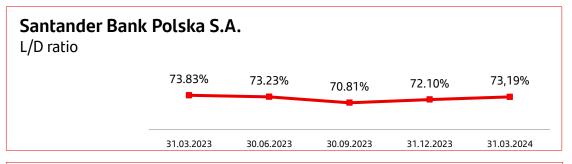


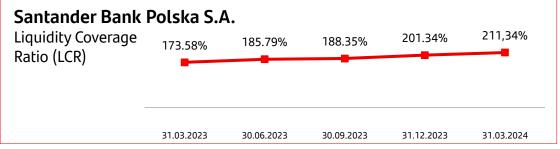
# Capital and liquidity position

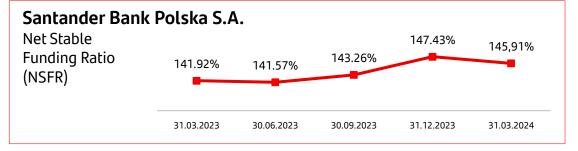














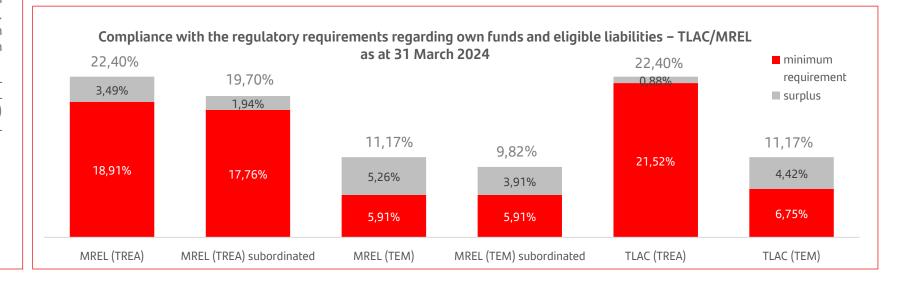
# Regulatory requirements regarding own funds and eligible liabilities – TLAC/MREL

#### **MREL**

- On 5 May 2023, the Bank was notified by the Bank Guarantee Fund of the target MREL. Final MREL requirement is 15.39% in relation to the total risk exposure amount (TREA) and 5.91% in relation to the total exposure measure (TEM). The MREL requirement was defined at the consolidated level and in the above values is valid from December 31, 2023.
- The Bank is also required to meet the minimum MREL subordination requirement of 14.24% of TREA and 5.91% of TEM.
- The MREL (TREA) requirement must be met in addition to the combined buffer requirement (i.e. the total systemic risk requirement, Institution specific countercyclical capital buffer, conservation buffer and the O-SII buffer, now at 3.52%).
- As at 31 March 2024, the regulatory MREL requirements including combined buffer are: MREL (TREA) 18.91%, subordinated MREL (TREA) 17.76%, MREL (TEM) 5.91%, subordinated MREL (TEM) 5.91%.

#### TLAC

- In accordance with Article 92a of the CRR, the minimum TLAC requirement is 18% of total risk exposure amount (TREA) and 6.75% of the total exposure measure (TEM).
- The TLAC (TREA) requirement must be met in addition to the combined buffer requirement, now at 3.52% for SBP.
- In relation to the minimum requirements specified in Article 92a of the CRR, the Bank obtained the approval from resolution authorities, in accordance with the conditions laid down in Article 72b(3) of the CRR, to use the liabilities that do not meet the subordination requirement defined in Article 72b(2)(d) of the CRR in the amount not exceeding 3.5% of TREA.
- As at 31 March 2024, the regulatory TLAC requirement for SBP Group is 21.52% TREA and 6.75% TEM.
- TLAC is the minimum regulatory requirement for own funds and eligible liabilities for global systemically important institutions. MREL is determined for individual banks that must comply with it.
- As an EU-based bank and part of G-SII (Banco Santander), Santander Bank Polska must meet both the TLAC and MREL requirements at the consolidated level.





# Key financial ratios 2024 - Santander Bank Polska Group

Selected financial ratios of Santander Bank Polska Group	Q1 2024	Q1 2023
Cost/ income	32.6%	33.5%
Net interest income/ total income	81.6%	82.9%
Net interest margin <sup>1)</sup>	5.38%	5.4%
Net fee and commission income/ total income	17.5%	17.8%
Net loans and advances to customers/ deposits from customers	77.6%	78.5%
NPL ratio <sup>2)</sup>	4.6%	4.8%
NPL provision coverage ratio <sup>3)</sup>	55.2%	58,00%
Costs of credit <sup>4)</sup>	0.7%	0.64%
ROE <sup>5)</sup>	20.1%	13.2%
ROTE <sup>6)</sup>	21.9%	13.3%
ROA 7)	2,00%	1.2%
Total capital ratio <sup>8)</sup>	17.81%	21.04%
Tier 1 capital ratio <sup>9)</sup>	16.59%	19.39%
Book value per share (PLN)	342.65	312.65
Earnings per ordinary share (PLN) 10)	15.31	11.66

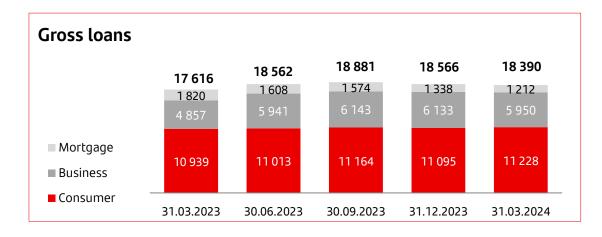


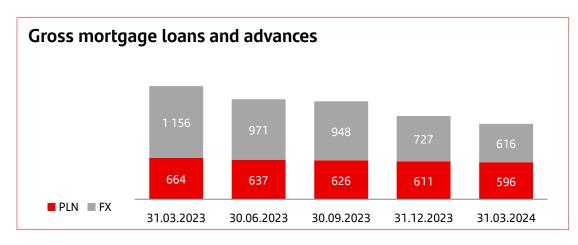
# Key financial ratios

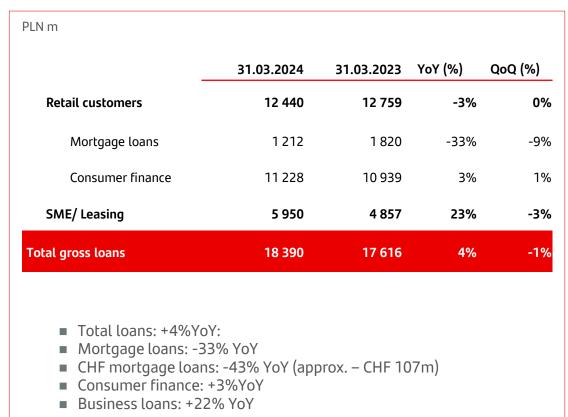
- 1. Net interest income annualised on a year-to-date basis (excluding interest income from the portfolio of debt securities held for trading and other exposures related to trading) to average net earning assets as at the end of consecutive quarters after the end of the year preceding a given accounting year (excluding financial assets held for trading, hedging derivatives, other exposures related to trading and other loans and advances to customers).
- 2. Lease receivables and gross loans and advances to customers measured at amortised cost and classified to stage 3 and POCI exposures to the total gross portfolio of such loans and advances and lease receivables as at the end of the reporting period.
- 3. Impairment allowances for loans and advances to customers measured at amortised cost and lease receivables classified to stage 3 and POCI exposures to gross value of such loans and advances and lease receivables as at the end of the reporting period.
- 4. Net expected credit loss allowances (for four consecutive quarters) to average gross loans and advances to customers measured at amortised cost and lease receivables (as at the end of the current reporting period and the end of the previous year).
- 5. Profit attributable to the parent's shareholders (for four consecutive quarters) to average equity (as at the end of the current reporting period and the end of the previous year), excluding non-controlling interests, current period profit, dividend reserve.
- 6. Profit attributable to the parent's shareholders (for four consecutive quarters) to average tangible equity (as at the end of the current reporting period and the end of the previous year) defined as common equity attributable to the parent's shareholders less revaluation reserve, current year profit, recommended dividend, dividend reserve, intangible assets and goodwill.
- 7. Profit attributable to the parent's shareholders (for four consecutive quarters) to average total assets (as at the end of the current reporting period and the end of the last year).
- 8. The capital ratio was calculated on the basis of own funds and total capital requirements established for the individual risk types by means of the standardised approach, in line with the CRD IV/CRR package. The comparative period includes profits allocated to own funds pursuant to applicable EBA guidelines.
- 9. Tier 1 capital ratio calculated as a quotient of Tier 1 capital and risk-weighted assets for credit, market and operational risk. The comparative period includes profits allocated to own funds pursuant to applicable EBA quidelines.
- 10. Net profit for the period attributable to shareholders of the parent entity to the average weighted number of ordinary shares.

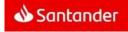


# Santander Consumer Bank Group Loans









# Santander Consumer Bank Group Key financial results for 2024

	Q1 2024	Q1 2023
Assets	23 375	21 023
Net Loans***	16 959	16 047
Deposits	13 710	11 203
Total equity	4 443	4 240
Net profit	43	41
L/D (%)	123.7%	143.2%
C/I (%)*	62.5%	67.5%
ROE (%)	3.9%	3.8%
ROA (%)	0.7%	0.8%
CAR (%)**	34.3%	29.8%
CHF impact (gross)	-82	-78
Net profit adjusted	119	112
C/I adcjusted	42.6%	44.9%
ROE adjusted	10.8%	10.5%
ROA adjusted	2.0%	2.2%



<sup>\*</sup>C/I excluding tax on financial institutions.

redemptions and legal costs.

<sup>\*\*</sup> Preliminary data for SCB

# 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

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