



N26 launches the new campaign "Young, Smart and Freelance"

- *The latest campaign by Mobile Bank N26 sees young freelancers and Italian freelancers as protagonists*
- *An increasingly important segment for N26: in the last two years, the number of business customers in Italy has quadrupled and almost half (47%) are between 20 and 34 years old*

Milan, May 4, 2021 - [The mobile bank N26](#) is launching a **new marketing initiative aimed at young Italian freelancers**.

The campaign, visible on the social channels and on the company website from the beginning of April to the end of May 2021, highlights the experiences of professionals with the aim of answering their doubts and proposes **a new, simple and immediate way to support them in their day by day work**.

In the past two years, the number of N26 business customers in Italy has quadrupled, with growth of over 80% since the Coronavirus pandemic broke out, and **almost half (47%) are between 20 and 34 years old: they are young, smart and for the first time venture into the world of freelancing**.

N26's initiative intends to investigate the reasons that led this segment of users to take up freelance profession instead of working as employees, to discover their stories and highlight the solutions offered by N26 business accounts to **help them manage their finances, from budgeting, saving for future projects**.

Through **4 videos** on the dedicated page [Young, smart and freelance](#), it is possible to know the **stories** of Ekaterina, Marco, Luna and Antonio, a lover of clothing and second-hand, a creative director and singer, a set designer and a tattoo artist - different profiles united from the same desire to **follow their passions independently**, and from the need to be accompanied on their journey by a **dynamic, simple, safe bank in step with the times**.

And on the Italian social media channels of the brand, on the subject of financial education, it will be possible to learn the basics through a "freelancer dictionary", to **clarify some terms of freelancers' world**.

Through a consolidated collaboration with Vice, the publication of articles and videos will continue on issues that are dear to freelancers, **such as the transition from employee to freelance and not being overwhelmed by the VAT number, all to better set their work**.

At the same time, dedicated posts with advice and guidance will be available on [N26's Italian blog](#), such as guides to the rates to be requested from customers, calendars of tax deadlines for VAT numbers and information on the best Italian cities for freelancers, just to mention a few.

But the focus on business customers doesn't stop there: N26 recently launched a

partnership with SumUp, a leading digital payment company, to reduce barriers to accepting cashless payments for freelancers in Europe, and offers business customers also premium promotions with other companies such as DropBox and GoogleAds.

There are also countless product-side features proposed by the mobile Bank and loved by business customers, **such as Statistics to keep track of their expenses and income month by month and above all Spaces to create spaces separate from the main account to cultivate savings goals and manage costs of individual projects**, and all those tax aspects that require special attention for a freelancer.

Suffice it to say that in the last two years the number of N26 business customers using Spaces has also increased significantly (+ 80%) especially during the pandemic, where there was a 112% increase in the average number of customers using Spaces compared to pre-pandemic period, a clear sign of the fact that the interest in practical, digital and immediate solutions is destined to last.

"Freelancers represent an increasingly important segment of the global workforce. At N26, we have seen our business client base in Italy quadruple in the past 2 years. This is why we want to offer them the best possible support, both through collaborations with leading strategic partners in their sector, and by making available a series of information and financial education paths that can accompany them on their professional journey", comments **Andrea Isola, General Manager of N26 Bank for Italy and South East Europe**.

About N26

N26 is building the first mobile bank the world loves to use. Valentin Stalf and Maximilian Tayenthal founded N26 in 2013 and launched the initial product in early 2015. Today N26 has more than 7 million customers in 25 markets. The company employs more than 1.500 employees across 8 office locations: Berlin, Barcelona, Madrid, Milan, Paris, Vienna, New York and São Paulo. With a full European banking license, state-of-the-art technology and no branch network, N26 has redesigned banking for the 21st century and is available on Android, iOS, and desktop. N26 has raised close to EUR 800 million from the world's most established investors, including Insight Venture Partners, GIC, Tencent, Allianz X, Peter Thiel's Valar Ventures, Li Ka-Shing's Horizons Ventures, Earlybird Venture Capital, Greyhound Capital, Battery Ventures, in addition to members of the Zalando management board, and Redalpine Ventures. N26 currently operates in: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and the US, where it operates via its wholly-owned subsidiary, N26 Inc., based in New York. Banking services in the US are offered by N26 Inc. in partnership with Axos® Bank, Member FDIC.

Website: n26.com | Twitter: [@n26](https://twitter.com/n26) | Facebook: facebook.com/n26 | YouTube: youtube.com/n26bank

N26 Press Contact

press@n26.com