



The alphabet according to N26: The Mobile Bank launches new integrated campaign

3.5 million customers in Europe already bank with N26. With its new brand campaign, the company invites everyone to discover the advantages and services that make it "the first bank you will love"

Milan, 24th June 2019 - N26, the first European mobile bank, launches a new campaign: the alphabet according to N26. When it comes to communicating the reasons why over 3.5 million customers bank with N26, the company's creative team took inspiration from the name "N26".

Each of the 26 letters of the alphabet reveals a reason to choose N26... From A as Accessible, to Z as Zero hidden fees, the entire alphabet of the mobile bank invites to discover the advantages of the intuitive and easy to use N26 app, making banking as simple, secure and as enjoyable as possible for its customers.

It is the first integrated campaign for N26 and will be played via a campaign landing page, the company's blog and social media channels. Furthermore, traditional and digital OOH in various Italian cities (Milan, Rome, Naples, Turin, Bologna). Two large Italian cities, Rome and Milan, are going to be mainly affected with two maxi installations (respectively, in Piazza del Popolo and in Via Brera).

The new brand campaign was developed internally by the N26 Marketing and Design teams with an external creative team based in Berlin and which saw the collaboration of the IGPDecaux, Urban Vision and Clear Channel media centers.

The new brand campaign is an evolution of the previous #26reasons campaign rolled out between November 2018 and April 2019. Per maggiori informazioni: www.n26.com

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 3.5 million customers in 24 markets across Europe who generate over €2 billion in monthly transaction volume. The Mobile Bank N26 entered the US market in July 2019 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. The company employs more than 1.300 employees across 5 office locations: Berlin, New York, Barcelona, Vienna 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 more than \$600 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, the UK and the US.



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