

**You is the new Black**

## **N26 launches N26 You: premium accounts focused on personalization**

- **N26 relaunches its popular premium memberships N26 Black and N26 Business Black as N26 You and N26 Business You.**
- **The products are reinventing the bank's premium memberships by offering more personalization – customers can also now choose their favorite card from five unique colors and benefit from a series of curated partner offers.**
- **Coming soon, N26 You customers will have the opportunity to order additional cards to use with their account.**

**Berlin, July 16, 2019** – Today, the mobile bank N26 announced the launch of its new premium product N26 You and N26 Business You, replacing N26 Black and N26 Business Black. The relaunch is the next big step in N26's mission to give everyone the opportunity to bank and live their own way. With the new N26 You membership product, N26 acknowledges that finances are highly individual by offering more personalization, and enabling customers to experience tailored banking that reflects their daily financial needs.

Customers can now choose from five different colors for their Mastercard – Aqua, Rhubarb, Sand, Slate and Ocean – to reflect their personality and needs. On top of this, N26 You customers can customize their N26 app icon and gain access to ten Spaces. This is one of N26's most popular features, providing a fast and easy way to set aside money based on users' personal preferences and goals.

N26 You also enables travelers to bank without borders and there are no exchange fees when withdrawing cash abroad or making payments in foreign currencies. Furthermore, a comprehensive insurance package is included, covering foreign medical expenses, flight and luggage delays, as well as coverage in case of cash and mobile phone theft. This insurance



will soon include even more benefits tailored to the needs of digital natives, such as coverage for e-bikes, e-scooters and shared rides.

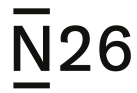
Customers who would like to choose between different N26 You card colors will soon be able to order an additional card to use with their account.

N26 Business You is designed for freelancers and self-employed individuals. With this plan, customers additionally benefit from a 0.1 percent cashback on all transactions with their N26 Business Mastercard. All advantages of N26 You, such as the choice of card colors and exclusive partner offers, also apply to customers of N26 Business You.

Furthermore, N26 You will soon launch several hand-picked partner offers, enabling customers to save money with additional discounts at Hotels.com, GetYourGuide, WeWork and Taxfix, amongst many others.

Valentin Stalf, founder and CEO of N26: "People's finances are personal and connected to their individual needs. We believe that banking needs to be this way too, and N26 You shows that banking can be stylish while also adapting to a customer's way of life. With N26 You, N26 is reinventing its premium memberships, moving towards a more personalized and individual banking experience. We look forward to introducing many more features in the next 6 months."

N26 You and N26 Business You are available for €9.90 per month. Find more information at [www.n26.com](https://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 1300 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 \$500 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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