

## A Fisherman Explains Phishing in N26's New "Security Explained Simply" Campaign

- N26 leverages comical puns in a new marketing campaign to explain common terms associated with security in digital banking.
- Online fraud is a complex and abstract topic that continues to cost consumers billions globally.
- The campaign aims to educate and empower customers to stay safe and secure when transacting online.
- Security and the prevention of financial crime are a central focus for N26, as it continues to aid in the fight against digital fraud.

**Berlin, 19 April, 2023** – The Mobile Bank [N26](#) today announced its new campaign, "Security Explained Simply" to help decode the increasingly complex landscape of security in digital banking. Each of the five videos featured in the campaign discuss a separate security concept narrated by a character that relates to the topic at hand:

- A fisherman explains phishing
- A magician explains card fraud
- A bouncer explains 2-step verification
- A weather reporter explains cloud security
- A flight attendant explains travel scams

The amount of cyber threats continues to rise in our increasingly digital world and the impact of these scams and attacks deepen as attackers become more sophisticated in their methods. The [IC3 2022 Internet Crime Report](#) shows that losses from internet scams affecting victims across the globe increased from \$6.9 billion in 2021 to \$10.3 billion in 2022. As these threats increase and continue to affect our everyday lives, education and awareness is critical to minimizing the risk to consumers. Security and the prevention of financial crime are a central focus for N26, and this campaign aims to educate and empower customers to stay safe and secure when transacting online.

"Security explained Simply" launches today with five 60-second videos across social platforms. The campaign was developed by N26's in-house creative studio to drive education about the important topic. Over the coming months, N26 will continue to roll out additional educational content that helps inform consumers of the various faces and impacts of fraud.

Global Executive Creative Director at N26, Kai Heuser said: "Banking security is a very abstract and complicated topic. With 'Security Explained Simply', we sought to change that. Just as N26 offers a beautifully simple banking solution, our campaign gives customers the clarity they need to safely transact in the digital world in a human and entertaining way."

Travis Carelock, N26's Chief Information Security Officer said: "The face of financial crime continues to rapidly evolve. Cyber criminals are constantly improving their schemes, using increasingly sophisticated and complex tactics to target

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consumers online. With threats never being static, customers can fall victim to new schemes any time, which is why N26 continually invests in our technologies and processes to not only detect and prevent fraud with speed and accuracy, but also raise awareness and education on the topic.”

As a fully-licensed and regulated bank, N26 embraces the shared responsibility to help prevent and respond to financial crime. As a digital pioneer, N26 is always exploring new ways to use technology to strengthen its approach in fighting fraud in the digital age. In addition to N26’s specialized teams, technologies and procedures dedicated to ensuring a safe and secure digital banking experience for customers, the company runs a variety of initiatives to raise consumer awareness and education around safety and security, and help customers identify and avoid threats.

To find out more about N26’s security initiatives and explore this campaign further, [click here](#).

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## 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 welcomed more than 8 million customers in 24 markets. N26 has a 1,500-strong team of 80 nationalities based across the globe. It has teams based in 10 locations: Amsterdam, Berlin, Barcelona, Belgrade, Madrid, Milan, Paris, Vienna, New York and São Paulo. With a full German 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. Valued at more than US\$9 billion, N26 has raised close to US\$ 1.8 billion from the world’s most established investors, including Third Point Ventures, Coatue Management LLC, Dragoneer Investment Group, Insight Venture Partners, GIC, 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 and Switzerland.

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