



## **N26 appoints Kai Heuser as the new Director of the Creative Studio**

- Kai Heuser looks back on decades of experience in the creative sector as the director of the creative unit at Jung von Matt, Heimat, and, most recently, the international creative agency R/GA.
- From September 2021, Kai will lead N26's Creative Studio as Global Executive Creative Director.

**Berlin, September 21, 2021** – N26 announces the appointment of Kai Heuser as its Executive Creative Director. In his new role, Kai Heuser will take up the mantle of running N26's Creative Studio from September 2021 onwards. The company's studio is its hub for content and design, developing all of N26's campaigns and brand assets.

A former director of the creative unit at Jung von Matt, Heimat and the international creative agency R/GA, Kai Hauser is backed by decades of experience at the intersection between storytelling, technology and design. Kai's leadership oversaw the creation of prize-winning campaigns for renowned brands such as Google, Nike, adidas, Hornbach, Mercedes-Benz and the Elbphilharmonie Hamburg. His work has been recognized with national and international creative awards such as the ADC, Cannes Lions, Eurobest, Clio Award, FWA and New York Festival award.

As N26's new ECD, Kai Heuser will report to **Patrick Stal, VP Global Marketing**: *"I'm delighted to welcome Kai Heuser to our team. His creative mind is one-of-a-kind and will enrich our team of marketing executives with his proven experience in brand communications within the tech space. In his role as Executive Creative Director, Kai will head up our Internal Creative studio, making him responsible for putting all N26's brand, content and design activities into practice. Now we have Kai on our team, we're in a better position to institute contemporary, progressive brand communication within the financial sphere."*

*"After 15 years of working for agencies, I'm delighted to be on the other side of the fence where I can develop the N26 brand from the inside on a holistic and long-term basis. I am aiming to raise the bar for communications within the fintech and banking sector in collaboration with the company's wonderful in-house Creative Studio,"* says Kai Heuser, discussing his new role.

N26 is launching its first multi-channel TV campaign across Germany this week. The company's in-house creative studio was responsible for designing the campaign, which is intended to make N26 customers aware of new products being launched towards the end of the year. These upcoming features will enable N26's users to manage their finances with even greater ease and flexibility.

### **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.

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