

Tomorrow launches a joint account for couples

According to Tomorrow, money alone doesn't bring happiness. The Hamburg fintech is launching a premium joint account that enables couples to manage their finances together. Prior to the launch, Tomorrow conducted a representative study about money and relationships, which reveals that money is still a sensitive issue where there is often a lack of equality. With the new *Together* account, users can now manage their finances together – flexibly and transparently.

The new account model, which goes by the name *Together*, fulfils a long-held wish of the Tomorrow community: joint banking. "We are delighted to be giving our account holders the option to organise their everyday finances jointly and in line with their individual and varied needs," reports co-founder Inas Nureldin. The core idea behind the new product is to put the focus on "togetherness" and make it easy for account holders to switch between their joint and individual accounts. The account model not only provides a solution for those in romantic relationships, but also works just as well for siblings, friends and flatmates. Costing €5 per person and month, *Together* is more affordable than the premium *Zero* offer, which from now on also includes the joint banking function.

Prior to the product launch, Tomorrow joined forces with YouGov to conduct a representative study on the topic and gained fascinating insights into the respondents' money-related behaviour. People deal with joint money matters differently regardless of their age or (marital) status: almost half of all couples in Germany (44%) still have separate bank accounts. The relevance of finances in a relationship is high for all respondents – in particular, people with a low income (a net household income of up to €2,000 a month) rate the topic as important or very important. The study results clearly show that money is a cause of conflict: around half of couples (52%) argue about money and one in four (28%) thinks that their partner isn't very good with money. "When it comes to money in relationships, men are still often the ones taking primary responsibility. But by talking about finance matters openly and honestly, we want to encourage our customers to seek constructive dialogue, get involved and take action," is how Silvia Follmann, editor at Tomorrow, explains the motivation behind the new offer. A summary of all study results can be found here.

Just like its other offers, *Together* is consistently sustainable and provides its customers with complete transparency about how their deposits are used. Tomorrow uses its customers' day-to-day finances to achieve its mission – with every card payment, money is invested in climate protection projects.

About Tomorrow:

The company is the first European stakeholder to combine mobile banking and sustainable finances. Since March 2019, the social business from Hamburg has been offering its current account and already has over 60,000 customers. Its long-term aim is to create a digital platform focused on finances with a positive impact.

Contact

Lilli Staack • lilli@tomorrow.one • 0172-4225456 • Tomorrow GmbH • Karolinenstraße 9 • 20357 Hamburg