

Key Partnerships

Wirecard

- provides banking back-end

Mastercard

- provides all the issuing and processing solutions on the payments side

Lifestyle Brands

- WeWork
- Home24
- ZipJet
- GetYourGuide
- etc

Key Resources

Brand, Platform, Partnerships

- Strong youth-driven Lifestyle brand for banking
- Product enables scalability into many banking verticals
- Partnerships facilitate expansion

Key Activities

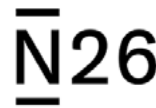
Expansion, Product Dev, Support

- N26 was the 1st Challenger Bank to Launch in US
- Continuous product features for core market
- Customer Support needs to continue to evolve w. market

Value Proposition

Banking for the Native Mobile Generation

- No Fee/Low Fee Banking
- Lifestyle Brand - offering features like Spaces and partnership discounts to youth brands
- Business Accounts for freelancers & the self-employed. Tools to streamline accounting, etc



Customer Relationships

Digital Only, No Branches

- Online customer service channels, phone service. 600 person total support team
- Social Media channels

Channels

Majority Digital

- Partner Channels
- Social media, in-app referrals, etc
- EU Brand Ambassadors

Customer Segments

Young Europeans, Freelancers, Self-Employed, USA

- Targeting 5-10% of customers aged 18-35 from traditional retail banks in Europe
- Freelancers and Self-Employed Business Accounts
- New entrant into the American market

Cost Structure

Technology Development

Marketing, Customer Service, Administrative Support

Regulations, Compliance, Licensing

Revenue Streams

Primary: N26 Black (€9.90 per month), N26 Metal (€16.90 per month)

Secondary: Usage Fees, Business Accounts, value-added services such as Insurance