

# Press release

**"How much interest does your bank pay?" - Trade Republic launches a broad interest campaign on TV, radio and billboard advertising in Germany's largest cities.**

- The aim of the campaign is to draw attention to Trade Republic's fair and easily understandable offer.
- The campaign will be accompanied throughout Germany in May with a billboard campaign as well as prime-time TV and radio spots.
- In January 2023, Trade Republic was the first in Germany to pass on the increased interest rates to its customers. Unlike the incumbent banks, there is no time limit for new and existing customers.

**Berlin, 02.05.2024. Trade Republic's new TV spot is all about the question: "How much interest does your bank pay?". With a current interest rate of 4 % p.a., Trade Republic occupies the top spot by passing the ECB deposit interest rate in full to its customers. The advertising campaign launched in May 2024 by Europe's largest savings platform is now conveying this message to an even wider audience with its provocative question. In addition to digital advertising formats, Trade Republic is focusing on TV, radio and out-of-home placements in Germany's largest cities for its first traditional advertising campaign. The TV spots will run during prime time on channels such as ARD, ZDF and Pro7.**

"Trade Republic's first classic advertising campaign has a clear reference to our mission: We help people to make their money work for them. Today, we offer the best deal for one's own money. We demonstrate this with commission-free share trading, a free card and, above all, the full passing on of interest. Our aim is to offer all customers the best conditions in a fair and transparent manner," says Christian Hecker, co-founder of Trade Republic.

The campaign's motifs and spots focus on the question: "How much interest does your bank pay?". With this campaign, Trade Republic wants to arouse interest in saving among the general public. The campaign also combines traditional advertising channels such as television, radio and billboard advertising for the first time in order to reach the masse.

"Visually, the focus is purely on the Trade Republic logo. Unlike many other banks and fintechs, this is not about a lure or short-term promotion. Trade Republic is a promise: Customers can rely on receiving the best conditions in a simple and understandable way. Our brand stands for a new kind of bank that can be trusted," says Julian Collin, Director of Growth and General Manager International Markets at Trade Republic. As always, the bank developed the campaign concept internally.

At the beginning of 2023, Trade Republic was the first bank to pass on the increased interest rates resulting from the ECB's key interest rate hike to all customers. Trade Republic customers currently receive 4 percent interest p.a. on uninvested money up to an amount of 50,000 euros. The interest is paid out monthly. Trade Republic thus offers - in addition to investments in securities and the debit card - a further yield opportunity or, as the TV commercial puts it in a nutshell, the opportunity to make your money work for you.

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**Please do not hesitate to contact us directly:**

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### **About Trade Republic**

Trade Republic is on a mission to set millions of Europeans up for wealth creation with secure, easy and commission-free access to capital markets. With customers across 17 European countries and billions of assets under management, Trade Republic is already the home screen app for many Europeans to manage their wealth. It offers savings plans, fractional investing, in ETF or bonds as well as derivatives or crypto. Trade Republic is a technology company with a full German banking license and is supervised by the Bundesbank and BaFin. As Europe's largest savings platform, Trade Republic has received investments by Accel, Ontario Teachers', Peter Thiel's Founders Fund, Sequoia or TCV. The company based in Berlin was founded in 2015 by Christian Hecker, Thomas Pischke, and Marco Cancellieri.