

Press Release

Trade Republic Announces Brad Pitt as Global Brand Ambassador.

- Together with global brand ambassador Brad Pitt, Trade Republic today launches its largest campaign to date.
- The campaign highlights Trade Republic's best conditions: a free account with card, 2 percent interest, and investing from one euro. Many customers across Europe still pay high fees for too little from their bank. Trade Republic puts this simply and asks: "What does your bank offer?"
- The campaign launches immediately across television, streaming platforms, and all relevant digital channels. It marks the company's next phase of growth.

Berlin, May 12, 2026 – Trade Republic is launching the largest campaign in the company's history. The face of the campaign is Brad Pitt, two-time Oscar winner and one of the world's most recognized and respected actors. Together with Brad Pitt, Trade Republic is bringing its product benefits to people across Europe through a deliberately simple creative concept, marking the next major milestone following the recent expansion of its personal 24/7 customer service.

The new commercial follows a radically simple concept: Brad Pitt enters an empty black room, looks directly into the camera, and does not say a word. Instead of relying on a grand production, the voiceover focuses on three clear benefits: a free account with card, 2 percent interest and investing from as little as one euro. The campaign ends with a direct question to viewers: What does your bank offer?

"Most people in Europe are still with a bank that charges fees that are too high and offers interest rates that are too low. Trade Republic offers people the most for their money today. That is exactly what we want to show as simply and clearly as possible," says Christian Hecker, Co-Founder of Trade Republic. "No empty promises, no complicated messages, but strong product benefits that millions of people immediately understand and that make them question their current bank."

More than 10 million customers in Europe already trust Trade Republic. With commission-free savings plans, a free account with a card, 2 percent interest without cap, investing from one euro, and personal 24/7 customer service, the company is positioning itself as a modern alternative to traditional banks.

Like all Trade Republic campaigns, it was developed in-house and starts today across Europe on television, streaming platforms, and all relevant digital channels.

For more information please visit:

[Website](#) | [FAQ](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#)

Please do not hesitate to contact us:

presse@traderepublic.com

About Trade Republic

Trade Republic is on a mission to empower everyone to create wealth with easy, safe and free access to the financial system. With millions of customers across 18 European countries and over 150 billion euro in assets under management, Trade Republic has become the home screen app for Europeans to manage their wealth. Trade Republic offers savings plans, fractional trading of shares, ETFs, as well as private markets, derivatives, bonds and crypto. On top of that, customers benefit from the Trade Republic card with 1 percent Saveback on card payments. Trade Republic is a full-service bank and is supervised by the Federal Financial Supervisory Authority (BaFin) and Deutsche Bundesbank.