

Press Release

Trade Republic Announces Brad Pitt as Global Brand Ambassador and Launches 3 % Interest for All New Customers and a 24/7 Phone Support.

- Together with global brand ambassador Brad Pitt, Trade Republic today launches its largest campaign to date and introduces 3 percent interest for new customers.
- The campaign highlights Trade Republic's best conditions: a free current account with card, 3 percent interest for every new customer, 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?"
- Parallel to the campaign, Trade Republic rolls out its new customer service, which is available 24 hours, seven days a week, and free of charge. Customers talk and chat with real service agents.
- The new customer service comes with over 1,000 service agents and 30 new features including enhanced password options, detailed tax reports available for download, and new analysis tools for active investors.

Berlin, May 12, 2026 – Trade Republic is launching the largest campaign in the company's history while setting a new standard in customer support. 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, the company is bringing its product benefits to people across Europe through a deliberately simple creative concept. In addition to an attractive interest rate of 3 percent for new customers, Trade Republic is introducing personal 24/7 customer service via phone and chat within the coming weeks.

"Trade Republic has grown into one of the largest retail banks in Europe in recent years. Our goal is to become the long-term home for our customers' entire wealth," says Christian Hecker, co-founder of Trade Republic. "With Brad Pitt as a brand ambassador, 24/7 phone support, and 3 percent interest for new customers, we are showing that banking can finally be simple, approachable, and built for everyone."

Trade Republic's personal customer service via phone and chat will be rolled out to all customers within the next few weeks. With this, Europe's leading savings platform implements a new service model that directly addresses users' wishes for personal contact with their bank. Trade Republic customers can connect with service agents free of charge directly in the app via phone or real-time chat with just a few clicks.

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 current account with card, 3 percent interest for every new customer, and investing from as little as one euro. The campaign ends with a direct question to viewers: What does your bank offer?

More than 10 million customers in Europe already trust Trade Republic. With commission-free savings plans, a free checking account with a card, 3 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.

The attractive interest offer is also available to existing customers. For every successfully referred new customer, existing users also receive 3 percent interest for three months. With four successful referrals, customers can secure the increased interest rate for a maximum of up to twelve months.

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:

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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.