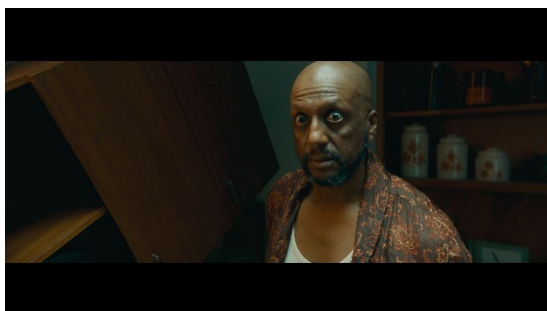




Press Release  
Paris, March 3, 2022

***Younited Credit becomes Younited and reveals its first pan-European communication campaign.***

*Younited, the leading instant credit provider in Europe, is changing its brand identity and launching its first pan-European advertising campaign, to promote its simple, fast, and no-hassle instant credit solution.*



<https://youtu.be/rm3j3E9uP14>

Younited's new visual identity reflects its commitment to help customers achieve financial wellbeing. Five years after the start of its successful expansion in Europe, Younited is strengthening its brand positioning to confirm its leading position in the field. The company is simultaneously unveiling its first European-wide TV campaign.

*"This new brand identity is supported by a three-spot communication campaign. Its signature - "At last, credit made for you" - illustrates how Younited can improve its customers' lives, simply and quickly",* says Solène Claoué, Chief Brand Officer at Younited.

**Increase Younited's brand awareness in the European instant credit market**

Whether making a purchase or applying for a consumer loan, people have two major expectations: instantaneity and simplicity. The company, which caters to a million customers, is striving to meet European consumers' new expectations in a responsible way.

Younited's new brand identity and advertising campaign position the company as the leading instant credit provider in Europe to support its hyper-growth. The company is operating in five countries, covering 60% of the European market. It has significantly increased its advertising budget in France and is broadcasting its TV campaign to three additional countries for the very first time.

## “Younited: At last, credit made for you”, a first pan-European advertising campaign



The first advert, devised by Havas & Compagnies, tells the story of an unhappy man in a deteriorated kitchen. Striking a humorous tone, an unidentified voice - which turns out to be from a parma fridge magnet - calls out to him suggesting the “Younited Credit” solution... And, voilà, our customer finds himself happily enjoying his freshly renovated kitchen. The brand signature, “At last, credit made for you”, wraps up the story.

The pan-European TV campaign was launched in France on 9 February with 15-second and 20-second spots and is broadcasted on the following channels: TF1, France 5, France 3, and M6. It will air in Spain and Portugal in March, before reaching Italy by the summer. Creatives featuring other situations will later be released.

The promise of an “immediate definitive answer” is a major innovation that combines Younited’s know-how with the benefits of the European PSD2 Directive. Formerly, an individual’s banking history was considered the property of the bank holding their account. Now, thanks to the directive, customers are the sole owners of their data and can therefore share their information freely and automatically with any credit provider.

*“In 2016, Younited Credit was the first to promote answering customers within 24 hours. In 2022, we’re the first to announce an **immediate definitive answer** where our competitors can only provide an immediate answer at pre-acceptance stage”.*

### **New logo and colours for a strong, distinctive image**

Thanks to its collaboration with the Saguez & Partners agency, Younited’s graphic identity has also evolved:

- The grey, navy blue and orange of its previous logo have made way for more modern, striking tones that stand out in a market dominated by traditional blues and greens.
- The dominant new colour, parma, conveys the financial wellbeing Younited wants to bring to its customers.
- The flame-shaped graphic element conveys movement and highlights the “YOU”, emphasising the dynamic, customer-centric DNA of the brand.

Younited's ambition to provide its customers with a simple, clear, and transparent experience is embodied in its new sleek, minimalist, and illustrated identity.

## **About Younited**

Younited is the leading instant credit provider for the e-economy in Europe. Constant innovation, cutting-edge technology and exceptional user experience have allowed nearly a million customers to have access to instant, simple and transparent credit to refurbish their home, go on holiday, or buy a new smartphone. Younited provides instant credit throughout the customer journey, shopping or banking, online or in store, with a single Younited customer experience. Up to €50,000. Up to 84 months. Instantly.

Younited is the leader in 5 European countries and generates more than 2 billion euros in yearly GMV, with nearly 50% of its business outside France. As the pioneer in personalized budget coaching, Younited deploys a credit strategy at the service of all to promote more transparency and more inclusiveness. Younited has launched the process to become a certified B-Corp.

More information: <https://www.younited-group.com>

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