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Press release

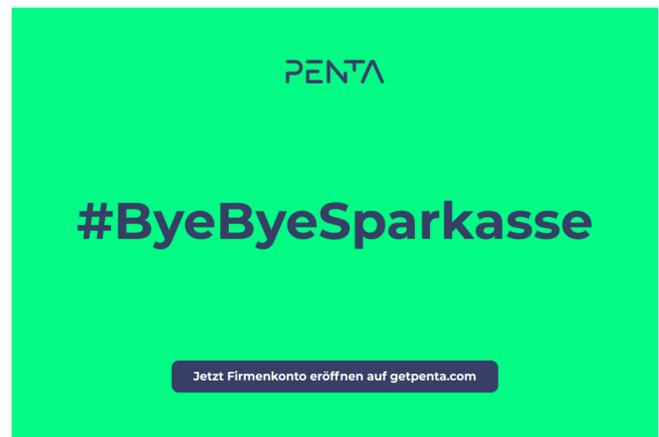
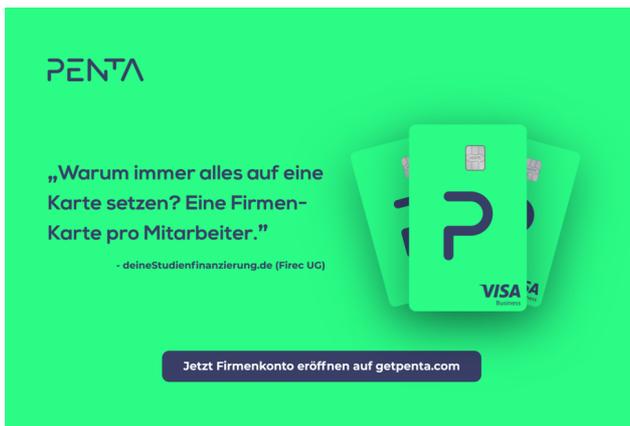
PENTA

Why it's time to say BYE BYE BANKS

- **Penta, the digital platform for business banking, rolled out its first billboard campaign, targeting the most prominent spots in Berlin, Germany**
- **CEO Marko Wenthin: “With #BYE BYE BANKS, we are pointing out that the end of traditional banking is near.”**

Berlin, 25. 10. 2019

They are green, big and bold: [Penta](#), the digital platform for business banking, focusing on founders and small and medium enterprises (SME) is launching their first billboard campaign in Berlin, Germany. More than 130 billboards, are placed in busy underground stations like Alexanderplatz and Zoologischer Garten , to catch the attention of audiences in the whole of Berlin from October to December 2019.



The slogans are different, but the message behind it is very clear, stating BYE BYE DEUTSCHE BANK, BYE BYE SPARKASSE, BYE BYE COMMERZBANK, using #ByeByeBanks as the overall hashtag for the campaign. Besides, also reviews from Penta customers are displayed during the billboard campaign, focussing on Penta's easy expense management solutions, which legacy banks don't offer. The campaign has been designed by Penta's Cofounder and Creative Director Sir Gabriel Holbach.

Marko Wenthin, CEO Penta:

“With our first offline campaign, we wanted to draw attention to the fact that the significant transformation in business banking did not start yesterday, but rather: we are in the middle of it. Now is the time to say bye bye to traditional banking. Penta is not only making life much easier for our customers, but is also standing for a new way of banking, by not only putting customers first, but developing banking together with them. At Penta, we communicate with our customers on a daily basis and because we are always listening, we have developed the products that our customers need to bank less and focus more on their business.”

— Marko Wenthin, CEO Penta

Penta, which counts over 11.000 happy business customers across Germany, offers fast and easy business banking, with an account opening procedure that takes only a few minutes and is completely digital. Penta's a full-service provider for SMEs. With its expense management features, Penta customers can easily stay in control of spending by giving the Penta Team Cards to their employees. With those debit cards, employees can upload receipts immediately and hassle free, without adding additional paperwork. The Penta Team Cards can be set with different limits and changed online absolutely flexible without the need to top up as with Prepaid cards.

All upcoming features can be viewed and prioritized at any time on the [Open Penta Product Roadmap](#).

About Penta

Penta is the digital platform for business banking. Companies can apply for a business account within minutes and receive a German IBAN, debit cards for expense management and other financial services. The company is headquartered in Berlin, with offices in Milan and Belgrade. The management consists of Marko Wenthin, Jessica Holzbach, Luka Ivcevic, Lukas Zörner, Matteo Concas and Igor Kuschnir.



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