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POSTER (ELEMENT 1) ON REVOLUT ASSESSMENT COMPONENT 2: MARKETING STRATEGIES PORTFOLIO



Brand extension

- Revolut Group Holdings Ltd. is a UK-based financial superapp that offers different digital banking services like debit or credit cards, international money transfers, multi-currency accounts and exchanges and stock or crypto trading (Revolut, 2025a).
- Revolut operates in over 40 markets and supports money transferring activities in more than 160 nations (Revolut, 2025b).
- The proposed brand extension for Revolut would be a “Green finance hub”. This integrated feature within the Revolut app will allow users to track their carbon footprint and make eco-conscious financial decisions to reduce it. The extension will be a combination of sustainability insights and spending analytics of customers to inform them about greener alternatives.

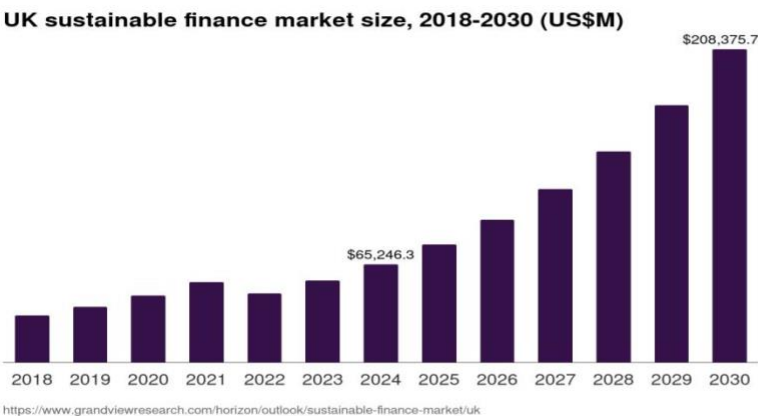


Figure 2: Green finance market in the UK (Source: Grandviewresearch, 2025)

Why the brand extension would appeal to the current market

- The share of green finance in the UK was 0.1% in 2012, which has increased to more than 4% in 2021 (Committees, 2022). This rapid growth suggests the influence of constant regulatory mandates and net-zero commitments of financial service organisations that have raised the demand for green financial services.
- The rising demand among consumers for transparent and ethical financial services is also evident in the UK, particularly among the Gen Z and millennial populations. These consumer segments are increasingly emphasising sustainability in their investment decisions (Djafarova and Foots, 2022).



Figure 1: Green finance concept (Source: LinkedIn, 2023)

How the brand extension aligns with sustainability goals

- The global sustainability goals of Revolut focus on reducing carbon footprint, promoting environmental responsibility and improving digital efficiency (Revolut, 2023). Hence, the Green Finance Hub will directly support the goals by encouraging responsible investment and consumption.
- It will integrate green rewards, financial products and carbon tracking in fintech services that will strengthen customer loyalty while also appealing to investors who seek sustainable growth opportunities.



Figure 3: Revolut global sustainability goals (Source: Revolut, 2023)

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