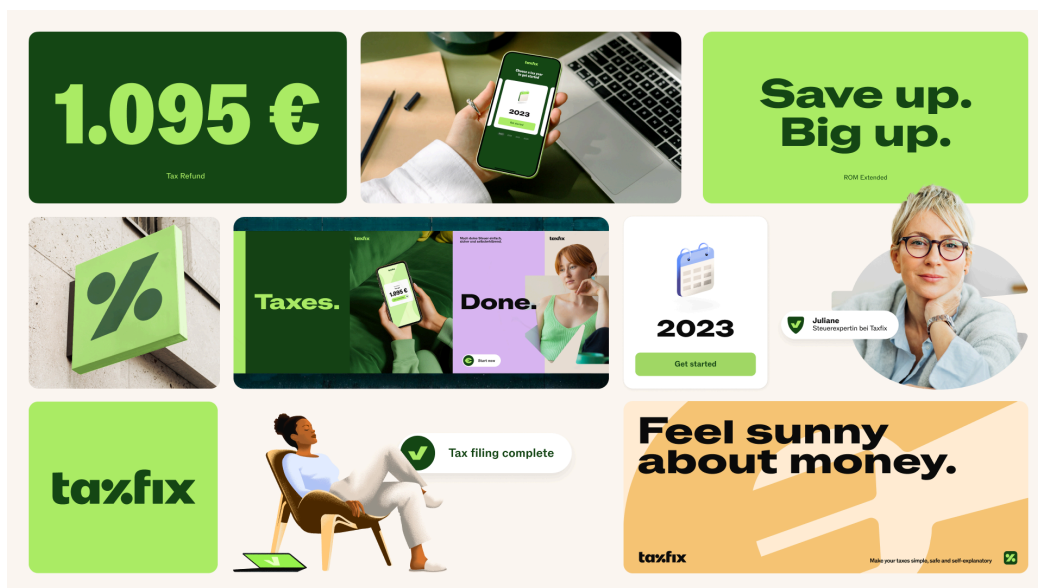


New Year, New Look

Taxfix Unveils Comprehensive Rebrand

- Taxfix rebrand reflects its evolution into a multi-product and multi-platform company as well as into Taxfix Group, following the strategic acquisition of Steuerbot last year.
- The new visual identity emphasizes simplicity, expertise and user empowerment and allows for an enhanced customer experience through personalization.
- With the rebrand, Taxfix doubles down on its mission to 'Fix Finance for All'.



Berlin, January 11, 2024: [Taxfix](#), Europe's leading mobile tax platform, today announces a comprehensive rebrand reflecting Taxfix's evolution into a multi-product and multi-platform company, as well as into Taxfix Group, following last year's acquisition of Steuerbot. The rebrand also aligns with the mission of '**Fix Finance for All**'. The new brand identity, developed in collaboration with the Helsinki-based creative agency [Kallan & Co](#), is expected to resonate strongly with both current and potential customers, solidifying Taxfix's position as a leader in its industry.

At the heart of this rebrand is a commitment to simplicity, expert guidance, and empowering users to take control of their finances. Taxfix is more than just a tax solution provider; it's a partner in the financial journey of its users, offering personalized, easy-to-use services. Taxfix aims to transform the perception of personal finances by building meaningful relationships and offering personalized solutions tailored to their needs. This approach is a significant component of both the product and brand strategy, ensuring a cohesive and resonant customer experience.

Claire Davidson, VP of Brand at Taxfix, emphasizes this focus, *"Our rebrand is more than a new look and feel—it's a manifestation of our commitment to our customers. We want to empower them, to change the way they perceive and manage their finances, making it a more accessible and less daunting experience. We recognize the unique needs of each customer and tailor solutions accordingly, so that we can meet our users wherever they are in their financial journey."*

Viola Vogel, Creative Design Lead, adds, *"Our redesigned visual identity showcases a meticulously crafted logo, a bespoke typeface with diverse cuts, an expanded color palette, and the integration of financial symbols as design elements. This thoughtful transformation empowers us to effectively differentiate our range of products while offering increased flexibility in visual expression."*

Viola Vogel also highlights that the new brand is an evolution of Taxfix's heritage, not a complete makeover. Indeed, she emphasizes, *"While many elements of our identity have undergone a path of simplification - a promise we've made to our customers - some elements have been retained to honor our heritage."*

Taxfix rebrand also signifies a transition from primarily serving Germany to effectively resonating with users across various markets, ensuring Taxfix addresses regional needs and preferences while delivering the same level of empowerment and support.

For more details please visit <https://taxfix.de/en/rebrand/>

About Taxfix

[Taxfix](#) is Europe's leading mobile tax platform - with over 5 million app downloads in Germany. Taxfix's mission is to fix finance for all. The company has already generated more than three billion euros in tax refunds for their customers. Taxfix takes away people's fear of taxes and finances and makes complex tax systems accessible to everyone. In addition to the app, the browser version and the [expert service for tax returns](#), the company offers an [online financial guide](#) and a [podcast in German](#).

More than 450 team members – including tax experts, developers and IT security experts – work in Berlin and Madrid on the continuous development of the Taxfix service. The company, founded in 2016, is supported by well-known investors such as Index Ventures, Valar Ventures, Creandum, Redalpine and Teachers' Venture Growth (TVG).

<https://taxfix.de/en/>

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